TERMS FOR DIGITAL PRODUCTS AND THE AI SEARCH AUDIT

Last updated 11 October 2026. **Download these terms as PDF**.

These terms apply when you buy the AI Search Fix Kit, the Competitor comparison sheet or the AI Search Audit on this site. They are short on purpose. Where they say nothing, the law applies.

1. Who you buy from

You buy from Mussie Haile, trading as Guiding Ventures – Demand Engines, Lohmühlenstraße 65, 12435 Berlin, Germany (the provider; full details on the **imprint**). For questions, support and refunds, write to **contact@demandengines.net**.

2. What these terms cover

AI Search Fix Kit ($27 incl. VAT): a digital download. A 10-minute self-check of how ChatGPT, Perplexity and Google's AI answers describe your business, and the templates to fix what it finds.

Competitor comparison sheet ($17 incl. VAT): an optional add-on in the same checkout, also a digital download. The same self-check laid out for you and up to three competitors side by side, so you see who the AI answers name instead of you.

AI Search Audit ($279 incl. VAT): a service. The self-check done for you in depth, with a ranked fix list for your site, delivered within 5 business days after we have your website and competitor.

Other work, such as the AI Search Fix Sprint, is agreed separately by email and is not covered here. Terms you use yourself do not apply, even if you refer to them.

3. Who can buy

The products are built for businesses (§ 14 BGB) and their use in a business. Consumers (§ 13 BGB) are not excluded: if you buy as a consumer, you keep your

statutory rights. Where these terms or the law give consumers more rights, those rights apply, in particular the right of withdrawal in **section 12**.

4. How the contract is made

The products shown on this site are not yet a binding offer. The contract is made through the checkout of our payment provider, Stripe:

- A buy button on this site opens the Stripe checkout for the product you chose.
- In the checkout you enter your details and payment method and, for the kit, can add the Competitor comparison sheet.
- You tick the box with the statement about immediate delivery or start described in **section 12**. The note next to the pay button refers to these terms and the privacy policy; by paying you accept these terms.
- Until you press the pay button you can check and correct every entry in the checkout, or leave it without buying.
- Pressing the pay button is your binding order. The contract is made when the payment is confirmed and the confirmation page appears.

The contract language is English. These terms stay on this page, where you can save or print them, and as a **PDF**. Stripe emails you a receipt, and you get an order confirmation by email with your order, the record of your statement and these terms with the withdrawal notice as a PDF attachment. We do not keep a copy of your contract that you can call up later, so keep that email.

5. Prices

All prices are total prices in US dollars (USD) and include VAT ($27 incl. VAT for the kit, $17 incl. VAT for the sheet, $279 incl. VAT for the audit). The Stripe checkout shows the same total before you pay. There are no shipping or other costs.

6. Payment

You pay in full when you order, with one of the payment methods the Stripe checkout offers. The payment is processed by Stripe Payments Europe, Limited. We never see

your full card or account details. How Stripe handles your data is set out in the **privacy policy**.

7. Delivery

Kit and sheet. Right after payment, Stripe takes you to a confirmation page with the download links. The files are at that page, whose address is not listed anywhere else. Download the files and keep a copy. If you lose the page, write to **contact@demandengines.net** with your receipt and you get the address again. Stripe sends the receipt to the email address you gave in the checkout.

Audit. Delivery is described in **section 10**.

File formats and what you need. The kit is one ZIP archive with the guide as PDF and Markdown, the structured-data templates as JSON files and the robots.txt snippet and a README as TXT files. The sheet is one ZIP archive with the sheet as XLSX, CSV and PDF, and a README as a TXT file. To use them you need:

- a tool to open ZIP files (built into Windows, macOS and most phones)
- a PDF reader
- a spreadsheet app such as Excel, Google Sheets, Numbers or LibreOffice for the sheet
- a text editor for the Markdown, JSON and TXT files
- access to edit your own website, or someone who can, to apply the fixes

Compatibility. The files are open, standard formats with no copy protection (no DRM) and no software or account of ours. They work on any current Windows, macOS, Linux, iOS or Android device with the apps above, and the templates fit any website platform that lets you edit pages and add code to the page head.

8. What you may do with the kit and the sheet

You may use the kit and the sheet for your own business, for as long as you like. In particular you may adapt the templates and the structured-data snippets and publish the result on your own websites. If you buy as a consumer, you may use them for your own purposes.

You may not resell, share, publish or pass on the kit, the sheet or their files, in whole or in part, for example in a course, a template shop or a client package. The right to use them is not transferable. All other rights remain with the provider.

9. No promise of rankings or of being named

The kit and the audit show what AI assistants and Google's AI answers say about your business, and what to change on your site so it is easier to understand and cite. Nobody controls what those answers say. There is therefore no promise of a ranking, of traffic, or that any AI assistant will name or recommend your business.

10. The AI Search Audit

What you supply. Your website address and the address of one competitor's website, in the checkout or by email to **contact@demandengines.net**.

What you get. A written audit by email: what ChatGPT, Perplexity and Google's AI answers say about your business and the competitor, and a ranked list of fixes for your site.

When. Delivered within 5 business days after we have your website and competitor. Business days are Monday to Friday, excluding public holidays in Berlin.

Capacity. At most 10 audits a week, because a person checks each one. If the week is full when your order arrives, you are told by email before any work starts, with the date your audit can be delivered. You then choose: wait for that date, or get a full refund.

Questions. One round of questions about the audit, answered by email.

Not included. Making the changes on your site. That is the AI Search Fix Sprint, agreed separately.

11. Refunds

On top of your statutory rights, which these rules do not limit:

Kit and sheet. If a download does not work and support cannot fix it, you get a full refund on request within 14 days of buying.

Audit before work starts. Full refund on request.

Audit when capacity is full. Full refund if you choose not to wait (section 10).

Audit once delivered. No refund.

Write to **contact@demandengines.net** with your receipt. Refunds go back to the payment method you used, through Stripe.

12. Right of withdrawal for consumers

If you buy as a consumer, you have a right of withdrawal under the notice below. Businesses do not have this right.

Withdraw online. The quickest way is the withdrawal function at **Withdraw from contract (Vertrag widerrufen)**, linked in the footer of every page. Give your name, the email for your receipt and what you bought, check your withdrawal and press Widerruf bestätigen (Confirm withdrawal). You get a receipt by email with the content of your withdrawal and the date and time it reached us. Email and post work too.

Kit and sheet: early end of the right. The kit and the sheet are digital content that is not supplied on a physical medium. Your right of withdrawal ends once delivery has begun if you expressly agreed in the checkout that delivery starts before the withdrawal period ends, confirmed that you know you lose your right of withdrawal through this agreement when delivery begins, and we have sent you a confirmation of the contract that records both (§ 356 (6) no. 2 and § 312f (3) BGB). Delivery begins when the confirmation page with the download links is shown to you. If you withdraw before that, you owe nothing for the kit or the sheet (§ 357a (3) BGB).

Audit: early end of the right. The audit is a service. Your right of withdrawal ends when the audit has been fully delivered if, before work started, you expressly agreed that work begins before the withdrawal period ends and confirmed that you know your right of withdrawal ends once the contract is fully performed (§ 356 (5) no. 2 BGB). If you withdraw after work has started at your request but before the audit is delivered, you pay a share of the price that matches the work done up to your withdrawal (§ 357a (2) BGB).

Buyers in the United Kingdom. German law governs the contract, but if you live in the UK you keep the protection of the Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013. The statements in the checkout are worded to meet them too: for the kit, your express consent to immediate supply and your acknowledgement that you lose the right to cancel (regulation 37); for the audit, your

express request that work starts within the cancellation period and your acknowledgement that the right to cancel is lost once the audit is fully performed (regulation 36). If you cancel the audit after work has started at your request, you pay a proportionate amount for the work done (regulation 36 (4)). The order confirmation email records these statements.

Right of withdrawal

You have the right to withdraw from this contract within 14 days without giving any reason.

The withdrawal period will expire after 14 days from the day of the conclusion of the contract.

To exercise the right of withdrawal, you must inform us (Mussie Haile, trading as Guiding Ventures – Demand Engines, Lohmühlenstraße 65, 12435 Berlin, Germany, phone +49 176 87053245, email **contact@demandengines.net**) of your decision to withdraw from this contract by an unequivocal statement (e.g. a letter sent by post or email). You may use the model withdrawal form below, but it is not obligatory.

You can also exercise your right of withdrawal online at **https://demandengines.net/withdraw**. If you use this online function, we will send you, without delay, an acknowledgement of receipt on a durable medium (e.g. by email) with the content of your withdrawal and the date and time it was received.

To meet the withdrawal deadline, it is sufficient for you to send your communication concerning your exercise of the right of withdrawal before the withdrawal period has expired.

Effects of withdrawal

If you withdraw from this contract, we shall reimburse to you all payments received from you, including the costs of delivery (with the exception of the supplementary costs resulting from your choice of a type of delivery other than the least expensive type of standard delivery offered by us), without undue delay and in any event not later than 14 days from the day on which we are informed about your decision to withdraw from this contract. We will carry out such reimbursement using the same means of payment as you used for the initial transaction, unless you have expressly agreed otherwise; in any event, you will not incur any fees as a result of such reimbursement.

If you requested to begin the performance of services during the withdrawal period, you shall pay us an amount which is in proportion to what has been provided until you have communicated to us your withdrawal from this contract, in comparison with the full coverage of the contract.

Model withdrawal form

(Complete and return this form only if you wish to withdraw from the contract.)

> To Mussie Haile, trading as Guiding Ventures – Demand Engines, Lohmühlenstraße 65, 12435 Berlin, Germany, phone +49 176 87053245, email **contact@demandengines.net**:
>
> I/We (*) hereby give notice that I/We (*) withdraw from my/our (*) contract of sale of the following goods (*)/for the provision of the following service (*),
>
> Ordered on (*)/received on (*),
>
> Name of consumer(s),
>
> Address of consumer(s),
>
> Signature of consumer(s) (only if this form is notified on paper),
>
> Date

(*) Delete as appropriate.

The German text below is the official statutory wording of the same notice and form.

Widerrufsbelehrung

Widerrufsrecht

Sie haben das Recht, binnen vierzehn Tagen ohne Angabe von Gründen diesen Vertrag zu widerrufen.

Die Widerrufsfrist beträgt vierzehn Tage ab dem Tag des Vertragsabschlusses.

Um Ihr Widerrufsrecht auszuüben, müssen Sie uns (Mussie Haile, handelnd als Guiding Ventures – Demand Engines, Lohmühlenstraße 65, 12435 Berlin, Deutschland, Telefon +49 176 87053245, E-Mail **contact@demandengines.net**) mittels einer eindeutigen Erklärung (z. B. ein mit der Post versandter Brief oder eine E-Mail) über Ihren Entschluss, diesen Vertrag zu widerrufen, informieren. Sie können dafür das beigefügte Muster-Widerrufsformular verwenden, das jedoch nicht vorgeschrieben ist.

Sie können Ihr Widerrufsrecht auch online unter **https://demandengines.net/withdraw** ausüben. Wenn Sie diese Online-Funktion nutzen, übermitteln wir Ihnen auf einem dauerhaften Datenträger (z. B. durch eine E-Mail) unverzüglich eine Eingangsbestätigung mit Informationen zum Inhalt der Widerrufserklärung sowie dem Datum und der Uhrzeit ihres Eingangs.

Zur Wahrung der Widerrufsfrist reicht es aus, dass Sie die Mitteilung über die Ausübung des Widerrufsrechts vor Ablauf der Widerrufsfrist absenden.

Folgen des Widerrufs

Wenn Sie diesen Vertrag widerrufen, haben wir Ihnen alle Zahlungen, die wir von Ihnen erhalten haben, einschließlich der Lieferkosten (mit Ausnahme der zusätzlichen Kosten, die sich daraus ergeben, dass Sie eine andere Art der Lieferung als die von uns angebotene, günstigste Standardlieferung gewählt haben), unverzüglich und spätestens binnen vierzehn Tagen ab dem Tag zurückzuzahlen, an dem die Mitteilung über Ihren Widerruf dieses Vertrags bei uns eingegangen ist. Für diese Rückzahlung verwenden wir dasselbe Zahlungsmittel, das Sie bei der ursprünglichen Transaktion eingesetzt haben, es sei denn, mit Ihnen wurde ausdrücklich etwas anderes vereinbart; in keinem Fall werden Ihnen wegen dieser Rückzahlung Entgelte berechnet.

Haben Sie verlangt, dass die Dienstleistungen während der Widerrufsfrist beginnen soll, so haben Sie uns einen angemessenen Betrag zu zahlen, der dem Anteil der bis zu dem Zeitpunkt, zu dem Sie uns von der Ausübung des Widerrufsrechts hinsichtlich dieses Vertrags unterrichten, bereits erbrachten Dienstleistungen im Vergleich zum Gesamtumfang der im Vertrag vorgesehenen Dienstleistungen entspricht.

Muster-Widerrufsformular

(Wenn Sie den Vertrag widerrufen wollen, dann füllen Sie bitte dieses Formular aus und senden Sie es zurück.)

> An Mussie Haile, handelnd als Guiding Ventures – Demand Engines, Lohmühlenstraße 65, 12435 Berlin, Deutschland, E-Mail **contact@demandengines.net**:
>
> Hiermit widerrufe(n) ich/wir (*) den von mir/uns (*) abgeschlossenen Vertrag über den Kauf der folgenden Waren (*)/die Erbringung der folgenden Dienstleistung (*)
>
> Bestellt am (*)/erhalten am (*)

Name des/der Verbraucher(s)

Anschrift des/der Verbraucher(s)

Unterschrift des/der Verbraucher(s) (nur bei Mitteilung auf Papier)

Datum

(*) Unzutreffendes streichen.

13. Defects

The statutory rules on defects apply. For consumers buying digital content, that includes §§ 327 to 327u BGB. If a file does not open or is incomplete, write to **contact@demandengines.net** and it is fixed or replaced.

14. Liability

The provider is liable without limit for intent and gross negligence, for injury to life, body or health, under the German Product Liability Act, and where a defect was fraudulently concealed.

For slight negligence the provider is liable only for breach of an essential contractual obligation, meaning an obligation that makes proper performance of the contract possible in the first place and on which you may regularly rely. That liability is limited to the damage that is foreseeable and typical for this kind of contract. Otherwise, liability for slight negligence is excluded.

These limits also apply to the provider’s representatives and assistants.

15. Law and place of jurisdiction

German law applies, excluding the UN Convention on Contracts for the International Sale of Goods. If you are a consumer, this choice does not take away the protection of the mandatory law of the country where you habitually live.

If you are a merchant, a legal entity under public law or a special fund under public law, the place of jurisdiction for all disputes from this contract is Berlin. Whether the provider takes part in consumer dispute resolution is stated on the **imprint**.

16. Changes

The terms that apply to your order are the ones on this page when you paid. The date at the top says when they last changed.