

# STELLAVIX: STRATEGIC PARTNERSHIP PROSPECTUS

The Elite Technical Delivery Arm for High-Growth Agencies & Consultancies

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## 1. EXECUTIVE SUMMARY & FOUNDER'S NOTE

**To Our Future Partners,**

In today's digital landscape, the line between a "marketing campaign" and an "enterprise software product" is blurring. Creative agencies, digital marketing firms, and business consultants are increasingly approached by their top-tier clients to deliver complex, high-stakes technical projects—from custom SaaS platforms to scalable cloud infrastructures.

However, building an in-house engineering team capable of executing these high-ticket (₹40 Lakhs+) projects requires immense capital, management bandwidth, and technical leadership.

That is why Stellavix created this Official Partner Program. We designed this program exclusively for well-connected professionals and agencies in Mumbai, Surat, and beyond who want to say "yes" to lucrative, complex technical builds without adding a single developer to their payroll.

When you partner with us, you become an official Ambassador for Stellavix. We operate as the direct engineering powerhouse for your clients. We execute the code, manage the

architecture, and deliver world-class software under the Stellavix brand, while you earn high-ticket commissions for facilitating the relationship.

I look forward to building a highly profitable relationship with you.

**Rishi Rathod**

Founder, CEO & CTO, Stellavix

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## 2. THE AGENCY & CONSULTANT DILEMMA: GROWTH VS. OVERHEAD

If you focus on branding, marketing, strategy, or business consulting, you likely face a recurring dilemma when a client asks for custom software, mobile app backends, or enterprise cloud solutions:

- **Option A: Turn the project down.** You leave millions of rupees on the table and risk the client finding a competitor.
- **Option B: Hire freelancers.** This introduces massive risk. Freelancers often lack enterprise-grade accountability, leading to missed deadlines, security vulnerabilities, and damaged client trust.
- **Option C: Build an in-house tech team.** This requires hiring senior CTOs, DevOps engineers, and full-stack developers, massively increasing your fixed monthly overhead, regardless of your project pipeline.

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## 3. THE STELLAVIX SOLUTION

Stellavix eliminates this dilemma. We partner with you to execute the heavy technical lifting under a framework of mutual profitability.

### Why Partner with Us?

1. **Zero Overhead Scaling:** Bid on and win massive technical contracts without increasing your fixed payroll.
2. **Enterprise-Grade Engineering:** We bring deep expertise in MERN, Python, Go, and AWS. We build highly secure, scalable products, not just brochure websites.
3. **Direct-to-Client Authority:** We do not hide in the background. Stellavix takes full operational and legal responsibility for the software delivery, ensuring your client gets enterprise-tier accountability.
4. **Lucrative Revenue Streams:** You unlock a completely new, high-margin revenue vertical through our transparent, contractually guaranteed commission structure.

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## 4. CORE ENGINEERING CAPABILITIES & TECH STACK

Stellavix is an engineering-first organization. We architect solutions designed for high traffic, high security, and high performance.

## 4.1 Custom SaaS & Web Application Development

We build end-to-end web applications, micro-SaaS tools, and internal resource management systems.

- **Frontend:** React.js, Next.js (Server-Side Rendering for SEO & speed), Tailwind CSS, MUI, etc.
- **Backend:** Node.js (Express), Python, Go (Golang) for high-performance microservices, etc.
- **Databases:** MongoDB, PostgreSQL (RDS), DynamoDB, FirestoreDB, SpannerDB, etc.

## 4.2 Cloud Infrastructure & DevOps (AWS)

As an Enrolled AWS Partner, we do not just write code; we deploy it on robust, auto-scaling infrastructure.

- **Services:** EC2, S3, Lambda (Serverless), CloudFront, RDS.
- **Security & Delivery:** Cloudflare integration, SSL/TLS, DDoS protection, CI/CD pipeline automation.

## 4.3 Enterprise E-Commerce

- **Shopify Ecosystem:** Advanced Shopify Theme Customization, Custom Shopify Apps (Node/React), and Headless Commerce architectures.

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# 5. PARTNERSHIP & ENGAGEMENT MODELS

Stellavix operates on a strictly **Direct-to-Client** engagement model. To ensure the highest quality of technical delivery, security, and project management, Stellavix must maintain direct operational and financial control over the project.

As a partner, you are acting as an official extension of our sales network.

## 5.1 The Stellavix Ambassador Model

- **How it Works:** You identify a qualified prospect and introduce the opportunity to Stellavix. We join the meetings alongside you as the Stellavix executive team. We handle the technical scoping, architecture presentations, and project delivery under the Stellavix brand.
- **Client Ownership & Contracting:** The client signs the Master Service Agreement (MSA) directly with **Stellavix**. All Intellectual Property (IP) transfers, warranties, and service level agreements are between Stellavix and the end-client.
- **Financials:** You earn a contractually guaranteed commission based on the total contract value.

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# 6. COMMERCIAL STRUCTURE & BILLING PROTOCOL

Our program is designed to reward partners for bringing in high-value enterprise and mid-market projects. Our minimum project threshold to qualify for this partnership program is **₹40 Lakhs**.

## 6.1 Commission Tiers

### Tier A: Agencies & Corporate Consultancies

*(Registered entities: Pvt Ltd, LLP, Inc.)*

- **Fixed-Price Projects: 5.0%** of the Net Contract Value.
- **Hourly / Retainer Projects (Min 3 months & 160 hrs/mo): 5.0%** of total monthly billing for the first 12 months.
- **Staff Augmentation: 50%** of the first month's billing (payable after a 90-day retention period).

### Tier B: Independent Freelancers & Consultants

*(Individuals and Sole Proprietors)*

- **Fixed-Price Projects: 2.0%** of the Net Contract Value.
- **Hourly / Retainer Projects (Min 3 months & 160 hrs/mo): 2.0%** of total monthly billing for the first 12 months.
- **Staff Augmentation: 20%** of the first month's billing (payable after a 90-day retention period).

## 6.2 Direct Billing Protocol

To maintain financial compliance and project security:

1. **Invoicing:** All invoices are generated by Stellavix and issued directly to the end-client.
2. **Payments:** All client payments must be deposited directly into the official **Stellavix corporate bank account**. Partners are strictly prohibited from collecting project funds in their own agency or personal accounts on behalf of Stellavix.
3. **Commission Payout:** Once the client's funds have cleared in the Stellavix account, your commission is automatically calculated and disbursed to your registered bank account within standard processing times (Net-30).

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## 7. THE ENGAGEMENT LIFECYCLE (HOW WE WORK)

Stellavix utilizes a rigorous, predictable delivery pipeline to ensure your clients receive world-class service.

1. **Deal Registration & Exclusivity (Days 1-3):** You register the lead via our Partner Portal. Upon approval, you receive a 90-day exclusivity lock.
2. **Discovery & Scoping (Days 4-14):** We work with you and the client to map out requirements, architecture, user journeys, and technical constraints.

3. **Proposal & Pre-Sales Support:** Stellavix provides detailed technical proposals, wireframes, cloud architecture diagrams, and fixed-price estimates to help close the deal.
4. **Agile Development (Ongoing):** Once contracts are signed, we build in 2-week sprints. We provide a dedicated staging server so the client can see real-time progress.
5. **QA, Security & Launch:** Rigorous testing, load balancing, and secure deployment to production servers (AWS/Cloudflare).
6. **Handover & Maintenance:** We offer ongoing SLAs (Service Level Agreements) for bug fixing and scaling, creating recurring retainer revenue (and ongoing commissions for you).

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## 8. PARTNER ENABLEMENT & SUPPORT

We treat our partners as our own executive sales team. When you sign on as a Stellavix Partner, you receive full operational support to help you close deals:

- **Official Corporate Identity:** You will be issued an official [YourName]@stellavix.in email address and digital business card to establish immediate trust and authority with enterprise clients.
- **Pre-Sales Engineering Support:** Free technical consulting during the pitch phase. Our technical leads will join your calls to impress your clients with deep architectural knowledge.
- **Stellavix Branded Assets:** Access to our official pitch decks, architecture diagrams, and case studies to use in your proposals.
- **Priority Development Pipeline:** Projects brought in by official partners skip the general inquiry waitlist and are assigned immediate engineering resources.

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## 9. FREQUENTLY ASKED QUESTIONS (FAQS)

**Q: Do you offer white-label services where we pretend to do the work?**

A: No. We believe in total transparency and accountability. We operate exclusively under the Stellavix brand. The client will know they are hiring an elite engineering firm, and they will respect you for making the high-level strategic introduction.

**Q: Do you work on small WordPress or basic informational sites?**

A: No. Our minimum project threshold is ₹40 Lakhs. We specialize in complex engineering—SaaS applications, custom portals, high-traffic e-commerce, and cloud infrastructure.

**Q: How are ongoing maintenance and server costs handled?**

A: Cloud hosting costs (e.g., AWS bills) are billed directly to the client at cost and are excluded from commission calculations. However, if the client signs a monthly Retainer for

ongoing development or DevOps support, you earn your commission (5% or 2%) on that retainer for the first 12 months.

**Q: What happens if a project scope expands?**

A: You win. If a ₹40 Lakh project expands into a ₹60 Lakh project through change orders, your commission percentage applies to the final, total Net Revenue of the expanded scope.

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## 10. NEXT STEPS & APPLICATION

Ready to represent an engineering powerhouse and unlock high-ticket revenue?

### Step 1: Application

Submit a brief partner application detailing your typical client profile and regions of operation.

### Step 2: Introductory Call

A 30-minute alignment call with Rishi Rathod, Founder of Stellavix, to discuss your immediate pipeline and technical gaps.

### Step 3: Contract Execution

We sign the Master Channel Partner Agreement to legally protect your commissions and formally issue your @stellavix.in corporate identity.

### Step 4: Deal Registration

Bring us your first high-ticket lead, and let's start building.

### Contact Details to Apply:

- **Email:** rishi@stellavix.in
- **Partner Portal:** [www.stellavix.in/partners](http://www.stellavix.in/partners)
- **Headquarters:** Bilimora, Gujarat, India

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