FOUNDING 25 · RETAIL

It’s not a discount it’s your launchpad.

No subscription, permanently, on Multi-site. Not for a year, not while we are small, not until we change our minds. The first twenty-five businesses to build this network with us keep every location free for as long as Petworking exists.

What you actually pay, on the highest tier

Subscription	Normally $229 a month on Multi-site. Every location you run stays on Multi-site at $0, permanently.	$0
Payment processing	Charged at the Multi-site rate, which is the lowest payment processing we charge anyone. Its own line at your plan’s rate, as it is for everyone. Never a platform fee stacked on top of it.	3.35% + $0.30
Marketplace commission	Only on a transaction Petworking generated, at 7% on every plan. It is $0 on the clients you bring yourself, and we are not going to pretend the 7% is free.	7%
A booking from your own client	No subscription, and no marketplace commission because we did not bring you the client. Payment processing applies, at 3.35% + $0.30.	$0

A client who finds you through the marketplace costs 7% on that transaction, plus payment processing at 3.35% + $0.30. When they book you directly next time the commission is $0 and only processing applies.

The details, before you ask

Which tier is free?

Every location you run is on Multi-site, our highest tier, with a $0 subscription permanently. Transaction fees still apply at Multi-site rates: 3.35% + $0.30 payment processing on every paid transaction, and 7% marketplace commission only when Petworking generated that transaction.

What about a second location?

It is free too. Every location you run is on Multi-site at $0 permanently, and each pays transaction fees at Multi-site rates.

Is there a contract?

No contract, no setup fee, no charge for migrating your data in, no minimum term and no card on file. If you leave you take your data with you, and your clients keep their animals' records either way.

What happens when the 25 are gone?

The programme closes permanently. It will not reopen under another name with a different number, and nobody who joined keeps their place conditionally on anything.

Does it survive a funding round or an acquisition?

The place is a term of your account rather than a promotion attached to a campaign. It is written into the merchant agreement, not a marketing page, which is the difference between a commitment and an offer.

Am I a good fit?

You are an independent pet business with at least one location and real clients today. Any species you actually work with. Groomers, vets, boarding, daycare, training, walking, sitting, retail, rescue. Not a platform, not a franchise head office, not a directory.

ONBOARDING

What to have ready

☐ **Your business**	Legal name, the name on the sign, and the address of each location as it appears on Google.
☐ **Opening hours**	For each location, including the days you close.
☐ **Logo and photos**	Your logo and a few photos of the store for your storefront. Phone photos work, including iPhone HEIC.
☐ **Products**	A connection to your current system or its CSV or Excel export. Franpos, Square, Shopify and WooCommerce connect directly; the guide for each is at petworking.pet/connections.
☐ **Customers and sales history**	The same export or connection. Customers, products and past sales come across together.
☐ **Your stamp animal**	As one of the Founding 25, tell us which animal you would like to represent your Founder stamp. It is added to your options in Stamp Studio.
☐ **Your team**	The name and email of everyone who will use Petworking, and whether each is a manager or staff.
☐ **Getting paid**	For Stripe, the account holder's government ID and the business bank account your payouts go to.
☐ **Events you run**	Date, time, price or free, how many places, a photo, and what you need to know from each guest.

Joining, step by step

01 **Claim your place**
At petworking.pet/founding-25, choose Claim a place. We read every application ourselves and reply within two working days.

02 **Set up your business**
Your name, each location, opening hours, logo and photos. This is your storefront.

03 **Connect payouts**
Stripe asks for the account holder's ID and your business bank account. Customers can pay you online once Stripe has switched on your payouts.

04 **Bring your store across**
Connect Square, Shopify or WooCommerce, or upload your system's CSV or Excel export. Choose an hourly sync or review each import.

05 **Invite your team**
Each person as a manager or staff member.

06 **Invite your customers**
One button invites every imported customer to make their Petworking passport.

07 **List your events**
Free or paid, with a photo, a set number of places and the information you need from each guest.

RETAIL ONBOARDING

Questions stores ask

Do I have to stop using my current POS?

No. Petworking runs beside the system you already use. Connect it or upload its export, choose whether Petworking syncs it every hour or waits for you to review each import, and keep ringing up sales the way you do now. Records already brought across are updated on the next sync, never added twice.

Which systems connect directly?

Franpos, Square, Shopify and WooCommerce connect directly, and so do Xero, Google Calendar, Gingr, Revelation Pets and Vetspire. Any other system comes across through its CSV, TSV, JSON or Excel export, which you can upload again whenever you want Petworking brought up to date. Every connection has its own guide at petworking.pet/connections.

What comes across?

Customers, products with their SKUs, prices and stock, and your past sales with what was in each one. A customer's purchase history from your own system shows on their record in Petworking, kept apart from sales made through Petworking.

Will stock stay right in both places?

With Square, Shopify or WooCommerce you can switch on sending stock back, so a sale on Petworking takes the item off the shelf in your other system too. Changes that arrive from a sync are not sent back again, so nothing is counted twice. Franpos is read only: it stays the record of your till, and nothing is sent back to it.

Do I pay commission on customers I already have?

No. A customer you imported, added yourself, or who comes to you directly carries no marketplace commission. The 7% applies only to a transaction Petworking generated, and it attaches to that transaction, not to the customer forever.

How do my customers get onto Petworking?

Once your customers are imported, one button invites them all to make their Petworking passport. Anyone already on Petworking, already invited, or with no email or phone number is left out.

Can customers buy from me online?

Yes. Your products, prices and stock by location make up your storefront. Customers can order ahead and collect with a code at your counter, and you can ship to the postal areas you choose at the rates you set.

How and when am I paid?

Through Stripe, into your own bank account. Petworking Protected Payment holds a customer's payment until the order is collected, then releases it 24 or 48 hours later, whichever you set. Payment processing and any marketplace commission are shown as separate lines.

Can I list our in-store events?

Yes, free or paid, with a photo and a set number of places. You choose what each guest has to give when they reserve: animal details, vaccinations, reactivity, medical notes, spay or neuter status, age and weight, a phone number, an emergency contact and signed event terms. Events show in What's on, in Explore and on the guest's Today, and cancelling one refunds every paid place.

Can my staff use it?

Yes. Each person is an owner, manager or staff member, and what they can see follows from that. Takings and spend are the owner's alone.

Can I see my customers' animal records?

Only what each household chooses to share with your business. A vaccination record a household has not shared stays private, and your screen says it was not shared rather than showing nothing.

What does it cost?

Plans are $0, $29, $69 and $229 a month. Payment processing runs from 4.25% to 3.35% plus $0.30 depending on the plan, and the 7% marketplace commission applies only when Petworking brought you the sale. As one of the Founding 25, every location you run is on Multi-site at $0 a month, permanently.

Is there a contract or a setup fee?

No contract, no setup fee, no charge for bringing your data across, and no minimum term. If you leave, you take your data with you.

Can Petworking use what we make together?

Yes. Under our Terms, content posted on or created with Petworking can be used for marketing and finance purposes, including what is made during white-glove onboarding, co-marketing assets made during and after onboarding, and your feedback.