

User Documentation: PixelGrin Marketplace

PixelGrin allows you to own and operate a specialized marketplace where digital artists (Providers) sell game assets to developers (Buyers). Unlike a standard e-commerce store where you sell your own products, PixelGrin is a **Vertical SaaS Platform**. You provide the infrastructure, set the rules, and earn revenue by charging artists for access to your platform.

This documentation explains how to configure, manage, and grow your marketplace.

Why PixelGrin is a Profitable Asset for Owners

Owning PixelGrin puts you in the position of the platform operator. You are not just selling files; you are running a business that facilitates transactions between thousands of users.

1. Automated Revenue Stream You configure an "Onboarding Fee" in the Admin Panel. Every time an artist wants to become a seller on your platform, they pay this fee directly to you. If you set it to \$20 and onboard 100 creators, that is \$2,000 in direct revenue without you creating a single asset.

2. Hands-Off Payouts The application uses **Stripe Connect**. When a buyer purchases an asset, the money goes into the system. The artist tracks their earnings in a digital wallet. When they request a payout, the system checks their balance and transfers funds to their bank account securely. You do not need to manually calculate or wire money.

3. High-Retention Features The platform includes built-in community forums, automated PDF license generation for buyers, and professional storefronts for artists. These features keep users engaged and reduce the likelihood of them leaving for competitors.

User Roles Explained

There are three distinct roles within the ecosystem. As the Owner, you control the Admin role.

1. Owner / Admin

- **Goal:** Maintain the platform and drive revenue.
- **Capabilities:**
 - Access the hidden Admin Panel.
 - Set the global Onboarding Fee (e.g., \$0 for growth, \$50 for premium).
 - Manage users (edit details, ban bad actors).
 - Customize platform branding (Name and Logo).
 - View global platform statistics.

2. Provider (Artist)

- **Goal:** Sell digital assets and build a portfolio.
- **Capabilities:**
 - Customize a personal Storefront (Banner, Logo, Bio, URL Slug).
 - Upload assets (Zip files) with cover images and galleries.
 - Track sales and reviews in real-time.
 - Request payouts to their connected bank account.
 - *Note: Providers must pay the Onboarding Fee (if set > \$0) to unlock these features.*

3. Buyer (Customer)

- **Goal:** Find and license game assets.
- **Capabilities:**
 - Search and filter assets by category, price, or tags.
 - Purchase assets securely via Stripe.
 - Download purchased files instantly.
 - Generate official PDF License Certificates for their records.
 - Leave reviews and ratings.

Follow these steps immediately after logging in to launch your business.

Step 1: Access the Admin Panel

1. Log in with your administrator credentials.
2. Navigate to `/admin`` in your browser address bar.
3. You will see the system overview dashboard.

Step 2: Configure Monetization

1. Click the **Config** (Settings) tab in the Admin Panel.
2. Locate **Provider Onboarding Fee (\$)**.
3. Enter your desired amount (e.g., 20).
 - *Strategy:* Set to 0 initially to attract your first 50 creators, then raise the price to monetize.
4. The system saves automatically.

Step 3: Branding

1. In the **Config** tab, update the **Platform Name** (e.g., "NeonAssets").
 2. Click the logo placeholder to upload your own transparent PNG logo.
 3. This logo will instantly appear on the header, footer, and invoices across the entire site.
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Real-World Use Cases

Scenario A: The Passive Income Owner

You set the Onboarding Fee to \$29. You market the platform to game design students. In one month, 50 students sign up to sell their homework assignments as assets. You earn \$1,450 automatically. The students manage their own uploads and support; you simply maintain the site.

Scenario B: The Professional Artist (Provider)

A pixel artist creates an account. They pay your onboarding fee. They upload a "Cyberpunk City Pack" (ZIP file) and set the price to \$10. They customize their storefront with a cool banner. When 100 people buy their pack, they see \$1,000 in their Wallet. They click "Payout," and Stripe sends the funds to their bank.

Scenario C: The Indie Developer (Buyer)

A developer needs a specific sword icon. They search "Sword" on your Browse page, filter by "Weapons," and find a pack for \$5. They pay via credit card. Immediately, the asset appears in their **My Library**. They download the file and also click **License** to download a PDF proving they have the legal right to use that icon in their commercial game.

Key Features Breakdown

1. Automated License Generation

- **Problem:** Buyers worry about legal copyright strikes when using purchased assets.
- **Solution:** PixelGrin automatically generates a PDF license for every purchase.
- **Outcome:** Buyers feel safe purchasing, increasing conversion rates.

2. Provider Wallets & Payouts

- **Problem:** Manual payouts are prone to error and time-consuming for owners.
- **Solution:** The internal Wallet system tracks every sale. Stripe Connect handles the actual money transfer.
- **Outcome:** Zero accounting headaches for the Owner.

3. Digital Asset Management

- **Problem:** Hosting large files is difficult.
 - **Solution:** The dashboard automatically compresses images for fast loading while keeping the original ZIP file secure.
 - **Outcome:** Fast website performance and secure product delivery.
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Step-by-Step Instructions

How to Manage Users (Admin)

1. Go to the **Admin Panel**.

2. Click the **Users** tab.
3. You will see a list of all registered users.
4. **Edit:** Click "Edit" to change a user's name or manually change their role (e.g., upgrade a user to Provider for free).
5. **Delete:** Click "Delete" to remove a user. *Warning: This permanently deletes their assets, reviews, and posts.*

How Providers Upload Assets

1. Navigate to **Provider Hub** (Dashboard).
2. Click **Upload Asset**.
3. **Title & Price:** Enter the name and cost.
4. **Main Preview:** Upload a compelling cover image.
5. **Game Asset File:** Upload the `.zip`` or `.rar`` file containing the actual product.
6. **Gallery:** Upload extra screenshots to show off details.
7. Click **Publish Asset**.

How to Request a Payout (Provider)

1. Navigate to **Wallet**.
2. Ensure a bank account is linked via the Stripe Connect button.
3. View the **Available Balance**.
4. Click **Request Payout**.
5. The system processes the transfer instantly.

Frequently Asked Questions

Q: Is the payment system secure? A: Yes. All payments are processed by Stripe, the industry standard for online payments. No credit card data is stored on your application servers.

Q: Can I change the onboarding fee later? A: Yes. You can change the fee in the Admin Panel at any time. The change applies instantly to all new sign-ups. Existing users are not charged again.

Q: What happens if a buyer requests a refund? A: Refunds can be managed via your Stripe Dashboard.

Q: Who hosts the files? A: Files are stored securely in the cloud (Convex Storage). The system ensures that only users who have purchased an asset can access the download link.

Launch Your Platform

Your application is deployed and ready. You do not need to install software or manage servers.

1. **Log in** as the administrator.
2. **Set your price** in the Admin Panel.
3. **Start marketing** to artists and developers.