



“The Founding 25” Promotion

United States — Terms & Conditions

1. Thank You & Welcome

Thank you for your interest in being one of the first 25 dairy operations in the United States to bring Herd-i’s automated in-parlor camera platform — covering early lameness detection and daily automated Body Condition Scoring (BCS) — to your farm. By joining the Founding 25, you will not only be among the first in North America to experience Herd-i’s technology, you will also play a direct role in shaping how it develops for U.S. dairy operations.

2. Key Dates & How to Apply

- **Applications Open:** Tuesday, July 28, 2026.
- **Applications Close:** Applications are being accepted until the Founding 25 has been selected.

How to Apply:

- Complete the online application at the Founding 25 landing page.
- You will be provided with these Terms & Conditions, which we ask that you review and agree to.
- The Herd-i team will review all applications and select farms based on factors including location, herd size, and parlor configuration.
- You will be notified personally if your application is successful, and an agreement will be provided.
- Once the agreement is signed, an on-farm assessment will be scheduled to confirm suitability for installation. During that visit, you’ll have the opportunity to see a full demonstration of the live system.

3. Who Can Apply

- **New Customers Only:** The Founding 25 is open only to new Herd-i customers.

- **U.S. Operations:** Applicant must operate a commercial dairy farm located in the United States. Priority will be given to operations in Herd-i's primary U.S. launch states — Wisconsin, California, and Texas — though eligibility is not strictly limited to those states.
- **On-Farm Assessment:** Final approval depends on an on-farm assessment to confirm suitability for installation, including parlor and exit-race configuration.
- **Bill Payer:** Applications are open only to the individual or entity who will be responsible for paying Herd-i invoices ("the bill payer"). By accepting these Terms & Conditions, you confirm you are the bill payer.
- **Minimum Term:** The Founding 25 offer is available to new Herd-i customers who sign a 24-month agreement. The complimentary installation and graduated subscription benefit are provided in exchange for this minimum term commitment.

4. Exclusive Benefits for the Founding 25

If your application is successful, you will receive:

1. Complimentary Installation

All installation costs for your farm's camera system will be covered by Herd-i.

2. Graduated Subscription

As a Founding 25 member, you will receive a graduated subscription discount throughout your first year of platform access, in recognition of your role as an early adopter:

Period	Founding Farmer Benefits
Months 1–6	50% off
Months 7–12	25% off
Months 13–24 (Year 2)	Standard retail pricing

Standard retail pricing is based on milking herd size and billed monthly. Pricing is not published and will be confirmed at the time of agreement.

3. Founding Farmer Welcome Kit

An exclusive Herd-i Founding Farmer welcome kit, including branded merchandise.

4. Direct Influence

Direct access to the Herd-i product and customer success team, and the opportunity to provide feedback that helps shape Herd-i's North American product roadmap.

5. Founding Community

The opportunity to connect with other Founding 25 farms and compare notes as some of the first U.S. operations using continuous, automated herd monitoring.

6. Referrals (optional)

Founding Farmers are encouraged, but not required, to refer other farmers who may be interested in Herd-i. Referral incentives, if any, will be communicated separately.

5. Agreement & Contract Terms

Contract length	24 months from the date the system is confirmed operational, inclusive of the graduated discount period set out in Section 4.
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- **Signing Deadline:** Agreements must be signed within 14 days of notification of acceptance to secure a place in the Founding 25.
- **Auto-Conversion:** Unless cancelled in writing prior to the end of the 24-month term, your account will automatically convert to Herd-i's then-current standard Master Subscription Agreement. Installation costs covered under the Founding 25 programme will not be retroactively charged upon conversion.
- **Pricing Step-Up:** The graduated subscription discount set out in Section 4 transitions automatically at the end of each period without requiring further action from the customer. From Month 13, standard retail pricing applies for the remainder of the 24-month term.

6. Data Sharing

Herd-i is committed to protecting the privacy and confidentiality of your farm data. Data collected through the Herd-i platform is used solely to deliver and improve the service provided to your operation. Herd-i will not sell, share, or disclose your farm data to any third party without your prior written consent, except as required by law.

7. Promotional Use, Testimonials & Referrals

- Successful applicants provide permission for Herd-i to use your name, farm name, and images for promotional purposes (such as on Herd-i's website, social media, and in press releases).

- Successful applicants may be asked to provide a written or video testimonial, subject to your review and approval before public release.
- Herd-i will provide all content to participants for prior approval before publishing.

8. Our Commitment to You

- Herd-i values customer feedback and will actively use it to refine, improve, and develop the functionality of the Herd-i platform.
- Herd-i aims to foster a collaborative environment where every participant's insights, opinions, and recommendations are heard and considered.

9. Contact Us

For questions or additional information, please get in touch with our U.S. Sales team:

- **Anthony Fatone Jr.** — Sr. Vice President of Sales, USA
- **Phone:** 516-978-3514
- **Email:** Anthony.Fatone@herd-i.com

We look forward to partnering with you to bring innovative, data-driven optimization of your herd health and productivity.

Thank you again for applying to be part of the Founding 25. We're excited to work with you and help strengthen the competitive advantage of U.S. dairy producers.

10. Applicant Details

Please complete the following details as part of your application:

Farm Name	
Bill Payer / Applicant Name	
Herd Size (milking cows)	
Farm Location (City, State)	
Email Address	
Phone Number	

Customer Signature:	Customer Name:

Date: _____

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