

Student Enrollment Agreement

This Agreement is entered into between Lux Ecom Academy (the "Program") and the undersigned participant (the "Student") as of the date signed below.

1. Program Access and Refund Policy

Enrollment in Lux Ecom Academy grants the Student immediate and permanent access to proprietary coursework, frameworks, templates, supplier resources, and coaching materials. Because this material is delivered digitally and cannot be returned or revoked once viewed, all payments are final and non-refundable. This includes payment plans, which remain due in full regardless of the Student's participation level, progress, or decision to discontinue.

By signing this Agreement, the Student acknowledges that they have reviewed the program structure prior to enrolling, that no refunds will be issued for any reason, and that the Student waives any right to dispute, reverse, or charge back payments made to Lux Ecom Academy.

2. Nature of the Program

Lux Ecom Academy is a coaching and education program. It is not a done-for-you service. The Program provides instruction, strategy, feedback, and direction; the Student is responsible for executing the work.

The Student's results are determined primarily by the Student's own effort, consistency, decision-making, available capital, and follow-through. Two students receiving identical coaching may produce entirely different outcomes based on how they apply it.

3. Coaching Structure

Coaching is delivered through two components: one-on-one coaching and live group calls.

3.1 One-on-One Coaching

The one-on-one coaching period runs for **four (4) months** from the date of enrollment. During this period, the Program allocates **approximately one (1) hour of one-on-one coaching per calendar month**.

This time is generally divided into shorter weekly sessions, but the format is flexible and is scheduled according to what the Student's current stage of the build actually requires. Depending on need, the monthly allocation may be delivered as several short calls, as a single longer session, or in another arrangement agreed between the Program and the Student.

One-on-one time is need-based rather than a fixed entitlement. There are stages of the build where there is no actionable individual work to review, and during those stages individual calls may be reduced in length or frequency, or may not be scheduled at all. This reflects the natural pacing of the work and does not constitute a reduction in the value of the program or a failure to deliver services.

Unused one-on-one time does not roll over between months, accumulate, or extend the four-month period.

3.2 Group Coaching Calls

Live group coaching calls are held **every Monday at approximately 8:00 PM EST**, amounting to roughly four (4) group calls per calendar month. The Student is granted access to these group calls for **twelve (12) months** from the date of enrollment.

The day, time, and frequency of group calls are subject to change at the Program's discretion. Reasonable advance notice will be provided for any schedule change.

3.3 Attendance

The Student is expected to attend scheduled calls consistently. Attendance is the primary mechanism through which coaching is delivered, and the Student's ability to receive feedback depends on being present.

Missed calls are not rescheduled, refunded, credited, or extended, and unused weeks do not accumulate or extend either the four-month one-on-one period or the twelve-month group call access period. If the Student is unable to attend a scheduled call, the Student is responsible for reviewing any available replay and bringing outstanding questions to the next session.

4. Student Responsibility for Scheduling and Communication

The Student is responsible for initiating communication regarding their own progress. This includes booking and confirming one-on-one sessions, raising questions during group calls, requesting feedback on work in progress, flagging obstacles as they arise, and asking for clarification when direction is unclear.

The Program responds to what is brought forward. The Program does not monitor, pursue, or follow up with Students who go inactive. A Student who does not book sessions, attend calls, submit work, or communicate their needs will not receive coaching by default, and the Program bears no responsibility for progress lost during any period of Student inactivity. Sessions not booked within the month in which they are available are forfeited.

5. Program Pacing and Variable Coaching Intensity

Building an e-commerce brand involves external timelines outside the control of both the Program and the Student, including product development, sampling, manufacturing, production runs, shipping, customs, and fulfillment onboarding.

The Student acknowledges that coaching intensity will fluctuate across the program. Certain phases, particularly periods spent waiting on product production or inventory arrival prior to store buildout, will involve reduced active coaching because there are limited actionable next steps during those windows. These periods are a normal and expected part of the process, are not a reduction in the value of the program, and do not constitute a lapse in service, grounds for refund, or breach of this Agreement.

The Student retains full access to all program materials, community channels, and scheduled group calls throughout these periods.

6. No Guarantee of Results

Lux Ecom Academy makes no guarantee, representation, or warranty of any specific financial result, revenue figure, profit margin, sales volume, or business outcome. Any figures, case studies, or examples referenced in marketing materials, on calls, or within the program itself are illustrative of what is possible and are not a promise of what the Student will achieve.

E-commerce involves financial risk, including the possibility of losing capital invested in inventory, advertising, and operations. The Student assumes full responsibility for all business decisions made during and after the program.

7. Term

The program term begins on the date of enrollment. The one-on-one coaching period runs four (4) months; group call access runs twelve (12) months. Program materials remain accessible for [duration / lifetime]. The Student's failure to use the program within these periods does not extend them or entitle the Student to a refund, credit, or transfer of enrollment to another individual.

8. Chargebacks and Payment Disputes

Any chargeback, payment reversal, or dispute initiated by the Student constitutes a breach of this Agreement. Upon initiation of a dispute, the Student's access to all program materials, calls, and community channels will be terminated immediately. The Student remains liable for the full outstanding balance, plus any dispute fees, collection costs, and reasonable attorney's fees incurred by Lux Ecom Academy in recovering the amount owed.

9. Confidentiality and Intellectual Property

All materials provided, including but not limited to coursework, templates, frameworks, supplier contacts, pricing structures, recordings, and documents, are the exclusive property of Lux Ecom Academy. The Student is granted a limited, personal, non-transferable license to use these materials for their own business only.

The Student may not copy, distribute, resell, republish, teach, or otherwise share program materials or methodologies with any third party. Coaching call recordings and the contents of other Students' businesses discussed on group calls are strictly confidential.

10. Acknowledgment

By signing below, the Student confirms that they have read this Agreement in full, understand that all payments are non-refundable, understand the coaching structure described in Section 3 including that one-on-one time is need-based and may vary by stage, understand that the Student is responsible for booking sessions and communicating their own needs, and understand that results are not guaranteed.

Student Name: _____

Signature: _____

Date: _____

APPENDIX — CHECKOUT TERMS CHECKBOX

Display the following at the point of payment, not behind a link, and log the timestamp of acceptance.

I understand that Lux Ecom Academy is a non-refundable program and that all sales are final, including payment plans. I understand the program includes four months of one-on-one coaching at approximately one hour per month, scheduled based on need, plus weekly group calls with twelve months of access. I understand that I am responsible for booking my sessions and showing up, that coaching intensity varies by stage of the build, and that no specific financial outcome is guaranteed.