Asset Global

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1. Introduction

The Asset Global app is a community-focused mobile platform designed to connect residents, foster neighborhood engagement, and support local businesses through recommendations, deals, and events. This document provides a comprehensive overview of the app's product features and user manual for effective use.

2. About the Product

2.1 Overview

Asset Telematics developed the Asset Global app to bridge the gap between local communities and small businesses. Asset Global serves as a neighborhood network, connecting residents with each other and promoting local businesses through recommendations, deals, and engagement opportunities.

2.2 Challenges Addressed

Communities often face challenges that limit local engagement and economic activity:

- Weak Community Connections: Limited communication between residents reduces opportunities for knowledge-sharing, recommendations, and support.
- Limited Visibility for Small Businesses: Local businesses struggle with visibility, making it difficult to attract customers and compete with larger brands.
- Low Resident Engagement in Local Events: Many neighborhood events and offerings go unnoticed, leading to lower community involvement and interaction.

2.3 Solution Offered by Asset Telematics: The Asset Global App

The Asset Global app is a solution designed to address these challenges, offering a platform for seamless community engagement, business promotion, and local information sharing.

This app creates a hyper-local network where residents can connect with one another, discover nearby businesses, and access deals and recommendations, all while fostering

a sense of community. By enabling businesses to share promotions directly with local customers, Asset Global enhances visibility and builds a supportive environment for small businesses.

2.4 Benefits of Using Asset Global

Using Asset Global brings neighborhoods closer, strengthens local businesses by encouraging community support, and provides a reliable platform for sharing information and discovering services within the community. This results in increased local commerce, stronger community bonds, and a sustainable, mutually beneficial local economy.

2.5 Core Features of Asset Global

1. Neighborhood Network
   - Enables residents to connect, exchange recommendations, and share trusted advice on local services.
2. Local Business Promotions
   - Businesses can create profiles and share exclusive deals and offers with nearby residents.
3. Events and Community Activities
   - Provides an events calendar where residents and businesses can post about upcoming activities.
4. Geo-Targeted Deals and Recommendations
   - Offers location-based recommendations, ensuring residents see relevant promotions and services.
5. User Feedback and Ratings
   - Allows residents to rate and review local businesses, helping others make informed decisions.
6. Community Support and Resources
   - A dedicated space for residents to share resources, such as neighborhood guides and emergency contacts.

2.6 Benefits of Using the Asset Global App

For Residents:

- Enhanced Community Engagement

- Access to Local Deals

- Trusted Recommendations

For Local Businesses:

- Increased Visibility and Customer Base

- Real-Time Promotion Management

- Direct Resident Feedback

3. User Guide

3.1 Installation and Setup

To get started with the Asset Global app:

Download the App:

- For iOS: Open the App Store, search for 'Asset Global,' and tap 'Download.'

- For Android: Open the Google Play Store, search for 'Asset Global,' and tap 'Install.'

3.2 Account Setup

In the Asset Global app, there are two distinct types of Roles:

1. User Login and
2. Merchant Login

Each user type has different purposes and features tailored to meet their specific needs:

3.2.1 User Login

On the welcome screen, choose the option to "Create an Account."

This option is for regular users who can explore the platform, view posts, like and comment on content, and interact with merchants. They can also browse, and purchase products, services, and properties listed by merchants.
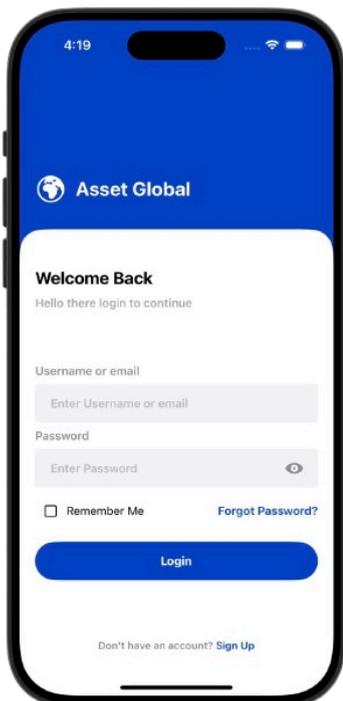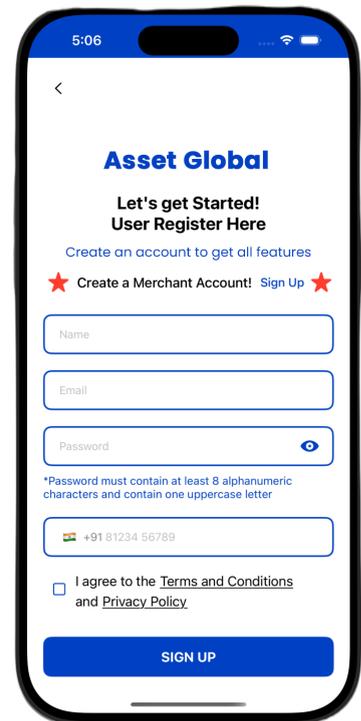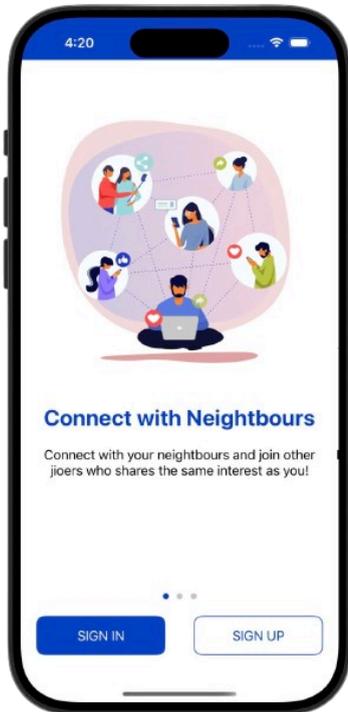
User Sign-up:

- **Name**: Enter your full name.
- **Email**: Provide a valid email address. This will be used for verification and future communication.

- **Password**: Create a password that meets the app's security requirements (usually 8+ characters, including uppercase letters, numbers, and symbols).
- **Country**: Select your country from the dropdown menu.
- **Phone Number**: Enter your phone number for additional verification

After completing all fields, tap Sign Up.

You may receive a verification code via email or SMS. Enter this code to complete the verification process.

Once verification is successful, you'll receive a confirmation message. You can now proceed to set up your profile or explore the app.

3.2.2 Merchant Login (Business Owners or Service Providers)

On the welcome screen, choose the option to "Create a Merchant Account."

This option is specifically for business owners and service providers who want to promote their business in the community.

Merchant Sign-up:

- **Business Name**: Enter the name of your business as you want it to appear on the app.
- **Email**: Provide a business email address for account creation and communication.
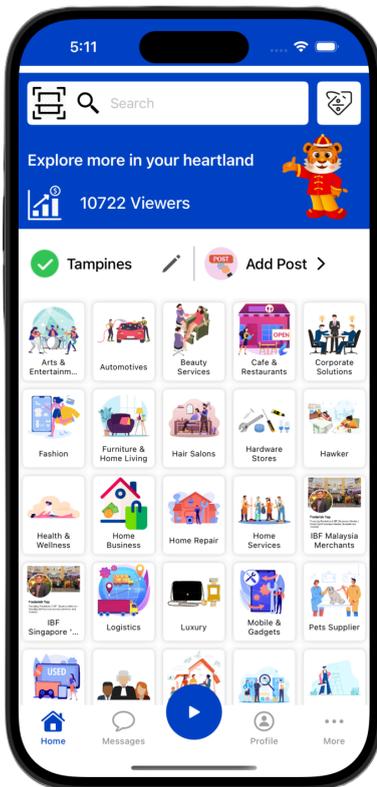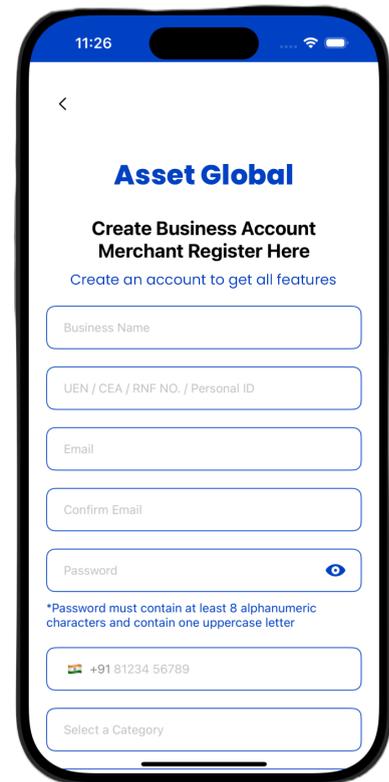
- **Password**: Set a secure password (must meet the app's criteria, such as a minimum of 8 characters, including alphanumeric and uppercase letters).
- **Phone Number**: Enter a phone number where you can be reached.

- **Verification**: You may be prompted to verify your email or phone number with a code sent via SMS or email to confirm your identity.
- **Category**: Select the category that best represents your business (e.g., Restaurant, Retail, Services).
- **Location**: Enter the business address, so local customers in your area can discover your profile.
- **Logo**: Upload your business logo to make your profile more recognizable.
- **Banner Image**: Upload a banner that visually represents your business or highlights your offerings.

3.3 Navigating the App: Home Screen

The Home Screen displays community updates, local deals, and events. Swipe down to refresh.

After successfully registering on the Asset Global app, merchants gain access to multiple features designed to help them promote their business, sell products, and engage with the community. Below is a breakdown of the main features available to merchants:
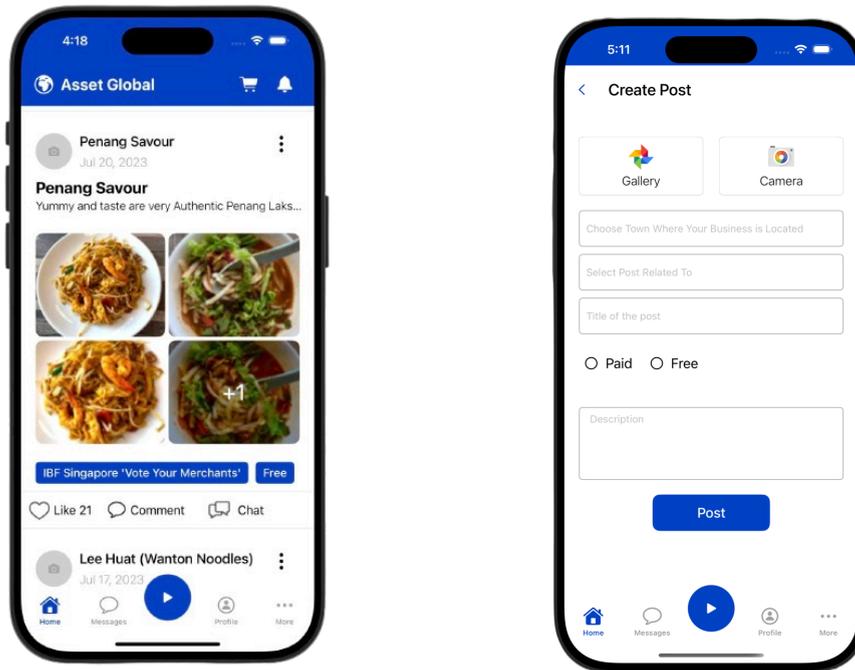
Top Navigation Bar:

The top navigation bar provides users and merchants with quick access to essential features and tools, making it easy to navigate through various sections of the app. Here's a breakdown of the available options:
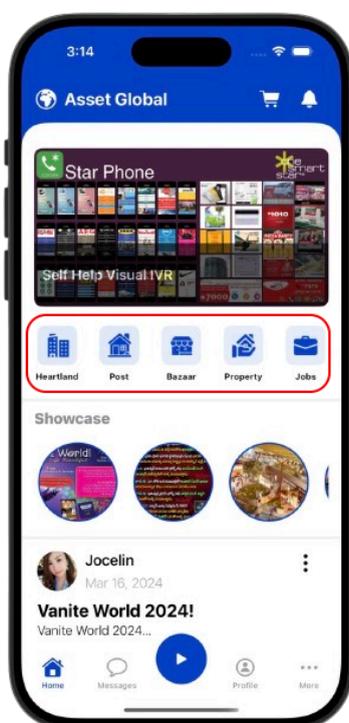
- Heartland
- Post
- Buy & Sell
- Property
- Jobs

3.3.1 Content Posting

a) **Content Options:**

- **Images and Videos:** Merchants can upload photos and videos to visually represent their business, products, events, or promotions.

- **Title and Description:** Each post includes a title and a detailed description, allowing merchants to provide context or information related to the content.

b) **User Engagement:**

- Posts are visible to all app users in the community feed.
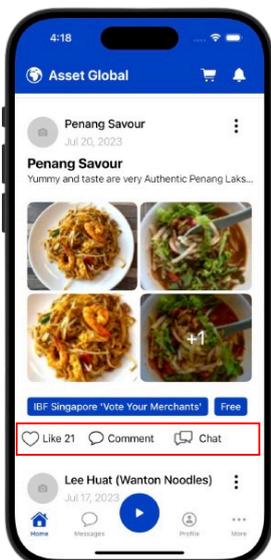

- Users can like and comment on these posts, creating an interactive platform for merchants to engage with their audience and receive feedback.

c) **Benefits:**

- Builds brand visibility by showcasing business offerings in an engaging and multimedia-rich format.

- Fosters direct interaction with the community, helping to establish a stronger local presence.

3.3.2 Buy & Sell Marketplace

The Buy & Sell feature provides merchants with an easy way to list products and services for sale, making it simple for users in the community to browse, inquire, and purchase items directly through the app.
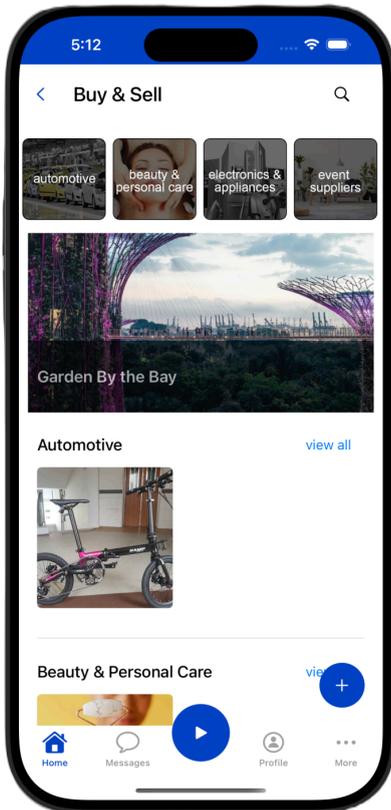
a. Product Listings:

- Merchants can create listings for individual products, product bundles, or services they offer.

- Each listing includes images, descriptions, and pricing to make browsing easy for potential buyers.

b. Transaction Options:

- Users can connect with merchants through the app to inquire about or purchase items.

- Merchants can choose to offer items for in-store pickup or local delivery, depending on their business model.

c. Benefits:

- Expands business reach by connecting merchants with community members actively looking for local products and services.

- Provides a convenient, in-app platform for buying and selling without requiring additional online store setups.

3.3.3 Property Listings

The Property feature enables merchants to list real estate properties for sale, making it accessible for community users who may be interested in buying property locally.
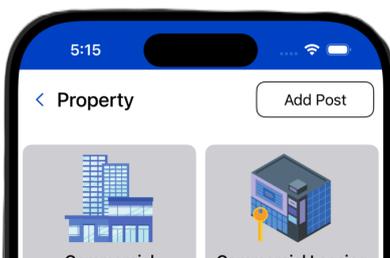
a. **Property Listings:**

- Merchants can post real estate listings that include property images, descriptions, location details, and pricing.

- Listings may feature various types of properties, such as residential homes, commercial spaces, and land for sale.

b. **User Interaction:**

- Interested users can view property details and connect with merchants directly through the app for inquiries or to schedule viewings.
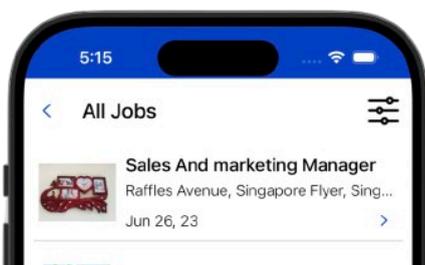
c. **Benefits:**

- Offers an easy way for merchants to promote real estate listings within the local community, increasing visibility among potential buyers.

- Facilitates connections between merchants and prospective property buyers who are already part of the Asset Global app user base.

3.3.4 Job Postings

Merchants can also use Asset Global to post job openings, allowing them to connect with potential employees from their local area. This feature is especially useful for small businesses seeking part-time or temporary staff who live nearby

a. **Creating Job Posts:**
- Merchants can include the job title, description, requirements, salary range, and other important details
- Images or branding related to the business can also be attached to make the post more appealing.

b. **Targeted Reach:**

- Job postings are visible to local users on the app, making it easy for merchants to attract candidates who live nearby and are familiar with the community.

   c. **Benefits:**
- Simplifies the hiring process by reaching a local pool of potential employees.
- Increases the likelihood of finding candidates who are aware of the business and interested in working within their community.

3.3.5 Heartland

The Subscription Model for Enhanced Visibility and Sales

In addition to these standard features, Asset Global offers Heartland, a premium subscription model that provides advanced tools and exclusive perks to help merchants drive sales and gain greater visibility in the community. Here's an overview of Heartland and its benefits:

Heartland Features and Benefits

1. **Enhanced Promotional Tools:**

- Heartland subscribers have access to premium promotional features, such as highlighted posts, featured deals, and priority listing placement in the community feed.

- These tools help merchants attract more attention to their content, products, and promotions.

2. **Sales Generation Support:**

- Heartland provides support for generating sales by suggesting promotional strategies based on local trends and user activity.
- Merchants can track the effectiveness of different posts and promotions, optimizing their marketing approach to drive results.
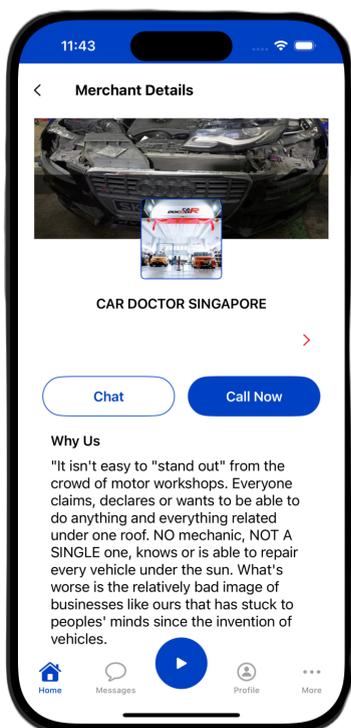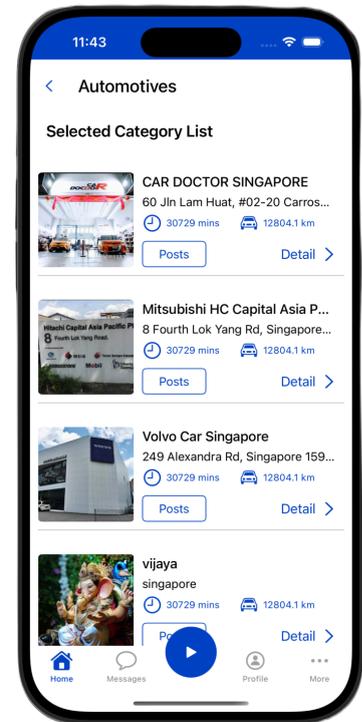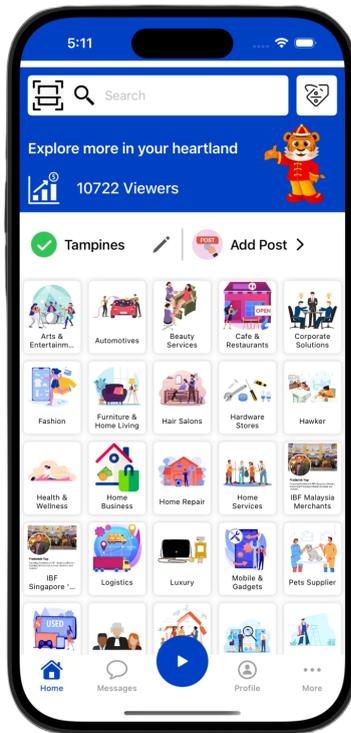
3. **Exclusive Offers and Discounts:**

- Heartland subscribers can create special offers exclusive to Asset Global users, encouraging more users to download the app and engage with the business.

- Time-sensitive discounts and limited-time offers are also available to drive immediate sales and increase customer urgency.

4. **Priority Customer Engagement:**

- Heartland merchants benefit from priority tools to engage with customers, including messaging templates for quick responses to inquiries.

- Priority customer support from Asset Global ensures that technical issues or questions are resolved quickly, minimizing disruptions.

5. **Analytics and Performance Tracking:**

- Heartland offers in-depth analytics for merchants to track the performance of their posts, products, and promotions.

- Metrics such as engagement rates, views, likes, and conversions help merchants make data-driven decisions to optimize their content and offerings.

Benefits of Heartland for Merchants

- **Increased Visibility:** Priority placement and featured promotions boost merchant visibility in the community feed, making it easier for users to discover their content.

- **Sales Growth:** Exclusive deals, strategic insights, and premium placement help drive sales and expand the customer base.

- **Community Loyalty:** Frequent, high-quality interactions with users build a loyal following and enhance brand recognition within the community.

How to Subscribe to Heartland
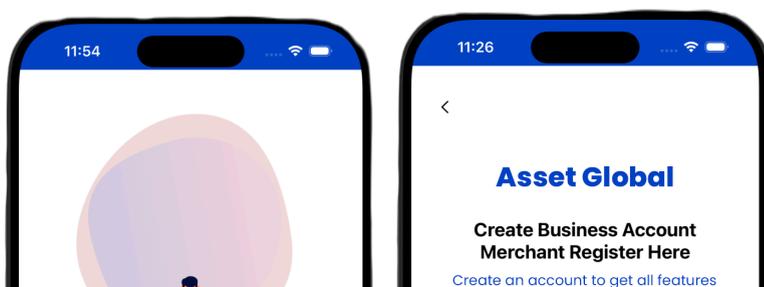
Merchants can subscribe to Heartland directly from their account settings within the Asset Global app. The subscription includes flexible plans tailored to various business needs, making it accessible to businesses of all sizes that want to maximize their impact in the local community.

This combination of post-registration features and the Heartland subscription model equips merchants with a complete toolkit to promote their business, sell products and properties, and engage with the community, all within the Asset Global app ecosystem.

Bottom Navigation Bar:
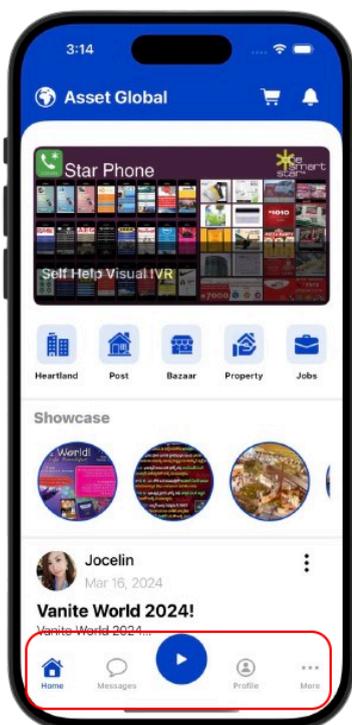
The bottom navigation bar provides users and merchants with quick access to essential features and tools, making it easy to navigate through various sections of the app. Here's a breakdown of the available options:

- Home
- Messaging
- Live
- Profile
- More

3.3.6 Home

The Home section serves as the main dashboard of the app. By clicking on Home, users are redirected to the homepage, where they can view the latest posts, featured promotions, and updates from merchants. This is the central hub for discovering content, products, and services within the community.

3.3.7 Messaging

- The Messaging section allows users to connect directly with other users and merchants within the app.
- Users can start conversations, ask questions, and build relationships with local businesses and fellow community members, fostering a sense of connectivity and support.
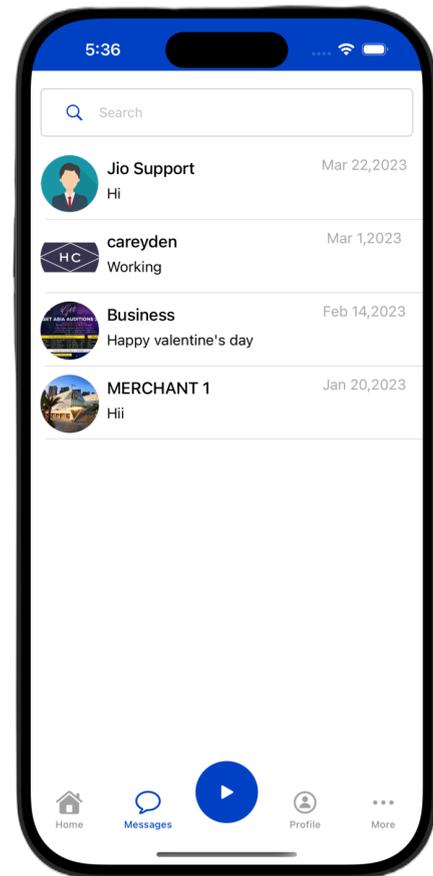

3.3.8 Live
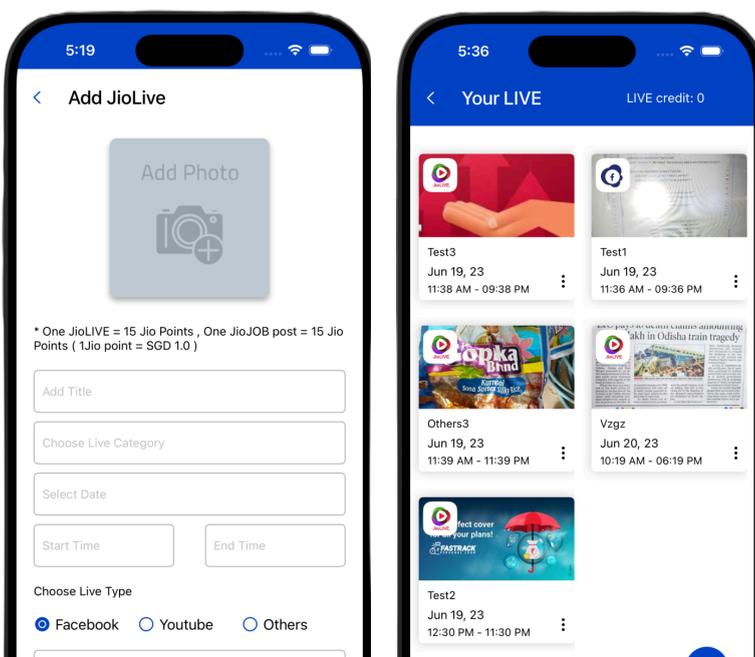
Through the **Live** section, merchants can leverage the **Go Live** feature to host live sessions and engage with their audience in real time. The Go Live feature offers multiple categories to enhance visibility and drive engagement, as outlined below:

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- **Shows & Events**: Merchants can showcase product launches, seasonal promotions, or behind-the-scenes looks at their business events, bringing excitement and real-time interaction to their audience.

- **Live Merchants**: A space where merchants introduce their store, highlight key products, and answer viewer questions, helping build a personal connection with potential customers.

- **Road Shows**: Merchants attending or hosting roadshows and community events can broadcast live, offering virtual attendance to users who can't be there in person.

- **Others**: This flexible category allows merchants to go live for flash sales, Q&A sessions, or unique promotions, adding variety to their content.

During live sessions, users can react with real-time emojis and comments, which allows merchants to gauge audience engagement and create an interactive experience.
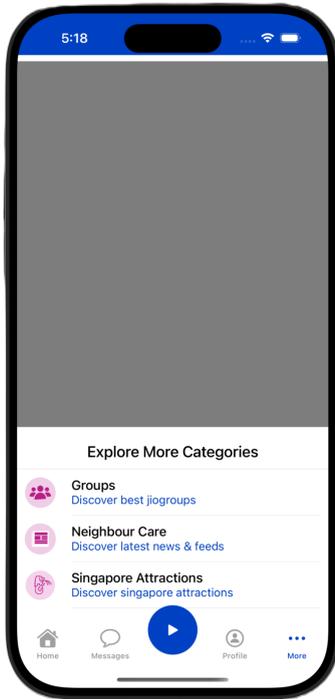
3.3.9 Profile

In the Profile section, users and merchants can access:
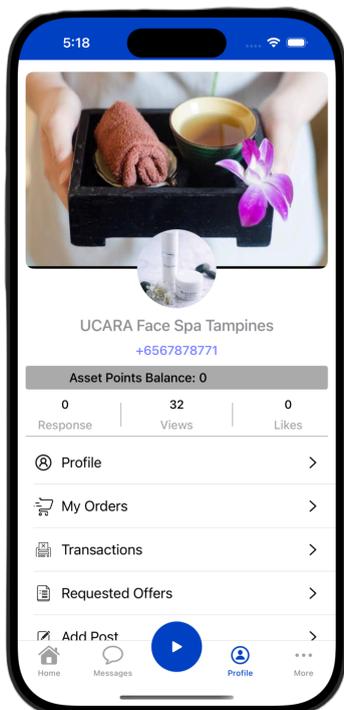
- Profile details
- My Orders
- Transactions
- My Offers
- Chat
- FAQ etc.,

3.3.10 More

This section provides additional features to further enrich the user experience, including:

- **Groups:** Connect with like-minded users by joining or creating groups based on shared interests, topics, or local community activities.
- **Neighbour Care:** A community-focused feature where users can support and stay informed about their neighbourhood, fostering a strong sense of community and helping neighbours look out for each other.
- **Local Attractions:** Users can discover popular and recommended places around them, such as restaurants, parks, and events, making it easier to explore and enjoy the local area.

3.4 Key Features and Usage
Community Feed:

- View posts, like, and comment.

- Post updates, questions, or recommendations.

Local Business Promotions:

- View deals, save offers, and redeem them in-store.

Events and Activities:

- Browse upcoming events, RSVP, and set reminders.

User Reviews and Recommendations:

- Leave reviews for businesses and view ratings.

Direct Messaging:

- Start conversations with neighbors or businesses and join group chats.

3.5 Settings and Privacy

Profile Settings:

- Edit profile, change password, or delete account.

Privacy Controls:

- Set visibility preferences and data-sharing settings.

Notifications:

- Customize notifications for updates, deals, and messages.

3.6 Troubleshooting and FAQs

Common Issues:

- Can't Log In: Reset password via the login screen.

- App Crashes: Restart or reinstall the app.

Contact Support:

- Access support through Settings > Help & Support or email support@atl.com