

A PROPOSAL FOR GREG & ANDREW OSINOFF

Two platforms. One shared ambition.

Build the distribution engine for a portfolio serving local businesses and the agencies behind them. Participate in the operating results and in the value realized on a sale.

GOOGLE LOCAL SERVICES ADS

CallRadius

Managed advertising service

CallRadius Signal

Read-only reporting and insight

WEBSITE VISIBILITY IN AI

ClickRadius

Managed website program

ClickRadius Signal

Reporting and guided improvement

25%

Eligible operating profit

Paid monthly · Greg + Andrew together

15%

Sale participation after

the phased founder priority

Company-funded selling and delivery. No required cash buy-in.

Doug is willing to waive time-based vesting to bring this team together.

THE SALES WORKSPACE BEHIND THE GROWTH PLAN

Explore Nexus Sales →

sales.nexus215.com

Proposed terms for discussion. Binding only in a signed agreement. Growth figures are planning scenarios. Departure and transaction definitions remain to be agreed.

Managed execution. Self-service insight.

A useful choice for the owner who wants implementation and the owner who wants evidence while keeping control.

Customer need	Managed service	Signal subscription
Google Local Services Ads	CallRadius \$499 retail / \$200 wholesale Account - manager support, lead analysis, budget recommendations and available connected outcome tracking. Explore the example →	CallRadius Signal \$29 / \$79 Pro Read - only reporting and HELM insight. Built; enrollment not yet open. Explore the example →
Website visibility in AI answers	ClickRadius \$499 retail / \$200 wholesale Supported website improvements, checked content and observed citations. Eight monthly blogs; a 50 - article Knowledge Foundation over 60 days, then 10 knowledge articles per monthly period. Explore ClickRadius →	ClickRadius Signal Proposed \$29 / \$79 Pro A report; Pro adds up to five prepared repair cards and one researched article per month. Planned product with a working fictional example. Explore the workspace →

Different implementation boundaries. Managed ClickRadius carries out supported work through authorized connectors. Signal explains; Pro prepares work that the customer or their developer installs.

One recurring customer need

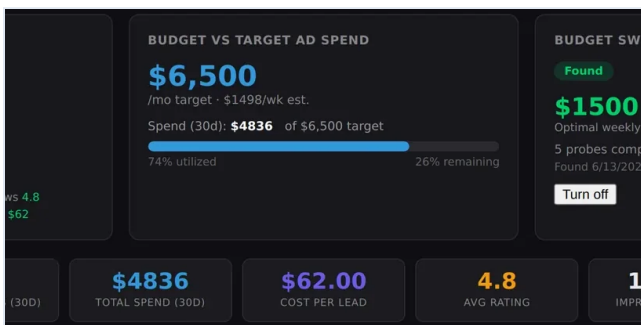
The owner buying ad management also needs clear, useful website information when people ask AI who to hire. Agencies can match the level of service to each client’s budget and willingness to implement.

Monthly prices are for standard scope. Google ad spend is separate. Proposed website Signal wholesale is \$15 / \$49 Pro. Managed service includes its reporting; the commercial plan does not assume duplicate subscriptions for the same need.

Four offerings. One customer conversation.

See the level of service each customer can choose: managed implementation or self-service insight, across advertising and website visibility.

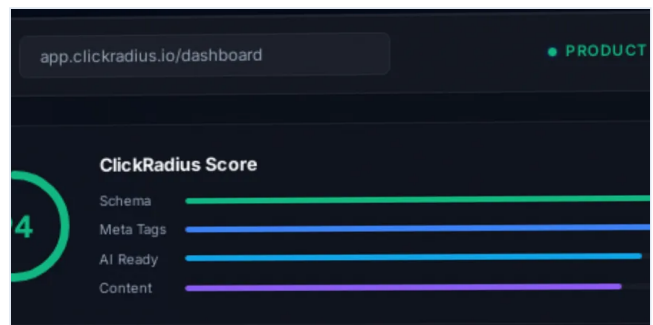
CallRadius



Human account management with AI-assisted lead review, budget recommendations, call intelligence and supported job-system connections.

[Open the example →](#)

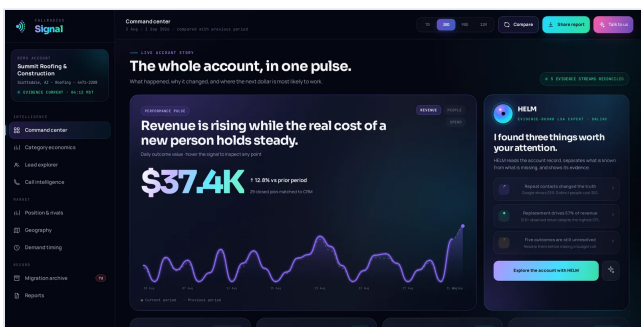
ClickRadius



A managed program that improves supported website foundations, supplies checked content and tracks observed mentions and URL citations.

[Explore ClickRadius →](#)

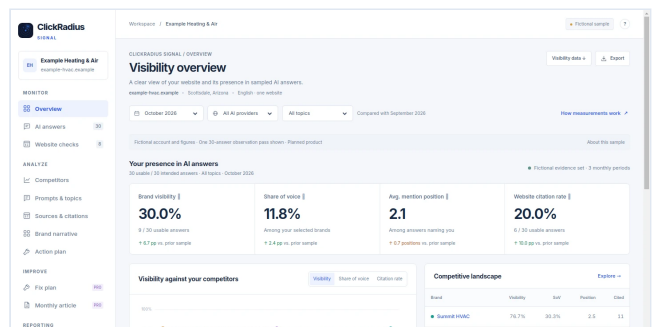
CallRadius Signal



A recurring view of leads, costs and available outcomes, with HELM explaining what the evidence supports. The owner keeps control of advertising changes.

[Open the example →](#)

ClickRadius Signal



Track AI mentions, website citations, competitor share of voice, prompts and sources. Pro turns the findings into specific website repairs and a researched article the owner or their developer can publish.

[Open the example →](#)

Product examples use fictional accounts and data. ClickRadius Signal is planned; the examples demonstrate the intended experience and do not establish live subscription, provider or website delivery.

Four offerings. One recurring-revenue plan.

YEAR-5 MONTHLY REVENUE

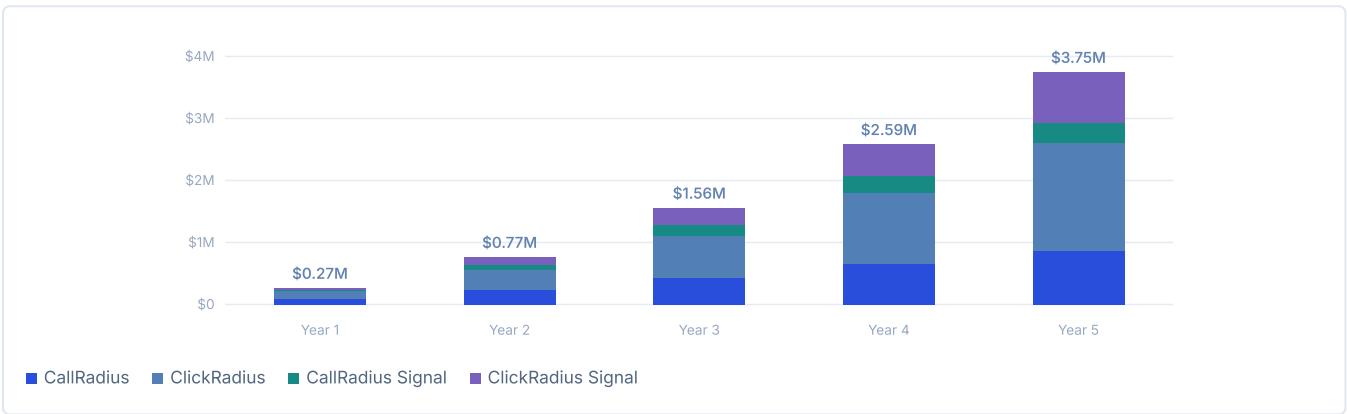
\$3.75M

YEAR-5 ANNUAL RUN-RATE

\$45.01M

YEAR-5 IN-YEAR REVENUE

≈ \$38.02M



End	CallRadius MRR	ClickRadius MRR	LSA Signal MRR	Website Signal MRR	Total MRR	Annual run-rate	In-year revenue ≈
Y1	\$101,395	\$115,880	\$23,880	\$26,960	\$268,115	\$3.22M	≈ \$1.57M
Y2	\$231,760	\$318,670	\$95,520	\$121,320	\$767,270	\$9.21M	≈ \$6.21M
Y3	\$434,550	\$666,310	\$191,040	\$269,600	\$1,561,500	\$18.74M	≈ \$13.97M
Y4	\$651,825	\$1,158,800	\$262,680	\$512,240	\$2,585,545	\$31.03M	≈ \$24.88M
Y5	\$869,100	\$1,738,200	\$334,320	\$808,800	\$3,750,420	\$45.01M	≈ \$38.02M

Year 1: Nov 2026–Oct 2027; year 5 ends Oct 2031. Each product has its own adoption target. Revenue is modeled monthly; annual run-rate is year-end MRR × 12. Targets are not validated sales forecasts.

Assumptions that drive the result

Managed services

Year 5: 3,000 CallRadius / 6,000 ClickRadius accounts. Shared 70% wholesale / 30% retail mix at \$200 / \$499 yields \$289.70 company revenue per paid account-month.

Signal subscriptions

Year 5: 14,000 LSA / 30,000 website sites. Same channel mix and 20% Pro: \$23.88 LSA / \$26.96 website average. Opening-book churn: 3%; managed: 2%.

Website Signal starts Feb 2027 and requires 47,325 gross paid starts over five years. Same acquisition at 6% monthly churn ends at ≈21,173 sites / \$570,831 MRR. At 70% wholesale, its target means 420 agencies × 50 sites, plus 9,000 direct sites. Agency productivity and all cost assumptions require real evidence.

A clear role. A share of the results.

Doug and Carl

Doug provides the technology and company infrastructure. Carl leads CallRadius with sales and agency relationships. The company pays its reps, marketing, development, fulfilment and support.

Greg and Andrew

Greg builds the agency channel and sales teams. Andrew leads social media and marketing campaigns. They participate as one combined economic share.

Eligible operating profit



20% founder allocation to Doug and 5% startup allocation to Carl; the remaining 75% is split in equal thirds. Greg and Andrew’s combined 25% is paid monthly while active. Existing accounts and scheduled deals are identified separately.

Company-paid reps receive selling commissions. Greg and Andrew receive no additional personal commissions. Partner distributions are separate from company operating costs.

Andrew’s marketing salary. Starts at \$75,000 MRR for two consecutive months, with the amount agreed in writing. This additional compensation will not fully represent his value: he also participates in Greg and Andrew’s combined 25% profit pool. No accrued salary or back pay.

Year	All-four operating profit	Greg + Andrew combined 25%
Y1	\$471,413	\$117,853
Y2	\$2,451,225	\$612,806
Y3	\$5,935,647	\$1,483,912
Y4	\$10,951,866	\$2,737,967
Y5	\$17,053,083	\$4,263,271

Both managed products retain the 50% operating-margin target. Both Signal products deduct the same planning categories: processing, company reps, \$4/\$12 delivery, \$2 support per paid month, \$25 acquisition per gross start and fixed annual product budgets of \$120K rising to \$360K each. These budgets are assumptions, not measured results.

Year-5 Signal operating profit: CallRadius ~\$0.96M (26.8%); ClickRadius ~\$2.84M (35.8%). Both include launch losses in year 1. Modeled profit precedes company income taxes and cash reserves; monthly payments use actual eligible cash net profit. Andrew’s eventual salary must fit the cost reserve or reduce profit.

Doug retains ownership. His 20% and Carl’s 5% remain permanent; working thirds return to Doug on departure. Sale survival remains open.

More participation at smaller exits.

Doug receives the founder asset priority under this graduated schedule. The remaining net proceeds are divided 15% to Carl, 15% to Greg and Andrew together, and 70% to Doug.

UP TO \$2M NET	\$2M-\$9M NET		\$9M-\$15M NET	
No priority	Gradual phase-in		Full priority	
No priority through \$2M. Carl receives 15%, Greg + Andrew together 15%, and Doug 70%.	The priority rises from \$0 to \$1M. At \$9M, the remaining \$8M gives Carl \$1.2M and Greg + Andrew \$1.2M combined.		The priority rises to \$3M at \$15M. Above \$15M it stays capped; the remainder splits 15% / 15% / 70%.	
Net proceeds	Priority	Greg + Andrew	Carl	Doug
\$2M	\$0	\$300,000	\$300,000	\$1,400,000
\$5M	\$428,571	\$685,714	\$685,714	\$3,628,571
\$9M	\$1,000,000	\$1,200,000	\$1,200,000	\$6,600,000
\$10M	\$1,333,333	\$1,300,000	\$1,300,000	\$7,400,000
\$12M	\$2,000,000	\$1,500,000	\$1,500,000	\$9,000,000
\$15M	\$3,000,000	\$1,800,000	\$1,800,000	\$11,400,000
\$50M	\$3,000,000	\$7,050,000	\$7,050,000	\$35,900,000
\$100M	\$3,000,000	\$14,550,000	\$14,550,000	\$70,900,000

Continuous participation. Each recipient's payment grows as net proceeds rise. Doug receives the scheduled asset priority first, then 70% of the remainder. Carl and Greg + Andrew each receive 15% of the remainder.

A waiver to assemble the team

Service vesting is common in long-term incentive arrangements. Doug is willing to waive the time-based earning schedule. The full proposed sale percentage applies from the start while active, including an early sale.

These examples use agreed net distributable proceeds after defined transaction deductions, before personal taxes. Earlier eligible profit distributions are separate. Departure rights, partial-sale allocation, holdbacks, earn-outs, stock consideration and payment timing need explicit terms. The full formula and interactive explorer are in the online briefing.

Recognize the foundation. Reward the growth.

Starting value

Doug brings the existing platforms and intellectual property. The company funds selling and delivery. A founder priority recognizes the contribution already made.

Operating value

Greg and Andrew contribute relationships, work, reputation and opportunity cost. Ongoing profit and uncapped sale participation recognize the growth they help build.

The complete package: substantial recurring-profit participation, sale upside above a scaled priority, no required cash buy-in, company-funded selling and delivery, and no time-based vesting.

Real-company structural examples

PowerSchool

The 2022 Form 10-K describes management incentives above a threshold normally reflecting grant-date business value, with four-year vesting for time-based units.

[Primary source · Note 15, p. 116 →](#)

Accelerant

The 2026 proxy describes appreciation above a predefined threshold allocated first to existing capital interests. It separately describes service vesting for IPO awards.

[Primary source · Equity Awards, p. 20 →](#)

Their equity arrangements differ in scale, salaries, taxes, ownership and conditions. They support starting-value protection and service-based incentives; they do not establish a universal 15% rate or this graduated schedule. Doug's proposed concessions are specific to assembling this team.

The existing technology

The 26 October 2026 internal technology appraisal (version 2) states \$3.86M, with its method and limitations. It replaces the 22 October figure of \$6.4M. That appraisal and a negotiated distribution priority serve different purposes.

[Read the technology appraisal →](#)

A shared plan. Clear operating priorities.

01 / Align the offer

Agree the first agency audience, campaign ownership, sales materials and launch readiness. Define the partnership's remaining terms.

02 / Build the motion

Manage agency and retail prospects, follow-ups and team activity. Sequence sales hiring and launch agreed campaigns.

03 / Review and repeat

Review acquisition cost, retained customers, delivery, support and cash generation. Refine the sales playbook from results.

Materials for the discussion

EXISTING SALES INFRASTRUCTURE

Nexus Sales

Prospects, follow-ups, pipeline, meetings, sales materials and team coaching in one workspace for the sales organization.

[Open the sales portal →](#)

sales.nexus215.com

Public overview; workspace access uses invited accounts.

Complete partnership briefing

[Open the four-offering proposal →](#)

ClickRadius Signal sample workspace

[Explore the report, evidence, repairs and article →](#)

Fictional account and data. No real scan, billing or site change.

Market and economics research

[Read the sources, product targets and cost sensitivities →](#)

Evidence and boundaries

The linked research documents market definitions, pricing and model assumptions. Customer demand, retention and delivery budgets require paid-pilot evidence. Incentive sources and the technology appraisal remain in the full briefing.

Written terms define eligible profit, active work, departure and transaction treatment, including protection against termination or restructuring designed to avoid a sale payout.

[Build a valuable business and a clear, lasting partnership.](#)