SBD | SmallBay Digital

PARTNER PROGRAMME

Earn on every project you bring to SBD

For advisers, agencies, consultancies and software firms.

smallbaydigital.com/partners





THE CONVERSATION YOU ALREADY HAVE

Your clients lose hours between their tools

53% say their data never matches across tools

46% feel swamped by too many tools

44% have no time to learn the tools they pay for

Source: Salesforce, SMB Trends, 6th edition · SBD Partner Programme · 2

WHAT CHANGES FOR YOU

When a client asks you about AI

TODAY	WITH SBD
Nobody you trust to send them to	A specialist with published prices
Your name on a risky recommendation	Every stage visible in your portal
Spotting the problem earns you nothing	Up to 15% of every project

ABOUT SBD

We build the tools, automations and agents teams run on

Step 1

Audit

$500, credited to the build

Step 2

Blueprint

Fixed scope and fixed price

Step 3

Build

In accounts the client owns

Step 4

Run

Hypercare, then a care plan

Clients have 5 to 1,000 staff, in manufacturing, distribution, e-commerce and services.

OFFERS AND PRICES

What your clients can buy

Automate
Agents take the repetitive work

Build
Tools when nothing off the shelf fits

Modernise
Off spreadsheets, data intact

Advise
A fractional AI lead

Extend
Our specialists on their team

Harden
AI-built apps made safe to use

Run
Support and care after go-live

Published prices

Audit $500
Builds from $1,500

OUR PROMISE TO YOUR CLIENTS

Four commitments every client gets in writing

01

They own everything

Every account and every line of code is in their name.

02

A fixed price

Agreed in writing before any build starts.

03

A useful audit or no fee

If the audit does not help, they do not pay.

04

Hypercare until it sticks

Sixty days, extended free until the team uses it.

WHEN TO INTRODUCE US

Eight things clients say when they are ready

“Someone copies data between systems all day.”

“Only one person understands our spreadsheet.”

“Our numbers never match.”

“We are hiring just to keep up.”

“Quotes take days over email.”

“Our AI pilot went nowhere.”

“We built an app and do not trust it.”

“We pay for software nobody uses.”

Not sure? Bring it to office hours.

INDUSTRIES WE KNOW

We have built inside these businesses

Also agriculture, automotive, textiles and retail.

Manufacturing	Part finders and production dashboards
Distribution	Emailed RFQs read by AI, quoted on SAP
E-commerce	One product record for every channel
Professional services	Operations tools with proper roles
Software	AI products built end to end
Real estate	Automations across 120 homes

RESULTS FROM CLIENT WORK

What changed after we built it

−45%

processing time

Copper wire manufacturer

0

stock mismatches

Watch reseller on three channels

<3 min

lead response

B2B sales team

40%

less time on orders

Building materials supplier

6,000+

article numbers decoded

Cable manufacturer

−50%

client enquiries

Wholesale jeweller

TWO BUILDS, START TO FINISH

What a typical engagement looks like

Industrial parts distributor

Enquiry to quotation on SAP

Before	Every RFQ read and quoted by hand
Built	AI matches parts and quotes in SAP
Now	Live, with SAP still at the centre

Consulting firm

An operations tool of their own

Before	A no-code workspace they had outgrown
Built	Nine modules, with roles on the server
Now	No shared logins. Live.

IN OUR CLIENTS' WORDS

What clients say once it is running

"We went from 10 clients to 50 without adding ops headcount."

Founder · Digital agency

"What used to be a full day of reconciliation takes 10 minutes."

VP of Logistics · Agriculture business

"Small, focused tools our team actually opens every morning."

CEO · Consulting firm

THE TOOLS WE BUILD ON

We work in the software your clients already pay for

OpenAI	Claude	Zite	n8n	Make	Zapier	Airtable	Retool
Supabase	HubSpot	Salesforce	Zoho	Xero	NetSuite	Odoo	Stripe
Google	Microsoft	Slack	WhatsApp	Notion	Fillout	Retell	Power BI

And more than 100 others, from SAP and Shopify to Twilio. We pick the tool for the client, and we do not resell licences.

OUR OWN PARTNERSHIPS

We are partners too, with the platforms we build on

OpenAI Partner Network

Accepted in November 2026. We build agents and AI features on OpenAI models for client work.

Zite partner

A Zite service partner, building client portals and internal tools in each client's own Zite organisation.



Pranav Mahaveer
Founder, SmallBay Digital

Before SBD I ran operations. Every business I saw had someone whose real job was being the glue between tools.

A NOTE FROM THE FOUNDER

Why I built SBD around partners

Owners tell that problem to the people they already trust: their accountant, their agency, their adviser. Those people deserve somewhere safe to send them.

WHAT I DO PERSONALLY

I read every partner application myself

I am on the first call with every client you introduce

I review every audit before your client sees it

Gold partners get a quarterly review with me

WHO GAINS

Your client
A specialist you vouch for, with a fixed price and everything in their name

You
Somewhere safe to send them, and paid on every project

SBD
Work that starts with trust instead of a cold email

WHO IT IS FOR

Four ways to partner with SBD



Referral

Advisers and accountants who introduce clients



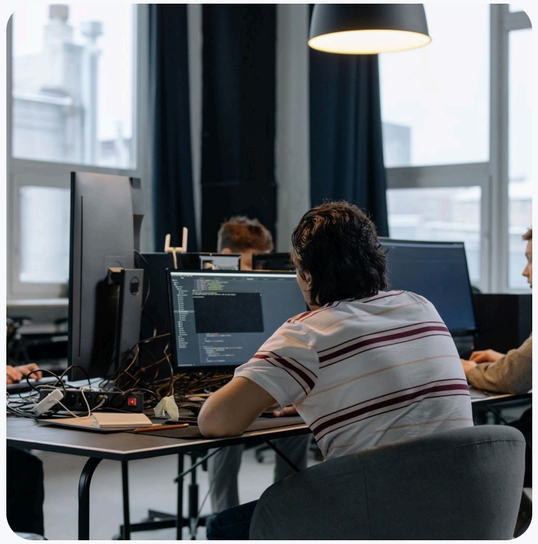
White-label

Agencies selling our delivery as their own



Consultancy

Consultancies whose advice needs building



Technology

Software firms whose customers need setup



REFERRAL PARTNERS

Accountants, advisers and fractional leaders

"Our admin is drowning us, and the numbers never match."

BEFORE

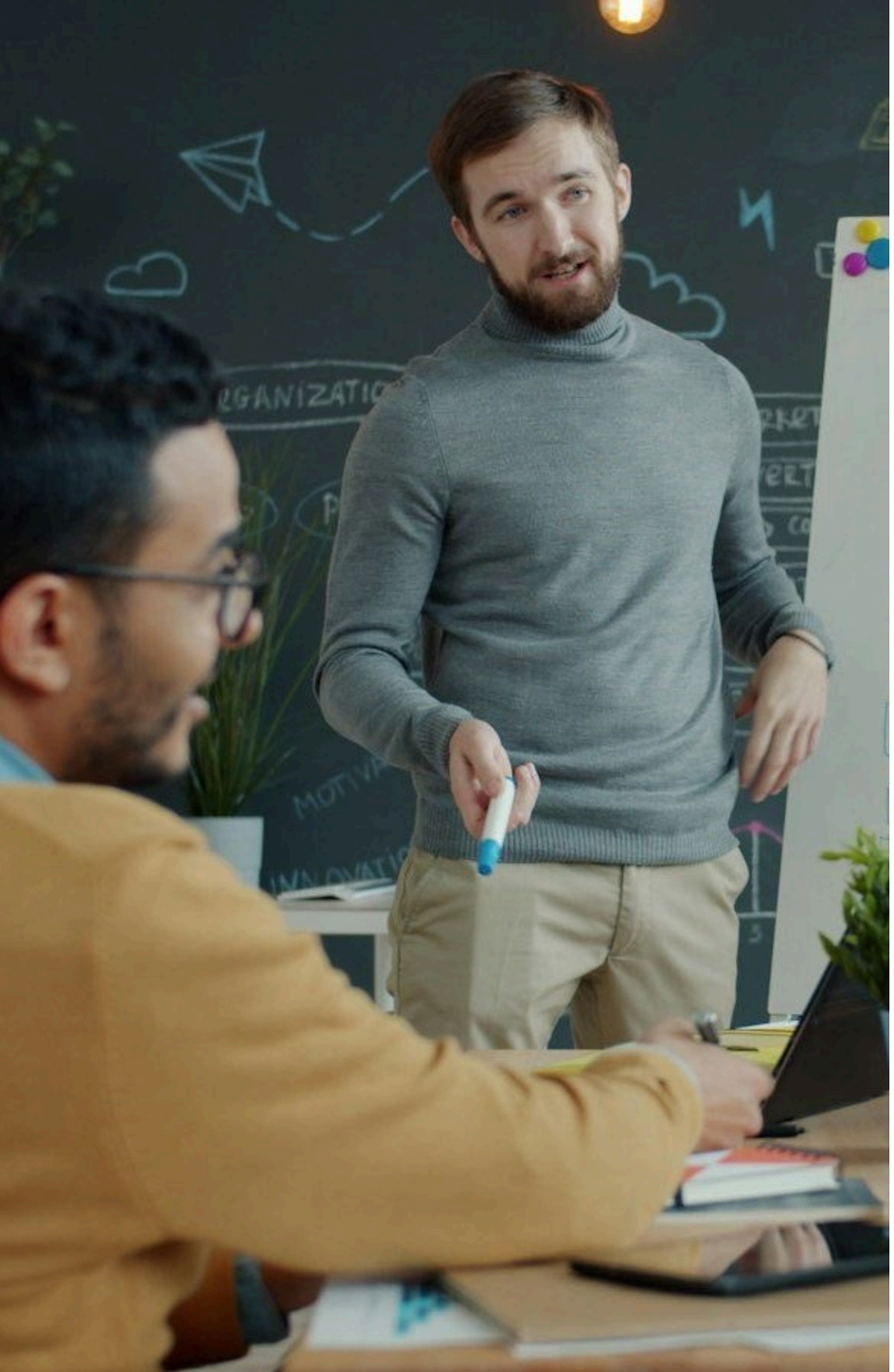
You refer informally and hear nothing back.

AFTER

You see every stage, and the introduction pays.

WHAT YOU GET

- 5% to 15% of every project
- 90 days of protection
- A monthly statement
- Every stage visible in the portal



WHITE-LABEL PARTNERS

Digital, marketing, web and CRM agencies

“Can you also automate this for us?”

BEFORE

You turn the work down or risk a freelancer.

AFTER

You sell automation with a team behind you.

WHAT YOU GET

- 20% off builds, 15% off care plans
- 25% off builds past $50,000 a year
- Your price, your invoice, your brand
- Delivery under a mutual NDA



CONSULTANCY PARTNERS

Management, operations, finance and IT consultancies

"Great findings. Who can build this?"

BEFORE

Your recommendations stall in a slide deck.

AFTER

Your recommendations get built and used.

WHAT YOU GET

- Commission on every project
- A team that builds from your findings
- Stage updates for your reviews
- Office hours to check fit



TECHNOLOGY PARTNERS

Software companies, platforms and resellers

"We bought it, but nobody set it up."

BEFORE

Your team does implementation for free.

AFTER

Customers go live on your product and stay.

WHAT YOU GET

- Commission on every project
- Builds on your platform
- In the customer's own account
- More than 100 tools in use already

ONBOARDING

From application to your first payout

01

Apply

A short form

02

Hear back

Within two working days

03

Get access

A sign-in link by email

04

Set up

About ten minutes, once

05

Introduce

Register the client and project

06

Get paid

30 days after the client pays

Setup is your details, the agreement, payout details and a short quiz. After that you introduce, and SBD scopes, prices, delivers and keeps you posted.

PARTNER ENGAGEMENT

What you hear from us, and when

As it happens

- Stage updates
- A note from SBD at each stage
- Protection expiry warnings

Every month

- Your commission statement
- Payouts
- A partner briefing
- Office hours

As you grow

- Bronze: partner badge
- Silver: joint case study
- Gold: founder review

THE PARTNER PORTAL

Everything in one place

Works on your phone. Sign in from your email, register a client after a call, and check the stage before you meet them.

Overview
Everything due, on one screen

Live stages
Every client, first call to live

Registration
Client and project in a minute

Tier progress
What unlocks next

Earnings
Commission, payouts, statements

Team
Colleagues, with access you choose

Resources
Deck, logos, badge, wording

Meetings
Briefings with calendar files

Security
Payout details encrypted

PROTECTION

Every registration is protected for 90 days

The earliest registration that reaches a meeting counts.

Clients already talking to SBD cannot be registered.

We warn you three weeks before it ends.

- Registered
- First call
- Audit
- Build
- **Live**

REFERRAL COMMISSION

Up to 15% of every project you bring

5%
on the first $500

10%
on $500 to $5,000

12.5%
on $5,000 to $25,000

15%
above $25,000

WHAT ONE PROJECT EARNS YOU

A single workflow
$1,500 project
$125

A multi-module tool
$5,000 project
$475

An audit and a larger build
$10,000 project
$1,100

A larger programme
$25,000 project
$2,975

Bands restart for each project. Care plans and retainers do not count. Examples use SBD’s published from-prices as a guide.

PARTNER TIERS

Each paying client moves you up

Starter

Where everyone starts

Portal, resources and office hours

Bronze

1 paying client

The SBD partner badge

Silver

3 paying clients

A joint case study

Gold

10 clients or $25,000

Founder review and first look at offers

Tiers add perks. Commission rates never change.

GETTING PAID

Paid within 30 days of the client paying us

Bank transfer

In USD, INR or GBP, with a monthly statement.

Tax

Where we deduct at source, you get the certificate.

Refunds

Only the refunded amount is reversed.

If either side ends it

Earlier registrations still pay if they convert.

WHAT PARTNERS ASK US

Questions before joining

Will you sell to my client without me?

Register their next project and it earns too.

What if a project goes badly?

Fixed price, a no-fee audit and hypercare.

Do I have to hit a target?

No. There are no fees or quotas.

Is it exclusive?

No, on either side.

What about client data?

Share only what the introduction needs.

How much time does it take?

About ten minutes to set up.

HOW PARTNERS REPRESENT SBD

Six rules that keep clients’ trust

01

Get the client’s agreement first.

02

Describe SBD accurately.

03

Use our logo only as supplied.

04

Never bid on our name in search.

05

Share only the data needed.

06

Follow anti-bribery and anti-spam law.

WHERE TO START

Start with one client you think we could help

Apply, or talk it through with Pranav first. There is no fee.

Apply	**smallbaydigital.com/partners/apply**
Talk	**smallbaydigital.com/book**
Email	**hello@smallbaydigital.com**

