

GolfWeGo is a vertical SaaS and marketplace built specifically for the golf industry. Legacy booking systems are outdated, hard to use, and take large cuts from golf course owners. This platform solves that problem. By running GolfWeGo, you provide golf courses with a modern, zero-commission booking engine and custom storefront. In return, you earn recurring revenue through monthly subscription fees.

This documentation explains how the platform works, how to manage it, and how it delivers value to you, your providers, and their customers.

Why Run This Platform

GolfWeGo is fully built, integrated with payments, and ready to generate revenue. As the platform owner, you have complete control over the business model and the user experience.

- **Generate Recurring Revenue:** Charge golf courses a monthly subscription fee to use your platform. You set this price directly from your admin dashboard.
- **Zero-Touch Payouts:** When a golfer books a tee time, the payment goes directly to the golf course via Stripe Connect. You do not have to manage payouts, handle refunds, or hold user funds.
- **AI-Powered Advantage:** The platform features a built-in AI Caddie that matches golfers with the perfect course and generates dynamic "Deep Dive" articles to increase booking conversion.
- **Total Platform Control:** Manage users, remove non-compliant providers, track platform revenue, and update your branding all from one simple interface.

Roles and Responsibilities

The platform separates users into three distinct roles to ensure a secure and organized marketplace.

1. Owner (Administrator)

This is you. You control the platform. You can change the platform name and logo, set the monthly subscription price for providers, view all active users, manage global events, and review contact inquiries.

2. Provider (Golf Course / Staff)

Providers are the businesses that sell golf experiences. They pay you a monthly subscription to access the platform. They get a custom dashboard to create listings (tee times, packages, rentals), customize their branded storefront URL, and connect their bank account to receive direct payments.

3. Buyer (Golfer)

Buyers browse the marketplace to find courses. They use the AI Caddie to get recommendations, read reviews, and securely book tee times using their credit card.

Quick Launch Guide

Your platform is already hosted and ready to go. Follow these exact steps to take control and open for business today.

1. **Access the Admin Panel:** Navigate to `/admin`` on your live website.
2. **Log In:** Use the default admin credentials (Username: ``codeblix``, Password: ``codeblix``).
3. **Update Your Branding:** Go to the Settings tab. Upload your platform logo and enter your desired Platform Name. Click Save.
4. **Set Your Price:** Go to the Pricing tab. Enter the monthly amount you

want to charge golf courses for access (e.g., \$49, \$99).

5. **Start Inviting Courses:** Your platform is live. Send the link to golf course managers so they can register, pay your subscription fee, and list their inventory.

Real-World Use Cases

For the Owner (You) You decide to charge golf courses \$99 per month to use the platform. You onboard 50 local golf courses. You now generate \$4,950 in monthly recurring revenue. You spend a few minutes a week in the Admin Panel reviewing new signups and updating platform events. Stripe handles all the subscription billing automatically.

For the Provider (Golf Course Manager) A course manager signs up and pays your \$99 monthly fee. They go to their Dashboard, upload their course logo, and set their custom URL to ``golfwego.com/store/sunset-links``. They add an "18-Hole Championship Round" for \$150. They connect their bank account via Stripe. They keep 100% of the \$150 every time a golfer books.

For the Buyer (Golfer) A golfer visits your site looking for a weekend trip. They open the AI Caddie and select "Intermediate", "Scenic", and "\$100 - \$300". The AI recommends three courses on your platform with detailed explanations of why they fit. The golfer clicks "Secure This Acquisition", enters their credit card, and instantly receives a booking confirmation.

Key Features

Admin Dashboard (Problem ->Solution ->Outcome)

- **Problem:** Managing a marketplace usually requires database access and technical skills.
- **Solution:** A visual Admin Dashboard to view active providers, adjust pricing, upload logos, and delete users.
- **Outcome:** You run the business entirely from a user-friendly interface without touching any code.

Provider Storefronts (Problem -> Solution -> Outcome)

- **Problem:** Golf courses cannot afford to build modern websites from scratch.
- **Solution:** Providers get an instant, customizable storefront with a unique URL slug upon registering.
- **Outcome:** Courses look professional immediately, increasing their trust and sales.

AI Caddie & Insights (Problem -> Solution -> Outcome)

- **Problem:** Golfers get overwhelmed by too many course options and abandon the site.
- **Solution:** An AI tool asks for their budget, skill, and group size, then reads the marketplace inventory to recommend exact matches and writes custom reviews.
- **Outcome:** Higher booking conversions because golfers feel confident in their choice.

Automated Payouts (Problem -> Solution -> Outcome)

- **Problem:** Splitting payments manually between the platform and the course is a legal and logistical nightmare.
- **Solution:** Integration with Stripe Connect and Checkout. Golfers pay courses directly for tee times. Courses pay you directly for software access.
- **Outcome:** Zero manual accounting. Complete legal separation of funds.

Step-by-Step Instructions

Managing the Platform as an Owner

1. Navigate to the `/admin` route.
2. Log in with your admin credentials.
3. Use the left-hand sidebar to navigate.

4. Click **Overview** to see total providers, golfers, and current pricing.
5. Click **Pricing** to type in a new monthly subscription cost. Click Update.
6. Click **Settings** to upload a new logo file and change the text name of your platform.

Adding Inventory as a Provider

1. Log in to the platform and click your profile icon to go to the **Dashboard**.
2. Click **My Listings** from the sidebar.
3. Click the Add Experience button.
4. Fill out the form: Name, Price, Category (Tee Time, Package, Rental), Difficulty, and Location.
5. Click the image area to upload a cover photo.
6. Click Publish Experience. The listing is now live on the marketplace.

Setting Up Bank Payouts as a Provider

1. From the Provider Dashboard, click **Payouts**.
2. Click Activate Stripe Connect.
3. You will be redirected to a secure Stripe page. Enter your business details and bank account routing number.
4. Submit the form. You will be redirected back to the dashboard. The status will update to "Active Account" with a green checkmark.

Booking a Tee Time as a Buyer

1. Browse the main marketplace page.
2. Use the Search bar or Filters to narrow down by price, difficulty, or service type.
3. Click on a course image to view the details and read the AI Caddie Analysis.
4. Click Secure This Acquisition.
5. Choose a date from the calendar.

6. Enter your credit card details in the secure Stripe form and click Confirm & Pay.

Built-In Social Proof

The platform comes pre-designed with marketing sections to help you sell the software to golf courses. The homepage and about pages feature professional metrics that highlight the value of joining a modern network. This builds instant trust when a golf course manager lands on your site to consider purchasing a subscription.

FAQ & Objection Handling

Is it safe to process payments through this app? Yes. The platform uses Stripe for all transactions. Credit card data never touches your database. Stripe handles all security, compliance, and direct routing of funds.

What happens if the AI gives a bad recommendation? The AI is strictly prompted to act as an elite caddie and only reads from the actual inventory uploaded by your providers. If the AI service is overloaded, the system gracefully falls back to a standard message so the user experience is never broken.

How do I collect my money? When providers sign up for the Pro Plan, they enter their credit card via Stripe Checkout. Those funds deposit directly into your connected Stripe owner account automatically every month.

Do I need to be a developer to run this? No. Everything required to operate the business day-to-day is available in the visual Admin Panel.

Pricing and Upgrades

The platform logic operates on a simple SaaS model.

- **Starter Plan:** This is the default state for new users. They can browse and act as buyers.

- **Pro Plan:** This is the upgraded state. When a user decides they want to list their golf course, they must upgrade to the Pro Plan.

As the owner, you dictate the cost of the Pro Plan in the Admin Panel. If you set the price to \$0, providers can join and list for free (useful for early growth). If you set it to \$199, they will be billed \$199 monthly. Stripe handles the recurring billing and will automatically revoke their Pro status if their card fails.