

# Platform Features — One Page

armstrongk9registry.com · registry@armstrongk9registry.com

## What sets us apart

### Planned & Expecting litters with waitlist deposits

Publish a sire x dam pairing the moment you make the match. Buyers join a waitlist and pay deposits straight to your Stripe payouts — the platform takes a...

### Wright's Inbreeding Coefficient (COI)

Industry-grade COI math up to 6 generations with deep-recursion mode showing each common ancestor's own f\_A. Color-coded thresholds at registration time.

### Stripe Connect Express + Escrow (destination charges)

Buyer pays platform → funds held in destination-charge escrow on the seller's Stripe Connect account → manual capture preserves the hold semantics while...

### Unauthenticated live sitter portal

Owners share a single link (Web Share, QR, email, copy) and the sitter sees a live feed of meals, walks, weight, meds, and symptoms — no account, no app...

### The Dog Shop — multi-tenant sell direct (\$19/mo + 5%)

Each verified kennel can run a /store/their-slug page selling dog food (local delivery) and merch. Stripe Connect destination charges send payouts straight to

### Armstrong Transport marketplace — independent haulers + escr

Browse-and-bid marketplace connecting buyers with independent, USDA-licensed third-party transporters. Multiple haulers bid per route; buyer...

### Events system with one-flow registration + payment

Public events calendar (shows, meetups, training clinics) with built-in entry-fee checkout, dog-roster validation, duplicate-registration guard, and iCal export.

### Owner pedigree backfill with admin review

Owners add unknown sires/dams; admin gets a queue with tentative pedigree preview, plus 3-way decisioning (approve / reject / send back with notes) and...

### Master Pedigree graph with path-finding

Admin tool visualizing the entire registry as a graph with shortest-path between any two dogs — fraud detection and lineage audit in one click.

### Heat tracking + breeding-window reminders

Females get a heat-cycle log; system auto-pings 5–9 days before next expected heat with active-listing context. Background async sweep, idempotent.

### Live video kennel tours — earn up to 80% per tour

Buyers book a 15-minute browser-based video walk-through for \$35; the breeder receives 60–80% depending on tier (Elite breeders earn the most). One-tap...

### Auto-assigned AST##### registration numbers

Atomically-generated, immutable, sequence-backed numbers — every dog gets a real registry ID, not a UUID. Backfilled from legacy data automatically.

### Dog Log — Owner Care Hub

10 one-tap log categories (meals, walks, potty, play, energy, weight, meds, symptoms, training, grooming) with smart vet warnings, sitter sharing portal, Vet

### Armstrong Storefront — curated platform store

Platform-owned /armstrong page bundling Printify-synced merch, dog food with local delivery, and recurring training subscriptions (with optional one-time...

### Live GPS walk maps for walkers & sitters

When the owner opts in on a booking, the walker can share a live location map straight from their phone for the duration of the walk. Owner watches the dot...

### Live video tours via Daily.co

Buyers and breeders schedule and join browser-based video tours of available dogs without leaving the platform — built on Daily.co's secure rooms with...

### Hardened account security — 2FA TOTP + Cloudflare Turnstile

Optional TOTP two-factor auth via PyOTP (QR enrollment, 8 backup codes) plus Cloudflare Turnstile CAPTCHA on every signup and password-reset. Stripe...

### Two-tier certificate system

Free auto-issued Certificate of Registration (gold-bordered, dual cursive co-founder signatures, Armstrong medallion) + paid 2-page Pedigree Certificate

### Elite Verified Breeder tier (\$199/yr)

Identity-verified breeders pinned to top of marketplace + featured slot in the public /kennels directory hero. Independent prestige tier that stacks on plan tier.

### AI Kennel Bio assistant

Claude-powered 200-word kennel bio generator using the breeder's existing dog roster as context.

## Full feature inventory

### PEDIGREE & RECORDS

- Dogs CRUD with photos, microchip, titles, awards, health records, ownership history
- Litters with auto-puppy creation
- Pedigree viewer (1–6 generations) via react-d3-tree
- Wright's COI calculator (fast + recursive f\_A modes)
- Owner-submitted pedigree backfill with admin queue
- Tentative pedigree preview with revisions loop
- Pedigree-only ancestor records
- Health-guarantee templates per dog

### THE DOG SHOP

- Subscription-gated multi-tenant storefronts (\$19/mo or \$179/yr)
- /store/slug public page per kennel + central /storefronts directory
- Dog food (local delivery) + merch (optional nationwide shipping)
- ZIP-allowlist delivery zones + email-based exceptions
- Per-store branding: hero image + 6 accent color presets
- Direct Stripe Connect destination charges (5% platform fee, automatic)
- \$29/mo Featured rotation slot — pinned to top of /storefronts for 30 days
- Seller dashboard with orders + mark-delivered workflow

### ARMSTRONG SERVICE PROVIDERS — TRAINERS, GROOMERS, WALKERS, SITTERS, & PWA INSTALL

- Searchable directory at /find-pros with radius + kind + price filters
- Public profile pages at /provider/slug with bios, services, reviews
- Per-kind onboarding: trainer · groomer · walker · sitter
- Identity verification (always) + optional trust badges: Insurance, Pet First Aid, Breed-Spe...
- Single bookings via BookingDialog with venue + at-own-risk consent
- Recurring bookings — weekly or bi-weekly, up to 26 sessions, auto-charged 24h before ...
- Live GPS walk maps (walkers & sitters) — owner-opt-in per booking, in-app only, ...
- Stripe Connect destination charges — provider keeps 88%

### TAX TRANSPARENCY FOR SELLERS

- Plain-English /help/1099-k-and-taxes explainer (TL;DR + 8 FAQs + 'this is not tax advic...
- Dismissible dashboard banner shows year-to-date Connect gross and likely-1099K stat...
- Stripe is the Payment Settlement Entity for every payout — sellers get one consolidated...
- Stripe Tax + sales-tax setup walkthrough at /help/stripe-tax-setup
- Mobile-friendly Stripe Connect return page polls Stripe up to 60s after onboarding so pa...

### EVENTS & LIVE VIDEO

- Public events calendar with entry-fee checkout in one flow
- Dog-roster validation + duplicate-registration guard
- Live video tours via Daily.co (token-gated browser rooms)
- iCal export so events drop straight into Google / Apple Calendar
- Admin events console with attendee export

### MARKETPLACE & SALES

- Single-dog (\$9.99/60d), litter (\$19.99/60d), and featured (\$29/30d) listings
- Stripe Connect Escrow with 5% platform fee
- Buy Now, Make-an-Offer, and free Inquire flows
- Verified buyer reviews (escrow-completion gated)
- Watch button on dogs / litters / breeders / kennels
- Restricted-breed disclaimers + USDA APHIS notice
- Microchip verification at transfer
- Cart abandonment recovery emails

### ARMSTRONG TRANSPORT MARKETPLACE — INDEPENDENT HAULERS

- Public directory at /transport with state-chip filter + sort options
- Public profile page per transporter with anonymized recent trips
- USDA Class B verification floor + \$300K minimum commercial-auto liability
- Self-service /transport/apply with admin review queue + auto-checkout email
- Buyer request form fans out to every verified hauler covering the route
- Bidding engine — transporters submit quotes, buyer picks the winner
- Stripe Connect destination charges with 10% flat platform fee
- Escrow held until buyer confirms (or 48h auto-release post-delivery)

### ARMSTRONG SERVICE PROVIDERS — TRAINERS, GROOMERS, WALKERS, SITTERS, & PWA INSTALL

- Bookmarkable /install page with browser-aware detection (iOS Safari · iOS Chrome/Fire...
- iOS non-Safari workaround — Apple lets only Safari install PWAs, so non-Safari iOS us...
- Shareable branded QR poster (1200x1600 PNG) — download, OS native share, email, ...
- Pull-to-refresh on /my-bookings, /find-pros, /inbox, /marketplace — touch-only, F5 still wi...
- Polished skeleton placeholders match real card layouts during initial load
- Web push subscription registry — bids, inquiries, transfers, and payouts ping the home...
- PWA install banner with 30-day re-nudge cooldown and 'Show me how' link to /install
- Native iOS & Android apps via Capacitor — queued (next major build block)

### ARMSTRONG STOREFRONT — CURATED PLATFORM STORE

- Public /armstrong page bundling merch, food, and training
- Printify catalog sync with per-product publish toggle in /admin/armstrong
- Dog food catalog with admin-managed photos + inline price edits
- Local-delivery ZIP allowlist + email exception override
- Recurring training subscriptions via Stripe Billing
- One-time setup deposit on training via add\_invoice\_items
- QR-code shareable links for training plans
- Order email notifications via Resend

### SECURITY & ACCOUNT

- Optional TOTP 2FA via PyOTP — QR enrollment, 8 backup codes, recovery flow
- Cloudflare Turnstile CAPTCHA on signup + password-reset
- Emergency-managed Console Social Login + email/password