

Partner Program

Calm incident response, sold the way your customers actually buy.

HackFirstAid is the plain-language cyber incident-response stack for the public sector and small organizations who can't afford a panic. Our partner program lets you bring HackFirstAid to the five audiences you already serve — and get paid fairly for it. No fear marketing. No vendor pitch. No procurement headaches.

Business business.hackfirstaid.com SMBs & mid-market	Municipal municipal.hackfirstaid.com Towns, counties, utilities	Medical medical.hackfirstaid.com Small practices · HIPAA	Education education.hackfirstaid.com K-12 districts	Boards boards.hackfirstaid.com Trustees & directors
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SILVER Authorized	GOLD Reseller	PLATINUM Delivery partner
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Motion	Refer customers; HackFirstAid closes & delivers.	Resell on your paper; HackFirstAid delivers.	Resell <i>and</i> deliver under HackFirstAid methodology.
Referral fee	15% of Year 1 ACV	20% of Year 1 ACV	25% of Year 1 ACV
Resale margin	—	25% off list	35% off list
Verticals available	All five (referral only)	All five (refer or resell)	All five (refer, resell, or deliver)
Deal registration	60-day protection	90-day protection + first-look on inbound	120-day protection + named-account rights
Training	Self-serve partner portal · 4 on-demand modules	Silver + quarterly live enablement · certification path	Gold + delivery certification · playbook authoring access
Marketing support	Logo & co-marketing kit	Silver + co-branded case study · 2 joint campaigns/yr	Gold + executive sponsor · dedicated launch package
Lead sharing	—	Round-robin on inbound in your territory	Named-account routing & co-sell
Annual targets	1 closed referral	\$50K resale ACV	\$150K resale or delivery ACV
Annual fee	Free	\$1,500 (waived at target)	\$5,000 (waived at target)

How we pay Net-30 after customer payment clears. USD or CAD. ACH, wire, or EFT. Referral fees apply to Year 1 ACV; renewals pay 10% for the life of the customer at Gold+.	What we won't do No fear marketing. No exclusivity demands. No pressuring customers during an active incident. Higher ed, hospitals/health systems, OT/SCADA, and non-security cyberbullying are out of scope by design.	Apply Email partners@hackfirstaid.com with your firm, target verticals, and 2 reference customers. Onboarding takes ~10 business days, including the Partner Code of Conduct acknowledgement.
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Built by Travis Barlow — 25+ years of incident response, 580+ engagements, founder of AtlSecCon. Sole-source justification, NASPO ValuePoint, and state/provincial co-op paths available on request.