

\$stride2

I want to create an app that is designed to go on the apple iOS / expo EAS build, App Store. Called \$stride .that connects ambassadors to advertisers wanting to increase their brand exposure. The advertiser will determine a compensation. The platform charges a 5% service fee to advertisers and a 5% platform fee to ambassadors. These fees support escrow management, campaign administration, dispute resolution, verification services, and platform operations.

Campaign Example

Ambassador compensation: **\$100**

- Advertiser pays: **\$105**
- Ambassador receives: **\$95**

\$stride earns: **\$10**

Campaign Materials Tracking

- * Advertiser enters tracking number
- * Ambassador confirms receipt
- * Campaign status changes from:
 - * Pending Approval
 - * Approved
 - * Materials Shipped
 - * Materials Received
 - * Active
 - * Completed
 - * Paid
 - * branded T-shirt and flyers and/or magnetic car signs will be shipped to the ambassador. Then the ambassador will walk or drive around a predetermined route or stand in a predetermined location and hand out flyers or park there car. simply just walk around beaches, malls, parks, crosswalks and street lights. Ambassadors must comply with applicable laws, parking regulations, property-owner restrictions, and local ordinances.

The way that the ambassadors will connect with the advertisers will be to upload a picture of yourself a selfie and a full body picture ,enter your county and if you wanna further narrow it down you can also search by zip code.

The ambassadors will be added to a data base similar to the advertisers data base where they can be viewed by the advertisers

Multiple ambassadors may apply to a campaign, but the advertiser may approve only one ambassador unless the campaign specifies multiple positions. the ambassador will email or call the advertiser at which point the advertiser will decide to approve or reject the ambassador. Once rejected that ambassador will not be able to reapply for that particular gig. Campaign funds are deposited into a platform-controlled escrow account and released upon campaign completion or dispute resolution.

The ambassador will agree to wear the branded Tshirt, share their location via Apple maps or Google maps at the time of their gig. In addition they will take photos of their progress and text message them to the advertiser. In addition there will be a mission section to the app that communicates to the ambassador the behavior expected example: hand out flyers, interact with the public , ect.

when the ambassador finishes the gig the advertiser will hit a completed button from inside the app and the app will notify \$tride administration at which point the payment will be deposited via Venmo

The advertisers and ambassadors will rate the each others performance on a five star basis and leave comments about their performance. Which will go into a data base for future reference. The ratings will be available for other advertisers and other ambassadors to view easily. Both sides leave feedback to ensure accountability on both ends.

Clear End-to-End Process

1. Advertiser creates campaign.
2. Advertiser sets compensation.
3. Funds are held in escrow.
4. Ambassador claims campaign.
5. Advertiser approves or rejects ambassador.
6. Advertiser ships marketing materials.
7. Ambassador completes mission.
8. Location and photo verification occur.
9. Advertiser marks campaign complete.
10. Payment is released.
11. Both parties leave ratings

I want there to be 3 account types

By default I want the app to default administration to the app creators account/phone

Administration- which has the ability to edit all areas of both the ambassador and the advertiser

accounts , user suspension, dispute resolution

Ambassadors- have access to gig list in there county or zip code , with advertisers contact email and phone number ,account creation and feedback

Advertisers- have access to ambassador data base , the ability to confirm or reject ambassador pending there profile/communication satisfaction, set there email and phone number, deposit gig funds to a escrow fund, set hourly pay, Upload logos, artwork, photographs, and marketing content for use on campaign materials.

I want there to be a different interface for the administration account

Administration Account

- * View all advertiser accounts
- * View all ambassador accounts
- * Edit account information
- * In the event of a dispute, Administration may review campaign records, photographs, shipment confirmations, communications, and location information to determine whether compensation should be released.
- * Approve or suspend users
- * Release escrow funds
- * Review and delete ratings and reports

Ambassador Account

- * Create profile
- * Upload selfie and full-body photo
- * Set county and ZIP code
- * Browse available gigs
- * Claim gigs
- * Contact advertisers
- * Submit campaign photos
- * View ratings and feedback
- * Track completed campaigns and earnings

Advertiser Account

- * Create campaigns
- *set county and zip code of gig

- * Set compensation
- * Deposit campaign funds into escrow
- * View ambassador profiles
- * Approve or reject ambassadors
- * Upload campaign instructions
- * Provide contact information
- * Mark campaigns complete
- * Rate ambassadors

major features in the next few months (for example, QR-code verification, AI ambassador matching, automated GPS verification, in-app photo verification, vehicle route scoring, etc.),