

# SMSF SCHOOL

ACCELERATING GROWTH



MAKE A DIFFERENCE



BE THE VOICE



## Know Us & Join Us!

We have been in business since 2005, helping Australian business with legal tax structure like forming companies, self managed super funds, trusts and other related documents and management services. Keeping the changing world in mind and our customer demands, we are now launching SMSF School, an online portal for CPD certification sessions and much more. Committed to the highest standard, we are focus driven to meet and exceed our customers professional requirements. A trusted name in the world of finance and accounts we will not settle for anything but the best. Join us and read more to help us create an interactive and collaborative learning experience!!



## WHY PARTNER WITH US?



### Context

SMSF School is another feather in the cap for “Deed Dot Com Dot Au Pty Ltd” and this umbrella continues to expand its digital presence and IT Infrastructure by recently launching the SMSF School website for interactive and on demand CPD sessions.



### Rapid Growth

We carry a wealth of experience and user database. Being a name to reckon with, our portal “TRUSTDEED.COM.AU” in the last 16 years has developed a strong reputation and is now an agency of choice for prominent corporates, charities and state government departments, helping execute ambitious mandates across a variety of channels



### Key Industry Membership

We propel ourselves into the next generation of SMSF School advice and services. A new era of online webinars and CPD certification courses is here to stay and we want to make this a win – win platform by catering to our ever growing robust client base of more than 50,000 accountants, financial planners and solicitors



### Partnerships

Being a subsidiary of trustdeed.com.au , we are also associated with, Online SMSF audit which has it's added benefits

Manoj Abhichandani – ASIC approved SMSF auditor, wrote the 1st fully automated online SMSF audit software in 2013. It was used to audit over 80,000 SMSF funds last year and allows us to enjoy a great market reputation.



### Knowledge Sharing

The SMSF School gathers SMSF professionals from across Australia for collaboration and connectivity to bring the best that is out there on a single platform. SMSF School will combine the expertise and knowledge with high-value interactive moments for over all benefit of our speakers and delegates while creating a stronger network



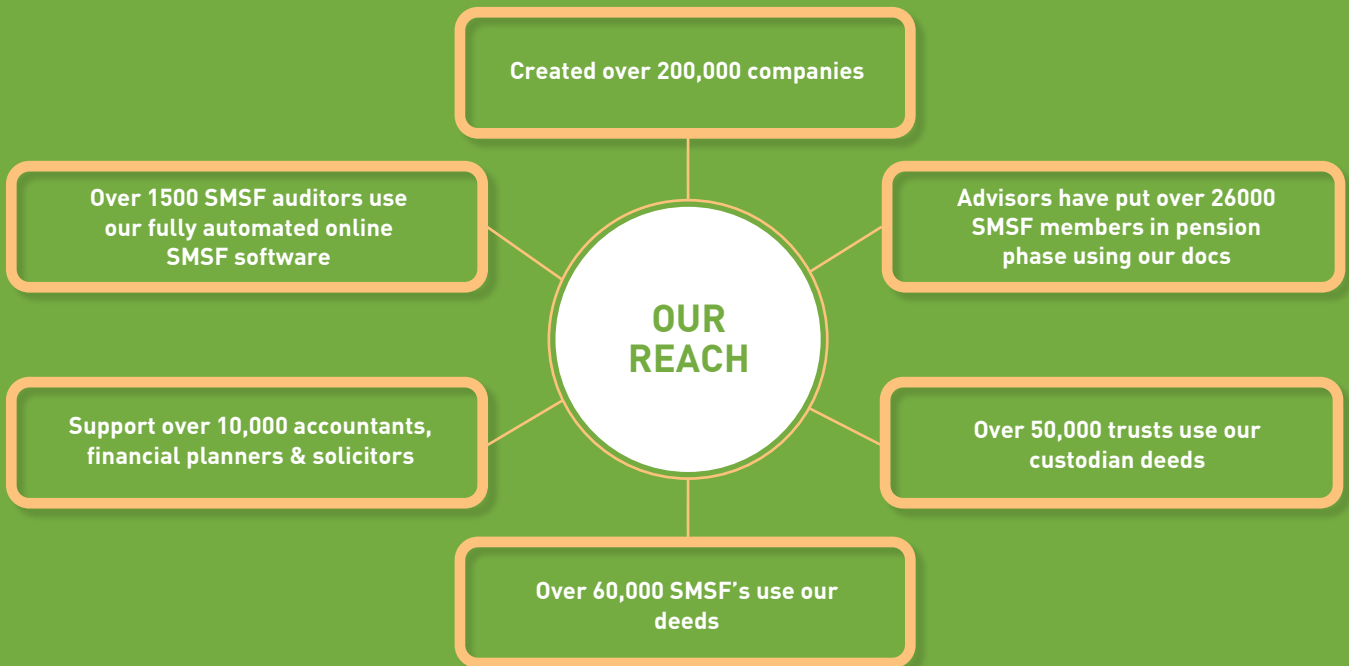
EARN MONEY



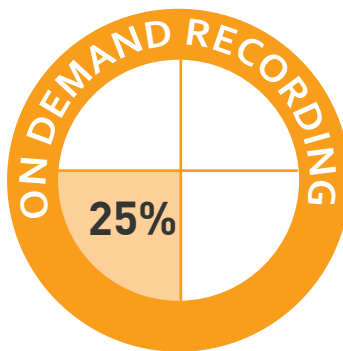
INSPIRE STUDENTS



JOIN OUR COMMUNITY



## WHY EMPANNEL WITH US ?



## WHY JOIN US

- ✓ Add value & gain exposure
- ✓ Choose or do both; Live online sessions or / and On- Demand recordings
- ✓ Income generation based on attendees
- ✓ Recurring monetary benefit from the On – Demand recordings
- ✓ Tap into our 20,000+ customer database
- ✓ Go with the word Start !! Benefit from our pre-registered delegates

# OUR VALUE PROPOSITION

## Key Features that set us apart



We give you an exposure to our customer platform of more than 50,000 professionals. SMSF School is a subsidiary of trustdeed.com.au and we have a client base of 56,000 financial professionals which include accountants, auditors, financial advisors and trustees.



You are able to create a live online event as well as make it available for viewing later by students



We give you a fully supported platform to conduct live online sessions called "Upcoming Events" for a 50% fee of the price you choose for your webinars



we also give you a choice to make your event available for "CPD on Demand" for a 25% fee of the price for recurring income of upto a whole year !



SMSF School expects students to be purchasing annual packages of bulk webinars a month. These would include live 'upcoming webinars' as well as pre-recorded sessions for CPD on Demand for \$1200 which will allow them 5 webinars a month (Recorded and made available for all students as per their CPD requirement and availability).

## KEY METRICS TO REMEMBER

- ✓ Profit sharing and recurring income generation
- ✓ Social Media Marketing of upcoming events with Speaker Info
- ✓ Email Marketing of upcoming sessions to our complete customer base
- ✓ Personal Introduction of the speaker by a SMSF representative
- ✓ Opportunity to have company logo inserted in to on-the-introduction slide. These will also be supplied and available digitally to be electronically used by the delegates/registered participants.
- ✓ LIVE as well as Recorded session options.
- ✓ Live interaction during Q&A session



# IT IS AS EASY AS THESE 4 STEPS



**JOIN HANDS**



**PLAN**



**EVENT TAKE OFF**



**GENERATE INCOME**

## RELATIONSHIP WITH SMSF SCHOOL

### SMSF SCHOOL



# INCOME SPREADSHEET

- ✓ You put casual price for your upcoming event \$80 on 50% profit sharing
- ✓ You put CPD on Demand price from your event \$50 on 25% profit sharing for upto a year
- ✓ You agreed that annual subscribers can come attend your event  
If you get 20 Casual members for the upcoming event, 30 for CPD on Demand & get 150 annual bulk registration members who attended your Live online event plus another 300 will watched it during the year via the on demand recordings

Session Type	Attendees	Price	Profit Sharing	Turn Over
Live	30	\$80	50%	1200
CPD on Demand	30	\$50	25%	375
Annual Bulk – Live	150	\$40	50%	3000
Annual Bulk on Demand	300	\$20	25%	1500

You will get \$6075 for just 1 webinar as per above structure exempld

If you conduct 60 such webinars a year (5 events a month), your annual income could be **\$3,64,500**

## NEXT STEPS - KICKING OFF OUR ENGAGEMENT

### STEP 1: YOUR EOI

Consider the opportunity and advice if you would like to be empanelled on the list of speakers. Confirm the topic of your choice in line with your expertise.

### STEP 2: ENGAGEMENT LETTER

Engagement Letter provided at the end of the brochure to be signed to take the relationship forward with SMSF School. We will draw up an engagement letter / paperwork to get things rolling. We would require a list of convenient dates for live sessions or on demand recordings.

### STEP 3: TECHNICAL KICK-OFF & EXECUTION

We formally commence work for marketing and registration of the online event / session. Wet and approve the content and Go Live !!

# TERMS OF AGREEMENT

## PRIVACY DISCLAIMER

SMSF School is committed to ensuring the privacy of client confidential and commercial information. SMSF School acknowledges that by undertaking this engagement, sensitive information may be obtained and produced in the performance of the security consulting works. SMSF School will comply with the Australian Privacy Principles when handling the personal information of clients. SMSF School has defined security procedures in place that directly outlines the requirements when handling of customer sensitive information, including access and retention of information related to any works performed. All SMSF School processes and procedures are governed by the information security standard ISO27001. The handling of customer information is operated in accordance with that standard. Any information gathered during the performance of the review will be stored in a separate, accesscontrolled secured cloud in an encrypted format at all times. All folders, documents, information and related files used in the course of this engagement will be password protected. All SMSF School employees sign Non-Disclosure Agreements with regards to obtaining customer sensitive information and are subject to a risk-based background check and due diligence when commencing employment at SMSF School. All information, documents, analytics, results and logs obtained or created in the course of this engagement are property of the client.

## ACCEPTANCE OF THIS PROPOSAL

You agree that this proposal is a true and accurate reflection of the work to be performed by Gridware and will form the basis of the work performed. Please indicate your acceptance of the attached proposal and the associated fees and terms by signing and returning a copy of this letter to the email [ahmed.khanji@gridware.com.au](mailto:ahmed.khanji@gridware.com.au) The person signing this document has the requisite power and authority to enter into this Agreement on behalf of the Company and to carry out the obligations required by this Agreement

### Agreed by:

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Signature

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Authorised Officer Name (Please Print)

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Company ABN

---

Date

### Invoicing Details:

---

Authorised Name

---

Email

---

Entity Name

---

Address

---

Date

# SMSF SCHOOL

Suite 3.04, Level 3,  
29-31 Solent Circuit  
Baulkham Hills NSW - 2153

 **(02) 9684 4199**

 **[smsfschool.com.au](https://smsfschool.com.au)**