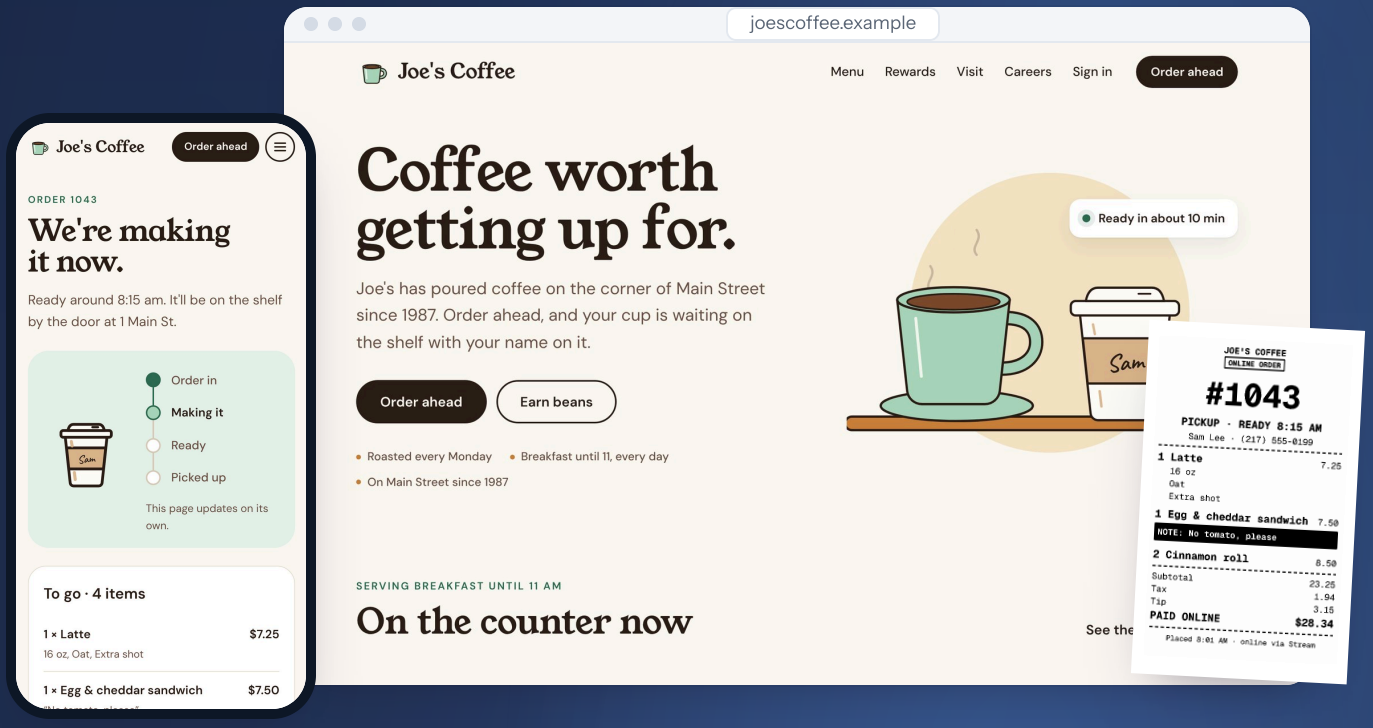
stream

FEATURES GUIDE · NOVEMBER 2026

How Stream works

Everything a Stream website does for your business, explained from your side and from your customers'.



Your own website

Designed from scratch for your place, with a menu you keep current from your phone.

Orders and payments

Customers order and pay on your website. The money goes to your own Stripe account.

Looked after

Stream builds it, hosts it, keeps it running and changes it when you ask.

ABOUT THIS GUIDE

What's in here, and how to read it

Stream gives a local business its own website, designed for it from scratch, with everything behind it that a busy place needs: a menu you keep current from your phone, online ordering and payments, tickets in the kitchen, rewards for regulars and forms that arrive organized. This guide goes through all of it, one feature at a time.

Two sides to every feature

Most of what Stream does has a side your customers see and a side you see. Where it helps, a chapter shows both.

FOR YOU

What you and your staff see in your business portal, on the kitchen printer and on the iPad, and what you do there.

FOR YOUR CUSTOMERS

What people see on your website and in their email, and what they do there, from finding your menu to picking up their order.

One example, all the way through

The pictures follow one made-up coffee shop, Joe's Coffee on Main Street, and one order: number 1043, placed by Sam Lee at 8:01 one morning, for a latte, an egg sandwich and two cinnamon rolls. You'll see that order on Sam's phone, on the kitchen ticket, on the iPad, in the business portal and in the emails it sets off. A second made-up restaurant, Ember & Rye, shows how differently two Stream websites can look. Both are demonstration websites: every business, person, number and order in this guide is invented.

The pictures are taken from Stream's demonstration websites and drawn from Stream's own screens, so what you see is what you get. Words in bold, like **Mark ready**, are buttons and labels as they appear on screen.

What the labels mean

Not every feature is on every website. A label at the top of each chapter, and next to some features, says where you'll find it.

Every website	On every Stream website, Basic or Full.	Full	On Full websites, which take orders and payments online.
Basic	On Basic websites, which show your live menu and bring in calls, visits and messages.	Optional	Switched on when you want it.
Shops	For businesses that sell products rather than food.	Stream does it	Stream sets it up, or changes it for you when you ask.
Coming soon	Being built. Not on websites yet.		

THE SHORT VERSION

Six things Stream does for your business

If you read one page, read this one. Each of these has its own part of the guide.

A website that's yours

Designed from scratch around your place: your colors, your type, your photos and your words. Nothing that looks like the restaurant next door, and it works beautifully on a phone.

Orders without commission

Customers order and pay on your website. The money goes into your own Stripe account and on to your bank. Stream takes nothing from your orders.

Straight to your kitchen

Each order prints on the ticket printer Stream provides or one you already have, rings on a tablet or computer, or goes into the Square or Clover you already use. Sales at your counter on Stream POS get there too, and alerts make sure none slips by.

Your menu, from your phone

Sold out, a new price or a new dish shows on your website the moment you save it. Every change is kept, with who made it, and can be put back.

Regulars who come back

Accounts, a rewards program in your own words, **Order again** in one tap, a Monday email with your numbers and, if you want it, a Google review request the day after.

Looked after for you

Stream builds and hosts your website, sets up your web address, keeps it all running and makes the changes you ask for. You run your place.

$0
Stream's share of your orders. Only Stripe's card fee comes out of each payment.

4 ways
for orders to reach your kitchen: printer, order screen, Square or Clover.

2 days
Usually, from a customer's payment to money in your bank.

1 tap
to mark a dish sold out, from your phone or the kitchen's order screen.

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WHAT THIS GUIDE ISN'T

It isn't a price list or a contract. Your quote says what your plan costs and includes, and your Services Agreement and your website's terms say what's promised. When you sign up, you also get a step-by-step owner guide for your kind of website, which **Help** opens from any page of your business portal.

PART 1

Stream at a glance

What Stream is, how one order travels through it from a customer's phone to your bank, and the two kinds of website it builds.

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CHAPTER 1

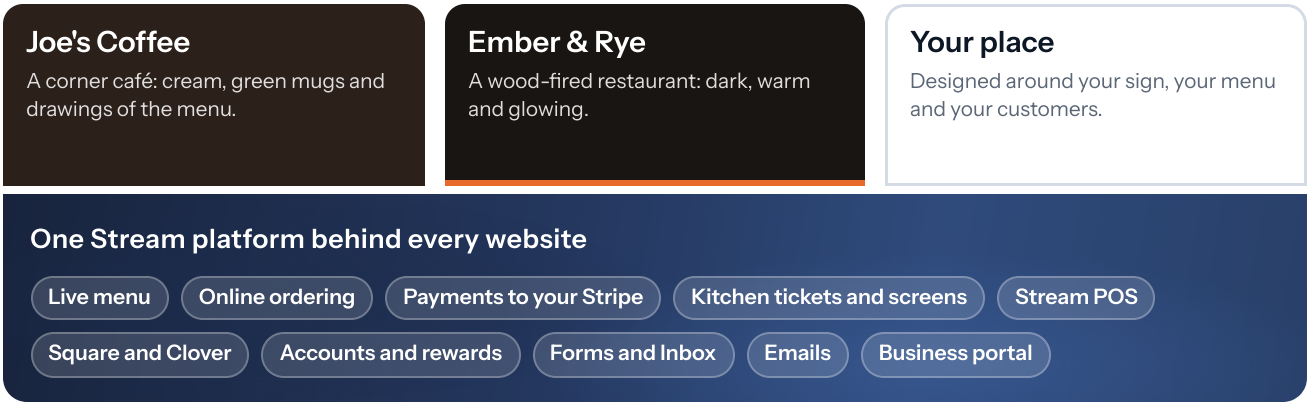
What Stream is

Stream builds websites for local businesses, mostly restaurants, cafés and shops, and runs everything behind them. Each website is designed from scratch for its business. The menu, ordering, payments, kitchen tickets, rewards and forms behind it are shared by every Stream website, tested and kept up to date for all of them at once.

A custom website on a shared platform

Local businesses usually choose between two kinds of website. A template looks like thousands of others and leaves the hard parts to you: a menu you retype by hand, an ordering page from another company, a form that sends an email and nothing else. A fully custom website looks the way you want, but every feature has to be built and then maintained by someone, and it costs accordingly.

Stream does both halves. The part customers see, your website's design and words, is made for your business alone. The part that does the work is one platform that every Stream website shares. When Stream improves how menus, orders or payments work, every website gets the improvement, and none of it is yours to maintain.



Two made-up businesses from this guide, and yours. The designs share nothing. The platform underneath is the same.

Who does what

Stream does the technical work and the setting up. You do what only you can do: run the kitchen, keep the menu honest and look after your customers.

YOU	STREAM
Take and make the orders	Designs, builds and hosts your website
Keep your menu current: prices, sold-out items, new dishes	Sets up your web address, hours, sales tax and ordering
Connect your own Stripe account, once	Sets up your rewards program, promo codes and forms
Choose how orders reach your kitchen	Changes words, photos, pages and the look when you ask
Answer messages and add your staff	Keeps everything running, secure and up to date

What it costs, and what it doesn't take

Stream is one monthly plan, paid by card from your business portal. Your quote says what it includes. Stream takes nothing from your orders: there's no commission and no fee per order. When a customer pays by card, Stripe, the payment company, keeps its standard card fee and sends the rest to your bank.

> **WHY IT MATTERS**
> Ordering and delivery apps usually take a share of every order. Orders on your own website keep that share with you, and your customers stay your customers: their accounts, orders and messages belong to your website, not to an app that also shows them your competitors.

Who it's for

Independent restaurants, cafés, bakeries and delis, and shops that sell products, such as a furniture store. Stream fits best where the menu or catalog changes, where regulars come back, and where a busy kitchen or counter needs orders to arrive clearly and on time. It has no features made for one kind of business only: a bakery, a taqueria and a furniture store use the same tools, set up for how each one works.

CHAPTER 2

One order, start to finish

Here's what happens when Sam Lee orders breakfast from Joe's Coffee at 8:01 on a weekday morning, who sees what along the way, and what nobody has to do by hand.

● Full

8:00 CUSTOMER

Sam opens the menu on a phone

A latte (16 oz, oat milk, an extra shot), an egg & cheddar sandwich with "No tomato, please", and two cinnamon rolls. Each item asks for the choices it needs, and the price adds up as Sam picks.

8:01 CUSTOMER

Sam pays: $28.34, with a $3.15 tip

By card, or with Apple Pay or Google Pay. The payment goes into Joe's own Stripe account. Seconds later, Sam has a confirmation email and a page that follows the order.

8:01 KITCHEN

The ticket prints, the iPad rings

The kitchen printer prints ticket 1043 with a beep, the iPad on the counter rings, and the order appears on the Orders page of Joe's business portal. If Joe's used Square or Clover, it would show up there too, already paid.

8:02 KITCHEN

Maria accepts it with one tap

On the iPad, Maria taps a ready time. Sam's order page changes to "We're making it now." Had the printer been out of paper and nobody accepted the order within three minutes, the iPad would have rung faster and Joe would have had an email.

8:14 KITCHEN

Ready

Maria taps **Ready**. Sam gets an email: come to the counter and give the name on the order.

8:16 CUSTOMER

Picked up

Sam picks it up and Maria taps **Picked up**. Sam has earned 2,325 beans, Joe's name for rewards points, toward a free latte.

Next day CUSTOMER

A short email asks Sam for a Google review

Only if Joe has turned review emails on, and never more than once every 90 days.

2 days BANK

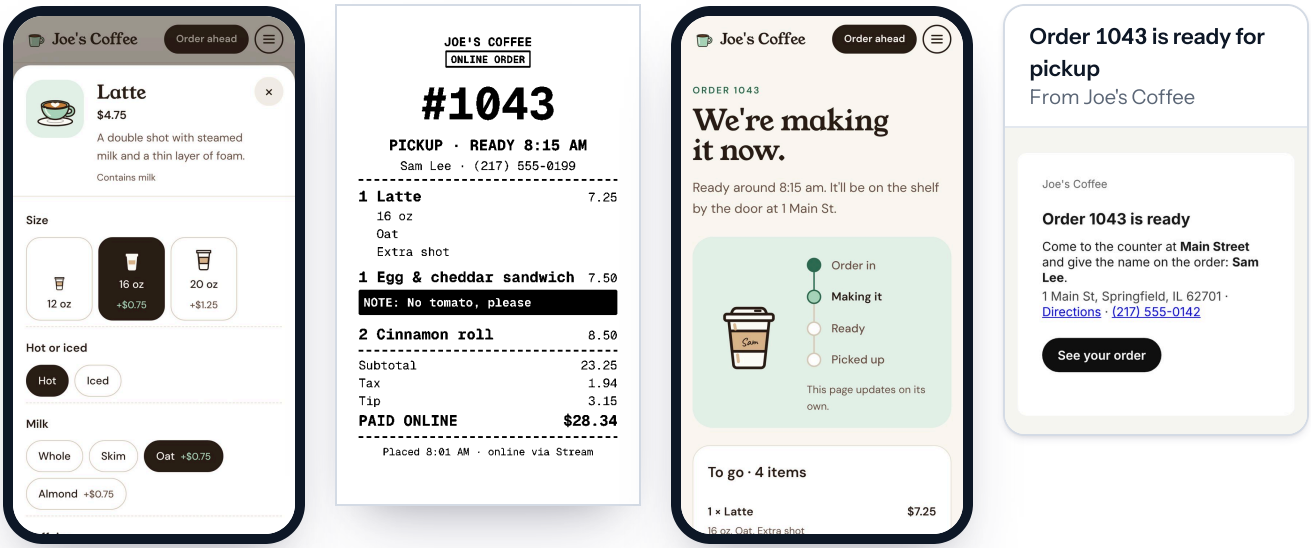
The money reaches Joe's bank

Stripe pays it out by itself, usually about 2 business days after the payment, less its card fee. Stream takes nothing.

Monday OWNER

Joe's Monday email counts it

Last week's orders and sales next to the week before, new and returning customers, and the best sellers, with lattes on top.



Order 1043. The latte Sam picked, the ticket that printed in the kitchen, Sam's order page while it was being made, and the email when it was ready. The pictures in Parts 3 and 4 show each step in full.

What nobody had to do

- Nobody took the order by phone, read it back or typed it into a register.
- Nobody had to handle the money: it was paid before the kitchen started.
- Nobody had to text or call Sam to say it was ready.
- Nobody had to remember Sam's points, or to ask for a review.
- Nobody had to add up the week: the numbers came by email on Monday.

CHAPTER 3

Full or Basic

Stream builds two kinds of website. A Full website takes orders and payments. A Basic website shows your live menu and brings people in to call, visit or write, the way they do today. Both are designed as carefully, and you can move from Basic to Full whenever you're ready.

WHAT YOUR WEBSITE HAS	BASIC	FULL
YOUR WEBSITE		
Designed from scratch for your business	✓	✓
Made for phones first, then tablets and computers	✓	✓
Your hours, closures, address with directions, and a call button	✓	✓
A privacy page in your business's name	✓	✓
An address of its own, like yourbusiness.stream-holdings.com	✓	✓
YOUR MENU		
A live menu you change yourself, with Sold out	✓	✓
Photos, descriptions, dietary tags and allergens	✓	✓
Menus by time of day, like Breakfast or Weekend brunch	✓	✓
Your menu in more than one language	✓	✓
ORDERS AND PAYMENTS		
Online orders for pickup, curbside, dine in or delivery	–	✓
Orders for now or for later	–	✓
Cards, Apple Pay, Google Pay and Link, paid to your own Stripe account	–	✓
Orders on a kitchen printer, an order screen, or in Square or Clover	–	✓
An order page and order emails for customers	–	✓
An order button that opens the ordering page you already use	✓	–
Stream POS at your counter, with a card reader, if you want it	✓	✓

	Basic	Full
CUSTOMERS		
Customer accounts and **Order again**	–	✓
A rewards program in your own words, and promo codes	–	✓
Google review requests by email, if you want them	–	✓
MESSAGES AND YOUR BUSINESS PORTAL		
A contact form, and forms for catering, events or jobs	✓	✓
Inbox, Menu, Team and Billing in your business portal	✓	✓
Orders, Kitchen, Customers and Payouts	–	✓
Stock and inventory, if you want it	–	✓
A Monday email with last week's numbers	–	✓
GETTING FOUND		
Your name, address, phone, hours and holiday closures given to Google on every page, kept current from your portal	✓	✓
Your whole menu, with prices, written into your menu page for Google	✓	✓
A counter card and stickers with a QR code to your menu	✓	✓

Which one is right for you

BASIC FITS WHEN

- Most of your orders come by phone or at the counter, and that works.
- You want customers to see a menu that's always right, with prices and Sold out, before they call or come in.
- You already take online orders somewhere else and want a button that opens it.

FULL FITS WHEN

- The phone rings through the rush, and orders get misheard or lost.
- You pay an ordering or delivery app a share of every order.
- You want regulars to earn rewards and order again in a tap.

Starting Basic, moving to Full

Plenty of places start with Basic, because it changes nothing about how they take orders. When you're ready to take orders online, tell Stream. Your website is switched over, and on your side it takes about 15 minutes to connect a Stripe account, a few minutes to choose how orders reach your kitchen, and one test order. Your design, your menu, your messages and your web address all stay as they are.

PART 2

Your website

How your website is designed, what's on it, how your menu shows up for customers, and how people find you on Google and everywhere else.

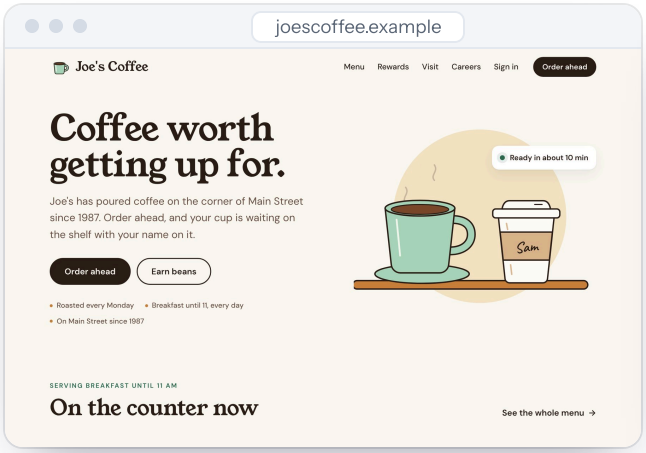
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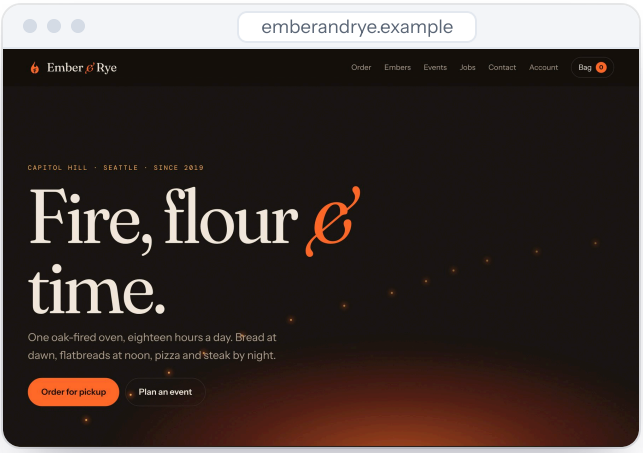
CHAPTER 4

Designed for your place

No two Stream websites look alike. Each one is designed from scratch for its business, then built on the same platform, so the look is yours and the hard parts are already done.

● Every website ● Stream does it





Two places, two designs. Joe's Coffee is a corner café, drawn in cream and mug green. Ember & Rye is a wood-fired restaurant, dark and glowing like its oven. Their menus, checkouts, kitchens and rewards run on the same Stream platform.

How the design is made

1. **Stream starts from what you have:** your sign and your colors, your menu, your photos, your current website if there is one, and what your customers come in for.
2. **A website is designed around it:** the colors, the type, the layout, the photos or drawings, and the words, written for your place in plain language.
3. **You look it over** on your Set up page and tap **Looks good**, or **Ask for changes** to say what you'd like different. If Stream made two versions, you pick the one you like.
4. **After you're live,** new words, photos, pages or a new look are a message away (chapter 24).

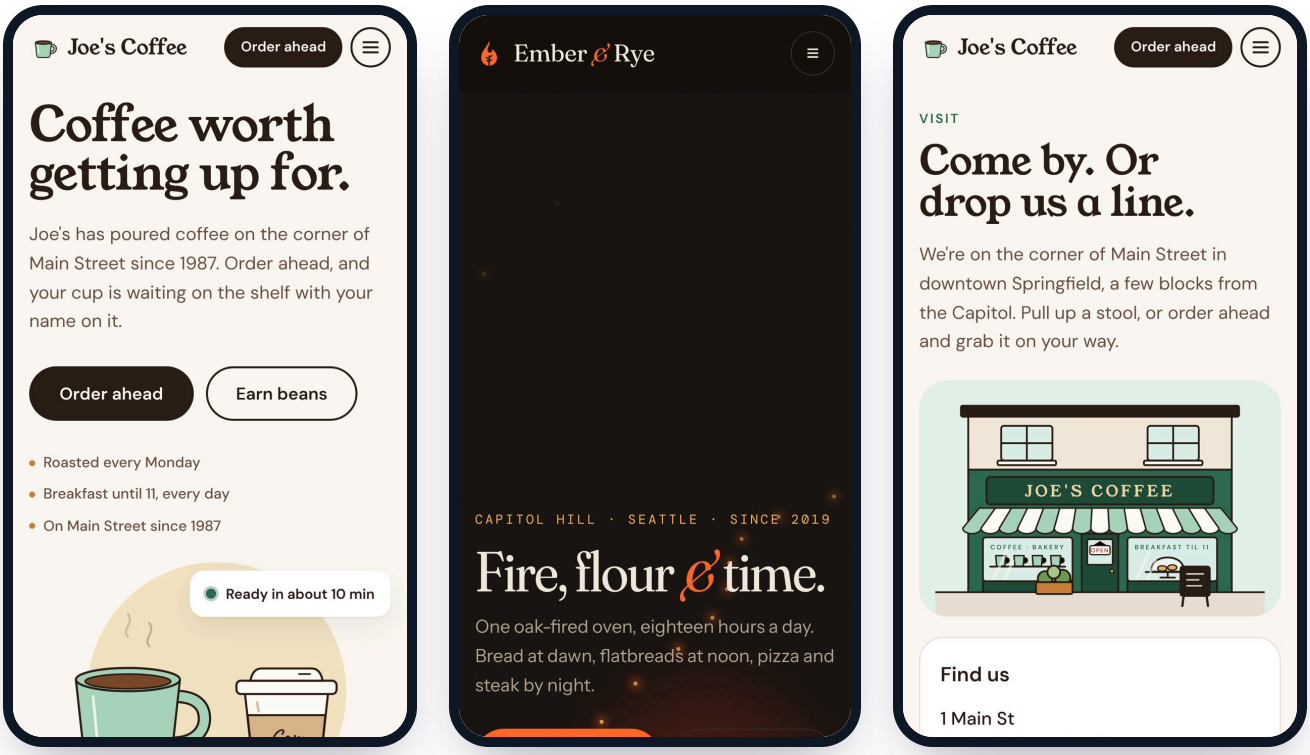
Pages your website can have

PAGE	WHAT IT'S FOR	WHERE
Home	Who you are, whether you're open right now, and a clear way to order, call or visit	● Every website
Menu	Your live menu, section by section, with today's prices and what's sold out	● Every website

Visit or Contact	Your address with directions, hours, phone and email, and a contact form	Every website
Catering, events or jobs	Forms that ask for what you need: a date, a head count, a budget, a resume	Every website
Checkout and order pages	Paying, then following the order until it's ready	Full
Rewards and Your account	How your rewards work, and each customer's points and past orders	Full
Store policies	Returns, delivery and special orders	Shops
Privacy and Terms	Your privacy notice, and your ordering terms when you take orders	Every website
Accessibility	What the website's last accessibility test found, and how to get help	Optional

Made for phones first

Most customers find you on a phone, often on the sidewalk or in a parked car. Every page is designed for a phone first, then for a tablet and a computer. Buttons are big enough to tap, the call button dials your shop in one tap, the address opens directions, and the menu and checkout work with one hand.



On a phone. Joe's home page, Ember & Rye's, and Joe's visit page, with the address, the phone number to tap and a form for questions.

Quick to open

Pages are built ahead of time and served from Cloudflare's worldwide network, so they open quickly, even on a weak connection. Your menu, hours and what's sold out load live on top, so what customers see is always current.

Hours that are always right

Your website shows whether you're open now and until when, from the same hours checkout uses. A closure in the next four weeks shows on its own line, such as "Thursday, Nov 26 · Closed", so nobody makes a wasted trip. Stream sets your hours with you and adds holiday closures when you ask.

Made for everyone

Websites are built to work with a keyboard, a screen reader, zoom and reduced motion. A website can have an accessibility page that says, with a date, what its last test found and how to get help when something doesn't work. Websites with that page are tested again each time they're updated.

In your words, and in your customers' languages

Your rewards points can have their own name, like beans at Joe's or embers at Ember & Rye. Your menu can be in more than one language: customers get a switch, such as English and Español, and anything you haven't translated yet shows in English.

Before you sign up: a concept website

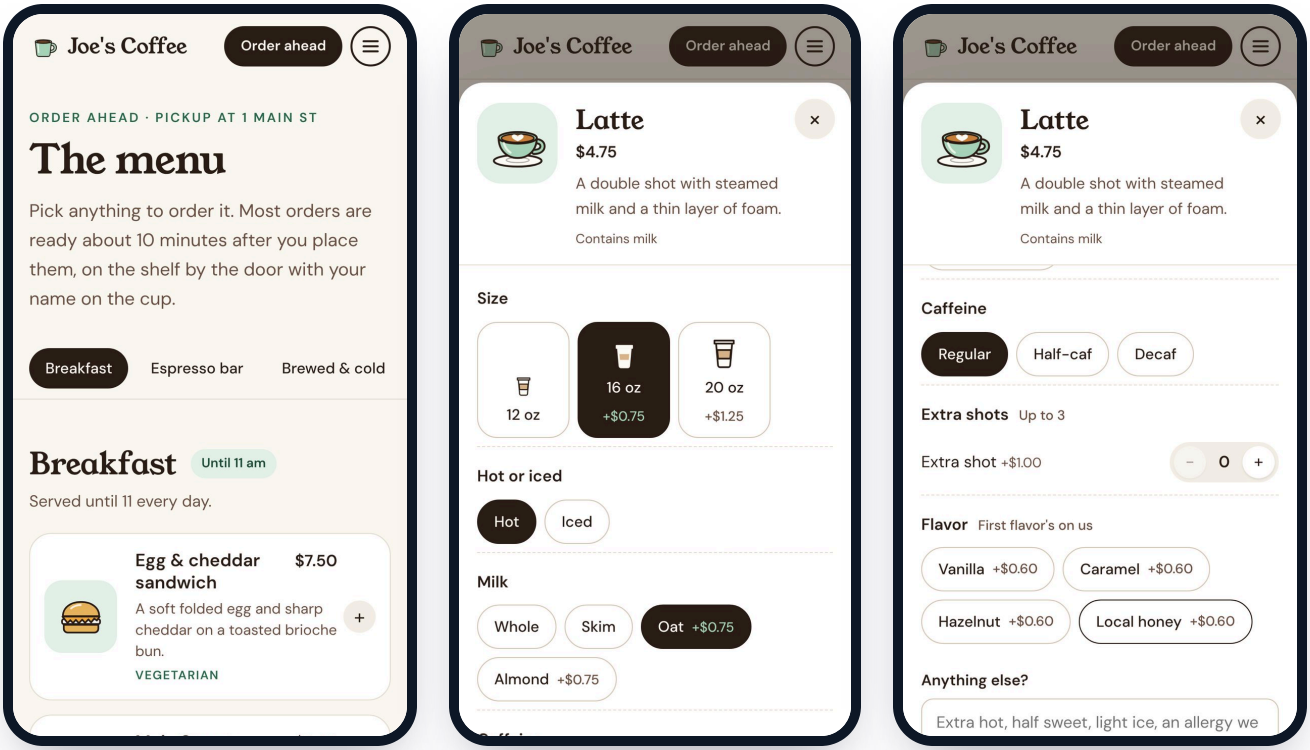
Stream often builds a concept of your website before you've signed anything, so you can see it on your own phone. A concept website has a banner saying so, can't take orders and is kept out of search engines. When you sign up and finish your setup steps, the banner comes off and your website goes live by itself (chapter 21).

CHAPTER 5

Your menu, online

Your menu is the heart of your website. Customers see it live, exactly as it is in your business portal at that moment: today's prices, what's sold out, and what's being served at this hour.

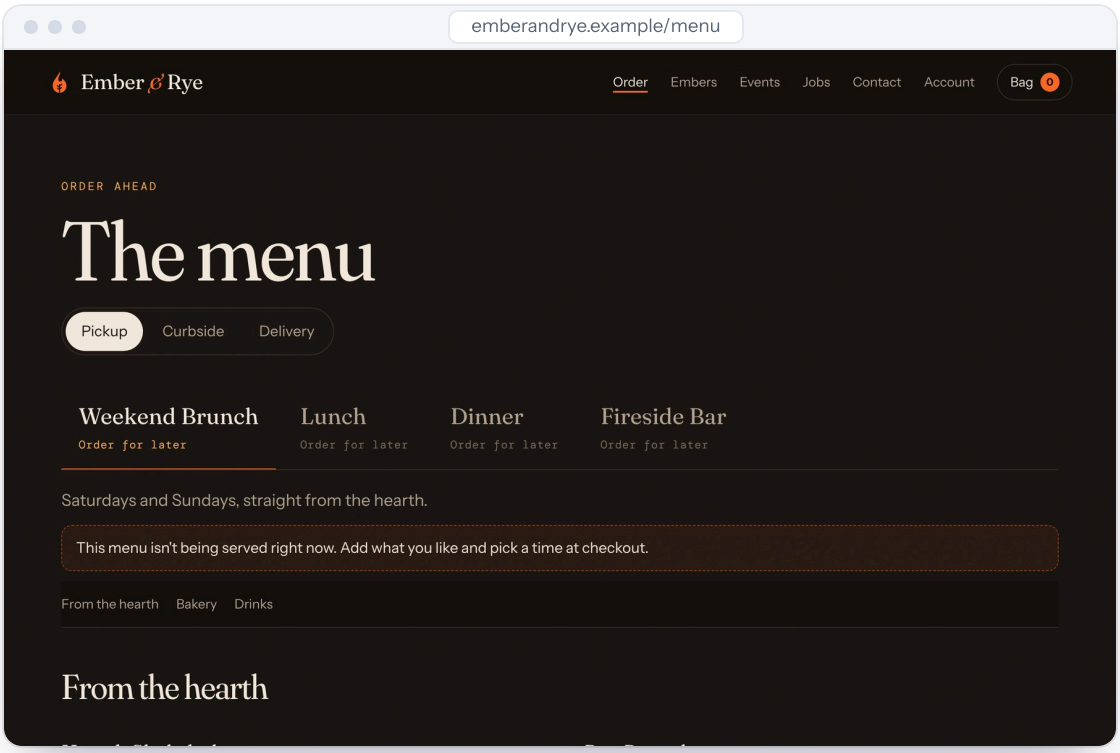
● Every website



Joe's menu. Sections with a note under each, like "Served until 11 every day", and dishes with tags such as Vegetarian. Tapping the latte opens its choices: sizes with their extra charge, hot or iced, milks, caffeine, up to three extra shots, flavors, and a box for anything else.

What customers see

- **Sections**, like Breakfast, Espresso bar or Bakery, each with a short note under it, such as "Every steak comes with two sides."
- **Each dish** with its price, description and photo, and tags such as Vegetarian, Vegan or Contains milk. Calories and allergens show when you add them.
- **Sold out**, plainly marked, so nobody orders or calls for something you don't have today.
- **Menus by time of day**, like a Breakfast menu served until 11, a weekend brunch or a late-night menu, each with its own hours. A dish can also be served only at certain times, like a soup of the day on Fridays.
- **Your menu in another language**, with a switch at the top for customers to pick.



Menus with their own hours. Ember & Rye has a Weekend Brunch, Lunch, Dinner and a Fireside Bar menu. Outside brunch hours, the brunch menu says so, and customers can still choose dishes from it and pick a time at checkout.

Choices that work like your counter

Each dish can come with choices, set up the way you'd ask at the counter: a size, hot or iced, which milk, a side, how a steak is cooked. On a Full website, they're what customers pick when they order (chapter 7). Choices can be:

- **Required or optional.** A size can't be skipped. Extras can.
- **Limited.** Exactly one, "pick 2 sides", or "up to 3 flavors", and the same choice picked more than once where it makes sense, like extra shots.
- **Priced.** An extra charge, or a price that changes with size, like extra cheese on a large. Some can be free up to a number, like two toppings included.
- **Picked for them.** A usual choice already chosen when the dish opens, like whole milk, which customers can change.
- **Nested.** A choice that asks its own question, like a side salad that asks for the dressing.
- **Sold out on their own.** Out of oat milk today? Mark just that choice sold out, and it comes back by itself the next morning.

ON A BASIC WEBSITE

A Basic website shows the same live menu, with prices and Sold out, without the ordering. Next to it are your call button, your address with directions and your contact form, so people know what you have before they call or come in. If you already take orders on another company's ordering page, a Basic website can have an order button that opens it.

Kept current by you, in seconds

Because the menu is live, a change you make in your business portal shows on your website the moment you save it. Nothing needs rebuilding, and nobody needs to be asked. Chapters 14 and 15 show how: a price, Sold out, a new dish, or a whole new menu brought in from a spreadsheet, a photo of your printed menu or your Square.

FOR YOU

- One menu to keep current, in one place, for your website and your kitchen.
- No more paying for something you can't make: sold-out dishes can't be ordered.
- Every change is kept, with who made it, and can be put back.

FOR YOUR CUSTOMERS

- The real price, before they call, come in or pay.
- No disappointment at the counter over something sold out.
- Dietary tags and allergens where they need them, in their language.

CHAPTER 6

Getting found on Google

Most people find a local business through Google Search and Maps. Stream does the groundwork on every website, and walks you through the parts only you can do, like your Google listing.

Every website

What every website does today

- **Tells Google who you are.** Every page gives Google your business's name, address, phone, hours, holiday closures and menu link, in the structured form search engines read. The hours, closures and phone come from your portal, so a change there reaches your website within about five minutes.
- **Puts your whole menu where search engines can read it.** Your menu page carries every dish on your menu with its description and its price, or a price for each size, as menu data for Google and as plain text for search engines that don't run the page's scripts.
- **Helps Google find every page.** A live website has a sitemap of its public pages, and search settings that let search engines read them all.
- **Names one main address for each page.** On a live website, every page tells Google its main address, so a link with tracking tags added, or an older address, counts as the same page instead of a second one.
- **Keeps private pages out of search**, such as accounts, the cart, checkout and order pages.
- **Gives every page a title of its own**, like **Menu · Joe's Coffee**, so each one shows up under its own name.
- **Opens fast and works well on phones**, which Google looks for when it ranks pages.
- **Has an address of its own**, like yourbusiness.stream-holdings.com, for your Google listing to link to. Your own web address is coming soon (chapter 23).
- **Keeps unfinished work out of search.** A concept website is hidden from search engines until it goes live, so an early version never shows up for your name. About a minute after it goes live, it opens to search engines by itself.

Google decides when it reads your pages again and what it shows, so a change can take a few days to appear in search. Stream makes sure that what Google reads is complete and right.

Your Google listing: the step that matters most

Your Google Business Profile, the box with your hours, photos and reviews in Search and Maps, is where many customers decide. Once your website is live, Home in your business portal lists this as a next step, **Set your website as your Google listing's pickup link and menu link**, with your exact links:

1. Sign in to the Google account that manages your listing, open your Business Profile and choose **Edit profile**.
2. On a Full website, under **Food ordering**, add the link to your menu page and mark it **Business preferred**, so Google puts your own website first when people choose where to order.
3. Under **Contact**, put your website's address in **Website** and your menu page in **Menu link**.
4. Save on Google, then tap **Mark as done** in your portal.

Google may also copy your menu from your website into your listing. When it shows more than one menu for you (**Edit menu**, then **Full menu**), choose the one from your website: it follows the menu you keep in Stream.

If you've never claimed your listing, Google first asks you to prove you run the business. Changes can take a few days to show.

Reviews

Google says that the number of reviews a business has, and their ratings, are part of how it ranks local businesses, and they're a big part of whether people choose you. An optional email asks every customer for a Google review the day after they order (chapter 20), the honest way, as Google's rules require.

Everywhere else people look

WHERE	HOW
Facebook	On your business's Page, edit its details and add your web address under Website.
Instagram	Tap Edit profile, then Links, then Add external link.
Yelp	In Yelp for Business, edit your business information and add your website.
In your shop	Print your address on menus, receipts, takeout bags and the front door. Stream can also make you a counter card (4 by 6 inches) and stickers (3 by 3 inches), each with a QR code that opens your menu, ready to print: "Order ahead" on a Full website, "Scan for our menu" and "Then call it in" with your phone number on a Basic one.

PART 3

Ordering and payments

How customers order and pay on a Full website, how the money reaches your bank, and the emails that keep customers in the loop.

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8	Getting paid	Page 26
9	What customers hear from you	Page 29

CHAPTER 7

How customers order

Ordering on a Stream website takes about a minute on a phone. It knows your menu, asks what you'd ask at the counter, quotes a ready time your kitchen can keep, and takes payment before the kitchen starts.

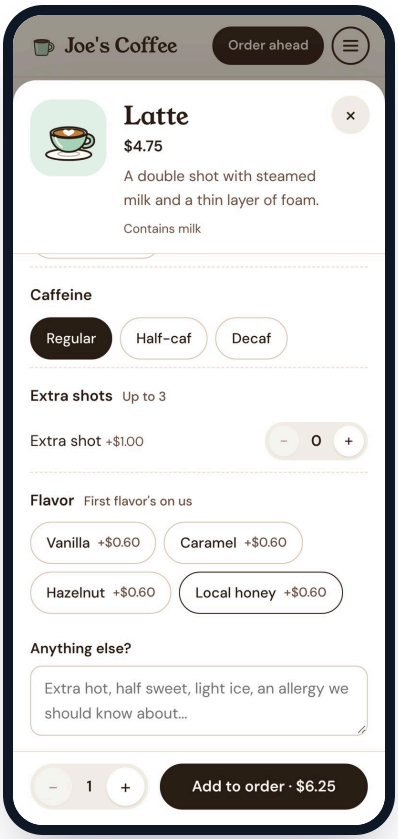
● Full

1. Pick from the menu

Customers start from the menu, or from **Order ahead** on your home page. Tapping a dish opens it with its choices, required ones first, each with its extra charge, and the price on the button adds up as they pick.

A dish can't go in the order until its required choices are made, so the kitchen never gets a latte without a size. Sold-out dishes and sold-out choices can't be picked at all. A box under the choices takes anything else, like "Extra hot" or an allergy to watch for, and it's printed on the ticket.

Items that need an age check, like a cocktail, are marked, and checkout asks customers to confirm they're old enough before they pay. Items can also be limited to some kinds of orders, like no alcohol for delivery, or to a most-per-order.



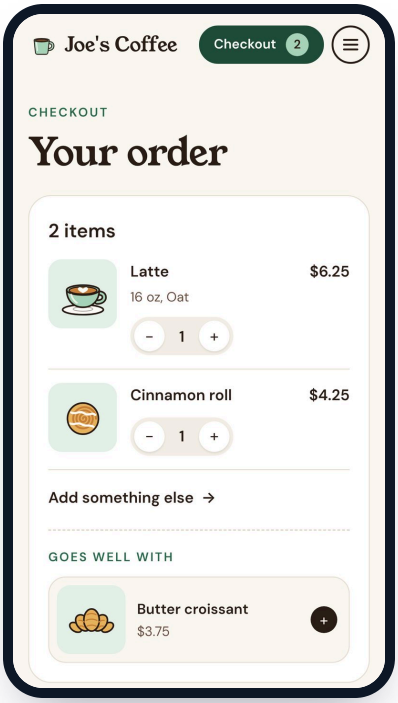
The latte, further down: up to three extra shots, flavors and a box for anything else. The button shows the price so far.

2. Check the order, and choose how to get it

The order shows each item with its choices and price, with plus and minus to change how many. Your website can suggest something that goes well with what's in it, like a croissant with a latte, which customers add in one tap.

Then customers choose how they'll get their order, from the ways you offer:

Pickup	They come to the counter and give the name on the order.
Curbside	They say what car they're in, park outside and call, and someone brings it out.
Dine in	They order for here, with their table number where you have them, and you bring it over or call their name.
Delivery	By your own drivers, to the ZIP codes you deliver to, with your delivery fee and minimum order. Checkout tells customers when an address is outside your area.



Joe's checkout: two items, quantities, and a croissant suggested with them.

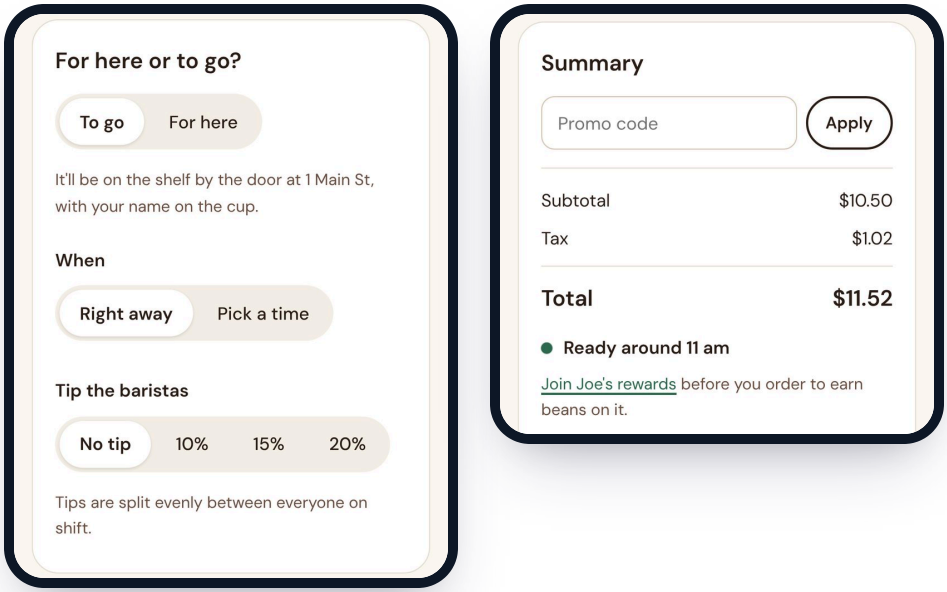
3. Now, or later

Customers choose **Right away**, with the ready time your kitchen usually needs, or **Pick a time**, from times you're open, up to as many days ahead as you allow. Outside your opening hours they can still order for later, if you offer it, and a menu that isn't being served right now can be ordered from for a time when it is.

If lots of orders land in the same few minutes, the next ones are quoted a later ready time by themselves, so your kitchen is never promised more than it can make. Stream sets your ready times, how far ahead people can order and how many orders your kitchen can take at once, with you.

4. Tip, promo code, rewards, and the total

- **Tips.** Choices you set, like 10, 15 or 20 percent, or no tip. Tips come to you with the payment.
- **Promo codes.** Codes Stream sets up with you: a percent or an amount off, for orders over an amount, between two dates, for a limited number of uses, or once per customer. A code that doesn't apply says why, such as "You've already used this code."
- **Rewards.** Signed-in customers see how many points the order will earn, and can use a reward they've earned, like a free drink (chapter 18).
- **The total, in full.** Subtotal, any discount, a service fee if you charge one, the delivery fee on its own line, tax and tip. Customers see exactly what they'll pay before they pay it.



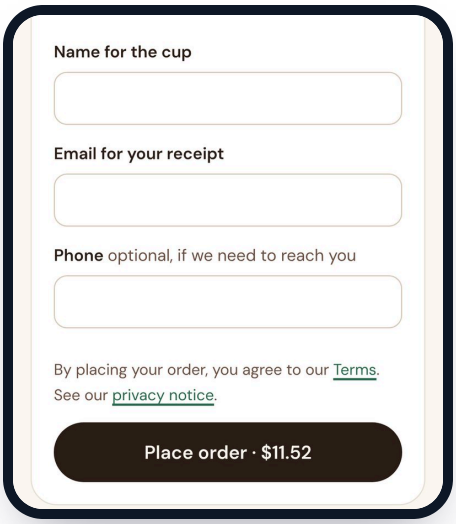
At Joe's checkout. For here or to go, when, and a tip. Then the summary: a promo code box, the subtotal, tax and total, the ready time, and an invitation to join Joe's rewards before ordering to earn beans on it.

5. Pay

Last come the name for the order, an email for the receipt, and a phone number in case you need to reach them. Customers pay by card on a payment form that Stripe provides, so card numbers go straight to Stripe and never touch your website or Stream.

Once your website is live and your Stripe account is connected, Apple Pay, Google Pay and Link, Stripe's saved-card checkout, let customers pay with a tap.

Your ordering terms and privacy notice are linked right above the button, and checkout shows the total on the button itself, like **Place order · $11.52**.



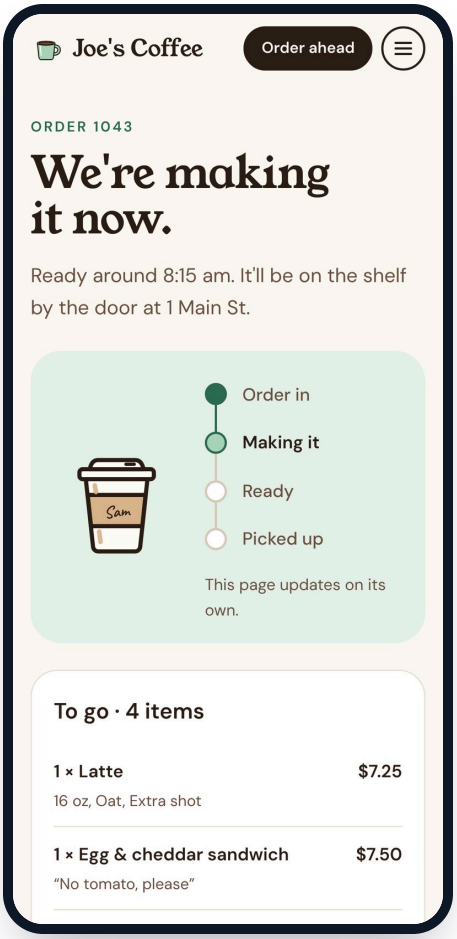
The last step: a name, an email, an optional phone, and one button with the total.

6. Follow the order

After paying, customers land on their order page: order in, making it, ready, picked up. It updates on its own as your kitchen taps through the order, with the ready time and where to collect it, and the confirmation email links back to it.

Order again, on the order page and on each past order in a customer's account, puts the same items back in the cart, with the same choices and notes, for the same shop and the same way of getting it. If something can't go back in, the cart says why, such as "Sold out right now" or "No longer on the menu".

If you have more than one shop, customers pick theirs, and each shop has its own hours, ready times, kitchen and prices where they differ.



Sam's order page while it's being made: the ready time, where to collect it, the progress and the receipt.

FOR YOU

- Every order arrives paid, with every choice and note, and how and when it's being collected.
- No misheard orders, no orders for things you've run out of, no unpaid no-shows.
- Ready times that respect your hours and how busy the kitchen is.

FOR YOUR CUSTOMERS

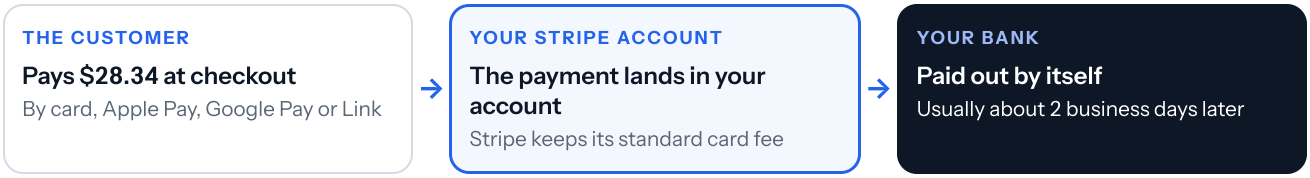
- No phone line to wait on, and no app to download.
- The real price before they pay, and a ready time they can plan around.
- A page and an email that say when it's ready, and their usual in one tap next time.

CHAPTER 8

Getting paid

Customers pay when they order, and the money goes into your own Stripe account, in your business's name. Stripe sends it on to your bank by itself. Stream never holds your money and takes nothing from your orders.

● Full



Stream isn't in the middle: there's no Stream fee per order, and the money never passes through Stream.

Your own Stripe account

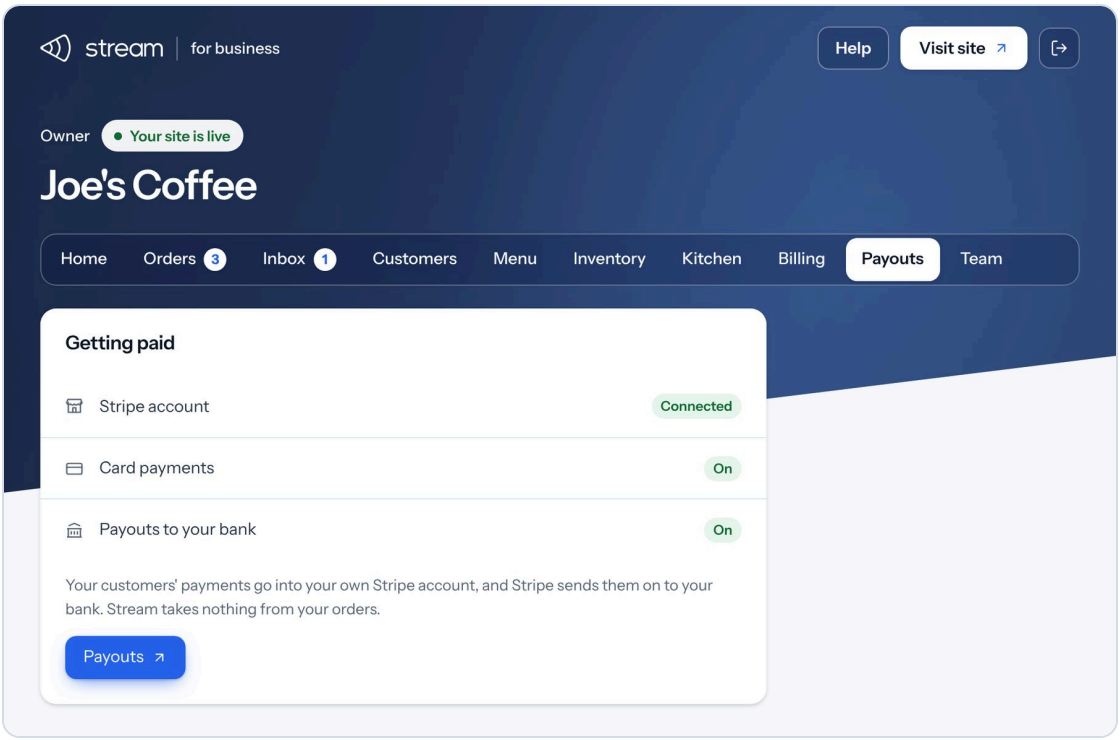
Stripe is the payment company behind the card payments of millions of businesses, from corner shops to some of the biggest names online. During setup you open your own Stripe account through Stream, in about 15 minutes: your business details, your bank account, and the identity check that payment companies have to do by law, the same as a bank does. Stream has already filled in what it knows, like your address, phone number and website.

Payments go into that account, and Stripe pays them out to your bank, usually about 2 business days after each payment. Your first payout can take a little longer while Stripe checks your details. The account is in your business's name and works through Stream: if you ever leave, the money in it is paid out to your bank.

Your Stripe dashboard

The **Payouts** button opens Stripe in a new tab, and Stripe signs you in with a code it texts or emails you, so there's no Stripe password to remember. It works on a phone too. There you'll find:

- Every payment, with the card it was paid with.
- Money on its way to your bank, and every payout so far.
- Your bank account, which you can change there.
- Any customer who has disputed a charge, and how to answer.
- Reports to download for your accountant.



Payouts, in your business portal. Three lines say that Stripe has your details and can take cards and pay your bank. The **Payouts** button opens your Stripe dashboard. Only owners see this page.

Tips, tax and fees

- **Tips and sales tax** are part of what the customer pays, so they reach your bank with the order.
- **Your sales tax rate** is set by Stream with you. Items taxed differently, like groceries or alcohol, can have their own rate. Paying sales tax to the state stays yours to do, as with your sales at the counter.
- **Delivery fees** always show on their own line, and aren't taxed unless your area taxes them, in which case Stream turns it on for you.
- **Fees.** There's no fee per order from Stream. Stripe keeps its standard card fee from each payment, the same for Apple Pay and Google Pay as for a card.

Refunds and cancelling

You refund a whole order, or part of it, like one missing item, from the order in your business portal. The money goes back the way the customer paid, and they get an email saying where it's going. Any rewards points they earned on the order are taken back in proportion. Cancelling stops an order you can't make, and the customer gets an email; cancel, then refund, if they paid. A refund made in your Stripe dashboard shows on the order too.

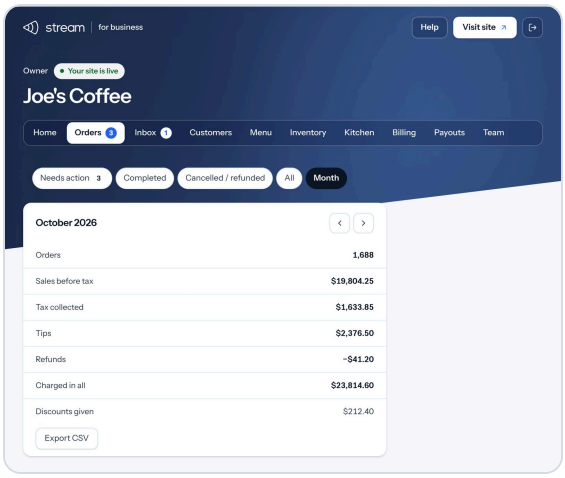
If a customer disputes a charge

When a customer tells their bank they didn't make a payment, or didn't get what they paid for, Stripe emails you. You answer in your Stripe dashboard, before the date Stripe gives, with the order's details from your business portal: what was ordered, when, and when it was picked up.

Your month in numbers

On the Orders page, **Month** shows any month's orders, sales before tax, tax collected, tips and refunds, with what was charged in all and the discounts given. The arrows move to the month before or after, and **Export CSV** downloads that month's orders as a spreadsheet for your accountant.

Sales before tax is the items less discounts, plus service and delivery fees, and orders count in the month they were placed, so the numbers line up with your books.



October at Joe's: 1,688 orders.

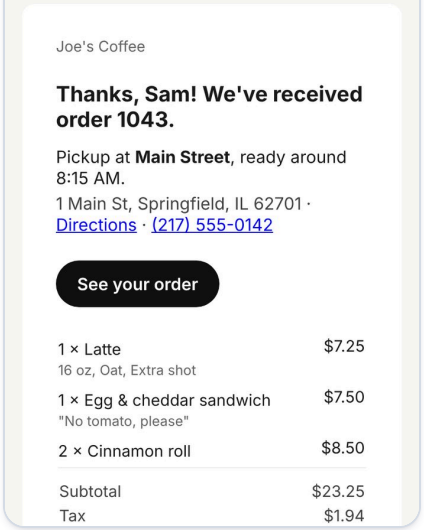
CHAPTER 9

What customers hear from you

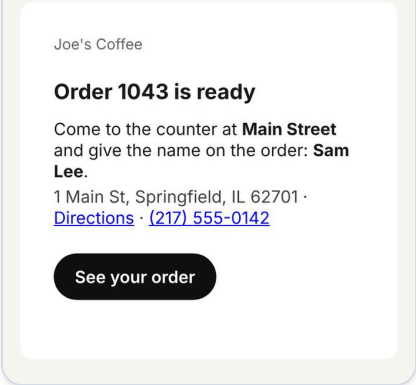
Every order sends the emails customers expect from a big chain, in your business's name: a confirmation the moment they pay, a note when it's ready, and word of any change. Nobody on your staff has to write or send them.

● Full

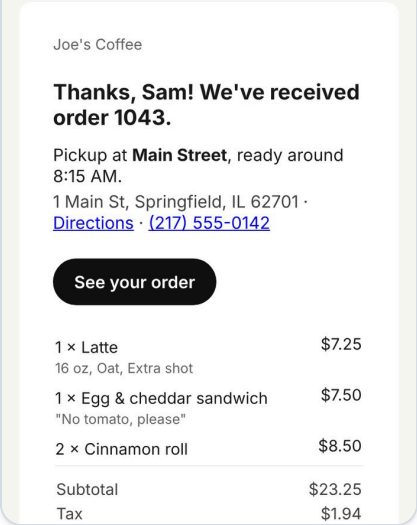
Joe's Coffee: order 1043 confirmed
To Sam, when the payment goes through



Order 1043 is ready for pickup
To Sam, when the kitchen taps Ready



The same order, as a guest
No account yet



Order 1043's emails. The confirmation, with the address, directions, phone and a **See your order** button; the ready email; and the confirmation a guest gets, which offers to keep the order's points if they make an account.

EMAIL	WHEN IT GOES	WHAT IT SAYS
Order confirmed	The moment the payment goes through	The order number, when and where to collect it, your address with directions, your phone, what they ordered and paid, points earned, and a button to the order page
Ready	When you tap **Mark ready**	Pickup: come to the counter and give the name on the order. Curbside: park outside and call, and someone brings it out. Dine in: it's on its way to their table
On its way	Delivery orders, when they're ready for the driver and when they're out for delivery	That the order is on its way

Cancelled	When you cancel an order	That the order was cancelled
Refunded	When you refund all or part of it	How much, where the money is going, and how long banks usually take
Review request	The day after, if you turn it on	A short thank-you and a button to review you on Google (chapter 20)

In your name, and your look

Customers' emails carry your business's name, and when they reply, the reply comes to your business email. Stream can also give them your own look, such as your logo and colors. Customers' account emails, such as confirming their email address or resetting a password, are sent for you too.

If an email doesn't go through

If an email can't be sent, Stream tries again by itself a few times over the next hour or so. If it still fails, the order says so in your business portal, with a **Try again** button, so you can check the email address with the customer.

PART 4

Running your day

The business portal, taking orders, the kitchen, your counter, your menu, stock and products: what you and your staff use every day, and how it saves you time.

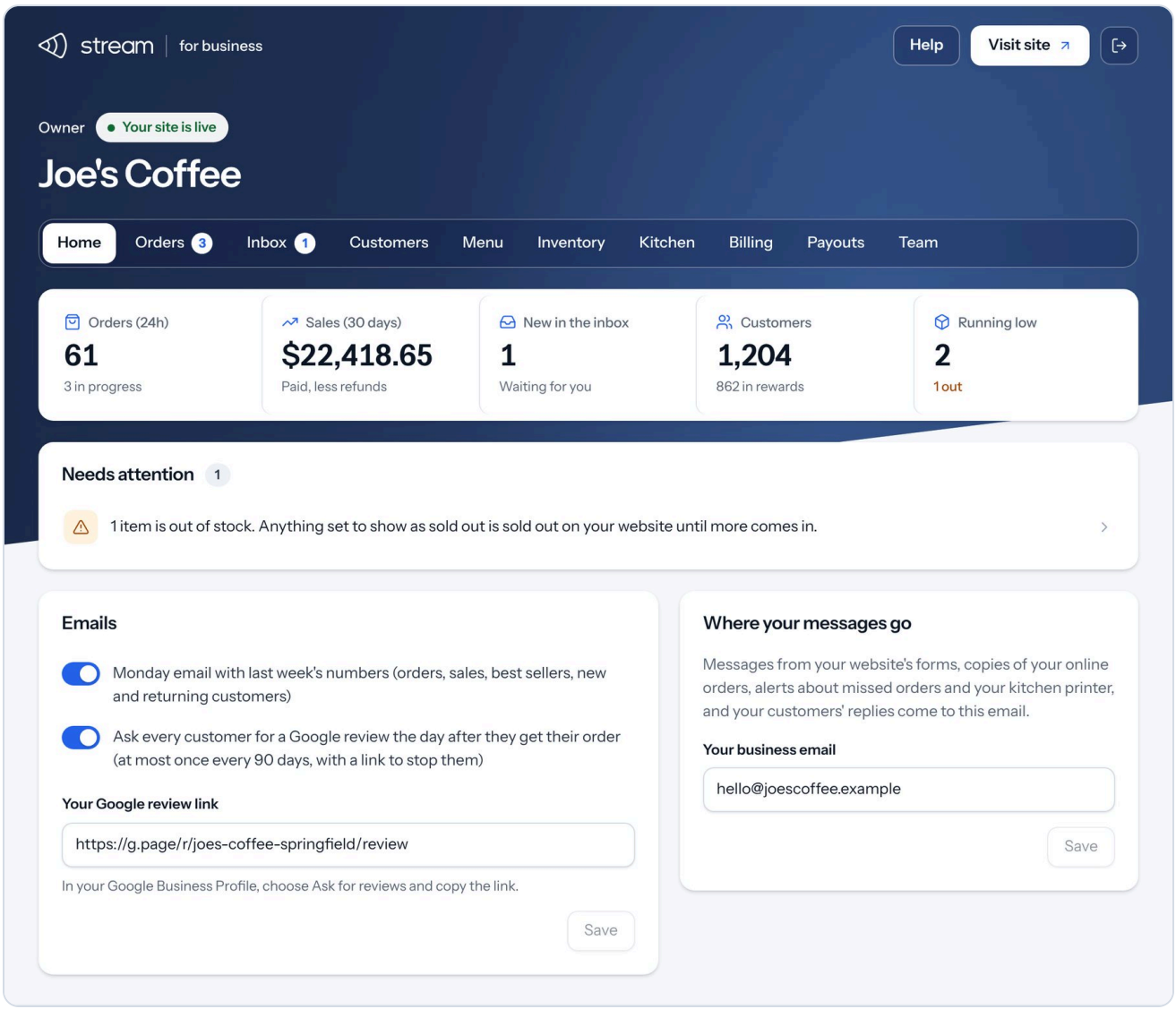
10	Your business portal	Page 32
11	Taking orders	Page 34
12	Your kitchen	Page 36
13	Stream POS at your counter	Page 41
14	Your menu, in your hands	Page 47
15	Big menu changes and your POS	Page 50
16	Stock and inventory	Page 52
17	Selling products	Page 54

CHAPTER 10

Your business portal

Your business portal is your private page for running your website: orders, kitchen, menu, customers, messages, staff, payouts and your monthly bill. It works on a phone, a tablet or a computer, and you can keep it on your phone's home screen like an app.

● Every website



Home. Orders in the last 24 hours, sales over 30 days, new messages, customers and, with stock tracking on, what's running low. **Needs attention** says what needs you now. Below are your two emails and where your website's messages go.

Home: your day at a glance

The portal opens on Home. Its numbers update by themselves, and **Needs attention** lists anything that needs a person, such as an order that didn't reach your Square or Clover, something out of stock, or a payment for your plan that didn't go through. Before your website is live, Home shows your setup steps instead; after, a few next steps, like your Google listing.

Everything in one place

TAB	WHAT IT'S FOR	WHERE
Home	The day at a glance, your two emails and where messages go	Every website
Orders	Every order, live, and any month's numbers	Full
Inbox	Messages from your website's forms, with notes and statuses	Every website
Customers	Accounts, points and levels, and who agreed to marketing emails	Full
Menu	Your whole menu, live (Products, for shops)	Every website
Inventory	Stock counts, deliveries, waste, suppliers and orders	Optional
Kitchen	Printers, order screens, Square or Clover, ready times, alerts and pausing orders	Full
Registers	Stream POS: your registers, card readers, staff PINs and counter sales	Optional
Billing	Your Stream plan, your card and your receipts (owners only)	Every website
Payouts	Your Stripe account and payouts to your bank (owners only)	Full
Team	Your staff, their roles and their sign-ins, and your own password	Every website

Also built in

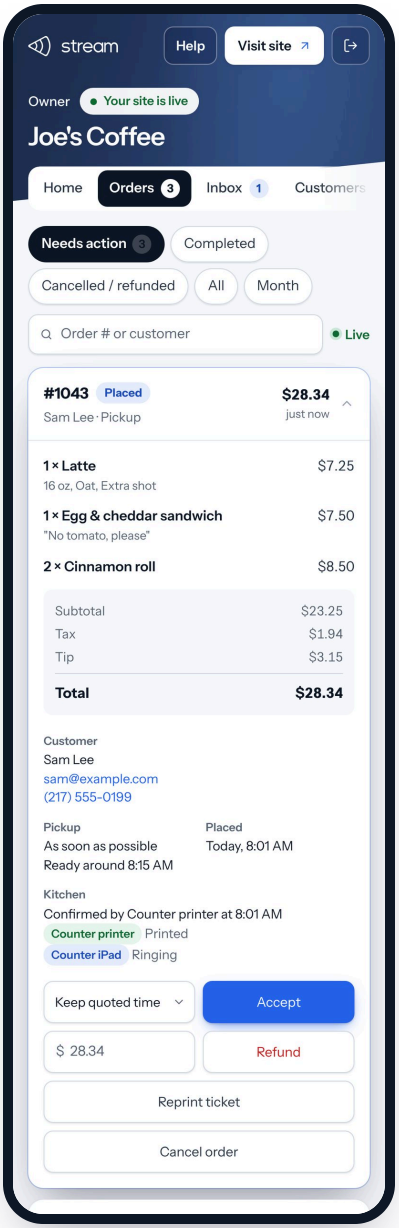
- **On your phone, like an app.** Add the portal to your home screen from Safari's Share button on an iPhone or iPad, or Chrome's menu on Android, and it opens full screen from its own icon. New orders and messages arrive by themselves, with nothing to refresh.
- **Help on every page. Help** opens the owner guide for your kind of website, and **Ask Stream** sends Stream a question, answered by email.
- **Safe sign-in, for everyone.** Each person has their own email and a password of at least 10 characters, with a number in it. After 10 wrong tries, signing in pauses for 15 minutes. A forgotten password is reset with a link that works for an hour, and a new password signs you out everywhere else. If you run more than one business on Stream, **Switch business** moves between them.

CHAPTER 11

Taking orders

New orders arrive by themselves: on the kitchen printer, on the order screen, in your Square or Clover, and always on the Orders page. Each one goes through the same few taps, and each tap keeps the customer informed.

● Full



The Orders page on a phone, with order 1043 open.

The Orders page

New orders appear under **Needs action**, already open, and the Orders tab shows how many are waiting. **Live** at the top means new ones are coming in by themselves.

Each order shows every item with its choices and notes, the total with tax and tip, the customer's name, email and phone, how and when they're collecting it, and when it was placed. Curbside orders show the car, dine-in orders the table.

Under **Kitchen**, the order says where it went and who has it: here, the counter printer printed it and the iPad is ringing.

To accept, keep the ready time the customer was given, or pick another one, from 10 to 60 minutes. **Refund**, **Reprint ticket** and **Cancel order** are right there too.

Finding any order

Search by order number, or by the customer's name, email or phone. The filters show completed, cancelled or refunded orders, or all of them, and older orders load as far back as you need.

Cancelling and refunding

Tap **Cancel order** when you can't make it, and the customer gets an email. To give money back, type an amount next to **Refund**, like 4.50 for a missing item, or leave it empty to refund everything that's left (chapter 8). To stop it happening again, mark the item sold out from the order screen or the Menu tab.

The same few taps, every order

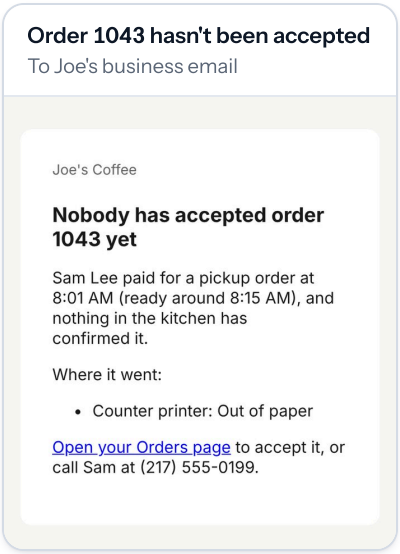
THE ORDER IS	YOU TAP	THE CUSTOMER GETS
New	**Accept**, keeping the quoted ready time or picking a new one	Their confirmation came when they paid. Their order page now says it's being made
Accepted	**Start preparing** when you start making it	Their order page keeps them up to date
Preparing	**Mark ready**	An email that it's ready, with where to collect it
Ready	**Picked up** once they have it	Their order page shows it's done
Delivery	**Ready for driver**, then **Out for delivery**, then **Delivered**	An email that it's on its way, and another when it's out for delivery

With **Accept orders by themselves** on (chapter 12), an order that printed or reached Square or Clover counts as accepted, keeps the ready time the customer was given, and starts at **Start preparing**. Orders for later show the time they're for.

An order never sits unseen

If nobody accepts a new order, and no ticket prints, within the time you choose, three minutes to start with, three things happen at once: the order screen rings faster with a red banner, the Orders page marks the order **Not accepted** in red, and you get an email saying which order is waiting and where it went.

Accept it, or call the customer if you can't make it. The email has their number.



When the printer ran out of paper and nobody had accepted the order yet.

When something doesn't go through

If a ticket, your Square or Clover, or an email doesn't go through, Stream tries again by itself a few times over the next hour or so. If it still fails, the order says so under **Not done yet**, with a **Try again** button, and an order that didn't reach Square or Clover has **Retry POS**, which sends it again straight away. Home counts these under **Needs attention**, so they don't get forgotten.

If the top of the page says **Can't reach Stream**, your internet may be down, or Stream may be. The page catches up by itself once it's back.

CHAPTER 12

Your kitchen

Orders reach your kitchen the way it already works: on the ticket printer Stream provides or one you already have, an order screen on a tablet or computer, or your Square or Clover. Every order also shows on the Orders page, and alerts make sure none slips by.

● Full

OPTION	BEST IF	WHAT YOU NEED
Kitchen ticket printer	You want paper tickets on the rail	The printer Stream provides, or your own Star or Epson cloud printer, plugged into your internet router
Order screen	You want a screen on the counter that rings until someone accepts each order	An iPad, Android tablet or computer
Square	You already use Square at the counter	Your Square sign-in
Clover	You already use Clover at the counter	Your Clover sign-in

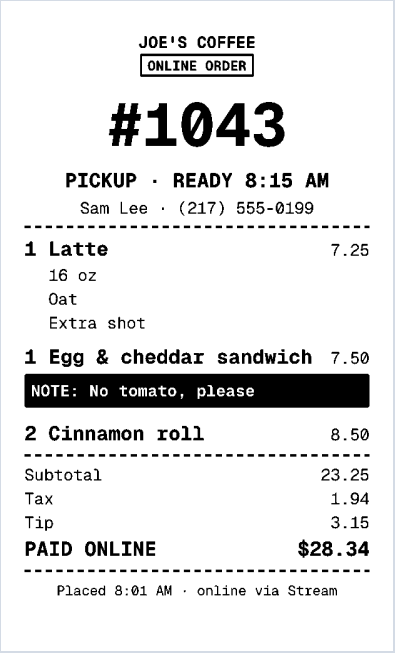
The kitchen ticket printer

Stream provides a Star cloud ticket printer. It needs only power and a network cable to your internet router: no computer, no app, no tablet. Stream can set it up on a visit.

Each paid order prints within seconds, with a beep, cut and ready for the rail: the order number large enough to read across the kitchen, how and when it's being collected, every item with its choices, and notes printed in reverse so nobody misses them.

You choose how many copies print, whether it beeps and whether it cuts. **Preview a ticket** shows what prints, **Test print** checks it, and every order has **Reprint ticket**.

If the printer runs out of paper, its cover is open or the paper jams, the order screen shows a banner saying so. If it stops checking in during your opening hours, you get an email, and another once it's back.



The ticket for order 1043, exactly as the printer prints it.

A printer you already have

A Star with CloudPRNT or an Epson with Server Direct Print prints by itself too, like Stream's: it needs only power and your internet, no computer or app. On the Kitchen tab, **Add a printer** asks **Which printer is it?** and shows that model's own setup steps. Tickets are drawn for its paper, 80 mm or 58 mm, and its **Test print** has a black mark at each edge, so you can see the width is right.

PRINTER	MODELS
Star, with CloudPRNT	TSP143IV (the one Stream sets up) and TSP143IV SK, mC-Print3, mC-Print2, and TSP650II, TSP700II, TSP800II or SP700 with a CloudPRNT card
Epson, with Server Direct Print	TM-m30II or TM-m30III, TM-m50 or TM-m50II, TM-T88VI or TM-T88VII, TM-L100, TM-H6000V, TM-i or TM-DT. Beeps need Epson's buzzer.
Any other receipt printer	Prints from the order screen on the computer or tablet it's connected to, like a Star TSP143III, an Epson TM-T20 or a printer plugged into a computer (below)

How your tickets look

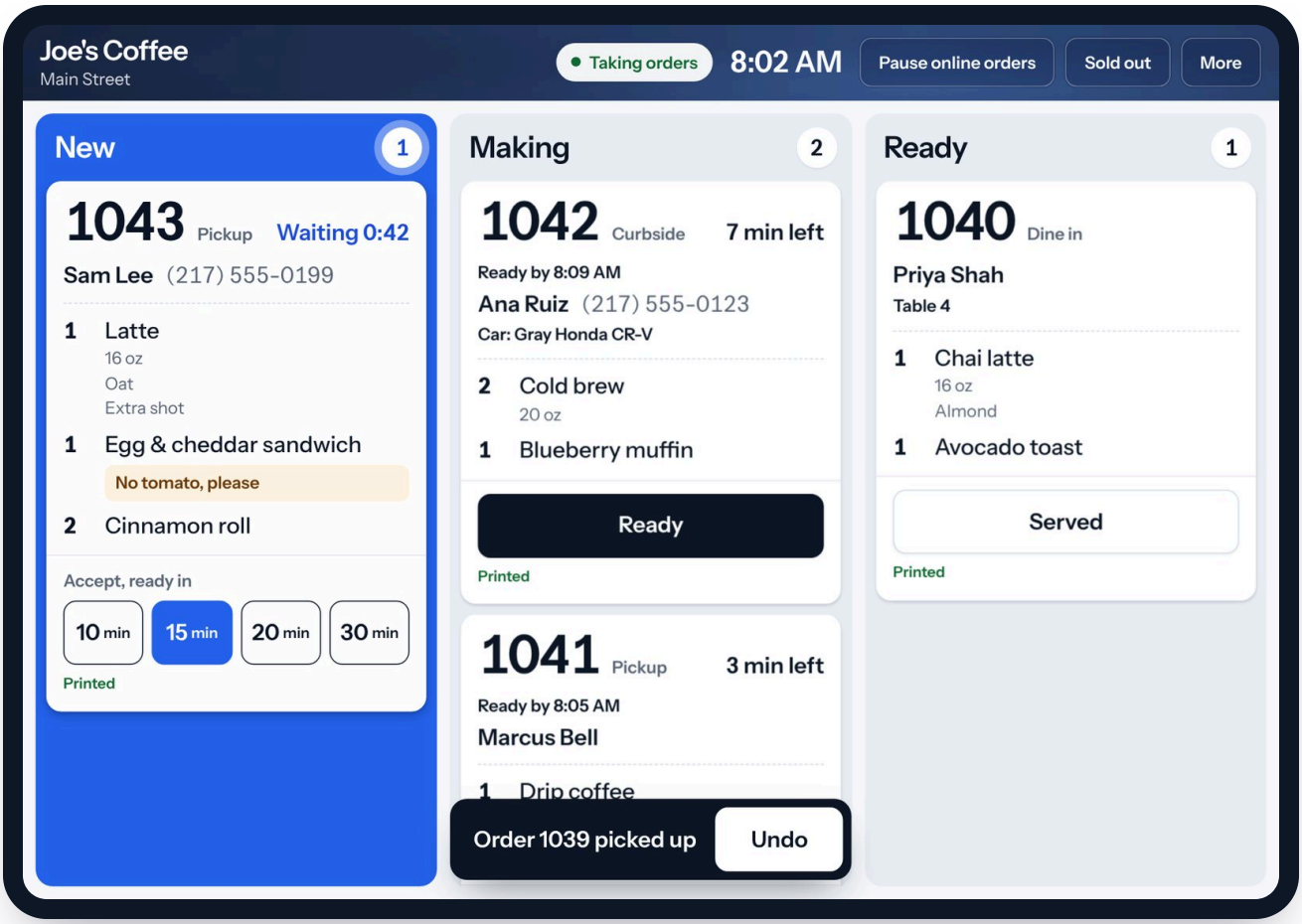
Every shop starts with Stream's standard ticket, like the one for order 1043. Want it different? On the Kitchen tab, under **How tickets look**, tap **Ask for a ticket change**: say what you'd like, pick the printer (or **Every printer**), add up to 4 photos of the ticket you print now or one you like, and tap **Send to Stream**. Stream makes the change and emails whoever asked once your tickets print the new way. Until then, **Asked so far** shows it as **Waiting for Stream**, and you can **Take it back**.

- **What can change:** your logo at the top, your shop's name and the lines under it, how big the order number, the customer's name, the items and their choices print, the prices, and lines at the bottom like "Thank you!". Each copy can differ too: a kitchen copy without prices, then a bag copy with them.
- **Notes always print,** in their black box, so nothing like an allergy can be left off.
- **Your photos stay private:** only your team and Stream see them. Cover customers' names, phone numbers and card numbers before you take them.
- Square and Clover print their own tickets, so ticket changes don't reach them.

Square or Clover • Optional

If you already use Square or Clover at the counter, online orders can go straight into it, marked as paid, and print on its kitchen printer like your other orders. You connect it once from the Kitchen tab, after Stream switches it on for you; Square gets a $1.00 test order to check it, and Clover a $0 test ticket. Only an owner can connect or disconnect it.

The order screen: Stream Kitchen



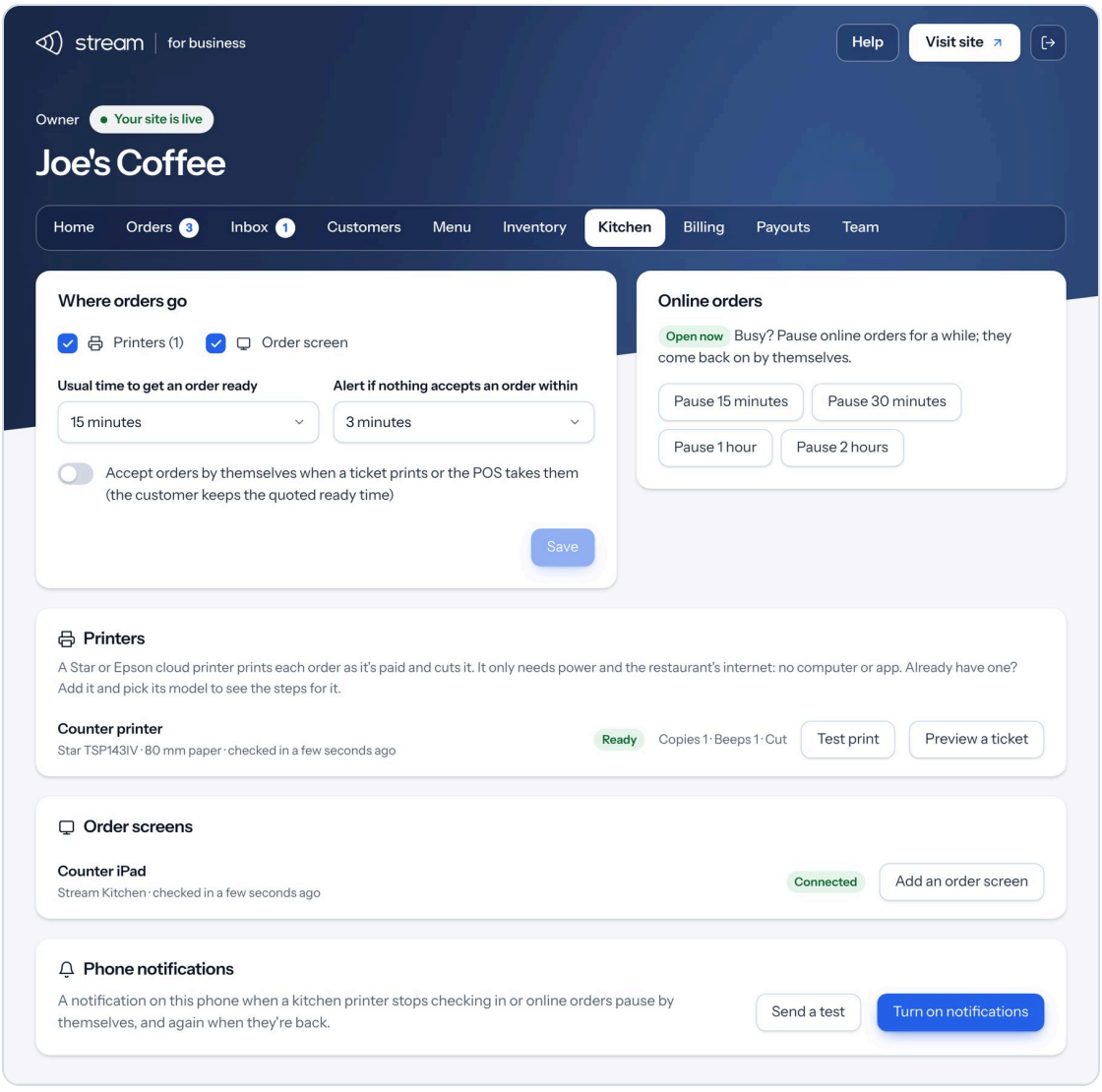
Stream Kitchen at 8:02. Order 1043 is new and has waited 42 seconds: one tap on a ready time accepts it. Two orders are being made, with their time left, and one is ready to serve. The black bar confirms the last tap, with **Undo**.

Stream Kitchen turns an iPad, an Android tablet or a computer into an order screen. Orders move across three columns: **New**, **Making** and **Ready**. A new order rings until someone accepts it with one tap on a ready time; an order for later has an **Accept for** button with its time instead. Then **Ready**, then **Picked up**, which reads **Served** for dine in, or **Out for delivery** and **Delivered**. After each tap, a black bar says what happened, with **Undo** for a few seconds in case of a wrong tap.

- **Everything the cook needs:** how long a new order has waited, or how long is left until it's due, the car for curbside and the table for dine in, and notes highlighted.
- **Sold out** at the top marks a dish sold out for today, in a couple of taps; it comes back by itself at 4:00 AM, or straight away with **Back on**.
- **Pause online orders** stops new orders for a while, or for the rest of the day.
- **Setting one up: Add an order screen** on the Kitchen tab shows a code to type on the tablet or computer, or a QR code to scan. On an iPad, **Add to Home Screen** opens it full screen. Where the browser allows it, the screen stays awake; an older iPad says to set Auto-Lock to Never.

- **Printing from it:** on the computer or tablet a receipt printer is connected to, **Print new orders here**, under **More** and **Printing**, prints each new order once as it comes in, and every order gets **Print**. **Print a test ticket** checks it, on 80 mm or 58 mm paper.
- **Safe by design:** it needs no one's sign-in, and only ever sees orders, never money or refunds.

Kitchen settings



The Kitchen tab. Where orders go, the ready time your order screen suggests, how soon an alert goes off, and whether a printed ticket counts as accepted. On the right, pausing online orders. Below, the printer and the iPad, both checked in a few seconds ago, and phone notifications.

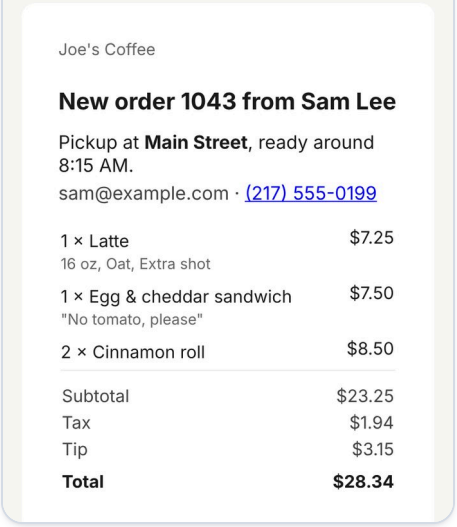
SETTING	WHAT IT DOES	STARTS AT
Where orders go	Ticks for printers, order screens, Square or Clover	What you set up
Usual time to get an order ready	The ready times your order screen offers when accepting start from this	15 minutes
Alert if nothing accepts an order within	How long before the alert above goes off, from 2 to 30 minutes	3 minutes
Accept orders by themselves	An order that printed, or reached Square or Clover, counts as accepted, and keeps the ready time the customer was given	On

If you have more than one shop, each has its own kitchen settings, printers and order screens. Sales rung up at your counter on Stream POS come to the kitchen the same way as online orders, marked **COUNTER SALE** (chapter 13).

Safety nets

- **Email copies.** If an order comes in when no printer or order screen at your shop has been in touch for 5 minutes, and Square or Clover didn't take it, it's emailed to you as **New online order**, with everything on it.
- **Paused by itself.** If nothing in your kitchen can take orders during opening hours, Stream pauses online orders and emails you. Customers see that you're not taking online orders right now, instead of paying for an order nobody sees, and orders come back on as soon as a printer or order screen is working again.
- **Phone notifications.** A notification on your phone when a printer stops checking in or orders pause by themselves, and again when they're back. They never show customers' details.

New online order 1043 ($28.34)
An email copy, when the kitchen is offline


Joe's Coffee

New order 1043 from Sam Lee

Pickup at **Main Street**, ready around 8:15 AM.
sam@example.com · (217) 555-0199

1 × Latte 16 oz, Oat, Extra shot	$7.25
1 × Egg & cheddar sandwich "No tomato, please"	$7.50
2 × Cinnamon roll	$8.50
Subtotal	$23.25
Tax	$1.94
Tip	$3.15
Total	**$28.34**

When you're swamped

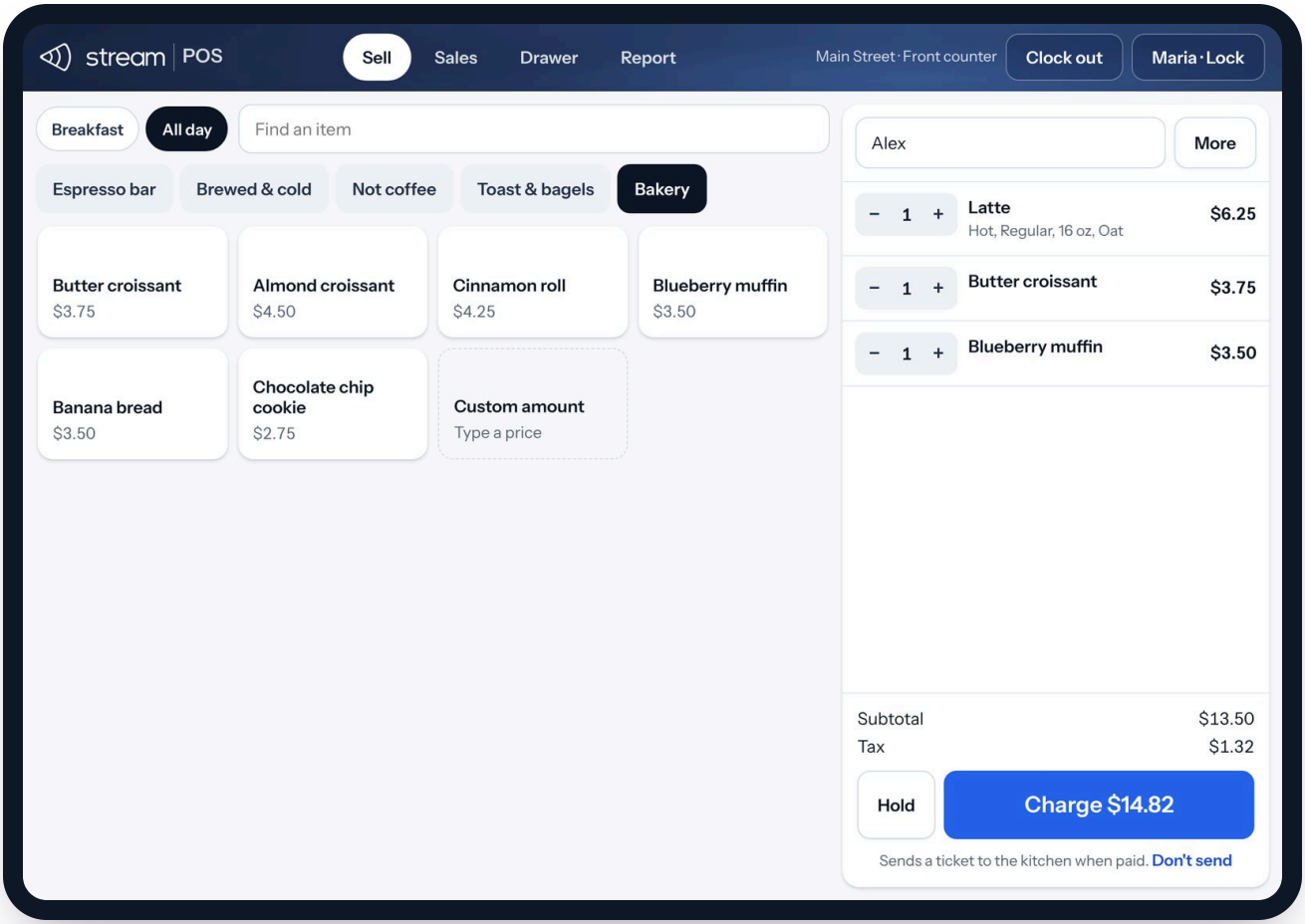
Pause new online orders for 15 minutes, 30 minutes, 1 hour or 2 hours from the Kitchen tab, or for the rest of the day from the order screen. Your website tells customers you're not taking online orders right now, and orders come back on by themselves when the time's up, or sooner with **Take orders again**. Orders already placed aren't affected.

CHAPTER 13

Stream POS at your counter

Stream POS turns a tablet into your counter register, on the same menu, kitchen and Stripe account as your website. Staff ring up sales with their own PIN, customers tap their card on a card reader, and every counter sale prints in your kitchen and shows on your Orders page next to your online orders.

Optional · Every website



Stream POS at 7:53. Maria rings up Alex: a 16 oz oat latte, a butter croissant and a blueberry muffin, tapped off Joe's All day menu. Tax is worked out along the way, and **Charge $14.82** takes the payment. The ticket goes to the kitchen once it's paid, unless someone taps **Don't send**.

Stream POS works with or without online ordering. A shop with a Basic website gets the Kitchen, Orders and Payouts tabs with it, for its counter sales.

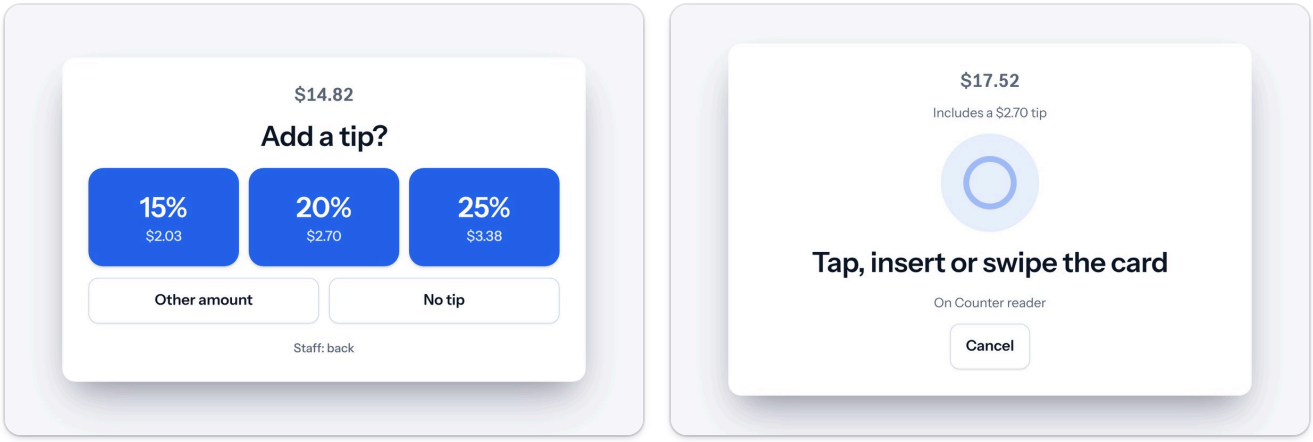
What you need

WHAT	WHAT IT DOES
A tablet	The register, at the counter. Stream POS opens in its web browser and can be kept on the home screen, where it opens full screen like an app. There's nothing to install.
A card reader	A Stripe card reader, the S700 or the WisePOS E. Customers tap, insert or swipe their card on it, and the money goes into your own Stripe account, like your online orders (chapter 8).
A receipt printer ● Optional	A ticket printer like the kitchen's (chapter 12), at the counter. It prints receipts, and kitchen tickets too unless you turn that off.
A cash drawer ● Optional	Plugged into the receipt printer, it opens by itself when a cash sale's receipt prints. An Epson with its buzzer plugged in can't open one.

A sale at the counter

1. **Sign in.** Each person types their own PIN, 4 to 6 digits, so every sale, refund and drawer count carries their name. The register locks itself after a few minutes without a tap.
2. **Ring it up.** Tap items off your menus, section by section, or search for one. It's the same menu as your website, with the same prices and choices: a dish marked sold out is greyed out, and a menu that isn't served right now says so. Choices open the way they do online, with a note for the kitchen. You can change a price for one sale, add a custom amount, and type a name for the ticket.
3. **Charge.** By card, in cash, or another way you name, such as a check, which is recorded as paid. **Split the payment** takes part by card and part in cash, or any mix, each with its own tip.
4. **Receipt.** Print it, email it, or neither. A card receipt says which card paid, like "Visa ending 4242".

What your customer sees

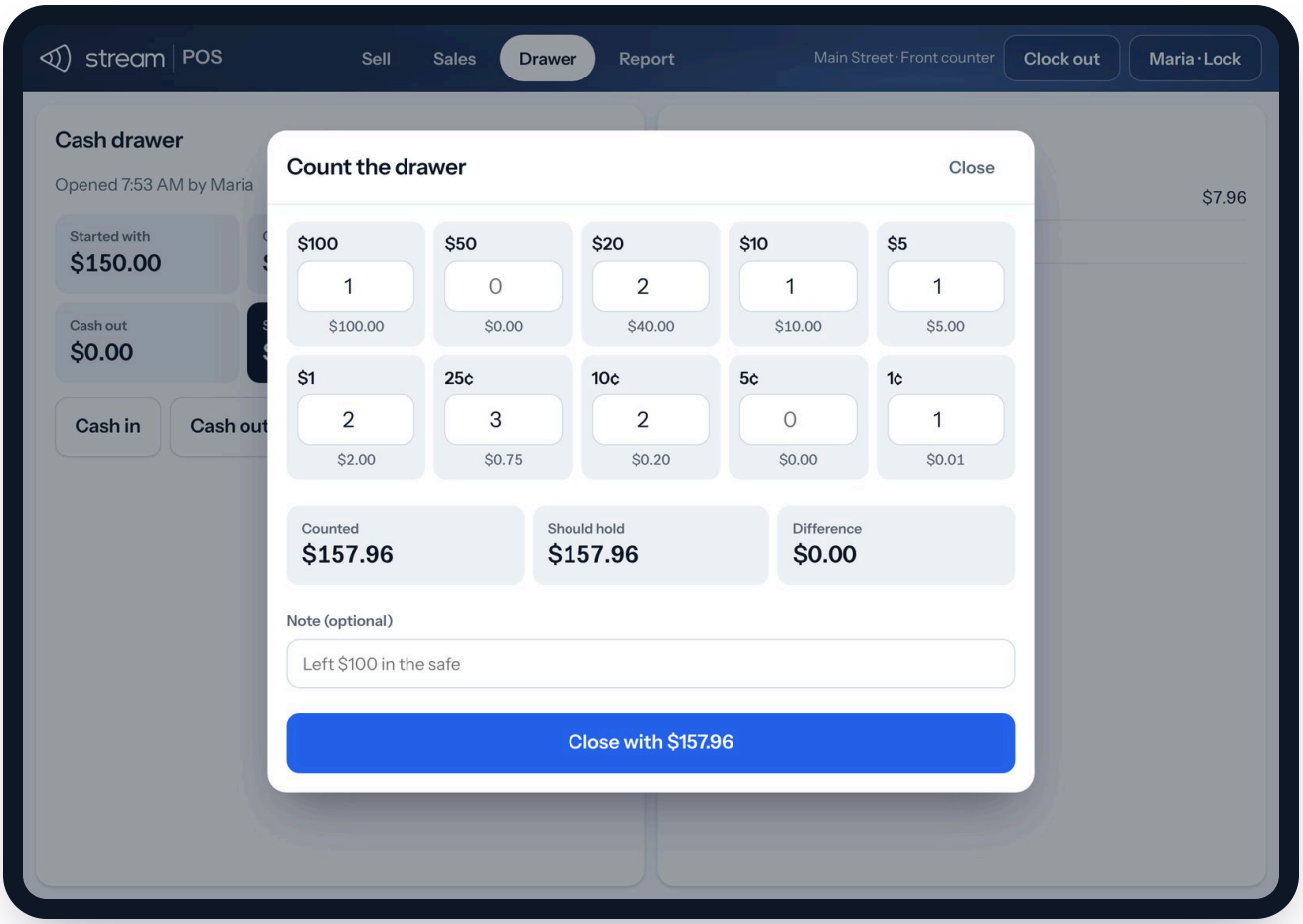


The tablet turns toward Alex to pick a tip, then Alex pays on the reader. The register follows the reader by itself and shows **Paid $17.52** with the receipt choices.

Before a card payment, the tablet asks the customer for a tip: three percents you choose, **Other amount** or **No tip**, with dollar amounts instead on a small sale. Tips can be asked on cash sales too, or turned off. A declined card says so in plain words, with **Try again** and another way to pay. If the customer has an account with you, the sale can go on it and earn their points (below).

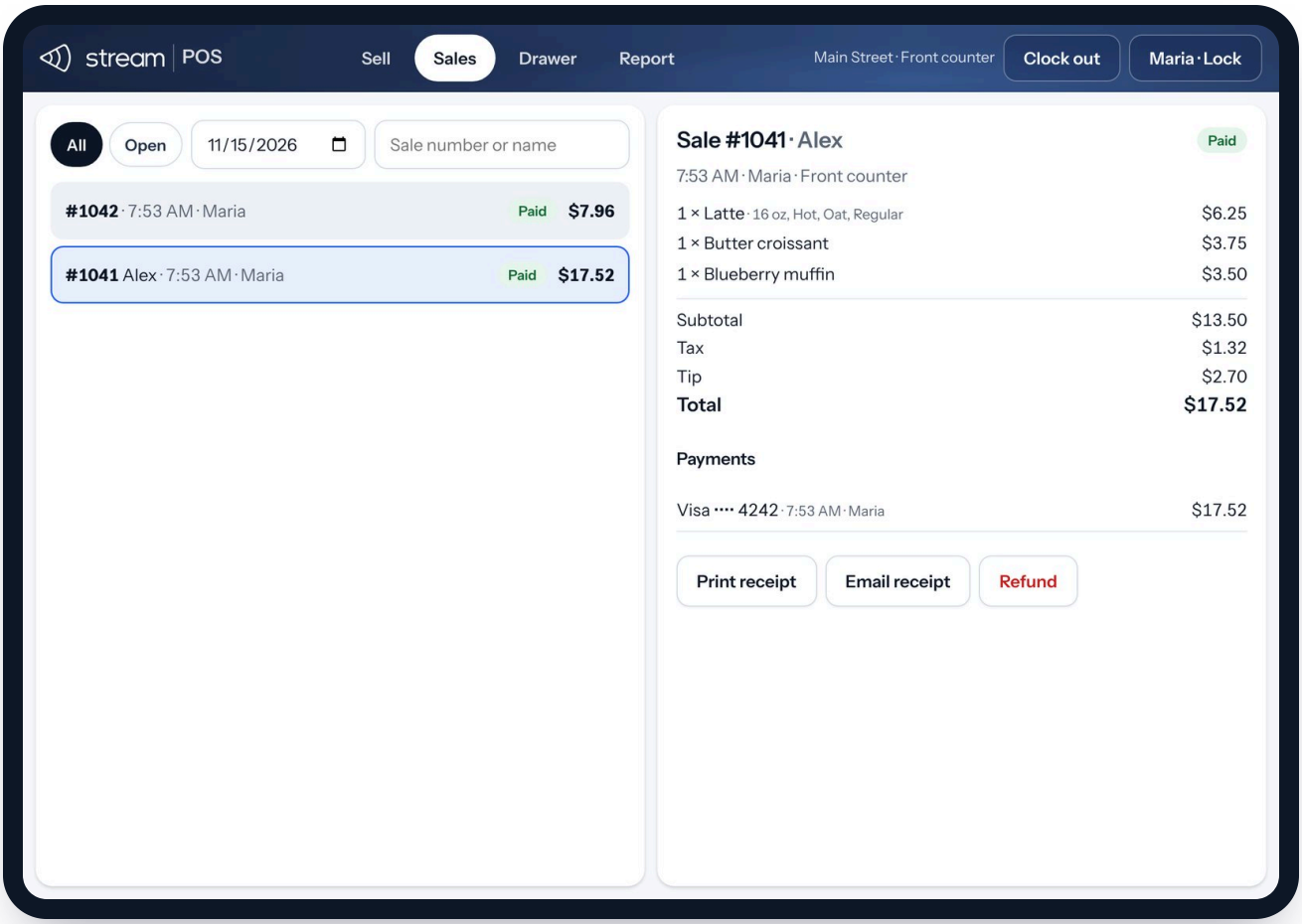
Cash and the drawer

The day starts by opening the drawer with the cash in it. For a cash sale, tap what the customer hands over (the exact amount, the next dollar, or the next bill up) and the register shows the change to give. **Cash in** and **Cash out** record cash put in or taken out, with a reason, and **No sale** opens the drawer without a sale, with a manager's OK unless that person is allowed to.



Closing the drawer. Count each bill and coin: the register adds them up, shows what the drawer should hold after the day's cash sales and moves, and says if it's over or short.

Sales, refunds and held tickets



Sale 1041 on the Sales page. Every sale is kept by day, with who rang it up and how it was paid. From here, print or email the receipt again, or refund it.

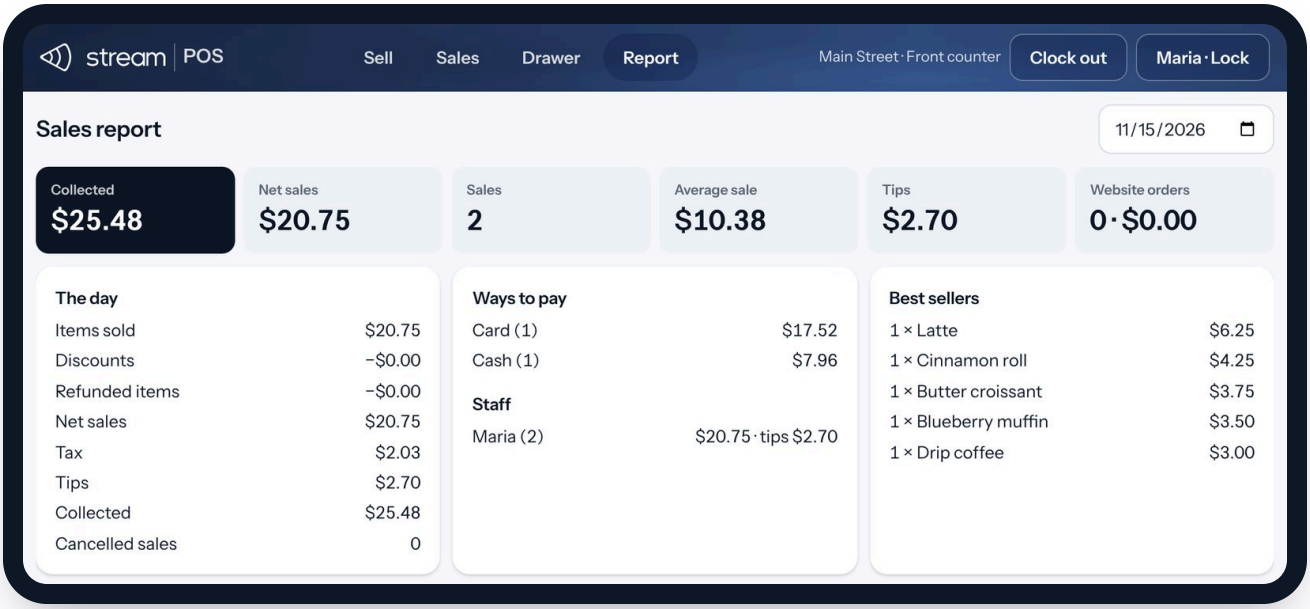
- **Refunds:** all of a sale, some of its items, or an amount, back to the card or in cash. Counter sales are orders like your online ones, so a refund also puts the items back in stock if you count it (chapter 16).
- **Hold:** save a sale under a name, like a tab, and finish it later on any register at the same shop.
- **Discounts:** ones you set up, a percent or an amount, or one typed at the counter. Above a cashier's limit, a manager's PIN OKs it.
- **Customers and rewards:** with customer accounts, find a customer by name, phone or email. The sale goes on their account and, with rewards, earns their points, named the way your program names them (chapter 18).
- **Changed your mind: Cancel sale**, before anything is paid, puts it back in the cart. A sale nobody finished, with nothing paid, is cancelled by itself after 12 hours, so the stock it held goes back.

Your team at the register

People at the register need only a PIN, not a sign-in of their own. Each person is an owner, a manager or a cashier. Anyone can ring up sales and take payments; managers can also refund, cancel paid sales, give bigger discounts, change prices, open the drawer without a sale, count the drawer and see the day's report, and you can give or take back each of those, person by person. When a cashier needs one, a manager types their PIN on the spot, and it's recorded.

- **Time clock: Clock in** and **Clock out** on the register, and your portal lists each person's hours, with their tips.
- **Activity:** every refund, cancelled sale, discount, drawer move, manager's OK and clock in or out, with who did it and on which register.
- **Wrong PINs:** after five wrong tries, the register waits a minute before the next one, then twice as long each time.

Your day's numbers



The day's report on the register, a few minutes before Joe's first website order: what came in, how it was paid, who rang it up and what sold best.

The day's report shows on the register, for the people allowed to see it: items sold, discounts, refunds, net sales, tax, tips and what you collected, then the ways people paid, each person's sales and tips, best sellers, sales by hour and each drawer, with your website's orders beside them. In your business portal, **Sales** on the Registers tab shows the same for any day, the last 7 or 30 days, or dates you pick, up to a year, with the time clock's hours. **Spreadsheet** downloads it for your accountant, with a row for every sale and every refund.

Setting it up

Stream turns Stream POS on for your shop. Your business portal then has a **Registers** tab, in four parts:

PART	WHAT YOU DO THERE
Set up	For each shop: tips, the drawer's starting cash, the receipt printer and a line for the bottom of receipts, how soon a register locks, whether counter sales print in the kitchen, your discounts and other ways to pay. Then its registers: **Add a register** shows a code and a QR code to type or scan on the tablet, good once, for 10 minutes. An owner adds each card reader with the words it shows on its screen.
Staff	Each person's name, role and PIN, and what they're allowed to do
Sales	The report for any day or dates you pick, the spreadsheet and the time clock
Activity	What happened on the registers, with who did it

Good to know

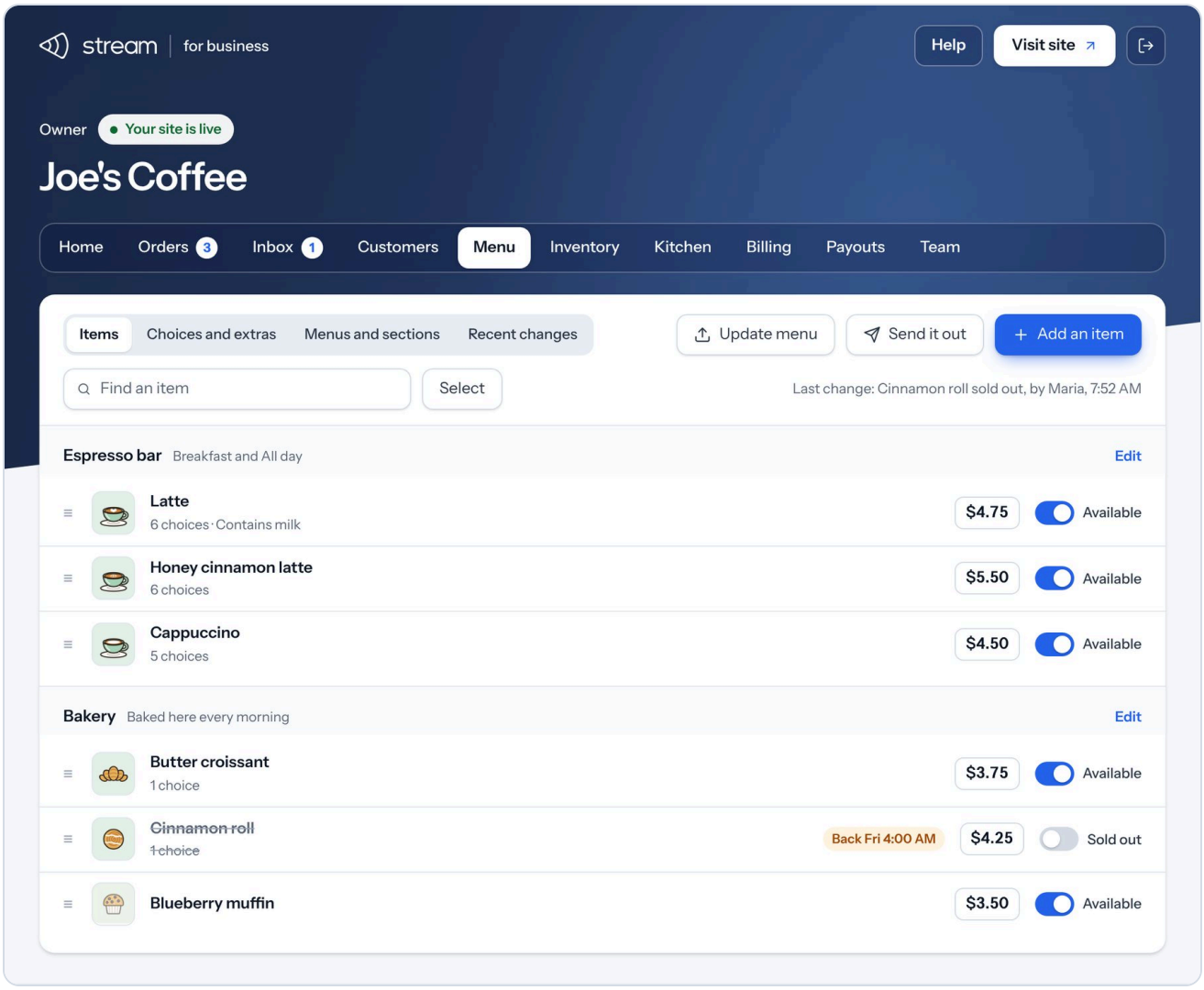
- **Counter sales are orders.** They show on your Orders page, print in the kitchen marked **COUNTER SALE** and **PAID AT COUNTER**, and count down your stock if you count it.
- **Refund counter sales in Stream,** on the register or from the Orders page, rather than in Stripe's dashboard, so the drawer, the report and customers' points stay right.
- **A sale is never charged twice.** If the connection drops or the register reloads mid-payment, it picks the card payment back up instead of starting another, and cash waits until the reader has stopped asking for a card.
- **Cards need the internet.** The register talks to the card reader through Stripe, so keep the tablet and the reader online.

CHAPTER 14

Your menu, in your hands

Your whole menu lives in the Menu tab of your business portal: prices, Sold out, dishes, photos, sections, choices, when each dish is served, tax rates and other languages. A change shows on your website the moment you save it, and every change can be put back.

Every website



The Menu tab. Every item with its price and an **Available** switch. The cinnamon rolls are sold out and come back by themselves on Friday at 4:00 AM. The bar at the top shows the last change, who made it and when.

Quick changes, from anywhere

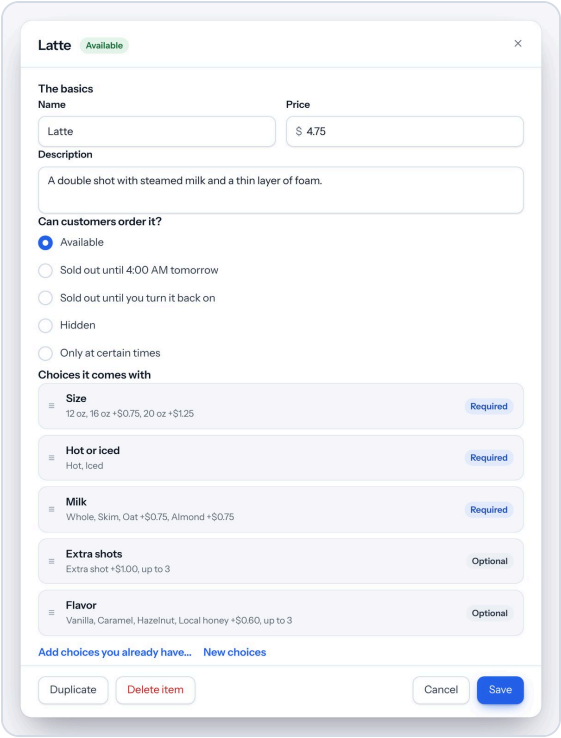
- **Sold out:** flip the switch. The dish shows as sold out and can't be ordered. Sold out for today comes back by itself at 4:00 AM; sold out until you say so stays off until you flip it back.
- **A new price:** tap the price, type the new one and press Enter.
- **Many at once:** tap **Select**, tick items, or a whole section, then mark them sold out, hide or show them, move them, change their prices, add choices to them, tag them or delete them, in one go.
- **New dishes:** type each one's name and price in the row under a section and press Enter, then the next.
- **Order:** drag items, sections, menus and choices by their handle to move them.

Everything about a dish

Tapping an item opens its page beside the list:

- **The basics:** name, description, price and a photo from your phone or computer.
- **Can customers order it?** Available, sold out until 4:00 AM tomorrow, sold out until you turn it back on, hidden for now, or only at certain times, like Fridays.
- **The choices it comes with**, in order, each marked Required or Optional.
- **More:** dietary tags, allergens and calories, the kinds of orders it's for, the most per order, its tax rate, an age check, whether it earns points, dishes to suggest with it, a price or sold out at just one of your shops, and its words in your other languages.
- **What customers see:** try the dish the way a customer would, with nothing ordered.

Duplicate starts a similar dish, and **Delete item** removes one.



The latte's page, with its five groups of choices.

Choices and extras

The **Choices and extras** tab has every group of choices, such as sizes, milks, sides or how a steak is cooked. One group can be on many items, and a change to it shows on all of them at once. For each group you set whether customers have to choose and how many, whether the same choice can be picked twice, how many are included free, extra charges, prices that change with size, a choice picked for them, sold out for today, and follow-up choices, like a dressing for the side salad. New groups can start from ready-made ones most places use: steak temperature, sizes, two sides, extras, leave off, toppings with two free, sauce, dressing, spice level, bread, eggs, milk and extra shots.

Menus, sections, tax and languages

- **Menus**, like Breakfast, Lunch or Late night, each with its hours, its shops and the kinds of orders it's for. A dish can be on several.
- **Sections** with a short note under each, in the order you drag them.
- **Tax rates** for items taxed differently from the rest, like groceries or alcohol.
- **Languages:** add one, such as Spanish, then type each dish's words in it. Anything left empty shows in English.

Every change is kept

Recent changes lists the latest changes to your menu, with who made each one and when, and puts the menu back the way it was before any of them. Your staff can change the menu too, under their own names, so you always know who changed what.

FOR YOU

- Out of brisket at 7 PM? It's off the website before the next order, from your phone.
- No designer or developer to wait for, and nothing to rebuild.
- Nothing lost by mistake: any change can be put back.

FOR YOUR CUSTOMERS

- The menu they see is the menu you're cooking tonight.
- Prices they can trust, and no "sorry, we're out" after they've paid.

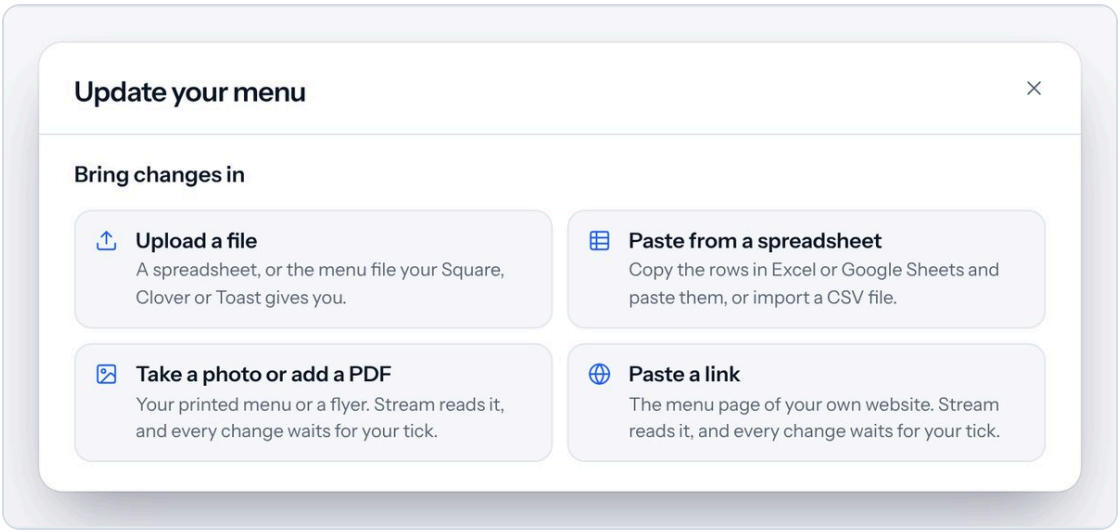
CHAPTER 15

Big menu changes and your POS

For bigger jobs, **Update menu** brings in many changes at once, and **Send it out** prints your menu or makes a file of it. Nothing changes on your website until you've seen every change.

● Every website

Ways to bring changes in



Update menu. Four ways in. Each shows only once Stream has turned it on for your website.

Upload a file	A spreadsheet, such as one **Send it out** made, or the menu file your Square, Clover or Toast gives you, with the steps for getting it.
Paste from a spreadsheet	Copy the cells in Excel, Numbers or Google Sheets and paste them. You check which column is which, next to an example from your file.
Take a photo or add a PDF	A photo of your printed menu, a PDF or a flyer. Stream reads it, and every change it finds waits for your tick.
Paste a link	The menu page of your current website. Stream reads it, and every change waits for your tick.
Connect Square	Your website follows the Square you use at the counter (below).

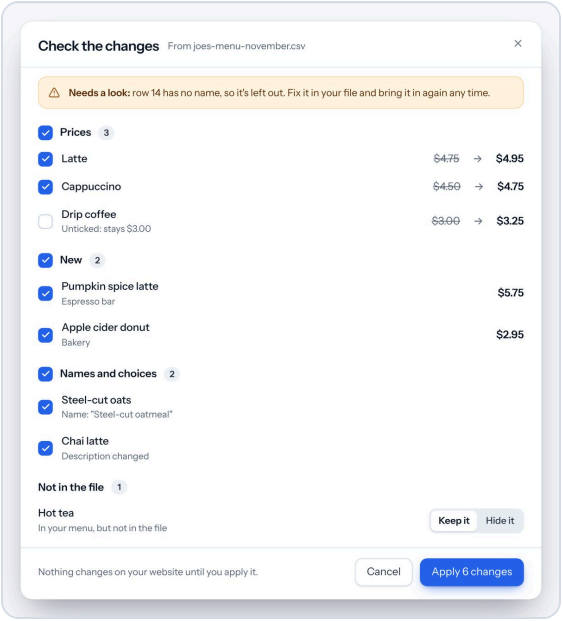
Check the changes

Every way ends on **Check the changes**. Anything that needs a look comes first, like a row with no name. Then come the changes, one kind at a time: prices with the old

and the new side by side, new items, names and choices, and items that are **Not in the file**, which you keep or hide.

Untick anything you don't want, then tap **Apply** with the number of changes, like **Apply 6 changes**. They're made as one change, so one **Undo**, or **Recent changes** later, takes them all back.

A file changes only the columns it has, and an empty cell never erases anything. If you close the screen before applying, it waits for you, with your ticks.



November's prices at Joe's: six changes to apply, one left unticked.

If your menu lives in Square • Optional

Your website can follow the Square you use at the counter, once Stream turns it on. Only an owner can connect it. Your first copy from Square opens in **Check the changes**, and after that, the prices, names, sizes, choices and sections you change in Square show on your website by themselves. New items in Square, and ones taken out, wait for you to check. Photos, descriptions, other languages and when dishes are served stay as you set them in Stream.

- Sold out in Square shows on your website too.
- **Ask me first** makes every change from Square wait for your tick, and **Keep my own sections** keeps your website's sections as they are.
- If Square stops answering, your website keeps the menu it last had, and the Menu tab says since when.

It also works the other way. With **Copy to Square**, once Stream turns it on, Square gets your menu's names, prices, sizes, choices and sections from Stream, and keeps following it.

Sending your menu out

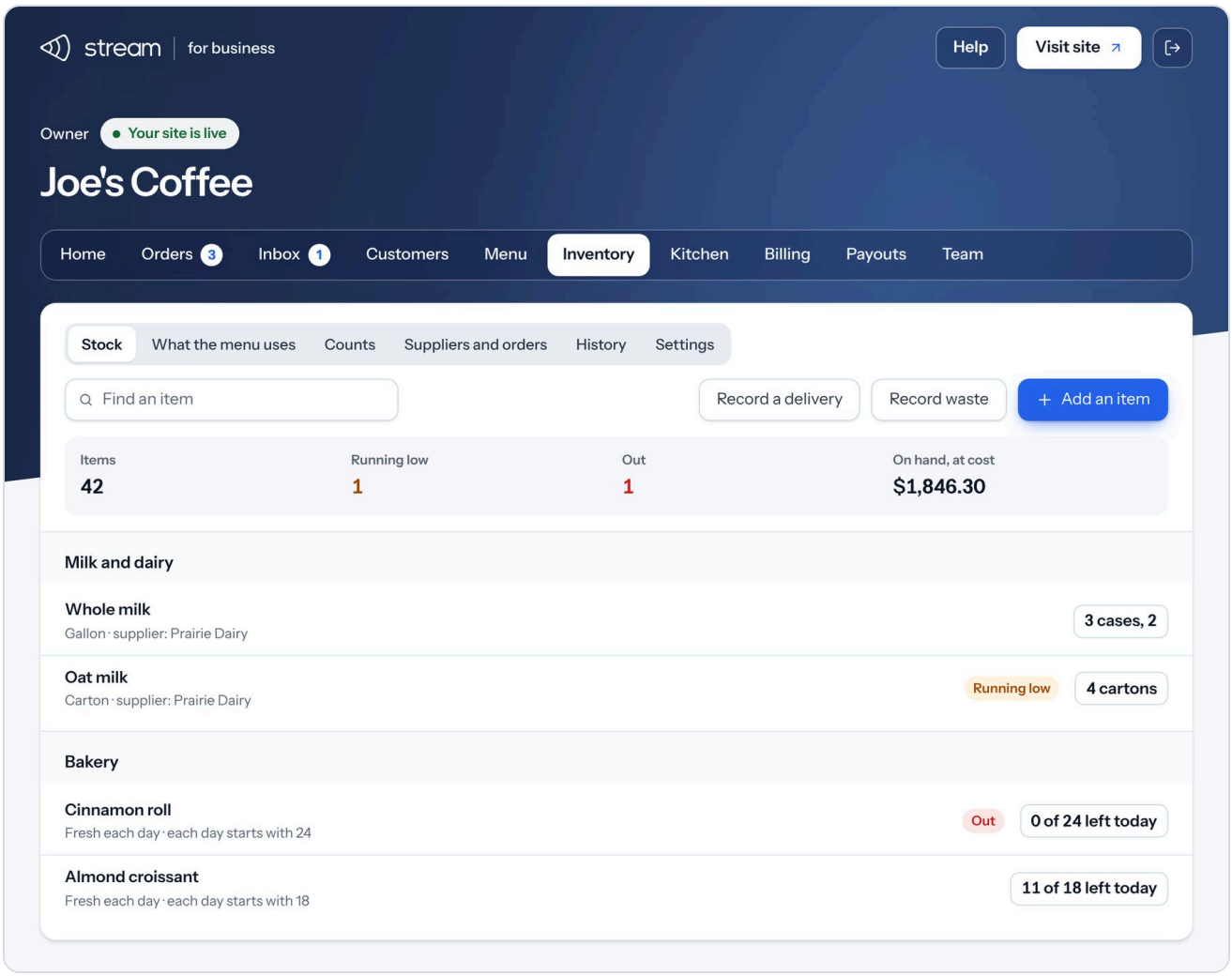
- **Print your menu:** full page or compact, with or without descriptions and choices, to print or save as a PDF, made from your menu as it is right now.
- **Download a spreadsheet**, in Excel or CSV, to change in bulk and bring back in.
- **Download for your POS:** a file of your menu for Square, or for Clover or Toast where Stream has turned them on, with the steps to import it there. Stream POS needs none: it sells from this same menu (chapter 13).

CHAPTER 16

Stock and inventory

Count what you have, and Stream keeps the count as orders come in. Dishes sell out on your website by themselves when what they need runs out, and you get a heads-up before it does.

Optional · Full



Inventory at Joe's. Milk counted in cases and cartons, oat milk running low, and baked goods that start fresh each day: 0 of 24 cinnamon rolls and 11 of 18 almond croissants left today.

How it works

- **Stock items** are counted the way you buy them: each, by weight or volume, or in your own word, like bottles or slices, with packs such as a case of 24.

- **What the menu uses:** tie each dish, or each choice, to what it takes from stock, like 12 fl oz of milk in a large latte and 8 in a small. Each sale takes it off.
- **Fresh each day:** things you make every morning, like 24 cinnamon rolls, start each business day with their number. Nothing carries over.
- **When it runs out:** show the dish as sold out on your website, or keep selling, for things you count roughly.
- **Keep some back** for walk-in customers, and show "Only 3 left" on your website when it's nearly gone.

What customers see

A dish sells out by itself when its stock can't cover one more. The cart says why, in plain words, such as "Cinnamon roll: only 3 left" or "Not enough brisket left for everything in your cart." Two customers paying for the last one at the same moment can't both get it: checkout holds what an order needs until it's paid.

Counts, deliveries and suppliers

- **Record a delivery**, with what you paid, which becomes the item's cost, and **Record waste**, with a reason: expired, spoiled, damaged, made wrong, given away or a staff meal.
- **Start a count** of everything or one area, like the walk-in, on several phones at once. Finishing it shows the differences and what they're worth.
- **Suppliers and orders: What to order** lists what's at or below its low point, in your supplier's packs, ready to send.
- **History:** a report for any dates, with what came in, sold and was wasted, and values at cost, to export for your accountant.
- **Alerts:** phone notifications when something runs low, a Running low list in your Monday email, and **Needs attention** on Home when something's out.

Turning stock tracking on changes nothing until you add items: a dish with no stock tied to it sells as before.

CHAPTER 17

Selling products

Stream also runs websites for shops that sell products, like a furniture store. Everything in this guide works the same way, with a few differences built for products: richer product pages, stock and special orders, and delivery arranged by phone.

Shops Full

Product pages

Your Menu tab is called **Products**, and each product's page has more room to sell it:

- **Photos:** up to 12, with the first as the cover, dragged into order, each with a description for people who can't see it.
- **Details:** item number, brand or maker, a "was" price shown crossed out, highlights, and details such as dimensions, materials and care.
- **Tags**, like floor model, quick ship or final sale, which your website uses to group and filter products. Final sale shows on the product and in the cart.
- **Price on request** for pieces you'd rather price in person: the website shows no price, and customers ask you.

Your product list shows what's in stock, such as "3 in stock" or "None in stock · special order", and narrows by brand, tag, item number or maker.

Loading your products from a spreadsheet

Bring in your whole catalog, and every update to it, with **Update products**. Stream matches each row to its product by its item number, or its name, so keep item numbers the same from one file to the next. A section column, like "Living room/Sofas", puts each product exactly where it belongs and makes new sections as needed. An on-hand column sets each product's stock. As with menus, you check every change before it's applied, and one **Undo** takes them back.

Stock and special orders

- Each sale takes one off a product's count. At zero, it can show as sold out, or keep selling as a special order.
- A special order says "Special order" on the website, on the order and in the emails, with its lead time under it, like "Made to order: 8 to 10 weeks".
- Every special order sold online needs a lead time; without one, the law expects delivery within 30 days. Your terms promise customers that if an order will be late, you tell them before the date and let them choose to wait or cancel for a full refund.

Delivery and pickup, arranged by phone

If you set delivery and pickup days with each customer, Stream sets your website up that way. Customers don't pick a time at checkout, their email says you'll call to set the day, and your copy of the order says "Call to set the day". Your delivery fee can depend on the customer's ZIP code, in zones Stream sets up with you, each with its own fee and minimum, and checkout tells customers when their address is outside every zone.

Store policies

Checkout links your Store policies page, with your returns, delivery and special orders, next to your terms. Stream writes it with you and changes it when you ask.

PART 5

Bringing customers back

Accounts and a rewards program in your own words, forms that arrive organized in your Inbox, and emails that ask for reviews and tell you how your week went.

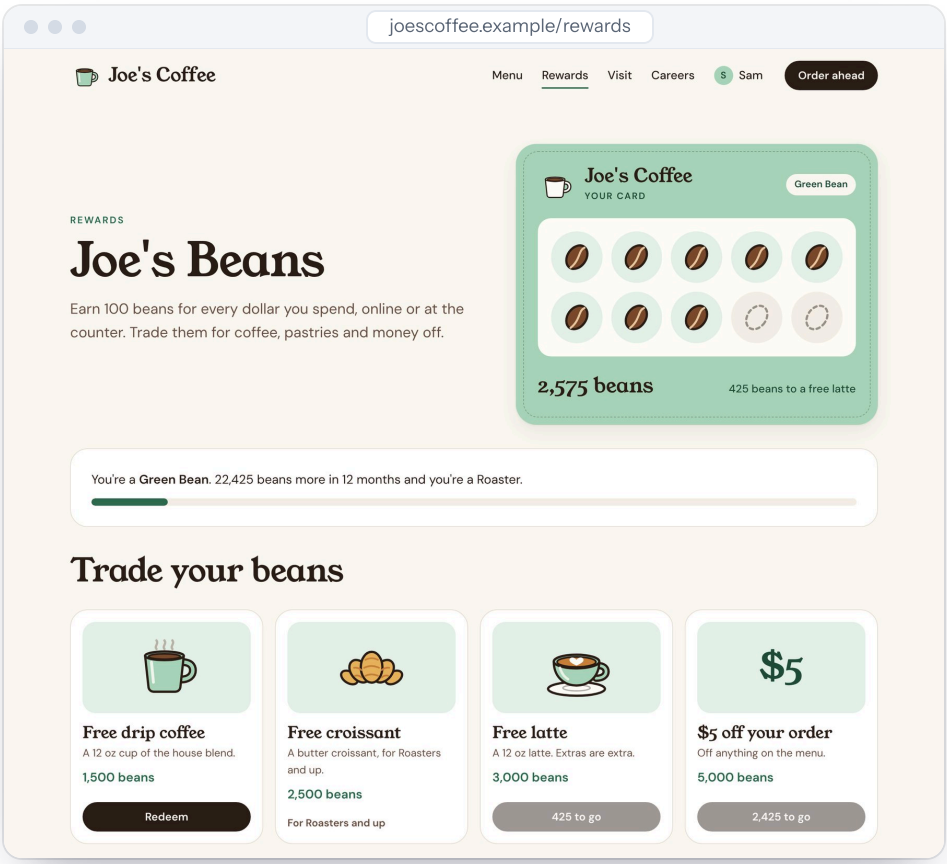
18	Accounts and rewards	Page 57
19	Forms and your Inbox	Page 61
20	Emails that work for you	Page 64

CHAPTER 18

Accounts and rewards

Customers can make an account on your website and join your rewards program in the same step. They earn points on every order, trade them for rewards at checkout and order their usual again in one tap. The program carries your name and your words, and the customers stay yours.

● Full ● Stream does it

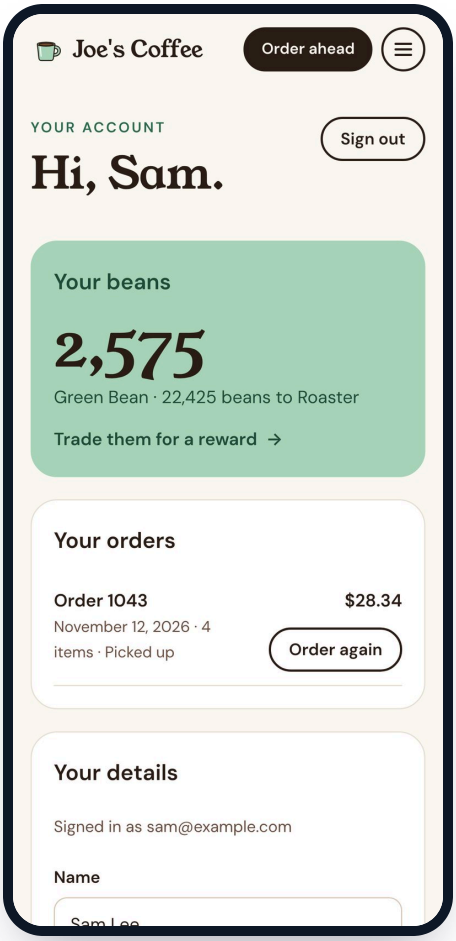


Joe's Beans, signed in as Sam. Sam has 2,575 beans: 250 for joining and 2,325 from order 1043. The free drip coffee is ready to redeem, the free latte is 425 beans away, and the croissant is kept for Roasters, the next level up.

How it works for your customers

1. **Join in a minute.** From your Rewards page, their account page or the link at checkout, customers type their first name, their email and a password. At Joe's, every new card starts with 250 beans.
2. **Earn on every order.** Points come from the items in each order, after any discount, so tax, tips and fees don't count unless you'd like them to. At Joe's that's 100 beans for every dollar, and checkout says how many beans an order will earn before anyone pays.

3. **Climb the levels.** Higher levels earn more on every order and can unlock perks and rewards of their own. Levels count the points earned over the last 12 months, and spending points never moves anyone down.
4. **Trade points for a reward. Redeem** puts the reward straight on their next order, and checkout shows it there. A reward can be a free item, money off, a percentage off, or something you hand over at the counter, and some can be kept for higher levels.
5. **Order the usual. Order again**, on any past order, puts the same items back in the cart, with the same choices and notes. If something can't go back in, the cart says why, such as "Sold out right now".



Sam's account, an hour after picking up order 1043.

Their own account

Signed in, customers see their points and their level, every past order with its status and **Order again**, and their details: their name, their phone and whether they'd like your news and offers by email. Checkout fills in their name and email by itself.

Accounts are protected the same way as your portal: a password of at least 10 characters with a number in it, a pause after 10 wrong tries, and a reset link by email. Changing the password signs them out on every other phone and computer.

Points from orders placed as a guest

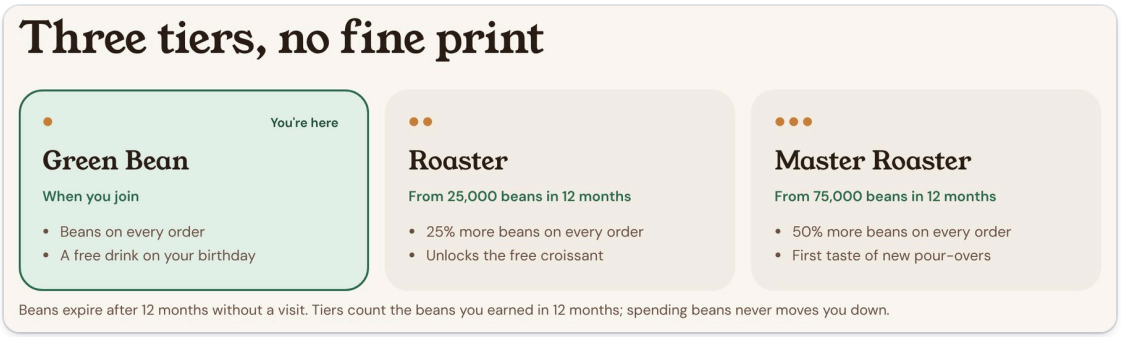
Nobody needs an account to order. A guest's confirmation email and order page offer to keep that order's points, in your program's words: "Create an account to keep the 2,325 beans from this order." Once they've made an account and confirmed their email address, their earlier orders with that email join their account, with their points.

Fair, by design

An order earns its points once, however many times anything is retried. A refund takes back the points the order earned, in proportion, and a reward can be used on one paid order only.

Your program, in your words

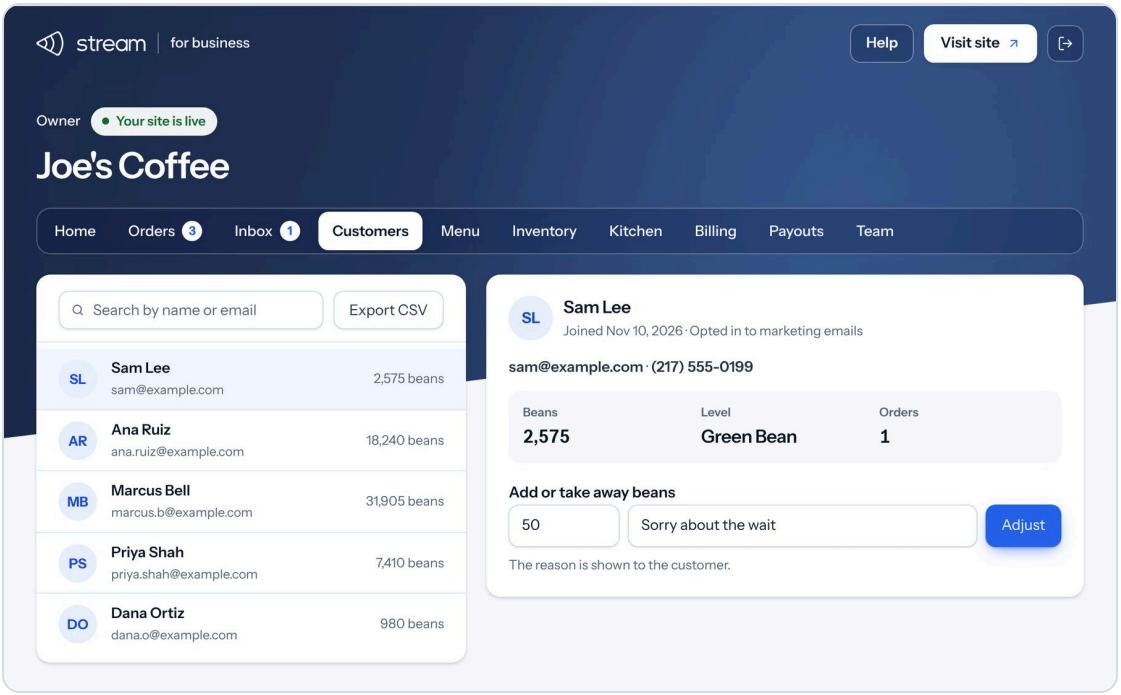
Every program works the same way underneath, so it's tried and tested, but it takes your name for points and your names for its levels, perks and rewards: beans at Joe's, embers at Ember & Rye. Stream sets it up with you and changes it whenever you ask.



Joe's three levels, as Sam sees them. Each level says when it starts and what it brings, and Sam's card says "You're here".

YOU DECIDE	WHAT IT MEANS	AT JOE'S
The name for points	What customers collect, on every page and in every email	Beans
How fast they're earned	Points for each dollar spent	100 beans a dollar
A welcome bonus	Points for making an account	250 beans
Levels and perks	As many levels as you like, each with its own earning rate and perks, counted over 12 months, the calendar year or for good	Green Bean; Roaster from 25,000 beans in 12 months; Master Roaster from 75,000
Rewards	What points buy, and which levels can have each	Free drip coffee 1,500; free croissant 2,500, for Roasters and up; free latte 3,000; $5 off 5,000
When points expire	Never, a set time after they're earned, or after a while without an order	After 12 months without a visit
What doesn't earn	Items left out, like gift cards or alcohol, ticked on each item in your Menu tab	Everything earns

Your customers, in your portal



The Customers tab. Sam joined on November 10, agreed to marketing emails and has 2,575 beans after one order. Joe is adding 50 beans with a note Sam will see: "Sorry about the wait".

- **Look anyone up** by name or email, and see their email and phone, when they joined, their points, their level, their orders and whether they agreed to marketing emails.
- **Add or take away points**, like 50 for a long wait, with a reason the customer sees.
- **Export CSV** downloads your list as a spreadsheet, showing who agreed to marketing emails.

YOUR CUSTOMERS, YOUR LIST

Accounts belong to your website alone: no other business sees them, and points never mix between businesses. Your privacy notice promises customers their details are never sold or used for targeted ads, and offers go only to people who asked for them. When you email news and offers, US law (the CAN-SPAM Act) asks for an unsubscribe link and your postal address in each one.

FOR YOU

- Regulars come back to your own website, not to an app that takes a cut of every order.
- A program with your name on it, set up for you, with no cards to print or punch.
- A customer list you can use, with who agreed to hear from you.

FOR YOUR CUSTOMERS

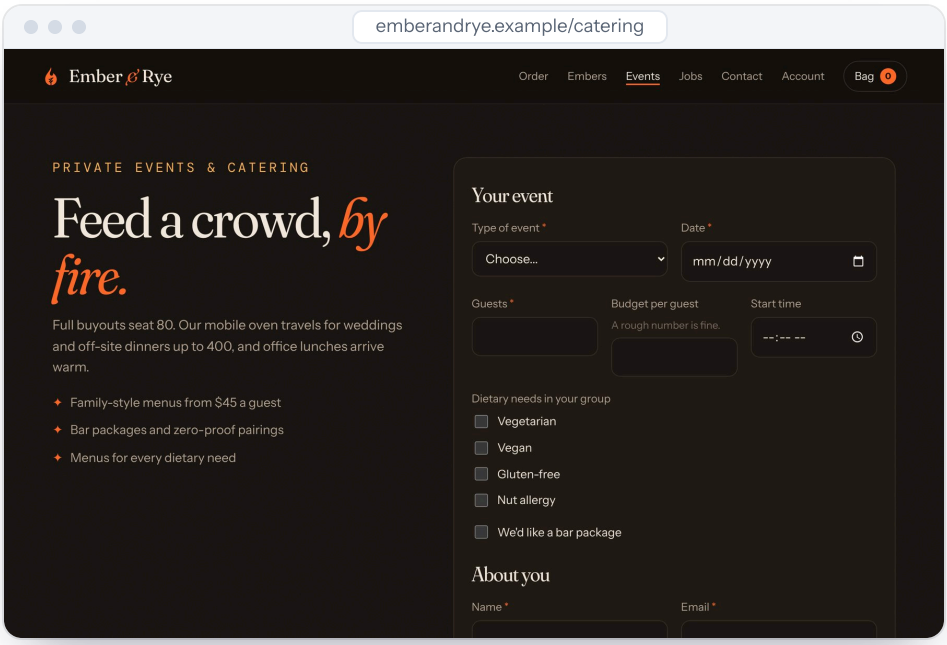
- Points on every order, with no card to carry or forget.
- Their usual order, back in the cart in one tap.
- Rewards that go straight on the order, with nothing to show at the counter.

CHAPTER 19

Forms and your Inbox

Every Stream website can have forms for whatever you need to hear about: questions, catering, private events, job applications or repairs. Each message reaches your email straight away and is kept in your portal's Inbox, where you and your staff answer it, note what was agreed and see what's still waiting.

● Every website ● Stream does it

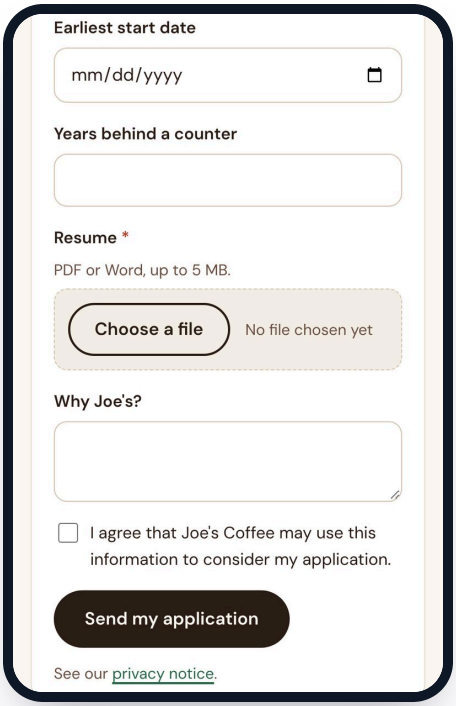


Ember & Rye's events form. The kind of event, a date, the number of guests, a rough budget, a start time and the group's dietary needs, then the person's name and email. Stream writes each form's questions with you.

How it works for the person writing

1. **They fill it in** on any phone or computer. The form checks each answer as they go, like a question they skipped or an email address with a typo, and says what to fix in plain words.
2. **They attach files** when your form asks for them, like a resume or photos of a damaged piece, in the kinds and sizes you allow.
3. **They send it** and see your thank-you on the page.
4. **They get an email** from your business saying it arrived, in your words, if you'd like one. Joe's careers form sends: "Thanks for applying to be a barista at Joe's Coffee. Nina reads every application and will be in touch within a week."

Spam is caught by itself. Bots that fill in a form are quietly set aside as spam, without emailing anyone, and no one can send a form more than 10 times a minute.



Joe's careers form, on a phone.

Any question you need

A form can ask for anything you'd ask in person, each question marked required or optional:

- Short and long answers, emails, phone numbers and web links
- Numbers, amounts of money, dates and times
- Drop-downs, multiple choice, tick boxes and star ratings
- Files and photos, in the kinds and sizes you allow
- Addresses
- A box they must tick, like agreeing that you may use an application
- Questions that show only when they're needed: Joe's contact form asks for the date and the number of people only once someone picks catering

A link can fill in part of a form ahead of time, and a change to a form's questions never spoils the messages already sent.

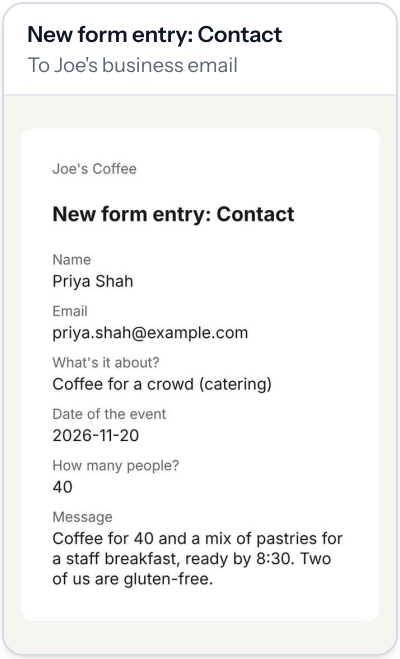
What you get

The moment a message is sent, your business email gets **New form entry** with the form's name, like "New form entry: Contact", and every answer under its question, so it reads well on a phone. Replying to it goes straight to the person who wrote. Any files are listed by name, with a link to download them from your Inbox.

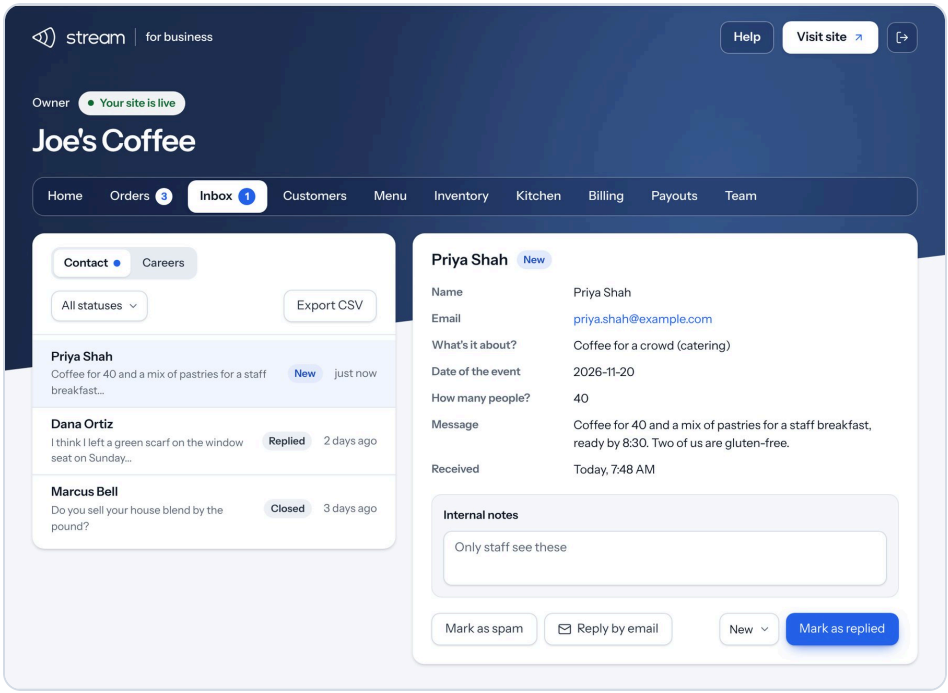
The message is kept in your Inbox too, so nothing gets lost, even if an email does.

Messages go to your business email, which you change yourself under **Where your messages go** on Home. To change a form's questions, or to add a new form, ask Stream.

While a website is still a concept website, messages from its forms go to Stream, not to the business. Once it's live, they go to the business by themselves.



Working the Inbox



The Inbox at Joe's. Contact has something new, marked with a dot. Priya's catering request is open, with every answer and notes only staff see.

- **One button per form** at the top, like Contact and Careers, with a dot on any with new messages. The Inbox opens on what's new.
- **Answer from where you are:** tap their phone number to call, or **Reply by email** to open your email with their address filled in.
- **Move it along:** the main button names the next step, like **Mark as replied**, and the list beside it sets any other status. Each form has its own steps: Joe's job applications go New, Reviewing, Interview, then Hired or Rejected.
- **Internal notes**, like "Called Priya: 40 coffees and pastries, Friday at 8:30", for you and your staff only.
- **Files: Download file** saves anything they attached, like a resume.
- **Junk: Mark as spam** takes a message off the list, and **Include spam** shows those again.
- **Export CSV** downloads a form's messages as a spreadsheet, without the spam.

FOR YOU

- Catering and event requests arrive with everything you need to quote.
- Nothing slips through: every message is kept, with its status and your notes.
- Hiring without a stack of paper: applications and resumes in one place.

FOR THE PEOPLE WRITING

- A form that's easy on a phone and says what to fix.
- A quick email to say their message arrived.
- An answer from a real person, by phone or by email.

CHAPTER 20

Emails that work for you

Some emails go out without anyone lifting a finger. Every Monday, owners get last week's numbers. If you turn it on, each customer gets a short request for a Google review the day after their order. And when something needs a person, an alert tells you straight away.

● Full ● Optional

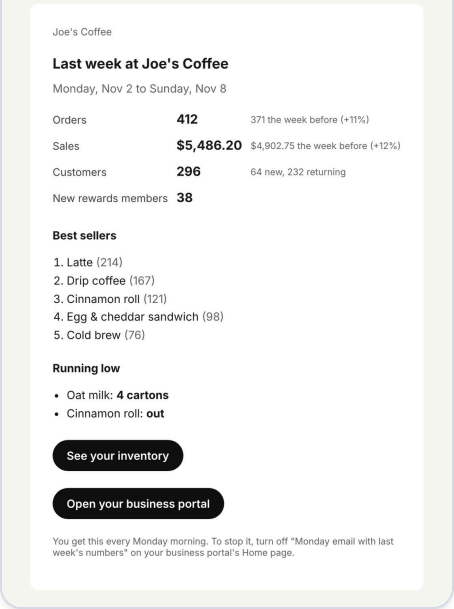
The Monday email

Every Monday morning, between 8 AM and noon your time, each owner gets last week, Monday to Sunday, next to the week before:

- Orders and sales, with the change from the week before
- Customers, new and returning
- New rewards members
- Your five best sellers, with how many sold
- With stock tracking on, what's running low or has run out

Its subject line gives the headline, like "Joe's Coffee: last week, 412 orders and $5,486.20 in sales", so you know how the week went before you open it. It's on to start with, and one switch on Home turns it off.

Joe's Coffee: last week, 412 orders and $5,486.20 in sales
To Joe, on Monday morning



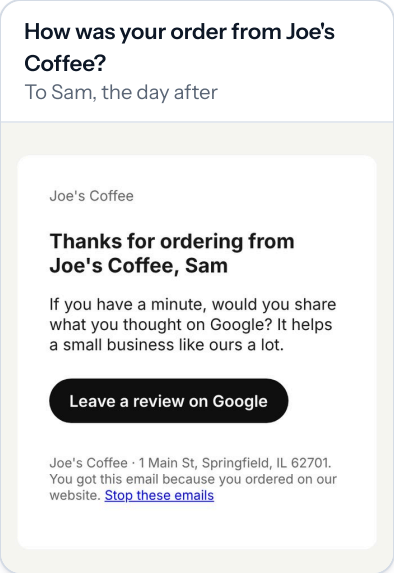
Google reviews, asked for at the right moment

Reviews are what most people read before they try a new place, and the best time to ask is the day after a good meal. Paste your Google review link on Home, turn on **Ask every customer for a Google review the day after they pick up**, and Stream does the asking:

- The email goes the day after each order is picked up, served or delivered, between 10 AM and 8 PM your time.
- Its one button, **Leave a review on Google**, opens your Google listing's review box.
- Nobody gets it more than once every 90 days, and **Stop these emails** at the bottom stops them for that customer.

- It goes to every customer and offers nothing in return, because Google's rules don't allow asking only happy customers or rewarding reviews.

It's off to start with. Your Google listing's **Ask for reviews** button gives you the link to paste.



Alerts, the moment something needs you

WHEN	WHAT YOU GET	CHAPTER
Nobody has accepted a new order in time	An email naming the order, where it went and the customer's phone number, while the order screen rings faster	11
An order arrives while your kitchen is offline	The whole order by email, as **New online order**	12
A printer stops checking in, or orders pause by themselves	An email, and another when things are back, plus a phone notification if you've turned them on	12
Something runs low, or runs out	A phone notification, and the Running low list in the Monday email	15
Someone sends one of your forms	Everything they wrote, by email and in your Inbox	18
A ticket, Square or Clover, or an email doesn't go through	Retried by itself, then listed under **Needs attention** on Home, with **Try again**	11

Phone notifications never show a customer's details, only your shop and what happened.

FOR YOU

- Your week's numbers in your inbox, with no report to run.
- A steady stream of Google reviews, without asking anyone yourself.
- An alert when something needs a person, and silence when it doesn't.

FOR YOUR CUSTOMERS

- One short, polite request, at a sensible hour, and never more than once in 90 days.
- One tap to stop the emails for good.

PART 6

Getting started and support

How a website goes from a first call to its first order, who on your team can do what, your web address, what Stream looks after for you, and how your business and your customers are protected.

21	From first call to going live	Page 67
22	Your team	Page 70
23	Your web address	Page 72
24	What Stream looks after	Page 73
25	Trust, privacy and ownership	Page 75
26	Coming next	Page 77

CHAPTER 21

From first call to going live

Most of the work is Stream's. You tell us about your place, look over your new website and do a few short steps of your own, like connecting Stripe. Your website goes live by itself once they're done.

● Every website

1 · LISTEN
A call about your place
Your business, your guests and what's slowing you down. We look at what you have today.

→

2 · DESIGN
Your website, from scratch
Designed for your brand, from your photos, your menu and what already works.

→

3 · LAUNCH
Set up with you
Menu, rewards and forms set up with you, and payments to your own Stripe account.

→

4 · GROW
Looked after
Kept up to date, with new features as you grow, like catering or rewards.

Tell us about your place at stream-holdings.com, and we reply within two business days with ideas, a timeline and a price.

See your website first

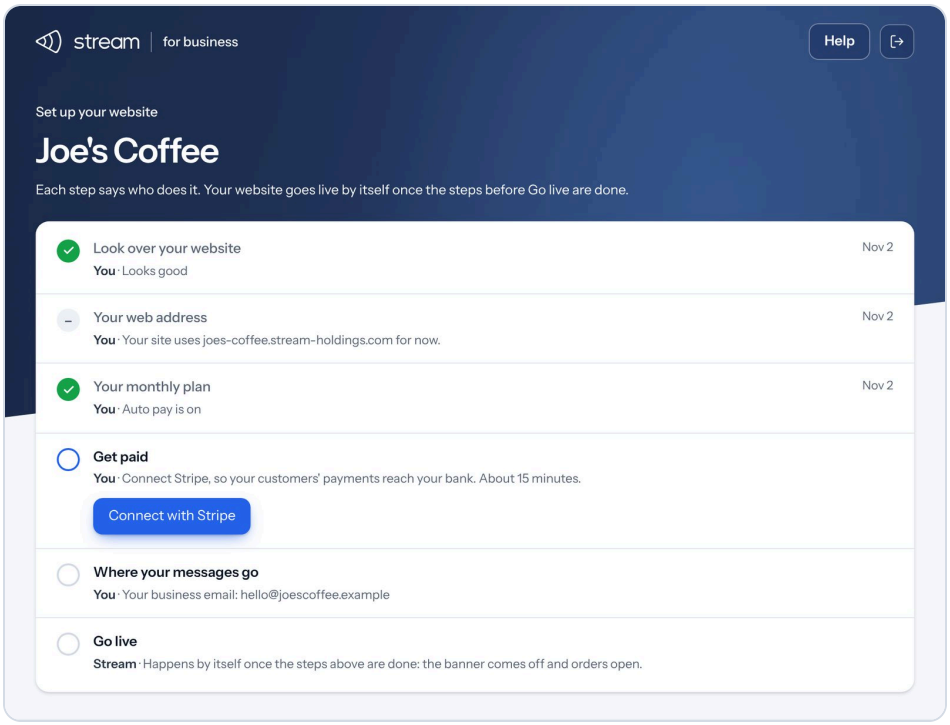
You see your new website before you sign up. It opens at its Stream address, like yourbusiness.stream-holdings.com, with a banner saying it's a concept website, and it can't take orders, so you can try it on your phone, show your staff and ask for changes. Sometimes Stream makes two versions, such as a Basic one and a Full one, and you pick the one you want.

Your welcome email and your Set up page

When you're ready, your welcome email links to your website and to your own Set up page. The link is just for you and works for 14 days. The Set up page lists every step, with who does it and when it was done, and you can stop between steps and come back.

STEP	WHAT HAPPENS	WHO
Pick your website	If Stream made two versions, you choose one. Only that one goes live.	You
Create your password	Your email is already filled in. Choose a password of at least 10 characters, with a number in it.	You
Look over your website	**Looks good**, or **Ask for changes** to say what you'd like different.	You, then Stream
Your web address	Keep your Stream address for now. Your own web address is coming soon (chapter 23).	You
Your monthly plan	Add a card, and your plan is paid by itself each month. The card goes straight to Stripe: Stream never sees its number.	You

Get paid	Connect your own Stripe account, so your customers' payments reach your bank (chapter 8). Full websites only.	You
Where your messages go	Your business email, for messages, order copies and alerts.	You
Go live	By itself, once the steps before it are done.	Stream



Joe's Set up page, partway through. Joe said the website looks good, kept its Stream address for now and turned on auto pay. Connecting Stripe is next, then the business email. Then the website goes live by itself.

What you'll need

Setting up a Full website takes about 45 minutes in all, most of it connecting Stripe. A Basic website takes about 10. Have these at hand:

For your plan

A credit or debit card. A computer is easiest for this step and for Stripe; everything else works on a phone.

For Stripe ● Full

Your business's legal name, address and phone; its EIN, or your Social Security number if you run it under your own name; your date of birth and home address; your business bank account's routing and account numbers; and your driver's license or passport, in case Stripe asks. Anyone else who owns 25% or more needs their name, date of birth and home address too.

For your kitchen • Full

An iPad, Android tablet or computer for the order screen, the printer Stream provides or your own Star or Epson cloud printer, with a network cable long enough to reach your internet router, or your Square or Clover sign-in. For Stream POS, a tablet and a card reader (chapter 13).

For your team

Your staff's email addresses, if they'll take orders, update the menu or answer messages (chapter 22).

Going live

Once your steps are done, your website goes live by itself. The concept banner comes off, orders open on a Full website, and your portal says **Your site is live**. You get an email saying your website is live. Home then lists a few next steps, like adding your website to your Google listing (chapter 6), inviting your staff and setting up your kitchen.

TRY A REAL ORDER

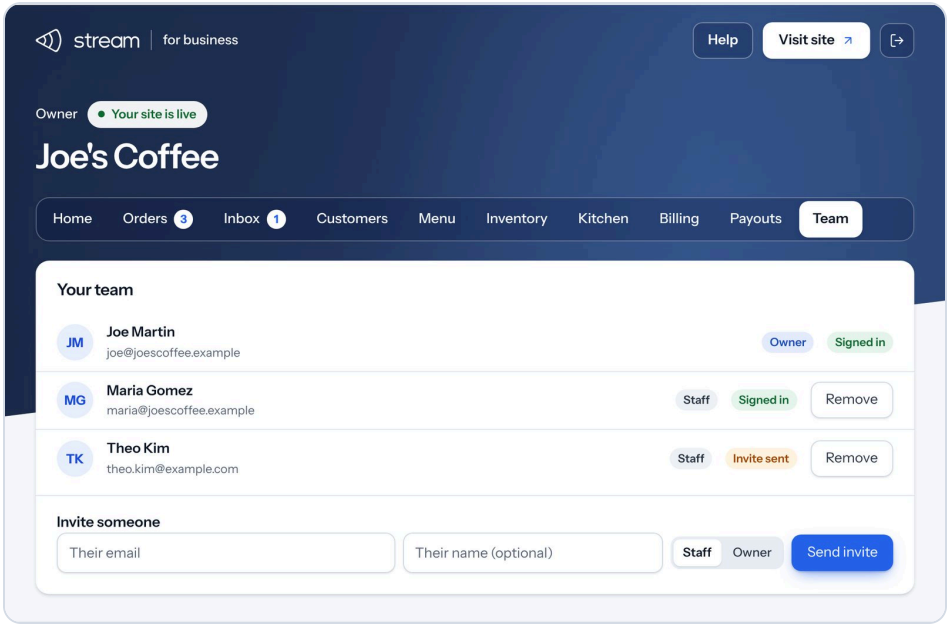
Once you're live, place one small order yourself, the way a customer would, with your own email. Check that it reaches your kitchen, take it all the way to **Picked up**, then refund it from the Orders page. You'll get the same emails your customers do, and it's the best way to practice with your staff. Before you're live, **Test print**, **Send a test order** and **Print a test ticket** check each part on its own.

CHAPTER 22

Your team

Give everyone who takes orders, updates the menu or answers messages their own sign-in, rather than sharing yours. Menu changes carry the name of whoever made them, and you can take someone off without changing your own password.

Every website



Joe's team. Joe is the owner. Maria is on staff and signed in, and Theo's invite is still waiting to be accepted.

Owner or Staff

WHAT THEY CAN DO	OWNER	STAFF
Take orders, cancel and refund them	✓	✓
Kitchen settings, printers, order screens and pausing orders	✓	✓
Update the menu	✓	✓
Look up customers and their points	✓	✓
Read and answer messages	✓	✓
Connect or disconnect Square or Clover	✓	–
Invite or remove people	✓	–
See payouts, and see or change the monthly plan	✓	–

Staff can refund orders, so give the Staff role to people you trust with that. Make someone an owner only if they should be able to do everything, like a business partner.

Inviting someone

On the Team tab, type their email, and their name if you like, choose **Staff** or **Owner**, and tap **Send invite**. They get an email inviting them to help run your business, tap **Accept and choose a password**, and they're in. The invite link also shows on your screen with a **Copy** button, so you can text it to them. It works for 7 days, and your team list says **Invite sent** until they accept, then **Signed in**.

Taking someone off

Tap **Remove** next to their name. They can't get in from that moment on. Every business keeps at least one owner, so to hand the business over, invite the new owner first; once they've accepted, they can remove you.

- **The kitchen's order screen needs nobody's sign-in.** It connects with its own code from the Kitchen tab, and only ever sees orders (chapter 12).
- **People at the counter need only a PIN.** On Stream POS, each person signs in with their own 4 to 6 digits, as an owner, a manager or a cashier, and an owner adds them on the Registers tab (chapter 13).
- **Every menu change has a name on it. Recent changes** shows who made each one, and when (chapter 14).

CHAPTER 23

Your web address

Every website goes live on its Stream address, like yourbusiness.stream-holdings.com. Your own web address, like www.yourbusiness.com, is coming soon.

Every website · Stream does it

Your Stream address

Stream makes your Stream address from your business's name, and your concept website opens there too, so going live only takes the banner off. It's the address your emails and your Google listing link to, and the one Apple Pay, Google Pay and Link work on once your Stripe account is connected (chapter 7). Nothing to buy, renew or set up on your side.

COMING SOON

Your own web address, being built now:

- **A new one.** Stream helps you pick one, from ideas based on your business's name and town, and registers it in your business's name. Your quote says whether it's included in your plan.
- **One you already have.** Stream looks it up and tells you in plain words what it found, copies its settings over first, your email's included, and walks you through the one change where you bought it, such as GoDaddy, Squarespace or Namecheap.
- **Yours to keep.** It's in your business's name, so if you ever leave Stream, Stream moves it to you when you ask.

Until it's ready, your website stays on its Stream address. Once your own address is on, the Stream address sends visitors to it, so no link you've shared stops working.

CHAPTER 24

What Stream looks after

You run your orders, your menu and your kitchen. Stream builds and hosts your website, keeps it running and up to date, and makes the changes you ask for.

● Every website ● Stream does it

Who changes what

YOU'D LIKE TO CHANGE	WHO DOES IT
YOURS, ANY TIME, FROM YOUR PORTAL	
Your menu: prices, Sold out, dishes, photos, sections, choices, menus, tax rates for some items and other languages	You (chapter 14)
Printing your menu, or a file of it for a spreadsheet or your POS	You (chapter 15)
Pausing online orders, printers, order screens, Square or Clover, ready times and alerts	You (chapter 12)
Stream POS: registers, card readers, staff PINs, tips, discounts and other ways to pay	You (chapter 13)
Your staff	You (chapter 22)
Your card, or cancelling	You (below)
Your business email, where messages and alerts go	You (chapter 10)
STREAM'S, WHEN YOU ASK	
Opening hours, holiday closures, phone number or address	Stream
The ready time customers see, sales tax, tips, delivery area and fee, ordering ahead	Stream
Your rewards program and promo codes	Stream
Photos on your website's pages	Stream: send them by email
Words on the website, a new page, or the look of your website or its emails	Stream
A form's questions, or a new form	Stream
A second shop	Stream
Your web address	Stream (chapter 23)

How to ask

In your business portal, tap **Help** at the top of any page, type what you'd like under **Ask Stream** and tap **Send**. Stream answers by email, and the change shows on your website once Stream has made and checked it. For holiday closures, write a few days ahead so your website is right on the day. Your own photos of your food and your place make the biggest difference to how your website looks, so send good ones whenever you have them.

Running, tested and up to date

- **Fast, wherever your customers are.** Websites are served from Cloudflare's network, close to every visitor (chapter 4).
- **Shared and tested.** The menu, ordering, payments, kitchen, rewards and forms behind every Stream website are the same services, checked by more than a thousand automated tests before any change reaches a website.
- **Watched around the clock.** Stream's own checks look at its services every five minutes and tell Stream straight away if something stops answering.
- **Better over time.** An improvement made for one website reaches every website, with nothing for you to install or rebuild.

Your plan

Your plan is charged to your card by itself each month, on the date Billing shows as **Next charge**. Only owners see Billing.

- **Receipts:** every charge is under **Receipts**, and **View** opens one to print or save.
- **A new card: Update card**, type the new one and save it.
- **If a payment doesn't go through,** Billing says **Payment failed**. Stripe tries the card again by itself, and updating your card tries straight away.
- **A free trial,** if your plan starts with one, shows the day your card is first charged.
- **Cancelling: Cancel plan**, then OK. Nothing more is charged after the month you've paid for, and **Keep my plan** undoes it until then.

If you ever leave

- Your website comes down after the month you've paid for.
- A web address of your own stays yours, and Stream moves it to you when you ask.
- The money in your Stripe account is yours and is paid out to your bank. The account itself works only through Stream, so it closes once you leave.
- Take your records with you before you go: your customer list, your messages and each month's orders download as spreadsheets, and your menu as a spreadsheet or a printable menu.

CHAPTER 25

Trust, privacy and ownership

Your money goes to your own account, and your customers' details and your menu stay with your business. Here is what's yours, and how each part is protected.

Every website

What's yours

Your money

Customers' payments go into your own Stripe account, in your business's name, and from there to your bank. Stream never holds your money and takes nothing from your orders.

Your web address

Coming soon

Your own address will be registered in your business's name, and moved to you whenever you ask (chapter 23).

Your customers

Accounts belong to your website alone, never to an app or another business, and your customer list downloads as a spreadsheet any time.

Your menu

Change it yourself, any time, and download it as a spreadsheet or a printable menu whenever you like.

Card payments

Stripe handles every card on your website, and on your plan. Card numbers go straight from the customer's phone or computer to Stripe, and never reach Stream or your business. Stripe is certified to PCI DSS Level 1, the highest level of the card industry's security standard, and runs payments for millions of businesses.

Your customers' privacy

Every website has a privacy notice in your business's name, with your email, phone and address, linked at the bottom of every page and next to checkout, sign-up and every form. It's written for what your website actually does, and it makes a few promises on your behalf:

- Offers go only to customers who asked for them.
- Their details are never sold, or used for targeted ads.
- If someone asks to see, correct or delete their details, or to close their account, they get an answer within 45 days. Pass the request to Stream through **Ask Stream**, and Stream takes care of it.

Websites that take orders also have ordering terms, in your business's name, linked at checkout.
How Stream looks after your own details, like your sign-in and your card, is in Stream's privacy policy at stream-holdings.com/privacy.

Security, built in

- **Everyone has their own sign-in**, with a password of at least 10 characters and a number. Signing in pauses for 15 minutes after 10 wrong tries, reset links work for an hour, and a new password signs you out everywhere else.
- **Each role sees what it needs.** Staff never see payouts or billing, and only owners can invite people or connect Square or Clover.
- **The kitchen's order screen** pairs with a code, not anyone's sign-in, and only ever sees orders: it can't see payouts or your customer list, or give refunds.
- **Stream POS registers** pair with a code too. Each person signs in with their own PIN, the register locks itself when nobody's using it, and wrong PINs make it wait (chapter 13).
- **Your Square or Clover connection** is stored encrypted, and only an owner can make or remove it.
- **Nothing is lost by mistake.** Recent menu changes are kept with who made them, and the menu can be put back to before any of them.

A website everyone can use

Websites are built and tested to work with a keyboard, a screen reader, zoom and reduced motion (chapter 4). If a customer tells you something doesn't work for them, help them with what they were trying to do, such as taking their order by phone, and pass what they said to Stream straight away.

CHAPTER 26

Coming next

Stream keeps building. This is being built now and reaches your website when it's ready, with nothing for you to install.

Coming soon

Coming soon

Your own web address

Your website on an address of your own, like www.yourbusiness.com: a new one registered in your business's name, or the one you already have, moved over with your email kept working. Until then, every website lives on its Stream address (chapter 23).

Have an idea for something your place needs? Tell Stream through **Ask Stream**. When it's built, it's built for every Stream website at once.

ANSWERS

Common questions

The questions business owners ask most, with the short answer and where to read more.

GETTING STARTED

Do I have to change my point of sale?

No. Orders can go into the Square or Clover you already use, print on Stream's printer or one you have, or ring on a tablet or computer you have (chapter 12). Or sell at the counter on Stream POS (chapter 13).

I already have a website. Do we start over?

We start from it: your photos, your menu and what already works. Then we design the new website from scratch. Moving it onto the web address you already have is coming soon (chapter 23).

Can I see my website before I sign up?

Yes. You look it over as a concept website, ask for changes, and only then set it up (chapter 21).

How long does setting up take on my side?

About 45 minutes for a Full website, most of it connecting Stripe, and about 10 for a Basic one. You can stop between steps and come back (chapter 21).

Do I need to know anything about websites?

No. Stream builds and runs the website. Your part is a few taps in your business portal, on a phone, a tablet or a computer (chapter 10).

Can I start with Basic and add ordering later?

Yes. Tell Stream, and your website is switched over, with your design, menu, messages and web address as they are. On your side, it takes about 15 minutes to connect Stripe, plus a test order (chapter 3).

ORDERS AND PAYMENTS

How much does Stream take from my orders?

Nothing. Only Stripe's card fee comes out of each payment, and the rest is yours. Stream is paid through your monthly plan (chapter 8).

When do I get paid?

Stripe sends your money to your bank by itself, usually about two business days after each payment. The first payout can take a little longer while Stripe checks your details (chapter 8).

Can customers pay with Apple Pay or Google Pay?

Yes, once your website is live and your Stripe account is connected. Link, Stripe's saved-card checkout, works too (chapter 7).

What if we're slammed?

Pause online orders for 15 minutes to 2 hours, or the rest of the day, from the Kitchen tab or the order screen, and they come back on by themselves (chapter 12). Ready times also stretch in a rush (chapter 7).

What if our internet or the printer goes down?

You hear about it, and no order goes unseen: orders are emailed to you, the order screen catches up once it's back, and if nothing can take orders, online orders pause until something can (chapter 12).

Can my staff see what I'm paid?

No. Only owners see payouts and billing. Staff can take orders and refund them (chapter 22).

YOUR WEBSITE

Can I change the menu myself?

Yes: prices, Sold out, dishes, photos and more, from your phone, and it shows on your website the moment you save. Every recent change can be put back (chapter 14).

Who changes my hours, photos and wording?

Stream does, when you ask through **Ask Stream** in your portal (chapter 24).

Will people find my website on Google?

Every page tells Google your name, address, phone and hours, your menu page gives it your whole menu with prices, and your portal walks you through your Google listing (chapter 6).

Does it work on phones?

Yes. Every page is designed for phones first, where most customers order, and for computers too (chapter 4).

Can my website have its own web address?

It's coming soon, registered in your business's name. Until then, your website lives on its Stream address, like yourbusiness.stream-holdings.com (chapter 23).

YOUR DATA, AND LEAVING

Who owns my customer list?

Your business. Accounts belong to your website alone, they're never sold, and the list downloads as a spreadsheet any time (chapter 18).

Is my customers' card information safe?

Stripe handles every card, and card numbers never reach Stream or your business (chapter 25).

What if I want to leave?

Cancel your plan from Billing. Nothing more is charged after the month you've paid for, and the money in your Stripe account is paid out to your bank (chapter 24).

Tell us about your place

We reply within two business days with ideas, a timeline and a price. There's no obligation.

Start a project at stream-holdings.com

stream

All businesses, people and orders in this guide are made up.
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