

User Documentation: SimplyPup Platform

Introduction

SimplyPup is a specialized marketplace platform designed to connect ethical dog breeders with responsible families. Unlike general classified sites, this application focuses on trust, health verification, and a vetted application process..

For you, the platform owner, this is a complete Software-as-a-Service (SaaS) solution. It allows you to build a niche community, automate payment flows, and generate revenue through breeder subscriptions or transaction fees. You are not just buying a website; you are buying the infrastructure to run a digital marketplace business.

Why This Platform Creates Value for You

As the owner and administrator of SimplyPup, you possess a system built for monetization and scale without the need for manual intervention in every transaction.

- **Automated SaaS Revenue:** You can charge breeders a monthly subscription fee to list on your platform. The system handles the billing and access control automatically.
- **Zero-Touch Payouts:** The platform uses Stripe Connect. When a family pays a deposit for a puppy, the money goes directly to the verified breeder. You do not have to manually transfer funds or handle tax liabilities for user transactions.
- **Verification System:** The built-in document upload and verification tools allow you to position your brand as a "premium" or "ethical" choice, distinguishing your marketplace from free, unmoderated alternatives.
- **Centralized Control:** From a single dashboard, you can manage users, oversee disputes, and adjust global pricing settings.

Roles & How They Use the Platform

Understanding the three distinct user roles is critical to managing your platform effectively.

1. The Owner (Admin)

This is you. You own the code and the database.

- **Responsibilities:** Configuring the platform name and pricing, marketing the platform to breeders, and overseeing the verification of health documents.
- **Goal:** Grow the user base and maintain platform integrity.

2. The Provider (Breeder)

These are your primary customers. They are independent business owners who use your software to manage their kennels.

- **Responsibilities:** creating a profile, listing litters (puppies), uploading health documents for verification, vetting applications, and connecting their bank accounts via Stripe.
- **Goal:** Sell puppies to good homes and manage their waitlists efficiently.

3. The Buyer (Consumer)

These are the families looking for a puppy.

- **Responsibilities:** Browsing listings, applying for puppies, communicating with breeders, and paying deposits.
- **Goal:** Find a healthy puppy from a trusted source.

Get Value Quickly: Launch Guide

To start generating value from SimplyPup, follow these high-level steps to configure your live environment.

1. Connect Payment Infrastructure:

- The platform relies on **Stripe**. You must set up a Stripe Connect account.
- Add your Stripe API keys to the application configuration. This enables the "Connect Bank Account" feature for breeders.

2. Set Your Pricing:

- Navigate to the Admin Dashboard.
- Determine if you want to offer the platform for free (to build density) or charge a monthly subscription fee (e.g., \$29/month).
- Update the `Plan Price`` in the settings.

3. Seed or Recruit:

- An empty marketplace is unappealing. Use the built-in "Seed" function during setup to populate the site with realistic demo data, or invite 5-10 founding breeders to list their dogs for free before opening to the public.

Real-World Use Cases

Scenario A: The Subscription Revenue Model

You decide to charge breeders \$50/month to use the platform.

1. A breeder visits the **Pricing Page** and selects the "Pro Kennel" plan.
2. They pay \$50 via Stripe. The system automatically marks their profile as ``HasPaid``.
3. They gain access to the **Breeder Dashboard** to list their litters.
4. You receive the \$50 (minus Stripe fees) directly to your platform's bank account every month.

Scenario B: The Puppy Transaction Flow

1. **Listing:** A breeder lists a litter of Golden Retrievers. They set the price per puppy at \$2,500.
2. **Application:** A buyer finds the litter and clicks "Apply." They fill out a questionnaire about their home and lifestyle.
3. **Vetting:** The breeder receives a notification. They review the application and mark it as "Approved."
4. **Deposit:** The buyer receives an approval email. They log in and pay a \$500 deposit through the platform.
5. **Payout:** The \$500 is processed by Stripe and deposited directly into the breeder's connected bank account.

Key Features Guide

1. Stripe Connect Integration

- **Problem:** Handling payments for others is legally complex and risky.
- **Solution:** SimplyPup uses Stripe Express. Breeders must undergo identity verification with Stripe before they can accept money.
- **Outcome:** You avoid liability. Breeders get paid faster. Trust is enforced by banking regulations.

2. Health Document Verification

- **Problem:** Buyers are afraid of "puppy mills" and sick dogs.
- **Solution:** Breeders upload health certificates (e.g., OFA Hips, Genetic panels) in the **Documents** tab. These appear as "Pending" until an Admin or automated rule verifies them.
- **Outcome:** Verified profiles get a "Shield" badge, increasing conversion rates for breeders and trust for buyers.

3. Application Management System

- **Problem:** Breeders hate receiving random phone calls or "Add to Cart" orders for living animals.
- **Solution:** Buyers must apply first. The system tracks the status: ``Pending`` → ``Reviewing`` → ``Approved`` → ``Deposit Paid``.
- **Outcome:** Breeders feel respected and in control. They only deal with serious buyers.

4. Interactive Storefront

- **Problem:** Most breeders have outdated, ugly websites.
- **Solution:** SimplyPup generates a modern, mobile-responsive profile for every breeder automatically. It includes their bio, location, reviews, and active litters.
- **Outcome:** Breeders look professional instantly, making them more likely to stick with your platform.

Step-by-Step Instructions

For Administrators: Setting Up

1. **Access the Admin Panel:** Navigate to ``/admin`` (ensure your user role is set to ADMIN in the database).
2. **Configure Platform Details:**
 - Go to **Settings**.
 - Enter your **Platform Name**.
 - Set the **Plan Price** (set to 0 for free access, or a dollar amount for subscriptions).
3. **Manage Users:** View the list of registered users and breeders to monitor growth.

For Breeders: Getting Paid

1. **Create Profile:** Sign up and fill in your Kennel Name, Bio, and Location.
2. **Connect Bank:**
 - Go to **Dashboard > Payments**.
 - Click **Connect Bank Account**.
 - You will be redirected to Stripe. Complete the identity verification.
 - **Crucial:** You must return to the dashboard after Stripe verification for the connection to finalize.
3. **List a Litter:**
 - Go to **Dashboard > Litters**.
 - Click **New Litter**.
 - Upload photos and set the "Go Home Date."

For Buyers: Finding a Puppy

1. **Search:** Use the homepage search bar to find breeds (e.g., "French Bulldog").
2. **Filter:** Look for breeders with the **Verified** badge.
3. **Apply:** Click the **Apply for Puppy** button on a breeder's profile.
4. **Track:** Go to **My Applications** to see if you have been approved.

FAQ & Objection Handling

Q: Do I need to manually transfer money to breeders? A: No. The platform uses Stripe Connect. Payments from buyers go directly to the breeder's Stripe account. You do not hold these funds.

Q: How do I make money? A: The primary model is SaaS subscriptions (charging breeders a monthly fee). You can configure this price in your settings.

Q: Is the platform secure? A: Yes. Authentication is handled by Clerk (a specialized identity provider), and payments are processed by Stripe (PCI-DSS compliant). No sensitive credit card data is stored on your server.

Q: What if a breeder scams a buyer? A: Because breeders must verify their identity with Stripe (government ID, bank details) to receive payouts, the risk of anonymity is removed. You also have the power to suspend accounts from the database if suspicious activity occurs.

Next Steps

You are ready to launch your own ethical breeder marketplace.

1. **Deploy the code** to a hosting provider (like Vercel or Netlify).
2. **Configure your environment variables** for Clerk, Convex, and Stripe.
3. **Set your subscription price** to \$0 initially to attract your first 50 breeders.