



So you want to be a Guruu?

Guruumee is a mobile app dedicated to providing 'wisdom on tap'. It is our goal to connect users with experts who can help them achieve long-term goals or answer important one-off questions. As a Guruu, you'll earn money for every piece of advice you give or interaction you have with one of your followers. So, you'll not only have the satisfaction of helping someone experience personal growth; you'll also be earning some extra cash by allowing others to tap into your wealth of knowledge.

What you need to know about compensation:

It is entirely up to you how much money you make – and, how much time you spend – being a Guruu. You set your own price per interaction, and the maximum number of queries you can manage per week. We anticipate that you won't spend any longer than five minutes per interaction:

- 1) 'G-coin' is purchasable at 100 Coin for £1.
- 2) G-coin spent following is broken down according to the following permanent proportion. For example, if a follower spends £2.50 for an interaction it is broken down as follows:-
 - a. .50 covers VAT/export tax
 - b. .40 to Guruumee Ltd
 - c. £1.50 for the guru
 - d. .10 to a charity of the Guru's choosing
 - e. 'c' and 'd' may change if the guru wishes to donate a larger portion of their fee to charity
- 3) Gurus set their own price per 'interaction' (Question-Answer-Task) and can change this every four months.
- 4) New followers will be given promotional 'coins' to get them started. When a follower applies to follow a guru the Guru will be informed whether or not the follower is using promotional coins. The Guruu does not have to accept any particular interaction. If the Guru accepts the Guru will not be paid for that interaction - but the follower's rating of that interaction will still be valid
- 5) Gurus and charities will be paid by automatic bank transfer on the 1st of each month. These transactions will occur on the basis of a £10 minimum transaction and banking fees will be payable by the receiver
- 6) Gurus are responsible to declare earnings to the relevant tax authorities.
- 7) If followers wish to cancel their membership, any G-Coin remaining in their account will be held for a maximum of 3 months, after *which* it will be donated to charity
- 8) After the first 1000 Gurus have joined Guruumee, gurus must pay £4.99 as a non-refundable joiner's fee.

a massive hello from

GURUUMEE



There are 5 rules and 4 principles for being a Guruu:

Five Rules:

- 1) Don't be a ****.
- 2) Don't be a ****.
- 3) Remember we reserve the right to permanently exclude you without explanation (if, for example, we think you're being a ****).
- 4) Keep confidentiality.
- 5) The only time you are obligated to ignore rule 4 is if
 - a. You believe the law is being broken or
 - b. You believe someone is in danger

Four Principles:

- 1) Do what you say on the tin - be clear about your skills, aims and approach on your profile and deliver as expected.
- 2) Be faithful - missing deadlines or answering casually may turn followers away.
- 3) Provide value - remember you're being paid.
- 4) Be awesome - remember you're being reviewed.

What We Need to Know About You

- 1) What are your key skills qualifications or experience and in which field/fields?
- 2) What sort of advice could people ask you about and why should they listen?
- 3) Why do you want to be a Guruu?
- 4) What will you be working to achieve with your followers?
- 5) Tell us something fun about you.
- 6) Which charity are you supporting and why?

Questions? Email contactus@guruume.com. You can also get the details at www.guruume.com. And, don't forget to spread the word about our crowdfunding campaign: <https://igg.me/at/guruume>. Thanks!

a massive hello from
GURUUMEE