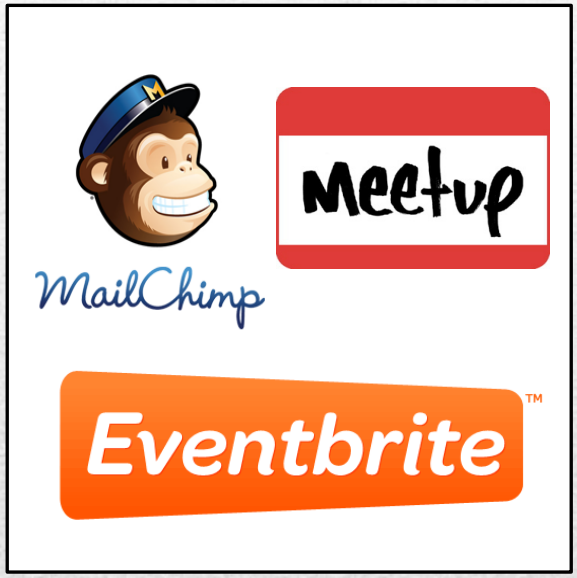
ic...

5 Online Payment System Apps Compared

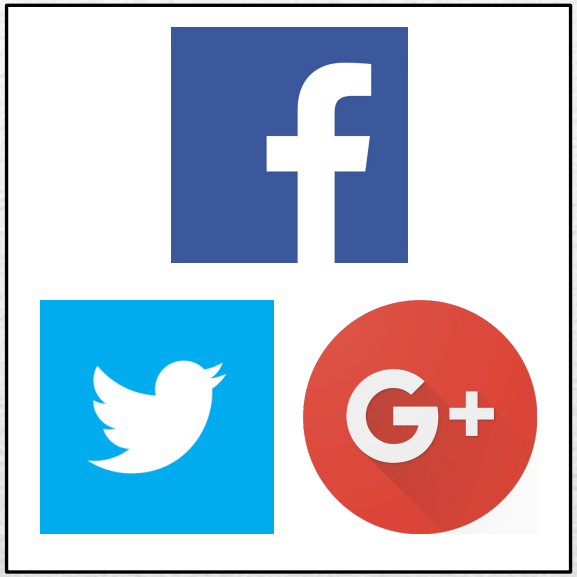
Shopping Carts

Stores

come!


MailChimp
Meetup
Eventbrite

StartMeeting

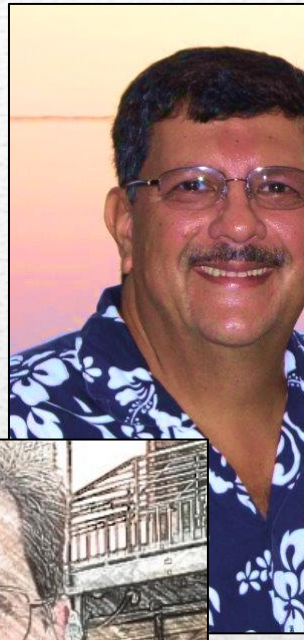


DES!GN
FOR COMMUNICATION

!BL
Net

FBI
APPS

We Build Apps for Rock Stars!

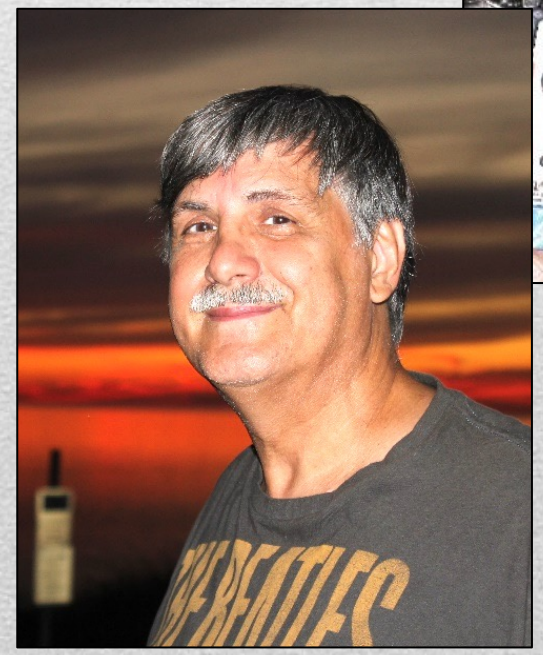


Russ – Programmer and MVP

Microsoft® Most Valuable Professional

Gary – Graphics, Mkg & Business Dev

GOOD 'BURGER
RECOGNIZING THE BEST IN ST. PETE



Rich – Musician & Content

mposer of 475 Songs+

tt's Music Teacher 51 Yrs

Ani DiFranco, Started Her Career!

James Piorkowski, Buffalo Guitar Quartet

Maryalice Demler, Miss NY State 1990

dio Expert

p Ideas – App Music

mmunity Involvement

Annual – Week of Rock (9 Yrs)

Charity Events

Local Rock Legend Events

- Theater Show for Matt Music 50 Yrs

Save Hatti Music Event

Raised $12,000 in 2010

aphics Designer/Artist

p Design and Development

Icons/Tiles/Look

Website/SEO Specialist

cial Media for Business

onthly Social Media Webinars

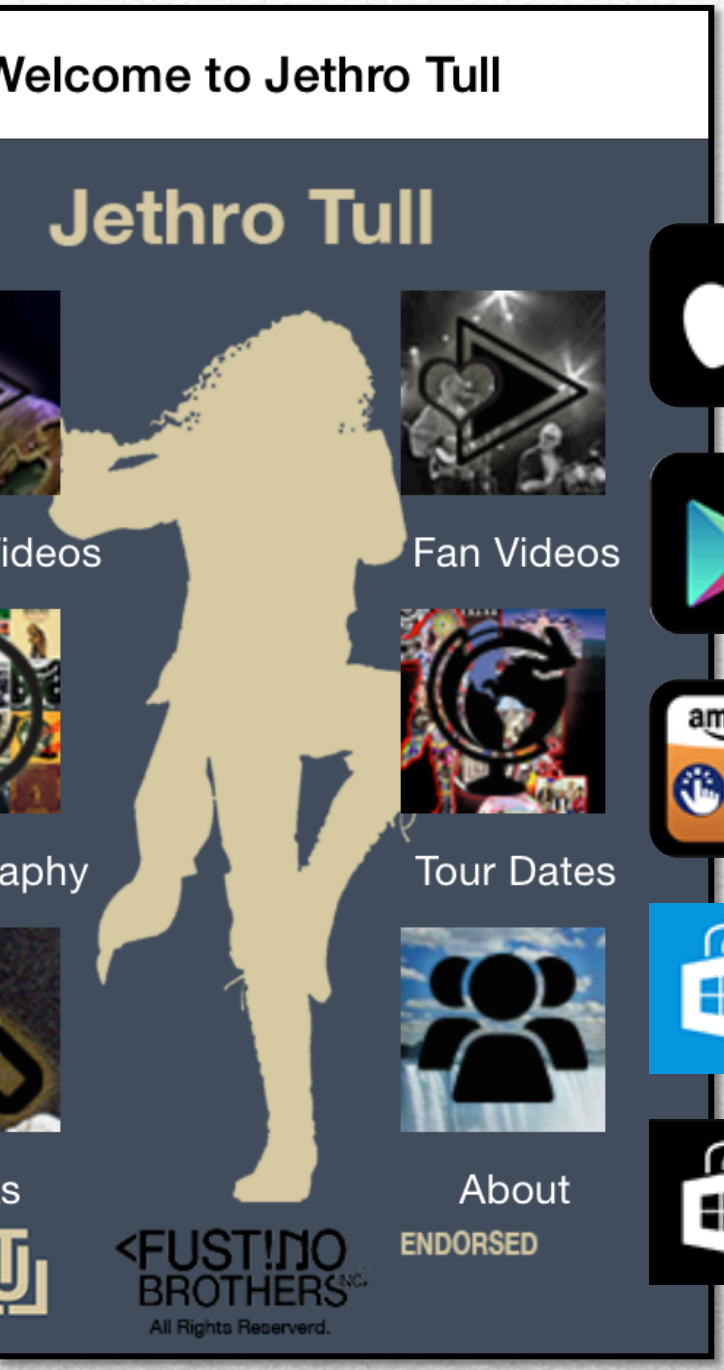
mmunity Involvement

- Chamber Ambassador of Qtr
- Good ‘Burger Award Nominee

siness Organizations

- !nBusinessLinks Network
- Bluffs Business Association

- ormer Microsoft Employee
- Windows Key Influencer
- icrosoft MVP
- ublished Several Windows and Windows Phone Apps
- NETA Lifetime Achievement
- rominent in the Developer Industry
- ommunity Involvement
  - Mobile Application Developer User Group



In All Popular App Stores

Available on the App Store

ANDROID APP ON Google play

amazon apps Available at amazon

Windows Phone

Windows Store

Developing...

Now All About **YOU**!

(Your 15 Seconds of Fame)

- Introduce Yourself / Your Business
- What's New or What's Exciting?
- Hot Projects – Published Masterpie
- Staff/Location Highlights

Challenge a Good Thing or Not...

Online Payment System Apps

Shopping Carts

Stores

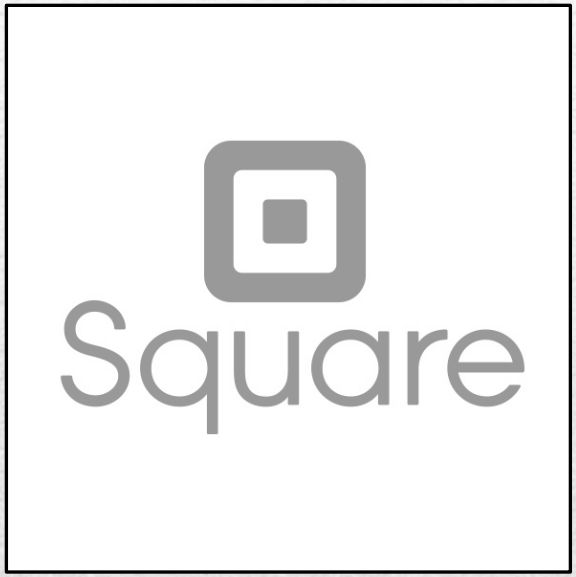
Popular Solutions:

1. PayPal
2. Square
3. Intuit
4. Amazon Payments
5. Apple Pay

Shopping Cart Solutions

Online Stores

hat do They All Have in Commo



hat do They All Have in Commo

First the Good Things (the Pros):

- No Merchant Account Required
- Little or No eCommerce Experience
- Little or No Coding Necessary
- Buyers Trust the Brand
- National/Worldwide – Know Everywhere
- All are Widely Used by Consumers
- Easy Integration into Your Website or App

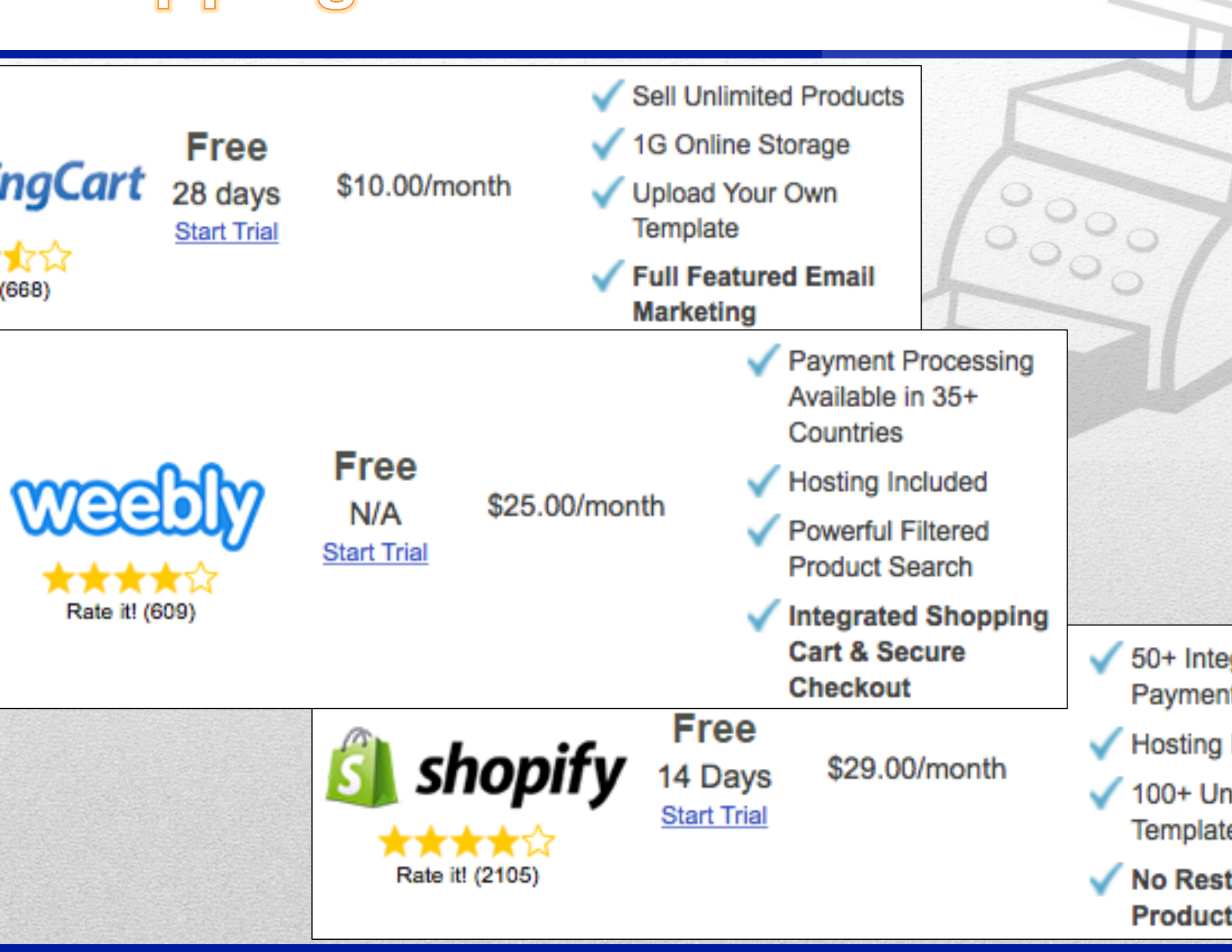
What are the Cons?

- Chunky (Takes a Lot of Real Estate – Large White/Blank Surrounding Border Ar
- Plain (Basic Design – Little Call to Action)
- Limited Customization on Your Website
- Higher Transaction Fees than Traditional
- Don’t Yet Work with the “Chip” Technolog
- Oven Branding / In-Your-Face Marketing

Features

1. PayPal- Easy / New Swipe Capabilities
2. Square- Electronic Signatures / Analytics
3. Intuit- Pay As-You-Go Plan
4. Amazon Payments- Caters to ‘Prime’ Customers / Trusted Paying Process
5. Apple Pay- Encrypted-Private / Contactle

	Square	intuit	amazon payments	P
: nth s d: nth s Pro: onth .30 per n uyers	**2.75%** for swiped magstripe card transactions, chip card transactions, contactless (NFC) payments **2.9% + $0.30** for online store **3.5% + $0.15** for manually entered transactions	Intuit Go-Pay: **1.6%** swipe rate **2.4%** As-You-Go **3.2%** keyed rate **3.4%** As-You-Go **$0.25** transaction fee **$19.95** monthly service fee **$0.00** Pay-As-You-Go – No Monthly Fee	**<$9.99:** **5.0% + $0.05** per transaction **>$10.00:** **2.9% + $0.30** per transaction (volume discounts available) Caters to Prime	Merchant S Lower "card present" (C rates. The difference is The differen between the not present (CNP) rate CP rate is t difference o **0.2%** per transaction.


ngCart
Free
28 days
Start Trial
$10.00/month
(668)
Sell Unlimited Products
1G Online Storage
Upload Your Own Template
Full Featured Email Marketing
weebly
Free
N/A
Start Trial
$25.00/month
Rate it! (609)
Payment Processing Available in 35+ Countries
Hosting Included
Powerful Filtered Product Search
Integrated Shopping Cart & Secure Checkout
shopify
Free
14 Days
Start Trial
$29.00/month
Rate it! (2105)
50+ Inte
Payment
Hosting
100+ Un
Template
No Rest
Product

Etsy

facebook

Social Stores Online

Handmade at amazon

ore Comparison

osts

ts	Etsy Shop	Costs	Facebook Social Store	Costs	Handmade by Amazon
n	Item Listing	$ 14.95 p/mo	Store Fee ($179.00 for 12 mos.)	$ 39.99 p/mo	Store Fee ($479.88 for 12 mos
%	Fee of Item Price	N/A	Item Fee	12%	Item that Sells - Flat Fee
ea	Etsy Payment Processing	$ 0.30 ea	PayPal Payment Processing	N/A	Amazon Payment Processing
%	Etsy Payment Processing (%)	2.9 %	PayPal Payment Processing (%)	N/A	Amazon Payment Processing

Day Example- With a $100.00 Value:

ts	Etsy Shop	Est. Costs	Facebook Social Store	Est. Costs	Handmade by Amazon
0	Item Listing	$ 0.48	Store Fee ($179/365 Days)	$ 1.32	Store Fee ($480/365 Days)
0	Fee of Item Price	0.00	Item Fee	12.00	Fee of Item Price
5	Etsy Payment Processing	0.30	PayPal Payment Processing	0.00	Amazon Payment Processing
0	Etsy Payment Processing (%)	2.90	PayPal Payment Processing (%)	0.00	Amazon Payment Processing
5	**Approx. Etsy Costs**	**$ 3.68**	**Approx. Facebook Costs**	**$ 13.32**	**Approx. Amazon Costs**

Demo: Payment Systems

1. App Solutions-
   PayPal / **Square** / Intuit /
   Amazon Payments / Apple Pay
2. Shopping Carts-
   Shopping Cart / **Weebly** / Shopify
3. Stores –
   Etsy Shop / **Facebook Social Store** /
   Handmade by Amazon

ne Payment Systems-

PayPal for Business
Square Official Site
ntuit Payment Network
Amazon Payments and Mobile
Apple Pay Overview

pping Carts

es – Comparison – Store Builders

Enjoy! Next MeetUp May 9, 2016

Jethro Tull Endorsed App

www.FustinoBrothers.com

www.FustinoBrothers.com/fbi-blog.html

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www.pinterest/FustinoBrothers

Twitter: @FustinoBrothers

info@fustinobrothers.com

Connect with FBI-Apps Today.

Thank You!

oin In – By Computer

- At Your Computer- If Available Use a Headset
- Enter This link:
- https://www.startmeeting.com/wall/679-256-129
- Click/Tap "Join"-
  - Complete your Name and eMail Address
  - Then "Submit"
  - The System will Guide from There
  - Mike Symbol Click/Tap the Green Icon to Red

Test your speaker/mike. If headset doesn't work, or if connection is lost - try "Rejoin"

oin In – By Phone

- Join-In using a land line / mobile phone
- Dial - (530) 881-1212
- When prompted enter access code followed by the "pound" key.
- 679-256-129#
  (be sure to enter the "#" hashtag symbol)