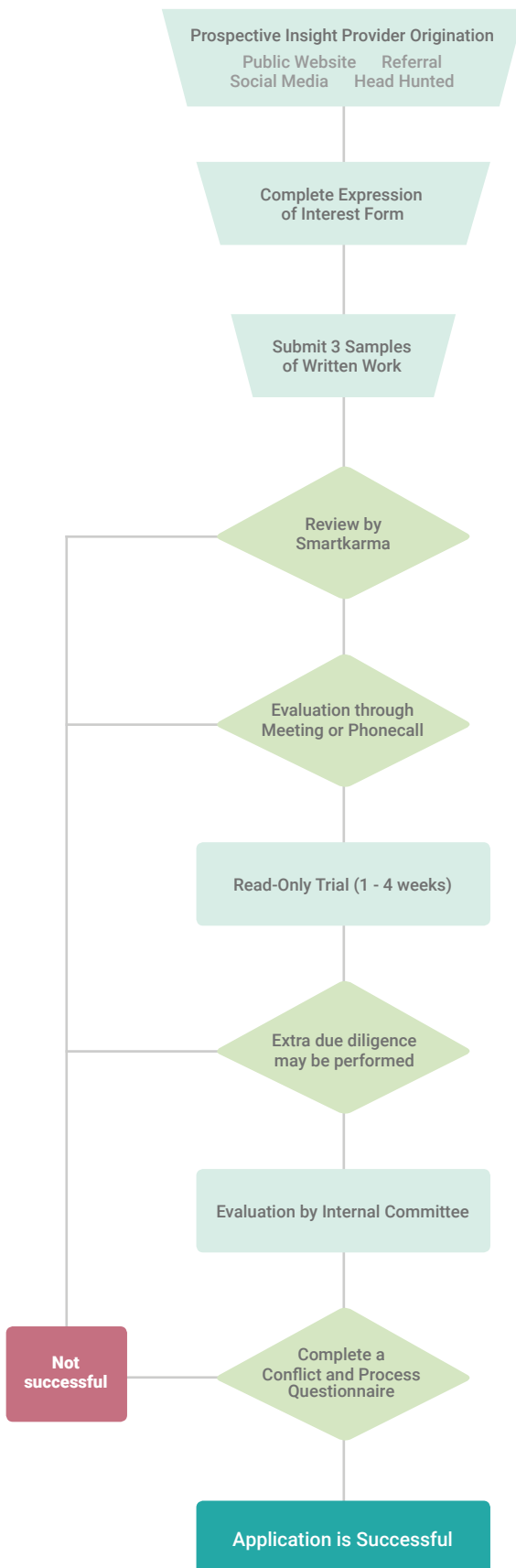


# Insight Provider Recruitment Process



**1** Prospective Insight Providers are brought to Smartkarma's attention in the following ways:

- by direct online inquiry from the Smartkarma website through the completion of the "Request More Information" contact form;
- by referral from an existing Insight Provider, Client or an external third party;
- as a respondent to a "call to action" social media or marketing initiative and/or
- directly selected or "head hunted" by Smartkarma.

**2** All Insight Providers are required to complete the [company](#) or the [individual expression of interest form](#), as applicable. These comprehensive forms capture professional and background details including the level of experience/type of firm and areas of expertise, along with links to their LinkedIn profile, bio or company website.

**3** All Insight Providers are required to submit three samples of written research work to [insightprovider@smartkarma.com](mailto:insightprovider@smartkarma.com) in order to proceed with the application process.

**4** The application is reviewed by Smartkarma's internal Content Strategy team. At this point, an applicant may be rejected owing to lack of adequate research/investment experience or any other discretionary reason the internal team considers would be a hindrance to the applicant being a proper fit for Smartkarma. If an applicant clears this stage, Content Strategy will contact the applicant to arrange an in-person meeting or telephone call.

**5** Over a meeting/call, the applicant will be vetted and evaluated on key parameters:

- Years of Experience;
- Quality of Experience;
- Quality of Research Samples;
- Fit in terms of geographical coverage of research
- Fit in terms of sector coverage of research
- Applicant's demonstrated commitment to being an independent research provider

If an applicant is found lacking on any parameter, the process is terminated.

**6** Upon clearing Step 5, the applicant is placed on a read-only trial (1 - 4 weeks) to allow them to explore the platform and further familiarise themselves with Smartkarma's quality standards and content expectations. During the trial period, the applicant may read other Insight Provider's work on the platform but cannot publish.

**7** During the trial period, Content Strategy has the discretion to perform further due diligence on the applicant and/or request additional documents or research / writing samples.

**8** While on trial if the applicant demonstrates interest in becoming an Insight Provider, his or her application along with the writing samples are sent to an internal committee which will undertake an evaluation of the applicant on the parameters outlined at Step 5. At this point, the applicant can be approved, rejected, asked to furnish additional information.

**9** If an applicant clears Step 8, the applicant will be asked to complete a [Conflicts and Process Questionnaire](#) to detail their position on conflicts, handling of information and regulatory status.

**10** At the end of the trial period, Content Strategy conduct a final review and evaluation of all available information and documentation regarding the applicant, and satisfactory applicants will be provided with the legally binding Insight Provider Agreement to review and sign.