Rules Update No. 1

October 14, 2026. Effective on posting.

Here is how the rest of Launchpad works. Under the Participant Agreement, the points deck in the portal is the Rules, and this update is part of the Rules. If they differ, this update wins. The Revenue Sprint ran under the Revenue Sprint Rules (version 1.8) through today's cutoff. Those rules are carried into Exhibit A; Stan keeps a copy of version 1.8 on file, and any Team may ask for it. From posting, this update and its Exhibit A are the rules going forward. Nothing a Team did in line with version 1.8 or the deck before this update was posted will be held against it. The Participant Agreement you signed covers everything else.

1. Scoring review

We reviewed submissions against the deck: customers must be new, must come from your content, and cannot be your friends, family, investors, partners, employees or advisors, other Launchpad Founders (even eliminated ones) or anyone working on the show or for Stan. Where a submission did not meet those rules, the points came off, the same way for every Team. A submission that is removed is a rules issue, not a finding of fraud. Disqualification is in Section 2.

A colleague or an existing customer can also be a friend; that alone does not disqualify a submission. Stan looks at the whole picture: whether most of a Team's customers are people the Founders already knew, how the people on the call speak to each other, mutual connections on social media, and earlier posts showing the Founder and the buyer together. A submission that presents someone the Founder already knows as a stranger does not count, and may be treated as a misrepresentation under the Participant Agreement. We go by what the recording and the submission show.

Any affected Team hears from us directly; anything found later still comes off. If you believe a removal is wrong, send your proof to the Rules Administrator within 24 hours of hearing from us. To count for the Wednesday cut, it must arrive by the cutoff in Section 4. The Rules Administrator's decision on your proof is final.

2. Interviews and sales

- **Customer interview (20 points):** 15 or more minutes with a new customer (not a customer before October 4) sourced from your content, recorded on video. Capped at 10 total.
- **Direct sale (25 points):** closed from a recorded customer interview and paid. Capped at 10 total. A sale earns its 25 points, and its dollars earn revenue points on top.
- **Verification:** we spot check, may call your customer, and may ask for payment records or a read-only link to your payment processor. Points are pending until verified.
- **Disqualification:** paying yourself, money that loops back to the buyer, sales with a promised refund, buying from another Team, heavily reduced sales just to trigger points, or a submission that is not what it claims to be. The submission earns nothing, Stan decides whether the Team is disqualified, and a disqualified Team can be sent home.

3. Points update: revenue

- **One point per dollar:** every verified dollar received since October 4 is worth one point. No cap. The full revenue rules are in Exhibit A; if the two differ, this update controls.
- **What counts as revenue:** money actually received from real customers, new or existing, from October 4 through the Wednesday cutoff. It does not need to come through an interview or your content. Automatic renewals of pre-camp subscriptions do not count. Deals closed before camp do not count, even if paid during camp. Investment and loans are not revenue. Counted in U.S. dollars before processor fees and sales tax; other currencies convert at the exchange rate on the receipt date.
- **Who cannot be the customer:** the Section 1 list, plus anyone working on or appearing in the show (Exhibit A, Rule 12). The Section 2 disqualification list applies to revenue too.
- **Discounts and selling:** discounts are fine for revenue; you earn points on what is actually paid. The deck's rule on heavily reduced sales just to trigger points still applies to the 25-point sale. Paid advertising, paid content, outside sales help and any other payment to boost your go-to-market are not

allowed, as they have not been throughout Launchpad (Exhibit A, Rules 8 and 11). The deck's rule against boosting posts still applies to post points.

- **When money counts:** when your payment processor shows the payment completed, even before it reaches your bank. Payments your processor shows as pending, authorized or disputed do not count, except confirmed ACH and wire payments under Exhibit A, Rule 2. Invoices, contracts, subscriptions and preorders count only for what has been paid. Refunds and chargebacks come off, even after the elimination.
- **Proof:** a record for each sale showing the date, the customer and their contact, what they bought, the pre-tax amount and the payment confirmation. A payout total alone is not enough. Customer details go to Stan for verification only and stay off camera. Unverified revenue earns no points.
- **Your existing points:** posts, interviews, sales, trophies and challenges keep their values, subject to the review in Section 1. Revenue points are added on top. Any further challenge will be announced in writing with its own rules.
- **How to submit:** through your team link, or by email to launchpad@stanwith.me if the link cannot take it. Revenue received by the Wednesday cutoff counts for Wednesday if it is submitted by the cutoff and verified in time. Revenue submitted or verified later does not change the Wednesday result. It stays on your record, and the judges may consider it as revenue at camp (Section 5).

4. Wednesday elimination

- **Cutoff:** submissions close Wednesday, October 14 at 2:00 PM ET, earlier than the deck's 5:00 PM. Anything after that does not count for the cut.
- **Your total:** from 5:00 PM ET, ask your counselor for your verified total. Pending items are not errors. Flag any error by 6:00 PM ET. The leaderboard and results come out at the 7:00 PM campfire.
- **The cut:** the 10 Teams with the highest verified totals advance. The rest are eliminated. Pending points do not count. A Team formed by an acquisition (Section 7) counts as one Team. Ties are decided on verified totals to two decimal places, then more verified revenue, then the largest single verified sale, then a coin flip run by the Rules Administrator.
- **Redemption tonight:** one eliminated Team returns. The spot goes to the eliminated Team with the highest verified total on the leaderboard at the cutoff, whether it was eliminated tonight or earlier. That Team keeps its points, competes on Friday with the 10, and can still make Demo Day and win the $100K. Up to 2 more Demo Day spots are open to eliminated Teams on Friday (Section 5). In all, up to three eliminated Teams can return: one tonight on points, and up to two on Friday.
- **Eliminated Teams:** are out of the competition unless they return under this Section or Section 5, or are acquired under Section 7. They stay at camp through Demo Day unless Stan arranges travel home, keep the programming and coaching, and may keep working on their businesses. The Participant Agreement and the Rules still apply.
- **Results are confidential:** do not post or hint at eliminations, redemption, the Demo Day Teams, investor offers or the winner until Stan says they are public (Participant Agreement, Section 5.3).

5. Pitch prep and Friday pitches

Thursday, October 15 is pitch prep with coaching. On Friday, October 16, every active Team pitches live to John Hu and Vitalii Dodonov for 5 to 10 minutes, and the 5 highest-scoring Teams go to Demo Day. Every eliminated Team may give a 1 to 3 minute pitch, and up to 2 of them are chosen for Demo Day. Points do not decide Friday or Sunday; the judges do, scoring each pitch on product, distribution, go-to-market, revenue at camp, whether the business can last, investor readiness and their overall view of the business. The scoring rubric, any additional judges, and how the eliminated-Team spots are decided (including whether one is by community vote) will be posted in writing before the pitches, and the same rubric applies to every Team. Teams are told after the pitches.

6. Demo Day and the $100K

On Sunday, October 18, the Demo Day Teams (up to 7) pitch to the investor panel. John Hu and Vitalii Dodonov award the $100K on the same criteria as Friday. The investors do not pick the winner, investor

interest is not a scoring factor, and you do not need an offer to win. Offers made during Launchpad are non-binding.

As the Participant Agreement provides (Section 4.5), the $100K is paid by wire to the winning Team's company, never to individuals. To be paid, the company must be a U.S. entity in good standing and provide a Form W-9 and the other documents listed there within 90 days after Demo Day. Any type of U.S. entity formed in any state qualifies. A Team does not need a U.S. company to compete or to win, and where its Founders live does not change how the Prize is paid.

7. Acquisitions: Teams combining

- **Allowed, with limits:** A Team still in the competition may combine with one or two other Teams, active or eliminated, with Stan's written approval. We call this an acquisition: the active Team (the acquiring Team) takes on the Founders of the other Teams (the acquired Teams). No more than three Teams may combine into one, a Team may take part in only one acquisition, and a combined Team may have up to six Founders. This is Stan's permission under Sections 3.1 and 3.4 of the Participant Agreement, and it is open to every active Team on the same terms.
- **Deadline:** requests go to the Rules Administrator by Thursday, October 15 at 12:00 PM ET. No requests are accepted after that, and once any pending request is decided, Teams are fixed through Demo Day.
- **Eliminated Teams:** an active Team may acquire an eliminated Team on the same terms. The eliminated Team's points do not carry over, its company leaves the competition, and it gives up any redemption spot; its Founders compete only as part of the acquiring Team. An eliminated Team cannot acquire anyone, and a Team that has been acquired cannot be redeemed.
- **Points:** a combined Team carries the acquiring Team's verified total at the time Stan approves. The acquired Teams' points do not carry over and are not added. From approval, the combined Team earns points, is cut, redeemed and judged as one Team, for one company.
- **One company, one prize:** a combined Team competes, pitches and is judged as one Team with one company, which its Founders name. If it wins, the $100K is paid to that company only. How the Founders combine their businesses and share anything between them, including taxes, is theirs to work out. Stan is not part of that and gives no advice on it.
- **Paperwork:** an acquisition takes effect only when every Founder on the combined Team has signed Stan's Team Acquisition Form and Stan has approved it. Each Founder's Participant Agreement still applies. The Prize cannot be paid to a combined Team until every Founder has signed.
- **Approved so far:** Stan has approved one acquisition under this Section. Motion has acquired Stuff To Do and Tally; the combined Team competes as Motion, with six Founders and Motion's points, and its Founders are signing the Team Acquisition Form. No other acquisition has been approved.

8. Teams as they stand

Stan confirms, as its written approval under Sections 3.1, 3.4 and 3.5 of the Participant Agreement, that every Team competing today is eligible as it is now made up, including the Team added after the first elimination and any Team continuing with one Founder. Stan may add Teams or change the format after any elimination, as the Participant Agreement allows; any such change goes to every Team in writing before it takes effect. This Section confirms how Teams are made up only; it does not limit Sections 4.6, 4.7 or 9 of the Participant Agreement.

9. Changes

Stan may adjust the format during camp. Any change to scoring, eliminations, redemption, acquisitions or how the winner is chosen takes effect only after it goes to every Team in writing. Schedule changes may be announced at camp. As the Participant Agreement provides, Stan's decisions on scoring, eliminations, redemption and the $100K are final, and nothing here limits Stan's rights.

10. Rules Administrator

Matt McKay is the Rules Administrator. Reach him through your camp counselor or at launchpad@stanwith.me. Ask him for your verified points at any time. If you think a score is wrong, flag it

within 24 hours of the result posting. For the Wednesday cut, the times in Section 4 apply. His decision on scoring is final. Disqualification decisions are made by Stan.

Demo Day is this Sunday. Keep building and keep closing. We cannot wait to see what you bring.

The Launchpad Team

Exhibit A: Revenue Rules

October 14, 2026. Part of Rules Update No. 1 and effective with it.

These are the revenue rules for the rest of Launchpad. They are part of Rules Update No. 1 and the Rules under the Participant Agreement, and they apply to every Team. The Revenue Sprint ran under the Revenue Sprint Rules (version 1.8) through the cutoff; Stan keeps a copy on file, and any Team may ask for it. From posting, these rules apply going forward, and on what you may and may not do they say the same thing. The numbering differs slightly, because the leaderboard scoring rules now sit in the Update. If this Exhibit and the Update differ, the Update controls. Revenue earns one point per verified dollar, as the Update says.

A. What counts

1. Window. Revenue counts from Day 1, Sunday, October 4, 2026, through the cutoff, Wednesday, October 14, 2026 at 2:00 PM ET, for the Wednesday cut. Sales completed before the window do not count. Revenue after the cutoff is tracked but does not change the Wednesday result (Update, Section 3).

1.1 Currency. Revenue in another currency converts to U.S. dollars at the exchange rate on the date shown on the receipt.

1.2 Decimals. Points are tracked to the cent ($4.99 earns 4.99 points). The leaderboard screen shows whole numbers, which is display only.

1.3 Submissions. Teams may submit as many sales as they like. Each sale earns points once.

2. Paid means paid. Only money actually collected inside the window counts. Unpaid invoices, outstanding balances, verbal commitments and signed contracts without payment do not. ACH and wire payments count if a bank or payment processor confirmation shows the payment was confirmed inside the window, even if it settles later. The confirmation must show the transaction, amount, payer, recipient, date and time, and status. Failed, cancelled, returned or reversed payments come off.

3. Renewals. Automatic renewals of subscriptions that existed before camp do not count.

4. Existing customers. New purchases by existing customers count, as long as they are real additional purchases and not renewals.

5. Friends and family. Purchases by a Founder's friends or family do not count and must be left out of your submission. The same goes for the rest of the deck's list: your investors, partners, employees and advisors, other Launchpad Founders, and anyone working on the show or for Stan. How Stan decides whether a customer is a friend or family is in Section 1 of the Update.

B. How you may sell

6. Self-purchases. Founders may not buy their own products or services, and any such purchase does not count.

7. Discounts. Discounts of any amount are allowed. You earn points on what is actually paid. The deck's rule on heavily reduced sales made just to trigger points still applies to the 25-point direct sale.

8. Paid advertising. Not allowed. No paid ads, paid or sponsored content, paid creators, paid promotion or any other payment to boost or speed up your sales or go-to-market. This has been the rule throughout Launchpad and it continues. The deck's rule against boosting or paying to promote posts still applies to post points.

9. Organic social. You may use your personal and company social accounts freely to promote and sell.

10. Existing networks. You may sell to existing customer lists, professional relationships, personal networks and marketing databases. Every sale must include customer contact information so Stan can verify it. All outreach must comply with privacy, marketing and consumer protection laws.

11. Who may sell. Only the Founders on the Team may generate sales for the competition. Outside individuals, employees, contractors and third-party sales representatives may not sell on a Team's behalf. This has been the rule throughout Launchpad and it continues. The Team is responsible for every sale it submits.

12. Anyone connected to the show. No purchase by anyone working on or appearing in the show, or working for Stan, counts, including crew, producers, show employees and contractors, Stan employees and contractors, camp counselors, coaches, speakers, judges and the investor panel.

13. Other Teams. Purchases by other Founders or Teams do not count.

14. Investment is not revenue. Investment, fundraising proceeds, equity purchases, loans and other funding do not count. Only customer sales count.

C. Transactions and proof

15. Business customers. Business-to-business deals count only for what is actually paid inside the window. Signed contracts and purchase orders without payment do not.

16. Preorders. Fully paid preorders count if they are real orders for a product or service you can reasonably deliver. Refunds come off. Preorders must comply with consumer protection and refund laws.

17. Refunds, chargebacks and tax. Report every refund and chargeback on a submitted sale. Only pre-tax amounts count. Refunds and chargebacks come off your total, even after the elimination. Hiding a material refund or chargeback is handled under Rule 19.

18. Proof. Every sale submitted for points needs a receipt or record showing (1) the date and time, (2) the customer's name, (3) the customer's email or phone, (4) what was bought, (5) the pre-tax amount, and (6) proof of successful payment. A sale without this stays unverified and earns no points until the record is complete. Customer details go to Stan for verification only, are handled under the Participant Agreement, stay off camera, and are not shared beyond the people verifying.

D. Fraud and disqualification

19.1 Prohibited. Any fraudulent, deceptive or intentionally misleading activity meant to inflate or misrepresent revenue, including falsified receipts or payment records, fabricated sales or customers, false customer information, concealed refunds or chargebacks, fake payment confirmations, and deliberately working around these rules.

19.2 Verification. Stan may audit, investigate and independently verify any submitted sale, including calling the customer and asking for payment processor records or a read-only connection to your payment processor, as the Participant Agreement provides. Founders will cooperate with reasonable requests. Disputed revenue may be held off the leaderboard while it is checked.

19.3 Disqualification. A Founder or Team found to have knowingly engaged in fraud or intentional misrepresentation may be disqualified, whatever the amount involved, and a disqualified Team can be sent home. Findings are based on documented evidence after a reasonable review.

19.4 Who decides. Stan decides, as the Participant Agreement provides. The Rules Administrator handles scoring questions. Disqualification decisions are made by Stan, with Stan's legal team reviewing the evidence first.

19.5 Final. Stan's decisions under this Exhibit are final.

19.6 No waiver. If Stan does not act on one violation, it can still act on that one or any later one.

19.7 Tell us. If you see or suspect fraud, tell your camp counselor or the Rules Administrator. Do not interfere with a review, and do not retaliate against anyone who raises a concern in good faith.

19.8 Honest mistakes. An accounting or clerical error made in good faith is not fraud. Stan may ask you to correct it, add documentation or remove the revenue. Intentional deception is handled under Rule 19.3.

Questions on these rules go to the Rules Administrator through your camp counselor or launchpad@stanwith.me.