GetOnBlockchain Platform Guide

Sales & Technical Reference

Pricing Plans

Plan	Monthly	Annual	Member Limit
STARTER	Free	Free	5
BASIC	$49	$490	1,000
PREMIUM	$99	$990	25,000
GROWTH	$199	$1,990	100,000

- Annual billing = **2 months free** (save 17%)
- All paid plans include **7-day free trial**
- No credit card required for STARTER

Feature Comparison

Core Features (All Plans)

- QR code-based check-ins
- Unlimited rewards catalog
- Points never expire
- Basic member dashboard
- Mobile-friendly member portal

BASIC ($49/mo)

Everything in STARTER, plus:

- Up to 1,000 active members
- **Unlimited locations**
- 4-tier member system (Rookie → Soldier → Captain → General)
- Referral program with tracking
- Email announcements to members
- Points reminder emails
- Full analytics dashboard
- Email support

PREMIUM ($99/mo) ⭐ Most Popular

Everything in BASIC, plus:

- Up to 25,000 active members
- 6-tier member system (Rookie → Soldier → Sergeant → Captain → Major → General)
- **POS Integration** (Square, Shopify)
- **USDC stablecoin payouts**
- Points-per-dollar configuration

- Direct individual member messaging
- Blockchain-verified rewards
- API access for custom integrations
- Priority email support

GROWTH ($199/mo)

Everything in PREMIUM, plus:

- Up to 100,000 active members
- **Custom branded loyalty token**
- Non-custodial wallet option
- Custom tier names & thresholds
- Multiple payout milestones
- Happy Hour point multipliers
- Bulk email marketing campaigns
- Advanced member analytics
- Priority support

How Members Earn Points

Method	Available On	Description
QR Scan	All plans	Scan QR at location = instant points
Welcome Bonus	All plans	First-time sign-up bonus
Spend-Based	PREMIUM+	Points per dollar via POS
Referrals	BASIC+	Share code, earn when friend joins
Birthday	BASIC+	Special points on birthday
Anniversary	BASIC+	Points on membership anniversary
Happy Hour	GROWTH+	Double points during set hours

Default Settings:

- Welcome points: 10
- Points per visit: 10
- Referral bonus: 50 points
- All configurable by merchant

How Redemption Works

Traditional Rewards (All Plans)

1. Member opens app/portal
2. Selects reward from catalog
3. Generates QR code (5-10 min expiry)
4. Shows QR to staff
5. Staff scans → Points deducted → Reward given

USDC Crypto Payouts (PREMIUM+)

1. Member reaches payout milestone (e.g., 1000 pts = $10)
2. Clicks "Claim Payout"
3. Generates redemption QR
4. Staff confirms redemption
5. USDC sent instantly to member's wallet
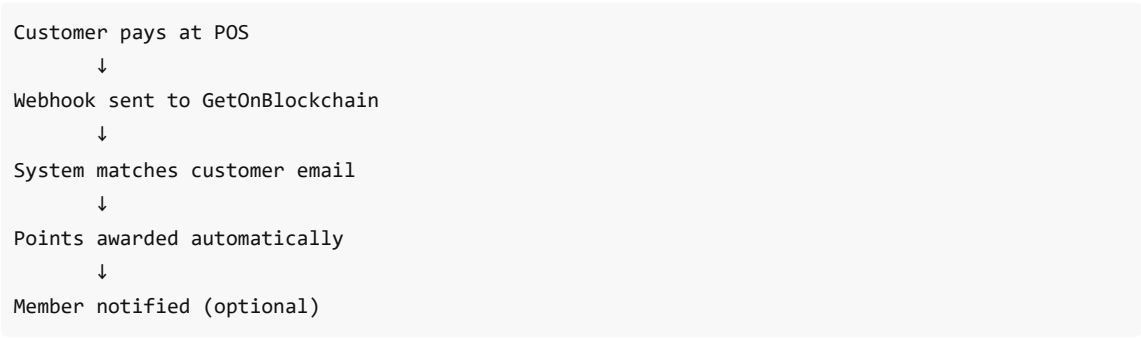6. Member receives confirmation email with blockchain link

Key Points:

- USDC is real money ($1 = 1 USDC)
- Members can cash out via Coinbase, etc.
- Polygon network = ~$0.01 transaction fees
- Instant settlement on blockchain

POS Integration (PREMIUM+)

Supported Systems

POS	Status	Best For
Square	✅ Ready	Retail, restaurants, services
Shopify	✅ Ready	E-commerce, online stores
Toast	⌛ Pending	Restaurants
Clover	⌛ Pending	Retail, restaurants

How It Works

```
Customer pays at POS
        ↓
Webhook sent to GetOnBlockchain
        ↓
System matches customer email
        ↓
Points awarded automatically
        ↓
Member notified (optional)
```

Benefits:

- Zero friction for customers
- No scanning required
- Works with online orders too
- Configurable points-per-dollar

Blockchain Features

Member Wallets

- Auto-created for every member
- Polygon network (low fees)
- Encrypted private key storage
- Export option for full control (GROWTH+)

USDC Payouts

- Real stablecoin, not loyalty points
- Instant blockchain settlement
- Transaction verified on-chain
- Member owns the funds completely

Branded Tokens (GROWTH)

- Your own ERC-20 token
- Custom name and symbol
- 1 million token supply
- Trade on blockchain
- True digital loyalty currency

Merchant Dashboard

Members Section

- Full member database
- Search and filter
- Individual member profiles
- Points history
- Manual point adjustments
- Direct messaging (PREMIUM+)

Rewards Section

- Unlimited reward catalog
- Drag-to-reorder
- Custom point costs
- Three types: In-store, USDC, Token

Analytics

- Total members
- Points awarded
- Redemption rate
- Referral tracking
- POS sync status

Settings

- Business info & branding
- Points configuration
- Payout wallet setup
- POS integration
- Staff management
- Email preferences

API Access (PREMIUM+)

Available Endpoints

- `POST /api/v1/points` - Award/deduct points
- `GET /api/v1/points` - Check balance
- `POST /api/v1/orders` - Create order & award points
- `POST /api/v1/members` - Create member

Use Cases

- Custom POS integration
- Website checkout integration
- Mobile app integration
- Automated rewards
- Third-party platforms

Common Questions

Q: Do points expire? A: No, points never expire.

Q: What counts as an "active member"? A: Members with at least one interaction in the past 12 months.

Q: Can I downgrade plans? A: Yes, with a 15-day grace period to manage member limits.

Q: How do merchants fund USDC payouts? A: They transfer USDC to their payout wallet. System alerts when balance is low.

Q: Can members cash out USDC? A: Yes, they fully own it. Transfer to Coinbase, exchange, or spend anywhere.

Q: Is there a per-transaction fee? A: No platform fees. Only blockchain gas (~$0.01 on Polygon).

Sales Talking Points

For Retail (Square Users)

> *"Connect Square once and every purchase automatically earns loyalty points. Your customers don't need to scan anything - it just works."*

For E-commerce (Shopify)

> *"Every online order equals automatic points. Build loyalty without any extra checkout steps."*

For Crypto-Curious Merchants

> *"Give your customers real money instead of locked-in points. They redeem for USDC they can spend anywhere."*

For Brand Builders

> *"Create your own digital currency - a branded loyalty token your customers actually own and can trade."*

On Pricing

> *"Flat monthly fee, no per-member charges, no hidden transaction fees. Premium is just $99/month for up to 25,000 members with full POS integration."*

Competitive Advantages

1. **Real Money Rewards** - USDC payouts, not locked points
2. **Blockchain Native** - Transparent, verifiable, owned by members
3. **POS Integration** - Automatic point awards, zero friction
4. **Branded Tokens** - Your own digital currency (GROWTH)
5. **Fair Pricing** - No per-member fees
6. **API Access** - Integrate with any system
7. **Multi-Location** - One dashboard, all locations
8. **Non-Custodial Option** - Members own their wallets

Quick Reference

Support: support@getonblockchain.com

Webhook URLs:

- Square: `/api/webhooks/square`
- Shopify: `/api/webhooks/shopify`
- Toast: `/api/webhooks/toast`
- Clover: `/api/webhooks/clover`

Blockchain:

- Network: Polygon
- USDC Contract: `0x2791Bca1f2de4661ED88A30C99A7a9449Aa84174`

GetOnBlockchain - Loyalty Rewards on the Blockchain