

The last software your business will ever need.

LINK isn't another app you have to learn. It's a technology partner — one system that runs everything your customers touch, everything your staff touches, and everything you need to see. We build it around your business, then we run it. You never log in to figure something out. You just say what's broken, and it gets fixed.

YOUR CUSTOMERS TOUCH

Your website, ordering, booking, rewards, reviews, social — every place a customer meets your business, looking like it was built just for you. Because it was.

YOUR STAFF TOUCHES

Training, schedules, shift trades, time off, inventory — the daily machinery, running itself instead of running you.

YOU SEE EVERYTHING

Money, leads, competitors, vendors, regulars — one dashboard, and a voice on your phone that answers any question about any of it.

DO THE MATH WITH US

Count what you already pay for every month. The website host. The email tool. The scheduling app. The review software. Somebody for social. A designer when you need one. Most businesses land somewhere between **\$300 and \$800 a month** — spread across six tools that don't talk to each other, where you're the one carrying information between them.

Now look at it the other way. A single server costs you around five hundred dollars *a week*. LINK is five hundred *a month* — and it covers the work of fifteen roles you'd never get around to hiring: designer, developer, marketer, content editor, analyst, researcher, bookkeeper's assistant, security watch. Your people keep doing what people are great at. LINK does the fifteen jobs nobody on your payroll has time for.

\$1,000 to build · \$500 a month

One location, one price, everything included. No change orders, no per-feature pricing, no "that's a different package." Whatever you need next is already in the price.

HOW IT WORKS

- 1 We start with what hurts.**
Your first month is the two or three things costing you the most — not everything at once. We roll the rest out over time, on purpose: nothing overwhelming, every piece done properly and successfully, and the core of what people love about your business never changes.
- 2 Then we never stop building.**
New features, fixes, ideas — you name it, we build it, month after month. Everything on the next four pages is on the table. That's exactly why it's a subscription: you're not buying a website, you're keeping a builder.
- 3 You talk to one person.**
Same name, same number, every time. No ticket queues.
- 4 You can always leave — and take everything.**
Your data, your content, your site — yours. We keep clients by being good, not by holding the keys.

EVERY PLACE A CUSTOMER MEETS YOUR BUSINESS — BUILT CUSTOM, KEPT FRESH

Websites, apps & custom software

Completely custom — designed around your business, never adapted from a template.

- Custom websites and mobile apps with high-end type, design and photography
- Interactive menus, 3D product models and customer-facing screens
- Integrations with the software you already use — we connect, we don't rip out
- If you can name it, custom software can be built for it

Ordering, rewards & repeat business

Easy to buy. Easier to come back.

- Online ordering that feeds your existing register — we never replace your point of sale
- Reward and loyalty programs built around how your customers actually behave
- Newsletters and coupon structures that bring people back through the door
- Ad revenue opportunities where your traffic can support them

Booking & reservations

For tables, chairs, appointments, or job sites.

- Online booking with automatic reminders
- Waitlists and no-show tracking
- Deposits collected where you want them

Social media

A content engine, not a posting chore.

- Content planned, produced and posted on a schedule that doesn't depend on your energy
- Regular photoshoots and video operations
- A script builder for reels, promos and launches
- Analytics on what actually worked, not just what went out

Getting found

When someone nearby searches, you come up.

- Your Google listing built out, corrected and maintained
- Tuned for AI search — when someone asks ChatGPT for a recommendation, you want to be the answer
- Community outreach that earns real local mentions and links

Reviews & reputation

Asked for at the right moment. Answered every time.

- Review requests timed to good visits — not blasted at random
- Every review answered, good and bad, in your voice
- Google, Yelp and Facebook watched from one place, with the trend over time

Branded games

Traffic on purpose.

- Custom games carrying your brand and logo
- Leaderboard promos — "top score by the 20th wins a \$20 gift card"
- Points people at ordering, new items, and slow nights

In their language

Bilingual, in your own words.

- We use the wording your business already prints — never machine translation
- Menus, signs and pages that read right to the people reading them

THE DAILY MACHINERY — RUNNING ITSELF INSTEAD OF RUNNING YOU

Training

Every position, taught the same way every time.

- Learning courses with video, quizzes and interactive games
- Menu training, kitchen training, safety training, new-position training
- Analytics on who has learned what — and what skill level everyone is really at
- Answers the question that matters: who can I put on the floor tonight?

Schedules, pay & the back office

A staff backend your team runs themselves.

- Scheduling, shift trading and time-off requests handled by staff, not by you
- Payroll support and DocuSign built in
- Announcements that actually reach everyone

Hiring

From posting to first shift.

- Job postings and applicant tracking
- Interview scheduling without the phone tag
- A first-day checklist that hands straight into their training track

Inventory

The shelf watches itself.

- Inventory intake without the clipboard
- Flags before you run out — and follows up with the vendor itself
- Knows what's been sitting too long, what's priced too high, what goes bad soon
- Vendor research, online ordering, and connections to our partners

Print & physical

The stuff people hold.

- Menus, table tents, signage and labels
- Business cards, window decals, vehicle wraps
- All from one brand system, so everything matches everything

Multi-location

One brand, every store in step.

- Shared brand, separate numbers per location
- Roll a change out to every store at once
- Compare locations side by side and see which one needs you

WHAT YOUR TEAM NOTICES

One app with their shift, their training, their trades and the announcements — and nobody texting the owner at 11 p.m.

YOUR WHOLE BUSINESS, ANSWERABLE FROM YOUR POCKET — ASK IT ANYTHING

Your phone runs all of it

Always-on voice chat with your entire system.

- Ask any question about any part of the business, out loud, any time
- Or text it like a person
- A mobile dashboard with everything on one screen

Communication, handled

Follow-ups that never slip.

- Messaging, calls and follow-ups handled the way you set them up
- Your email read for you — what's important surfaced immediately, the fluff skipped
- Nothing goes out without your say-so

Money

Readable, organized, and ready.

- Income, profit, losses and goals — tracked and analyzed, in plain language
- Tax inputs and documents organized all year, so filing is painless
- Funding, grants and investors — researched, prepared and drafted; you review and sign
- Contract prep and follow-up

Leads

Researched and graded before you ever see them.

- High-quality leads found, researched and scored
- Portfolios and newsletters that warm them up
- Coupon structures that convert lookers into customers

Your regulars

The customers you already earned.

- Know who hasn't been in lately — and win them back automatically
- Birthdays, anniversaries, first-visit follow-ups
- Your best customers, treated like it

Competition

Know the block. Know the industry.

- Analytics on every nearby competitor
- Best practices pulled from the most successful in your industry
- The latest gear and equipment worth knowing about, before your competitor knows
- Outreach to partners worth having

Research, on its own

Working while you sleep.

- Autonomous researchers on customer acquisition, workflows and market value
- And anything new we might be missing — that's part of the job

Regular system audits

First to the savings. First to the opportunity.

- Scheduled audits across the whole system to find ways to save money
- Opportunities located before anyone else is looking

ASK IT OUT LOUD

"How did Tuesday do against last Tuesday?" • "Who hasn't been in since June?" • "What did we spend with the produce vendor last month?" — asked from your pocket, answered in seconds.

THE PART YOU NEVER SEE — WHICH IS EXACTLY THE POINT

Your brand & identity

Keep the feel it's always had, or start fresh — your call.

- Unlimited logo customizations, vector art, logo animations, color schemes
- Brand surveys and analytics to learn what your customers actually respond to
- If it's not broken, we don't fix it — we secure the backend and leave the soul alone
- If it's stale, we find your ideal result and rebuild toward exactly that

Safety & security

Watched around the clock.

- 24/7 monitoring across every system, with same-day human response
- Communications encrypted in transit and at rest
- Your data is never shared or sold — nothing moves without your approval
- Watchdogs over internal and external communications
- Anomaly flags when money doesn't line up — the system tells *you*, immediately
- Scam blocking, malware blocking, and protections specific to your industry
- Payments stay with your processor — we never touch or store card data

Always on

Boring, in the best way.

- Your site stays up — and if anything ever breaks, we fix it, fast
- Everything backed up, always

Your data is yours

No hostages.

- Everything built for you belongs to you
- Leave anytime and take all of it, in a format you can actually use
- We keep clients by being good — not by holding the keys

A named human

The most underrated feature on this list.

- You text one person — and it's the same person every time
- They know your business, your history, and what you asked for last month

Anything custom software can fix

This list is where we start, not where we stop.

- If a problem in your business can be solved with software, it's in the price
- That's what makes this the last website — and the last software — you'll ever need

\$1,000 to build · \$500 a month

One location. Everything on these five pages is on the table.

We start with what hurts most, and we keep building for as long as you're with us. You're not hiring software — you're hiring the technology partner your business could never afford until now.