POR TFO LIO

I'm Sebastijan Bauman and this is my portfolio 2014 - 2024.

Disclaimer

This portfolio highlights my three most significant projects over the past decade: **Energy Falcon**, **BetterDeal.com**, and **Nettle**. It is a work in progress, reflecting my contributions to those projects and designed to grow as additional details are refined and documented.

Each project is presented with a consistent structure, covering the **challenge**, **approach**, **solution**, **results**, **lessons learned**, **infrastructure**, **tech stack**, **sitemap**, and **screenshots** paired with brief descriptions.

Future updates will include additional aspects such as **branding**, **mockups**, **workflows**, **APIs**, **tools and methodologies**, and a **roadmap** to outline project phases and milestones.

This portfolio reflects my focus on delivering impactful and user-focused outcomes while documenting the journey behind each project.

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Energy Falcon

BetterDeal

Nettle

energyfalcon

2017 - 2024

energyfalcon

Challenge

Energy Falcon was born out of the need to bring innovation to energy procurement, a sector that lagged behind the advancements seen in other industries. At that time, traditional energy procurement methods were outdated, relying on manual processes that failed to address market volatility, complex contracts, and the lack of actionable insights. As a spin-off from a 20 years old London based energy brokerage, the platform combined deep market expertise with modern technology to simplify procurement and help businesses save on energy costs.

energyfalcon

Approach

To deliver Energy Falcon, I focused on three main areas: product collaboration, technical leadership, and design and documentation.

1. Product collaboration

- Worked closely with the stakeholder, who served as both investor and product owner, to align technical development with business objectives and user needs.

- Collaborated with energy analysts, risk managers, and AI specialists to simplify complex energy concepts into actionable insights.

- Shared product management responsibilities, making energy data easy to understand and automating processes to notify users only when needed.

2. Technical leadership

- Designed a scalable AWS infrastructure to support real-time analytics and complex data processing, ensuring the platform handled large volumes of energy data efficiently.

- Managed the development team while directly contruting to back-end development, ensuring seamless integration and robust functionality.

- Automated workflows and implemented CI/CD pipelines to accelerate deployment and maintain system reliability.

3. Design and documentation

- Created wireframes and mockups to guide front-end developers, ensuring interfaces aligned with user and business needs.

- Documented specifications and planned features to provide clarity and support accurate development timelines.

- Validated APIs and front-end functionality against requirements, addressing potential issues early to ensure a smooth deployment.

energyfalcon

Solution

- **Scalable cloud infrastructure:** Designed a robust AWS-based system to handle real-time analytics, large-scale data processing, and complex energy procurement workflows

- **AI-driven insights:** Integrated OpenAI powered analytics to deliver actionable market trends, price projections, and energy-saving opportunities

- **Supplier and market integration:** Collaborated with partners like POWWR and Marex to incorporate supplier pricing, contract options, and market insights directly into the system.

- **Automated workflows:** Streamlined energy procurement processes with automation tools, enabling a "set and forget" approach that notified users only when action was needed.

- **User-friendly design:** Created intuitive wireframes and interfaces that simplified complex energy data, making it accessible and actionable for users.

Results

- **Operational efficiency:** Automated workflows simplified energy procurement processes, allowing users to focus on decision-making only when necessary.

- **Data accessibility:** Delivered a platform that transformed complex energy data into clear, actionable insights, empowering business to make informed choices.

- **Partnership integration:** Successfully integrated key partnerships with POWWR, Marex, and OpenAI, enhancing functionality with supplier pricing, market insights, and advanced analytics.

Lessons learned

- **Simplification drives adoption:** Making complex processes accessible to all users proved critical for usability and user satisfaction.

- **Automation improves outcomes:** Building a "set and forget" system allowed users to act efficiently and focus only on high-priority tasks.

- **Collaboration enhances innovation:** Working closely with industry experts and partners provided valuable insights, enabling the delivery of features tailored to real-world needs.

BetterDeal

2018 - 2023

BetterDeal

Challenge

BetterDeal.com, inspired by HotUKDeals, was initially designed as a deal-sharing platform. The vision was to create a community-driven space for users to share and discover deals, generating revenue through affiliate networks. However, insights from former HotUKDeals executives highlighted the risk of relying solely on affiliate revenue, as policy changes in networks like Amazon could destabilise income streams. To address these challenges, the project pivoted to an e-commerce platform for small businesses, integrating affiliate marketing as an additional revenue stream.

BetterDeal

Approach

I focused on building and leading the team, managing technical delivery, and collaborating with stakeholders to deliver a scalable, user-friendly platform ready for market.

1. Team building and leadership

- Recruited a skilled technical team aligned with project objectives, managing the hiring process from job descriptions to multi-stage interviews and final decisions.

- Managed in-house teams and an outsourced mobile development company to ensure alignment with project goals and design quality.

- Introduced agile workflows to improve collaboration, accountability, and responsiveness across all team members.

2. Technical oversight

- Designed a modular AWS infrastructure to support high traffic demands and future growth, ensuring performance, reliability, and scalability.

- Developed a robust API layer to integrate affiliate networks, multi-channel sales platforms, and third-party tools, ensuring consistent functionality across web and mobile platforms.

- Established CI/CD pipelines to automate testing and deployment, reducing delays and maintaining high-quality releases.

3. Stakeholder collaboration

- Worked closely with the managing director and former HotUKDeals executives to align branding and product features with monetisation strategies and market expectations.

- Collaborated with Curious Agency to adapt branding and user experience, ensuring the e-ecommerce pivot retained community engagement and gamification elements.

- Incorporated stakeholder feedback to refine priorities and maintain alignment between technical execution and business goals.

BetterDeal

Solution

- **Scalable AWS infrastructure:** Delivered a cloud-based modular architecture capable of handling high traffic volumes and future growth.

- **E-commerce and affiliate integration:** Developed e-commerce features, including inventory management, secure payment processing, and multi-channel sales integration, alongside affiliate marketing tools to diversify revenue.

- **Efficient development process:** Establish CI/CD pipelines to streamline releases, minimise downtime, and maintain high-quality results.

- **User-focused design:** Worked with Curious Agency to deliver a user-friendly platform that balanced e-commerce functionality with community driven features.

Results

- **Platform readiness:** Delivered a fully operational, scalable e-commerce platform that supported small businesses while retaining community-focused features.

- **Streamlined workflows:** Agile methodologies and automated deployment processes improved development efficiency and enabled timely feature rollouts.

- **Project outcome:** After the platform was completed, a decision was made to pause further development, considering the high marketing costs involved. This balanced approach weighted growth potential against financial risk, and the company was later closed.

Lesson learned

1. **The importance of team leadership:** A structured approach to recruitment and clear communication were critical to building a motivated and high-performing team.

2. **Scalable infrastructure enables growth:** A flexible, modular architecture ensured the platform could meet future demands while maintaining reliability and performance.

3. **Adaptable planning ensures alignment:** Adjusting plans based on new insights and challenges ensured technical goals stayed aligned with evolving business needs.

BetterDeal

Tech stack

Frontend technologies

HTML	CSS	Bootstrap	JavaScript	React	jQuery	Flutter

Backend technologies

PHP	Laravel	MySQL

Infrastructure

		Stripe	CJ Affiliate	Amazon	AWIN
AWS	Firebase	Rakuten	eBay	Tradedoubler	Partnerize

Tools

Git	VS Code	Postman	Slack	Confluence	Jira	Sketch
Zeplin	Illustrator	Photoshop	HotJar	Analytics		

Team structure

I managed both the internal and external development teams, and oversaw the design team. I collaborated with the Brand Agency, Strategic Consultant, and Affiliate Manager, and reported directly to the Managing Director.

My roles

Head of Development	Product Owner	Product Manager	Quality Assurance	Dev-Ops Engineer

Team roles

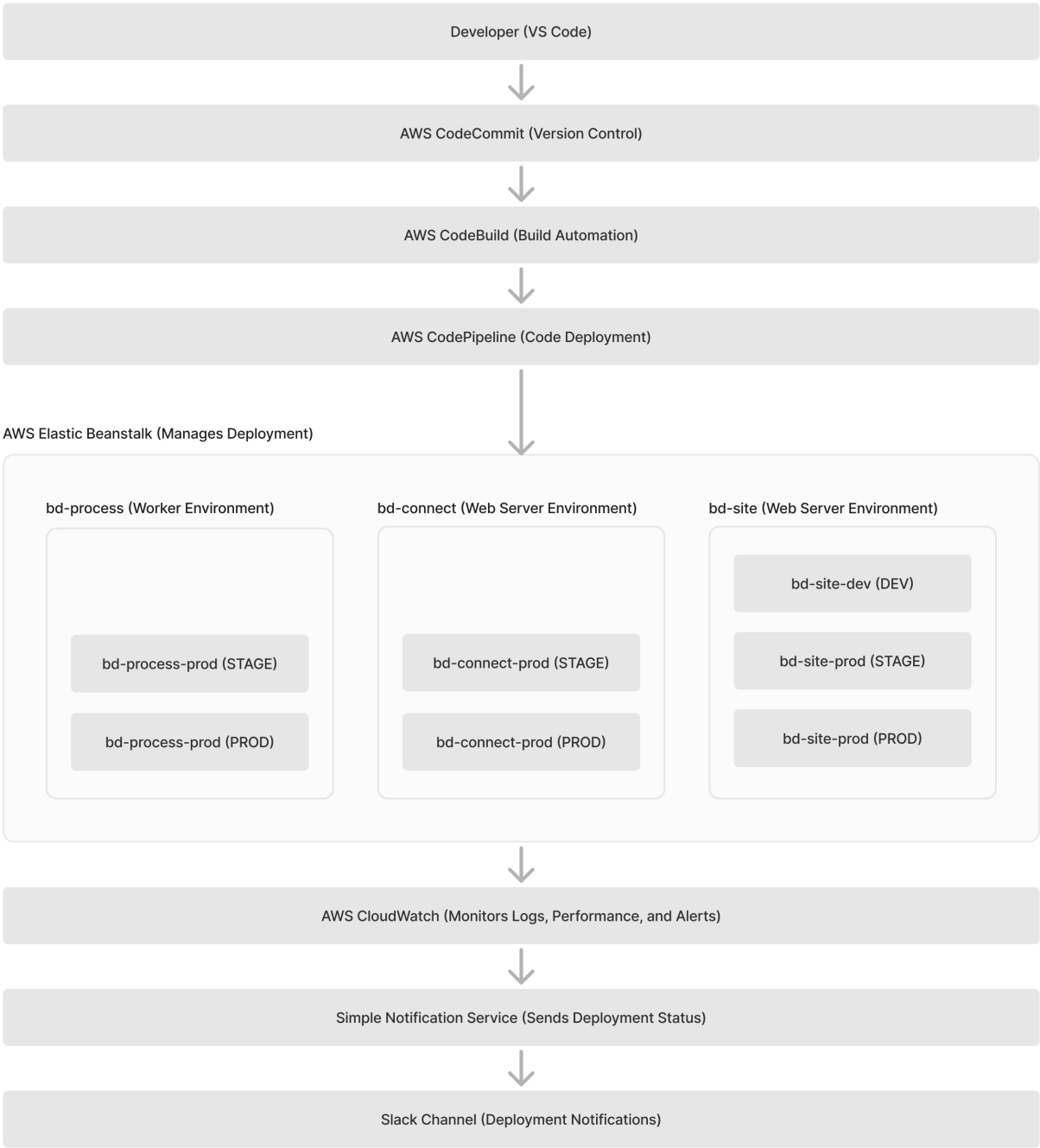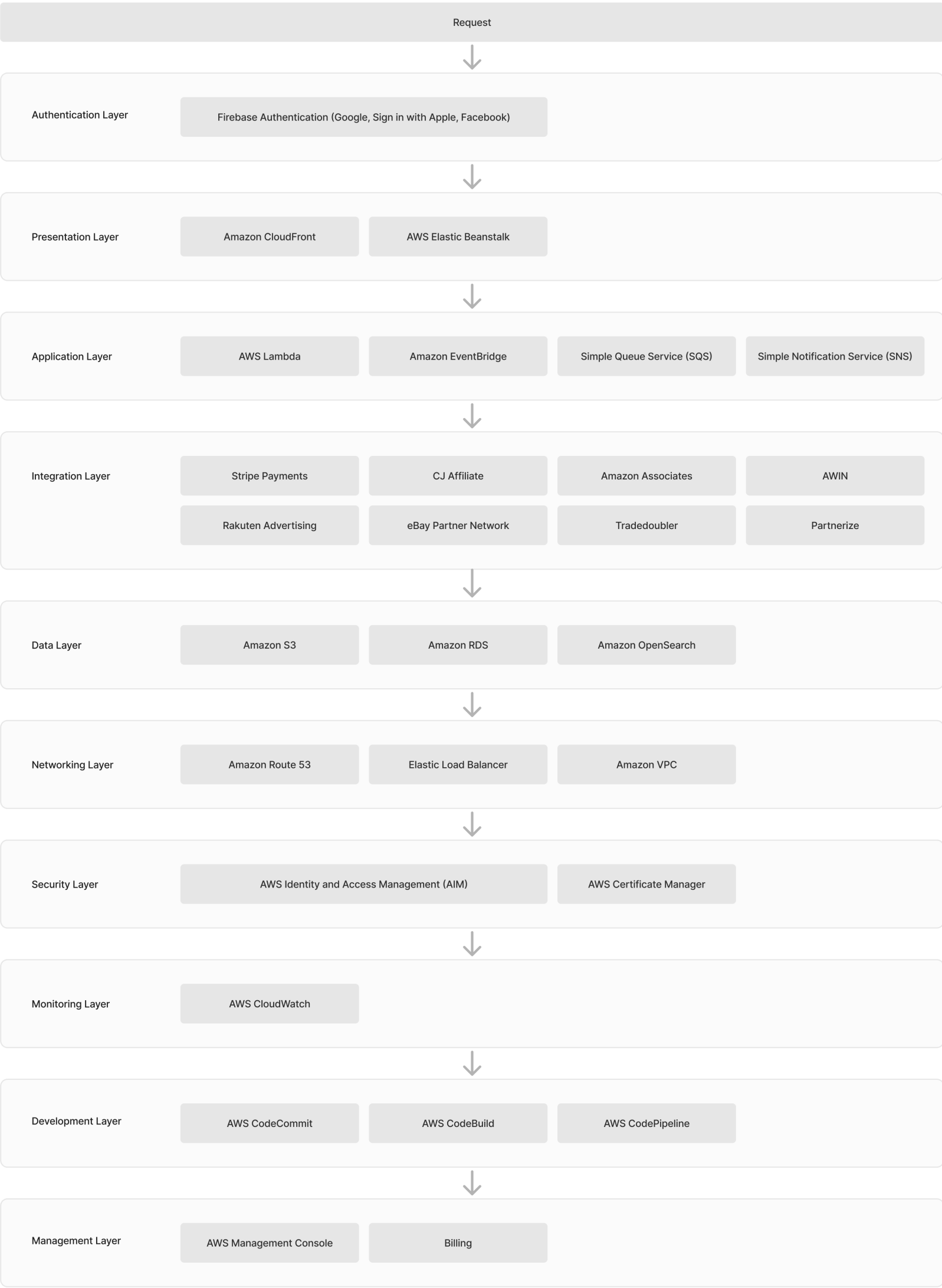| Managing Director	Strategic Consultant	Affiliate Manager	Brand Agency	Product Designer
Graphic Designer	Front-End Engineer	Back-End Engineer	Software Development Agency	

Team size
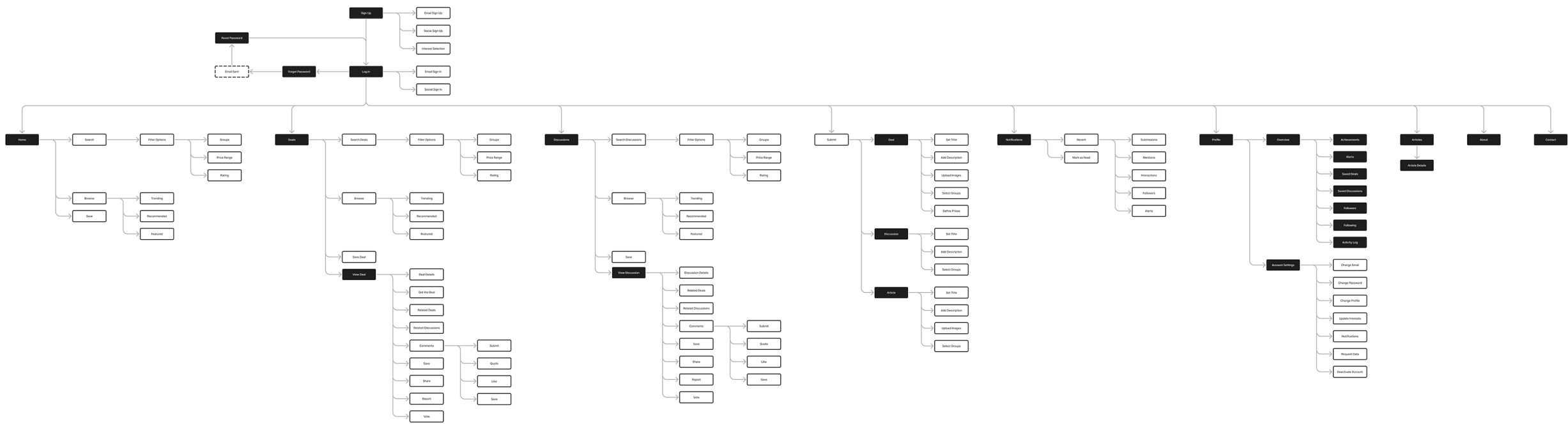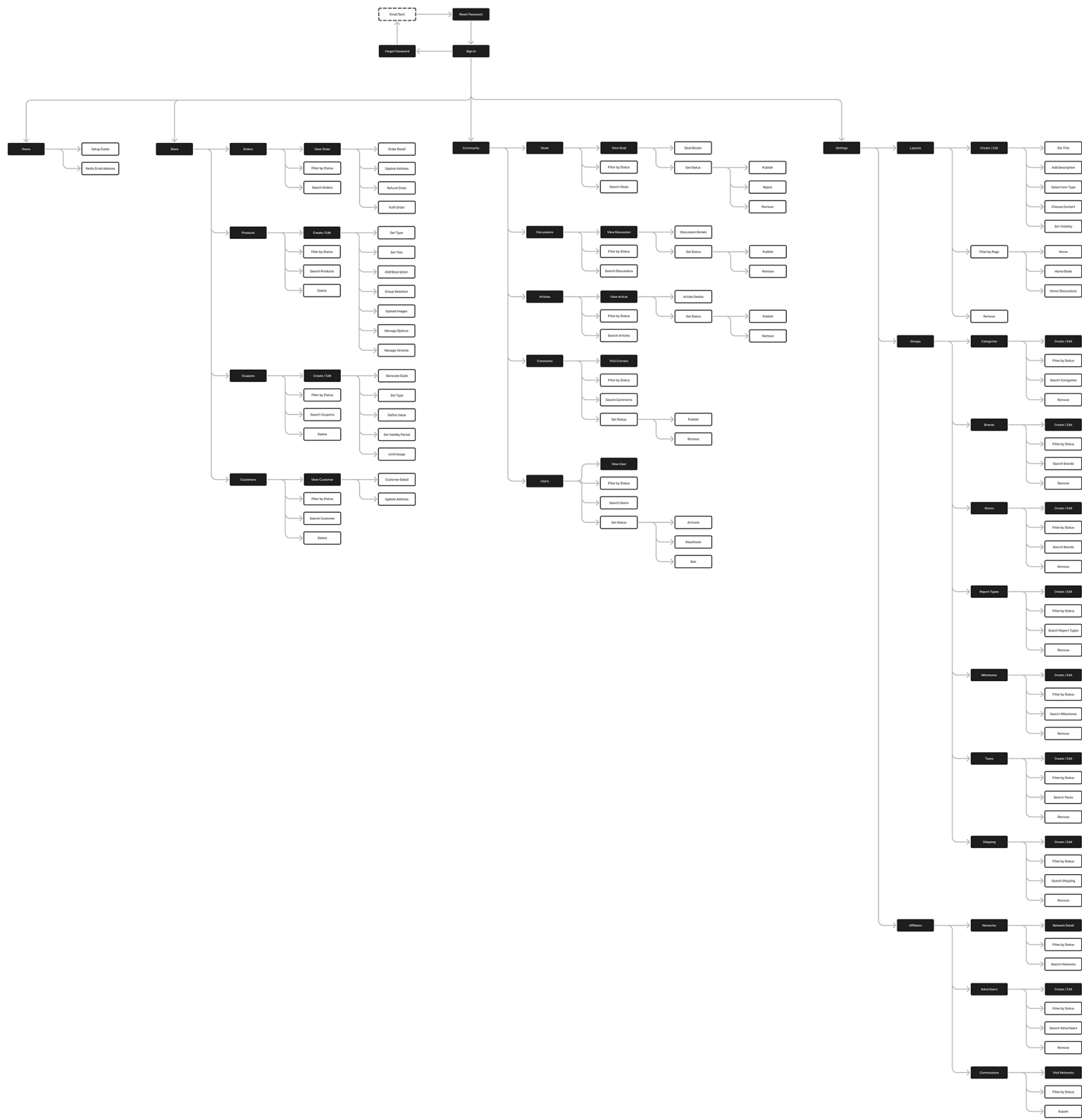
The team size varied throughout the project, with 11 key team members, along with external agencies.

Infrastructure and deployment overview

Architecture **Scalability**

This overview highlights the architecture and deployment setup of BetterDeal, showing core services, integrations, and environments designed to ensure platform reliability and scalability.

Left Diagram

Request

↓

Authentication Layer
Firebase Authentication (Google, Sign in with Apple, Facebook)

↓

Presentation Layer
Amazon CloudFront | AWS Elastic Beanstalk

↓

Application Layer
AWS Lambda | Amazon EventBridge | Simple Queue Service (SQS) | Simple Notification Service (SNS)

↓

Integration Layer
Stripe Payments | CJ Affiliate | Amazon Associates | AWIN
Rakuten Advertising | eBay Partner Network | Tradedoubler | Partnerize

↓

Data Layer
Amazon S3 | Amazon RDS | Amazon OpenSearch

↓

Networking Layer
Amazon Route 53 | Elastic Load Balancer | Amazon VPC

↓

Security Layer
AWS Identity and Access Management (AIM) | AWS Certificate Manager

↓

Monitoring Layer
AWS CloudWatch

↓

Development Layer
AWS CodeCommit | AWS CodeBuild | AWS CodePipeline

↓

Management Layer
AWS Management Console | Billing

Right Diagram

Developer (VS Code)

↓

AWS CodeCommit (Version Control)

↓

AWS CodeBuild (Build Automation)

↓

AWS CodePipeline (Code Deployment)

↓

AWS Elastic Beanstalk (Manages Deployment)

bd-process (Worker Environment)
bd-process-prod (STAGE)
bd-process-prod (PROD)

bd-connect (Web Server Environment)
bd-connect-prod (STAGE)
bd-connect-prod (PROD)

bd-site (Web Server Environment)
bd-site-dev (DEV)
bd-site-prod (STAGE)
bd-site-prod (PROD)

↓

AWS CloudWatch (Monitors Logs, Performance, and Alerts)

↓

Simple Notification Service (Sends Deployment Status)

↓

Slack Channel (Deployment Notifications)

Deal-sharing platform   Structure   Functions

Sitemap overview

This sitemap presents the structure and functions of
BetterDeal for both the web app and the mobile app.
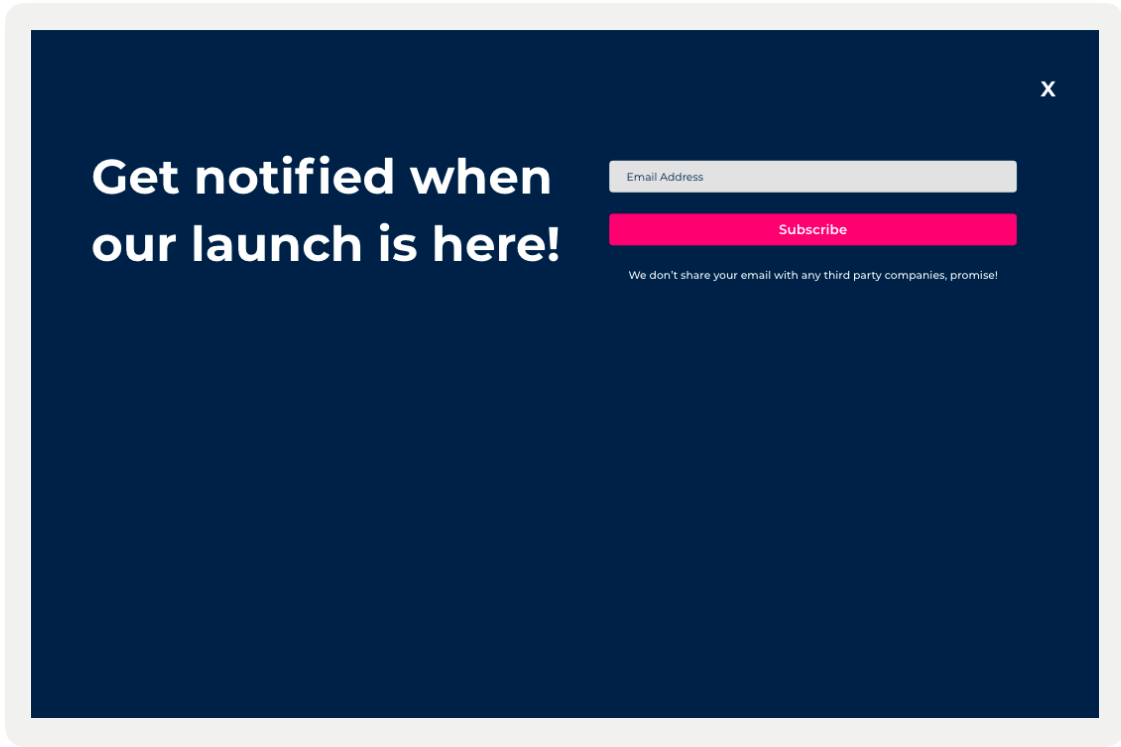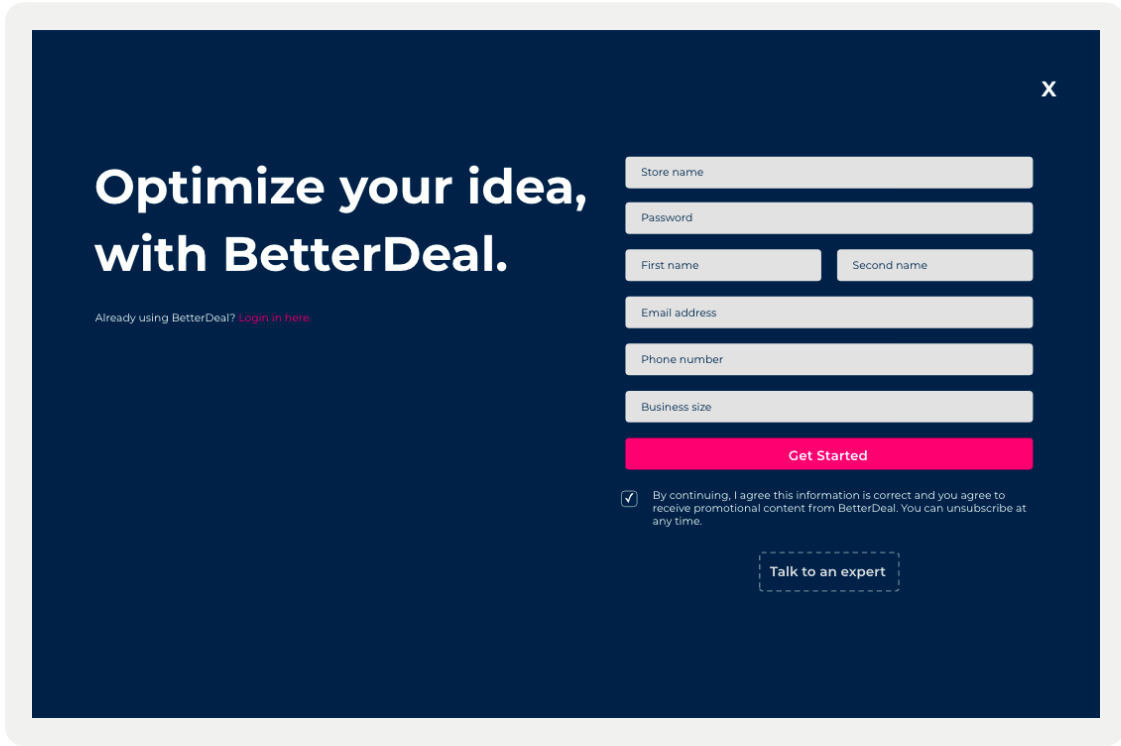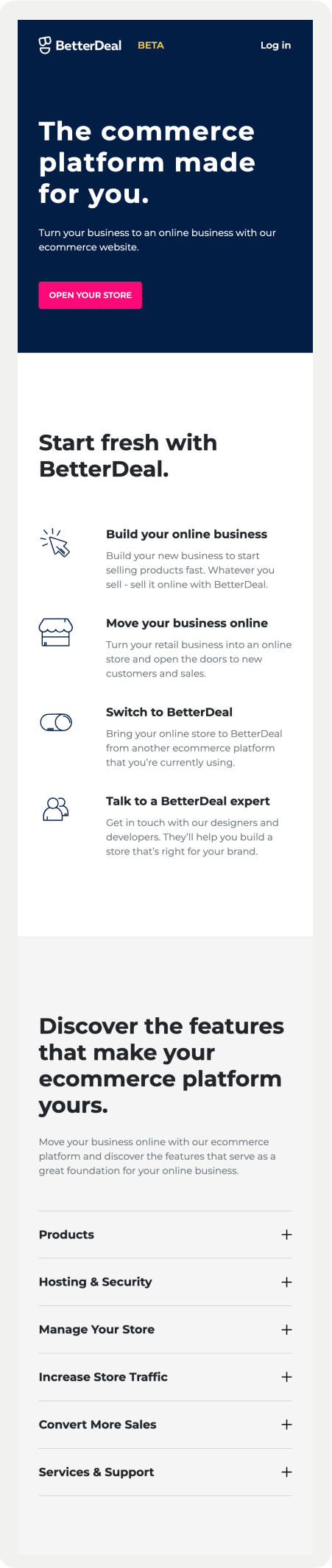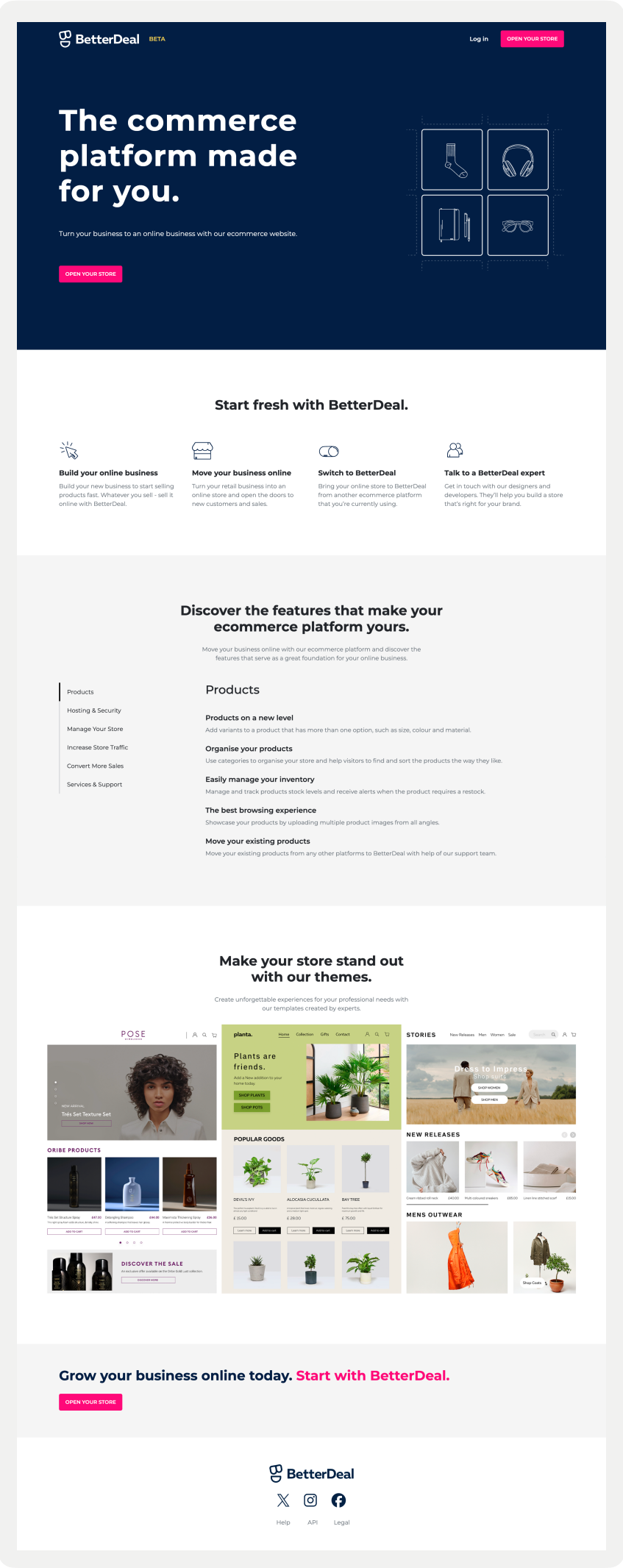
eCommerce platform   CTA Website

Introducing BetterDeal

The website provides an overview of the BetterDeal platform, highlights its features and benefits. It demonstrates how the platform helps users easily set up and manage their online store, optimise product listings, and customise their storefront, simplifying e-commerce management.

BetterDeal

Exploring ready-made templates

The interface allows users to explore ready-made templates for setting up online stores. Whether selling clothing, plants, or hair care products, these templates empower users to easily showcase products, engage customers, and create a smooth shopping experience.

![BetterDeal logo]
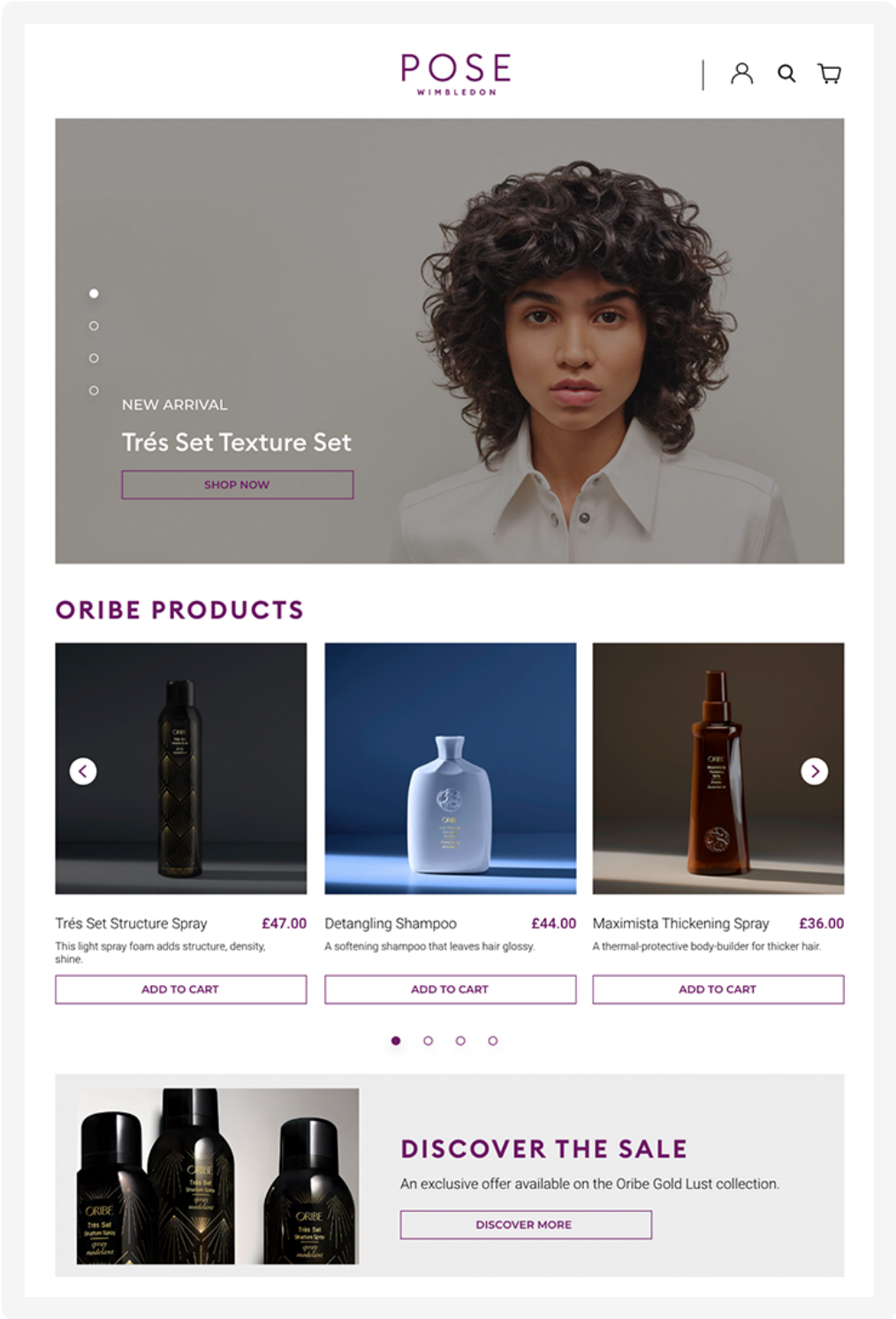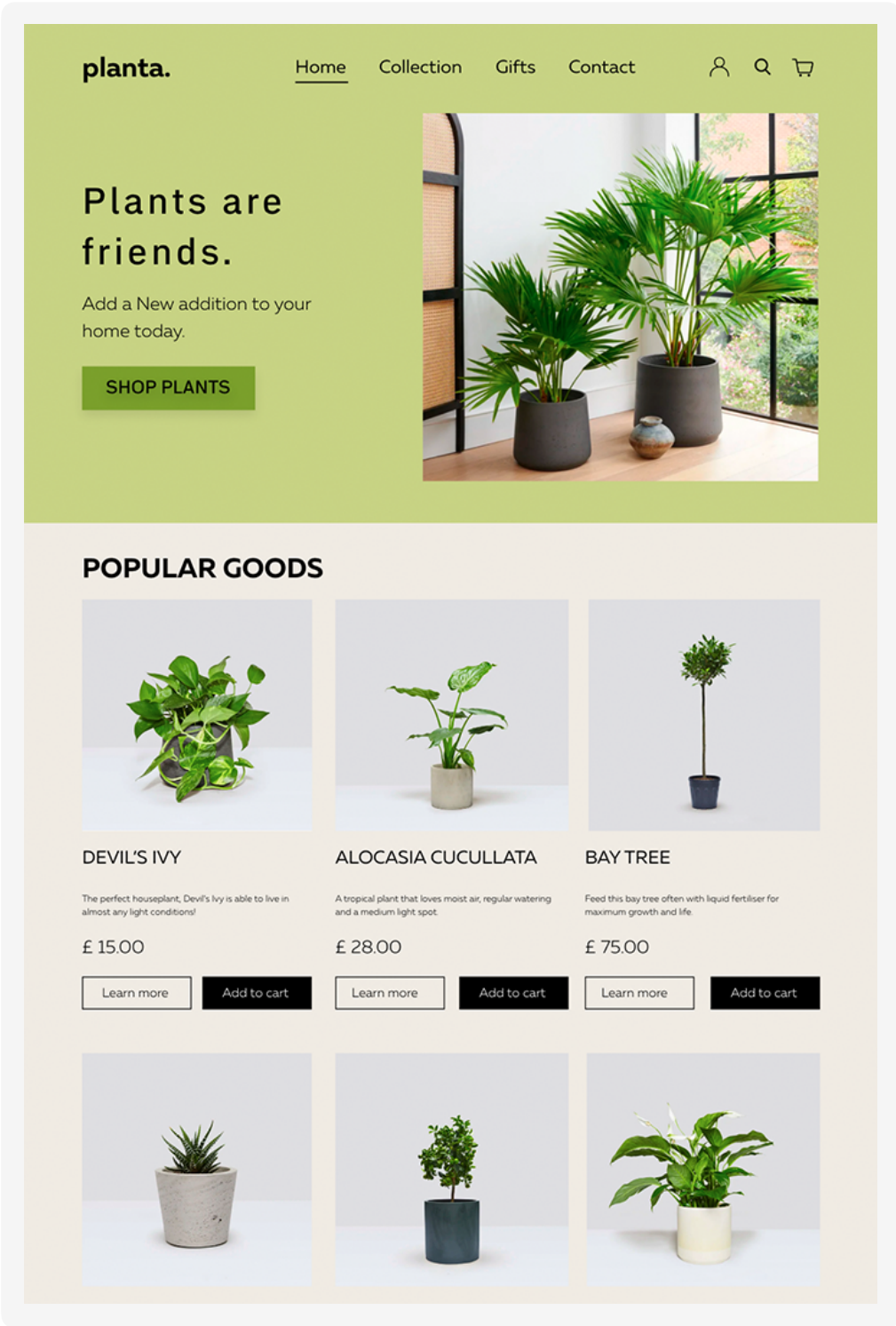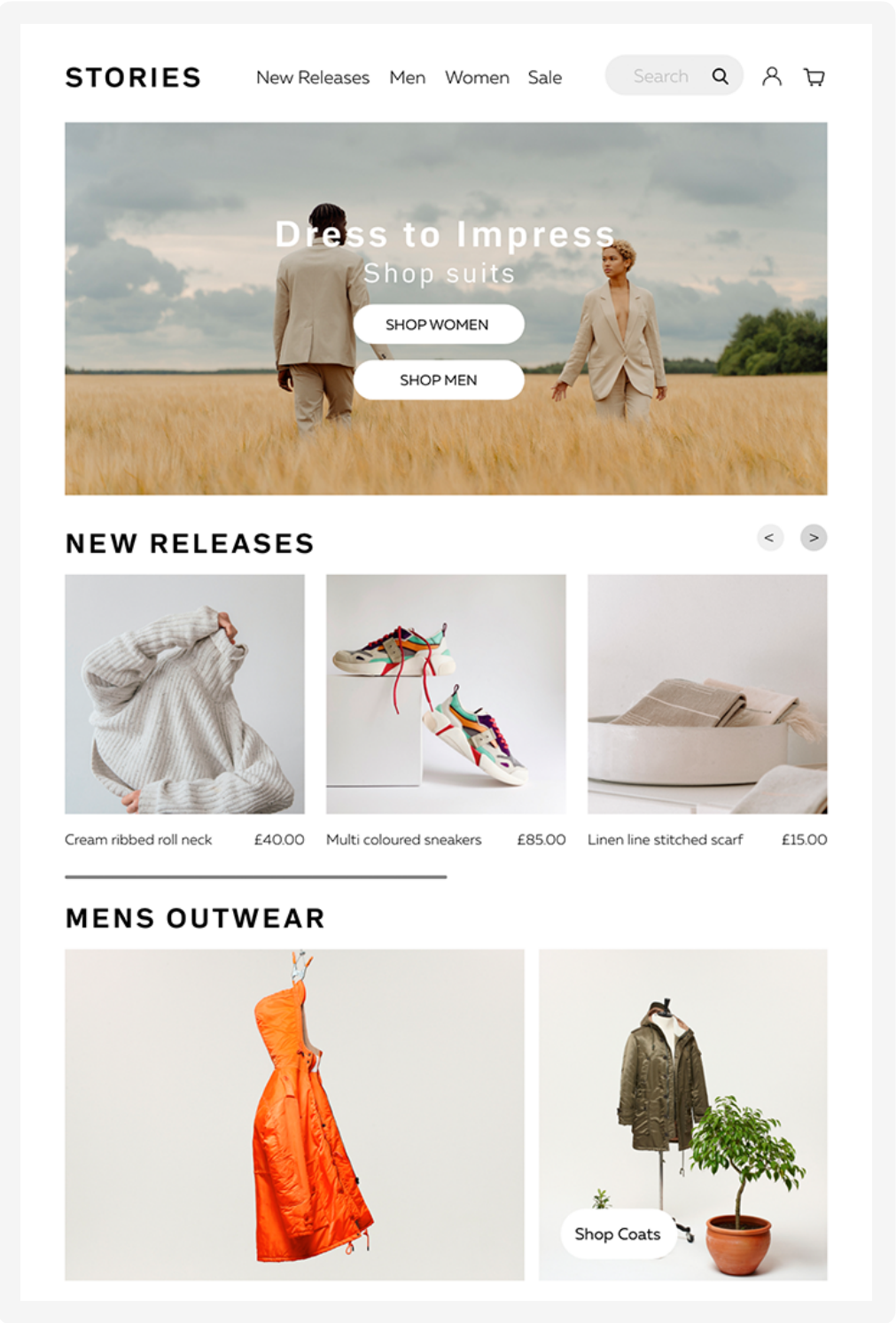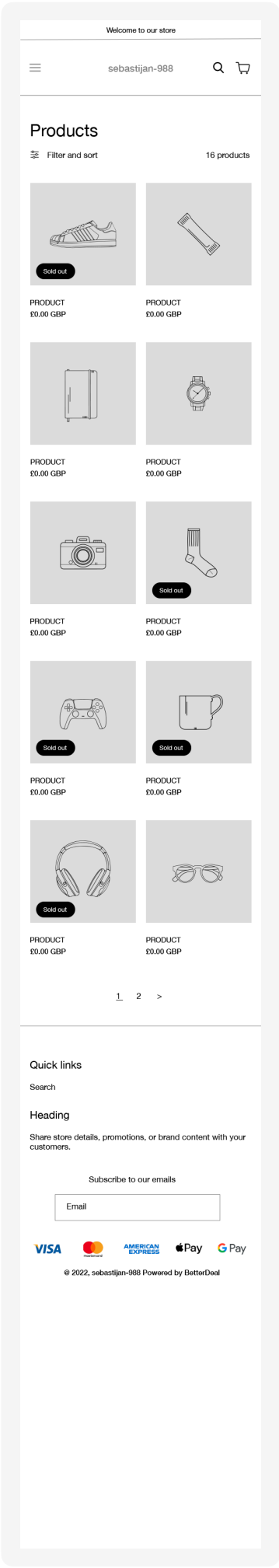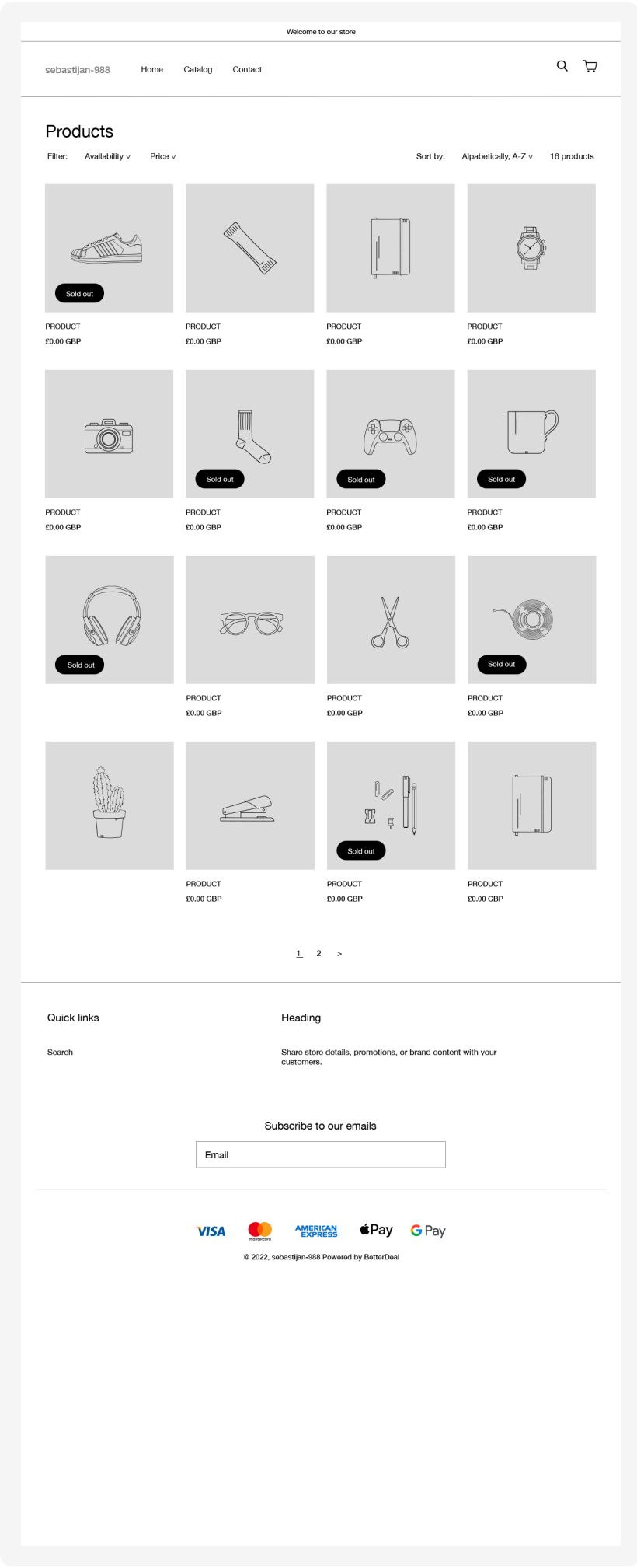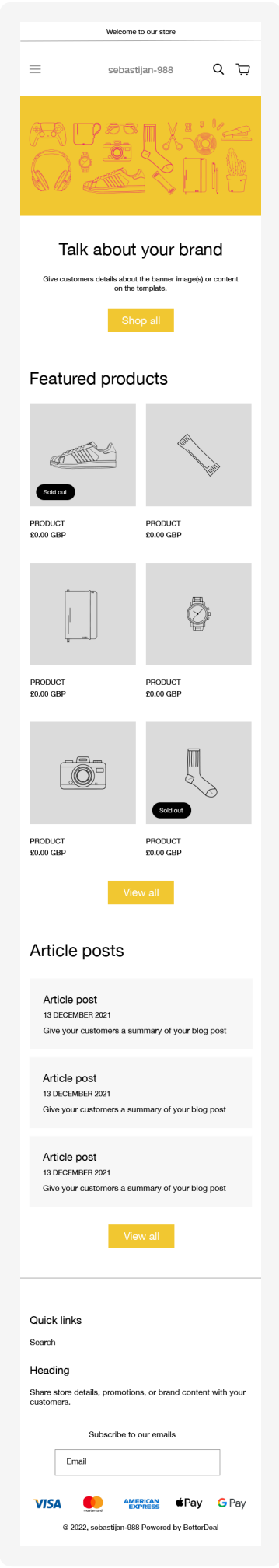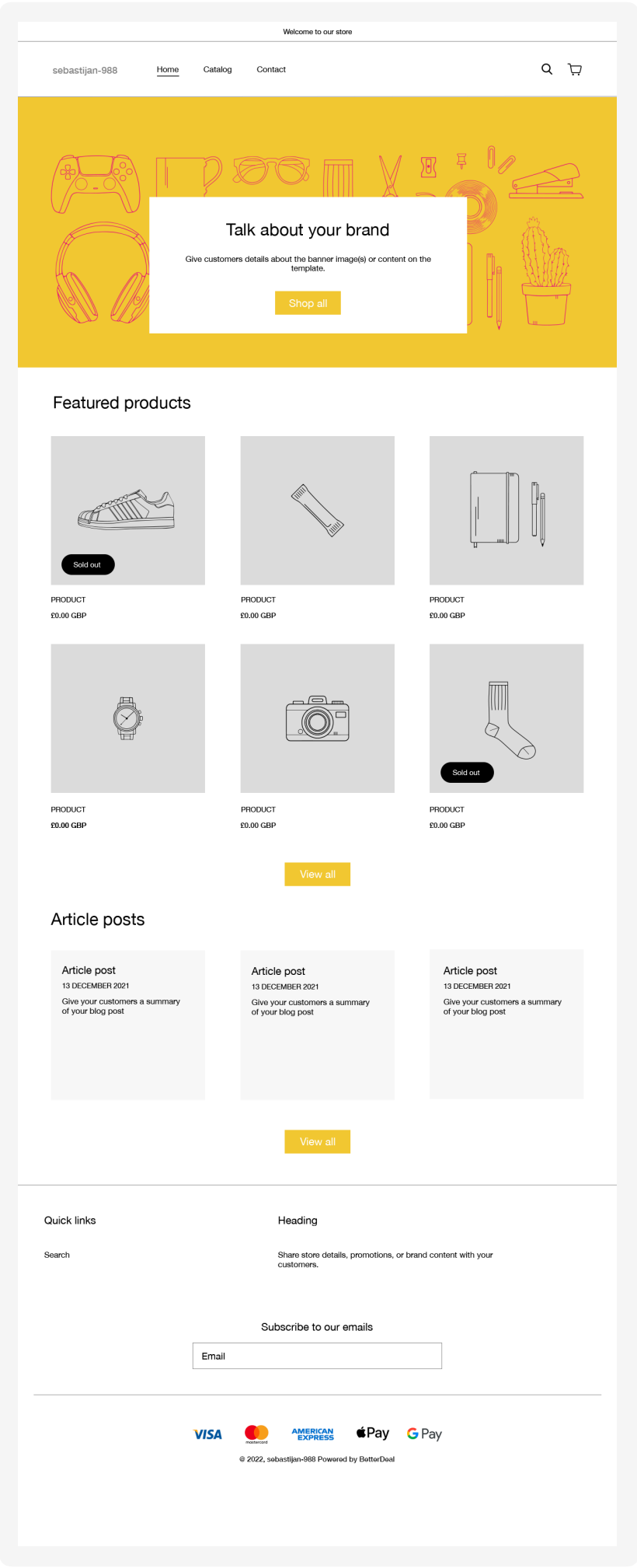
eCommerce platform   Templates

Starting with the template

The interface allows users to start with a default template when setting up their online store. This template gives users an immediate view of the store layout, helping them to customise products, organise categories, and quickly complete the setup for a more efficient launch.

eCommerce platform   Templates

Customising the template

The interface allows users to explore the default template, including product details and search feature. Users can easily customise the layout, allowing them to present products effectively, improve user experience, and engage customers in a better shopping environment.

eCommerce platform   Checkout
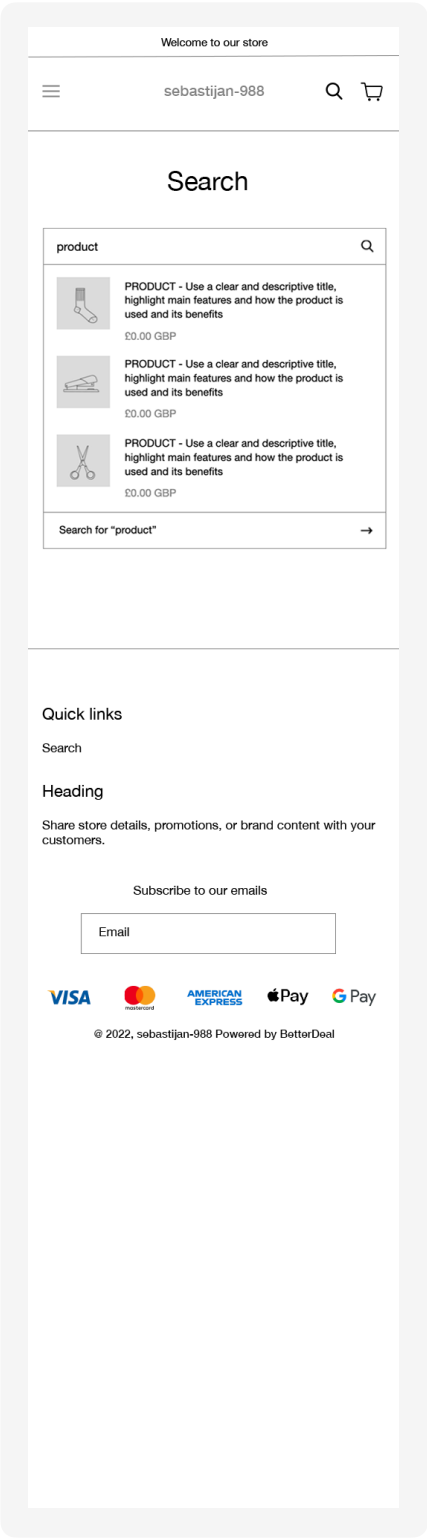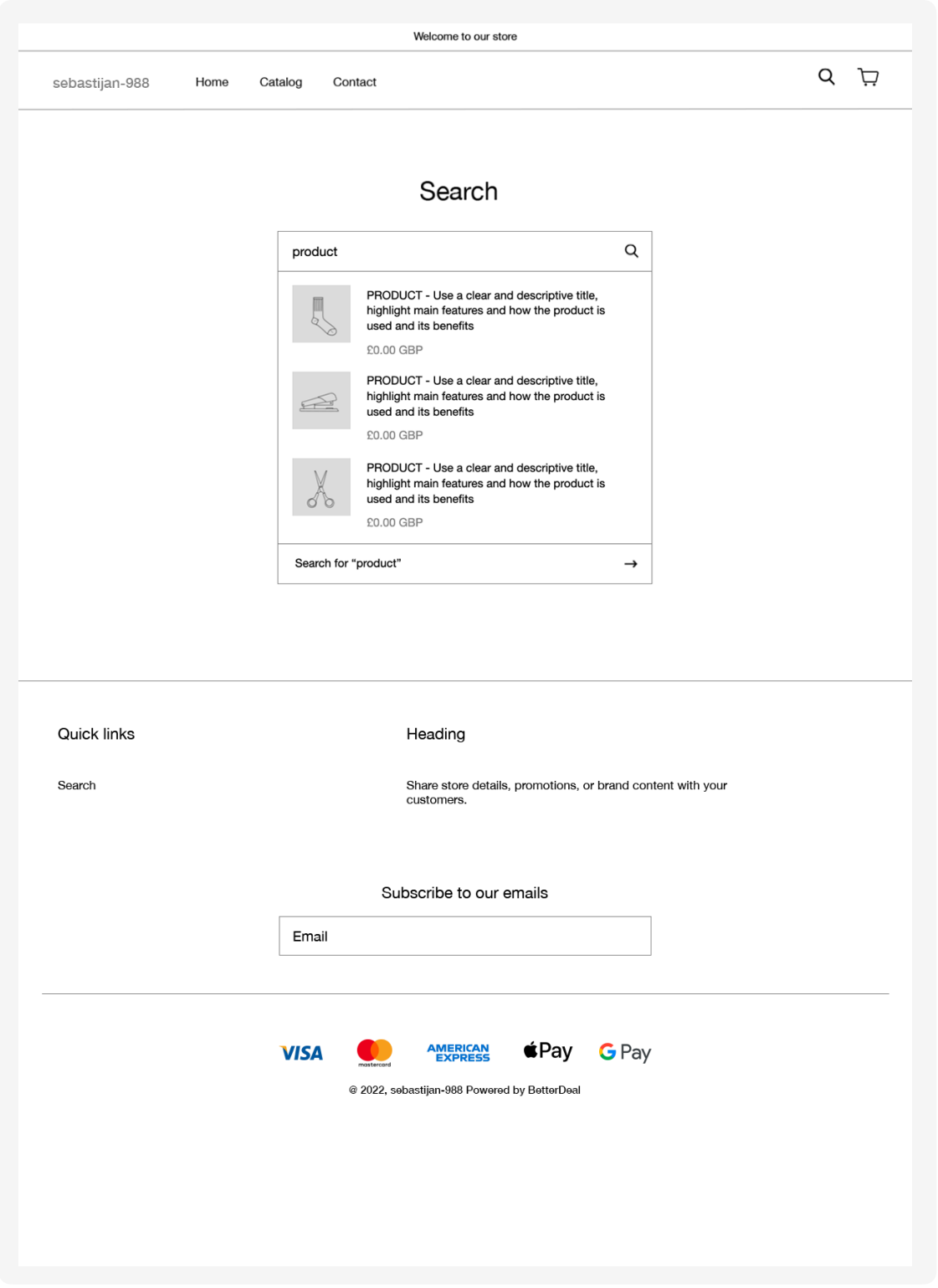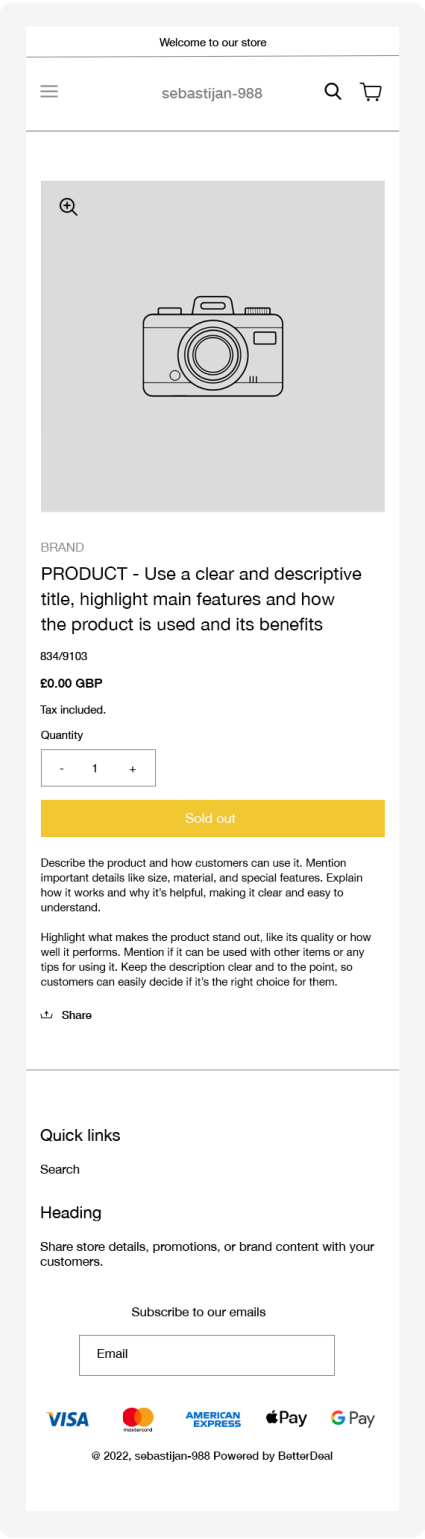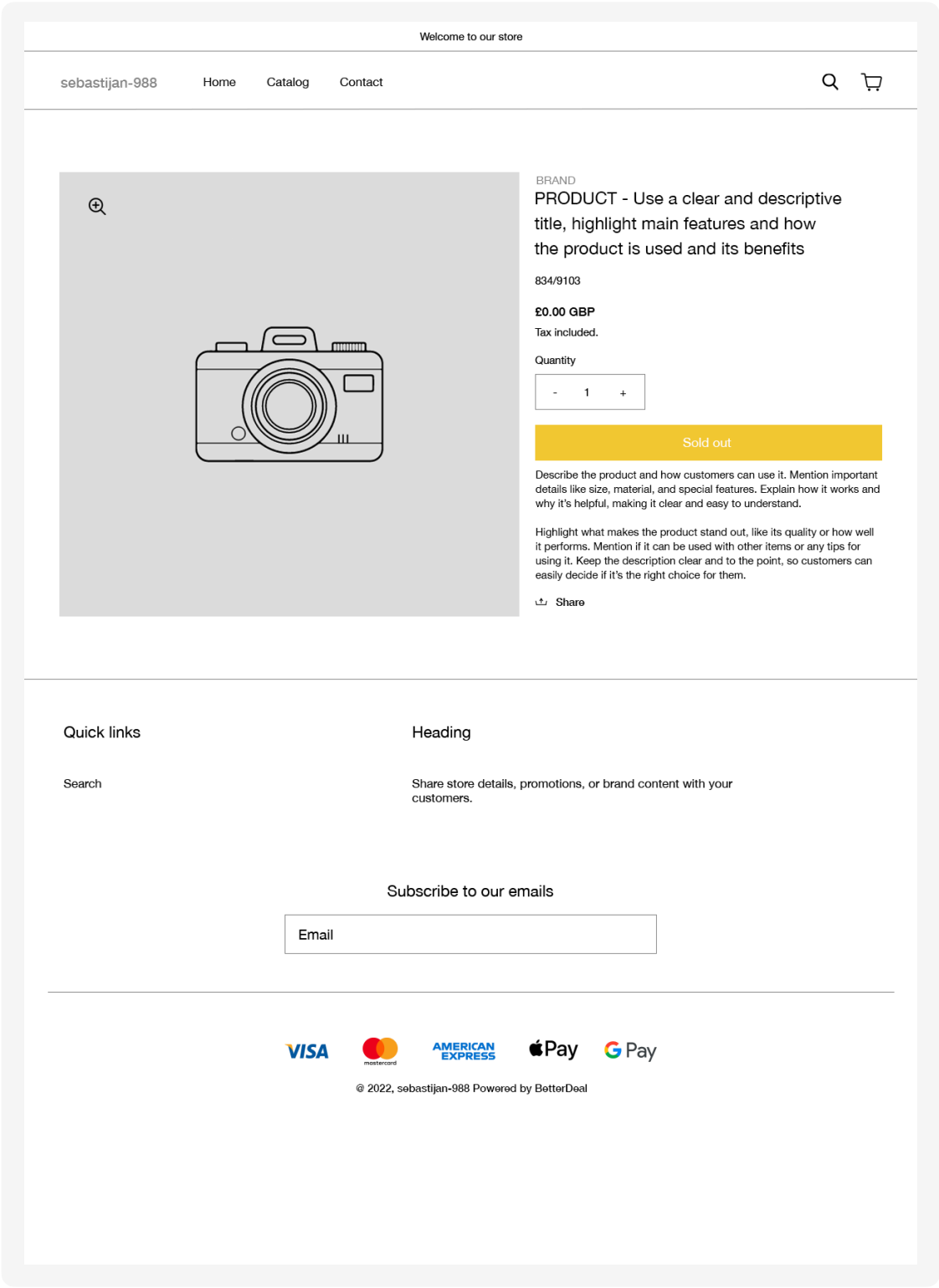
Completing the checkout process

The interface allows users to view their cart, enter billing and shipping details, and confirm the order. With support for Google Pay and Apple Pay, it speeds up payments and ensures a smooth, quick, and efficient checkout experience, improving convenience for customers.
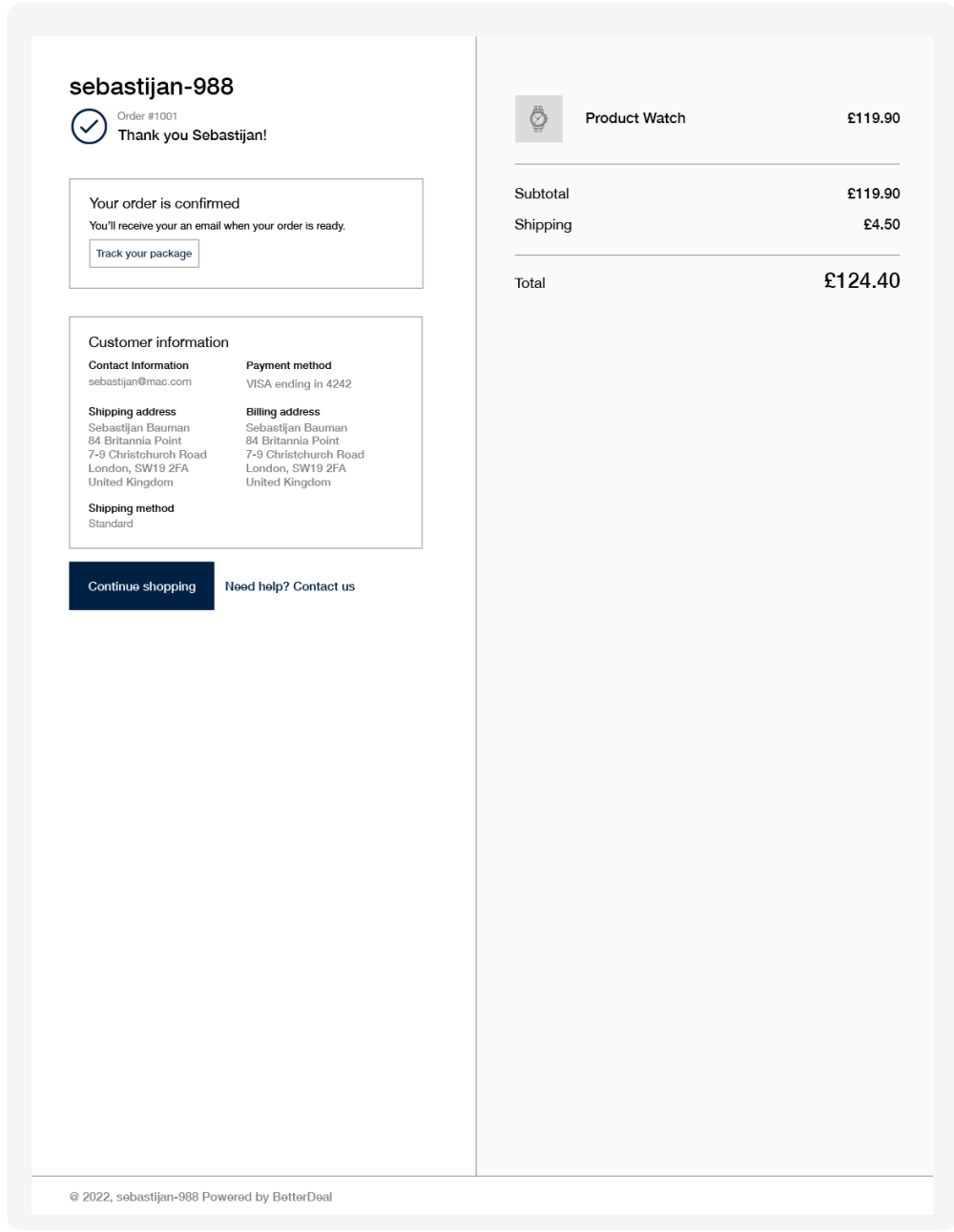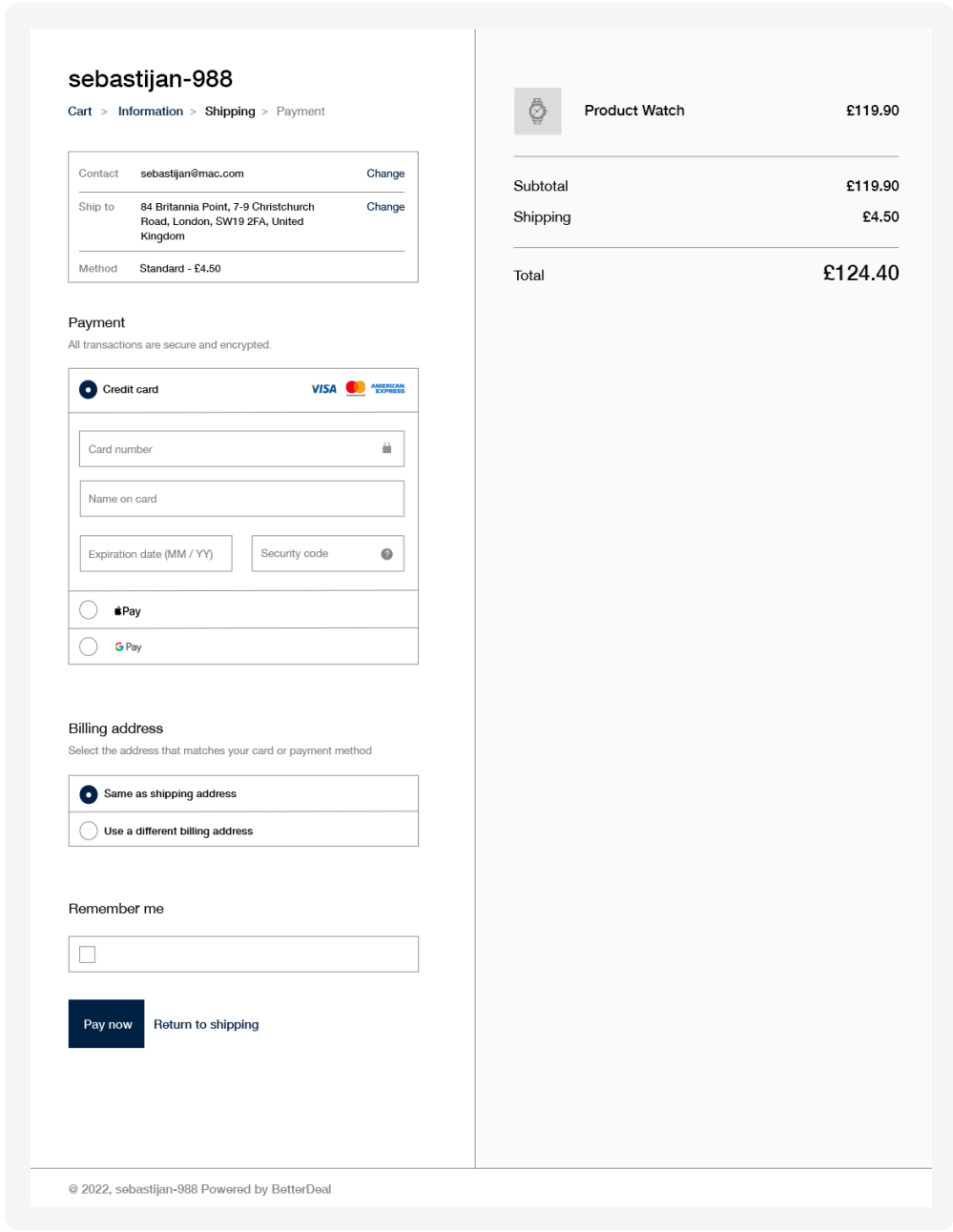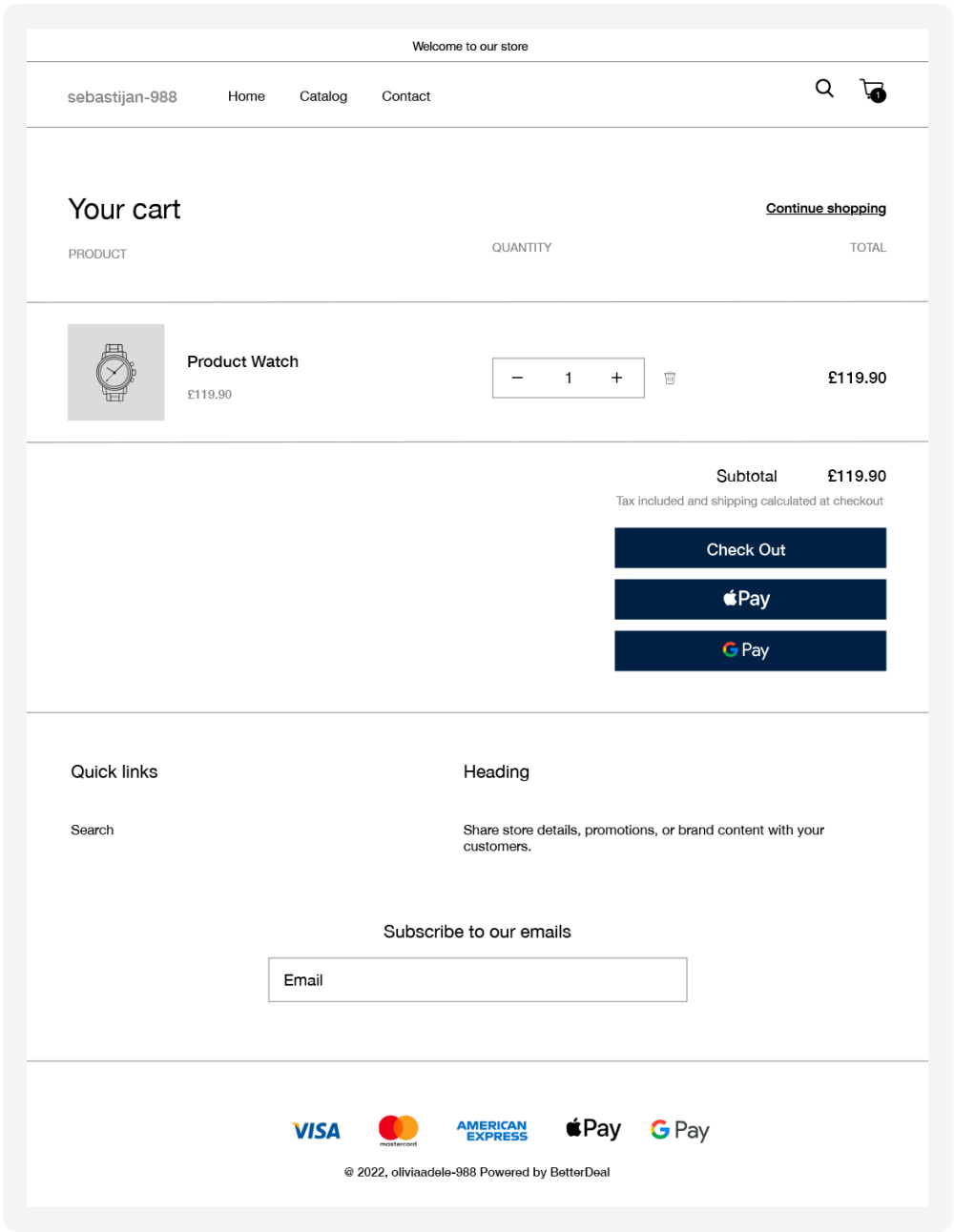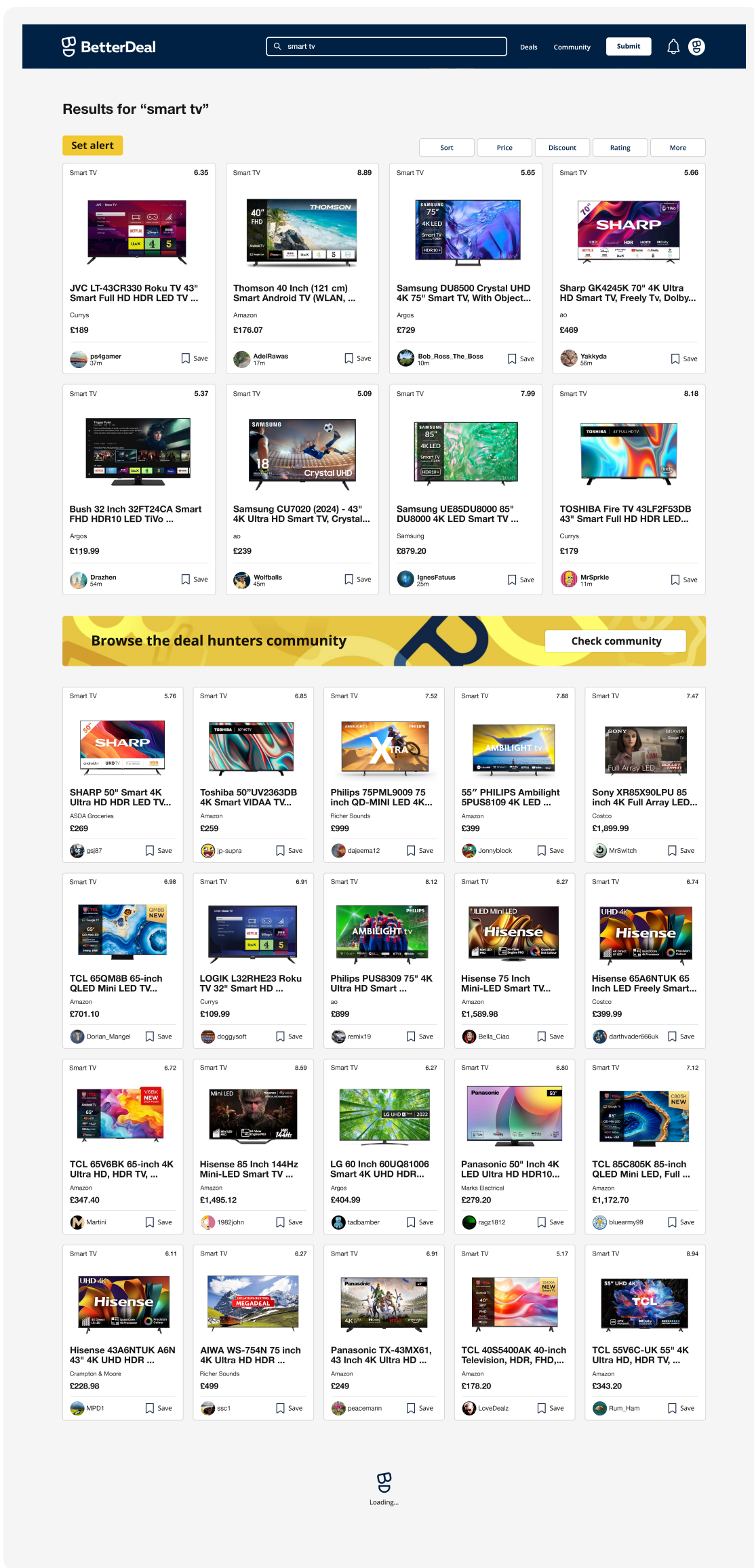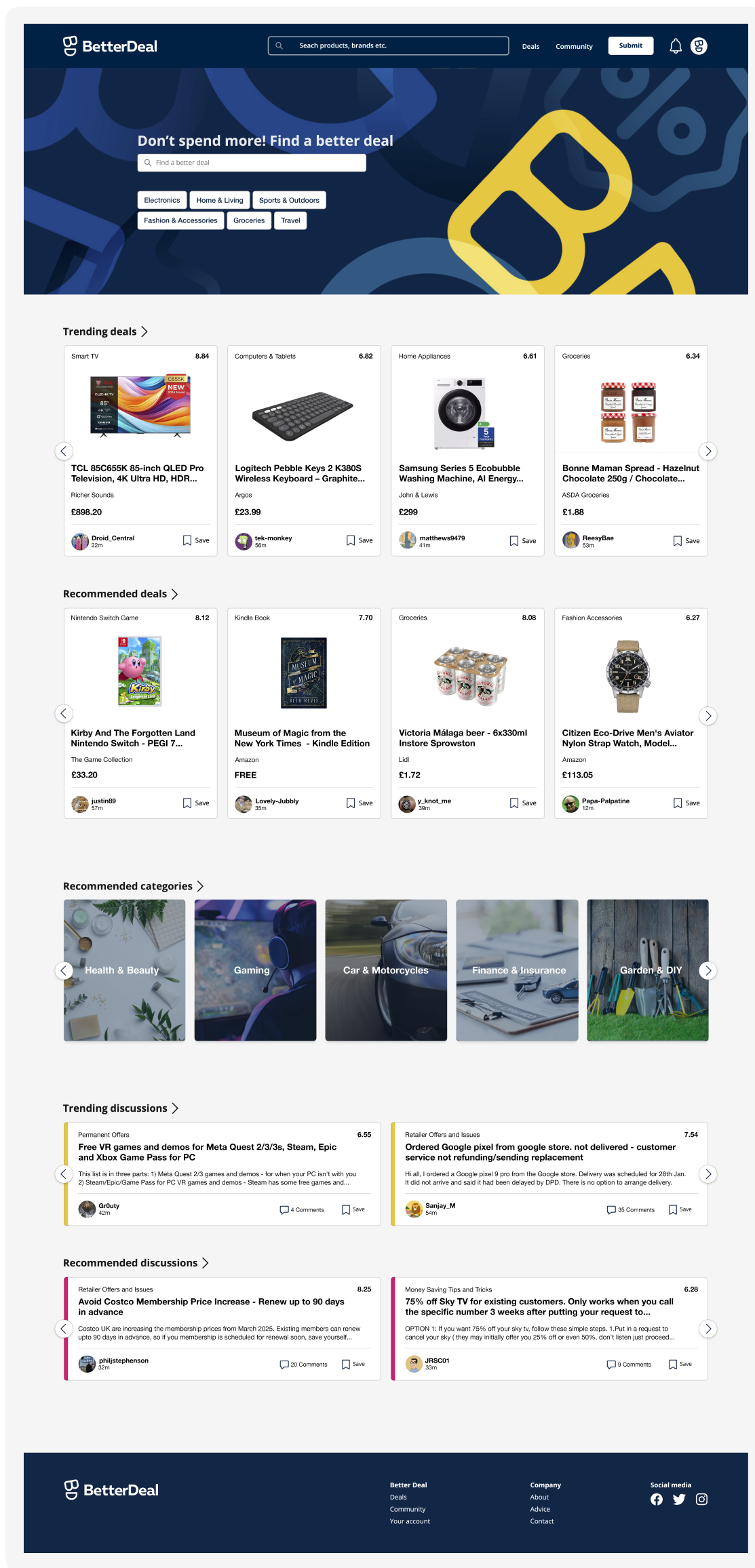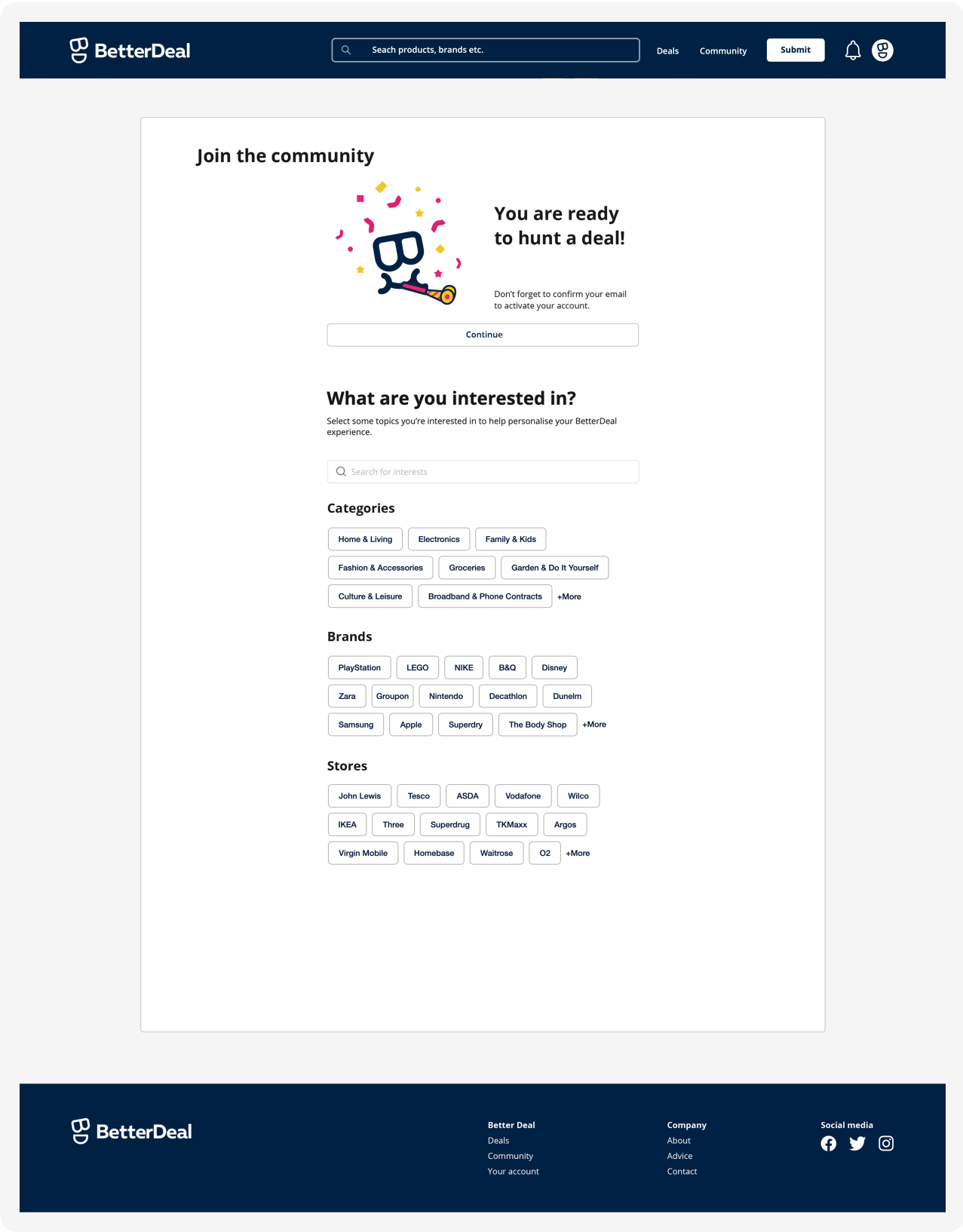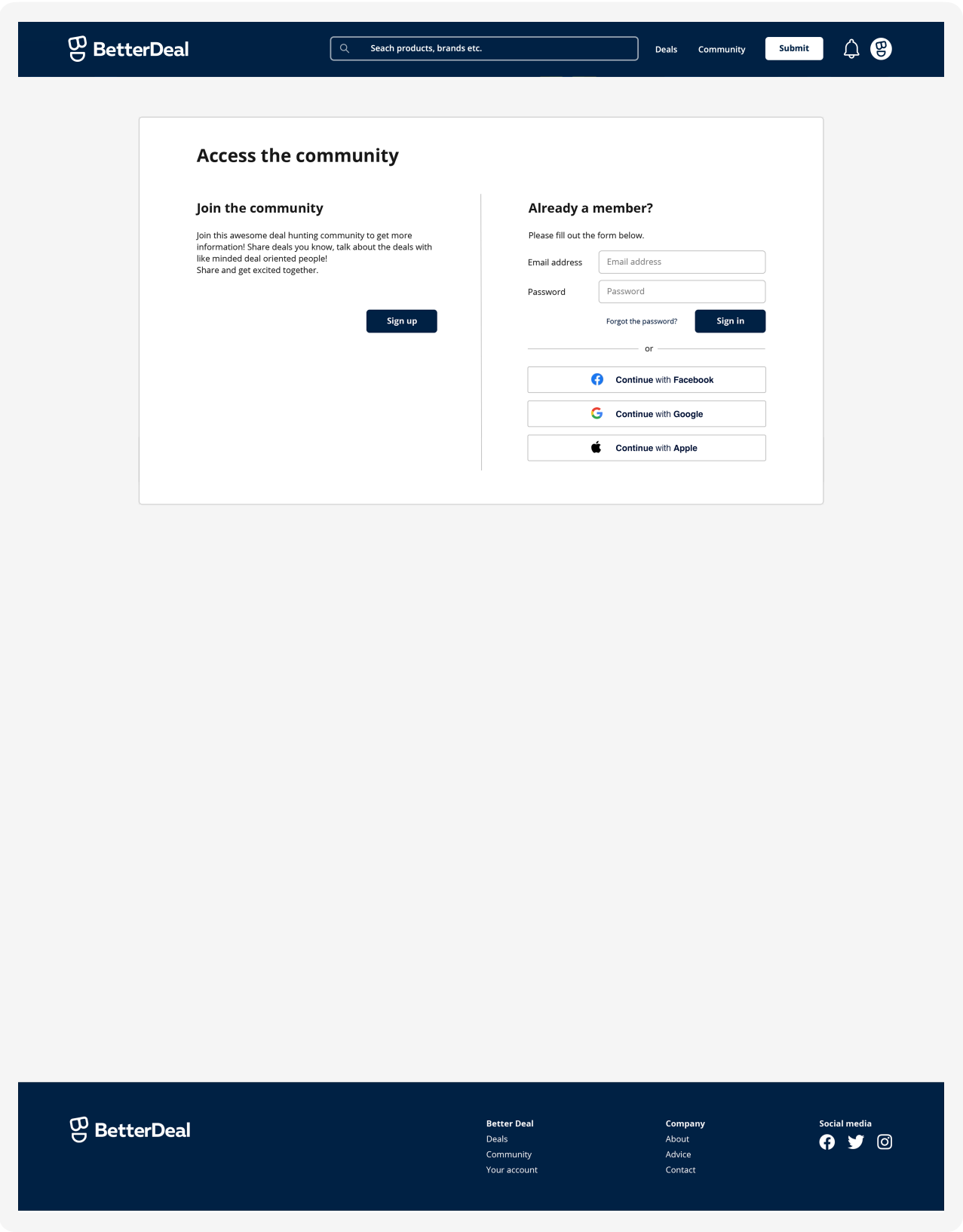
Deal-sharing platform   Home

Browsing trending deals

The interface allows users to explore trending offers, recommended deals, and browse through a wide range of categories to discover the latest discounts. With search, sorting, and filtering options, users can effortlessly find the best deals, save time and improve their shopping experience.
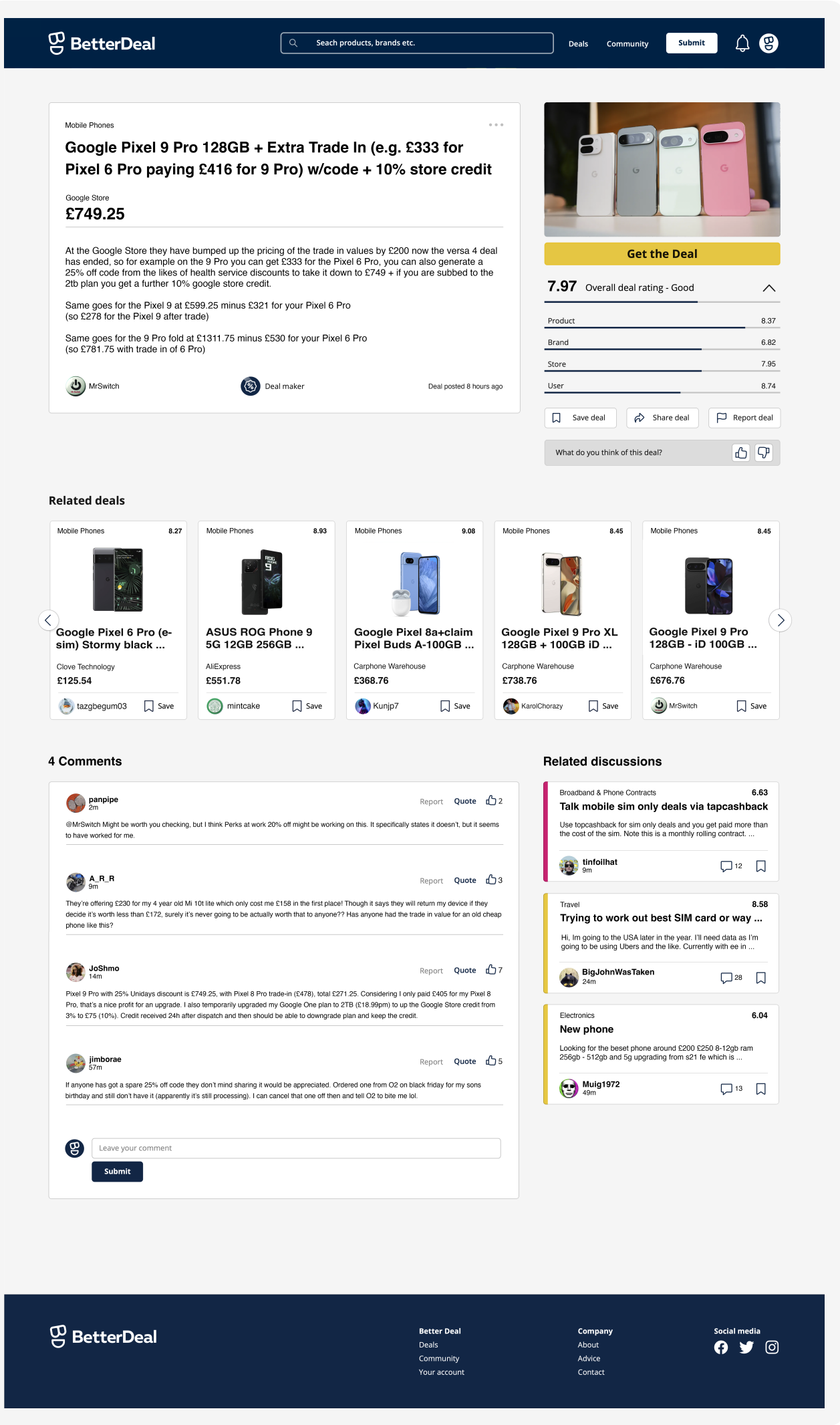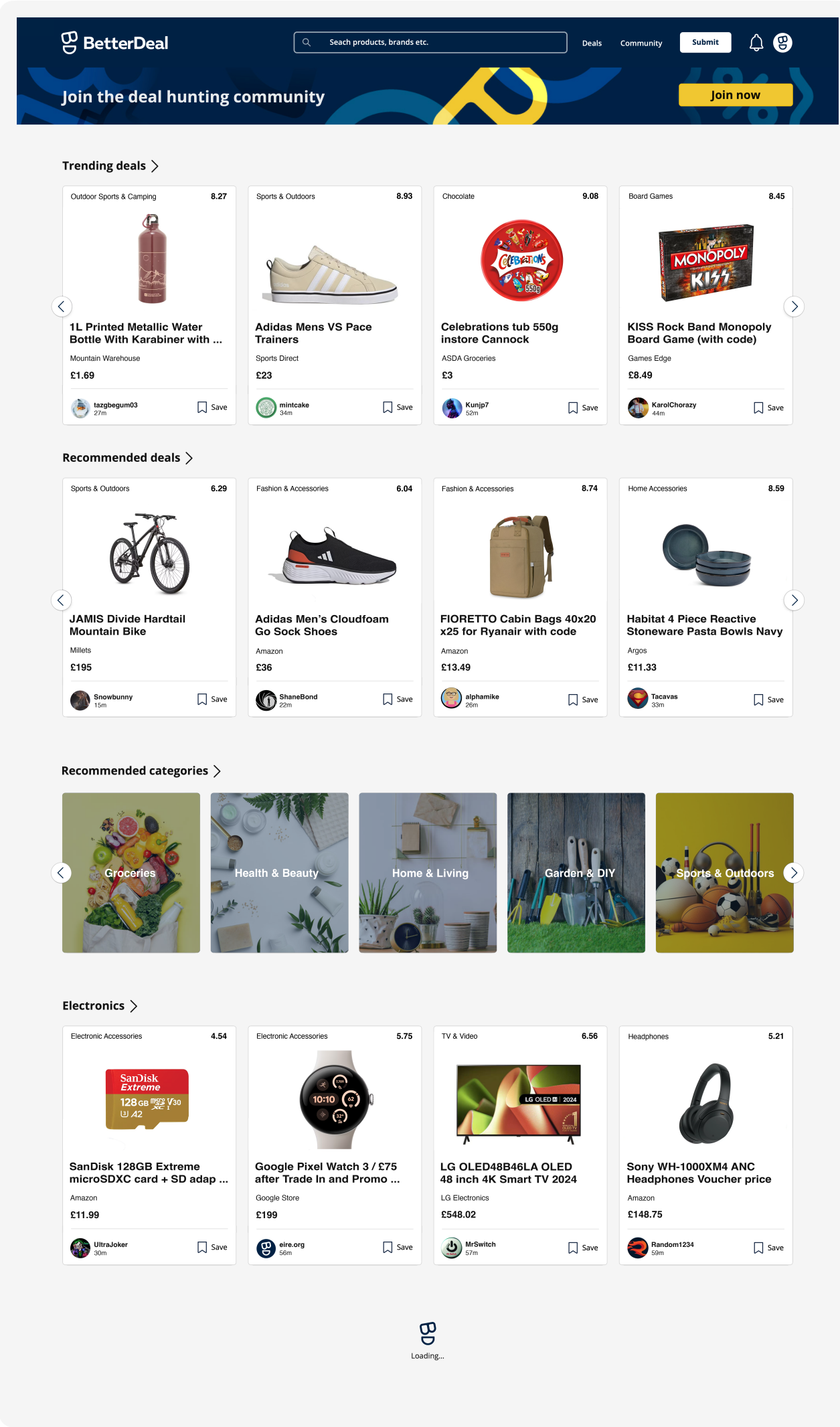
Deal-sharing platform   Account

Joining the community

The interface allows users to create an account using email or log in through Facebook, Google, or Apple. Users can then select their interests, such as categories, brands, and stores, to personalise their experience, ensuring relevant content and connections with like-minded deal hunters.
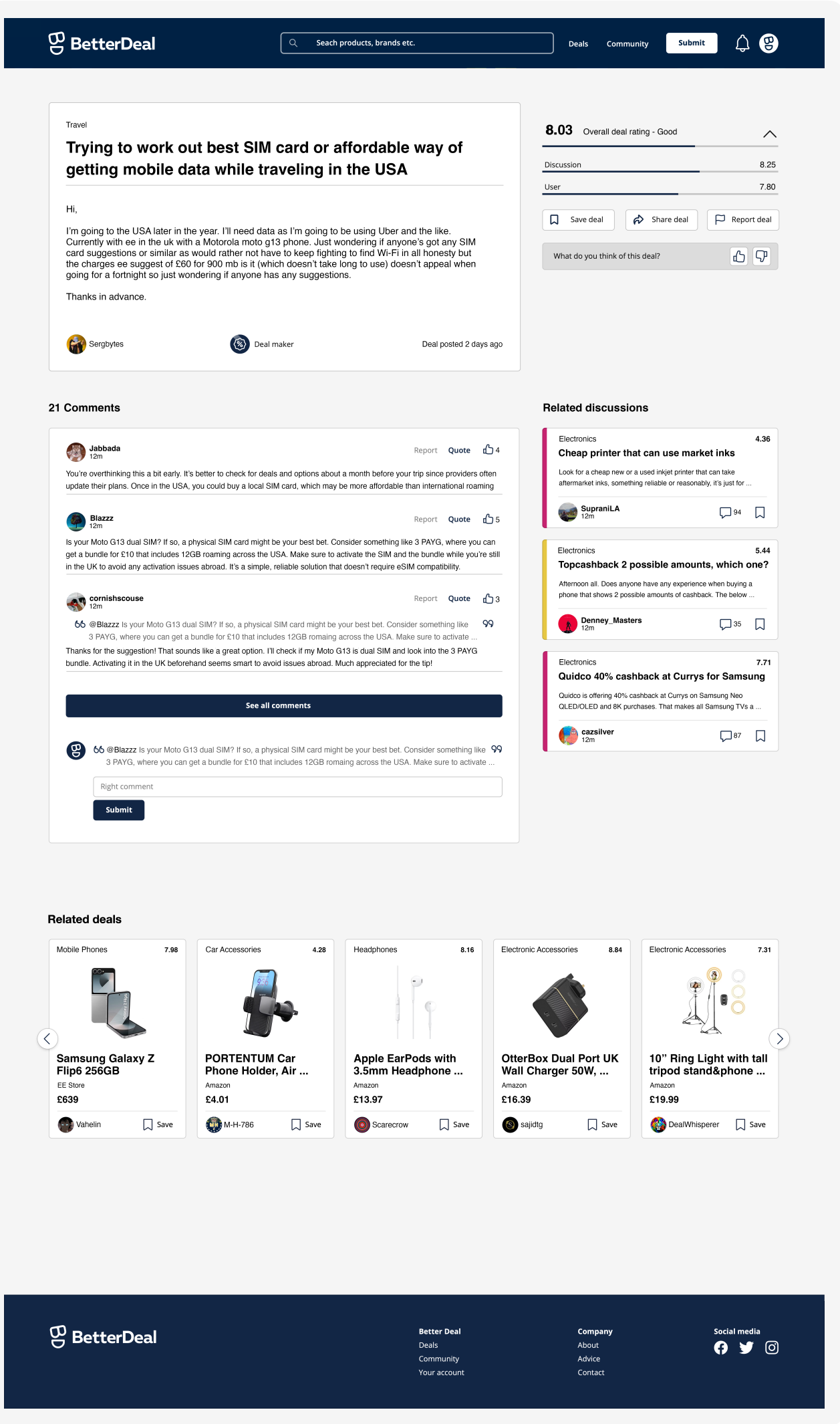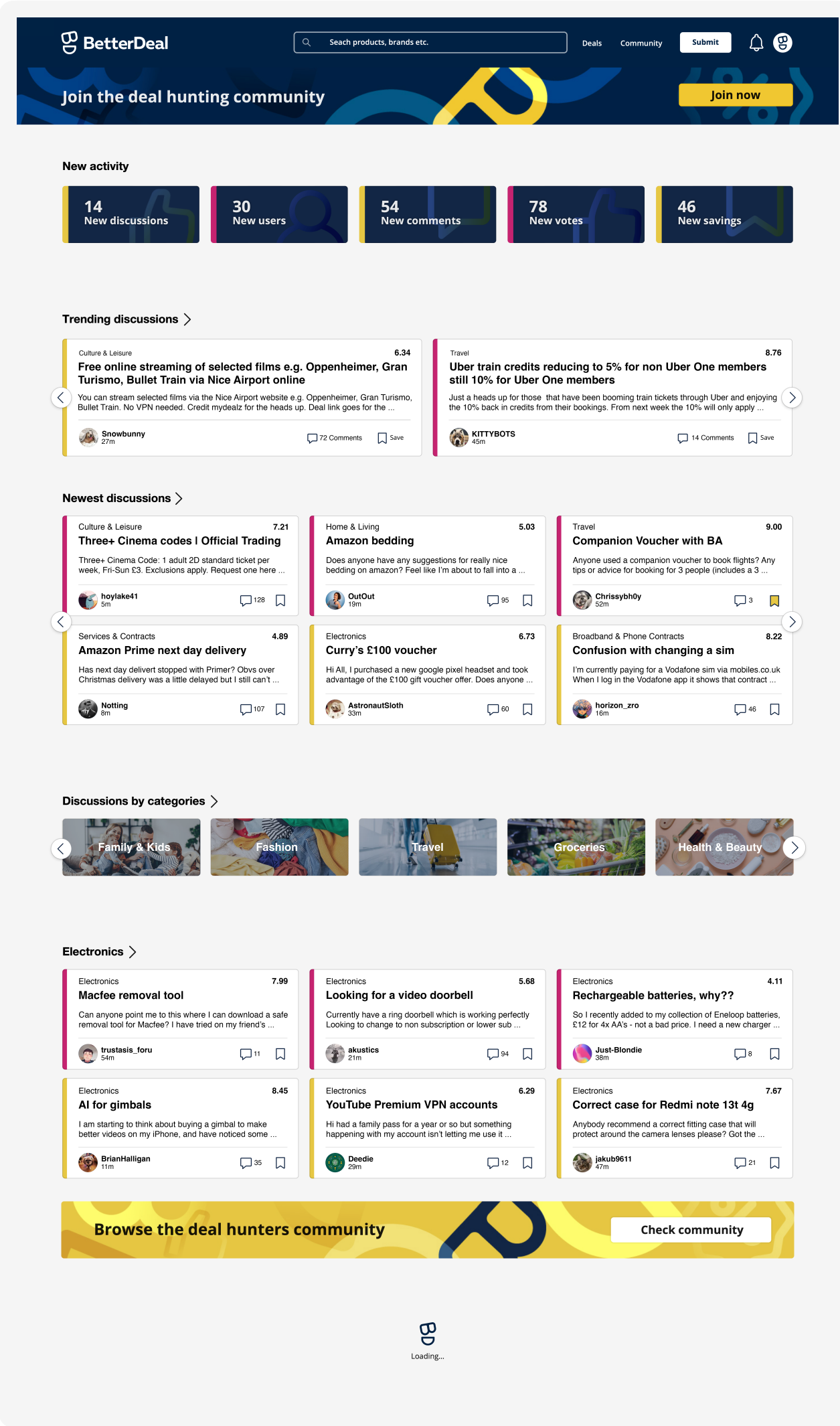
Exploring available deals

The interface allows users to browse a range of deals using search and filter options. Users can view deal details, discover related offers, and leave comments, helping them find the best deals quickly and engage with the community for a more rewarding experience.

Deal-sharing platform · Community

Participating in discussions

The interface allows users to explore discussions using search and filter options. Users can engage in discussions, leave comments, and share insights, helping them stay informed, ask questions, and connect with others in the community for a more valuable and informative experience.
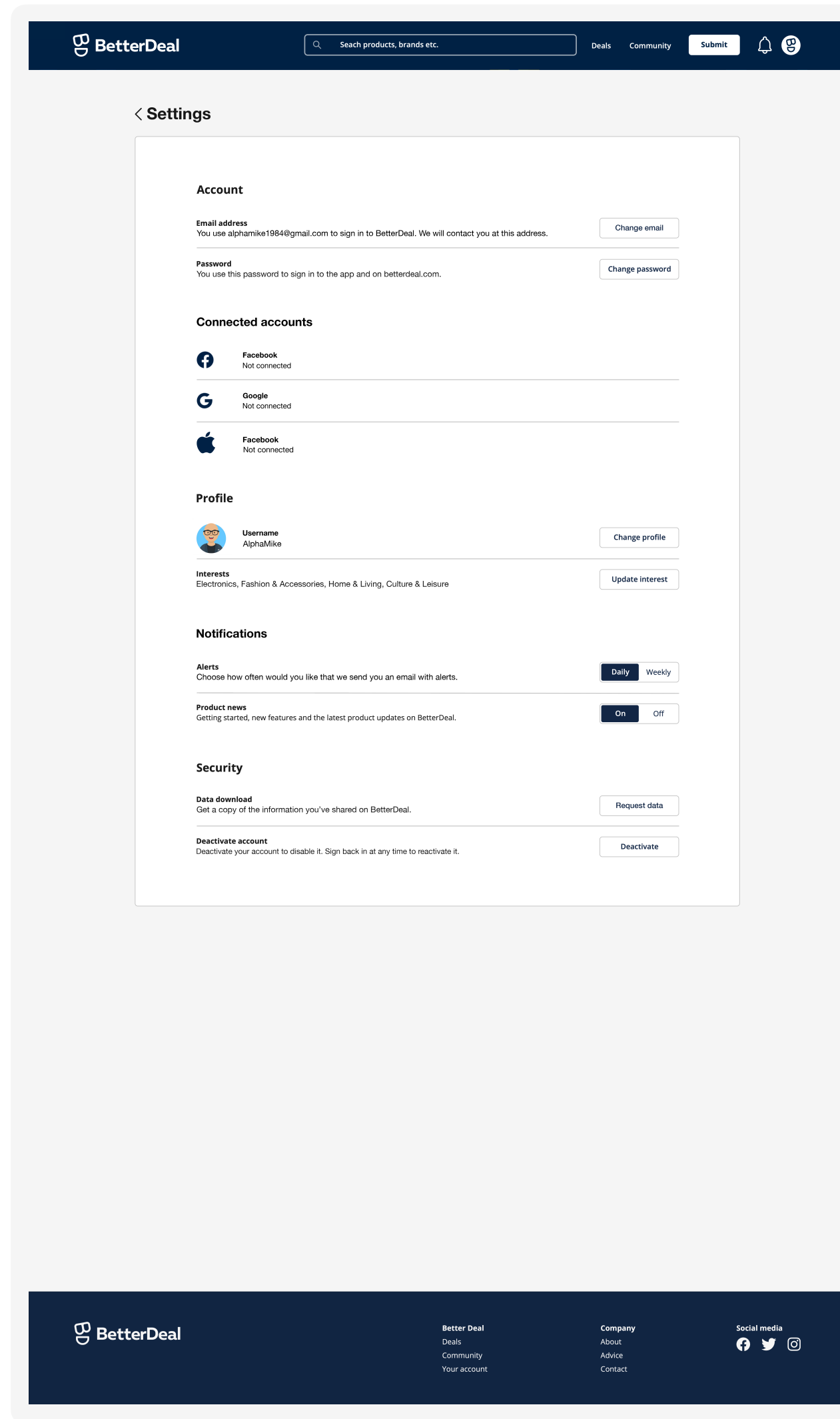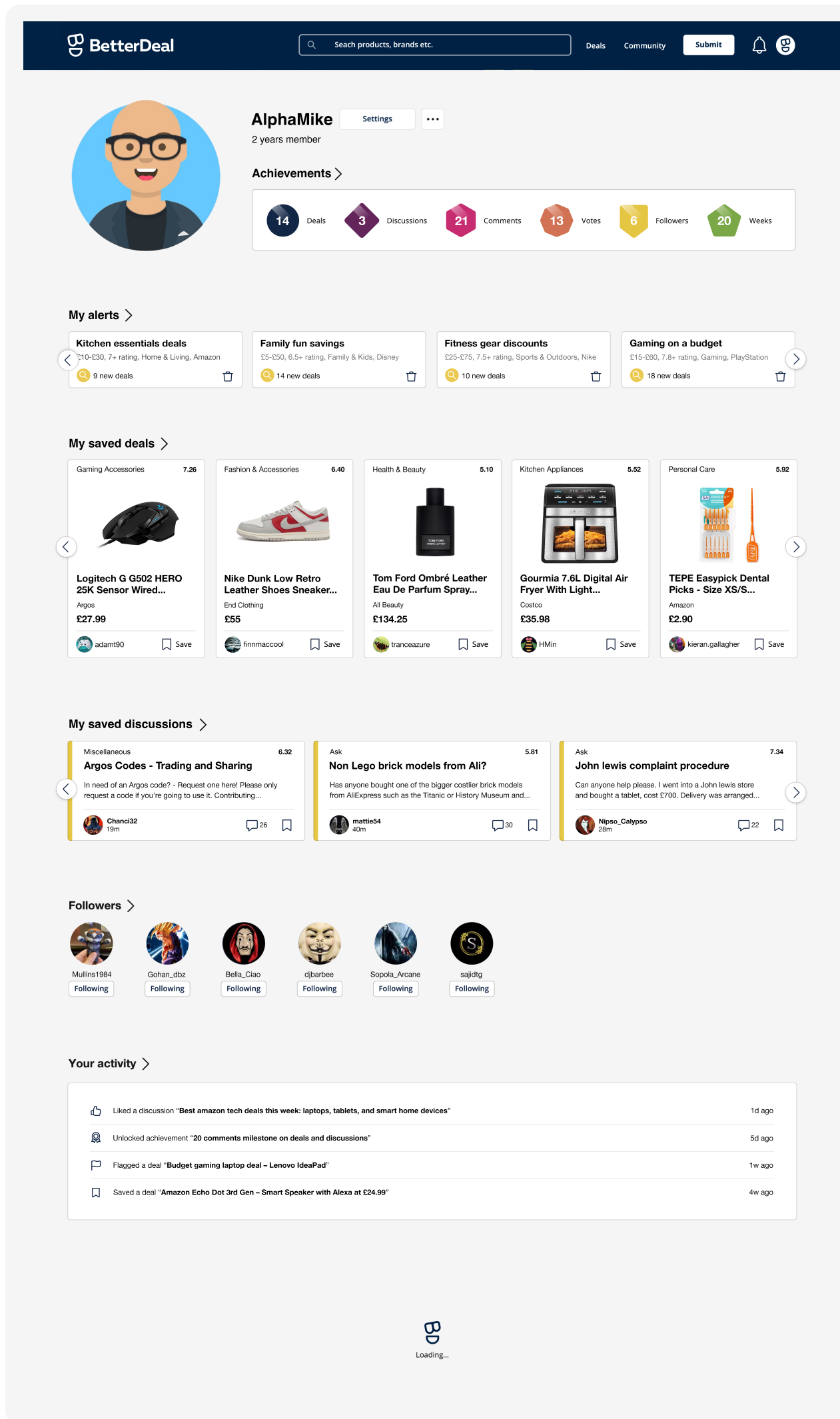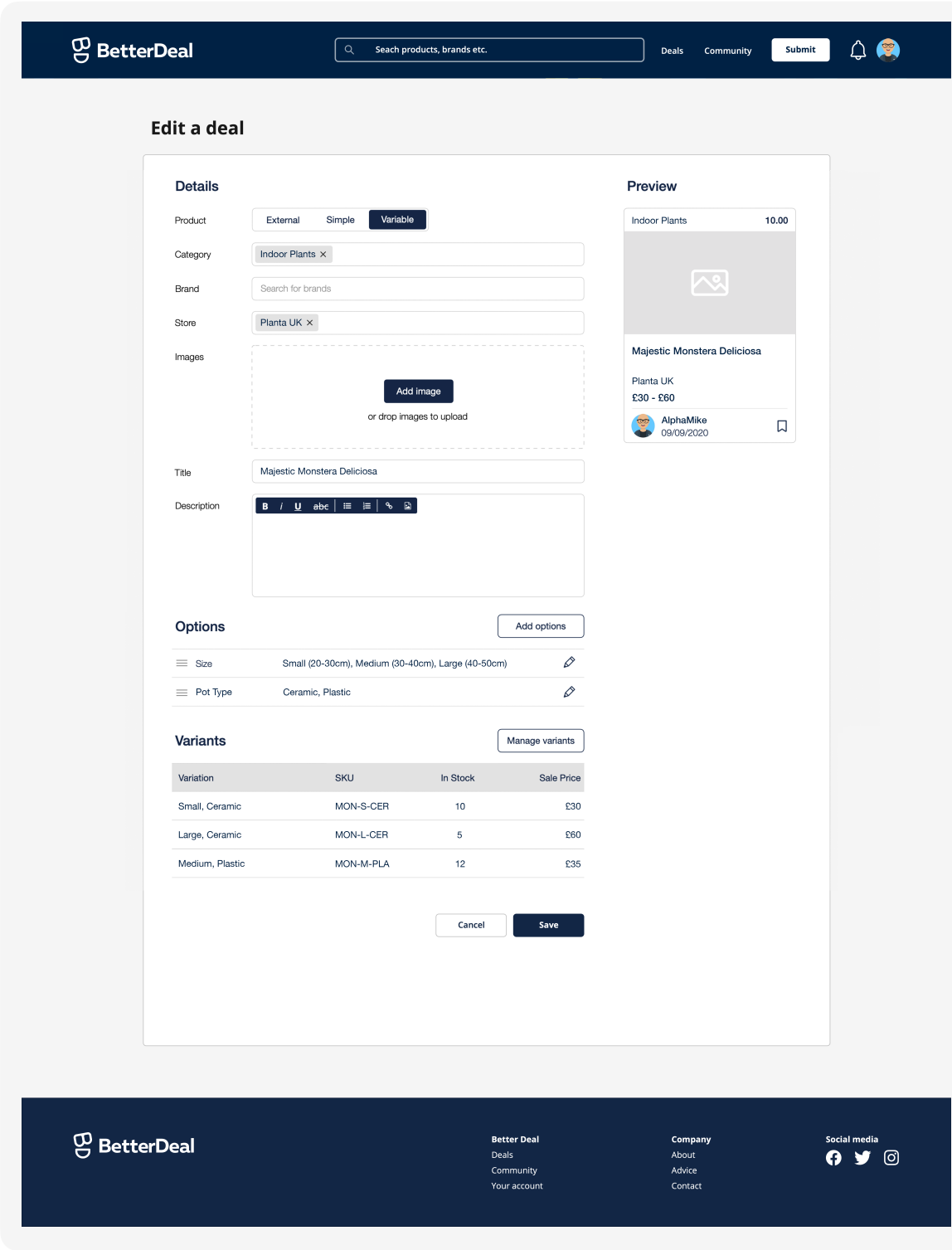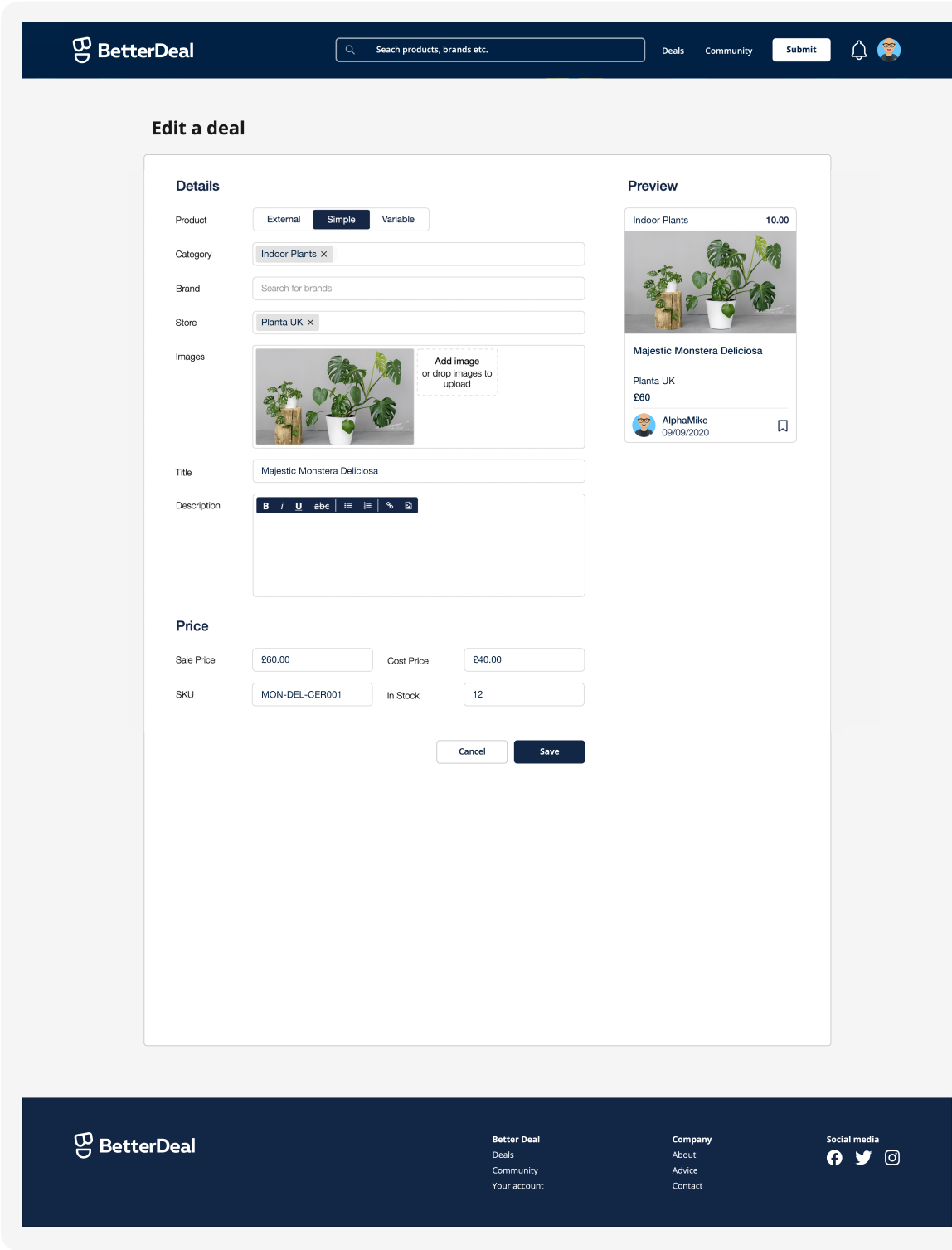
Deal-sharing platform   **Profile**

Managing profile & settings

The interface allows users to track achievements, manage alerts, and view saved and submitted deals and discussions. Users can also update their profile details, such as email, password, picture, username, and interests, and customise notification preferences for a more personalised experience.

Editing deal details

The interface allows users to edit deal details, such as descriptions, images, and variations. Whether sharing affiliate deals or selling their own deals, users can manage stock, variations, and prices, ensuring an efficient and smooth experience for both sellers and buyers.

BetterDeal

Deal-sharing platform Search

Searching, sorting, and filtering

The interface allows users to search for deals and discussions, sort by latest, best rated, or price, and filter by categories, brands, price range, and stores. This helps users quickly find relevant content, improve efficiency and make the browse experience more intuitive.

Deal-sharing platform   Products

Viewing product details

The interface allows users to view product details, including multiple images, size and colour options, price, and description. Users can easily add products to their shopping bag, save it, share it, report it, or vote, ensuring informed decisions and a better shopping experience.
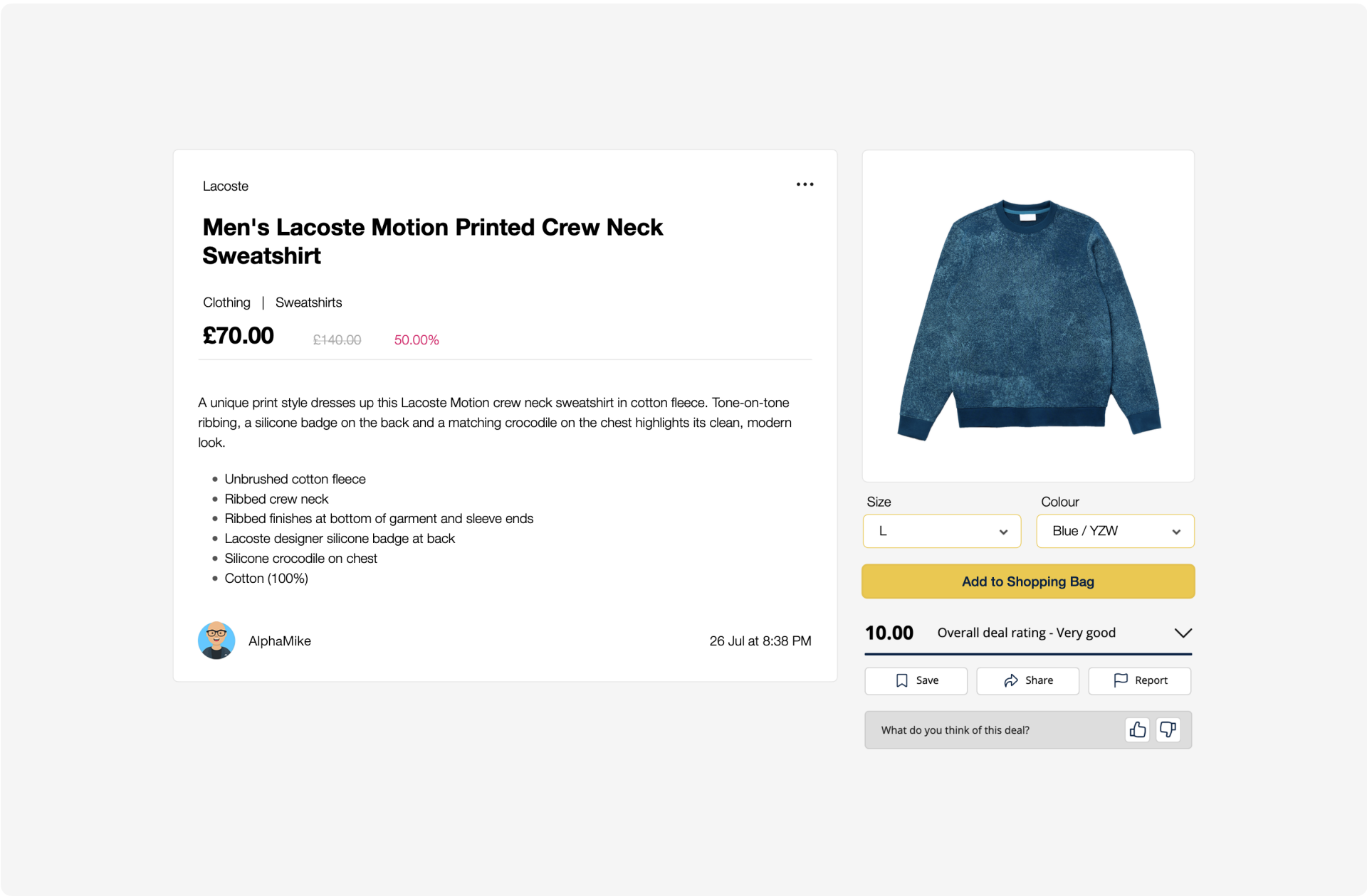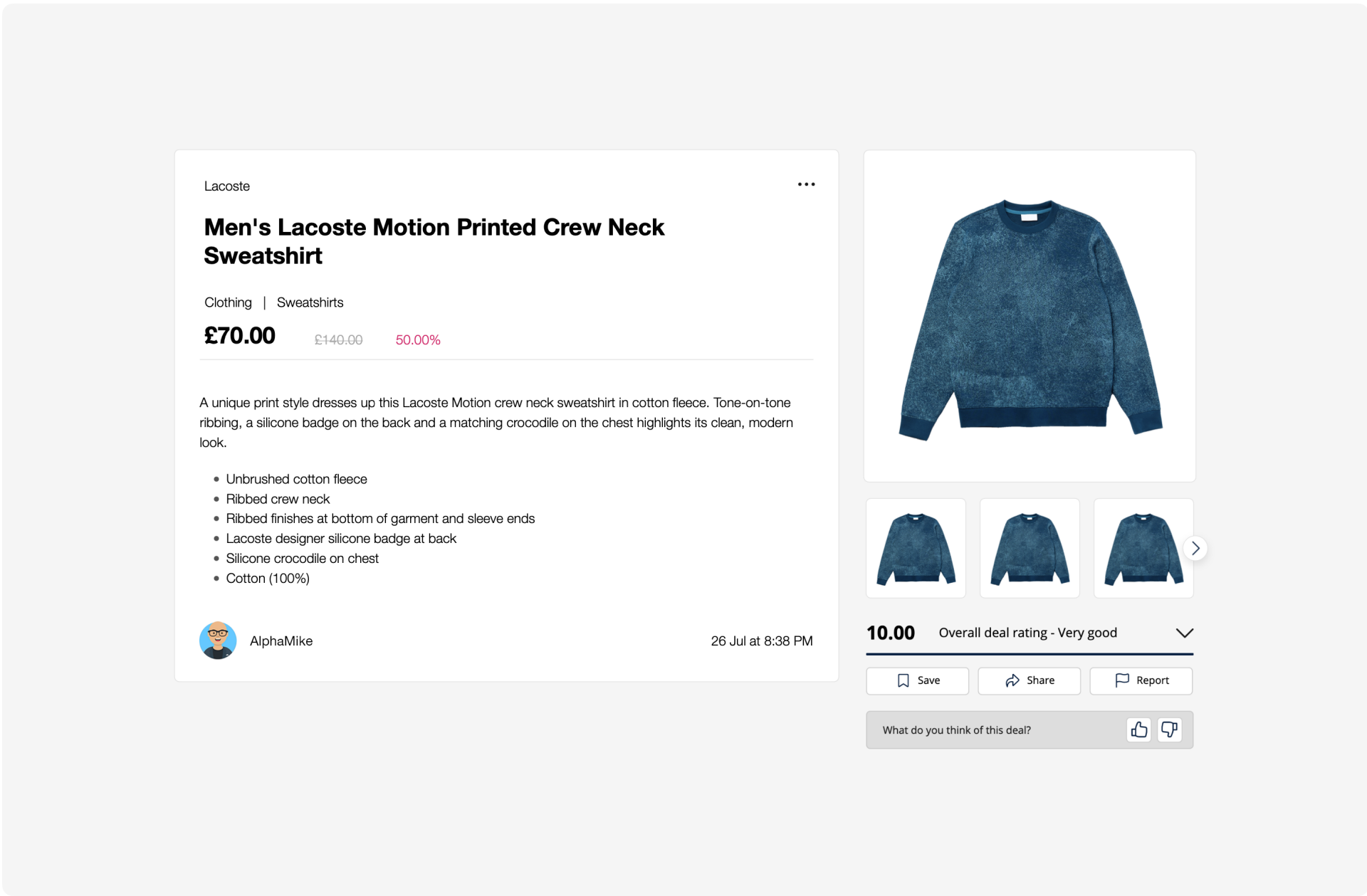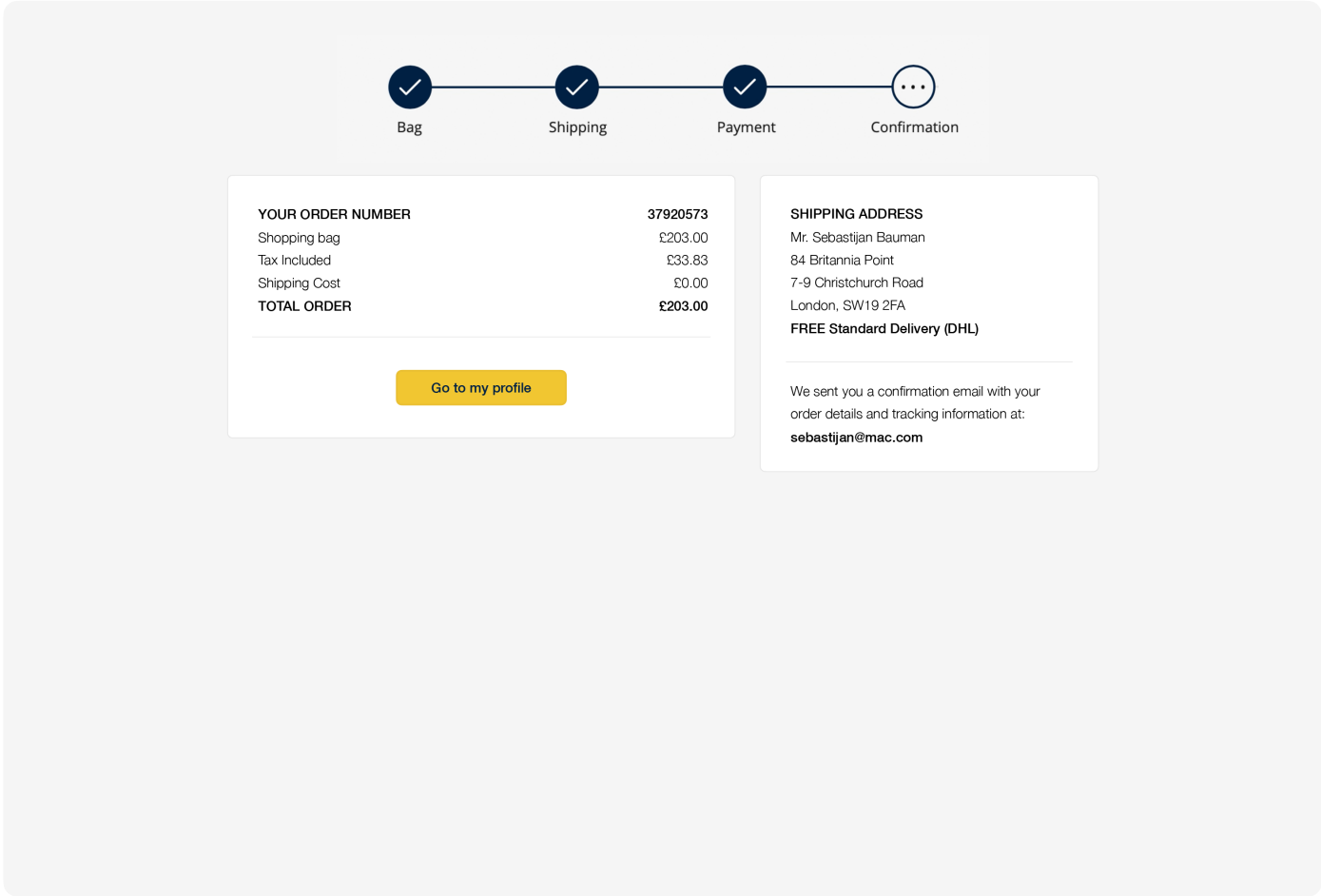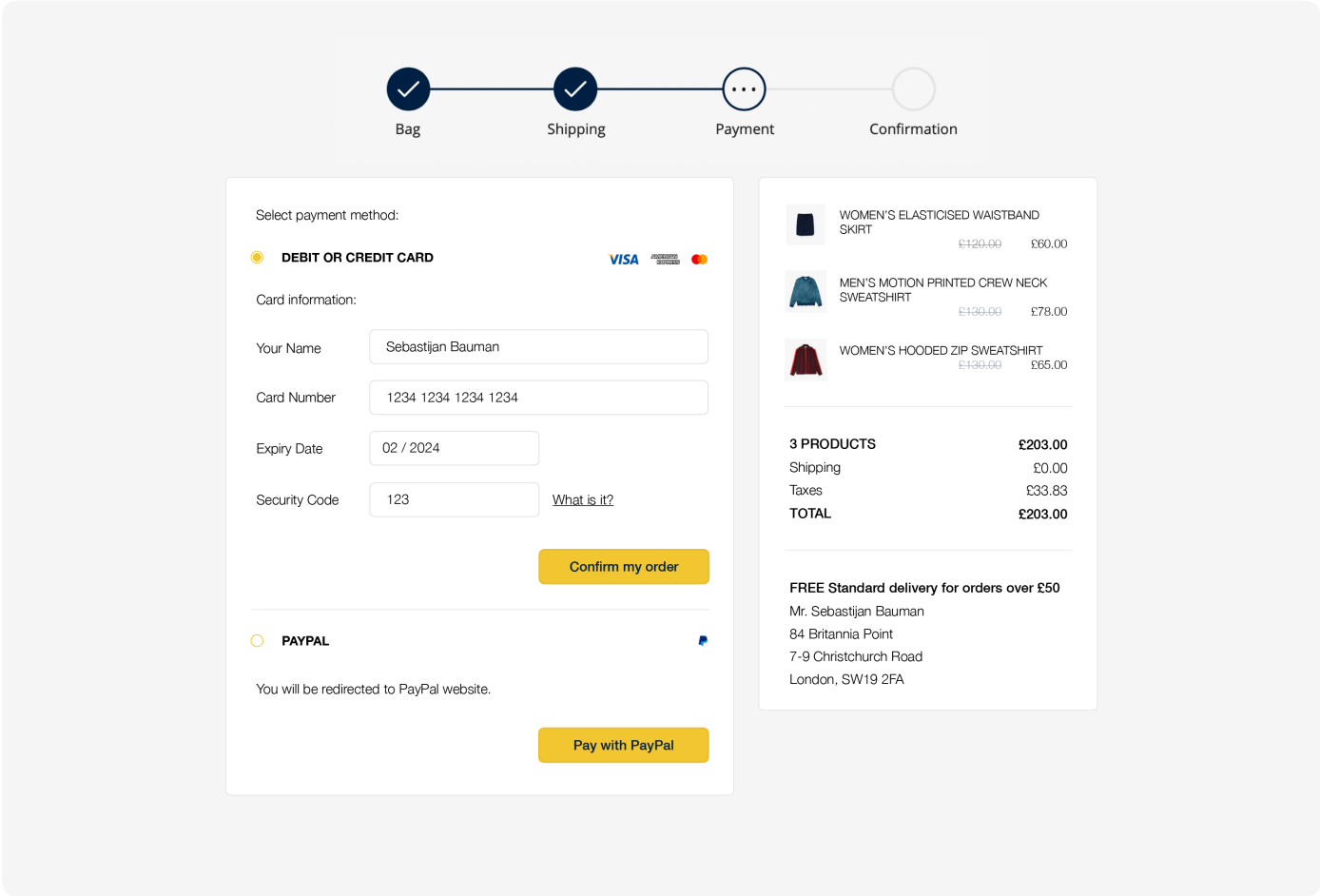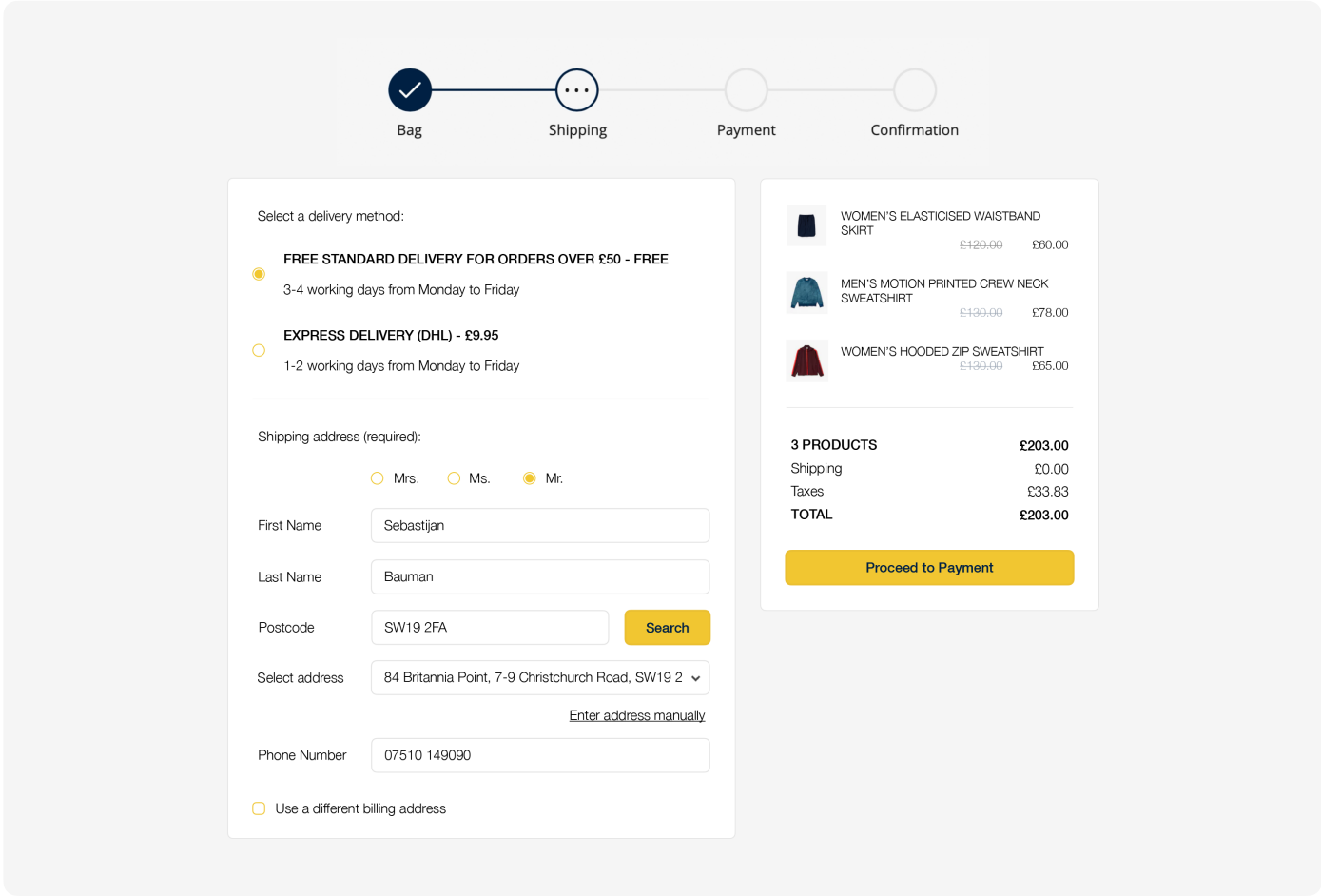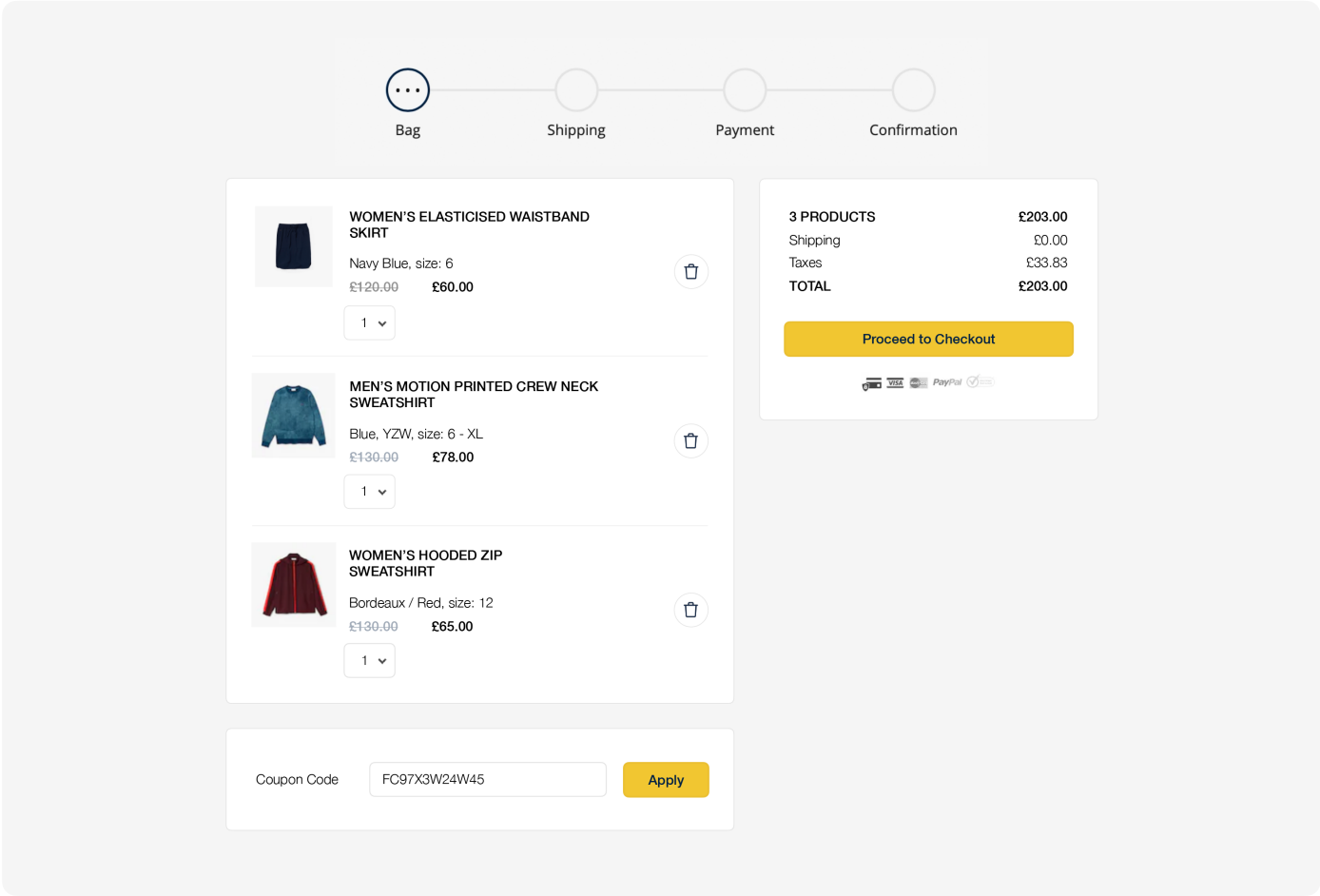
Deal-sharing platform   Checkout

Completing checkout

The interface allows users to add products to the cart, select shipping options, enter payment details, and confirm the purchase. The clear and structured flow guides users through each step, ensuring a quick and efficient checkout experience from start to finish.

Setting up an account

The interface allows users to follow a step-by-step guide to set up their account. Users can verify their email address, customise store settings, such as store details, address, and payment providers, ensuring a quick and seamless setup for an optimised user experience.
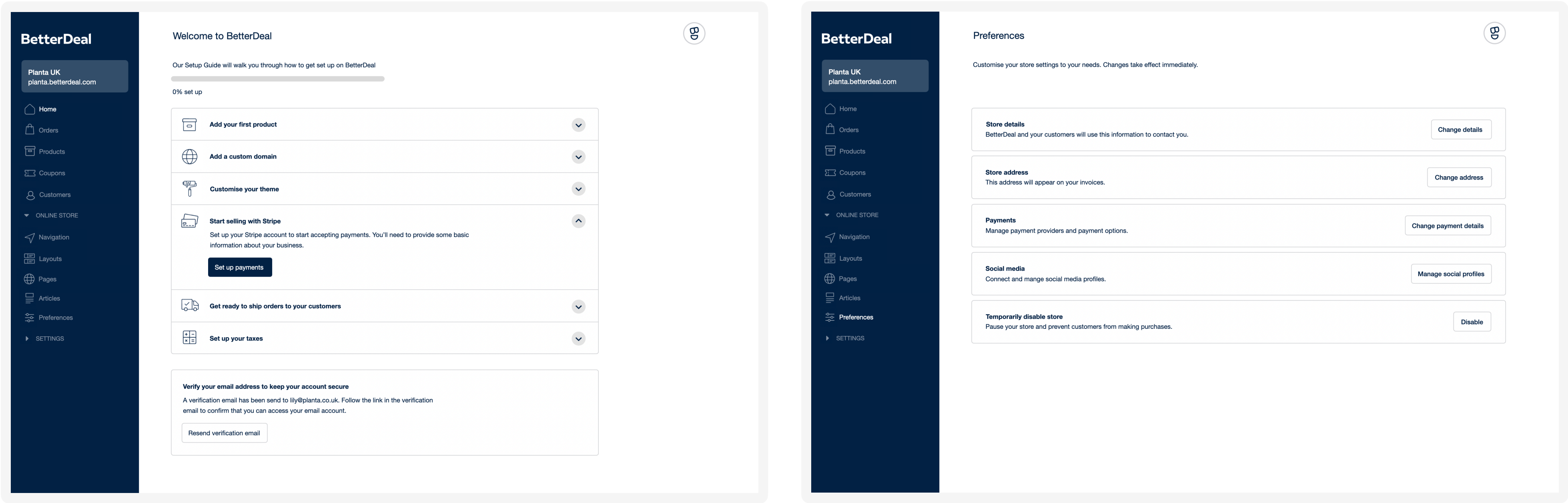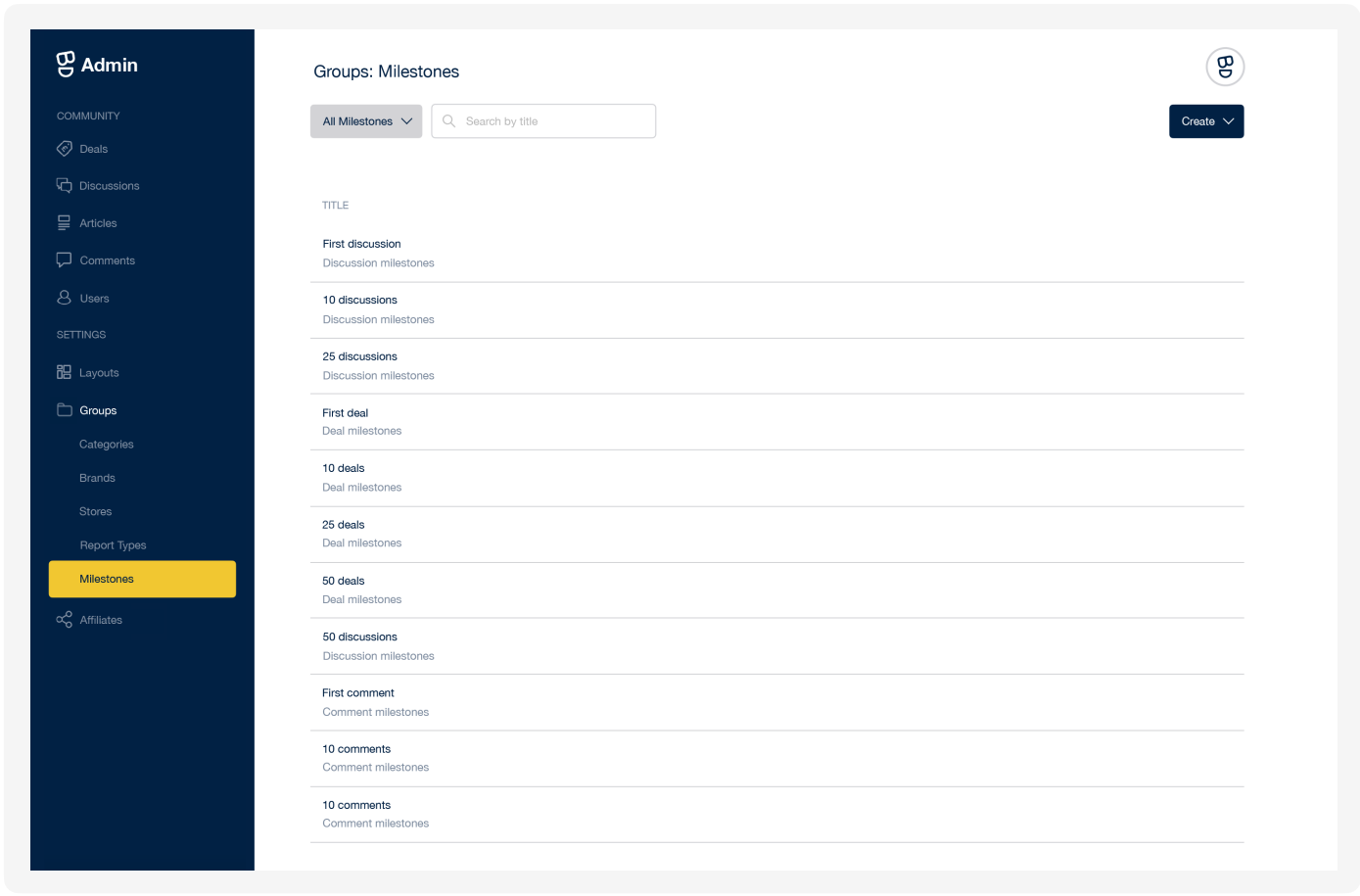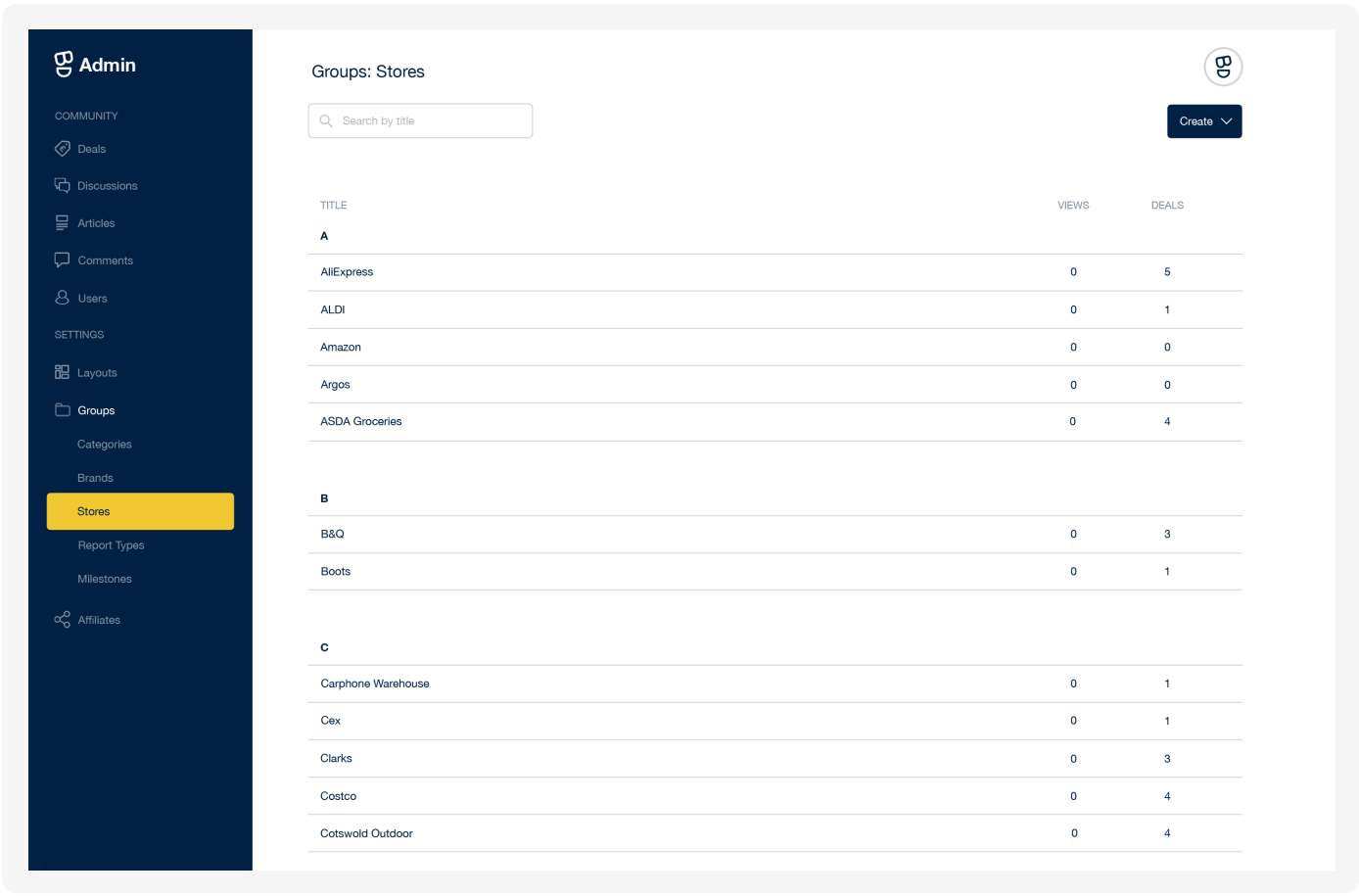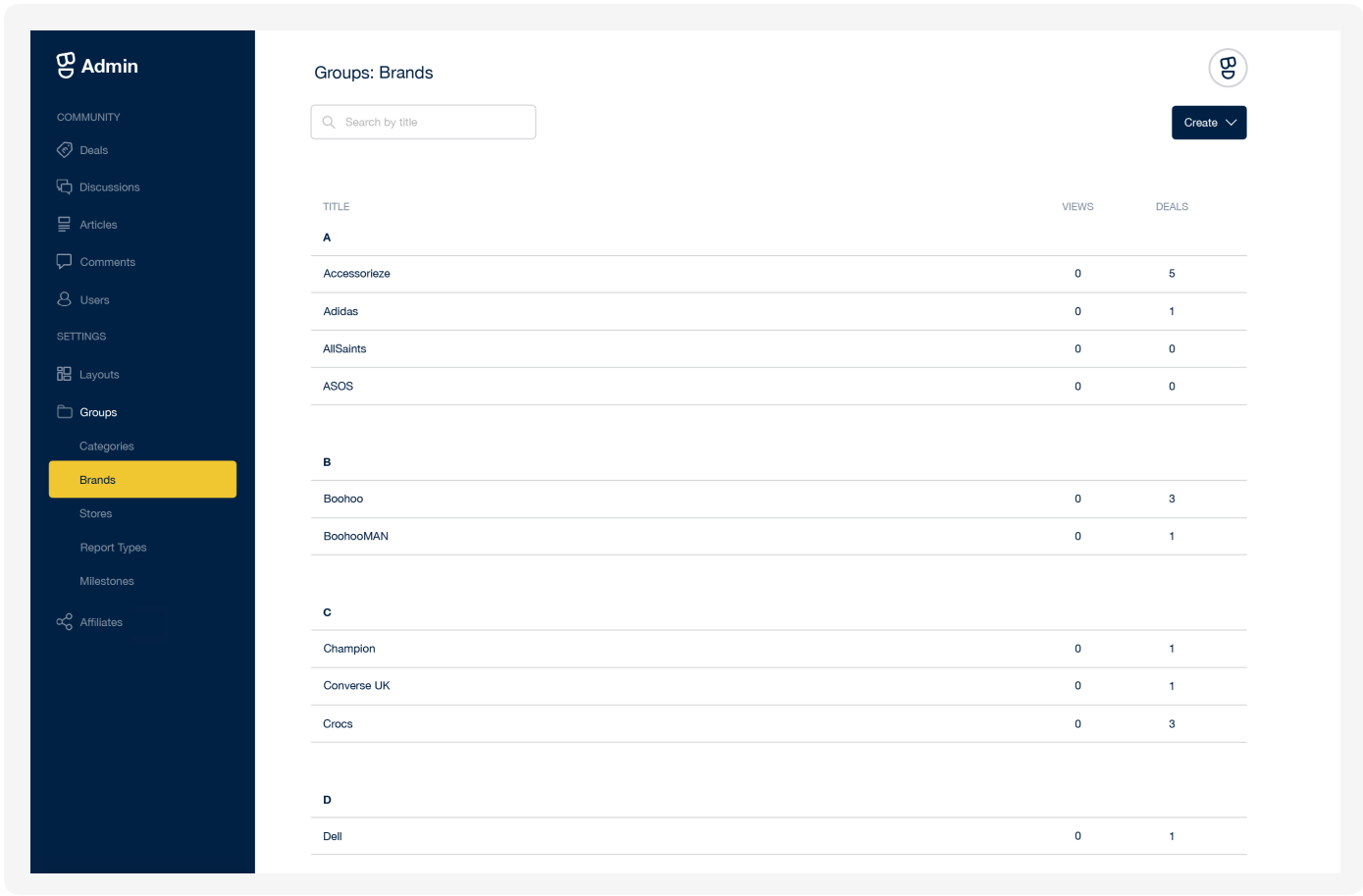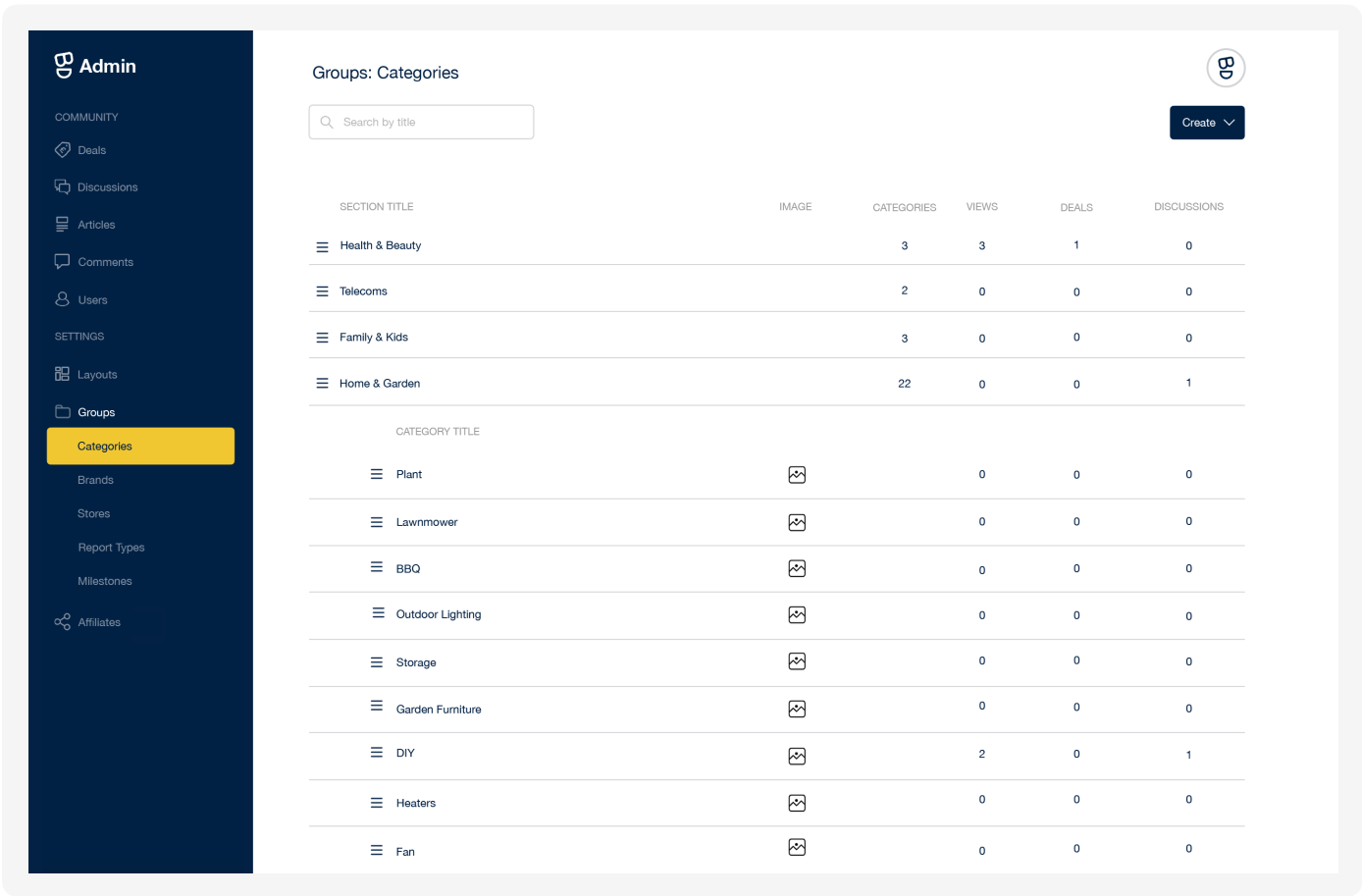
Deal-sharing platform   CMS

Managing groups

The interface allows users to create, edit, and delete groups that includes categories, brands, stores, and milestones. Users can reorder categories, filter milestones, and search across all groups, ensuring smooth management and a more organised, efficient experience.

BetterDeal
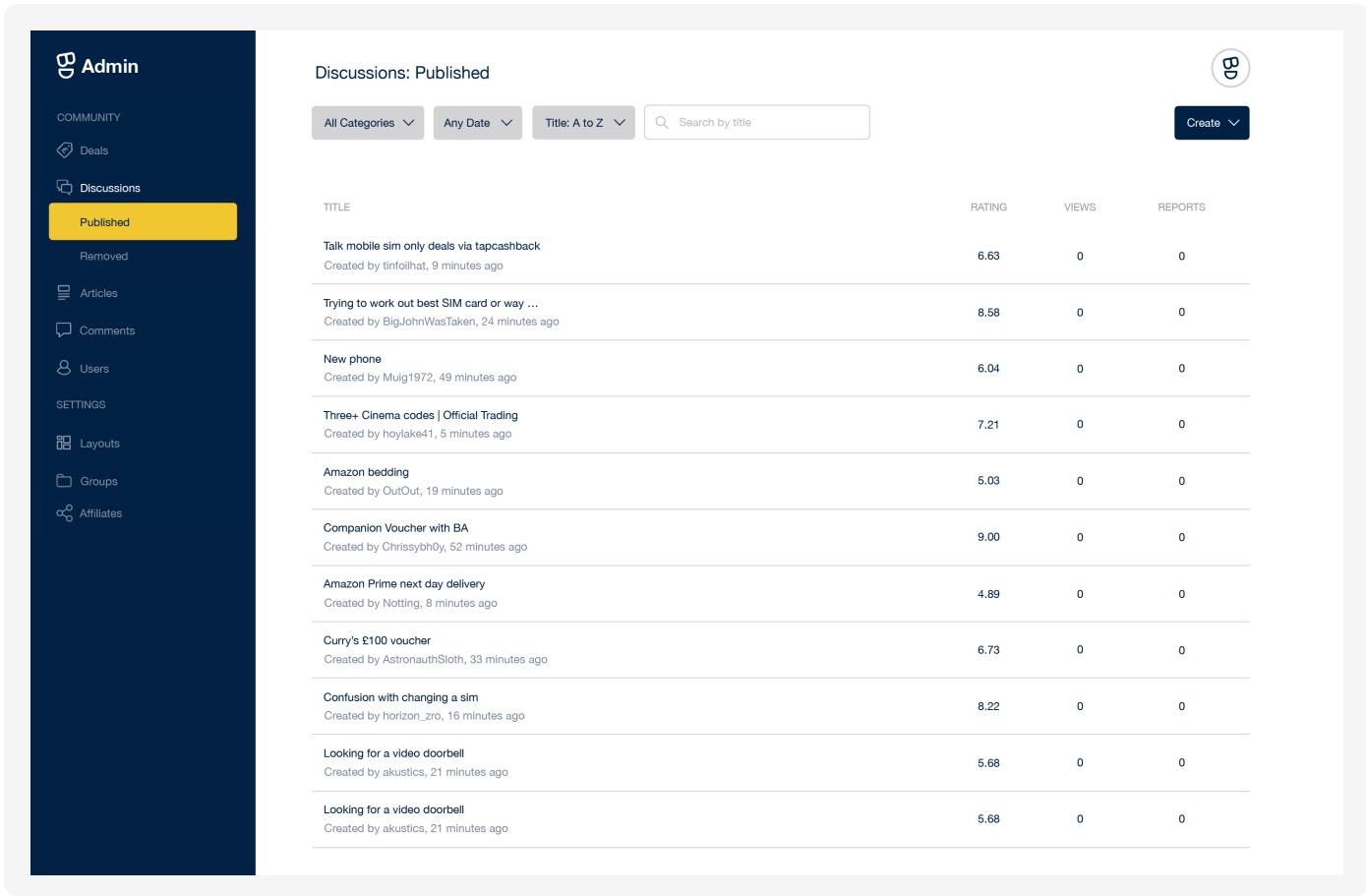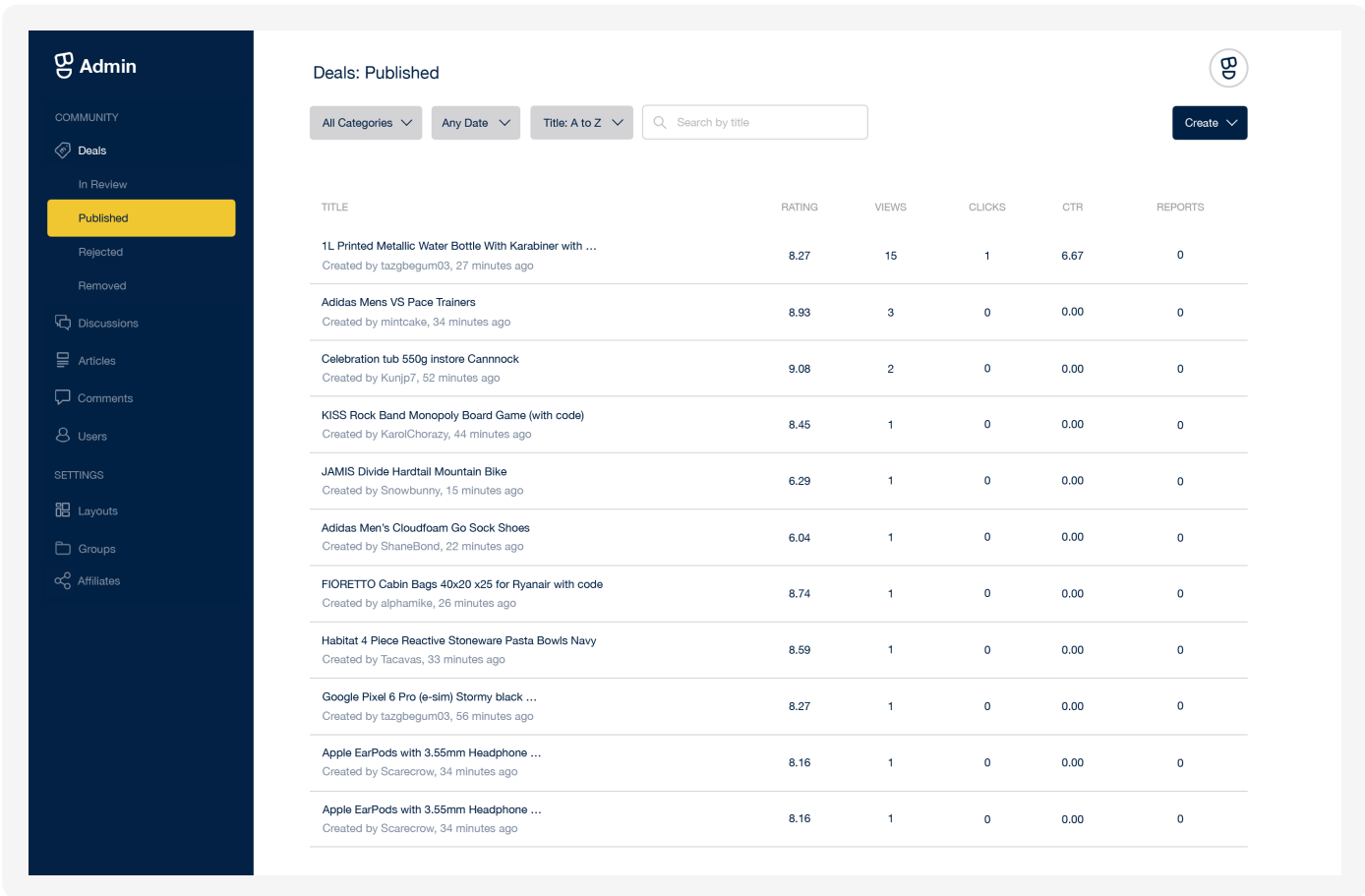
Deal-sharing platform   CMS

Managing the community

The interface allows users to manage deals, discussions, comments, and users. Moderators can publish, reject, or remove content and ban users. Search and filter options streamline moderation, ensuring effective and smooth experience for both moderators and community members.

Deal-sharing platform eCommerce platform CMS
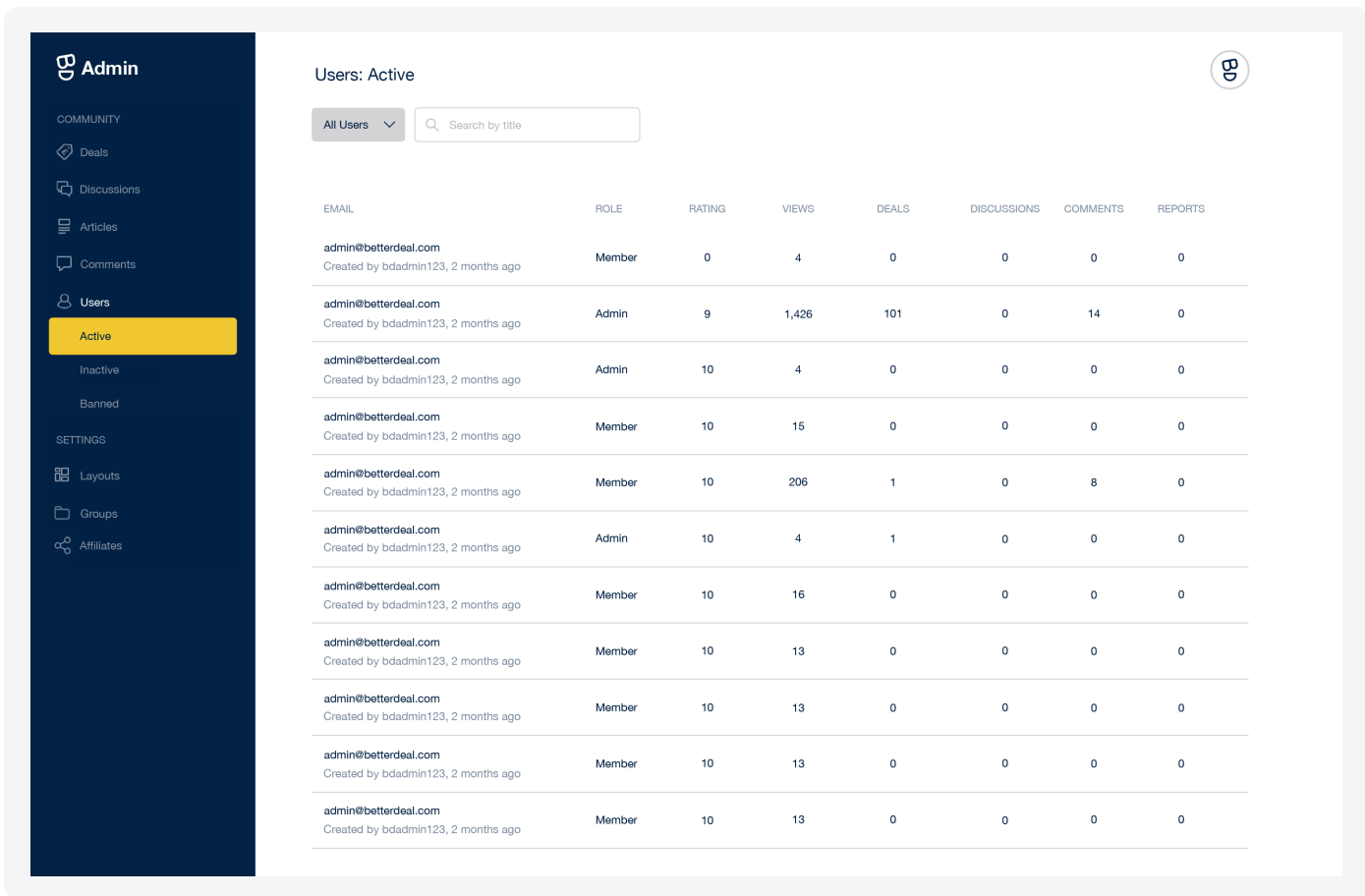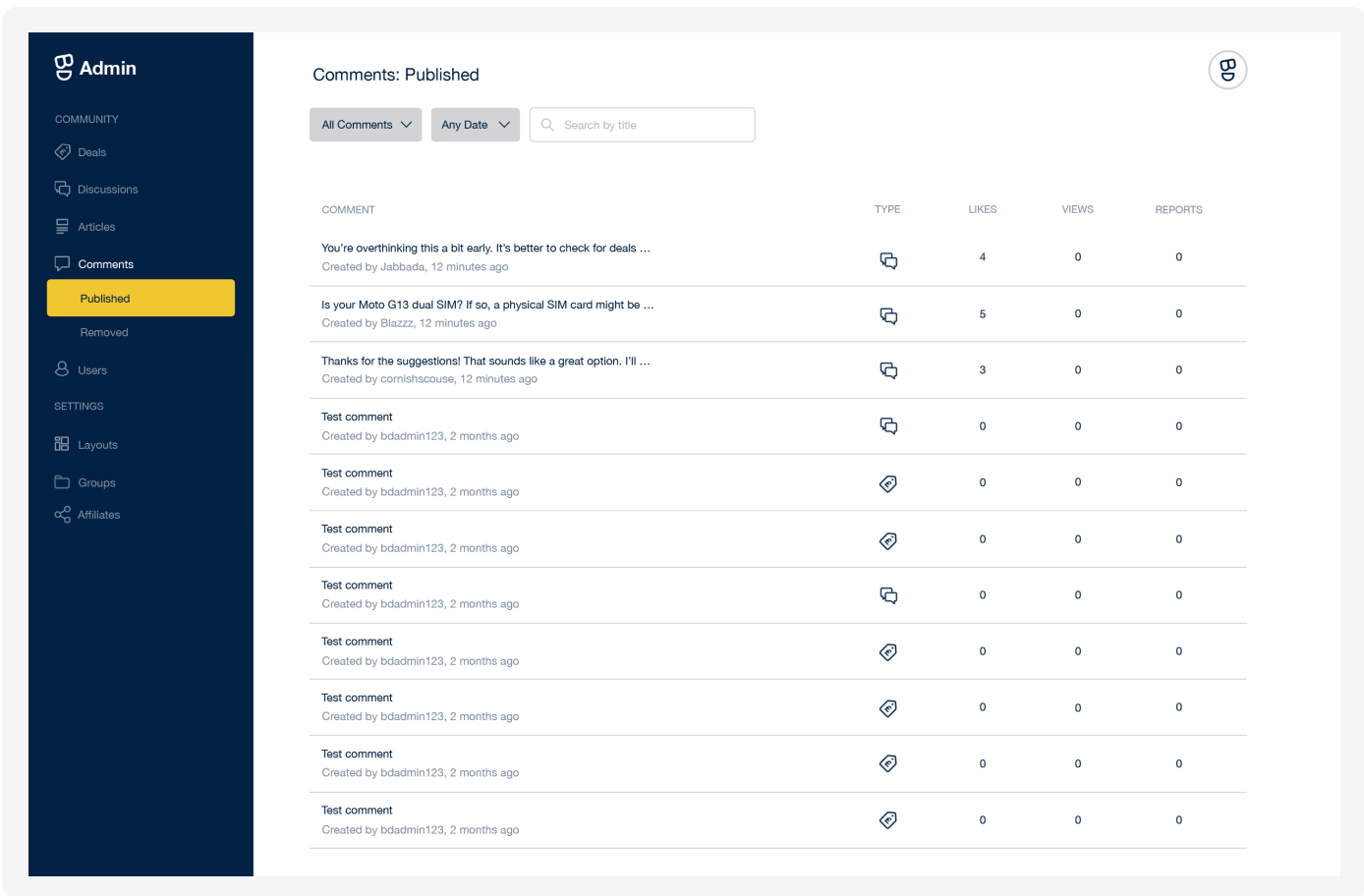
Managing layouts

The interface allows users to manage page sections, including banners, deals, products, categories, articles, headers, and footers. Users can create, customise, reorder, and remove these sections, giving them full control over the page layout for a more personalised experience.

eCommerce platform   CMS
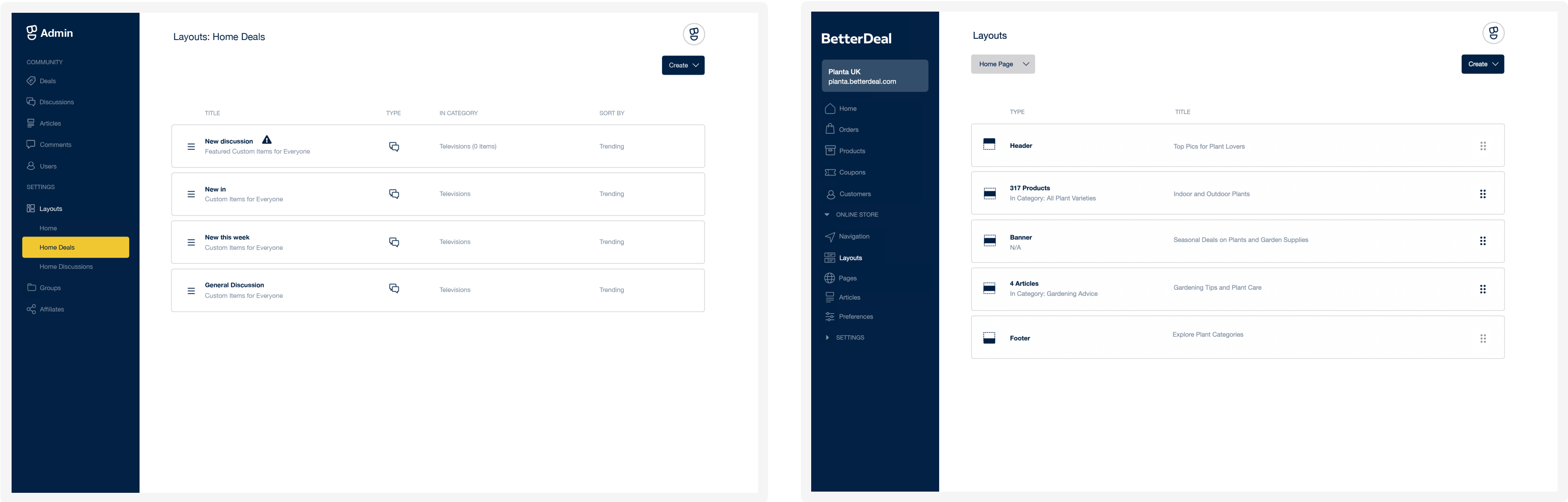
Managing orders

The interface allows users to view and manage orders, track payment, and fulfilment status, update billing and shipping details, process refunds, and initiate fulfilment. This ensures efficient order management, providing a smooth and timely customer experience.

Managing coupons

eCommerce platform   CMS

The interface allows users to manage coupons. Users can generate a coupon code, define value types, set validity dates, limit uses, and apply coupons to specific products, categories, or orders, optimising promotional campaigns and boosting customer engagement.

BetterDeal

Hi Sebastijan,

Confirm your email address

Thank you for signing up for BetterDeal. We're happy you're here!

Enter the following code in the window where you began creating your new BetterDeal account:

825937

This email contains private information for your BetterDeal account - please don't forward it. Questions about setting up BetterDeal? Email us at feedback@betterdeal.com

BetterDeal

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Terms of Use · Privacy Policy

Hi Sebastijan,

Confirm your new email address

You requested a change to the email address that you use to sign in to BetterDeal. There's just one more step: click the link below to confirm that this is the right address.

Confirm your email address

If you didn't mean to reset your password, then you can just ignore this email; your password will not change.

Thanks,
Team BetterDeal

BetterDeal

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Hi Sebastijan,

Your account has been banned

Your account has been banned from BetterDeal for violating our community guidelines in some way.

If you think we made a mistake, please contact us at feedback@betterdeal.com

Thanks,
Team BetterDeal

BetterDeal

betterdeal.com Ltd · 12 Ravensbury Terrace, London, SW18 4RL.
Terms of Use · Privacy Policy

Hi Sebastijan,

Reset your password

You told us you'd forgotten your password. If you really have, click here to choose a new one:

Choose a new password

If you didn't mean to reset your password, then you can just ignore this email; your password will not change.

Thanks,
Team BetterDeal

BetterDeal

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Hi Sebastijan,

You have a new password

Your password for signing in was recently changed. If you made this change then we're all sorted.

If you did not make this change, please reset your password to secure your account.

Either way, feel free to reach out with any questions you might have. We're here to help.

Thanks,
Team BetterDeal

BetterDeal

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Hi Sebastijan,

New sign in to your account

We noticed a new sign in to your account.

Safari on iPhone
18 Sep 2020, 10:39 PM (BST)
Blackheath, United Kingdom

If you signed in to your account recently, there's nothing for you to do right now.

If you don't recognise this sign in, we recommend you change your password right away to keep your account secure.

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Deal-sharing platform   Notifications

Viewing email notifications

The interface allows users to view essential email notifications for account related actions, such as email address confirmation, password reset requests, and account status updates. These notifications ensure users stay informed, secure, and complete necessary actions timely.

eCommerce platform   Notifications

Viewing order notifications

This interface allows users to view important email notifications about their orders, including confirmation, shipping updates, and refunds.

These notifications keep users informed about their purchases, ensuring transparency and improving the overall shopping experience.

Email 1 — Order confirmation

Hi Sebastijan!

Thank you for your order

We thank you for order number **#8899163** placed on **planta.betterdeal.com**

Your order will be processed shortly and you will receive a shipment confirmation email with details of how to track your order.

You can also check the status of your order at any time under the section "My orders" in your profile account.

YOUR ORDER SUMMARY	DETAILS OF YOUR ORDER	
Order number: **#8899163**	Subtotal	£203.00
Date: **26/02/2021**	Shipping	£0.00
Delivery type: **Standard delivery (DHL)**	Sales tax	£3.39
Payment method: **Debit or credit card**	ORDER TOTAL	£203.39

SHIPPING ADDRESS
Sebastijan Bauman
84 Britannia Point
7-9 Christchurch Road
London, SW19 2FA

BILLING ADDRESS
Sebastijan Bauman
84 Britannia Point
7-9 Christchurch Road
London, SW19 2FA

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Email 2 — Order shipped

Hi Sebastijan!

Your order has been shipped

We confirm that your order **#8899163** has just been shipped by **DHL Express** and your tracking number is **4100524551**.

You can view products from your order details.

Track my order

Indoor Plant Set   3 x £45

Gardening Starter Kit   2 x £35

SHIPPING ADDRESS
Sebastijan Bauman
84 Britannia Point
7-9 Christchurch Road
London, SW19 2FA

Thanks
Team BetterDeal

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Email 3 — Order refunded

Hi Sebastijan!

Your order has been refunded

We have refunded **£203.39** for order **#8899163** to VISA •••••••••• **4827**.
Please allow **3 to 5 business days** for the funds to show up in your account.

View your orders

If you have any queries or concerns please send us an email at feedback@betterdeal.com.

Thanks
Team BetterDeal

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![BetterDeal](BetterDeal logo)

Deal-sharing platform   Mobile app

Onboarding signup process

The interface allows users to create an account using their email, Facebook, or Google account. Once they receive a confirmation code by email, users can set a password and choose interests to personalise their experience with deals and discussions based on their preferences.

BetterDeal
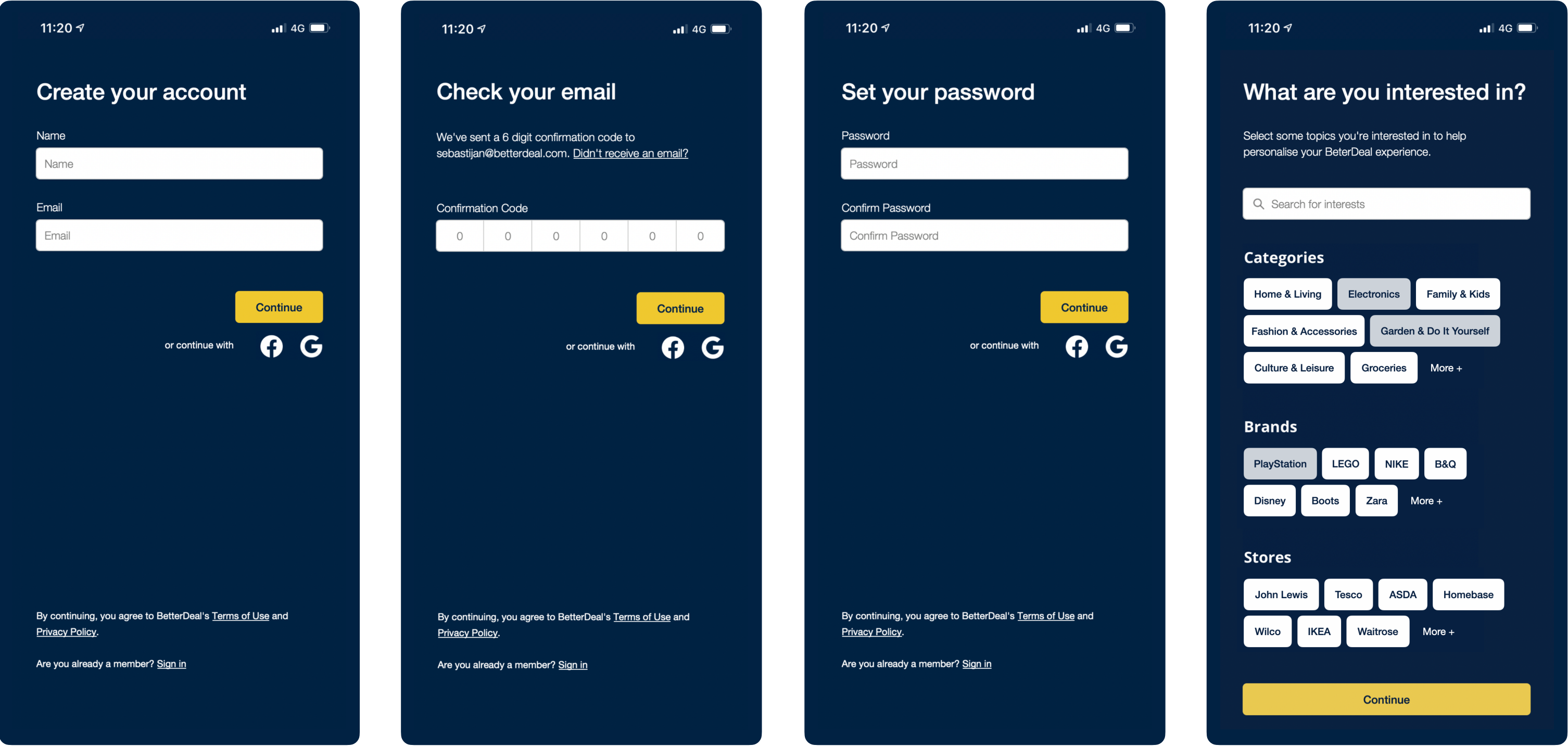
Deal-sharing platform   Mobile app

Browsing deals and discussions

The interface allows users to browse deals and discussions. They can view recommended offers, explore deal details, and read discussions on various topics. Users can post new deals or discussions, encouraging an active, engaging community and improving the user experience.

Deal-sharing platform   Mobile app
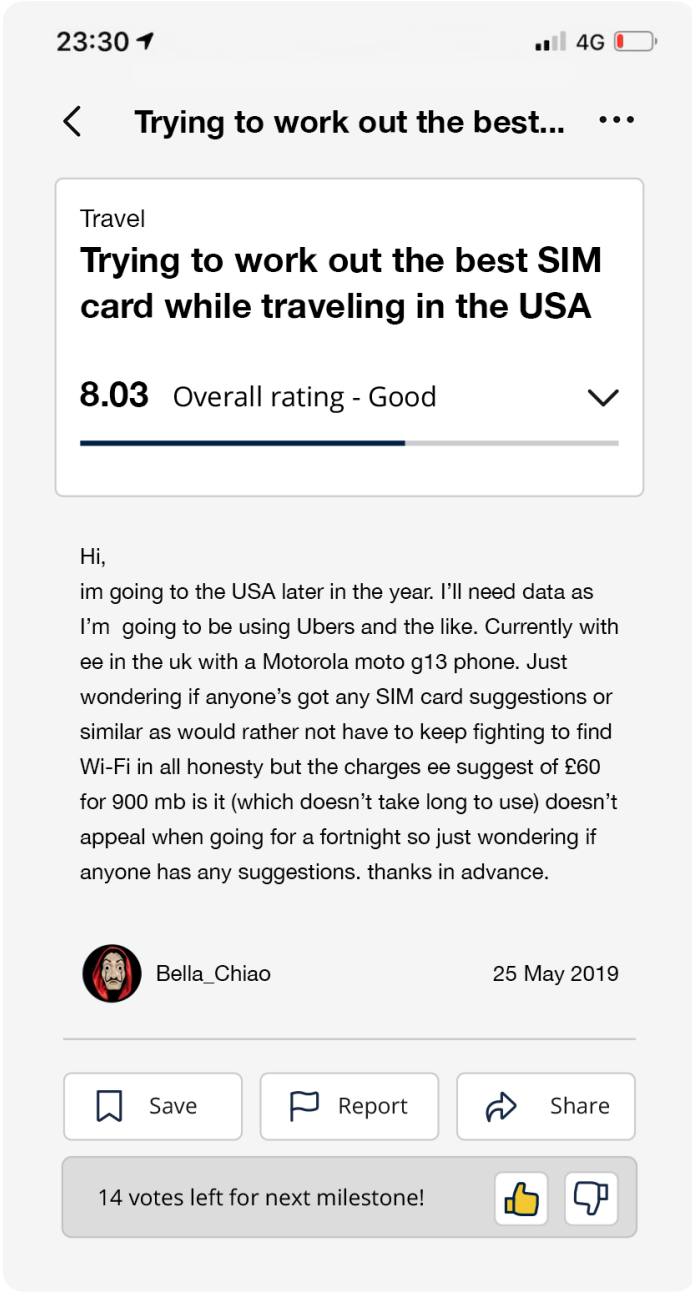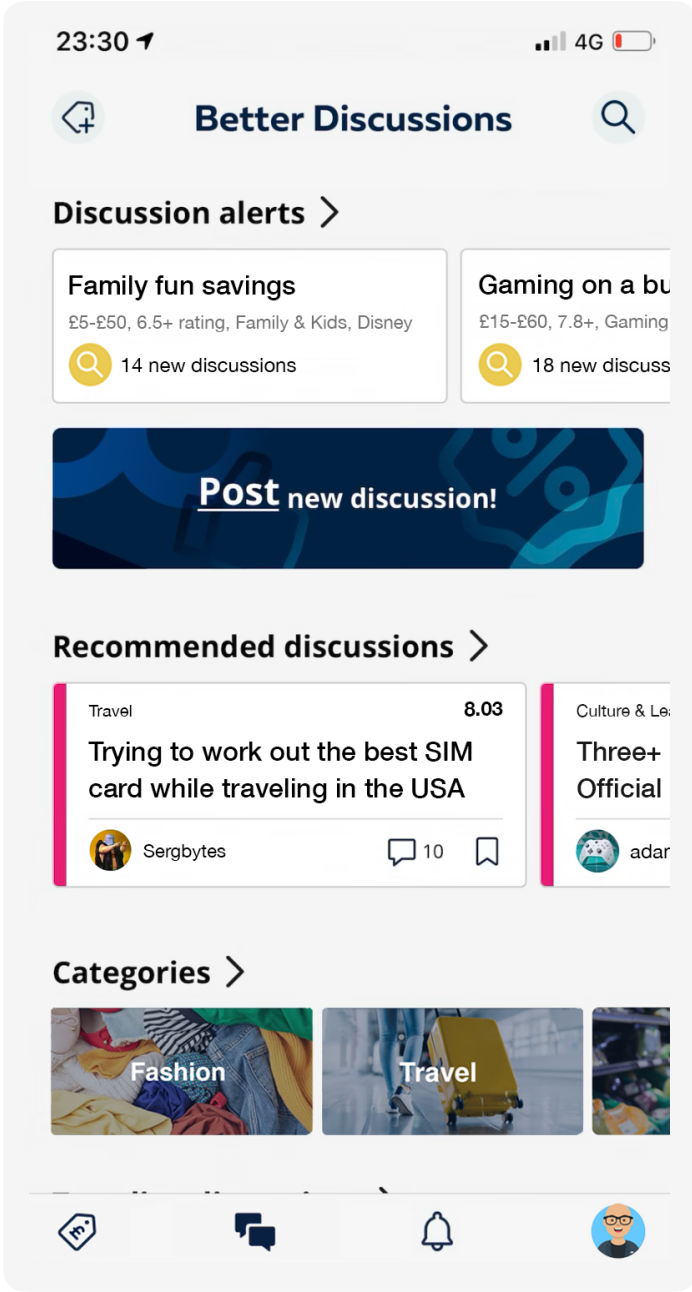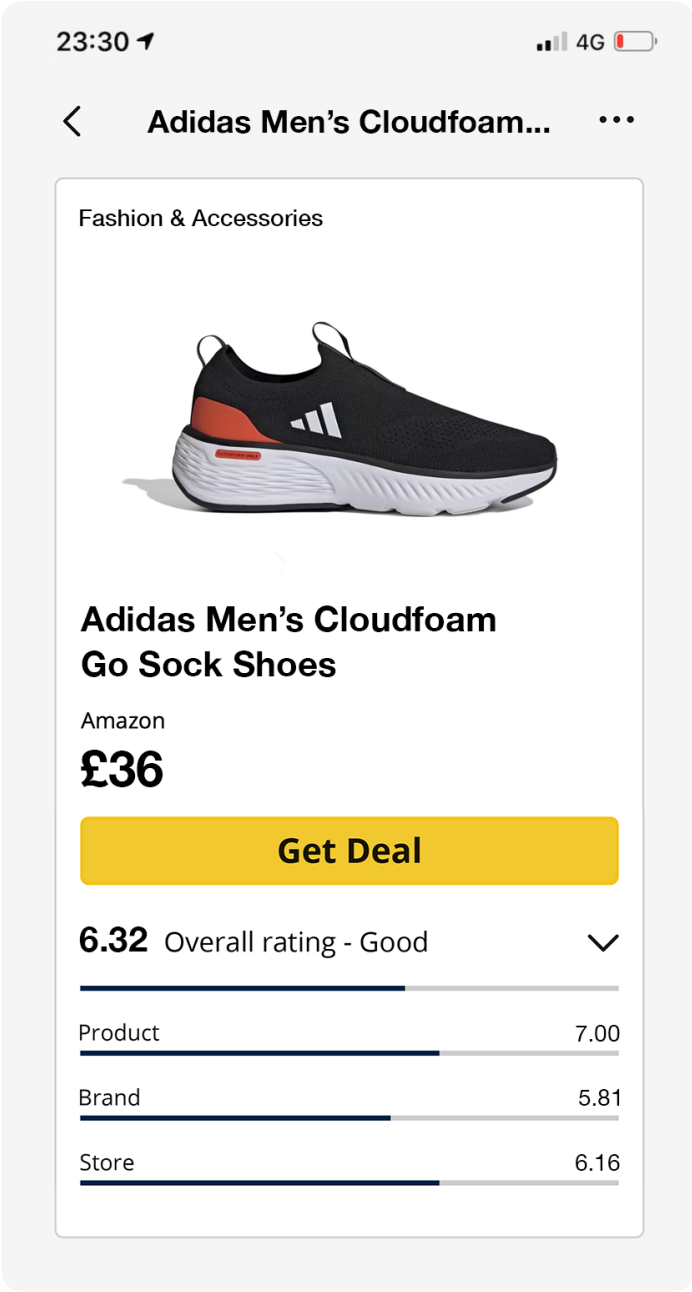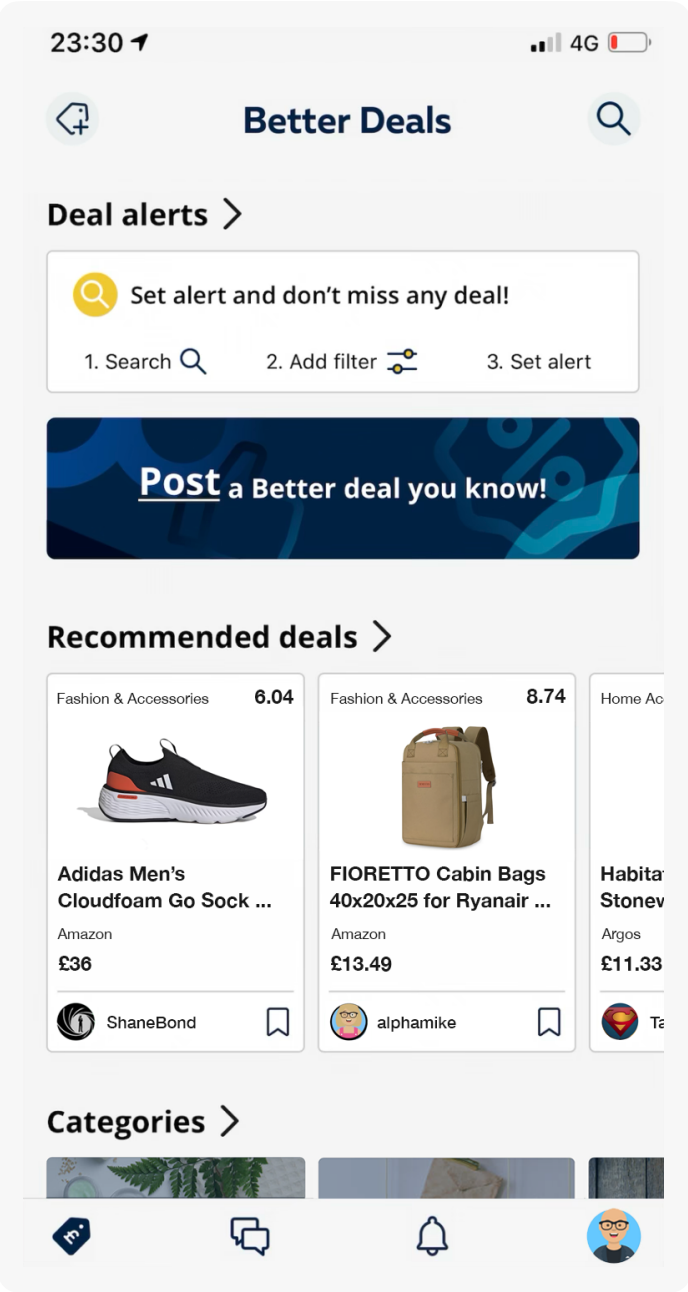
Managing profile and notifications

The interface allows users to view their profile, including achievements, posted and saved deals and discussions, and followers. Users can manage alerts, update settings like notification preferences, and view notifications, ensuring a personalised and engaging experience.
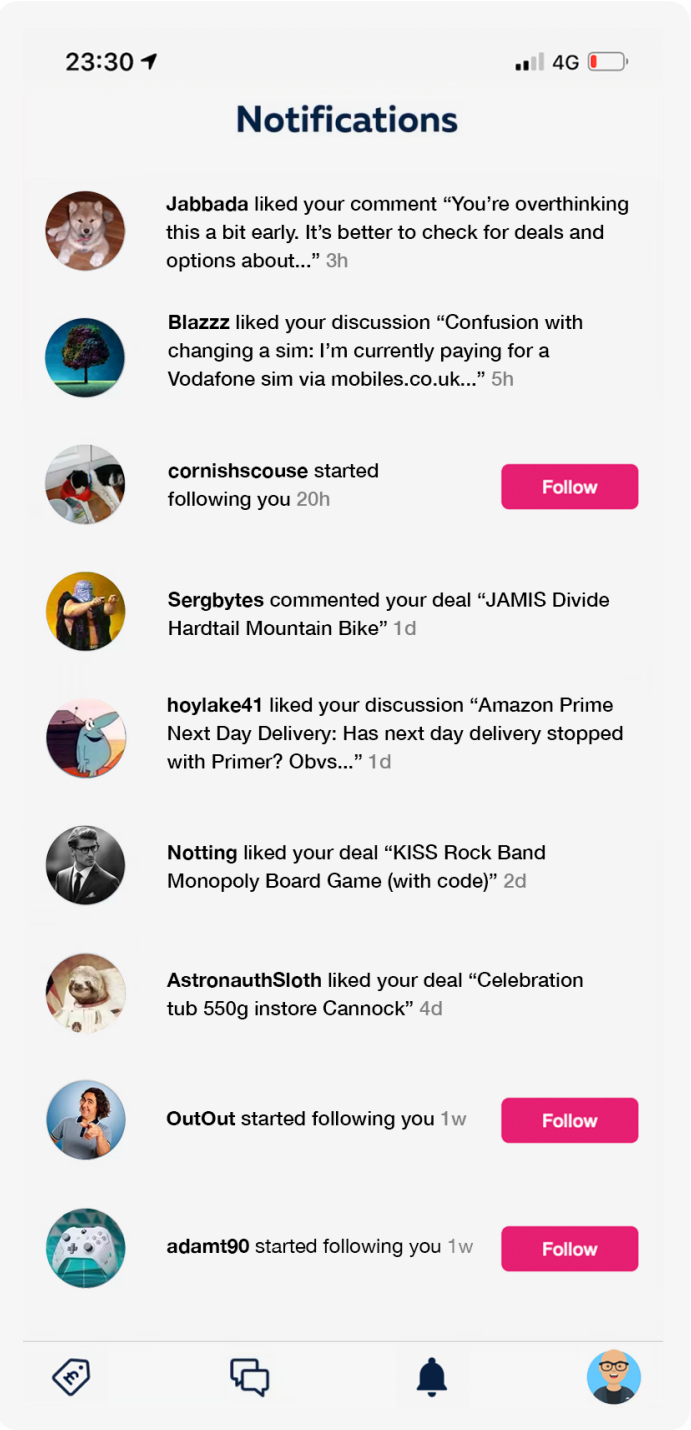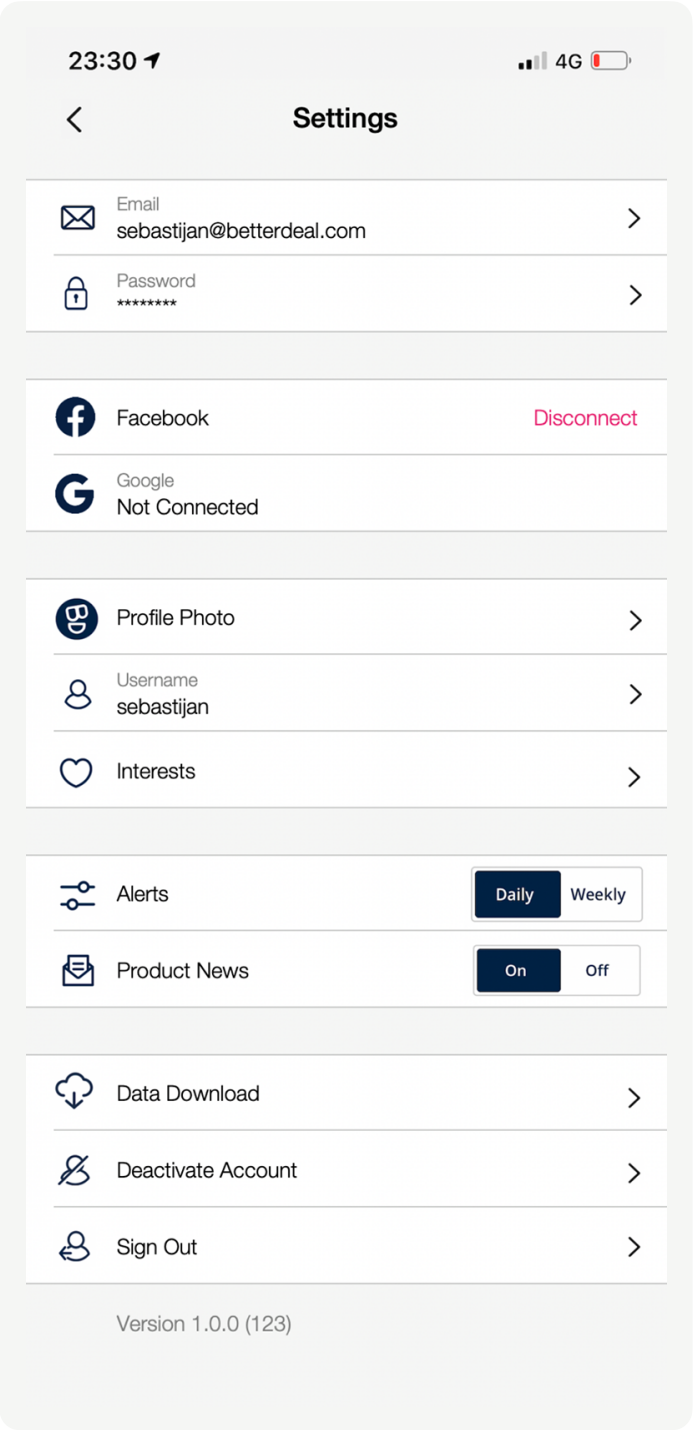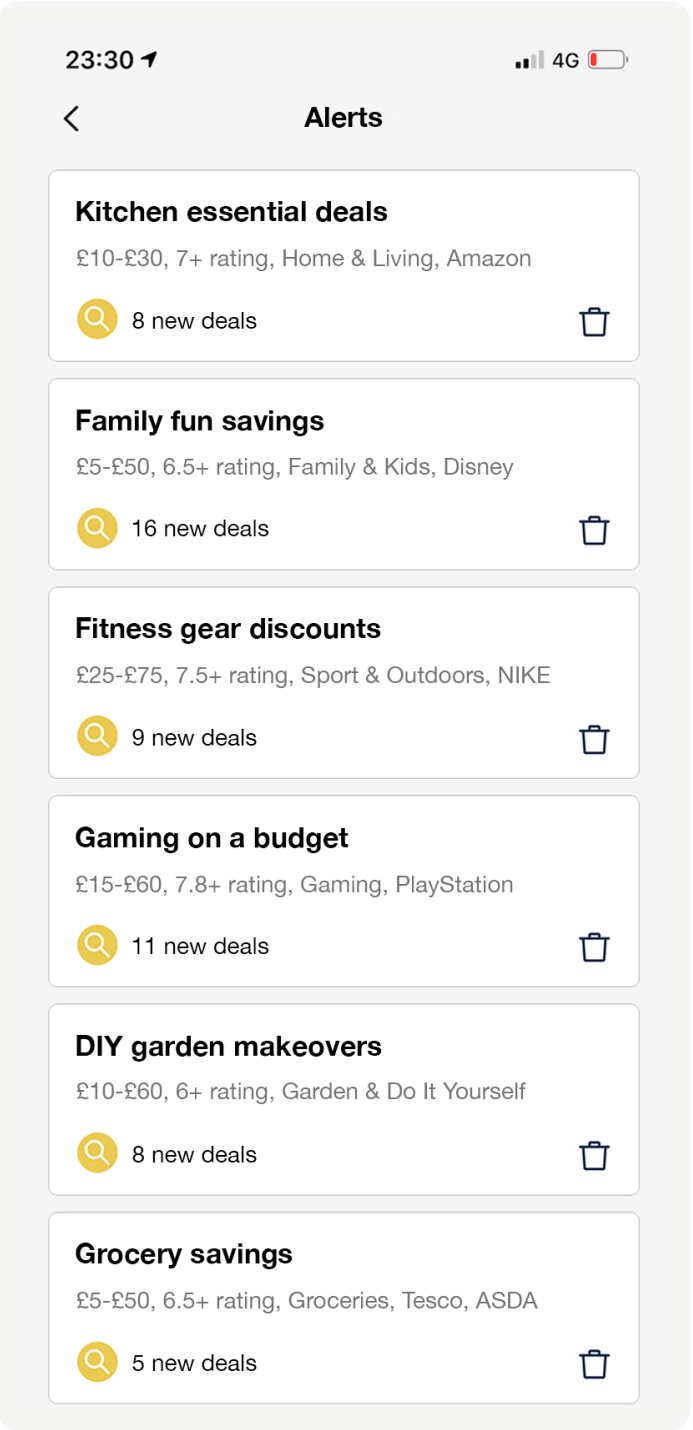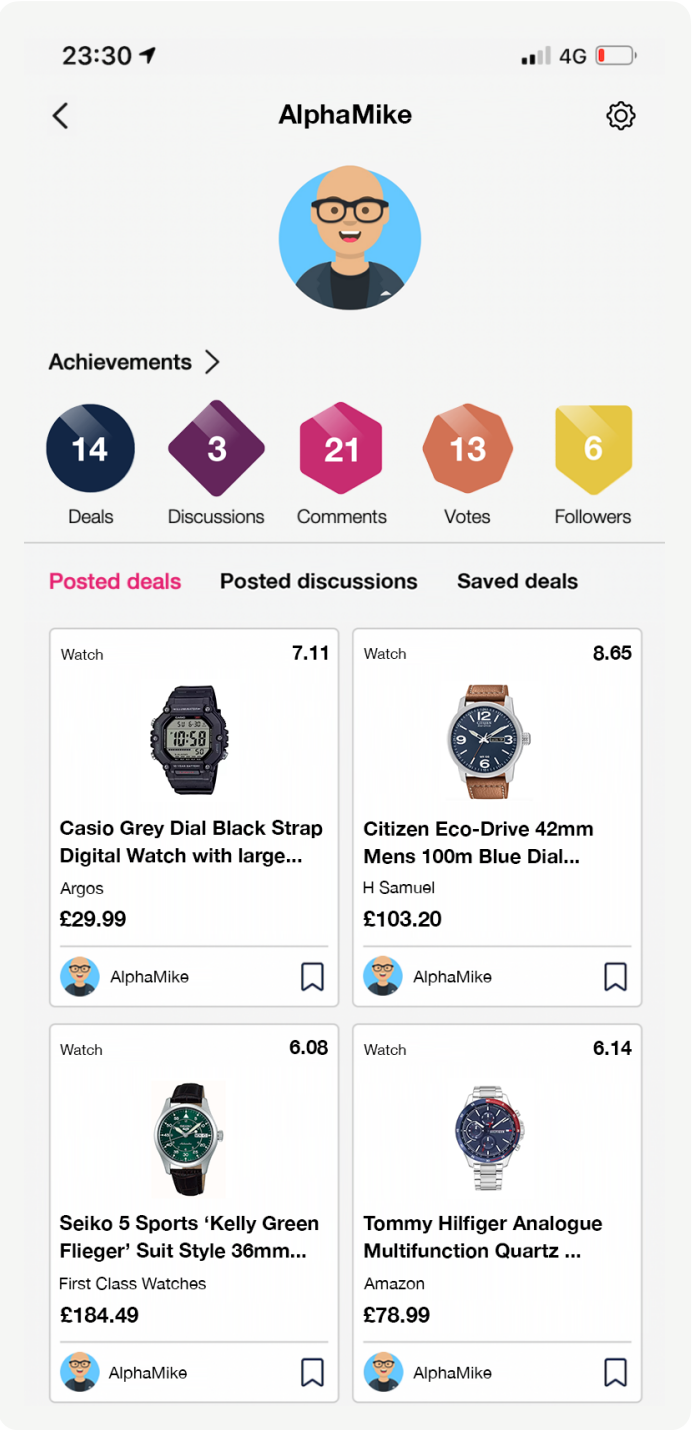
Nettle

2014 - 2019

Challenge

Nettle was born from my vision as co-founder to simplify and modernise Point of Sale (POS) systems for small businesses in the UK. At that time, Square was not available in Europe, while iZettle and SumUp were in their early stages, focusing mainly on payment processing. Traditional POS systems were too expensive and lacked flexibility, leaving small businesses with limited options. To address these challenges, I created a product to meet the needs of small businesses. Built for smartphones and tablets, it enabled businesses the freedom to sell in-store, online, and on-the-go.

Nettle

Approach

As Co-Founder, I focused on shaping the vision, leading development, and building partnerships to align the product with market needs and user expectations.

1. Vision and product strategy

- Conceptualised and developed Nettle as a modern, cloud based POS system tailored to small businesses, addressing gaps in the market for flexible and scalable solutions.

- Designed the initial MVP, defining core features like inventory management, multi-channel integration, and sales reporting to align with the needs of small business owners.

- Established a clear roadmap to guide product iterations, balancing feature development with market demands and business scalability.

2. Leadership and team building

- Recruited a cross-functional team of designers, developers, and sales stuff, ensuring alignment with Nettle strategic vision.

- Coordinated efforts across in-house and outsourced teams, maintaining consistency in product design and quality.

- Worked closely with co-founder to manage branding, product communications, and partner relationships, levering her expertise in PR and corporate strategy.

3. Partnerships and product growth

- Secured AWS credits and technical support through the AWS Activate program, providing essential resources to build and scale the product.

- Partnered with Wyzowl to create engaging promotional and support videos, presenting features and benefits to potential customers and business partners.

- Integrated payment solutions from providers like SumUp, iZettle, and Braintree to offer flexible and accessible payment options for small businesses.

Nettle

Solution

- **Cloud-based infrastructure:** Delivered a modular, cloud-powered POS system that supported in-store, online, and on-the-go sales through mobile devices.

- **Feature rich platform:** Integrated inventory management, sales reporting, online store functionality, and multi-channel capabilities tailored to small business needs.

- **Hardware flexibility:** Enabled businesses to use existing devices (e.g. smartphones, tablets) without relying on proprietary hardware.

- **Payment integration:** Partnered with providers like SumUp, iZettle, and Braintree to offer flexible and scalable payment options.

Results

- **Operational efficiency:** simplified day-to-day operations for small businesses by consolidating multi-channel sales and inventory management into a single system.

- **Market readiness:** Delivered a functional platform with features tailored to small businesses, enabling seamless operation across multiple sales channels.

- **Scalability:** Supported business growth by providing a flexible affordable POS solution that met the evolving needs of small businesses.

Lesson learned

1. **The importance of focus in scaling:** Balancing feature development with strategic expansion is critical to maintaining sustainable growth.

2. **Adapting to competitive markets:** Operating in a crowded landscape highlighted the need for a clear value proposition and targeted market strategies.

3. **Scalable architecture supports evolution:** Building a flexible, cloud-based infrastructure enabled the platform to meet diverse business needs and adapt over time.

Nettle

Tech stack

Frontend technologies

HTML	CSS	Bootstrap	JavaScript	jQuery	FileMaker	Objective-C

Backend technologies
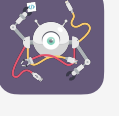
PHP	Laravel	MySQL

Infrastructure

AWS	Beanstalk	DeployBot	Braintree	iZettle
			SumUp	MailChimp

Tools

Git	Coda	Postman	Slack	Skype	Sketch	Confluence
Jira	Illustrator	Photoshop	Analytics			

Team structure

I managed both the internal and external development teams and oversaw the design team. I collaborated with the digital marketing agency, field sales representatives, and the Business Development Manager, who was also my co-founder.

My roles

Co-Founder Head of Development Product Owner Product Designer Back-End Engineer

Quality Assurance FileMaker Developer Dev-Ops Engineer Strategic Contributor

Team roles

Business Development Manager Business Advisor Front-End Engineer iOS Engineer

Software Development Agency Graphic Designer Digital Marketing Agency Field Sales Representative

Team size

The team size varied throughout the project, with 6 key team members, along with external agencies.

![Nettle logo] Nettle

Request

↓

Presentation Layer	Amazon CloudFront	AWS Elastic Beanstalk

↓

Integration Layer	Braintree Payments	SumUp (Mobile)	iZettle (Mobile)	MailChimp

↓

Application Layer	Simple Queue Service (SQS)	Simple Notification Service (SNS)

↓

Data Layer	Amazon S3	Amazon RDS

↓

Networking Layer	Amazon Route 53	Elastic Load Balancer	Amazon VPC

↓

Security Layer	AWS Identity and Access Management (AIM)	AWS Certificate Manager

↓

Development Layer	Beanstalk (Version Control)	DeployBot

↓

Management Layer	AWS Management Console	Billing

Developer (VS Code)

↓

Beanstalk (Version Control)

↓

DeployBot (Code Deployment)

↓

AWS Elastic Beanstalk (Manages Deployment)

nettle-connect (Web Server Environment)

nettle-connect-prod (STAGE)

nettle-connect-prod (PROD)

nettle-site (Web Server Environment)

nettle-site-prod (STAGE)

nettle-site-prod (PROD)

↓

AWS CloudWatch (Monitors Logs, Performance, and Alerts)

↓

Simple Notification Service (Sends Deployment Status)

↓

Slack Channel (Deployment Notifications)

Architecture   Scalability

Infrastructure and deployment overview

This overview highlights the architecture and deployment setup of Nettle POS, showing core services, integrations, and environments designed to ensure platform reliability and scalability.
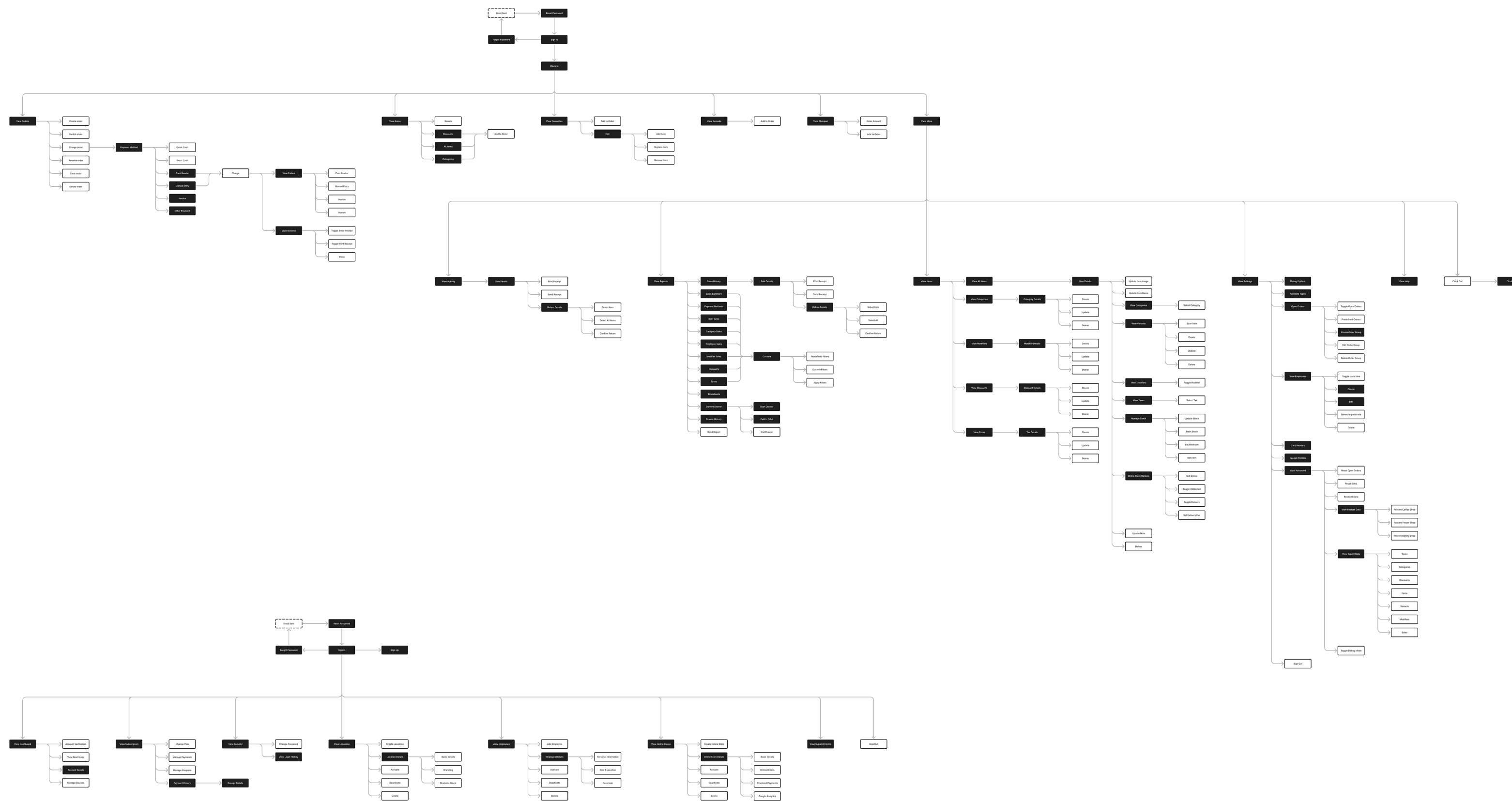
Sitemap overview

Structure   Functions

This sitemap presents the structure and functions of the Nettle POS for both the iOS app and the web app.
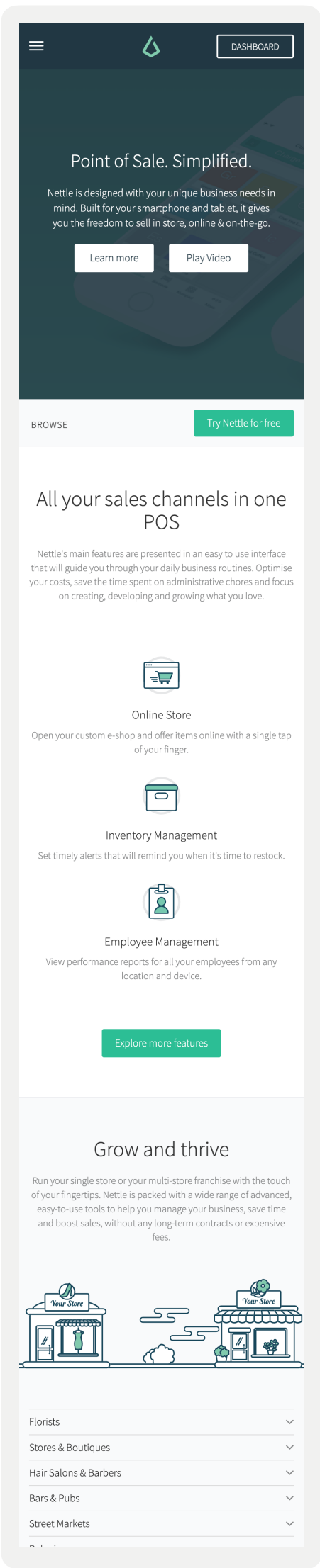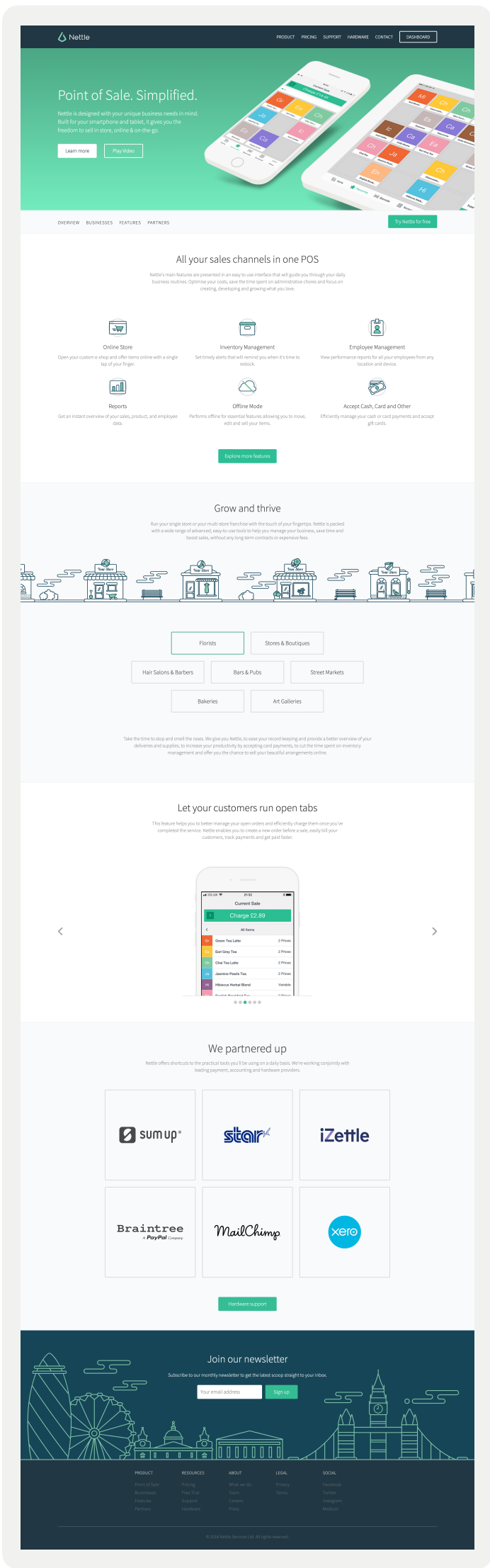
Nettle

CTA Website

Introducing Nettle

The website provides an overview of the Nettle POS platform, highlighting its features and benefits. It demonstrates how the platform centralises sales channels, streamlines inventory management, and integrates payment solutions, driving efficiency and growth for small businesses.

Nettle

Accessing items quickly

The interface allows users to search, select categories, or choose from favourites to access items quickly. Users can also add custom items, making transactions faster during busy periods, improve sales flow and provide a better customer experience.
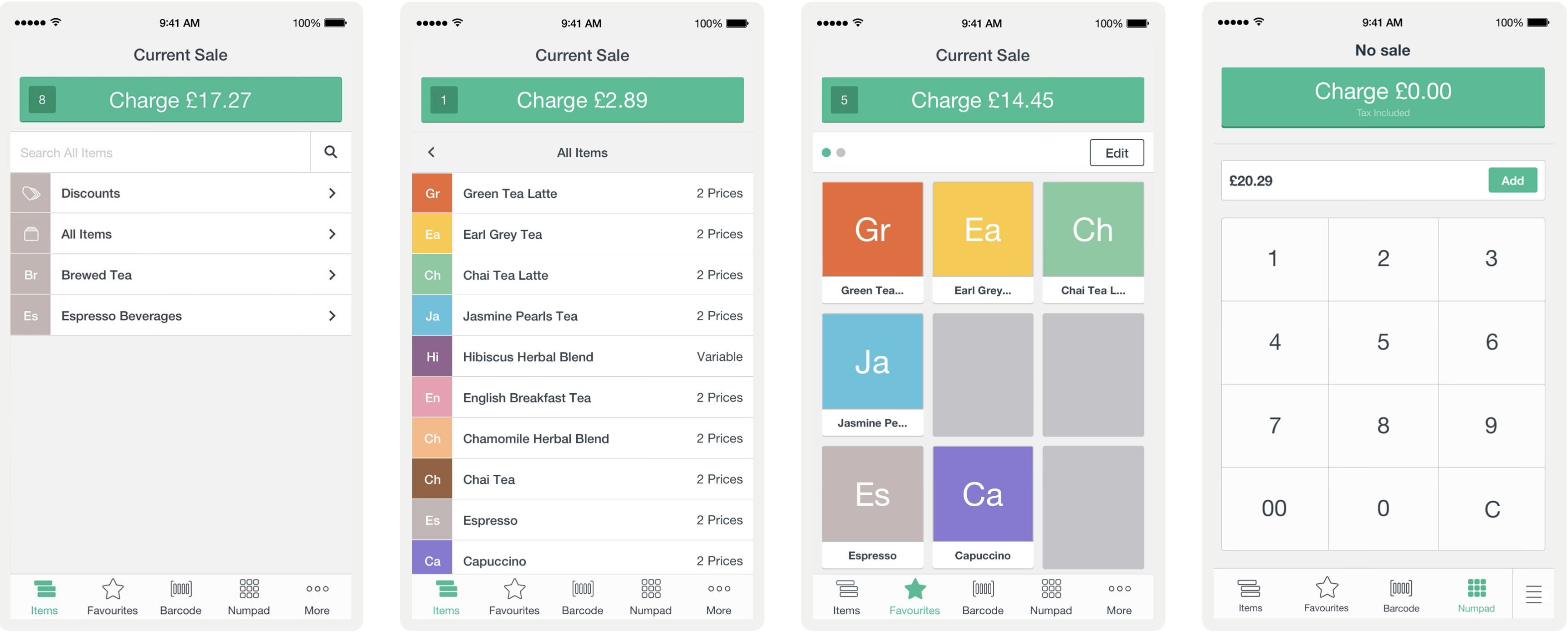
Managing orders across areas

The interface allows users to create and manage open orders across different areas, such as tables or groups. Users can view and organise orders by location, customise order groups, and optimise service flow, ensuring streamlined management and timely completion.

Screen 1 — Table by the window left

2	£17.00	Orders

All Items

Ab	Absinthe	£10.00
Am	American Porn	£10.00
Av	Aviation	£10.00
Bl	Bloody Mary	£10.00
Bl	Bloody Shame	£7.00
C.	C. Berry Bros.	£38.00
C.	C. Vive La Joie	£58.00
Ch	Champagne Cocktail	£12.00
Co	Cocacola	£3.00
Co	Coffee	£2.50

Items   Favourites   Barcode   Numpad   More

Screen 2 — Orders

All Open Orders	1 Active >
Main Floor	0 Active >
Patio	0 Active >
Custom	0 Active >

Screen 3 — Open Orders

Open Orders	
Predefined Orders	

Create Order Group

Main Floor	>
Patio	>

Screen 4 — Edit Order Group (Save)

Name	Main Floor
Automatic Order Names	✓
Custom Order Names	
Number of Orders	11

Delete Order Group

Nettle

Creating and organising items

The interface allows users to create and manage items. Users can define item details, assign categories, configure variants (such as sizes or flavours), apply modifiers (like add-ons), and manage stock levels. Each item can include its image or colour, ensuring better organisation.

Nettle
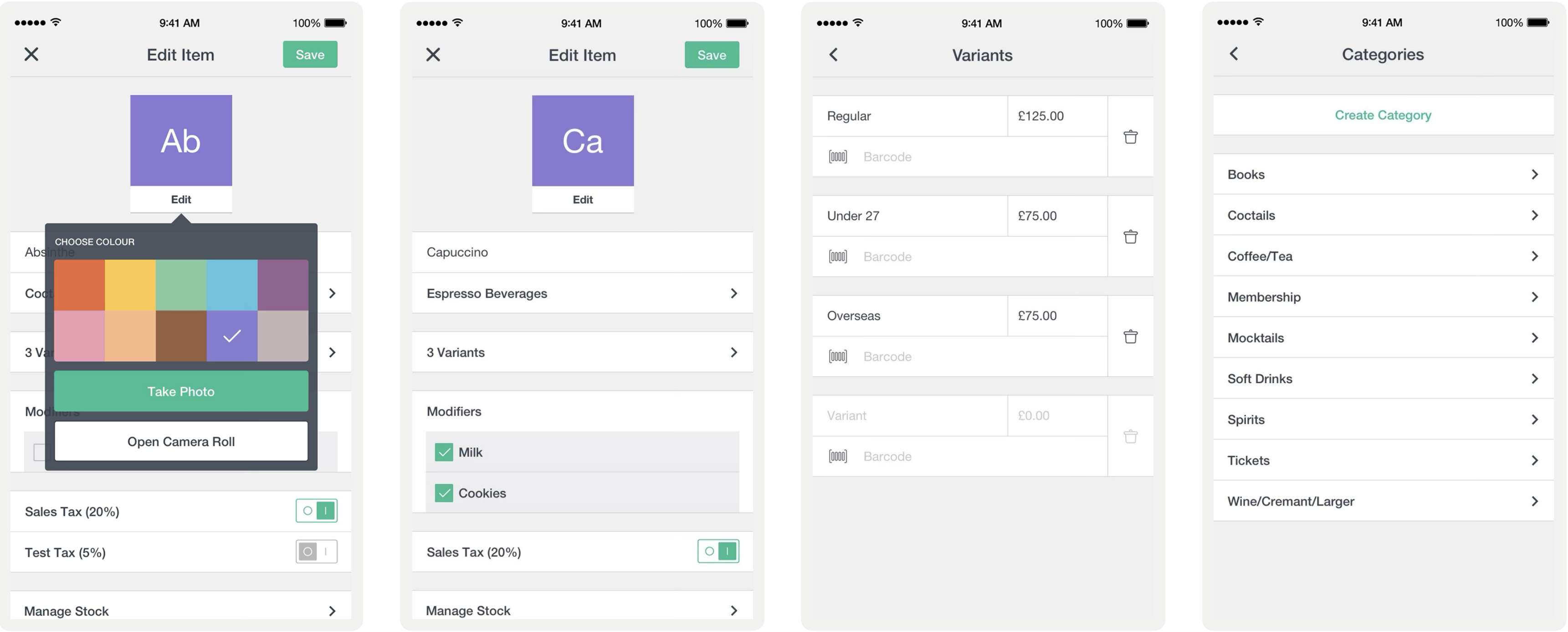
Managing stock levels and availability

The interface allows users to adjust stock levels, set minimum thresholds, and configure online availability for items. Users can also view sales data by category or item and send reports. This ensures stock optimisation, reduces shortages and improves sales performance.

Manage Stock screen

MENS LACE UP SNEAKER LEATHER UK 6.5		
− 16 +	Quantity	
− 5 +	Minimum	
MENS LACE UP SNEAKER LEATHER UK 7.5		
− 11 +	Quantity	
− 10 +	Minimum	
MENS LACE UP SNEAKER LEATHER UK 8.5		
− 6 +	Quantity	
− 5 +	Minimum	
MENS LACE UP SNEAKER LEATHER UK 9.5		
− 7 +	Quantity	
− 5 +	Minimum	
MENS LACE UP SNEAKER LEATHER UK 10.5		

Online Store Options

Sell this item online	
Available for collection	
Available for delivery	
Additional delivery	£0.00

Category Sales — Custom

23 April 2017

CATEGORY	GROSS
Cocktails x 7	£88.00
Coffee/Tea x 6	£32.50
Membership x 4	£500.00
Mocktails x 2	£21.00
Soft Drinks x 6	£25.50
Wine/Cremant/Larger x 2	£15.20
Total	£682.20

Send Report

Item Sales — Custom

23 April 2017

| ITEM	GROSS
Aviation x 1	£10.00
Bloody Mary x 1	£10.00
Bloody Shame x 1	£7.00
Champagne Cocktail x 2	£24.00
Cocacola x 1	£3.00
Coffee x 7	£17.50
Fizzing Libby x 2	£14.00
French 75 x 1	£12.00
Gingerale x 1	£3.00
Lemonade x 3	£13.50
Margarita x 1	£10.00

Nettle

Accessing sales data and insights

The interface allows users to access sales data, including sales history, item and category performance, and payment methods. Reports can be customised by date range and exported for analysis, helping users track progress and make informed, data-driven decisions.

Reports

Sales History	>
Sales Summary	>
Payment Methods	>
Item Sales	>
Category Sales	>
Employee Sales	>
Modifier Sales	>
Discounts	>
Taxes	>
Timesheets	>

Sales History — Custom

01 April 2017 - 30 April 2017

SATURDAY, 15 APRIL 2017

£8.00	11:40

FRIDAY, 14 APRIL 2017

£30.00	18:00
-£10.00	15:21
-£10.00	15:21
-£5.00	15:20

SUNDAY, 09 APRIL 2017

£10.00	17:06
£25.00	16:57

Export Report

Sales Summary — Custom

23 April 2017

OVERVIEW

£670.20	15	£44.68
Gross Sales	Sales	Average Sale

SALES SUMMARY	AMOUNT
Item Sales	£711.00
Returns	£12.00
Discounts	£28.80
Gross Sales	£670.20
Tax	£106.71
Net Sales	£563.49
Payment Collected	£670.20
Cash x 7	£174.70

Customise Report

Today
This Week
This Month
This Year

CUSTOM

All Day	
Starts	01 February 2017
Ends	28 February 2017

Apply

Nettle

iPhone   Payment Process

Processing payments

The interface allows users to process payments using cash, card, or integrated payment providers like iZettle and SumUp. Transactions can be completed manually or through quick options, ensuring fast processing, minimal wait times, and a smooth checkout experience.
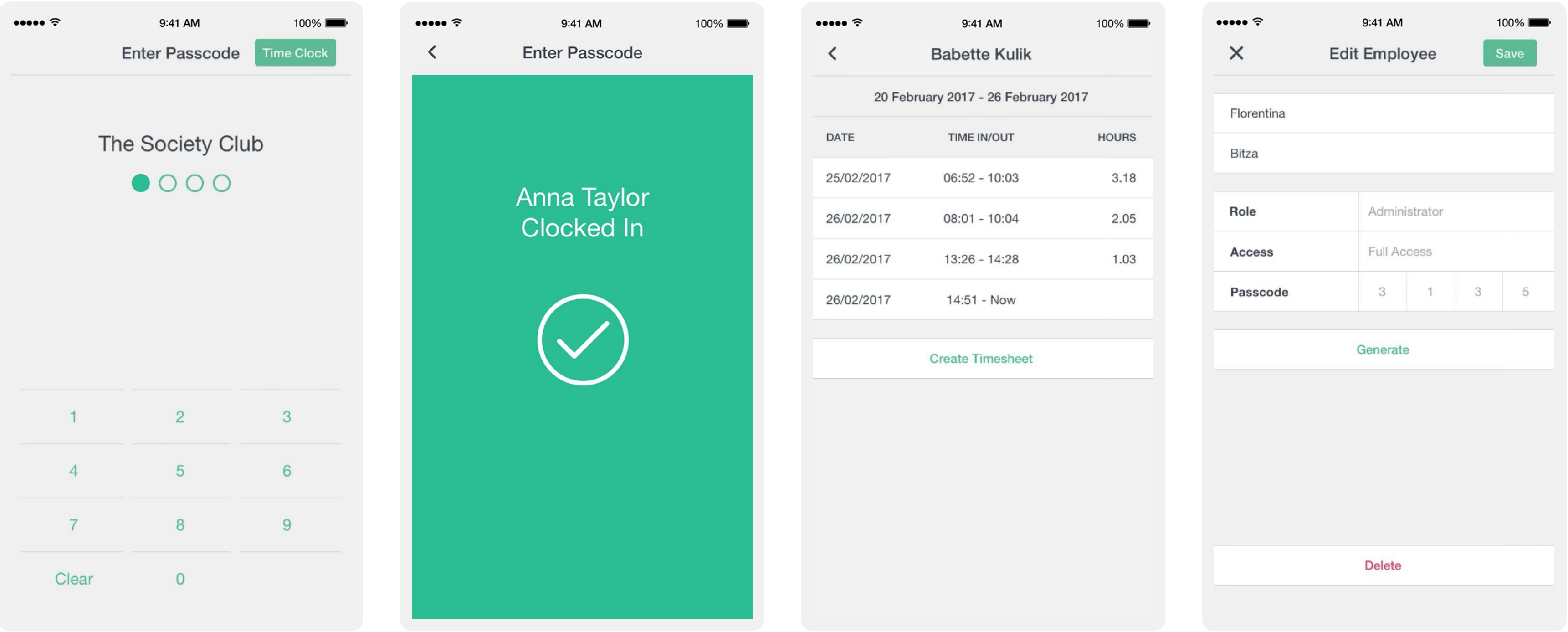
Nettle

iPhone   Nettle Pay
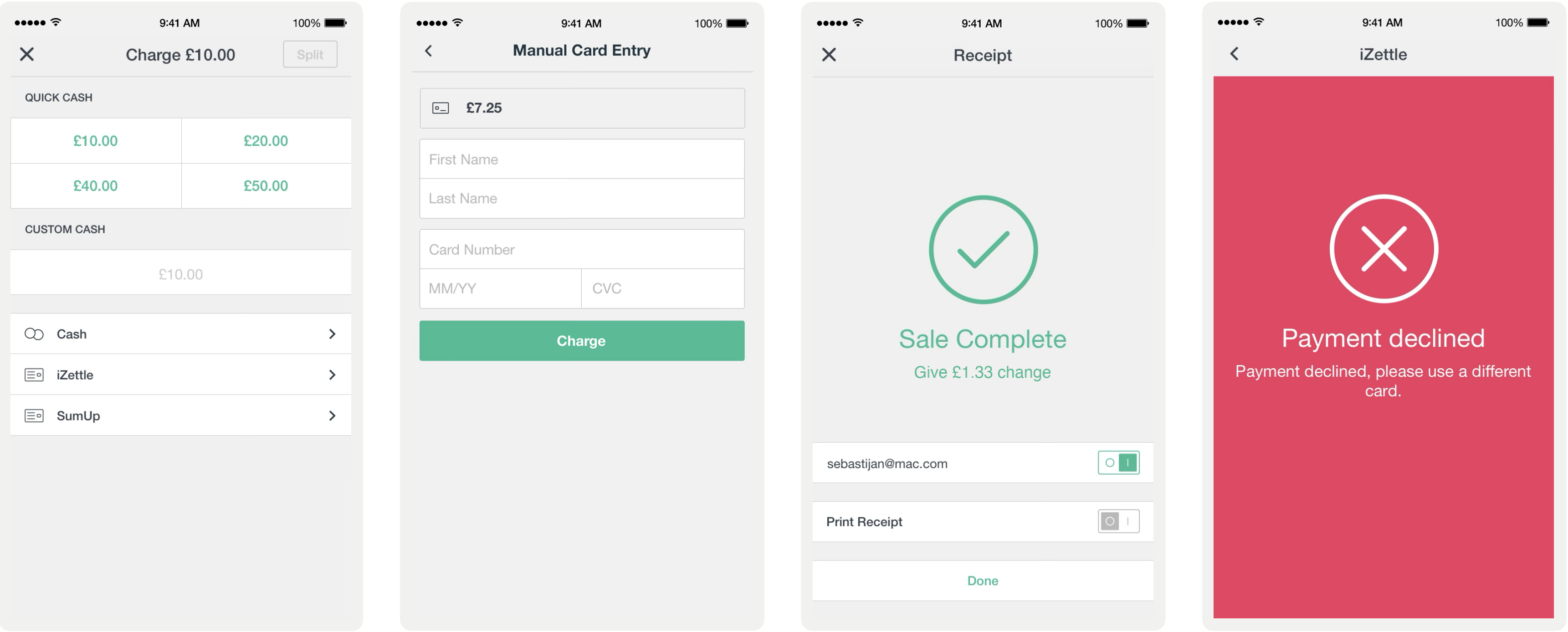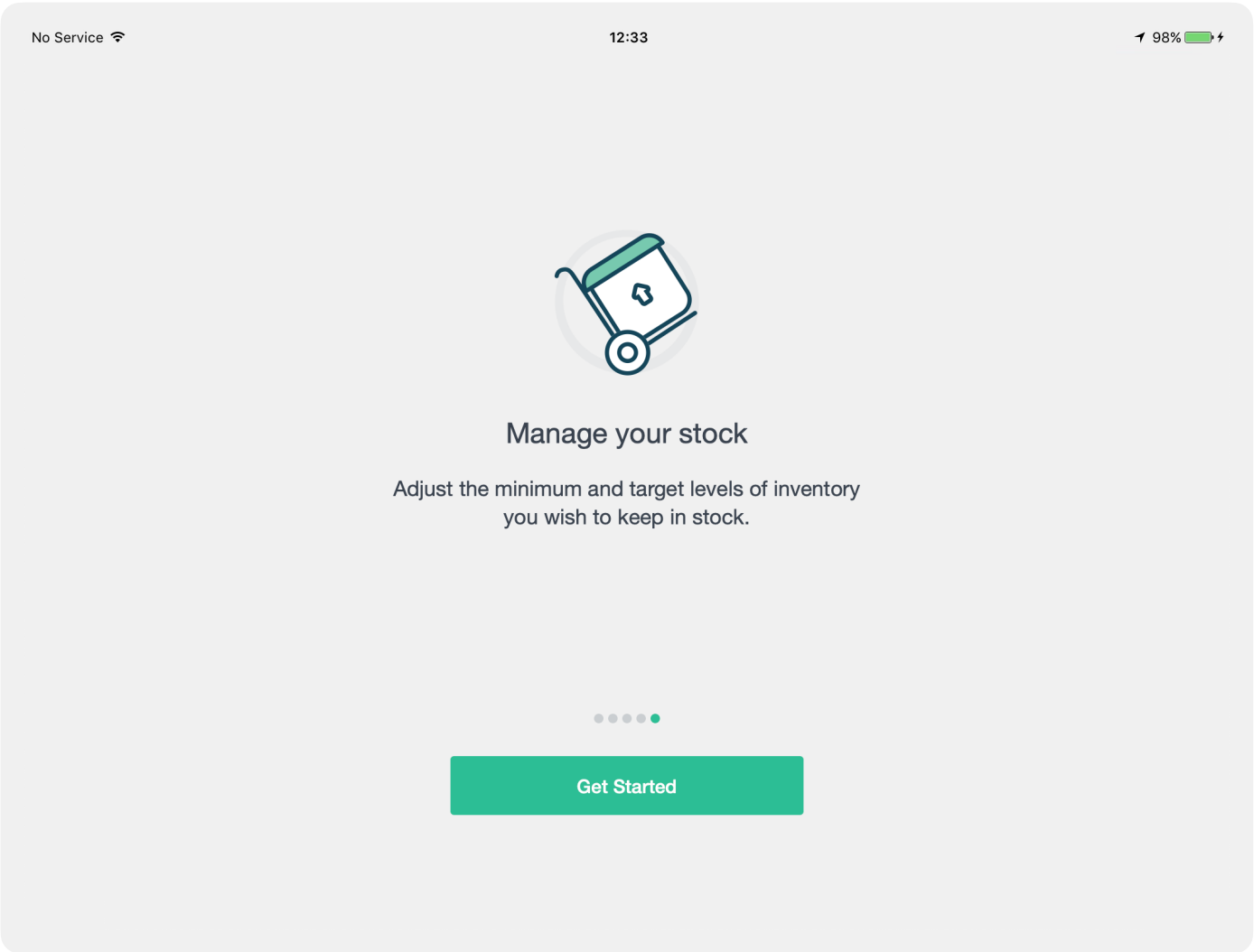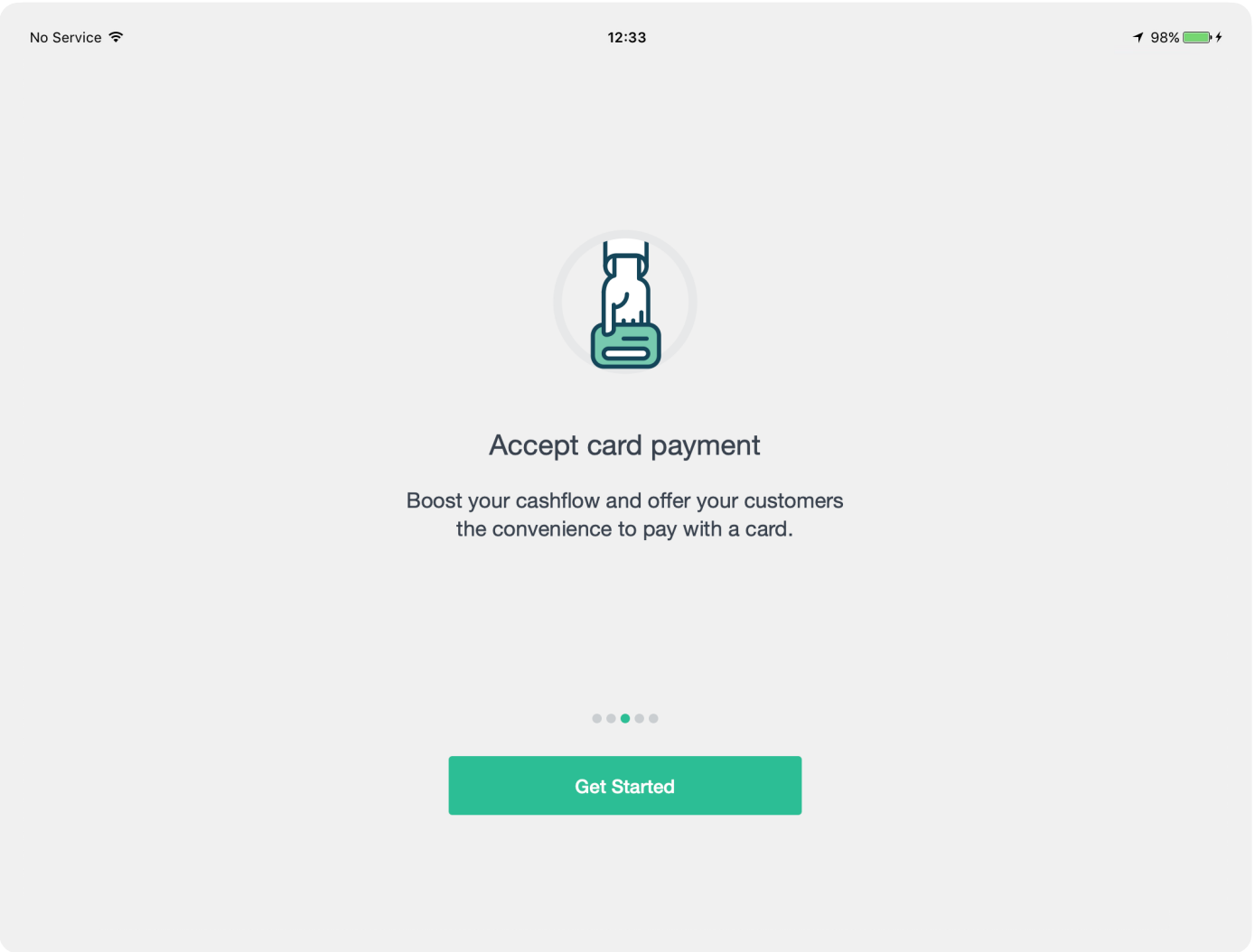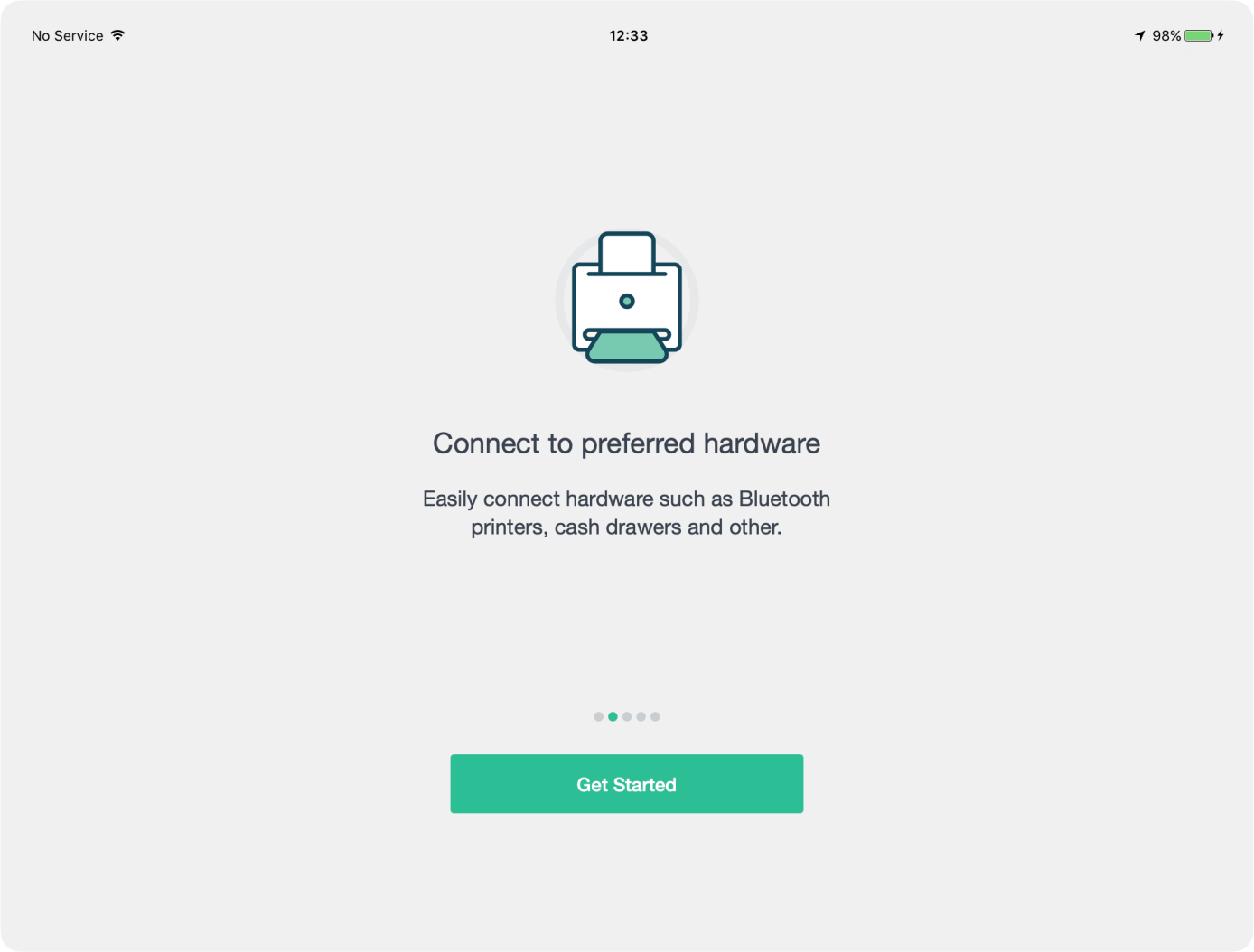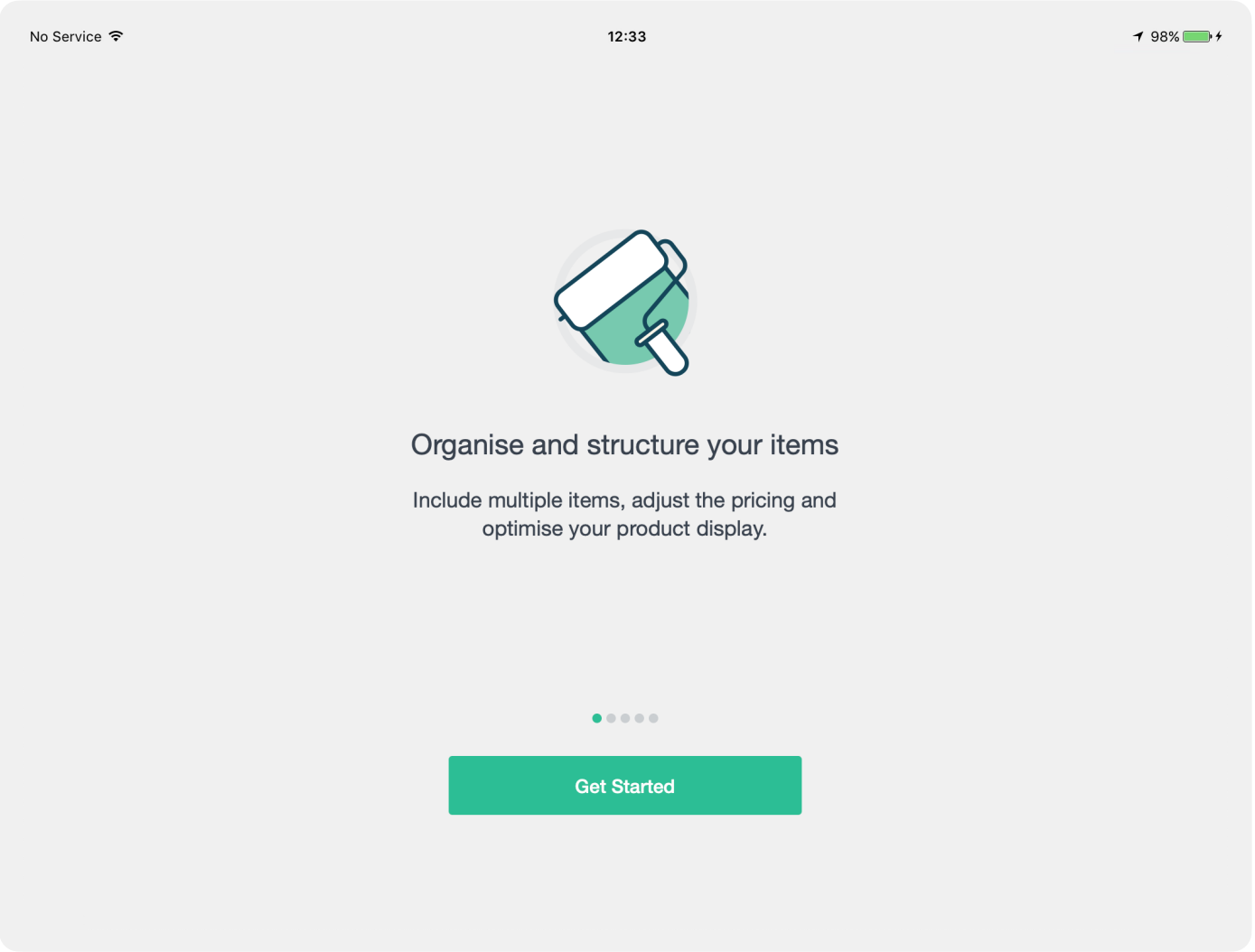
Integrating with hardware

The interface allows users to connect Nettle POS with a variety of hardware, including receipt printers, card readers and cash drawers.

Originally developed as a hardware bridge, Nettle Pay later merged with Nettle POS, ensuring seamless, reliable, and flexible connectivity.

iPhone   Time Tracking
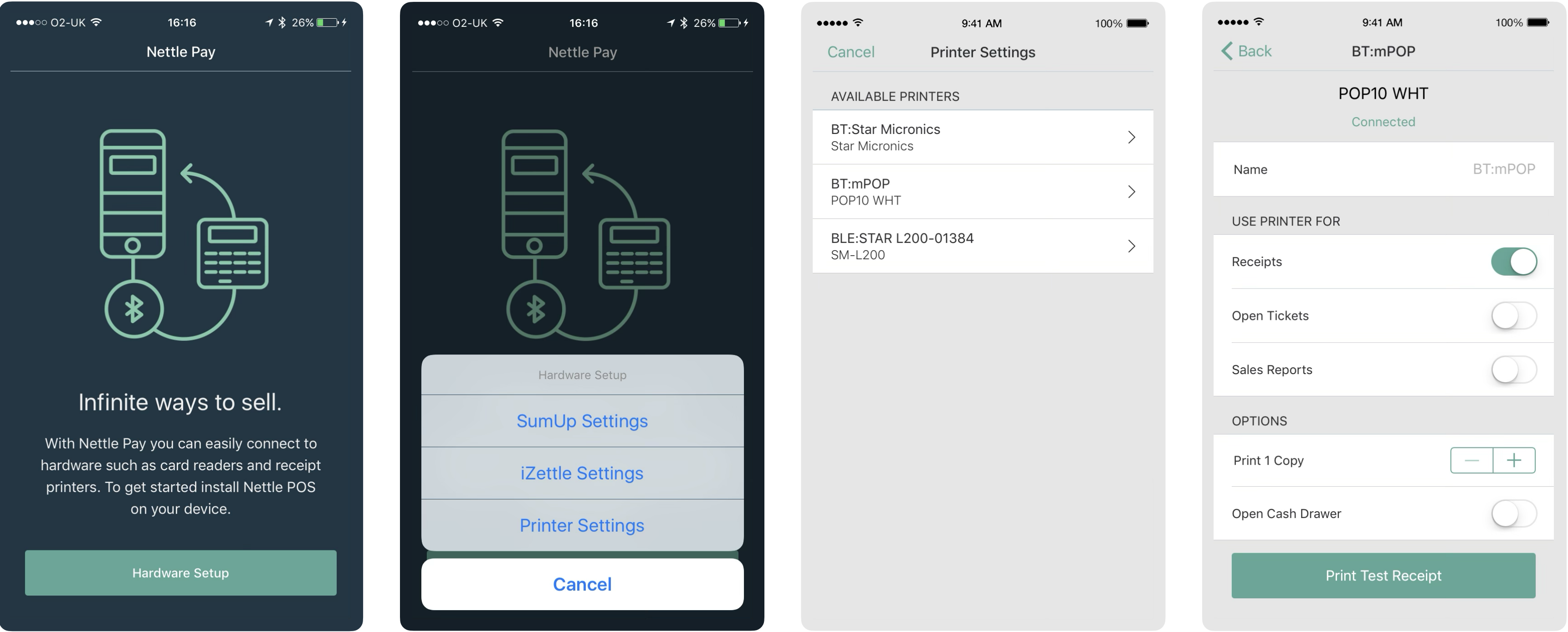
Managing employee time

The interface allows users to clock in and out using a passcode, track employee timesheets, and manage employee details, including roles and access. Users can create or update timesheets, ensuring accurate time tracking and streamlined employee management.

Screen 1: Enter Passcode

••••• 📶   9:41 AM   100% 🔋

Enter Passcode   Time Clock

The Society Club

● ○ ○ ○

1	2	3
4	5	6
7	8	9
Clear	0	

Screen 2: Enter Passcode

••••• 📶   9:41 AM   100% 🔋

<   Enter Passcode

Anna Taylor
Clocked In

✓

Screen 3: Babette Kulik

••••• 📶   9:41 AM   100% 🔋

<   Babette Kulik

20 February 2017 - 26 February 2017

DATE	TIME IN/OUT	HOURS
25/02/2017	06:52 - 10:03	3.18
26/02/2017	08:01 - 10:04	2.05
26/02/2017	13:26 - 14:28	1.03
26/02/2017	14:51 - Now	

Create Timesheet

Screen 4: Edit Employee

••••• 📶   9:41 AM   100% 🔋

✕   Edit Employee   Save

Florentina			
Bitza			

Role	Administrator			
Access	Full Access			
Passcode	3	1	3	5

Generate

Delete

Nettle

iPad   Onboarding

Getting started quickly

The interface allows users to familiarise themselves with key features, including stock management, online sales, item organisation, and performance tracking. This ensures a smooth setup, faster onboarding, and helps users get familiar with the interface for efficient operations.

Nettle

iPad   Item Selection

Accessing items easily

The interface allows users to quickly search for items, select categories, or choose from favourites. The improved layout on larger screens increases visibility and organisation, making it easier to browse, manage sales efficiently, and ensure smooth item selection.

Nettle
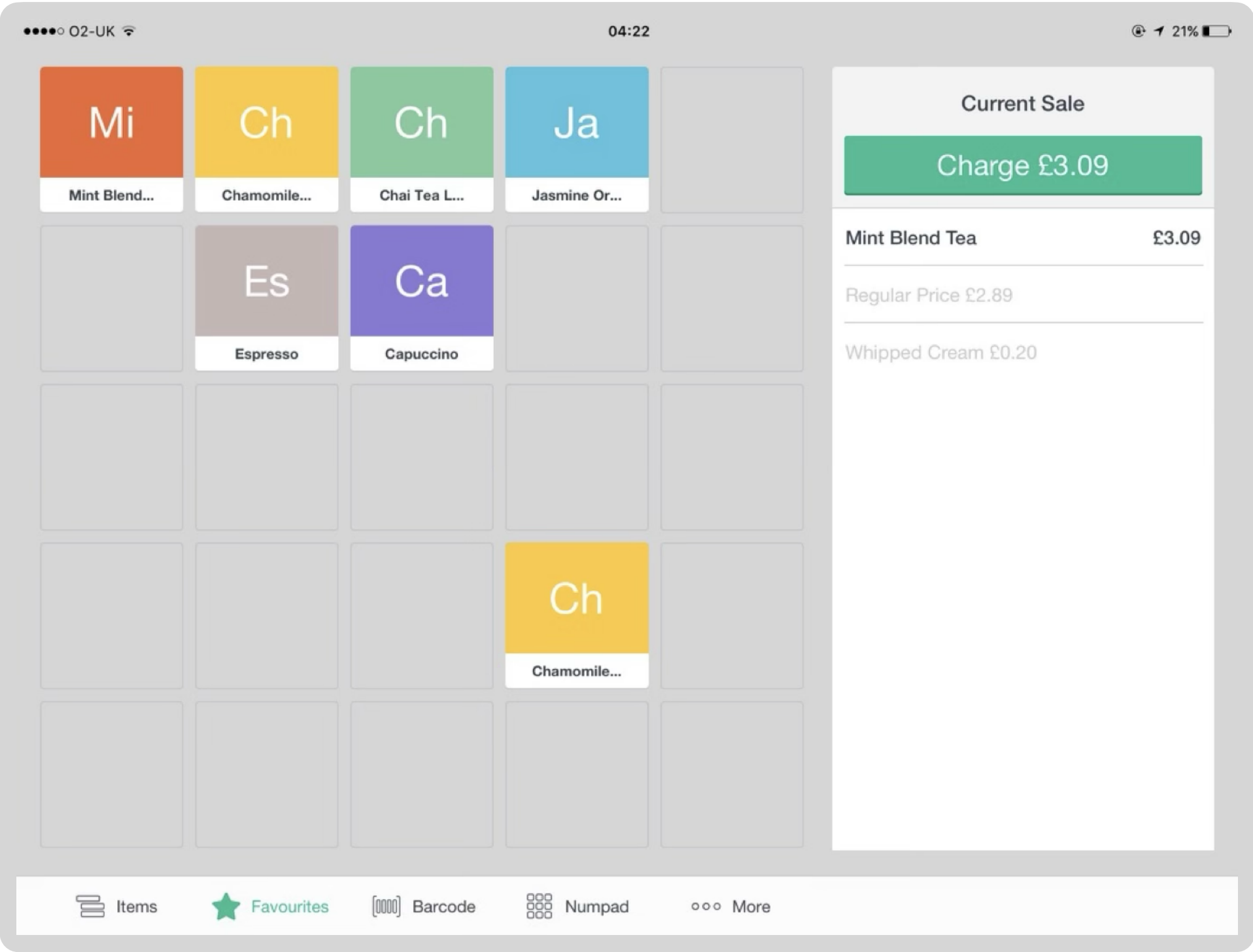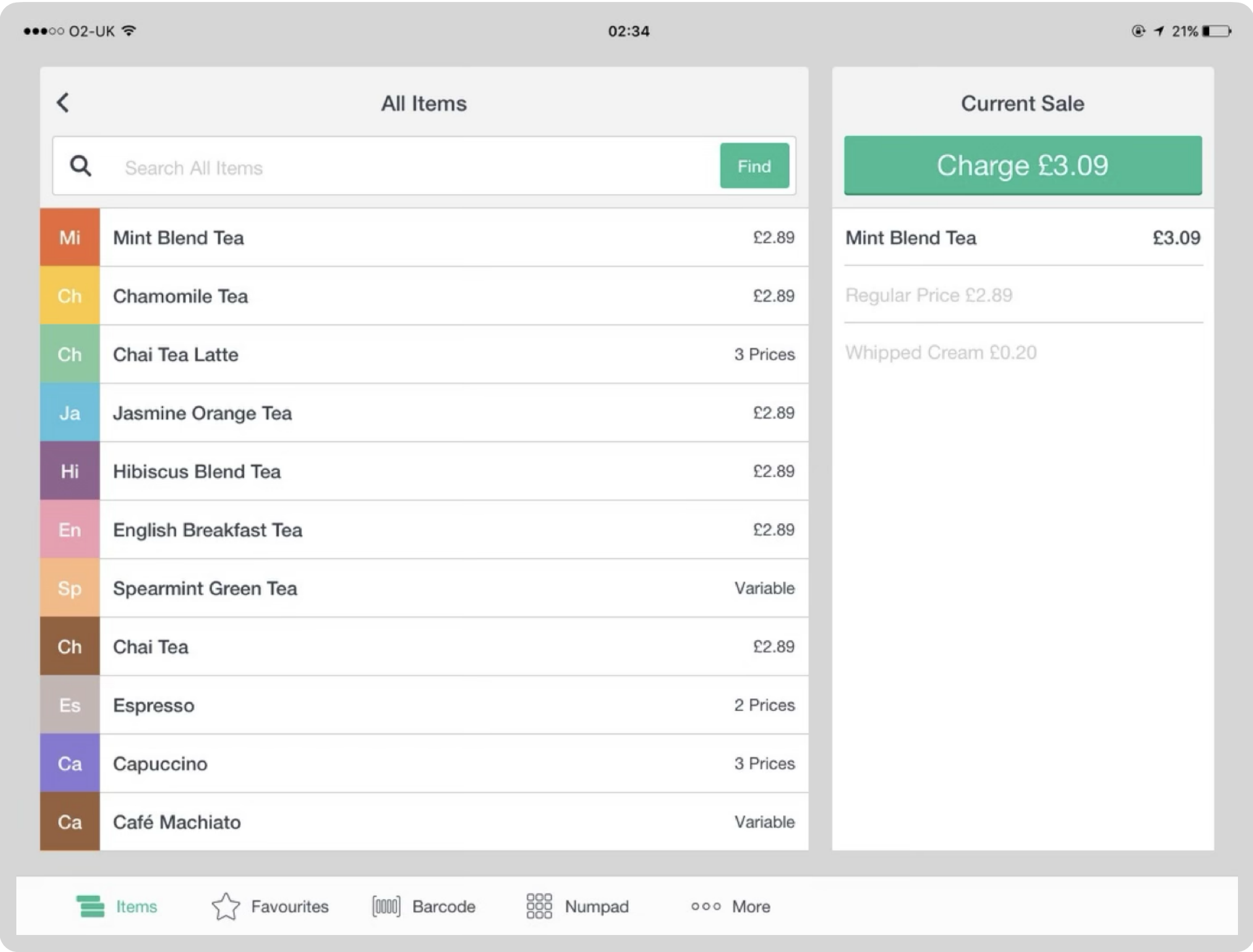
Tracking sales activity

The interface allows users to view transactions details, issue receipts or refunds, and track sales performance. This helps users efficiently manage daily activity, make informed decisions, and gain insights into sales trends and overall performance.
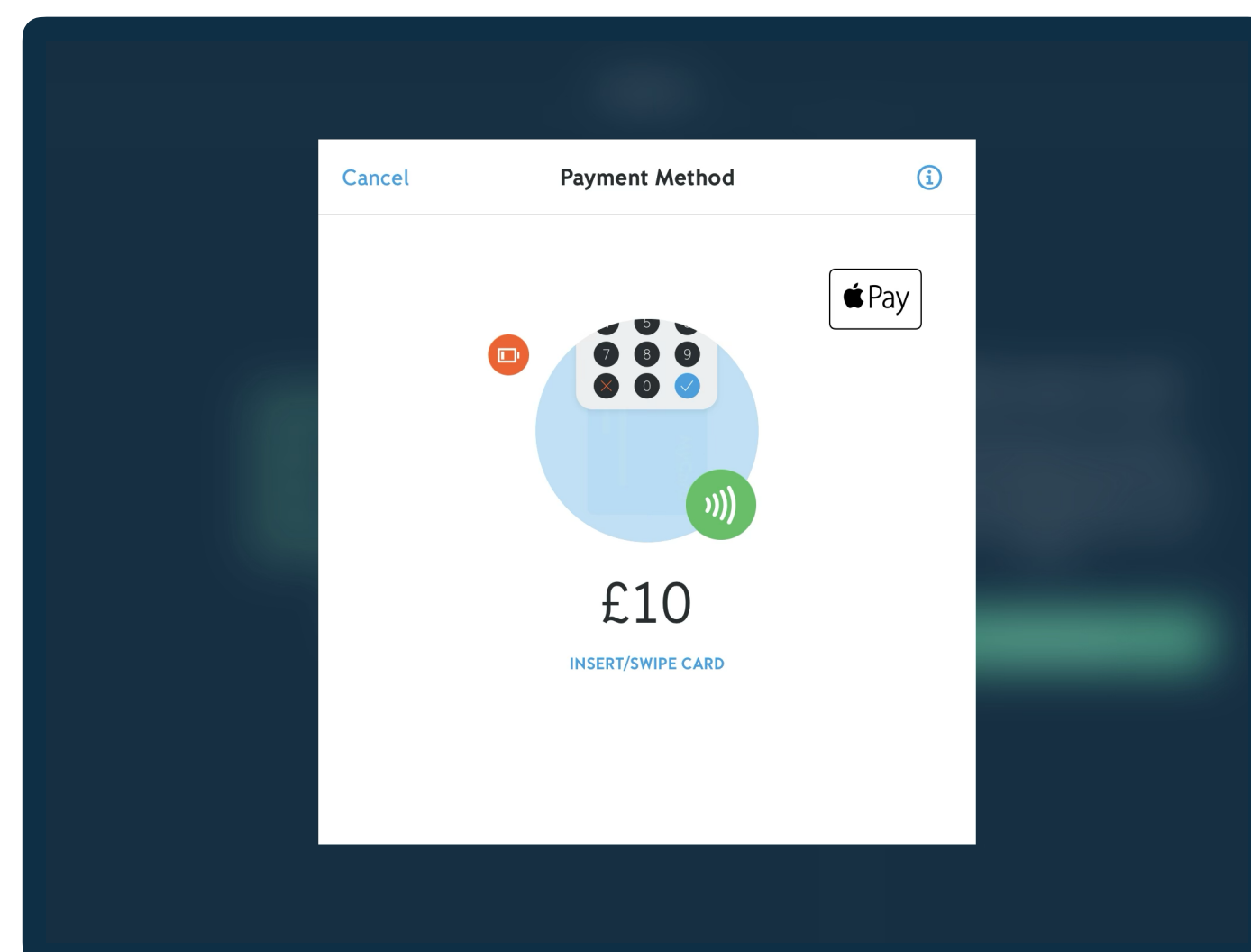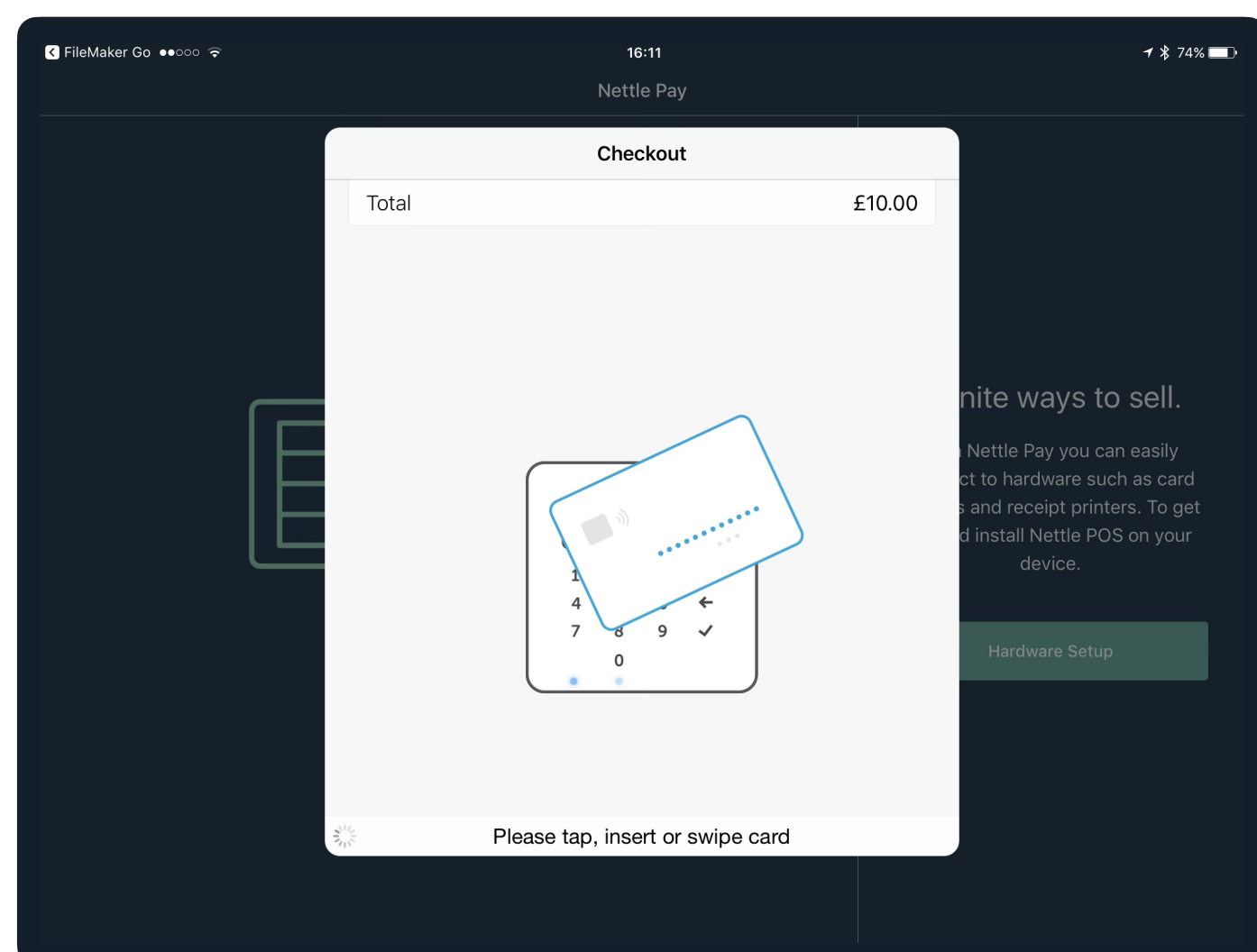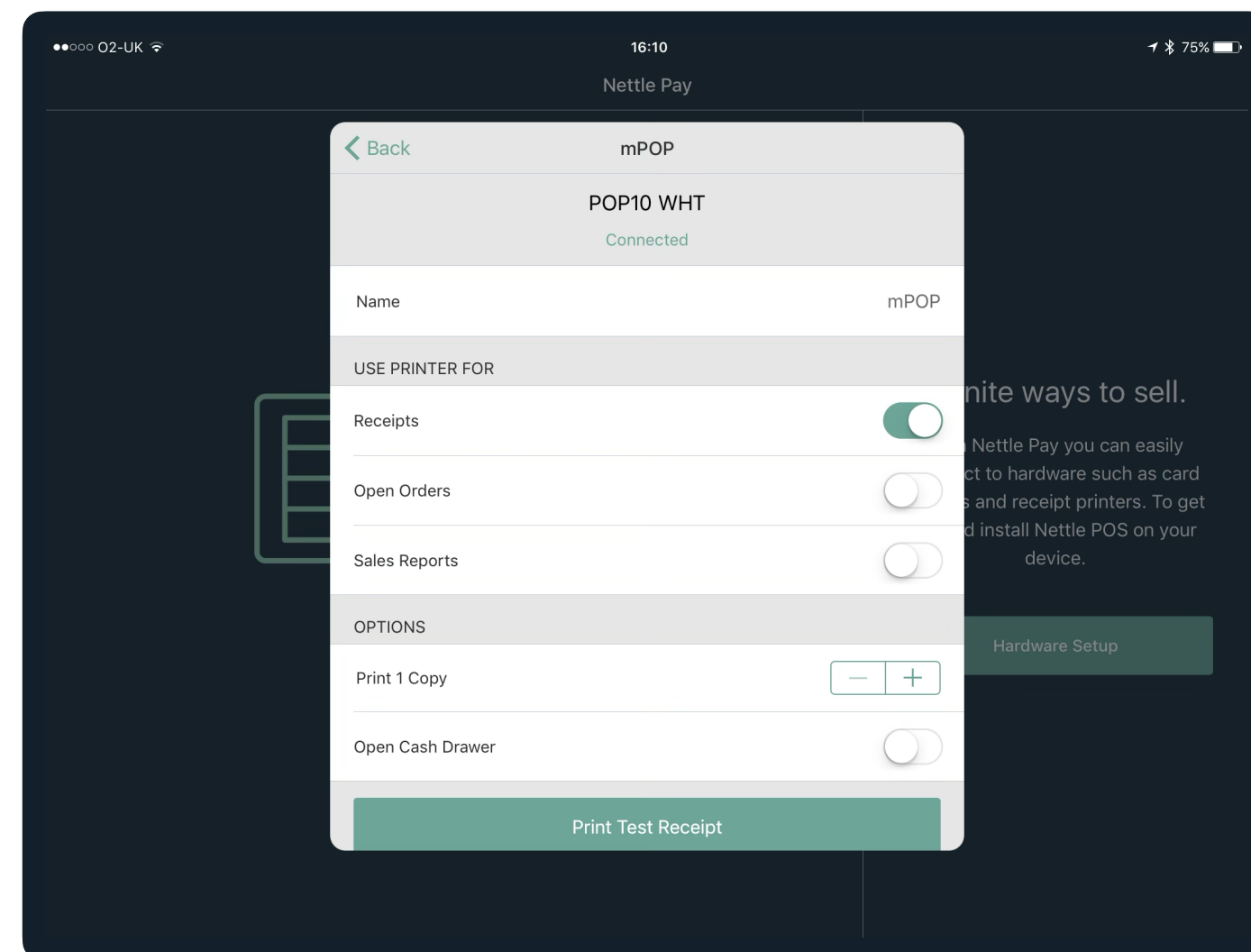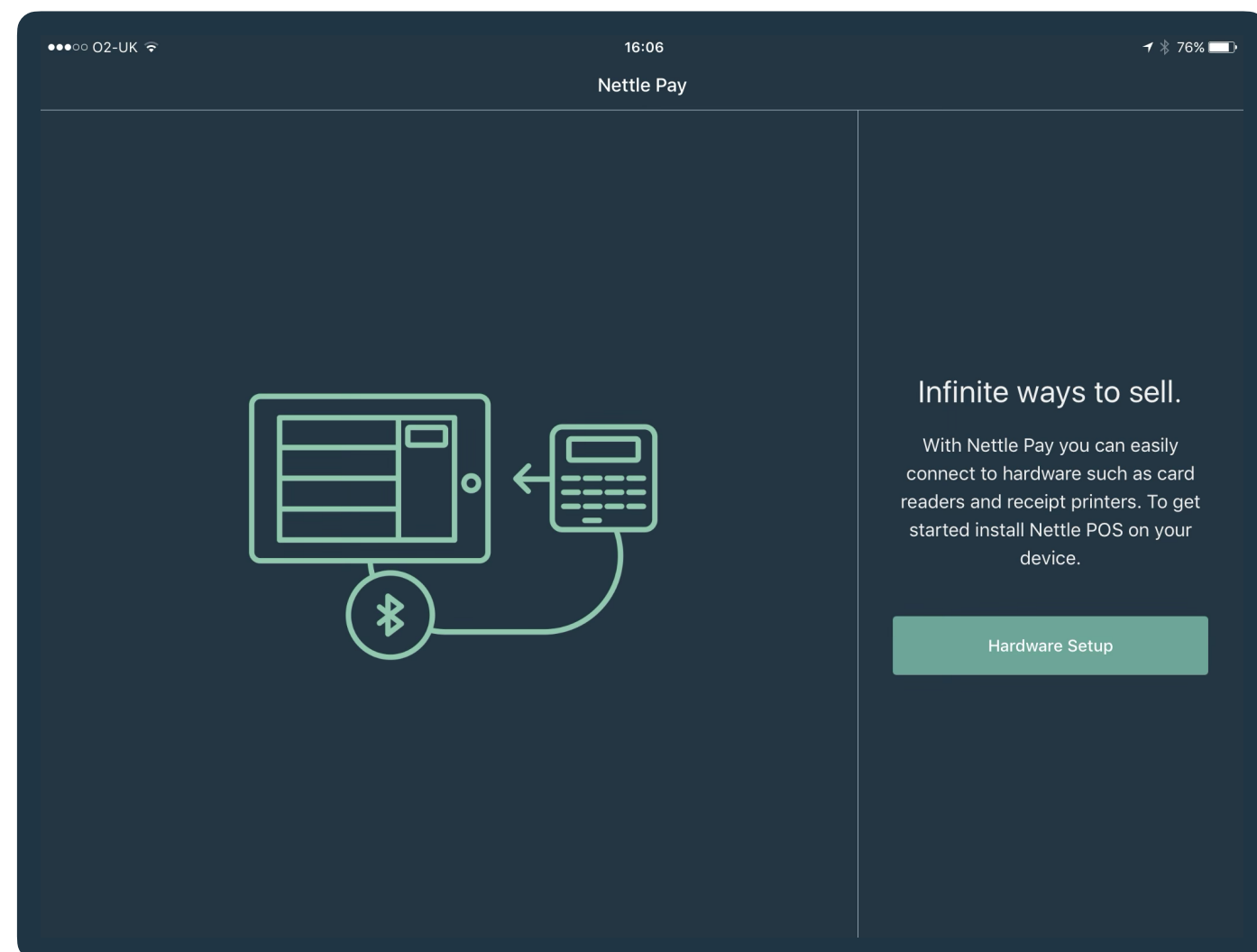
Managing Items

The interface allows users to search, select, and create items, categories, modifiers, and discounts. When editing an item, users can easily adjust its details, ensuring efficient inventory management, accurate records, and smooth updates across the platform.
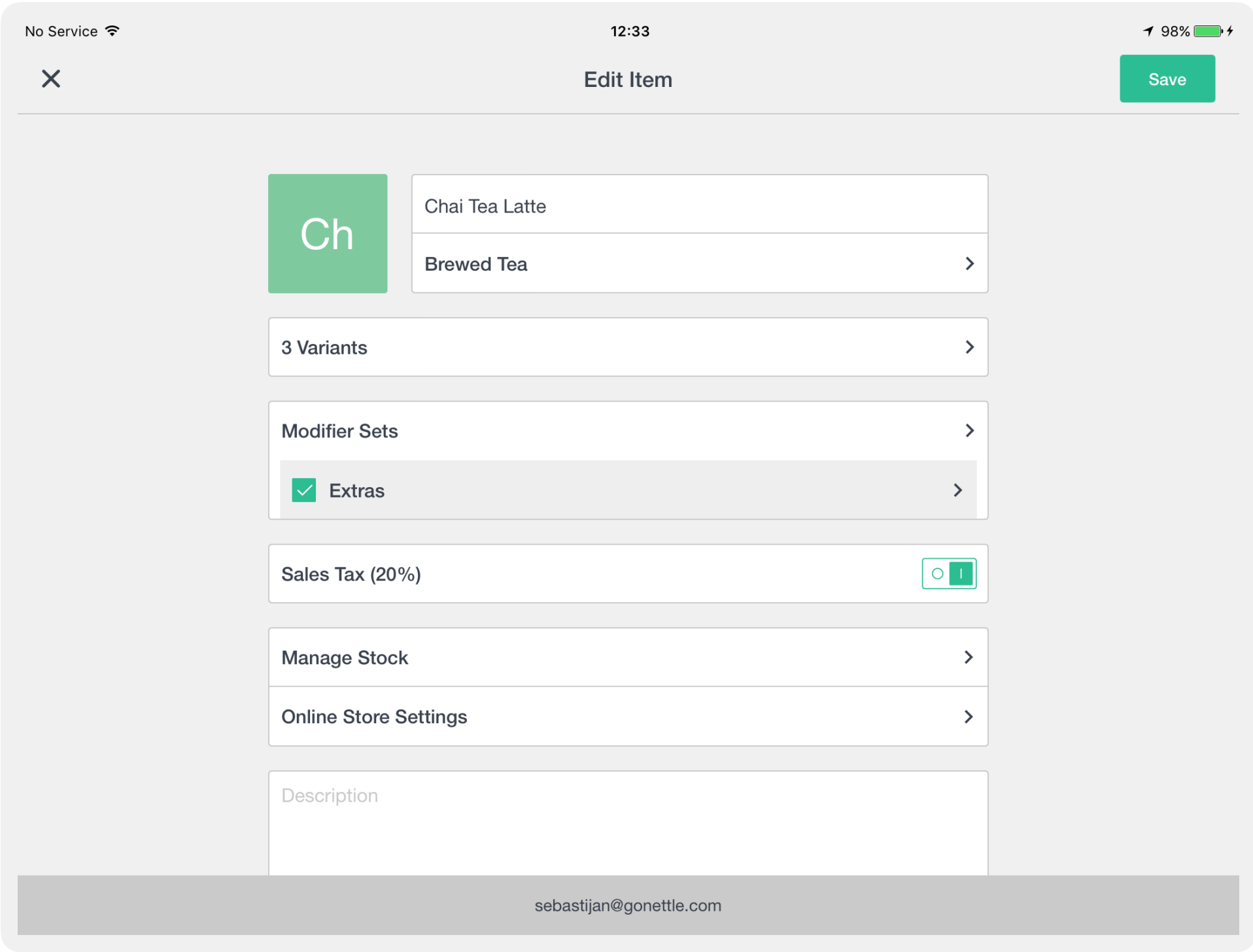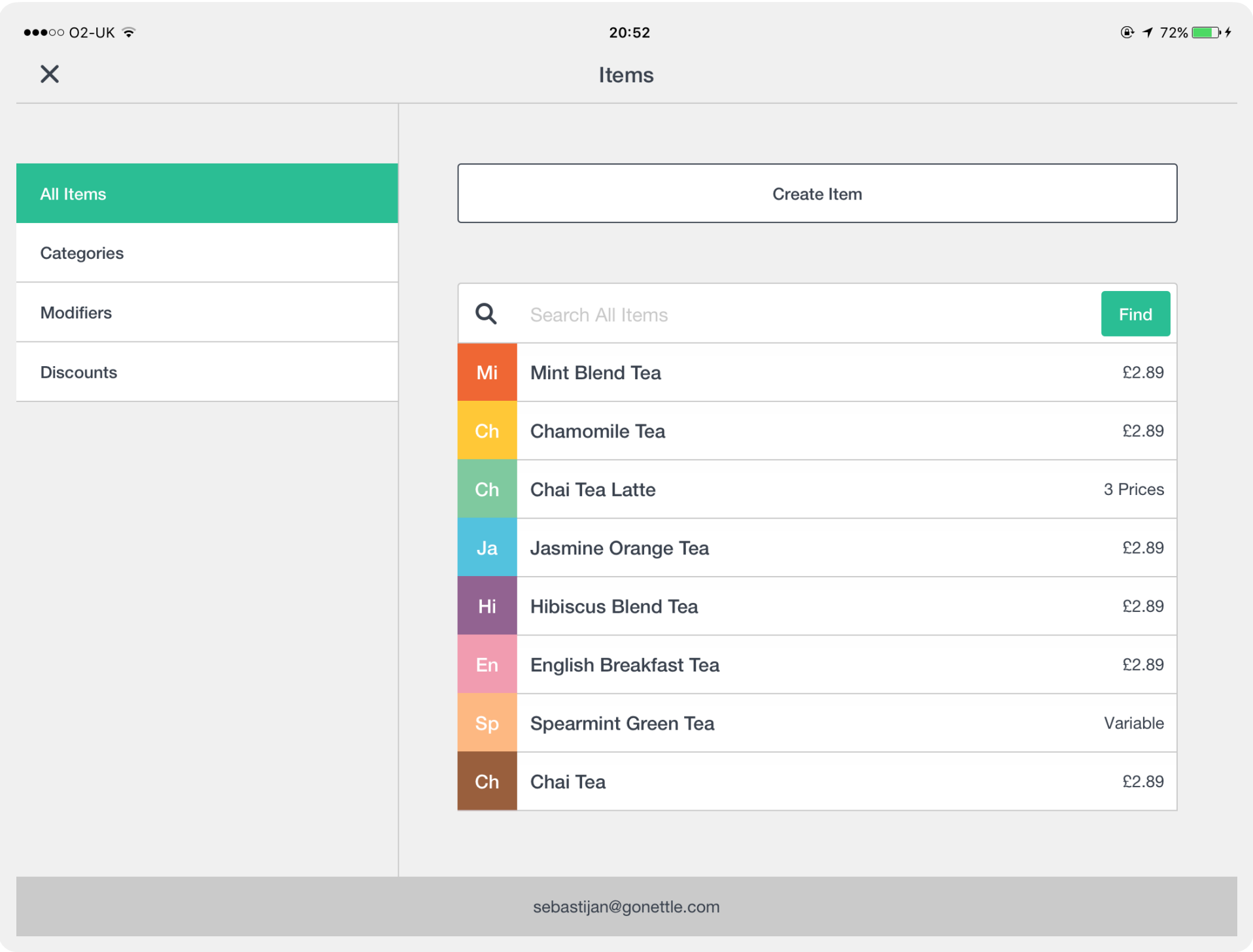
iPad   Nettle Pay

Connecting hardware

The interface allows users to connect Nettle POS with hardware, including receipt printers, card readers, and cash drawers from partners like iZettle, SumUp, and Star. This ensures seamless setup, reliable device performance, and customisable hardware setups.

Nettle

Creating an account

The interface allows users to quickly create an account, start a 14-day trial, securely sign in, and reset their password as needed. This ensures quick access and a simple onboarding process, helping users understand core features and start using the solution right away.
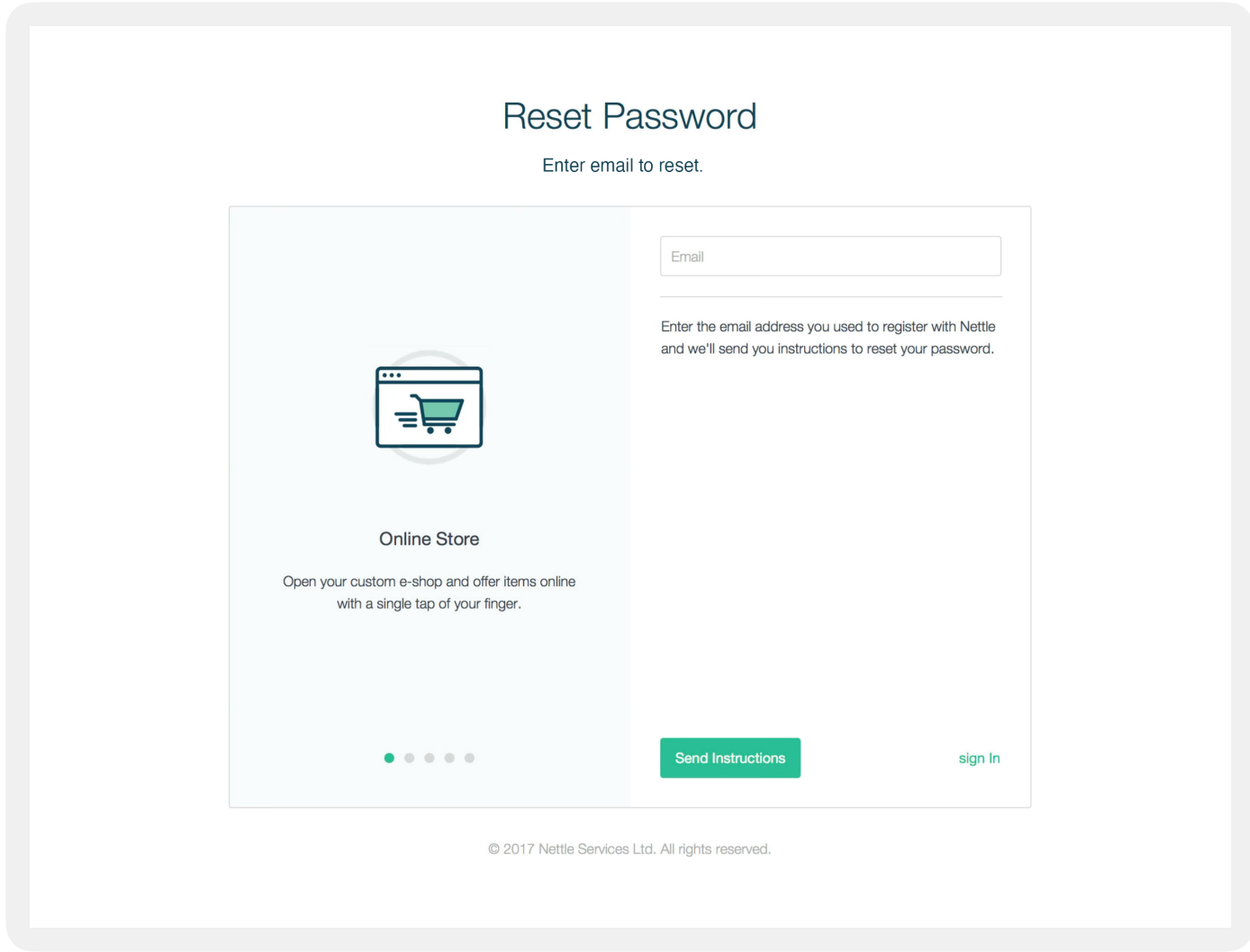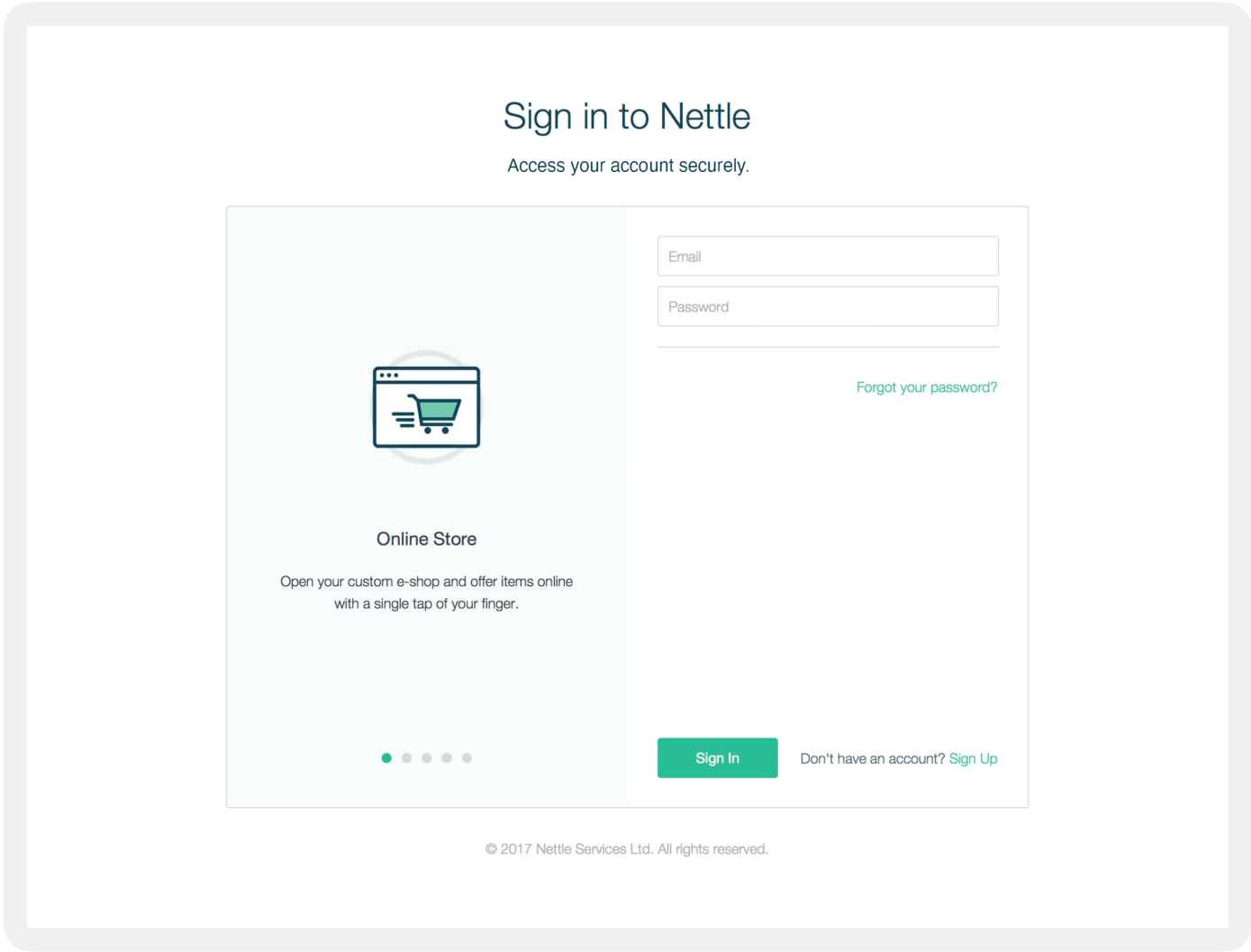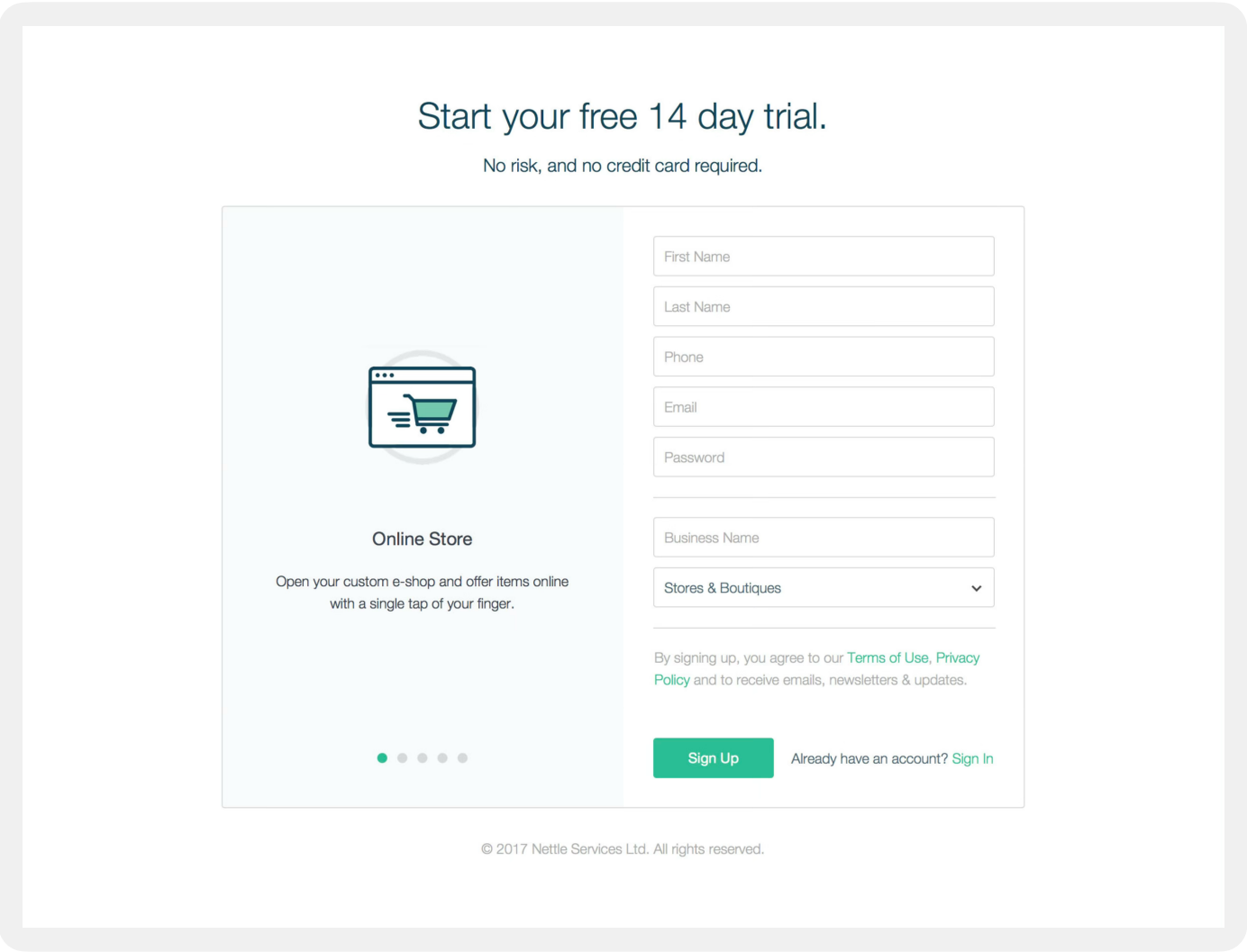
Managing account and devices

The interface allows users to verify their email address, follow a step-by-step guide to get started, update account details, and track connected devices. This simplifies account management and helps users stay organised, ensuring smooth and efficient operations.

Nettle

Delicious Data Ltd.

Home
Subscription
Security

Locations
Employees
Online Stores

Support Centre
Sign Out

You have 13 days left on your free trial

Upgrade Now

Download Nettle POS

Download Nettle Pay

Welcome to Nettle Dashboard!

We need you to verify your email address. Verification instructions was sent to sebastijan@deliciousdata.com. Send it again

What's Next?

1 Visit App Store and install Nettle POS and Nettle Pay on your device.

2 Connect your card reader, receipt printer, and cash drawer to begint accepting payments.

3 Add your items and create categories to keep everything well-organised and easily accessible.

4 Set up your online store to start selling your items quickly and easily.

Account Details

Delicious Data Ltd.
Sebastijan Bauman
07510 149090
sebastijan@deliciousdata.com

Update Account

Devices

Name	Recent Activity	
Nettle for iOS on Sebastijan Bauman's iPad	About 1 day ago	
Nettle for iOS on Sebastijan Bauman's iPhone	About 1 day ago	
Nettle for macOS on Sebastijan Bauman's MacBook Pro	About 1 day ago	

Account Details

Save

Please enter a last name for this employee

Account Details

First Name	Sebastijan
Last Name	
Phone	07510 149090
Email	sebastijan@deliciousdata.com
Business Name	Delicious Data Ltd.
Business Type	Technology & Electronics

Nettle

Managing subscriptions

The interface allows users to view and manage subscription plans, update payment methods, add coupons, and review past payments.

Users can easily change their plan, ensuring smooth subscription management, accurate billing, and seamless revenue collection.

Nettle

Viewing payment history and receipts

The interface allows users to view payment history and receipt details, ensuring transparency and easy tracking of subscription payments and changes. This helps users verify past payments, understand future charges, and stay on top of their subscriptions.

Left screen

Delicious Data Ltd.

Home
Subscription
Security

Locations
Employees
Online Stores

Support Centre
Sign Out

You have 13 days left on your free trial

[Upgrade Now]

Download Nettle POS
Download Nettle Pay

Subscription

Subscription > Payment History

Payment History

Date	Plan	Status	Amount
5 Aug 2017	Up to 3 devices plan	Paid	£69.00
7 Jul 2017	Up to 3 devices plan	Paid	£69.00
4 Jun 2017	Up to 3 devices plan	Paid	£69.00
4 May 2017	1 device plan	Paid	£39.00
5 Apr 2017	1 device plan	Paid	£39.00
6 Mar 2017	1 device plan	Paid	£39.00
6 Feb 2017	1 device plan	Paid	£39.00
5 Jan 2017	1 device plan	Paid	£39.00
4 Dec 2016	1 device plan	Paid	£39.00
4 Nov 2016	1 device plan	Paid	£39.00

Right screen

Delicious Data Ltd.

Home
Subscription
Security

Locations
Employees
Online Stores

Support Centre
Sign Out

You have 13 days left on your free trial

[Upgrade Now]

Download Nettle POS
Download Nettle Pay

Subscription

Subscription > Payment History > Receipt

Receipt

Nettle Services Ltd.
19 Harvest Court, Harvest End
Watford, WD25 9BQ

VAT ID: GB 225909790

To	Payment	Number	Date
Delicious Data Ltd.
19 Harvest Court, Harvest End
Watford, WD25 9BQ	Visa ending 4038	765681770	5 Aug 2017

Name	Quantity	Price	Tax	Amount
Plan - Up to 3 devices	1	£57.50	£11.50	£69.00
Coupon Code - BTDZPHS	1	- £8.33	- £1.67	- £10.00
			Total	£59.00
			Amount Paid	£59.00
			Amount Due	£0.00

Nettle

Managing security settings

The interface allows users to update their password and monitor login history. Users can review recent activity, remove unwanted logins, and control access to their account. This ensures secure access and stronger overall account protection.
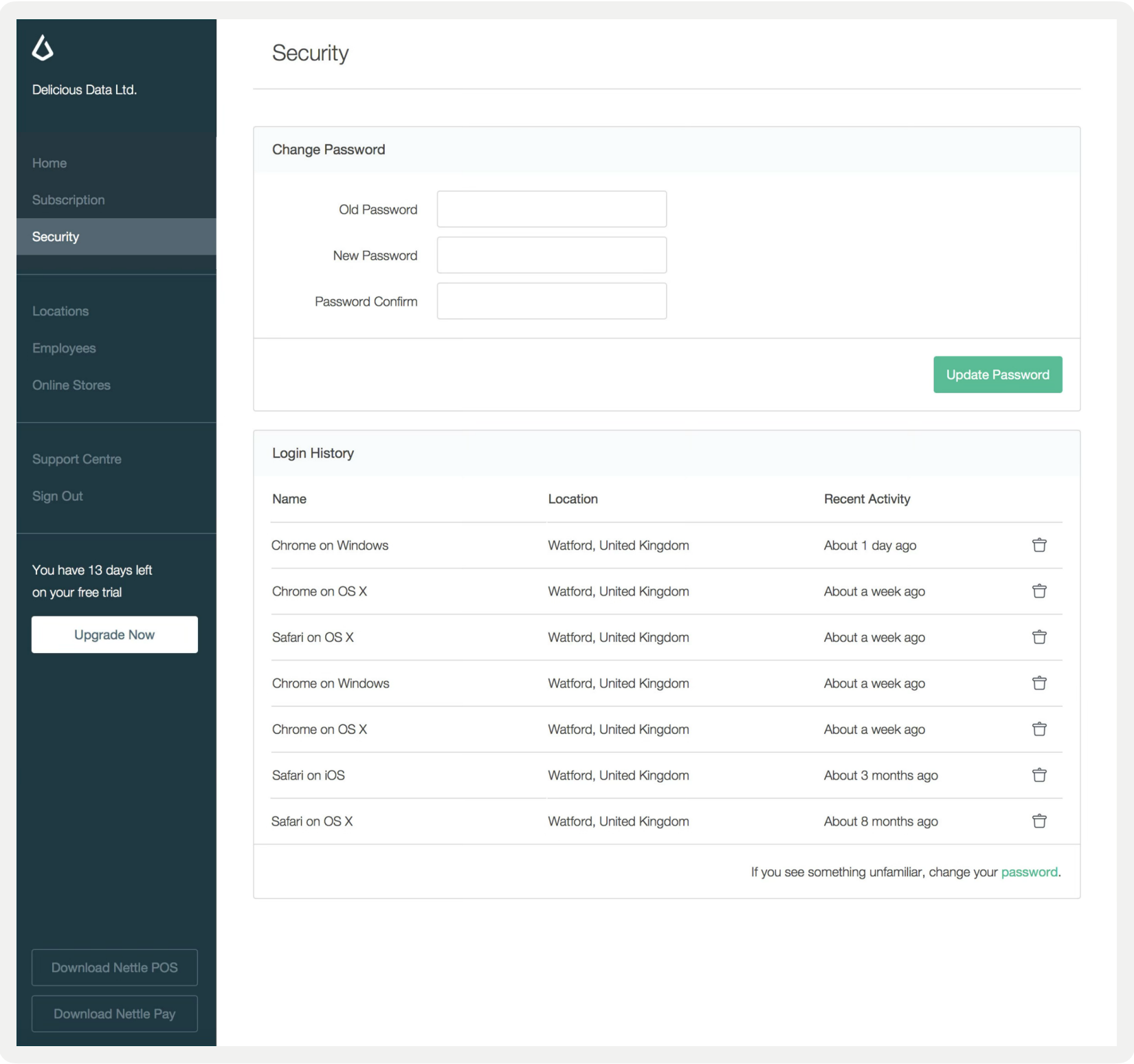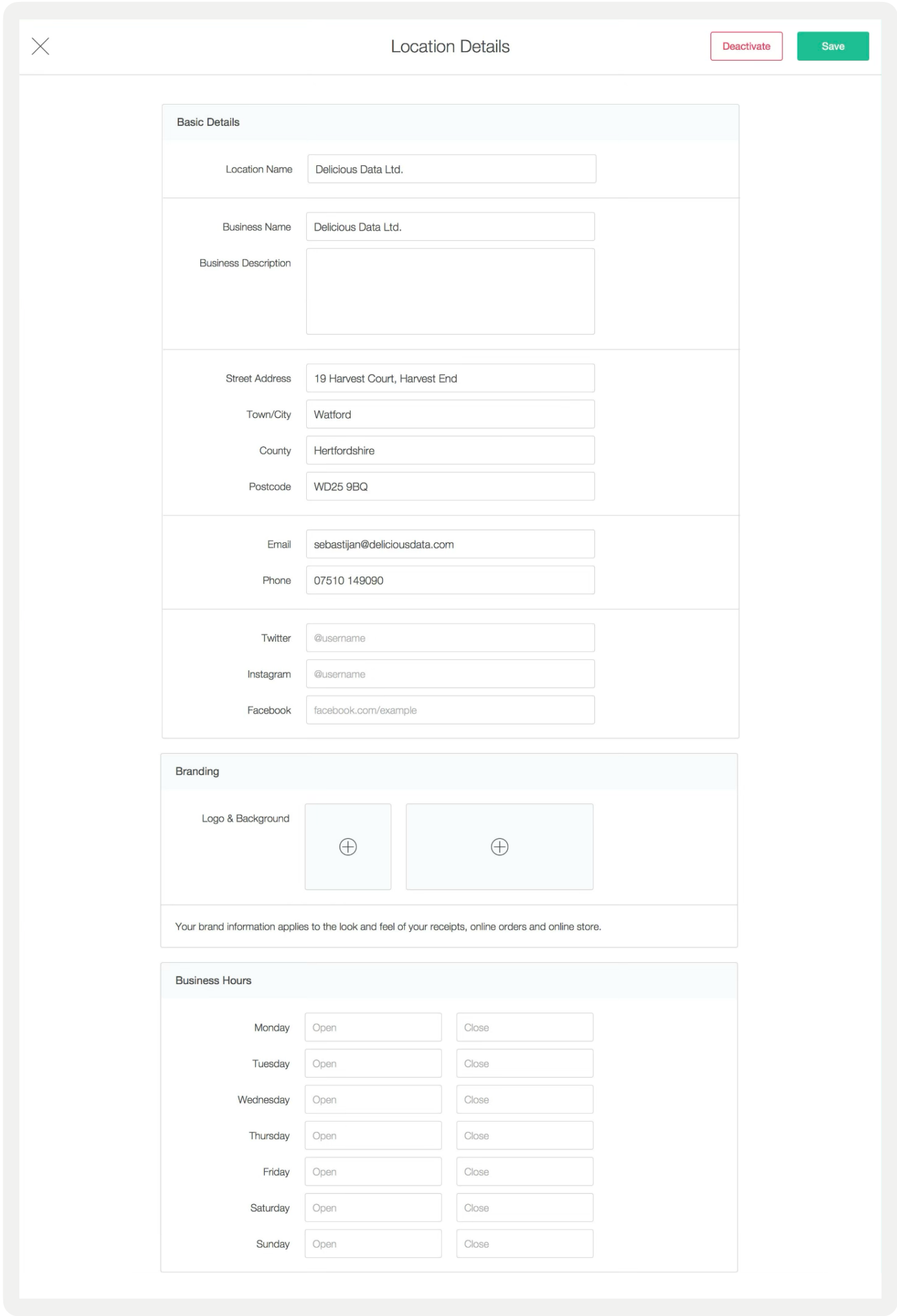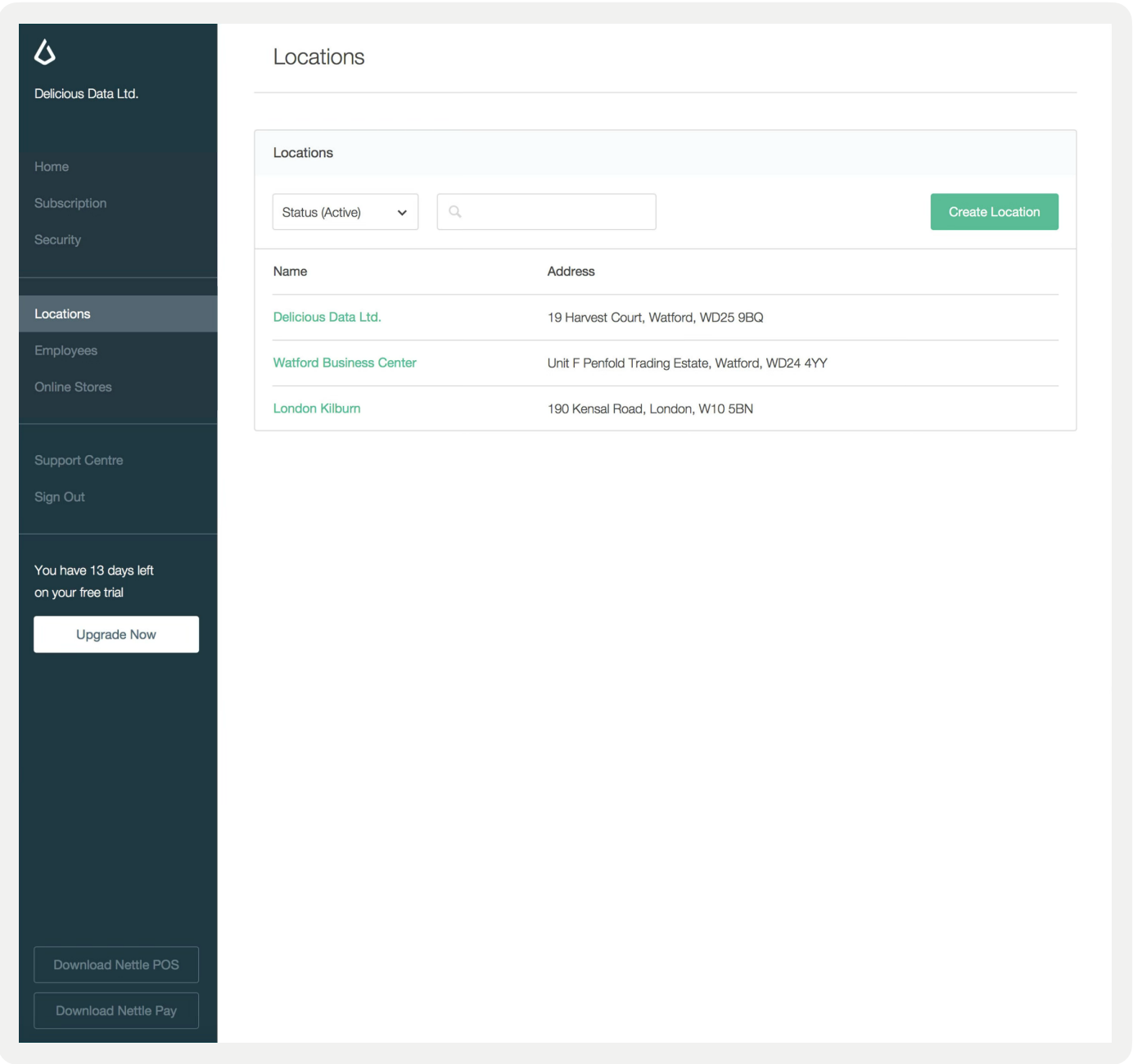
Web   Location Management

Managing locations

The interface allows users to manage multiple locations, each with unique branding, contact details, and business hours. A centralised dashboard shows all locations, and users can update details and configure settings easily, ensuring efficient location management.

Managing employee details and roles

The interface allows users to manage employee details, assign roles, and control access. Users can view all employees, make updates to details, and assign roles easily, ensuring smooth role management and better organisation across the team.

Web   Online Store Management

Managing online stores

The interface allows users to create and manage online stores. Users can view all stores, update store details, configure order settings, and manage payment integrations, ensuring accurate information, quick updates, and efficient multi-store management.

Nettle
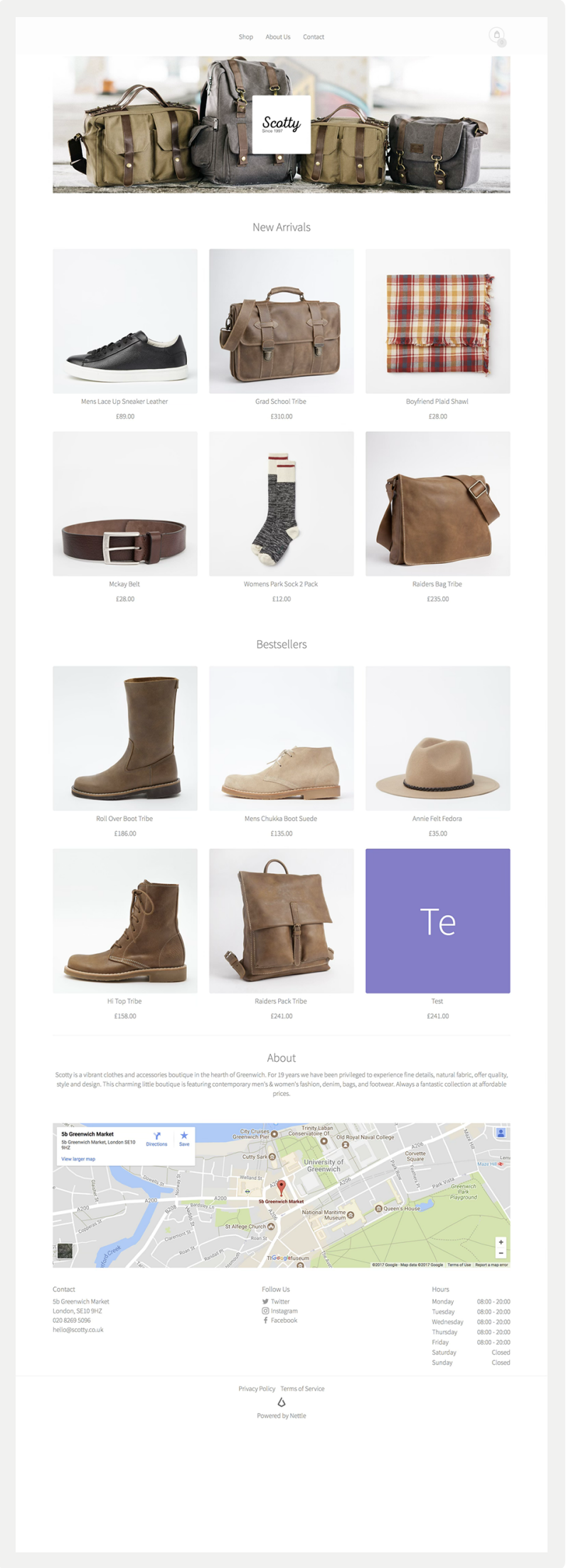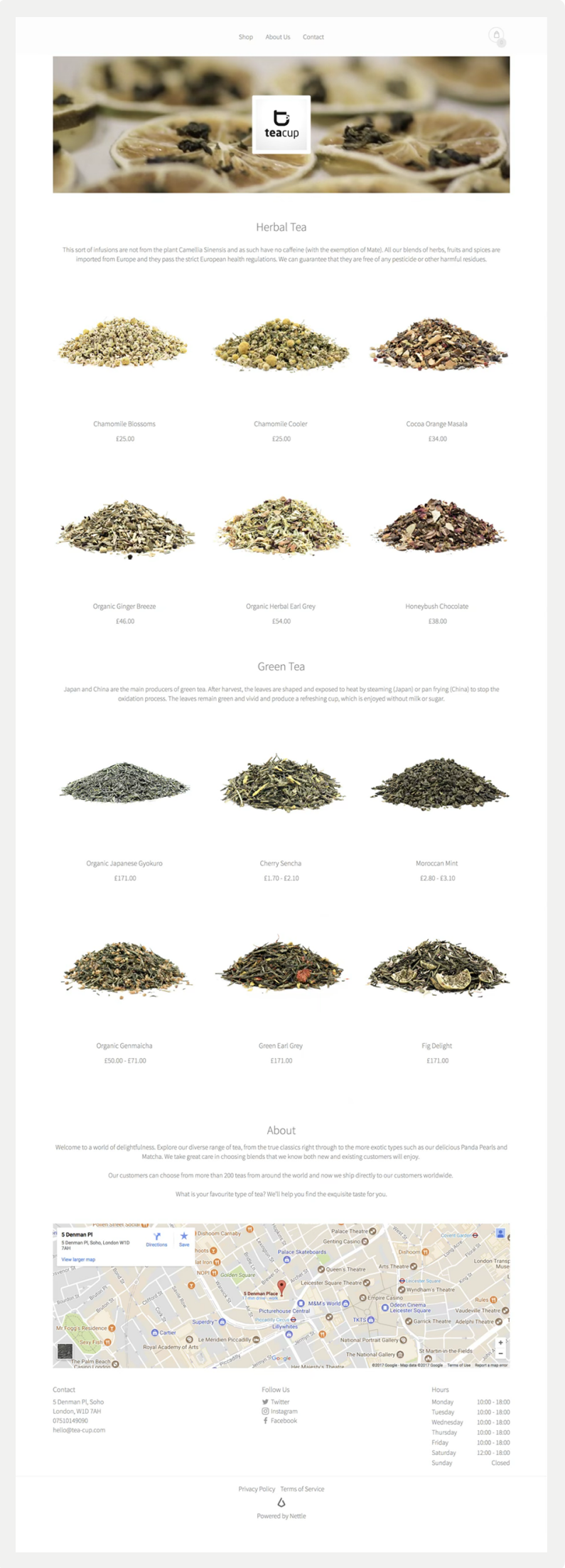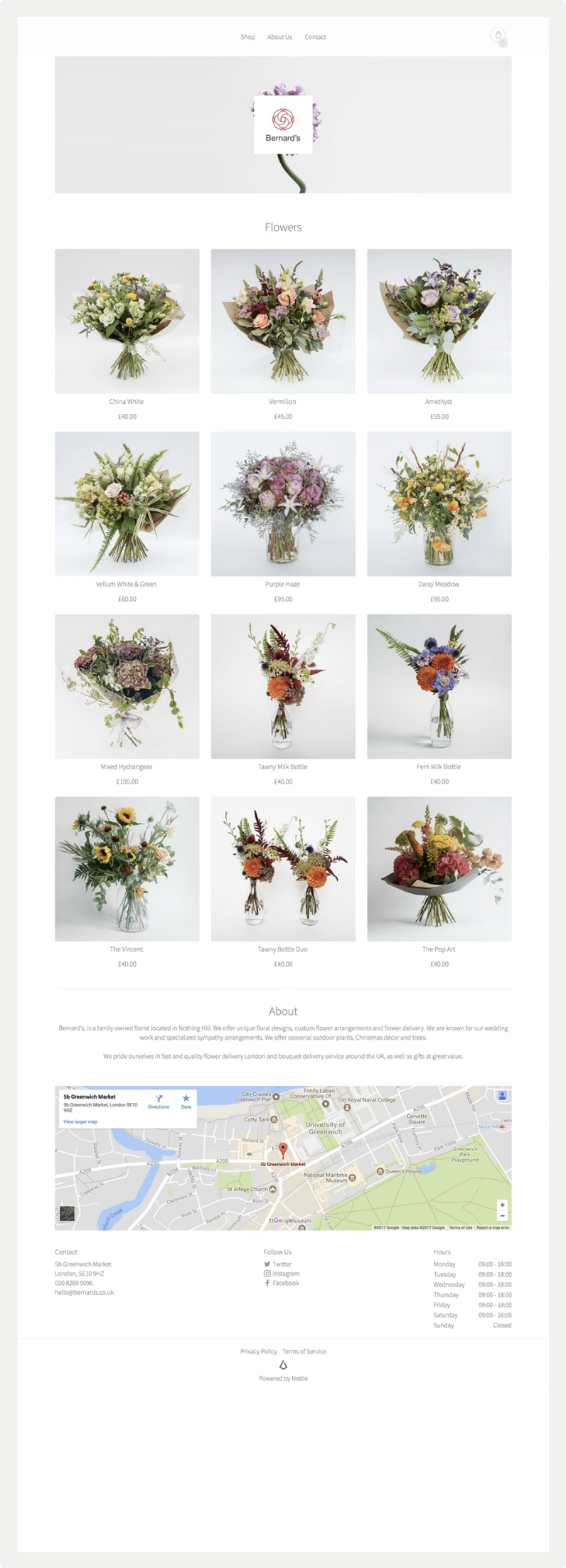
Web   Online Store Template

Showcasing an online store

The interface allows users to browse items, add them to their cart, and complete purchases. With a ready-to-use template, users can display items across categories and easily manage or update items and categories from any device, ensuring flexibility and sales growth.

Viewing email notifications

The interface allows users to view important email notifications, including welcome message and trial expiry reminder sent to users, and a purchase receipt sent to customers after checkout. This helps users stay informed and ensures smooth onboarding and transactions.

Thank you for choosing Nettle POS

Hi Sebastijan,

You're ready to start using your Nettle POS. This email will help you to get started with your new POS system.

Your Nettle Dashboard is where you can access vital business statistics while you're on the go. You can view advanced reports, manage your stock, set employee permissions, customise your online store and much more.

Nettle Dashboard

Need Hardware?

With Nettle Pay, you can easily connect to hardware such as Bluetooth printers, cash drawers, barcode readers and more.

Shop Hardware

We're here to help if you need it. Please visit our Support Centre for more info or contact us.

Sent with ♥ from Nettle
Nettle Services Ltd., 19 Harvest Court, Watford, WD25 9BQ
United Kingdom, VAT Number: 225909790

Your free trial to Nettle POS expires soon

Hi Sebastijan,

Your 14-day trial with Nettle expires soon. If you want to continue using our service, please choose the plan that works for you best.

Pricing

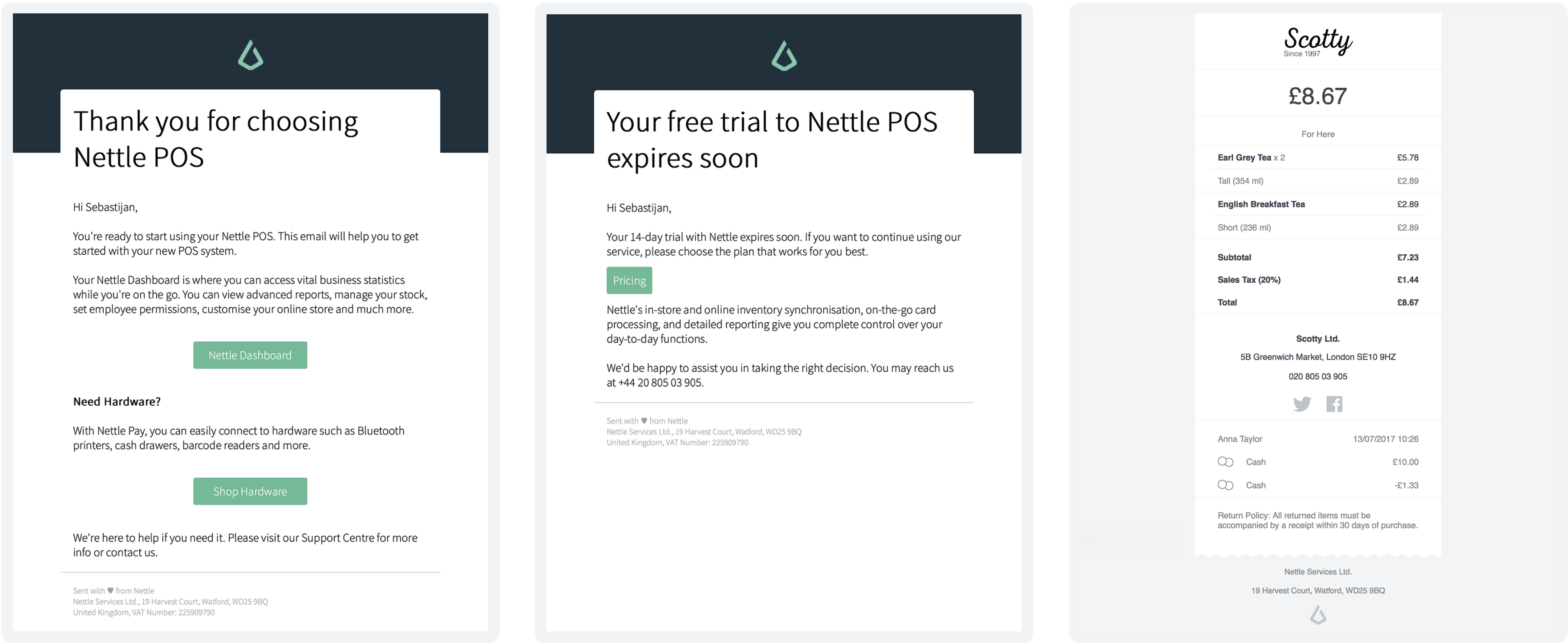Nettle's in-store and online inventory synchronisation, on-the-go card processing, and detailed reporting give you complete control over your day-to-day functions.

We'd be happy to assist you in taking the right decision. You may reach us at +44 20 805 03 905.

Sent with ♥ from Nettle
Nettle Services Ltd., 19 Harvest Court, Watford, WD25 9BQ
United Kingdom, VAT Number: 225909790

Scotty
Since 1997

£8.67

For Here

Earl Grey Tea x 2	£5.78
Tall (354 ml)	£2.89
English Breakfast Tea	£2.89
Short (236 ml)	£2.89
Subtotal	£7.23
Sales Tax (20%)	£1.44
Total	£8.67

Scotty Ltd.
5B Greenwich Market, London SE10 9HZ
020 805 03 905

Anna Taylor   13/07/2017 10:26

⬭	Cash	£10.00
⬭	Cash	-£1.33

Return Policy: All returned items must be accompanied by a receipt within 30 days of purchase.

Nettle Services Ltd.
19 Harvest Court, Watford, WD25 9BQ

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sebastijan@deliciousdata.com
+44 7510 149090
deliciousdata.com

THANKS