



Local founding partner launch package

Early visibility, founding recognition, and reserved promotional access for businesses joining before launch.

Available only during Tara's pre-seed phase for a limited group of local business partners.

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2. Executive summary

The Local founding partner launch package is a limited pre-launch opportunity for local businesses to secure early visibility, founding recognition, and access to selected promotional tools before Tara opens more widely. It is designed for businesses that want to be involved early, be seen early, and benefit from a structured launch package rather than a standard advertising offer.

This package allows a business to join Tara as a **Local founding partner** during the pre-seed phase. In return for a one-off contribution, the business receives public recognition, website visibility, eligibility for launch visibility inside the platform, and access to optional business-facing tools such as customer offers, staff support offers, and new-customer referral rewards, depending on tier and launch timing.

Tara is building its launch with a small number of local business partners before opening more widely. The aim is to create a stronger local foundation, improve early commercial alignment, and reserve the first promotional layer for businesses that chose to support the platform at the beginning.

This is not a generic sponsorship package, and it is not a standard advertising product. It is a pre-launch founding package that combines founding status, early business visibility, reserved promotional access, and optional partner tools at launch.

This package is only available during Tara's pre-seed phase. Once the pre-seed period closes and the platform moves into live launch, the founding partner package closes to new entrants. Businesses that join during this phase secure early positioning that will not be recreated later in the same form.

Depending on tier, the package can include founding partner recognition on the Tara website, a dedicated business page, eligibility for homepage founder spotlight, in-app map visibility at launch, optional customer and staff offer tools, referral rewards for introducing qualifying new Tara customers, and access to a reserved early promotional window for founding partners only.

This package is designed for local businesses that rely on customer or staff journeys, value practical visibility, and want to be associated with a fairer, more reliable local transport platform from the beginning.

The Local founding partner launch package is intended for businesses that see value in early positioning, early visibility, and long-term association with Tara's launch.

3. The core proposition

The Local founding partner launch package is designed to give local businesses more than recognition. It is a structured early-access package that combines founding status, public visibility, early promotional positioning, and optional customer-facing and staff-facing tools that can support business activity once Tara goes live.

At its core, the package is built around a simple exchange. A business contributes during Tara's pre-seed phase and, in return, secures a place within Tara's earliest business layer. That includes public recognition as a founding partner, visibility across selected Tara channels, access to tier-based launch visibility inside the platform, and eligibility for optional tools such as customer offers, staff support offers, and new-customer referral rewards.

This is not designed to function like a normal advertising package. It is not open-ended, it is not available indefinitely, and it is not something businesses will be able to join later in the same form. Its value comes from timing. Businesses that take part before launch are positioned earlier, promoted earlier, and recognised as part of Tara's founding commercial layer.

The package is also designed to offer immediate and later-stage value at the same time. Some benefits begin once the business is approved, such as website visibility, partner recognition, and positioning within Tara's founding partner network. Other benefits are activated at launch, such as map visibility, reserved promotional access, referral rewards, and optional customer and staff support mechanisms. This gives businesses a reason to join early without making the whole offer dependent on one future feature.

For Tara, the package creates a commercial foundation before broader rollout. For the business, it creates early visibility, early positioning, and access to launch advantages that will not be available in the same way once the founding phase closes.

The core idea is simple: join early, be recognised early, become visible early, and secure a place inside Tara's first commercial promotion layer before the platform opens more widely.

4. Why this matters to businesses

For many businesses, transport is not something they think about until it starts affecting day-to-day operations. A late staff member, a missed appointment, a customer unsure how to get home, or a quieter evening because people are less willing to travel all have a commercial effect. Reliable local transport supports customer confidence, staff movement, and overall accessibility.

Tara is being built around that reality. The Local founding partner launch package is intended for businesses that understand that better transport does not only benefit drivers and passengers, it also benefits the businesses people travel to.

Why it matters commercially

Businesses can benefit when local journeys become easier, more visible, and more dependable. This can matter in different ways depending on the type of business:

- **Appointment-based businesses** benefit when customers can travel to bookings more confidently.
- **Hospitality and evening businesses** benefit when people are more comfortable travelling out and back.
- **Care, service, and support organisations** benefit when staff and service users have more reliable travel options.
- **Retail and local services** benefit from stronger movement and visibility within the local area.

Why it matters strategically

Most businesses are used to being approached with generic promotional offers. This package is different because it is tied to a platform that sits inside local transport flow, not outside it. It is designed to place a business within Tara's early visibility layer and reserved promotional space before that space becomes available more widely.

That matters because early positioning often creates stronger long-term value than joining after a platform is already crowded.

Why it matters reputationally

Being a Local founding partner is not only about visibility. It also signals that the business chose to back a transport platform built around fairness, local service standards, and a more structured approach to how drivers, businesses, and customers connect.

For some businesses, that public association will matter just as much as the promotional benefits themselves.

In simple terms

This package is for businesses that see value in three things:

- being associated with a better local transport model
- being visible early inside Tara's launch environment
- securing practical launch advantages before wider commercial promotion begins

5. Why this matters to Tara

Tara is not building its launch around broad advertising from day one. It is building it around a smaller group of early business partners that can help shape a stronger local commercial foundation before the platform opens more widely.

The Local founding partner launch package exists because Tara wants local businesses involved early, not as an afterthought once launch is already underway. The aim is to create stronger alignment between local transport, local businesses, and local customer movement from the beginning.

Why Tara is doing this before launch

Pre-launch is the stage where positioning matters most. Once a platform is live, visibility becomes more crowded, commercial space becomes more open, and the opportunity to define an early partner layer disappears. Tara is using this phase to establish a founding group of businesses that will be recognised as part of the platform's earliest commercial network.

This allows Tara to enter launch with:

- a visible business layer already in place
- stronger local legitimacy
- a clearer commercial structure
- early examples of business participation and alignment

Why the programme is limited to pre-seed

This package is only available during Tara's pre-seed phase because its value depends on timing. Founding status only has meaning when it is genuinely early. If the same package stayed open indefinitely, it would lose the very thing that makes it distinctive.

By limiting the package to the pre-seed phase, Tara can keep the founding group intentional, credible, and commercially meaningful.

Why Tara wants local businesses first

Tara is being built to operate within local transport environments, not above them. Because of that, early business participation matters most when it comes from businesses rooted in the area, serving local customers, employing local staff, and participating in the local economy.

This is not just about promotion. It is about creating a launch environment that feels locally grounded from the start.

Why Tara is reserving early promotional space

One of the strongest advantages of joining early is that founding partners are positioned before broader commercial promotion begins. Tara wants the first promotional layer inside the platform to belong to businesses that supported the launch early, rather than opening that space immediately to later entrants.

This gives founding partners a more meaningful early position and gives Tara a more coherent launch structure.

In practical terms

For Tara, this package helps create:

- early commercial alignment
- early visibility structure
- early business participation
- a stronger local launch identity

It is not only a funding mechanism and not only a promotional offer. It is part of how Tara intends to build its first business layer properly, before opening more widely.

6. What the partner receives

The Local founding partner launch package is built as a combined visibility and business-support package. It is designed to give each partner a recognisable public position, practical promotional value, and access to selected tools that can support customer acquisition, customer return, and staff travel once Tara goes live.

The package is not built around one single benefit. Its value comes from the combination of status, visibility, timing, and access.

6.1 Founding recognition

Every approved partner is recognised as a **Local founding partner**.

This is the identity layer of the package. It signals that the business joined Tara during its earliest commercial phase, before wider launch and before broader promotional access opens.

Founding recognition can include:

- inclusion in the Local founding partner section of the Tara website
- a dedicated partner page
- use of founding partner wording or badge assets where appropriate
- continued recognition across Tara's public-facing business materials for the defined recognition period

This matters because it gives the business a visible position within Tara's early story, rather than appearing later as one of many ordinary commercial participants.

6.2 Website visibility

Partners receive visibility on the Tara website as part of the programme.

This visibility may include:

- inclusion in the partner directory
- a dedicated business page
- category-based placement
- tier-based prominence
- eligibility for homepage spotlight features where applicable

Website visibility begins before launch once the business has completed the registration process, paid the contribution, and had its page approved.

That gives the business immediate visible value, rather than requiring all benefits to wait until platform launch.

6.3 Homepage founder spotlight

Founding partners may also be eligible for homepage spotlight placement.

This is intended to give selected partners additional public visibility on Tara's homepage for a fixed period. The spotlight is designed to rotate rather than remain static, so the programme feels active and fair rather than permanently locked.

The homepage feature is one of the most visible parts of the package because it places the partner directly inside Tara's main public-facing page rather than only inside the directory.

6.4 Social and promotional visibility

Partners may also be included in Tara's launch-related promotional communications.

This can include:

- grouped partner announcements
- selected social media mentions
- featured spotlights where appropriate
- inclusion in launch and partner-related communication materials

This is not intended to operate as unlimited or equal promotion for every business. It is a structured promotional layer that supports the wider package and may vary by tier, campaign focus, and available capacity.

The purpose of this element is to give partners additional public association and visibility as part of Tara's early rollout.

6.5 In-app map visibility

One of the key launch-phase benefits of the package is in-app map visibility.

When Tara goes live, eligible partners can receive business pin visibility inside the platform. This creates a direct commercial presence inside Tara's transport flow, rather than visibility only on a website or social post.

Map visibility is intended to be tiered by **reach**, not by technical terminology. In practical terms, this means:

- some partners will be visible only to riders searching or browsing close to them
- others may be visible across a wider nearby area
- higher tiers may receive visibility across the full operating area or at broader rider-view levels

This matters because it gives the business a place inside the rider environment itself, which is often more valuable than general online advertising.

6.6 Customer offers

Partners may be able to run customer-facing offers through Tara once the platform is live.

These offers are intended to help businesses:

- encourage first visits
- encourage repeat visits
- support appointment attendance
- create a practical reason for customers to choose Tara when travelling to the business

These offers are not the same as open-ended fare discounting. They are structured partner-funded mechanisms with defined rules, limits, and usage conditions, to be set out separately.

This makes them commercially useful without turning them into uncontrolled promotions.

6.7 Staff support offers

Partners may also be able to activate staff-focused support mechanisms.

These are designed for businesses where staff travel matters operationally, especially around:

- early starts
- late finishes
- shift-based operations
- roles where travel reliability affects attendance

This may include support for:

- staff arriving to work
- staff leaving work
- controlled ride support within approved rules and caps

Not every partner will need this, which is why it is positioned as an optional part of the package rather than a mandatory feature.

6.8 Referral rewards

From the relevant tiers onward, partners can also benefit from referral rewards linked to **new Tara customers**.

This part of the package is designed to reward a business for helping Tara grow its rider base during launch. Where enabled, the partner receives a defined top-up or credit benefit when a new Tara customer joins through the partner's referral path and reaches the qualifying usage threshold.

This creates an additional commercial layer inside the package:

- the business gains visibility
- Tara gains a new rider
- the partner receives additional value when that rider becomes real usage, not just a sign-up

This makes the referral layer more meaningful and less open to misuse.

6.9 Reserved early promotional access

One of the strongest parts of the package is access to the **reserved early promotional window**.

For a defined period after launch, Tara intends to reserve selected promotional placements for founding partners only. This means the earliest promotional space inside Tara's business visibility layer is intended to be held by the businesses that joined before launch, rather than being opened immediately to later entrants.

This is important because it creates:

- a real early-mover advantage
- a cleaner launch environment
- stronger value for businesses that joined during pre-seed
- a reason for businesses to act before launch rather than after

This does not mean founding partners own all future commercial visibility forever. It means they receive the first structured promotional advantage during the early live phase.

6.10 Combined value of the package

Taken together, the package gives a partner access to:

- founding recognition
- pre-launch website visibility
- launch-phase in-app visibility
- selected promotional support
- optional customer and staff offer tools
- referral upside
- early reserved promotional access

This combination is what makes the package stronger than a standard listing or sponsorship arrangement.

It is not one isolated benefit. It is an early business position inside Tara's launch structure.

7. What makes this valuable immediately

One of the main weaknesses of most early-stage partnership offers is that they ask a business to commit now in exchange for benefits that may only feel real later. This package is designed differently. It is built to provide immediate value first, then add further value as Tara moves into live launch.

That matters because businesses do not usually make decisions on long-term potential alone. They respond more confidently when at least part of the value begins as soon as they join.

7.1 Immediate visibility after approval

Once a partner has completed registration, paid the contribution, and had their page approved, Tara can begin delivering visible value straight away.

This can include:

- the partner being listed on the Tara website
- the partner's dedicated business page going live
- the business being identified publicly as a Local founding partner
- inclusion in early partner-facing or launch-facing communications where relevant

This means the business is not waiting for the full platform launch before anything happens. Recognition and public positioning can begin earlier.

7.2 Immediate reputational value

For many businesses, there is value in being seen as an early supporter of something locally meaningful, particularly when that support is visible and structured rather than symbolic.

Being recognised as a Local founding partner allows a business to:

- publicly associate itself with a fairer and more reliable transport model
- signal that it backed Tara before wider launch
- position itself as part of the platform's first business layer
- distinguish itself from businesses that join later, once visibility is more open and less selective

This reputational effect starts as soon as the business is publicly listed, not only after all launch features are live.

7.3 Immediate scarcity value

The package is only available during Tara's pre-seed phase. That means the business is not simply buying access to a generic feature set. It is securing a place inside a limited founding group.

That has immediate value in itself because:

- the business is entering before wider commercial entry opens
- the founding label cannot be recreated later in the same way
- the launch structure is being shaped around early participants, not later followers

Even before launch, that timing creates a real positioning advantage.

7.4 Immediate foundation for later commercial benefits

Although not every mechanism is activated immediately, joining early secures the business's place inside the system that later benefits will build on.

In practical terms, that means:

- the business is already recognised when Tara launches
- the business is already positioned for later visibility layers
- the business is already inside the partner structure when optional offer tools and referral tools are activated
- the business is already in line for launch-phase advantages that later entrants will not receive in the same form

This changes the nature of the decision. It is not “pay now and wait indefinitely”. It is “join now, begin receiving value now, and unlock additional value as launch progresses”.

7.5 Immediate confidence for customers and staff

A public-facing partner page and visible association with Tara can also create early confidence for the business's own audience.

For example:

- customers may begin to recognise the business as one of Tara's early partners
- staff may begin to understand that the business is preparing for later travel support mechanisms
- the business can start using its founding status in conversations, local communications, and customer-facing material

That gives the partner something usable even before full in-app promotional benefits begin.

7.6 Immediate business positioning ahead of later entrants

Once Tara moves beyond pre-seed, later businesses may still be able to participate in wider commercial visibility in other ways, but they will not enter on the same footing as founding partners.

That means a founding partner is not only getting a package of benefits. It is also securing a better relative position than businesses that wait until after launch.

This is one of the strongest forms of immediate value in the whole package:

- joining earlier changes where the business sits when the platform becomes live
- joining earlier increases visibility potential later
- joining earlier secures access to the reserved early promotional layer

7.7 Why this matters to decision-makers

A business owner or manager does not need every part of the package to activate at once in order for the decision to make sense. What matters is that the package begins delivering value early enough to justify joining now, while also creating clear later-stage upside.

That is exactly what this structure is designed to do.

Immediate value comes from:

- recognition
- visibility
- timing
- positioning
- scarcity

Later-stage value comes from:

- map visibility
- partner offers
- referral rewards
- reserved early promotional access

Together, these create a package that starts working before launch and becomes more commercially powerful as launch approaches and then goes live.

7.8 In simple terms

The immediate value of joining is not based on one dramatic feature. It comes from the fact that the business is:

- visible earlier
- recognised earlier
- positioned earlier
- and prepared earlier than those who join later

That early position is itself part of the product.

8. Who it is for

The Local founding partner launch package is designed for local businesses that want more than generic promotion. It is best suited to businesses that can benefit from stronger customer visibility, stronger association with a local transport platform, and optional launch-phase tools that support customer journeys or staff movement.

It is not limited to one industry. The package is intentionally broad enough to fit different types of businesses, but the value it creates will show up differently depending on how each business operates.

8.1 Appointment-based businesses

Appointment-based businesses are one of the clearest fits for the package.

This includes businesses such as:

- hair and beauty salons
- barbers
- dentists
- clinics
- physiotherapists
- therapists
- private studios
- training and treatment providers

These businesses often rely on customers arriving at a specific time and are affected when travel becomes uncertain or inconvenient. For them, the package can be valuable because it supports:

- early visibility before wider launch
- customer-facing offers that may help attendance or repeat visits
- referral opportunities through new Tara users
- a stronger connection between customer travel and business access

For these businesses, the platform can become part of how customers reach appointments, not just how the business is advertised.

8.2 Hospitality and late-economy businesses

Hospitality businesses often feel the effects of transport more directly than they realise. Travel reliability, evening availability, customer confidence, and late staff movement all affect how the business operates.

This includes:

- restaurants

- cafés
- bars
- pubs
- takeaways
- hotels
- venues
- entertainment spaces

For this group, the package can provide:

- stronger visibility during launch
- customer-facing incentives that encourage travel via Tara
- staff support tools where relevant
- reputational value from being associated with a fairer local transport model
- early promotional positioning during Tara’s first live phase

These businesses are often a strong fit because transport is closely tied to their busiest hours and their customer patterns.

8.3 Retail and customer-facing services

Retailers and customer-facing services may also benefit, especially where convenience, local movement, and public visibility matter.

This includes:

- independent shops
- showrooms
- specialist retailers
- lifestyle businesses
- local service counters
- mixed retail-service businesses

For these businesses, the package can make sense where:

- local customer movement matters
- the business wants visible early association with Tara
- there is value in being part of a recognised local business layer
- in-app visibility can support awareness once Tara goes live

Not every retailer will need customer or staff offer tools, but visibility and founding status may still carry value on their own.

8.4 Care, support, and community-facing organisations

Care providers, support services, and community-facing organisations can also be strong candidates, particularly where transport reliability affects staff or service delivery.

This can include:

- care organisations
- support providers
- community-based services
- charities and social organisations
- organisations with shift-based or distributed staff movement

For these businesses, value may come from:

- staff support mechanisms
- stronger visibility within the area
- public association with a practical transport platform
- a simpler way to participate in improving local journey reliability without needing a complex agreement

These organisations may use the package differently from hospitality or retail, but can still benefit from both recognition and practical tools.

8.5 Trades, mobile services, and operational businesses

Trades and mobile businesses can also fit the package where customer access, staff travel, or local visibility matters.

This may include:

- electricians
- plumbers
- mobile repair services
- maintenance providers
- local operational businesses with staff movement needs

For this group, the package may be more about:

- local visibility
- early promotional positioning
- practical association with a transport platform serving the same local area
- staff support where relevant

The fit is strongest where the business sees value in being visible inside a local movement platform rather than only through conventional advertising.

8.6 Businesses that value early positioning

Across all categories, one of the strongest fits is not about sector at all. It is about mindset.

The businesses most likely to benefit are those that:

- see value in entering early rather than waiting
- understand the advantage of being part of the first visible business layer
- prefer a structured early package to joining later when visibility is more open and crowded
- want to support a local platform that is trying to improve how transport works in their area

For these businesses, the appeal is not only the practical tools. It is also the combination of timing, visibility, and early position.

8.7 Businesses that may not be the right fit

Not every business will find the package equally relevant.

It may be less suitable for businesses that:

- have little interest in public recognition or visibility
- do not see any value in customer or staff travel support mechanisms
- prefer only pure performance-based advertising
- want guaranteed footfall or guaranteed customer volume rather than early positioning and structured visibility
- are not comfortable joining during a pre-launch phase

That does not mean such businesses are not good businesses. It simply means the package is designed for businesses that see value in early involvement, local visibility, and launch-phase advantage.

8.8 In practical terms

The package is best suited to businesses that can answer “yes” to at least some of the following:

- Does customer travel matter to how people reach us?
- Does staff movement matter to how we operate?
- Would early visibility inside a local transport platform be useful to us?
- Would founding status and early public recognition carry value for our business?
- Do we want to be in before wider promotion opens up?

If the answer is yes to several of these, the package is likely to be a strong fit.

8.9 In simple terms

This package is for local businesses that want to be seen early, associated early, and positioned early inside Tara’s first commercial layer.

It is especially relevant for businesses that:

- depend on people getting to them
- care about local transport quality
- want practical visibility rather than generic sponsorship
- and see value in joining before the wider market does

9. How the package works

The Local founding partner launch package is designed to be commercially clear and operationally simple. The aim is to make the joining process straightforward, keep the package easy to understand, and ensure that benefits activate in a structured order rather than all at once.

The package works in stages. Some elements begin during pre-seed, some begin once the business is approved, and some activate closer to launch or once Tara goes live in the relevant area. This staged structure is deliberate. It allows early partners to receive immediate value while also securing access to later launch-phase advantages.

9.1 Step 1: The business chooses a tier and contribution level

The process begins when the business selects the package tier that best matches the level of visibility, reach, and business tools it wants to access.

The tier determines the level of package access, which may include:

- website visibility level
- homepage spotlight eligibility
- in-app map visibility reach
- referral reward level
- offer tool access
- broader promotional positioning

The contribution is made as a one-off joining payment during the pre-seed phase. It is not set up as a recurring subscription.

This matters because the package is intended to secure an early position before launch, not operate as an open-ended monthly advertising arrangement.

9.2 Step 2: Tara sends the registration and invoice flow

Once a business expresses interest and confirms its chosen tier and contribution amount, Tara sends:

- the registration form or sign-up link
- the invoice
- any supporting onboarding instructions

The business then provides the information needed for its partner setup, which may include:

- business name
- contact details
- logo
- description

- relevant links
- billing details
- any category or promotional information needed for the website page

This ensures Tara has everything required to approve and publish the partner profile correctly.

9.3 Step 3: Payment and approval

Once the invoice is paid, Tara reviews the submitted information and approves the partner profile.

At this point:

- the business becomes an approved Local founding partner
- the website page can be published
- the business can be added to the partner directory
- early recognition can begin

This stage is important because it is the moment the business moves from enquiry to confirmed founding partner status.

9.4 Step 4: Immediate visibility begins

After approval, the business can begin receiving the first layer of package value before the live platform launch.

This can include:

- public listing on the website
- dedicated partner page
- founding partner recognition
- inclusion in early partner communications where applicable
- eligibility for founder spotlight structures where relevant

This is the first active delivery stage of the package and is what creates immediate visible value.

9.5 Step 5: Launch preparation for optional tools

Some parts of the package are operational only once Tara is closer to live rollout or already live in the area. These are prepared after the partner joins, but do not necessarily activate immediately.

This can include preparation for:

- in-app map visibility
- customer arrival offers
- staff arrival support

- staff clock-out support
- referral QR activation
- business-specific promotional setup

The reason for this staged preparation is to make sure the business is already in position before the operational tools are switched on, rather than trying to build everything after launch begins.

9.6 Step 6: Launch-phase visibility activates

Once Tara launches in the relevant area, the live package elements begin activating according to the partner's tier and the package rules.

This may include:

- map visibility inside Tara
- access to reserved early promotional placements
- activation of customer-facing offers where enabled
- activation of staff support tools where enabled
- referral reward pathways for qualifying new Tara customers

At this stage, the business begins receiving the part of the package that sits directly inside Tara's active user environment rather than only on the website.

9.7 Step 7: Reserved early promotional access begins

One of the most commercially meaningful stages of the package begins when Tara's reserved early promotional window opens.

This is the period in which selected promotional space is reserved for founding partners before broader commercial promotion becomes more open.

In practical terms, this means that founding partners receive first access to early promotional visibility before later entrants are allowed into the same space in the same way.

This stage is one of the clearest expressions of the package's early-mover value.

9.8 Step 8: The package continues through its defined visibility and recognition period

The package does not end at the moment of launch. It continues through its defined recognition and promotional period, which may include:

- continued founding recognition
- continued website presence
- continued map visibility for the relevant term
- continued eligibility for selected partner tools and promotional structures
- continued public association with Tara's early commercial layer

This matters because the value of the package is not limited to one launch day moment. It extends through the early live phase and continues to benefit the partner after launch begins.

9.9 What closes after pre-seed

A key part of how the package works is that it is tied to the pre-seed phase.

Once the pre-seed window closes:

- no new businesses can join this package in the same founding form
- the founding label is closed to new entrants
- the reserved early layer remains tied to those who joined during the founding window
- later commercial participation, if introduced, does not recreate the same founding position

This is what protects the package from becoming diluted over time.

9.10 Why the staged model matters

The package is intentionally structured in phases because that makes it stronger for both Tara and the partner.

For the business, it means:

- some value begins immediately
- more value activates at launch
- the full package grows in usefulness over time

For Tara, it means:

- the business layer is built before launch
- partners are already positioned when launch begins
- optional tools can be activated in a more controlled way

This makes the package more credible and easier to deliver than trying to promise everything at once.

9.11 In simple terms

The package works like this:

- join during pre-seed
- become a recognised founding partner
- go live on the website first
- prepare for launch visibility and business tools
- activate the full launch-phase benefits when Tara goes live
- retain the advantage of having joined before wider commercial access opens

That sequence is what gives the package both immediate value and long-term launch value.

10. Programme timeline

The Local founding partner launch package is structured around a defined timeline tied to Tara's pre-seed phase, launch, and early live operation. This timeline determines when businesses can join, when benefits begin, and how long specific advantages remain exclusive.

10.1 Pre-seed phase – invitation period

The programme opens during Tara's pre-seed phase. During this period, local businesses are invited to join as Local founding partners.

This is the only stage where the founding partner launch package is available in its current form.

10.2 Application and approval window

Applications remain open until **14 days before Launch Day** in the relevant area.

Launch Day is defined as the date Tara becomes live for rider bookings in that area.

To secure a place as a founding partner, businesses must:

- submit their application
- complete registration
- and settle their invoice

before the closing date.

Applications that are incomplete or unpaid by the closing date will not be included in the founding group.

10.3 Founding group closure

At the application closing date:

- the Local founding partner group for that area is fixed
- no new businesses can join the founding partner package in that area
- founding status becomes exclusive to the approved group

This ensures that the founding group remains limited and tied to the pre-launch phase.

10.4 Pre-launch preparation phase

Between the closing date and Launch Day, Tara prepares for live rollout.

This includes:

- finalising partner listings and visibility structures
- preparing in-app map visibility
- preparing customer and staff offer mechanisms
- preparing referral pathways
- aligning early promotional placement

Partners do not need to take additional action during this phase unless required for specific setup.

10.5 Launch Day – activation

When Tara goes live in the area, the next stage of the package begins.

This includes:

- activation of in-app map visibility
- activation of partner visibility inside the platform
- activation of eligible customer and staff support mechanisms
- activation of referral reward pathways

This marks the transition from pre-launch positioning to live commercial visibility.

10.6 Early live phase – reserved promotional window

For the first **12 months from Launch Day**, selected promotional placements and enhanced visibility layers are reserved for Local founding partners only.

During this period:

- founding partners benefit from reduced competition in promotional visibility
- early visibility is concentrated within the founding group
- new businesses cannot access the same promotional layer in the same way

This reserved period applies to promotional visibility only and does not prevent other businesses from being listed or operating on the platform.

10.7 Founding partner exclusivity period

For the first **12 months from Launch Day**, no new businesses can join the founding partner package within the pilot area.

If Tara expands into additional areas during this period, separate founding partner programmes may be opened for those areas.

10.8 Map visibility and credit usage

Map visibility is linked directly to the partner's available credit balance.

- Founding partners receive credit based on their selected tier
- This credit is used to fund in-app visibility at an equivalent rate of approximately **£2 per day**, depending on tier and reach
- While credit is active, the business remains visible within its assigned visibility layer

Once a partner's credit is fully used:

- the business will no longer appear in map-based visibility placements
- visibility can only continue if additional credit is purchased

10.9 Post-credit visibility and pricing

Once a founding partner's initial credit has been used:

- the business may continue map visibility by purchasing additional credit
- additional credit will be offered under the standard commercial structure available at that time

As a transitional benefit:

- founding partners may receive a **10% discount on map visibility credit for up to 12 months after their initial credit is exhausted or after the first year from Launch Day**, whichever comes first

After this period, standard pricing applies.

10.10 Referral system duration

The referral reward system is designed to support early rider growth during launch.

This system operates during the first **12 months from Launch Day**, during which:

- partners may receive credit top-ups for qualifying new Tara customers

After this period:

- the referral system may be discontinued or adjusted
- no further referral-based credit top-ups are guaranteed

10.11 Website visibility duration

Founding partner recognition and website visibility are designed to extend beyond the initial launch phase.

- partner listings and founding status may remain visible for up to **24 months from Launch Day**
- this includes the partner directory and individual partner pages

This ensures that founding recognition continues beyond the initial promotional window.

10.12 Ongoing position after year one

After the first 12 months:

- the reserved promotional window ends
- referral rewards may no longer apply
- map visibility continues only while credit is active
- additional credit can be purchased under updated commercial terms

However:

- founding recognition remains in place for its defined duration
- the business retains its founding partner status
- the early positioning advantage is not recreated for later entrants

10.13 Timing flexibility

As an early-stage platform, Tara's rollout schedule may evolve. While target timelines are defined, exact dates may adjust based on operational readiness, regulatory alignment, and area-specific conditions.

In all cases:

- founding partner status remains valid once approved
- early visibility and recognition remain in place

- launch-phase benefits activate once the platform is live

10.14 In simple terms

- the programme opens during pre-seed
- applications close 14 days before launch
- the founding group is fixed before launch
- Tara goes live and visibility activates
- founding partners receive a 12-month promotional advantage
- referral rewards operate during the first year only
- map visibility runs on credit and stops when credit ends
- founding partners receive short-term pricing protection after credit use
- website recognition continues for up to 24 months

11. Contribution tiers

The Local founding partner launch package is structured across four tiers. Each tier determines the level of visibility, reach, promotional positioning, and access to selected partner tools.

All tiers are based on a **one-off contribution during the pre-seed phase**, with benefits activating in stages as outlined in the programme timeline.

The tiers are designed to give businesses flexibility in how they participate, while maintaining a clear structure between entry-level recognition and broader launch visibility.

11.1 Entry

The Entry tier is designed for businesses that want to be recognised as founding partners and secure an early position within Tara's business layer, without participating in map-based visibility.

This tier focuses on presence and recognition rather than active in-app exposure.

Includes:

- Local founding partner recognition
- Dedicated business page on the Tara website
- Inclusion in the partner directory
- Category-based listing
- Eligibility for general partner communications
- Website visibility for up to 24 months

Does not include:

- in-app map visibility
- referral rewards
- customer or staff offer tools

This tier is suitable for businesses that value association, visibility on the website, and early positioning, but do not require active in-app promotion.

11.2 Core

The Core tier introduces active participation in Tara's launch visibility layer. It is designed for businesses that want to be visible to nearby riders and begin using Tara as part of their customer journey.

This is the first tier where practical commercial visibility begins.

Includes everything in Entry, plus:

- Local map visibility (close-range visibility within the operating area)
- Access to customer arrival offers (optional)
- Access to staff arrival support (optional)
- Referral rewards (entry-level tier)
- Eligibility for grouped promotional mentions
- Eligibility for homepage spotlight rotation

Map visibility:

- Visibility is focused on nearby rider proximity
- Credit-based usage at approximately £2 per day equivalent

This tier is suitable for businesses that want local exposure and practical use of the platform without needing wider reach.

11.3 Lead

The Lead tier expands visibility reach and increases promotional positioning. It is designed for businesses that want to reach a broader local audience and take a more active role in Tara's early commercial layer.

Includes everything in Core, plus:

- Wider-area map visibility (extended reach beyond immediate proximity)
- Increased visibility priority within the platform
- Higher referral reward level
- Greater access to customer and staff offer capacity
- Increased eligibility for promotional features
- Higher likelihood of homepage spotlight placement

Map visibility:

- Visible across a wider local area
- Credit-based usage at approximately £2 per day equivalent

This tier is suitable for businesses that want stronger presence, broader exposure, and a more prominent early position.

11.4 Premier

The Premier tier is designed for businesses that want the strongest visibility, widest reach, and highest level of early positioning within Tara's launch structure.

This tier represents the highest level of participation within the founding partner package.

Includes everything in Lead, plus:

- Full-area map visibility (widest available reach within the operating area)
- Highest visibility priority within promotional layers
- Maximum referral reward level
- Highest access to customer and staff offer capacity
- Priority consideration for homepage spotlight placements
- Strongest positioning within the founding partner group

Map visibility:

- Visible across the full operating area
- Credit-based usage at approximately £2 per day equivalent

This tier is suitable for businesses that want to maximise early exposure, secure the strongest possible position, and fully utilise Tara's launch visibility layer.

11.5 Tier comparison overview

All tiers include:

- Local founding partner recognition
- Website listing and partner page
- Inclusion in Tara's early business layer

Differences between tiers are based on:

- whether the business appears inside the app
- how widely the business is visible
- how prominently the business is positioned
- access level to referral rewards
- access level to customer and staff support tools

In simple terms:

- Entry = recognition and presence
- Core = local visibility
- Lead = wider reach and stronger presence
- Premier = maximum reach and highest positioning

11.6 Choosing the right tier

The right tier depends on how the business intends to use Tara.

- Businesses focused on **association and visibility only** may choose Entry
- Businesses wanting **local exposure and customer interaction** may choose Core
- Businesses aiming for **broader reach and stronger positioning** may choose Lead
- Businesses wanting **maximum early visibility and priority positioning** may choose Premier

The structure allows businesses to choose a level that matches both their operational needs and their desired level of early involvement.

11.7 Important notes

- All tiers are one-off contributions made during pre-seed
- Map visibility operates on a credit-based model
- Visibility continues only while credit is active
- Founding partners retain early positioning and pricing protection as defined in the timeline
- The founding partner package closes before launch and is not reopened in the same form

This section now:

- clearly separates value
- avoids confusion
- supports decision-making
- and aligns with everything we built earlier

12. Visibility architecture

The Local founding partner launch package includes multiple layers of visibility. These layers are designed to work together, rather than operate as isolated features. The aim is to give businesses a clear presence across Tara's website, promotional channels, and in-app environment, without relying on a single form of exposure.

Visibility is structured to reflect **position, reach, and timing**. Founding partners are positioned earlier, appear earlier, and benefit from a more concentrated visibility environment during the initial launch phase.

12.1 Overview of visibility layers

Partner visibility is delivered across three main layers:

- **Website visibility** – public-facing presence on Tara's website
- **Promotional visibility** – inclusion in selected announcements and spotlight placements
- **In-app map visibility** – direct exposure inside Tara's rider environment

Each layer plays a different role, and not all layers activate at the same time.

12.2 Website visibility

Website visibility is the first layer to activate and forms the base presence for all partners.

This includes:

- a dedicated business page
- inclusion in the partner directory
- category-based placement
- founding partner identification

Website visibility begins once the partner is approved and published. It provides a permanent reference point for the business and establishes its presence within Tara's ecosystem before the platform goes live.

Website visibility may remain active for up to 24 months from Launch Day.

12.3 Homepage founder spotlight

The homepage spotlight is designed to give selected partners additional visibility on Tara's main public-facing page.

This feature operates on a **rotational basis**, rather than permanent placement.

The structure is intended to:

- highlight a small number of partners at any one time
- rotate visibility across the partner group
- balance consistency with freshness

The spotlight system may include:

- a set number of visible partner positions
- a mix of returning and newly featured partners
- rotation based on contribution level and structure

This creates a visible but fair system, rather than a fixed or locked display.

12.4 Promotional visibility

Promotional visibility refers to how partners are included in Tara's broader communications and launch-related activity.

This may include:

- grouped partner announcements
- selected social media mentions
- launch-phase communications
- featured partner highlights where appropriate

Promotional visibility is:

- structured, not unlimited
- not guaranteed equally across all partners
- influenced by tier, timing, and available capacity

The purpose of this layer is to reinforce the partner's association with Tara, rather than operate as a standalone advertising channel.

12.5 In-app map visibility

In-app map visibility is one of the most commercially relevant parts of the package. It places the business directly inside Tara's rider environment.

When active, the business appears as a **visible location pin within the app**, allowing riders to see nearby or relevant businesses depending on their view and location.

This visibility is designed to feel natural within the transport experience, rather than separate from it.

12.6 Visibility by reach

Map visibility is structured around **reach**, rather than technical map behaviour.

In practical terms:

- **Core tier**
Visibility is focused on nearby rider proximity. The business is visible primarily to users close to its location or searching locally.
- **Lead tier**
Visibility extends beyond immediate proximity into a wider surrounding area. The business becomes visible to a broader local audience.
- **Premier tier**
Visibility extends across the full operating area, allowing the business to appear at the widest available level within Tara's map environment.

This structure allows businesses to choose how widely they want to be seen, without needing to understand technical map behaviour.

12.7 Credit-based visibility model

Map visibility operates on a **credit-based system**.

- Each partner receives credit as part of their tier
- Credit is consumed over time based on visibility usage
- The effective rate is approximately **£2 per day**, depending on tier and reach

While credit is active:

- the business remains visible within its assigned visibility layer

Once credit is exhausted:

- the business is no longer visible on the map
- visibility can only continue through additional credit purchase

This ensures that visibility is controlled, measurable, and consistent across partners.

12.8 Reserved early promotional visibility

During the first **12 months from Launch Day**, selected promotional visibility is reserved for founding partners only.

This applies to:

- enhanced map visibility layers
- priority placement opportunities
- selected promotional exposure within the app

This means:

- founding partners operate in a less crowded environment
- early visibility is concentrated within the founding group
- later entrants do not access the same promotional layer during this period

This reserved window is one of the key advantages of joining during pre-seed.

12.9 Visibility lifecycle

Visibility is not static. It changes over time depending on stage and usage.

In simple terms:

- **Pre-launch**
Website visibility and recognition are active
- **Launch phase**
Map visibility and promotional layers activate
- **Early live phase**
Founding partners benefit from reserved promotional access
- **Post-credit stage**
Map visibility continues only while credit is active
- **Post-year one**
Promotional exclusivity reduces, but founding status remains

This lifecycle ensures that the package delivers value both immediately and over time.

12.10 What visibility is not

To avoid misunderstanding, it is important to clarify that:

- visibility is not a guarantee of customer volume
- visibility is not an unlimited advertising channel

- visibility is not equally distributed across all partners
- visibility is structured and influenced by tier, timing, and system design

The aim is to provide meaningful positioning, not uncontrolled exposure.

12.11 In simple terms

The visibility structure gives partners:

- a public presence on the website
- a chance to be featured on the homepage
- inclusion in selected promotional activity
- direct visibility inside the Tara app

Higher tiers increase:

- how widely the business is seen
- how prominently it is positioned
- how early and consistently it appears

This layered approach is what makes visibility inside Tara more structured and more commercially relevant than a single-channel promotion.

13. Customer and staff offers architecture

The Local founding partner launch package includes access to optional business-facing tools designed to support customer journeys and staff movement. These tools are not mandatory and are not required for a business to participate in the programme. They exist to give partners additional practical ways to use Tara as part of their day-to-day operations once the platform is live.

These tools are structured, controlled, and tier-dependent. They are not open-ended promotions and are designed to operate within defined limits to ensure consistency, fairness, and commercial viability.

13.1 Overview of offer types

There are two primary categories of partner-supported offers:

- **Customer offers** – designed to support customer journeys to and from the business
- **Staff offers** – designed to support employee travel where relevant

Both types are optional and can be enabled or disabled by the partner.

13.2 Customer arrival offers

Customer arrival offers are designed to support customers travelling to the business.

These offers may allow a business to:

- provide a fixed credit or reward after a completed journey
- support first-time visits
- encourage repeat visits
- reduce missed appointments or late arrivals
- create a clear incentive for customers to use Tara when travelling to the business

The process is structured as follows:

- the customer completes a journey using Tara
- the customer presents proof of the trip at the business
- the business provides access to the offer (for example via a controlled QR scan)
- the customer receives the defined credit or benefit

This structure ensures:

- the journey is real

- the visit is real
- the offer is controlled by the business

13.3 Staff arrival support

Staff arrival support is designed for businesses where employee travel directly affects operations.

This may include:

- early morning shifts
- late evening or night work
- shift-based businesses
- roles where reliable arrival times are important

Businesses can use this mechanism to:

- support staff travel to work
- improve reliability of attendance
- reduce operational disruption caused by transport issues

This is implemented as a controlled system where:

- the business defines how the support is used
- usage is capped and monitored
- the system operates within structured limits

13.4 Staff clock-out support

In addition to arrival support, businesses may also enable staff support for journeys after shifts.

This is particularly relevant for:

- hospitality
- late-economy businesses
- care and support services
- any business where staff finish outside standard public transport hours

This mechanism allows the business to:

- support safe journeys home
- improve staff retention and satisfaction
- offer a practical benefit without creating an open-ended cost

As with all offer tools, this is controlled and not automatic. The business chooses when and how it is used.

13.5 Controlled access and QR activation

To prevent misuse and ensure that offers are applied correctly, access to these mechanisms is controlled.

This may include:

- business-issued QR codes
- in-person verification
- location-based checks
- usage limits
- frequency restrictions

Offers are not automatically applied. They are activated with the involvement of the business, ensuring that:

- only genuine customers or staff benefit
- usage remains intentional and controlled
- costs remain predictable

13.6 Tier-based access and limits

Access to these tools and the scale at which they can be used depends on the partner's tier.

Higher tiers may receive:

- greater flexibility in usage
- higher capacity for offers
- broader access to different types of support

Lower tiers may:

- have access to more limited versions
- use the tools at a smaller scale

This ensures that the system remains balanced and that usage aligns with the level of participation in the programme.

13.7 Commercial intent of the offer tools

These tools are not designed to act as general discount systems. They are designed to support specific business outcomes, such as:

- improving customer attendance
- encouraging repeat visits
- supporting staff reliability
- strengthening the link between transport and business activity

They are structured to provide value without creating uncontrolled promotional behaviour.

13.8 When these tools become active

Customer and staff offer tools are not fully active during pre-seed.

They are:

- prepared during the pre-launch phase
- configured with the partner where required
- activated once Tara is live in the relevant area

This ensures that:

- the system operates within a real usage environment
- all journeys and interactions are valid
- the business can use the tools in a practical setting

13.9 Optional use

It is important to note that:

- partners are not required to use these tools
- the package remains valid without them
- businesses can choose to activate them later
- businesses can choose to use them selectively

This allows the package to remain flexible and suitable for different types of businesses.

13.10 In simple terms

The offer tools allow partners to:

- support customers travelling to their business
- support staff travelling to and from work
- create controlled incentives for using Tara
- improve reliability and customer experience

All of this is done within a structured system that:

- avoids misuse
- keeps costs predictable
- and remains aligned with the partner's tier and preferences

This section now:

- explains the mechanisms clearly
- keeps it commercial, not technical
- avoids over-promising
- and shows real business use cases

14. Referral system overview

The referral system is designed to support early rider growth during Tara's launch phase while giving founding partners a structured way to benefit from introducing new customers to the platform.

It is not based on simple sign-ups. It is designed to reward **real usage**, ensuring that referrals reflect genuine customer activity rather than one-time account creation.

14.1 Purpose of the referral system

The referral system exists to:

- support early rider growth during launch
- encourage real usage of the platform
- give businesses a way to benefit from introducing new customers
- strengthen the connection between local businesses and rider activity

It is a controlled growth mechanism rather than an open promotional tool.

14.2 How referrals work

Each participating partner is provided with a **Referral QR code** or equivalent referral link.

The process works as follows:

- a new customer scans the partner's referral QR or uses the referral link
- the customer creates a Tara account
- the customer completes journeys using Tara
- once the customer reaches the required usage threshold, the referral qualifies

Once qualified:

- the partner receives a credit top-up based on their tier

14.3 New customers only

The referral system applies to **new Tara customers only**.

This means:

- the user must not already have a Tara account

- existing users do not qualify under referral rewards

This ensures the system contributes to real platform growth.

14.4 Qualification criteria

A referral qualifies once the referred customer:

- completes a minimum of **3 trips**, or
- reaches a total of **£25 in travel spend**,

whichever comes first.

The qualification must be completed within **30 days of account creation**.

This ensures that referrals represent real and timely usage of the platform.

14.5 Tier-based referral rewards

Referral rewards are issued as credit based on the partner's tier:

- **Core:** £1 credit per qualifying referral
- **Lead:** £2 credit per qualifying referral
- **Premier:** £3 credit per qualifying referral

The Entry tier does not include referral rewards.

This structure ensures that higher tiers benefit more from referral activity while keeping the system simple and predictable.

14.6 Reward allocation

Once a referral qualifies:

- the partner receives the corresponding credit top-up
- credit is applied within **24 to 72 hours**
- credit is added to the partner's overall balance

This balance contributes directly to map visibility and other eligible uses within the platform.

14.7 Credit-based reward system

Referral rewards are issued as **partner credit**, not cash.

This credit:

- can be used for in-app map visibility
- can contribute to customer or staff offer mechanisms
- forms part of the partner's overall visibility balance

Credit cannot be withdrawn or converted into cash.

14.8 Fair use and system integrity

The referral system is designed to reward genuine customer acquisition.

To maintain fairness:

- only new customers qualify
- duplicate, artificial, or self-generated referrals are not permitted
- staff or internal misuse of the system is not allowed
- Tara reserves the right to review and exclude referrals that do not represent genuine usage

Referral activity may be monitored to ensure the system operates as intended.

14.9 Referral system duration

The referral system operates during Tara's early live phase.

- referral rewards are available for the first **12 months from Launch Day**
- after this period, the system may be reviewed, adjusted, or discontinued

No ongoing referral rewards are guaranteed beyond this period.

14.10 Why the referral system matters

For partners, the referral system provides:

- an additional way to build credit over time
- a direct link between their business and platform growth
- a practical benefit tied to real customer activity

For Tara, it provides:

- a structured and controlled way to grow the rider base
- a system aligned with genuine usage rather than sign-ups

14.11 In simple terms

- refer a new customer
- the customer uses Tara
- once they reach 3 trips or £25 spend
- the referral qualifies
- you receive credit based on your tier

The system is designed to reward real activity, not just registrations, and to operate during the most important stage of early growth.

15. Reserved early promotional access

One of the strongest advantages of joining the Local founding partner launch package is access to Tara's **reserved early promotional window**.

This is a defined period after launch during which selected promotional visibility is reserved exclusively for founding partners. It is designed to give early participants a clearer, less crowded environment before broader commercial promotion becomes available.

15.1 What this means

For the first **12 months from Launch Day**, enhanced promotional visibility inside Tara is prioritised for Local founding partners.

During this period:

- founding partners receive priority positioning within the platform
- promotional placements are limited to the founding group
- early visibility is not immediately opened to wider commercial access

This creates a structured advantage for businesses that joined during pre-seed.

15.2 What is included in the reserved window

The reserved promotional window applies to selected visibility layers, which may include:

- enhanced in-app map visibility layers
- priority placement within business visibility zones
- selected promotional positioning within the app
- priority access to early spotlight opportunities
- structured exposure during the initial live phase

These placements are designed to give founding partners a stronger presence during the most important early period of platform activity.

15.3 What is not restricted

The reserved promotional window does **not** prevent:

- other businesses from being listed on the platform
- normal operation of licensed drivers and services

- general platform growth and onboarding
- non-promoted or standard visibility of businesses

This ensures that Tara can continue to operate normally while still protecting the early promotional advantage of founding partners.

15.4 Why this matters

The early stage of a platform is typically the least crowded and the most visible.

By reserving promotional space for founding partners:

- businesses benefit from reduced competition
- visibility is more concentrated and noticeable
- early positioning carries more impact
- the founding group becomes the first visible commercial layer

This creates a real early-mover advantage that cannot be recreated once the platform becomes more commercially active.

15.5 Relationship with map visibility

The reserved promotional window works alongside the map visibility system.

During this period:

- founding partners appear within the defined visibility layers based on their tier
- higher-tier partners receive wider reach and stronger positioning
- credit-based visibility continues to apply as normal

This means that while visibility is still structured by tier and credit, the overall environment remains less competitive than it will be later.

15.6 Duration and transition

The reserved promotional window lasts for **12 months from Launch Day**.

After this period:

- broader commercial participation may be introduced
- new businesses may access promotional visibility under different terms
- the platform may evolve its visibility structure

However:

- founding partners retain their status
- founding partners retain their early positioning history
- any ongoing visibility remains subject to active credit usage

15.7 Strategic importance

This element of the package is not simply about visibility. It is about timing.

Businesses that join during pre-seed:

- enter before wider competition appears
- become part of the first visible group
- benefit from a more focused promotional environment

This is one of the key reasons the package is limited to the pre-seed phase.

15.8 In simple terms

For the first year after launch:

- founding partners get priority access to promotional visibility
- fewer businesses compete for attention
- visibility is stronger and more concentrated

After that:

- the platform opens more widely
- visibility becomes more competitive
- but founding partners keep their status and early position

This section now:

- feels strong without being risky
- clearly explains exclusivity without overpromising
- ties directly into your timeline and tiers

16. Founder spotlight and homepage feature

The Founder Spotlight is a dedicated section on Tara's homepage designed to highlight Local founding partners. It provides high-visibility placement within Tara's main public-facing page and is structured to balance recognition, fairness, and ongoing visibility across the partner group.

16.1 Purpose of the spotlight

The Founder Spotlight exists to:

- give selected partners prominent homepage visibility
- recognise early participation and contribution
- create a dynamic and regularly updated homepage
- ensure visibility is shared across the founding group

It is not a fixed advertising space. It is a structured visibility system tied to the founding phase.

16.2 Number of featured positions

The homepage spotlight displays **7 partner positions** at any given time.

These positions are structured into three layers:

- **1 permanent spotlight position**
- **2 monthly rotating positions**
- **4 bi-weekly rotating positions**

16.3 Contribution-based ranking

All spotlight positioning is based on **total contribution value at the application deadline**.

- rankings are calculated once, at the close of the pre-seed application window
- rankings do not change after this point
- no post-deadline adjustments affect spotlight positioning

This ensures the system is fair, fixed, and not open to manipulation.

16.4 Permanent spotlight position

The highest contributing partner at the application deadline is awarded the **permanent spotlight position**.

This position:

- remains fixed
- does not rotate
- provides continuous homepage visibility

This placement remains in place for the duration of the homepage spotlight system.

16.5 Monthly rotating positions (2 slots)

The next group of partners (based on contribution ranking) are eligible for the **monthly rotating spotlight positions**.

- 2 partners are featured at a time
- positions rotate every **1 month**
- selection follows contribution ranking order

This creates longer visibility windows for higher-ranking partners outside the top position.

16.6 Bi-weekly rotating positions (4 slots)

The remaining spotlight positions are allocated to **bi-weekly rotation**.

- 4 partners are featured at a time
- positions rotate every **2 weeks**
- selection is based on remaining contribution ranking order

This ensures that a larger number of partners receive homepage exposure over time.

16.7 Rotation structure

The rotation system follows a structured sequence based on contribution ranking.

- higher-ranked partners are prioritised for longer or earlier placements
- lower-ranked partners are still included within the rotation cycle
- all eligible partners receive opportunities for homepage visibility

This approach balances:

- recognition of contribution
- fairness across the partner group
- ongoing activity on the homepage

16.8 Visibility duration

- permanent position remains fixed
- monthly positions rotate every 30 days
- bi-weekly positions rotate every 14 days

This creates a consistent and predictable visibility schedule.

16.9 Relationship with tiers

While all founding partners are eligible for spotlight inclusion, contribution level determines:

- position priority
- duration of exposure
- frequency of appearance

Higher contributions result in:

- earlier placement
- longer exposure windows
- stronger overall homepage presence

16.10 Purpose of the structure

This structure is designed to:

- reward early and higher contributions
- ensure all partners receive visibility opportunities
- keep the homepage active and regularly updated
- avoid static or locked placements across all positions

It combines stability at the top with movement across the wider group.

16.11 In simple terms

- 1 business stays on the homepage permanently
- 2 businesses rotate monthly
- 4 businesses rotate every 2 weeks
- all placements are based on contribution ranking at deadline

This ensures:

- strong visibility for top contributors
- fair exposure for all partners
- a homepage that remains active and engaging

17. Business examples

The Local founding partner launch package is designed to be flexible across different types of businesses. The way each partner uses the package will depend on how they operate, who their customers are, and whether staff travel plays a role in their day-to-day activity.

The following examples show how different businesses may use the package in practice.

17.1 Restaurant or hospitality venue

A restaurant joins as a founding partner to increase visibility and support customer travel, particularly during evenings and weekends.

How the package is used:

- The restaurant appears on the Tara website as a Local founding partner
- It becomes visible inside the app to nearby or wider-area riders depending on tier
- Customers travelling to the restaurant can access a small arrival offer
- Staff working late shifts may benefit from supported travel home
- The business uses its founding partner status in its own marketing

Commercial effect:

- improved customer confidence around travel
- increased likelihood of bookings during peak hours
- added incentive for customers to choose Tara when travelling out

17.2 Salon or appointment-based business

A salon joins to reduce missed appointments and improve consistency of customer arrivals.

How the package is used:

- The salon gains early visibility before the platform fully opens
- Customers travelling to appointments can be supported through arrival offers
- Repeat customers are encouraged to use Tara consistently
- The business benefits from referral activity where customers introduce new users

Commercial effect:

- fewer missed or late appointments
- stronger repeat visit behaviour
- better alignment between bookings and actual attendance

17.3 Café or daytime business

A café joins to increase local visibility and build association with a new local platform.

How the package is used:

- The café appears in the partner directory and homepage spotlight rotation
- It becomes visible to nearby users within the app
- It may choose to run occasional customer offers
- It benefits from being part of the early local business group

Commercial effect:

- increased awareness within the local area
- stronger positioning as an early participating business
- additional exposure without relying on traditional advertising

17.4 Care or support organisation

A care provider joins primarily to support staff travel and improve reliability of service delivery.

How the package is used:

- The organisation uses staff arrival and clock-out support mechanisms
- It benefits from predictable and structured travel options
- It maintains a visible presence within the local platform
- It may not use customer-facing offers but still benefits from the system

Commercial effect:

- improved staff reliability
- reduced disruption caused by travel issues
- practical operational support rather than promotional value

17.5 Retail or local shop

A retail business joins to gain visibility and participate in the local business network around Tara.

How the package is used:

- The shop appears within the partner directory and map visibility layer
- It may use limited customer offers to encourage visits
- It benefits from referral activity where applicable
- It positions itself as part of the local founding group

Commercial effect:

- improved local visibility
- stronger positioning compared to later entrants
- additional exposure through Tara's early business layer

17.6 Service or trade-based business

A service-based business joins to increase local awareness and align with the platform's early development.

How the package is used:

- The business appears within the local visibility layer
- It may not use customer offers but benefits from visibility and recognition
- It builds early association with Tara's network
- It positions itself within the local commercial ecosystem

Commercial effect:

- increased awareness within the area
- early positioning ahead of wider platform adoption
- participation in a local business network rather than isolated promotion

18. Why this is limited

The Local founding partner launch package is intentionally limited. It is not designed to remain open indefinitely, and it is not intended to function as a standard ongoing commercial offer.

Its value comes from timing, structure, and the fact that it is tied specifically to Tara's pre-seed phase.

18.1 Limited to pre-seed only

This package is only available during Tara's pre-seed phase.

Once the pre-seed window closes:

- no new businesses can join the founding partner package in that area
- the founding group is fixed
- the founding status is no longer available to new entrants

This ensures that the term "founding partner" retains its meaning and is not diluted over time.

18.2 Closing before launch

Applications close **14 days before Launch Day**.

This cut-off is in place to:

- allow time for onboarding and preparation
- ensure all partners are properly set up before launch
- prevent last-minute entries that would disrupt the structure

After this point, no new applications are accepted for the founding group in that area.

18.3 Not reopened in the same form

The founding partner launch package is not intended to be reopened in the same form once it closes.

After launch:

- Tara may introduce new commercial structures
- new businesses may join under different terms
- pricing and visibility models may change

However:

- the original founding package will not be recreated
- founding status will remain exclusive to early participants

18.4 Limited promotional environment

During the first 12 months after launch:

- selected promotional visibility is reserved for founding partners
- the platform operates with reduced promotional competition
- early partners benefit from a more concentrated visibility environment

This limited environment is only possible because the founding group is fixed before launch.

18.5 Local-first approach

The programme is initially focused on local businesses within the pilot area.

This ensures:

- stronger local alignment
- a more coherent business layer
- a launch environment that reflects the area

If Tara expands into additional areas, separate founding partner programmes may be created for those locations.

18.6 Capacity and structure

The programme is designed to remain structured rather than open-ended.

Limiting participation allows Tara to:

- manage visibility properly
- maintain fairness across partners
- avoid overcrowding early promotional layers
- deliver the package consistently

An unrestricted model would reduce the value of participation for all partners.

18.7 Timing advantage

The limitation of the package creates a clear timing advantage.

Businesses that join during pre-seed:

- secure early positioning
- enter before wider competition
- access reserved promotional visibility
- become part of the first commercial layer

Businesses that join later:

- enter into a more open and competitive environment
- do not receive the same founding positioning
- access different commercial structures

19. Why local businesses are approached first

Tara is being built to operate within local transport systems, not around them. Because of that, the first layer of businesses involved in the platform matters. The Local founding partner launch package is therefore focused on businesses that are part of the local economy, serve local customers, and are directly affected by how people move within the area.

This approach is intentional. It is not only about promotion. It is about building a platform that reflects the area it operates in from the beginning.

19.1 Building a local foundation

Local businesses are often the most directly connected to customer movement. They rely on people being able to travel easily, arrive on time, and move confidently within the area.

By working with local businesses first, Tara is able to:

- build a more relevant and grounded launch environment
- create stronger alignment between transport and local demand
- ensure the platform reflects real usage patterns rather than abstract assumptions

This creates a more stable and practical starting point.

19.2 Supporting the local economy

The early business layer of any platform shapes how value flows through it.

By prioritising local businesses:

- visibility is given to businesses operating within the area
- early promotional space supports local economic activity
- the platform grows alongside the businesses that form part of the community

This approach keeps the early stages of Tara aligned with local commercial interests rather than external expansion.

19.3 Stronger trust and recognition

A platform that is built with visible local participation tends to feel more credible.

When customers see familiar businesses:

- the platform feels more relevant
- adoption becomes more natural
- trust builds more quickly

Founding partners help create that early recognition.

19.4 Practical alignment with how Tara operates

Tara is designed to operate within existing regulatory frameworks and local transport structures.

Because of this:

- local businesses are more directly connected to how the system functions
- early alignment is easier to establish
- operational feedback is more relevant

This creates a more practical and grounded development path.

19.5 Local-first does not mean local-only

While the initial focus is on local businesses, this does not exclude other types of participation in the future.

After the founding phase:

- additional commercial structures may be introduced
- wider participation may become available
- the platform may expand into broader partnerships

However, the founding partner layer remains tied to businesses that joined during the early phase.

19.6 Relationship with expansion

If Tara expands into additional areas:

- new founding partner programmes may be created for those locations
- each area can build its own local business layer
- early participation remains tied to the specific area and timing

This ensures that the local-first approach can be maintained across different locations.

19.7 Why this matters to businesses

For a business, this approach means:

- being part of a platform that reflects its own operating environment
- being positioned alongside other local businesses rather than competing immediately with broader networks
- being visible within a system that is designed around local movement

This creates a more relevant and meaningful position than joining later within a wider, more crowded commercial environment.

19.8 In simple terms

- Tara starts with local businesses because they are closest to how people actually move
- early visibility is focused on the local business layer
- founding partners help shape the platform's first real environment
- expansion comes later, but the early group remains distinct

This approach keeps the platform grounded, relevant, and aligned with the area it serves from the beginning.

20. How to join

Joining the Local founding partner launch package is designed to be simple, direct, and structured. The process ensures that each business is properly onboarded, verified, and prepared before launch.

20.1 Step 1: Initial contact

The process begins either through direct outreach or business enquiry.

This may happen in one of the following ways:

- Tara contacts the business directly (in person or by email)
- the business contacts Tara at partnerships@tarataxi.co.uk

At this stage, the aim is to:

- introduce the programme
- answer any questions
- confirm whether the business would like to proceed

20.2 Step 2: Confirmation and registration link

Once the business confirms it would like to proceed, Tara provides a **registration link**.

This link allows the business to submit all required details in one place, including:

- business name and contact details
- logo and description
- category and service information
- billing details
- any relevant setup information

This step ensures that the partner profile can be created accurately and efficiently.

20.3 Step 3: Invoice issuance

After the registration form is submitted, Tara issues an invoice based on the selected tier.

The invoice confirms:

- the chosen package tier

- the contribution amount
- payment details and terms

This formalises the business's place within the programme, subject to payment and approval.

20.4 Step 4: Payment

The business completes payment using the method provided on the invoice.

Once payment is received:

- the application moves into final review
- the business is prepared for approval

Payment confirms the business's intention to join the founding partner group.

20.5 Step 5: Approval and onboarding

After payment and review:

- the business is approved as a Local founding partner
- the partner page is created and published
- the business is added to the partner directory

At this point:

- founding partner recognition becomes active
- website visibility begins

20.6 Step 6: Pre-launch positioning

Once approved:

- the business is publicly visible on the Tara website
- the business becomes eligible for homepage spotlight placement
- the business is included in the founding partner group

This ensures the partner is already positioned before launch.

20.7 Step 7: Launch preparation

Closer to launch, Tara prepares the partner for live activation.

This may include:

- configuring map visibility
- preparing referral QR codes
- setting up optional customer or staff offer tools
- confirming any final details

The business will only be contacted if additional input is required.

20.8 Step 8: Launch activation

When Tara goes live:

- in-app visibility activates
- promotional visibility begins
- referral and offer systems become active (where applicable)

At this stage, the business moves into full participation within the platform.

20.9 Important notes

- places are limited and allocated during the pre-seed phase
- applications close 14 days before Launch Day
- applications are only confirmed once payment is received and approved
- incomplete or unpaid applications may not be accepted

21. What happens after joining

Once a business has been approved as a Local founding partner, the focus shifts from onboarding to positioning and preparation. This stage is designed to ensure that the partner begins receiving value early and is fully ready for launch.

The process is structured so that businesses are not waiting without visibility or direction. Instead, they move into a defined sequence of recognition, visibility, and activation.

21.1 Immediate confirmation

After approval:

- the business is confirmed as a Local founding partner
- the partner record is created within Tara's system
- the business becomes part of the founding partner group

This marks the official transition from applicant to partner.

21.2 Website visibility goes live

The first visible benefit begins shortly after approval.

This includes:

- the partner's dedicated page going live
- inclusion in the partner directory
- founding partner identification becoming visible

This gives the business a public presence within Tara before the platform launches.

21.3 Early positioning within the founding group

Once live on the website:

- the business is positioned within the founding partner layer
- it becomes eligible for homepage spotlight rotation
- it is included in the structured visibility system

This ensures that the partner is not entering later into a crowded environment but is already part of the initial group.

21.4 Communication and updates

Partners may receive updates as Tara moves towards launch.

This can include:

- progress updates
- launch timing information
- guidance on upcoming features
- notifications related to partner setup

Communication is intended to be clear and relevant, without unnecessary volume.

21.5 Preparation for launch features

As launch approaches, Tara prepares each partner for activation of live features.

This may include:

- confirming map visibility setup
- preparing referral QR codes
- configuring optional customer and staff offer tools
- ensuring all partner details are accurate and ready

Partners are only required to take action where necessary.

21.6 Transition into live visibility

When Tara goes live:

- in-app map visibility becomes active (where applicable)
- promotional visibility layers begin
- referral and offer systems activate

At this point, the partner moves from pre-launch positioning into active participation within the platform.

21.7 Ongoing visibility and usage

After launch:

- the business remains visible according to its tier and available credit
- referral rewards may continue during the defined period
- optional tools can be used as needed
- the partner continues to benefit from the early promotional window

Visibility inside the app continues as long as credit is active.

21.8 After initial credit is used

Once the partner's credit is fully used:

- map visibility stops
- the business is no longer visible within map placements

The business may:

- purchase additional credit to continue visibility
- continue benefiting from website presence and founding recognition

This ensures that visibility remains controlled and consistent across all partners.

21.9 Continued recognition

Even as other elements evolve:

- founding partner status remains
- the business continues to be recognised as part of Tara's early group
- website presence may continue for up to 24 months

This ensures that the partner's early participation continues to carry value beyond the initial launch phase.

22. FAQ

This section answers the most common questions about the Local founding partner launch package. It is designed to provide clarity and remove uncertainty before joining.

22.1 Is this an investment?

No. This is a **one-off business package**, not an investment.

The contribution secures:

- founding partner status
- visibility within Tara's platform
- access to selected partner tools

It does not represent equity, ownership, or financial return.

22.2 Is the contribution refundable?

The contribution relates to participation in the programme and the delivery of its associated benefits.

Once the partner page and visibility elements are live, the contribution is considered allocated to the package.

Full terms regarding refunds are set out separately in the programme terms and conditions.

22.3 When does visibility begin?

Website visibility begins shortly after approval.

In-app visibility and promotional layers begin when Tara goes live in the relevant area.

This means partners receive early visibility before full launch.

22.4 What happens if Tara launches later than expected?

Tara is an early-stage platform and timelines may evolve.

If launch timing changes:

- founding partner status remains valid
- website visibility and recognition remain active
- launch-phase benefits activate once the platform is live

The structure of the package remains in place even if timelines adjust.

22.5 Do I need to use customer or staff offers?

No.

Customer and staff offer tools are optional:

- you can choose to use them
- you can choose not to use them
- you can activate them later

The package remains valid without them.

22.6 How does map visibility work?

Map visibility is:

- tier-based (local, wider, or full-area reach)
- credit-based (runs while credit is available)

Once credit is used:

- map visibility stops
- additional credit is required to continue

22.7 Are referrals guaranteed?

No.

Referral rewards depend on:

- introducing new Tara customers
- those customers completing the required usage

Rewards are based on real activity, not sign-ups alone.

22.8 How long does founding recognition last?

Founding partner recognition and website visibility may remain active for up to **24 months from Launch Day**.

This ensures continued association beyond the initial launch period.

22.9 What happens after the first year?

After the first 12 months:

- the reserved promotional window ends
- referral rewards may no longer apply
- new commercial structures may be introduced

However:

- founding status remains
- website presence may continue
- map visibility can continue with active credit

22.10 What makes this different from advertising?

This package is not a standard advertising product.

It combines:

- founding status
- early positioning
- structured visibility
- access to platform-based tools

It is tied to Tara's launch phase and is not an open-ended promotional service.

22.11 Can any business join?

The programme is primarily designed for local businesses within the pilot area.

Businesses must:

- meet basic suitability criteria
- complete registration
- be approved by Tara

The programme is limited and not all applications may be accepted.

22.12 Can I join later?

The founding partner package is only available during pre-seed.

Once applications close:

- it will not reopen in the same form
- later participation may be available under different terms

22.13 Do I have to stay involved long term?

No.

The initial contribution secures your position within the founding phase.

After that:

- visibility depends on active credit
- optional tools can be used or not used
- continued participation is flexible

23. Risk and fairness note

The Local founding partner launch package is offered during Tara's pre-launch phase. While the structure of the package is clearly defined, it is important to set realistic expectations around timing, delivery stages, and how different elements of the package become active.

23.1 Pre-launch stage

Tara is currently in its pre-launch phase. This means:

- some elements of the package begin immediately (such as website visibility and recognition)
- other elements activate once the platform is live (such as in-app visibility and offer tools)

This staged approach is intentional and ensures that each part of the package operates within a real and functional environment.

23.2 Timing and rollout

Launch timelines are defined, but as with any early-stage platform, exact timing may evolve.

If timelines shift:

- founding partner status remains valid
- website visibility and recognition remain active
- launch-phase features activate once the platform is live

The structure of the package remains in place even if rollout timing adjusts.

23.3 Delivery of benefits

The package is designed to deliver value across multiple stages:

- early-stage visibility and recognition
- launch-stage in-app visibility
- early live promotional positioning

Some benefits begin earlier, while others depend on the platform being live. This does not reduce the value of the package, but reflects how the system is designed to operate.

23.4 Commercial positioning

The package is structured to provide:

- early positioning
- structured visibility
- access to defined tools

It is not designed to guarantee:

- a specific number of customers
- a specific level of revenue
- a fixed return on participation

The aim is to provide meaningful positioning and visibility within a growing platform.

23.5 Fair use and consistency

All elements of the package are designed to operate fairly across partners.

This includes:

- tier-based visibility structures
- controlled offer mechanisms
- monitored referral systems
- structured promotional placement

This ensures that:

- no partner has uncontrolled advantage
- the system remains balanced
- visibility remains meaningful

23.6 Early-stage nature

Tara is being built as a structured, long-term platform.

As with any early-stage system:

- features may evolve
- structures may improve over time
- operational details may be refined

These changes are intended to strengthen the platform, not reduce the value of participation.

24. Call to action

The Local founding partner launch package is open for a limited period during Tara's pre-seed phase. Participation is intentionally restricted, and applications close before the platform goes live.

If this aligns with how your business operates and how you want to position yourself locally, the next step is simple.

24.1 Express your interest

To proceed, contact Tara to confirm your interest and preferred tier:

Email: partnerships@tarataxi.co.uk

Include:

- your business name
- your preferred tier
- your contact details

Tara will respond with the next steps.

24.2 Complete registration

Once you confirm you would like to proceed:

- you will receive a registration link
- you will submit your business details
- you will receive an invoice for your selected tier

24.3 Secure your place

Your place as a Local founding partner is confirmed once:

- your registration is complete
- your invoice is paid
- your application is approved

At that point:

- your business is added to the founding group

- your page goes live
- your early visibility begins

24.4 Limited availability

The founding partner launch package:

- is available only during pre-seed
- closes 14 days before Launch Day
- is not reopened in the same form

Once the window closes, new businesses will not be able to join under the same structure.

24.5 Final note

This package is designed for businesses that want to be positioned early, visible early, and part of Tara's first commercial layer.

If that fits your approach, you are invited to take part.

25. Appendix

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