

Partner Program

Recurring Revenue Instead of Project Work.

Up to 40%

Recurring Margin

4 Tiers

Referral → Gold Partner

92+

Native Connectors

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01

Why HEINI

Your clients are asking for AI.

What's your offering?

94%

of SMEs have no plan for AI

Bitkom 2026

106,000

unfilled IT positions in Germany

HEINI: 14 DPMA patent filings. First customer (PSE Technik) since March 2026.

Made in Germany.

The Product

Your entire workday. Done.

HEINI handles: Emails · Quotes · Imports · Product Copy · Accounting · DPP · Content · Videos
SEO/AEO · Customer Communication · Logistics · Projects

8 Variants for Every Industry

| Variant | Price/Month |
|-------------------|--------------|
| Mittelstand (SME) | € 499 |
| Enterprise | € 899 |
| Logistics | € 199 |
| Law Firm | € 199 |
| E-Commerce | € 149 |
| Trades & Crafts | € 149 |
| Freelancer | € 99 |
| Beauty | € 89 |
| Associations | from € 99 |

Enterprise (€ 899): Incl. Onboarding + Custom Connectors

Partner Tiers

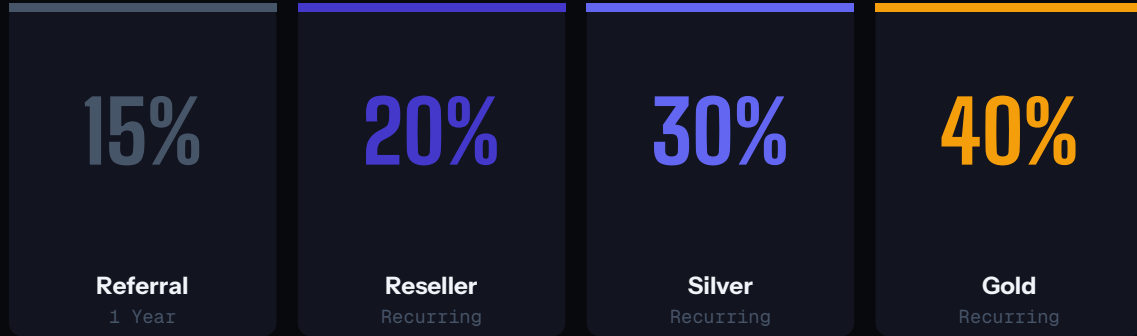
| | Referral | Reseller | Silver | Gold |
|--------------------|-----------------|------------------------|----------------------------|-----------------------------|
| Margin | 15% (1 year) | 20% recurring | 30% recurring | 40% recurring |
| Requirement | Registration | Basic Certification | Industry Cert. + 3 Deals/Q | Vertical + 10 Deals/Q + JBP |
| Training | 1h Webinar | Certification (2 days) | Deep Dive + Sandbox | Deep Dive + Sandbox |
| Support | HEINI handles | Shared (L1: Partner) | Partner handles | Partner handles |
| Co-Branding | HEINI Badge | "Powered by HEINI" | White-label available | White-label available |
| Leads | HEINI-generated | Mixed | Partner-generated | Partner-generated |

Progression path:



Margins & Commissions

Bring your own leads and earn industry-leading margins.



The 40% Gold Margin in Detail:

20% for Sales & Marketing + 20% for Overhead & Profit. Only for self-generated leads.

The Back-of-Napkin Math

1 Chamber Deal = € 9,950/month. For You. Recurring.

1 Chamber Deal

200 member companies × € 199/mo =

€ 39,800/mo

× 25% Reseller Margin =

€ 9,950/mo for you

With 3 Deals:

€ 29,850/mo

No product of your own.

No servers of your own.

No dev team of your own.

Benefits for Associations:

- White-label options
- Dedicated "association_admin" dashboard
- Industry policies in the HEINI Policy Engine (e.g. ATLAS customs for trade chambers)
- Bulk onboarding via CSV import for hundreds of accounts

Connector Marketplace

Build your own connector. Earn on every installation.

HEINI MCP SDK: TypeScript + Go

Industry Connectors: DATEV, Lexware, Shopware, WooCommerce, Shopify & more

Your Earnings: € 5-20/mo per user of your connector

Documentation: heini.app/docs/mcp

Native Connectors (Selection)

| Category | Connectors |
|--------------------------------|---|
| ERP & CRM | Odoo 18, Xentral, SAP S/4HANA, SAP B1, Dynamics 365, Sage |
| E-Commerce | Shopify (AI Toolkit MCP), Shopware, WooCommerce |
| Logistics & Customs | DAKOSY ATLAS, AEB, dbh, BEO Zoll, TIMOCOM, Flexport, project44, TARIC |
| Data & Marketing | Postiz MCP, n8n MCP, Tavily MCP, Firecrawl MCP, GSC, DataForSEO |

Getting Started

01**Partner Call (30 min.)**

We show HEINI, you show your clients. No pitch deck.

02**Certification (4h online)**

You'll know HEINI better than your clients. Incl. sandbox access.

03**First Demo (for your client)**

We provide a pre-configured demo account. With your industry data.

04**Go-Live & Earn**

Client is productive. You remain the primary contact. Monthly commission flows automatically.

From first demo to go-live in under 5 days.

HEINI

Let's talk about partnership.

30 minutes. No slides. Just numbers and a plan.

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heini.app/en/partners