

Industry Champions

Partner proposal guide

We're looking for the operator who already knows their industry better than anyone and wants to use AIVA OS to change how it runs.

<https://adam.smartoptimize.ai/industry-champions>

Who we're looking for

- A recognized operator, consultant or leader in one industry, with years inside it.
- A real network of owners who already take your calls.
- A clear view of the work in that industry still done by hand (missed calls, slow follow-up, paperwork, scheduling, hiring).
- The time and capital to lead go-to-market in your vertical.
- Values that fit ours: honest claims, customer data that belongs to the customer, no shortcuts on consent.

What SmartOptimize brings

- AIVA OS (Phones, Campaigns, Website, FieldOps, Recruiting, Intake, Intelligence) configured for your vertical.
- Our build team for vertical-specific workflows, scripts and integrations.
- Our onboarding and launch process for your first clients.
- Ongoing product updates and support.

What you bring

- Industry expertise and help designing the vertical playbook.
- Your network and the go-to-market plan to reach it.
- Your first clients or pilot partners.
- A proposal that shows exactly how we win together.

How it works

1. Submit your proposal.
2. We review every proposal and reply to the ones that fit.
3. Discovery call with Adam and the team.
4. Mutual NDA, then a deeper look at your plan and our platform.
5. Term sheet (scope, roles, economics, vertical focus or territory, milestones).
6. Pilot with a small set of clients in your vertical.
7. Partnership agreement and full launch.

What your proposal should include

- You: background, track record, why you.
- The vertical: size, who the buyers are, what they use today, what's broken.
- Your network and reach (honest numbers).
- Your go-to-market plan for the first 12 months.
- What you're asking for and what you're offering: your proposed structure (e.g. revenue share, reseller, co-branded, or a vertical company), territory or exclusivity, and your investment of time and money.
- Your first 3–5 target clients or pilot partners.
- What success looks like at 90 days and 12 months.

Documents

- Partner proposal guide: a printable version of this page's content.
- Mutual NDA: sent after the first review.
- Term sheet and partnership agreement: prepared together after discovery and reviewed by both sides' counsel. We don't publish a standard contract; every vertical deal is structured around the proposal.

What the partnership agreement covers

- An overview, not terms.
- Scope and vertical.
- Each side's roles.
- Economics and how revenue is shared.

- Territory or exclusivity and the milestones that keep it.
- Use of the AIVA OS platform (SmartOptimize keeps ownership of the platform).
- Client data (always belongs to the client).
- Branding.
- Term, renewal and exit.

Submit your proposal

- Name
- Email
- Phone
- Company
- LinkedIn URL
- Industry / vertical
- Years in the industry
- Proposed structure
- Proposal summary (required)
- Link to deck or doc (optional)
- How you heard about us

Proposed structure options: revenue share / reseller / co-branded / vertical company / other.

Required consent: SmartOptimize may contact me about this proposal.

Thanks. We read every proposal and reply to the ones that fit within 10 business days.

Submit online: <https://adam.smartoptimize.ai/industry-champions>