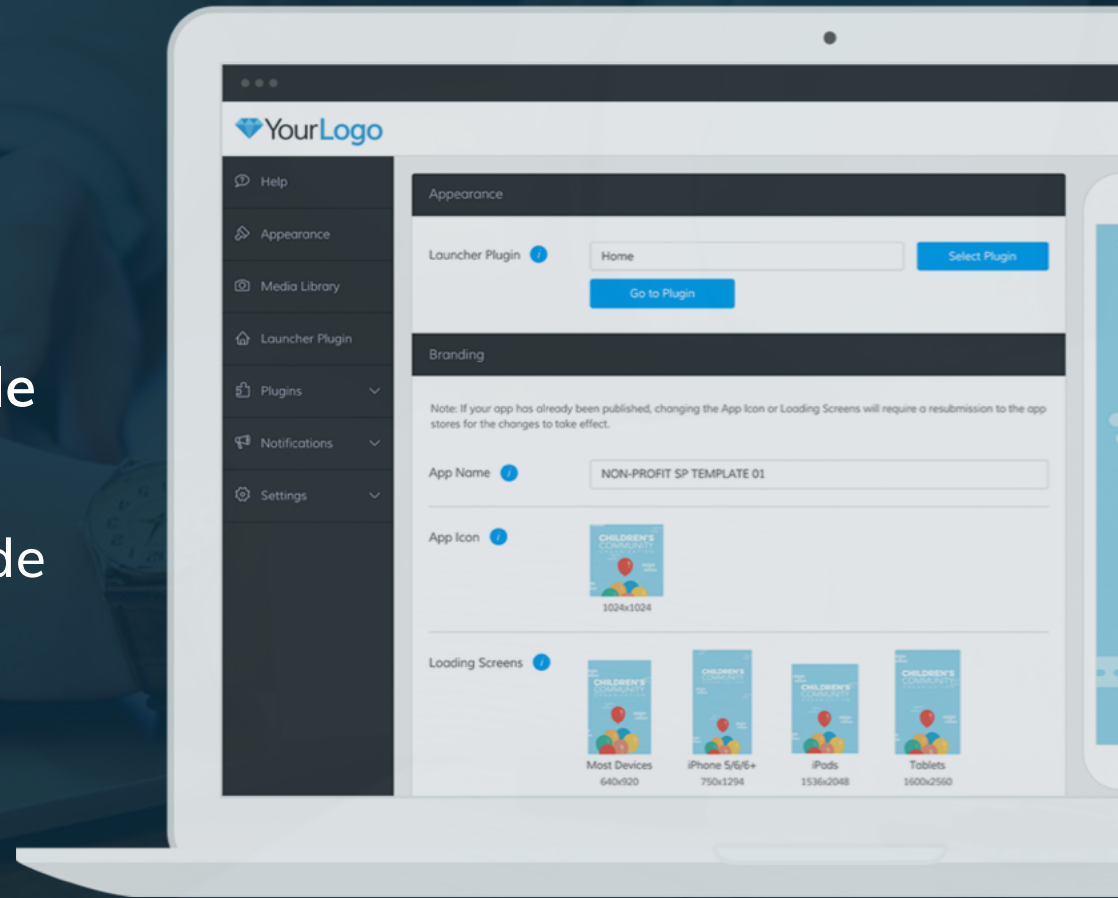# buildfire

The World's Most Powerful Mobile App Building Platform

White Label Partner Program Guide

Unleash the Profit Potential of Mobile

THE HUFFINGTON POST · Entrepreneur · Forbes · CNN · BUSINESS NEWS DAILY · business.com

WELCOME TO BUILDFIRE

Hi there!

Thanks for your interest in the BuildFire White Label platform. We are excited to be partnering with innovative individuals such as yourself. Together we can make a big impact in the world of small businesses and organizations.
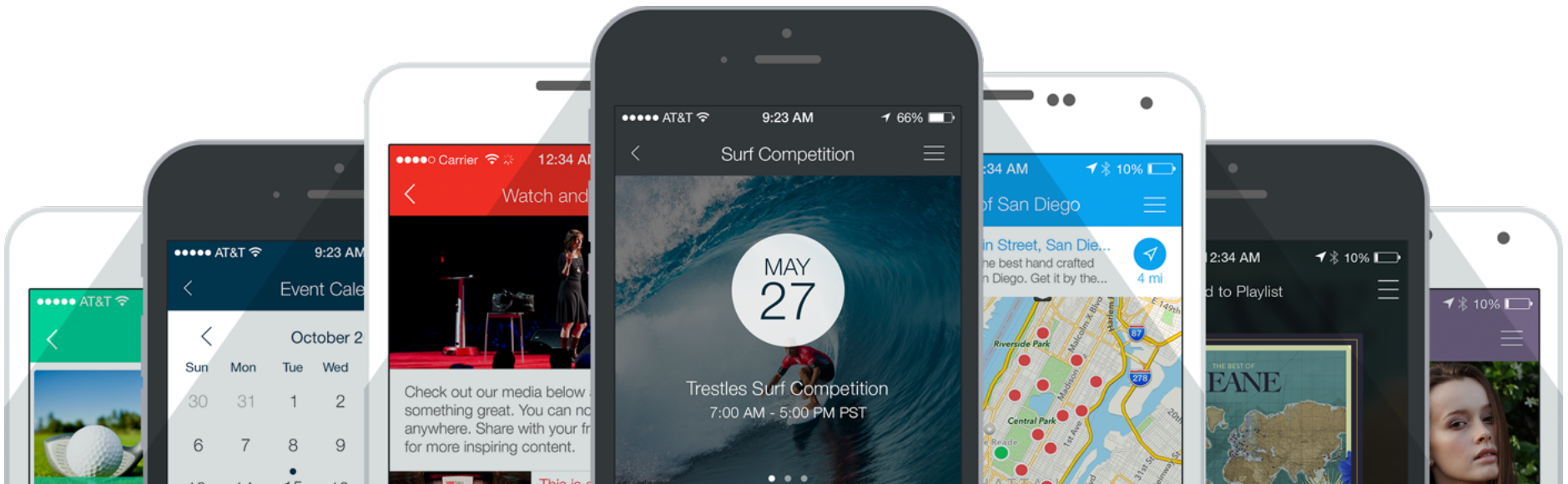
In this guide we will be going over BuildFire's unique offerings and what's included in the reseller program. I'm confident we can provide you with the most comprehensive White Label platform on the market today.

We look forward to working with you.

Here's to your success!

Ian Blair

Co-Founder

PROGRAM OVERVIEW

PROGRAM OVERVIEW

About BuildFire

Our mission is about more than technology; it's about relationships. We enable people and organizations to connect, engage, and communicate effectively through easy to use, high quality mobile applications.

BuildFire is a team of success driven individuals who came together to solve the pain that is mobile app development. We saw thousands of businesses building mobile applications on budgets they couldn't afford and we saw hundreds of thousands of businesses that needed a mobile app but couldn't afford it. Using the team's expert knowledge, we built a platform that helps businesses build a mobile app easily and at a significantly lower cost than a mobile development company.

BuildFire is the leading mobile app development platform choice for businesses, organizations, individuals and resellers. With our intuitive system and highly responsive customer support, we help hundreds of businesses build mobile apps every day. With our rapid app development platform and infinitely open architecture, we'll be here to serve you both now and far into the future.

Who is the White Label Platform For:

- ✔ Entrepreneurs
- ✔ Mobile App developers
- ✔ Web designers & developers
- ✔ Marketing consultants
- ✔ Online Marketing SEO/SEM Firms for your clients
- ✔ Advertising agencies for your clients
- ✔ Marketing agencies for your clients
- ✔ Anyone who wants income from selling mobile apps

Our Apps are Great for Any Industry Including:

- ✔ Small Businesses
- ✔ Organizations
- ✔ Non Profit Groups
- ✔ Sports Clubs
- ✔ Events
- ✔ Realtors
- ✔ Musicians
- ✔ Gyms
- ✔ Restaurants
- ✔ Schools and many more!

PRICING
INFORMATION

SIMPLER, STRAIGHT FORWARD, COMPREHENSIVE PRICING

Component	BASIC	PREMIUM	PROFESSIONAL
Monthly Subscription	$125	$350	$750
Apps with Package			
Included	3	25	25
Additional Apps (1)	NA	$10/EACH	$10/EACH**
Maximum	3	UNLIMITED	UNLIMITED
App Publishing in Android and IOS	INCLUDED	INCLUDED	INCLUDED
Resubmissions	2/YR/APP	UNLIMITED	UNLIMITED
Discount Per App For Self Publishing	NA	NA	$2
Live 1 X 1 U.S. based WL Set Up Phone Support (2)			
Included	1 HOUR	3 HOURS	UNLIMITED
Cost Per Additional Hour	$35	$25	NA
On-going Technical Support			
Email	UNLIMITED	UNLIMITED	UNLIMITED
Live U.S. Based Phone****	NA	UNLIMITED*****	UNLIMITED*****
Dedicated Phone Support	NA	NA	15 HR/MO*****

Component	BASIC	PREMIUM	PROFESSIONAL
Dedicated Phone Support	NA	NA	15 HR/MO*****
Do-it-Yourself Sign Up Process w/ Recurly Integration	NA	$200/MO	INCLUDED
Business White Label Website (a)	INCLUDED	INCLUDED	INCLUDED
White Label Emulator	$50/MO	INCLUDED	INCLUDED
App Templates (one time charge)	$300	$125	INCLUDED
Marketing Group Webinars	INCLUDED	INCLUDED	INCLUDED
Tool Set Integration			
Intercom	NA	$99/MO	INCLUDED
Segment	NA	INCLUDED	INCLUDED
Custom Plugin Integration Available	NO	YES	YES

(1) purchased in packages of 10 ($100.00 per package)

(2) limited to the first two months

** $8.00 each if self publishing to the stores

***** limited to 15 minute increments for Standard and 30 minutes for Professional

(a) on line video tutorial and email support only

WHAT'S INCLUDED

WHAT'S INCLUDED

What do you get with BuildFire's White Label Platform

Scalability for Your Business

Managing 10's, 100's or thousands of apps is not a trivial task. BuildFire understands your need for efficiency, flexibility and control to scale your business. BuildFire's own DIY platform uses these same capabilities for our daily app management. Here are a few of those features.

Your Brand

Your brand is presented in prominent fashion throughout the product experience for administrators and customer apps. Leverage the presentation of customer app dashboards to recognize your brand, your company, and your support organization!

White Label Super Admin Dashboard

The Super Admin dashboard is where you will spend your time managing your customers apps and customizing the platform for your business needs. You will be able to Create Apps, Clone Apps, Assign Users, Create Templates, Create Custom Configurations and much more....read more as we dive in.

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WHAT'S INCLUDED

These are some of the unique options you will have as a result of using the BuildFire platform, which are essential in letting you decide how you run your business.

Create Custom Configurations

Configurations are where you will be able to turn on and off features for your clients. You define what features a configuration has and then an app is assigned to a configuration accordingly based on your business needs.

Clone Apps and Create Templates

Leverage your time and clone apps or templates for new customers, to speed your deployment and time to revenue.

Assign User Administrators

Delegate and control user (app) administration roles is made easy in the Super Admin Dashboard. Want more options for administrators? Click-options are easily managed on your branded dashboard.
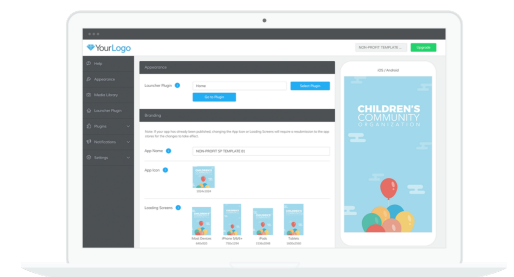
Fully Automated Do-It-Yourself Sign Up Process

Just like how people can sign up for a free trial and become a paid user on BuildFire, you have this option for your business. You define the templates users can choose from when creating an app, as well as what pricing plans they can sign up for when they choose to upgrade. All of this is done automatically and is a great way to scale your business.

WHAT'S INCLUDED

What do you get with BuildFire's White Label Platform

White Label Emulator / App Previewer

When you're selling apps to a customer, being able to preview apps on a phone with them can be a critical step in the sales process. Your emulator will be branded as your own and you will be able to preview any app in your system on any device. (iOS or Android)

White Label Support Videos

When your customers are building and managing their apps, they are going to come across questions, that's why we built an entirely white labeled knowledge base that they can access from within the platform.

App Publishing

Let us handle the technical side, we remove the time consuming burden of submitting apps to the App Store and Google Play for Free. If you would like to submit your own apps, discounts are available.

Business Website

To get you up and running even quicker, we have a White Labeled business website for you. It's included on all of our plans and a great way to establish your business.

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WHAT'S INCLUDED

Powerful Integrations

Recurly

The same billing system that powers BuildFire and thousands of other Enterprise level businesses is completely accessible to you. If you are looking to leverage our Automated DIY Sign Up Process, this is a great way to manage all of your subscriptions. All you need to do is add your API key and you're ready to start billing customers

www.recurly.com

Segment

For those who care about their data, Segment is one of the most powerful analytics tool out there. We provide you with numerous in app analytics such as when users create apps, add plugins, view pricing pages...etc. You can send those events to hundreds of tools for analytics, marketing, and data warehousing.

www.segment.com

The Intercom

Customer support is essential to running any business. That is why we integrated with one of the best support tools on the market. You can provide in app support and email support through Intercom.
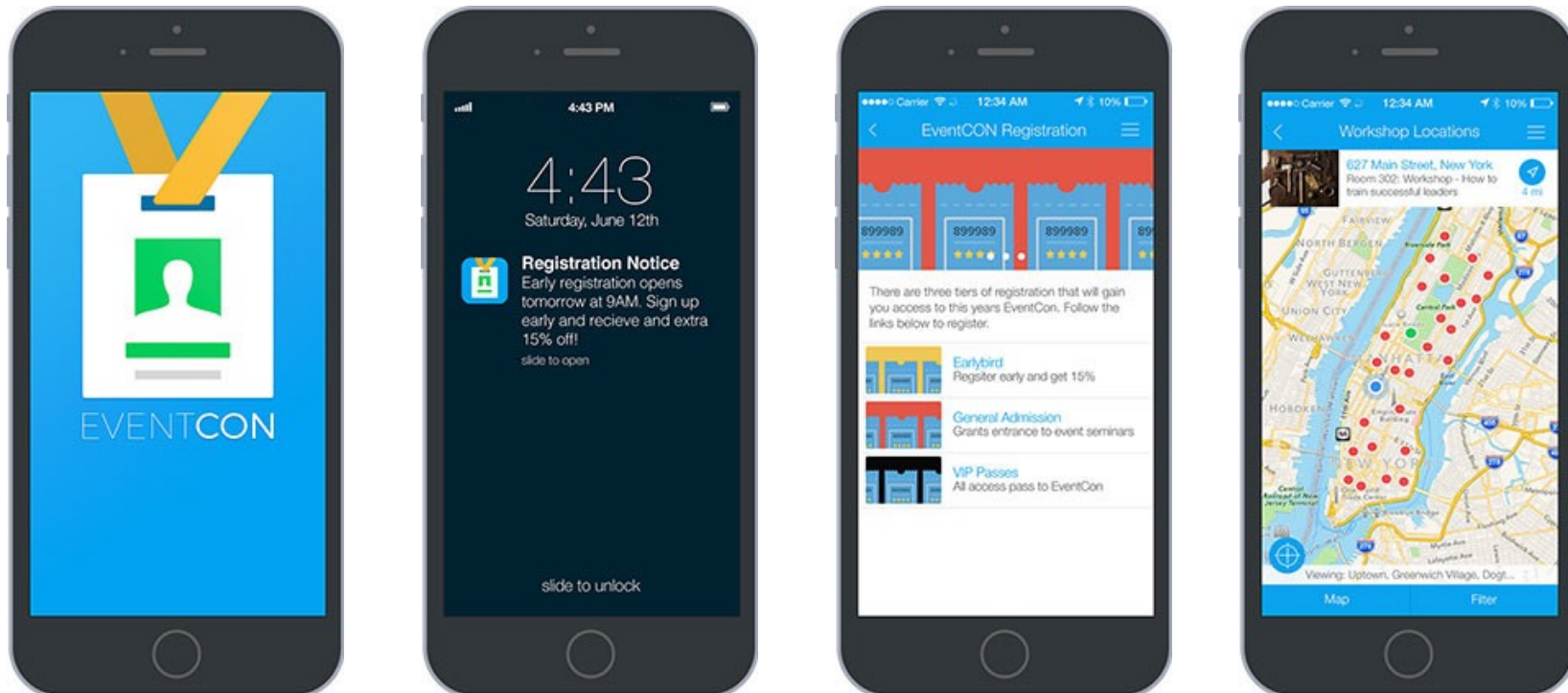
www.intercom.io

WHAT'S INCLUDED

What do you get with BuildFire's White Label Platform

Template Library

All of the many templates we utilize are available to you. They are a great way to get a head start on your apps and shorten the time it takes to build apps for your customers.

CUSTOMER SUPPORT

DEDICATED WHITE LABEL CUSTOMER SUPPORT

Managing Live U.S Customer Support

Like we mentioned earlier, we are committed to you success! That is why we have a dedicated White Label support staff to help you if you ever encounter any issues. Our support team is all U.S based and available via phone and email to assist you.

Dedicated Phone Support

For those on our highest plan, you will have a support agent assigned directly to you to prioritize your needs to ensure the quickest resolution time.

One on One Set-Up and Training

Making sure you're up to speed on the platform is critical to your success. When you sign up for our White Label program we will do a one on one training session where we will teach you the ins and outs of the platform and give you advice on some best practices for your business.

Marketing Support

Join us on one of our marketing webinars and get equipped with the latest actionable tips to grow your business. We also provide you with marketing materials so you can get to selling as quickly as possible. With all of this support you are destined for success!

DEVELOPER PORTAL

DEDICATED PORTAL

Build Custom Functionality With the BuildFire SDK

Create truly custom and powerful apps for your customers. One of the biggest advantages you get with working with the BuildFire platform is that we don't box you in like other platforms. With other platforms you are limited to the functionality they provide, we make it so you can create your own custom plugins just like any of our built in plugins. This is great if you are working in a particular niche or industry where you have a specific feature you would like to offer.

Additionally, the way our plugins are developed are very cost effective for you. Instead of needing to develop it twice for Android and iOS, you just need to develop it once and let us handle all of the cross platform support. Since our SDK is built using web based technology, it give you endless options on the developers you are able to work with.

Alternatively if you would like work directly with us for custom development projects we can handle everything end to end for you and provide a turnkey solution.

AWARD WINNING
FEATURES

AWARD WINNING FEATURES

Unlimited Custom Features

With the BuildFire platform, we give you the ability to add custom functionality to your app in addition to our ready built features. We blend the power of drag and drop mobile app building, with the option to dive deep and customize endlessly. With our development program you can leverage your development team or ours to create any custom functionality desired.

SMARTPush™

Send specific user groups targeted Push Notifications.

SMARTSync™

Update your app without resubmitting to the app store.

Social Walls

Create your own in app social network.

Mobile Shopping

Instantly turn your Shopify account into a mobile shop.

Loyalty Program

Keep your most loyal customers coming back with incentives.

Multimedia

Include Podcasts, YouTube, Vimeo, MP3's and Videos

AWARD WINNING FEATURES

Places and Locations

Create a directory of locations with info and directions.

Web View

Connect to anything on the web inside the app.

Source Code Editors

Easily include any custom HTML or iframes.

RSS Reader

Instantly sync your RSS feeds right into the app.

Event Calendars

Create manual events or sync your in Google Calendar or iCal feed.

Contact Information

All your business info at the touch of a button

buildfire

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