IEMF™ Institutional License Agreement

Dr. Matt A. Connell, MBA · mattaconnell.com

1. What is licensed

This agreement is between IEMF, LLC and the institution named in section 7 (the Institution). IEMF, LLC licenses the Institution the IEMF™ Curriculum, four titles: the Participant Field Guide (the workbook, with a section for every topic at three levels: Ideation, Startup and Growth), the Facilitator Guide (a timed five-week agenda, coach's notes and session plans for every level), Meeting Students Where They Are (the educator guide), and the Pre/Post Assessment Kit (check-in, Excel tracker, judge score sheets by rubric, and outcomes report). Once this agreement is signed and payment is received, the licensed files are delivered by email, with the PDFs stamped with the buyer's email address.

2. Who it covers

The license covers the Institution's own staff, instructors, and participants in its programs, up to the participant limit of the tier checked below. Check one tier. Every title and all three levels are included at every tier. Each participant above the limit is $10.

☐ Up to 20 participants: $300 per year

☐ Up to 50 participants: $400 per year

☐ Up to 100 participants: $500 per year

3. Term and renewal

The license lasts one year from the day IEMF, LLC receives payment. It renews each year when the Institution asks to renew and pays the annual fee.

4. What is and is not permitted

The Institution may:

- Print and share the licensed files inside the Institution for its own programs during the term.
- Use the materials to teach and run the programs it selected in section 2.

The Institution may not:

- Share, sell, or post the materials outside the Institution.
- Remove the license stamp or the copyright and trademark notices.
- Make a new version of the materials and present it as its own.
- Keep using the materials after the term ends without renewing.

5. Training and speaking

Training and workshops tied to this license are $200 per hour, one-on-one or for your team. Keynote speaking is available separately. Contact matt@mattaconnell.com to arrange either.

6. Payment

The annual fee is due when this agreement is signed. IEMF, LLC sends a payment link once it receives the signed agreement, then delivers the licensed files by email once payment is received. The Institution may pay by any one of these:

Method	How to pay
Card	Payment link sent after IEMF, LLC receives the signed agreement
Venmo	@Matt-Connell-16 (venmo.com/u/Matt-Connell-16)
Check	Payable to Matt Connell, mailed to 22 Fenwood Ave, West Hartford, CT 06110

7. Signatures

Field	Institution	IEMF, LLC
Institution name		
Name		Dr. Matt A. Connell, MBA
Title		Founder
Signature		
Date		

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