

# Operating Model & Details | Confidential

## 1. Website/webpage

B2C direct from webpage

B2B Co. Mass Enrollments through DocuSign managed by FFF\*

Partnerships Through Coupon Codes

Stripe payments managed by CV

Direct contracting and wire pay managed by FFF

Purchase coupon codes set on CV system as given by FFF, managed by CV



## 2. FFF Learner Community Management

FFF Learning System Managed by CV

Zoom webinar subscription managed by FFF\* (alternatives?)

Faculty driven content outside of FFF (articles, posts etc.)

Special curated content from 3<sup>rd</sup> parties

LinkedIn Closed User Group managed by FFF

email campaign system for learner Mailchimp\* managed by FFF

Learner Support Service/Resource by FFF

## 3. Social Media

Twitter

LinkedIn

FB

Instagram

HubSpot \*

Digital Marketing Agency

Social Media Materials managed by FFF

Canva subscription\*

Netfirms domain for FFE & FFF\*

Wix Domain for FFE\*

Google Suite for email IDs for FFE & FFF\*

## 4. Contracting & Financial Systems

Faculty & People Contracts

B2B Contracts managed by FFF

Revenue reporting managed by FFF (B2C+B2B consolidation)

QuickBooks for accounting & payouts managed by FFF\*

Faculty payouts by FFF

Payout to CV by FFF

FFF Stripe Account\*

US Accounting & Tax Agency

\*Subscription by FFF  
 CV: Chapter Vitamins  
 FFF: Fast Future Fundamentals  
 Grey Boxed indicate Systems