Market Pulse

User Manual & Tutorial Guide

Sales · Plans · Inventory · Vendors · P&L · Square · Team · Billing

Mirrors the in-app Basic, Intermediate, Advanced and Team & Billing tutorials

Contents

1. Introduction

Market Pulse runs the whole market day for a multi-market business: it recommends what to bring, tracks one shared commissary inventory with par levels, rings sales on an in-app register with live Square card sync, closes the day out in one tap, schedules and pays vendors, and shows profit and loss for every market — explaining every number along the way. Nothing is hardcoded: you set the app up by entering your own markets, items, vendors and rules.

How the on-screen tutorials work

The app includes seven guided, on-screen walkthroughs that you can run any time. Each one dims the screen and shines a spotlight on one control at a time, with a short explanation in a floating card. They run live over your own data — the tutorial switches tabs for you and highlights the real buttons, so what you see behind the spotlight is your actual app, not a mock screen.

Where to find them: open the Settings tab and choose the Help & Tutorials group. You will see seven cards — Basic, Intermediate, Advanced, Team & Billing, Sell & close out, Stock & weather, and Vendor Portal — each with a Start button. (Vendors don’t need Settings for theirs: the Vendor Portal tour also launches from the Help & tutorials card at the bottom of their portal, next to their own vendor guide PDF.)

Inside a tutorial you can move with **Next** and **Back**, follow the progress dots at the bottom of the card, and leave at any time by pressing **Esc** or the × in the corner. The app keeps working normally underneath, so you can read each note against your real numbers.

Tutorial	What it covers
Basic	The essentials — what each tab does and how the app fits together.
Intermediate	Deeper features — the plan trace, recipes, vendor calendar, plan rules, bonus methods, true COGS and backups.
Advanced	Connecting the Square API and pulling live sales data automatically.
Team & Billing	Sign-in, inviting teammates with roles, the vendor pay view, weekly emails and plans.
Sell & close out	The register — ring sales on tap-able tiles, take payments, watch Square cards stream in, and run the one-tap Close Market report.
Stock & weather	Par levels and low-stock alerts, the 7-day forecast on the plan, and what weather does to your sales.
Vendor Portal	Written for vendors — their schedule, pay, crew calendar, prep list, and the register. Launches from Settings here, or from the Help & tutorials card inside the Vendor Portal.

2. Getting around the app

Every screen lives behind a left sidebar. At the top of the sidebar is the market switcher; below it are the tabs.

The market switcher. Almost everything in the app is scoped to one market. The dropdown at the top of the sidebar chooses which market you are looking at — sales, plans, P&L and pay all follow it. The same menu has a "＋ Add market…" option.

The tabs, top to bottom:

Tab	What it is for
Dashboard	At-a-glance gross and net-profit trends, plus recent top sellers.
Sales	The source of truth — import a Square CSV, pull the Square API, or enter a day by hand.
Register	Ring sales at the stall — photo tiles, a cart, cash or Square card payments, the live card feed, and the day's close-out.
Plan	The recommended plan for a market day, with the full reasoning behind every quantity.
Inventory	One company-wide commissary pool: stock, reserved and available; load out, close out, reopen, and the market-day history with waste at cost.
Recipes	Per-item ingredient amounts and a production planner (make-more and reorder).
Vendors	Your crew, the schedule calendar, pay, and vendor statements.
P&L	The full profit waterfall from gross down to net profit.
Vendor Portal	A vendor's own view: their schedule and pay, the crew calendar with open spots and shift trades, and the prep list.
Settings	Company, team & billing, markets, catalog, plan rules, data sources, backups — and these tutorials.

> **Tip** On a phone the sidebar collapses into a drawer — tap the ☰ button to open it. The tutorials still switch tabs for you even when the drawer is closed.

2.1 Install it as an app (iPhone, Android, computer)

Market Pulse is a web app that installs like a native app — no App Store or Play Store needed. Once installed it gets its own icon and opens full-screen, and the app shell even opens without internet (your latest synced data still needs a connection). Sign in after installing so your business follows you onto the new device.

iPhone & iPad — open farmersmarketpulse.com/app in Safari, tap the Share button (the square with the arrow pointing up), scroll down and tap Add to Home Screen, then Add.

Android — open the same address in Chrome, tap the ⋮ menu in the top-right corner, and choose Add to Home screen (on some phones it says Install app), then confirm.

Computer — in Chrome or Edge, click the small install icon at the right end of the address bar (or menu → Cast, save and share → Install Market Pulse). The app opens in its own window like any desktop program.

3. Basic tutorial — everyday use

This is the walkthrough every new user should run first. It steps through each tab in the order you use them on a normal market day.

3.1 Pick your market

Start at the market switcher in the sidebar. Choose the market you are working on. Because the whole app is scoped to this choice, getting it right first means every other tab shows the correct numbers.

3.2 Dashboard

Open the Dashboard for a quick read on how the market is doing before you dig in. It shows gross and net-profit trends per market day and the recent best-selling items, so you can spot a strong or soft week at a glance.

3.3 Sales — the source of truth

Everything downstream reads from the Sales tab. There are four ways to get sales in:

- **Ring it on the Register** — sales rung at the stall (and live Square card payments) land here instantly; see the Sell & close out section.
- **Import a Square CSV** — a one-time snapshot exported from Square; it auto-discovers your items and attributes each line to a vendor.
- **Pull the Square API** — a live pull for one market day, no export needed (covered in the Advanced tutorial).
- **Enter sales manually** — type units sold for a date; gross is units × retail price.

All four feed the Plan forecast and the P&L.

3.4 Plan — the recommendation

The Plan tab is the heart of the app. For the selected market day it lists a suggested pack count for each item. Two things to know:

1. Tap any row to expand the full reasoning behind that quantity.
2. Edit any pack count to override the suggestion for that date.

3.5 Approve and send

When the plan looks right, approve it to lock it in for the date, then copy or export it to your commissary or ordering system. Approving also RESERVES that day's units in commissary stock, so another market's plan cannot promise the same product. The approved plan is also what the P&L uses as the true cost of goods.

3.6 Inventory

Inventory is one company-wide COMMISSARY pool — not a count per market. Every market draws from the same stock, so the number that matters is Available (Stock minus Reserved), never Stock on its own: that is what stops two markets planning the same croissants. A market day moves through three steps. Approving a plan RESERVES its units (still in the commissary, but spoken for). Load out on the day DEDUCTS them. Close out reconciles what you brought against the sales you imported: unsold returnable items go back into the pool, and unsold perishables are recorded as waste.

Nothing here is a dead end. Reopen (on a row in Market day history) undoes a close-out so you can fix the sales and close again. Undo load-out (on a loaded-out day under Market days) puts the units back and returns the day to reserved, which is what lets you change the plan and re-approve it. To edit a plan after closing: Reopen, then Undo load-out, then approve again.

Two ways to take an item out of the counts, and they are different. UNTRACK (button on the Commissary stock row) means the item is not inventory at all: it stays in your catalog, keeps its plan numbers, and is still brought and sold — it is simply never counted, reserved, deducted or reconciled. Use it for made-to-order or supplier-direct items. Its count is frozen, not deleted, so Track restores it. ARCHIVE (Settings, Items/catalog) is the other thing entirely: it pulls an item out of your plans altogether.

Mark each item Returnable or Perishable in Settings, Items/catalog, under Unsold. Returnable (shelf-stable jams, mixes) goes back into stock at close-out. Perishable (pastries, breads) is written off as waste — which is the signal that a market day's target ran hot.

3.7 Vendors

Manage your crew: who works which market, the schedule calendar, and pay (a flat rate plus a share of the day’s bonus pool). Recording who worked a given day also routes that day’s sales to the right market.

3.8 Profit & Loss

The P&L tab shows the full waterfall: gross sales, minus cost of goods, vendor payouts, market fees and operating expenses, down to net profit — with each line explained. Day expenses you record — wages, samples, ice, anything — appear grouped by your own categories, each as its own deduction line, with per-category totals over time and a CSV export for your bookkeeper. Categories are yours to rename, archive, or add to from any expense picker. Recurring expenses set in Settings → Market settings land on every market day automatically and count into the same category lines and totals.

3.9 Settings — and your tutorials

Settings is where you configure everything: company details, markets, the item catalog, plan rules, data sources and backups. The Business pane also holds your team (invites and roles) and billing — covered in the Team & Billing tutorial. The tutorials live here too, under Help & Tutorials, so you can relaunch any of them whenever you need a refresher.

4. Intermediate tutorial — deeper features

Once the basics feel natural, this tour covers the features most owners use every week.

4.1 Read the plan trace

In the Plan tab, tap any row to expand its five-stage trace. Each stage shows its own number and a one-line reason, so a wrong quantity is always diagnosable rather than a mystery:

Stage	Driven by	What it does
1 · Forecast	Forecast window & method	Estimates demand from recent same-weekday history.
2 · Waste buffer	Waste buffer	Adds a margin over the forecast.
2 · Market scale	Market scale	Sizes the whole market up or down.
4 · Pack rounding	Each item’s pack size	Rounds up to whole commissary packs.
5 · Min / max	Each item’s limits	Clamps the result to sensible bounds.

4.2 Import a supplier order

Already have an order from your supplier or ordering system? In the Plan tab, upload it as CSV, Excel, HTML or XML. Item names and pack quantities are detected automatically, and anything not yet in your catalog is added for you (set its pack size, cost and retail afterward in Settings). The file REPLACES the plan for that date rather than merging into it: any item the file does not list is set to 0, because not listing something means you are not bringing it. You will get a confirmation naming anything that currently has a quantity before it is zeroed.

4.3 Recipes and production

On the Recipes tab, define the per-unit ingredient amounts for each finished item. The production planner then tells you what to make and what to reorder against your ingredient stock — and can combine make-needs across several markets that share one ingredient pool. Everything you record as made is added to COMMISSARY stock, the one pool each market draws from when its plan loads out.

4.4 Schedule calendar

The Vendors tab includes a month calendar of every market and who is working. Click a day to drive the pay section; click a market to set that day’s roster. A recorded roster overrides sales routing for one-off coverage — useful when someone fills in at a market they don’t normally work.

4.5 Vendor statements

Email a vendor their pay, sales and cash/card totals for a market day, plus their upcoming schedule. It opens your email app pre-filled — you just review and hit send.

4.6 Tune the plan rules

In Settings → Markets & Catalog, the Plan rules card maps each field to one stage of the pipeline: forecast window and method, waste buffer, and market scale (pack rounding and min/max come from each item). Change one field and only that stage of the plan moves, which is what keeps every quantity explainable.

4.7 Plan method

Also under Markets & Catalog, choose how the recommendation is calculated — Forecast (compare recent same-weekday history) or Reactive (last day's units plus a bump, larger if the item sold out early).

4.8 True cost of goods

For exact profit, the P&L tab lets you import the actual order you received — a packing slip or export. The P&L then uses real purchased costs instead of estimates. That import is an accounting record by default; tick Also receive into commissary stock only when the order physically arrived and you want it added to the pool. Re-importing a corrected file for the same day always takes the previous receipt back out first, so you cannot double-count.

Once a market day is closed out, the P&L shows what your waste actually cost — per item, at cost and at the retail value you never earned. Read that as a breakdown, not an extra charge: cost of goods already counts everything you bought, so the wasted units are inside COGS the moment you paid for them and your Net Profit does not change. It also separates the two halves the old leftover estimate lumped together — returnable stock came back and is still yours, so only the perishable half is a real loss. An item with no Cost/pack on file values at zero and is flagged, so a blank cost never masquerades as free waste.

4.9 Back up your data

With cloud sync on, your data lives in your account and follows you to any device you sign into. For an offline copy, open Settings → Data & Backups and export a password-protected backup file. It safely carries your saved credentials (like your Square token), so you can restore everything on another device.

> **Tip** Export a backup before loading example data or resetting — those actions replace your current setup.

4.10 Pick your bonus method

In Settings → Business → Bonus settings, choose how the day's bonus pool is set with the Bonus method dropdown: a tier table (the market day's total gross picks a row — e.g. $1,500 → $25, with a continuation rule past the last row) or a flat percentage of sales. Either way the pool is split equally among everyone who worked that day, with each share rounded per your choice.

5. Advanced tutorial — Square API & live data

This tour connects Square so sales flow in automatically — no CSV exports — and the plan recommendation runs off live history.

5.1 Connect Square in one click

In Settings → Data & Backups, open the Square card and click Connect Square. You sign in on Square's own page, approve the connection, and you're done — no developer tokens, no copy-paste. Once connected, card payments taken on Square also stream into the Register feed live (Pro). Prefer the old way, or connecting a sandbox? The paste-a-token path still works under Advanced on the same card:

3. In the Square Developer dashboard, open (or create) an application.
4. Copy its Production access token, with read access to Orders and Payments.
5. Paste the token into the Square API card and save.

Privacy: you authorize the connection on Square's own site, so your Square credentials never touch Market Pulse. Tokens are stored encrypted server-side and are only ever used to talk to Square.

5.2 Set each market's time zone

Square stores times in UTC. In Settings → Markets & Catalog → Market settings, set the market's time zone. This is what makes the PDT evening-sales window read correctly — otherwise late-evening sales can silently fall into the wrong day and be dropped from the totals.

5.3 Pull a day from Square

On the Sales tab, in the "Pull from the Square API" card:

6. Pick the market day you want.
7. Click Pull from Square.

The app fetches all your locations, attributes each sale to a vendor, and routes it to the right market. Re-pulling a day replaces it cleanly, so there is no double-counting. The API pull also captures the cash-versus-card split and per-vendor tips that a CSV export cannot.

5.4 CSV as a fallback

No API access? A Square CSV export still works as a one-time snapshot, with the same automatic item discovery and vendor attribution — you just re-export whenever you want to refresh.

5.5 Link vendors for exact attribution

On the Vendors tab, paste each vendor's Square team_member_id so attribution is exact. To find it, open the Square Dashboard → Staff → Team, click a person, and copy the TM… id from the browser's address bar. With the id set, every sale is attributed precisely; without it, attribution falls back to the recorded roster.

5.6 Live-driven plans

With Square connected, the recommended plan is now driven by live sales history. Pull the latest day, open the Plan tab, and the quantities update automatically — no manual entry. From there the approved plan flows out to your commissary or ordering system.

6. Team & Billing tutorial — accounts, roles and plans

Market Pulse is not single-player. With cloud sync on, you sign in with an email and password, your data follows you to any device, and you can bring your whole crew in — each person with a role that shows them exactly what they need and nothing more.

6.1 Sign in and pick your business

After signing in you land on the business picker: Create a new business, or Join an existing one with an invite code. Accounts on the Business plan can run multiple businesses under a single login and switch between them from the same picker.

6.2 Invite a teammate

In Settings → Business → Team, enter the person's email, pick a role, and click Send invite. They receive an email with a single-use code that lets them create their account and join your business. Pending invites are listed on the card with copyable codes — each has a Revoke button if you need to kill a code you already sent — and owners and admins can invite and remove members. If the person ALREADY has a Market Pulse account, they don't create a new one: they sign in as usual, choose ↗️ Join a business on the business picker, and enter the code there. New teammates can change their password later under Settings → Business → Account.

6.3 What each role can do

Role	What they can see and do
Owner	Everything — including billing and the only role that can delete the business.
Admin	Everything day-to-day: P&L, vendor pay, Settings and team management. No billing.
Member	Plan, Recipes and the Vendors schedule — no pay, P&L or Settings.
User	Dashboard, Sales and Inventory only.

Tabs a role cannot use are simply hidden, so nobody sees pay or profit numbers they should not.

6.4 Vendors see their own pay — My schedule & pay

Put a teammate's sign-in email on their vendor profile (Vendors tab) and their Dashboard gains a My schedule & pay card: their upcoming market days plus recent pay — flat rate, bonus and sales rung — the same numbers as their emailed statements. Vendors answer "what do I get this week?" themselves.

6.5 The weekly summary email

Every Monday morning, business owners receive an email rollup of last week: gross, units, per-market totals and top sellers, with a comparison to the week before. It is automatic on the Pro and Business plans, and you can switch it off any time in Settings → Business → Weekly summary email.

6.6 Plans and billing

Owners manage the subscription in Settings → Business → Billing. Every paid plan starts with a 14-day free trial; payments run through Stripe, so your card never touches Market Pulse servers, and plan changes prorate automatically via the Manage billing portal (change plan, update card, see invoices, or cancel).

Plan	What it includes
Free	Core sales recording and planning for 1 market and 1 vendor.
Starter — $9/mo · $84/yr	Unlimited markets and vendors, the Register with one-tap close-out and print/PDF/email exports, inventory with pars & low-stock alerts, the 7-day weather forecast, P&L with waste & mileage, end-to-end-encrypted recipes, and data export & backups.
Pro — $19/mo · $199/yr	Everything in Starter, plus live Square card sync with per-vendor attribution, one-click Square connect, photo tiles & saved register layouts, per-hour performance metrics, weather-vs-sales analytics with year-over-year, the Square catalog import, true COGS, and the weekly summary email.
Business — $49/mo · $490/yr	Everything in Pro, plus team invites with roles, the Vendor Portal with prep lists, the crew calendar with open spots & shift trades, and multiple businesses under one login.

Locked features show a short note naming the plan that unlocks them. Beta accounts — created before billing went live — keep full access to everything.

7. Sell & close out — the register

The Register tab turns any phone, tablet or laptop into your stall's point of sale — and everything it rings feeds the same plan, inventory and P&L as the rest of the app. This section mirrors the Sell & close out tutorial.

7.1 Ring a sale

Pick the market (or let GPS suggest the nearest one), then tap product tiles to add them to the cart. Items with more than one price open a quick price picker; quantities adjust in the cart. Take payment with Cash or Card (Square) — the card button hands off to Square and the sale lands attributed to whoever rang it. You can also take Venmo and Cash App (included from Starter): add your business handle or $cashtag in Settings → Business and the register gains Venmo and Cash App buttons — the total becomes a big QR code, your customer scans it with their phone camera, their app opens pre-filled with the amount, and once your own notification arrives you tap Paid — record sale. Neither app offers an app-to-app connection, so the confirm is yours — Venmo payments carry a matching MP reference note; Cash App payments are matched by amount.

7.2 The live card feed (Pro)

With Square connected, card payments taken on Square appear in the register feed by themselves as they happen — with the vendor who rang them, tips, and the card's last four digits. No import, no refresh: the day builds itself while you sell.

7.3 Day summary & receipts

The Day summary card shows the day so far — gross, sale count and per-vendor totals — plus every receipt. Mis-rang something? Void the receipt and the totals correct themselves. This card is also where you record the day's actual weather, which feeds the Weather vs sales analytics. Day expenses live here too: pick a category (Wages, Samples, Supplies — or add your own), enter the amount and an optional note, and it lands straight on that day's P&L — the close-out report itemizes them as well. Standing weekly costs (extra stall fees, canopy rental, ice) can be set once per market in Settings → Market settings under Recurring expenses: they appear here automatically on every market day, and you can adjust or skip any of them for just that day.

7.4 Customize tiles

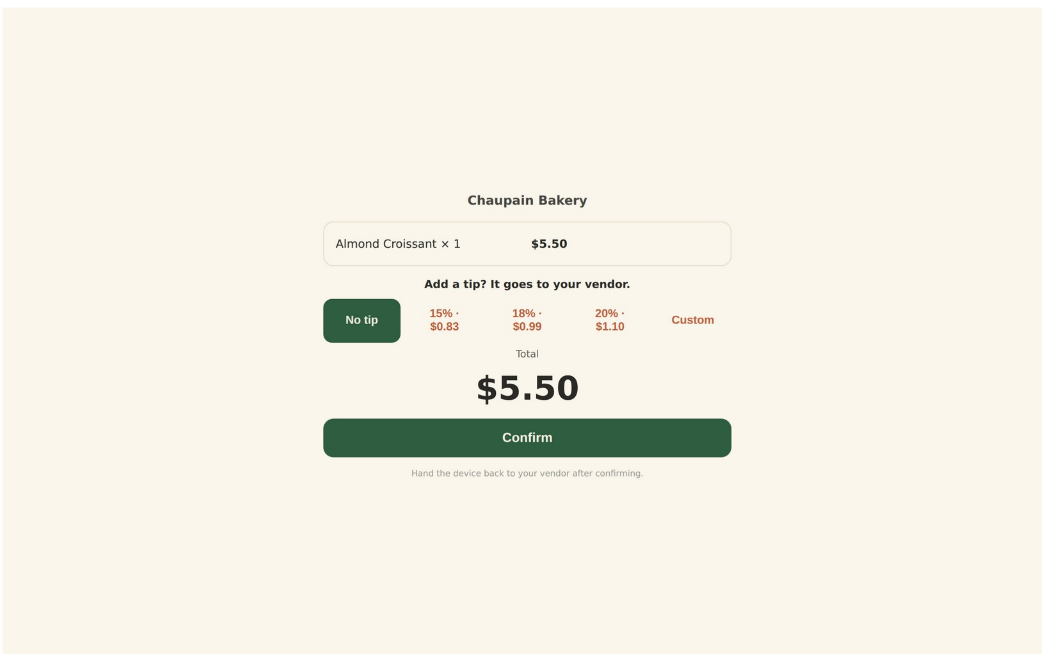
Register setup lives behind the ⚙️ button at the right end of the register toolbar. Choose Customize tiles there to give each product a photo or an icon and arrange the grid the way your table is laid out. The ⚙️ menu is also home to Arrange (A–Z, by category, or your custom order) and your saved layouts — and each layout remembers its whole look: tile order, Arrange choice and the Tiles/List view, so switching layouts flips the register straight to that setup. Photo tiles and saved register layouts are a Pro feature; icon and text tiles are included on Starter.

7.5 Close Market — the one-tap report

When the day is done, one tap on Close Market builds the whole report: tender split, discounts, net, per-product and per-vendor totals — and per-hour performance metrics on Pro, so you can see when the rush actually happened. Print it, save it as a PDF, or email it before the van is packed.

7.6 Tips & the customer screen

Your customers can tip — and every dollar goes to the vendor who rang the sale, never counted as business revenue. Turn tips on per market in Settings → Markets & Catalog → Register workflow: with just Tips on, a quick row (None / 15% / 18% / 20% / custom) appears at tender time; turn on the Customer screen too (included from Starter) and the register gains one Charge button that flips the whole screen to a customer-facing view — your logo and business name, the itemized list, the tip choice, and one Confirm tap. When they hand the device back, you pick the tender as usual; cash, card, Venmo and Cash App all charge the tip-inclusive total. The screen name can differ from your legal name (a DBA can charge as its brand), and there is a discreet vendor escape: tap the top-left corner. Leave Tipping OFF inside the Square app so patrons are never asked twice — tips recorded here flow through to Square hand-offs automatically, break out on every receipt and report, and never inflate your gross or bonus pools.



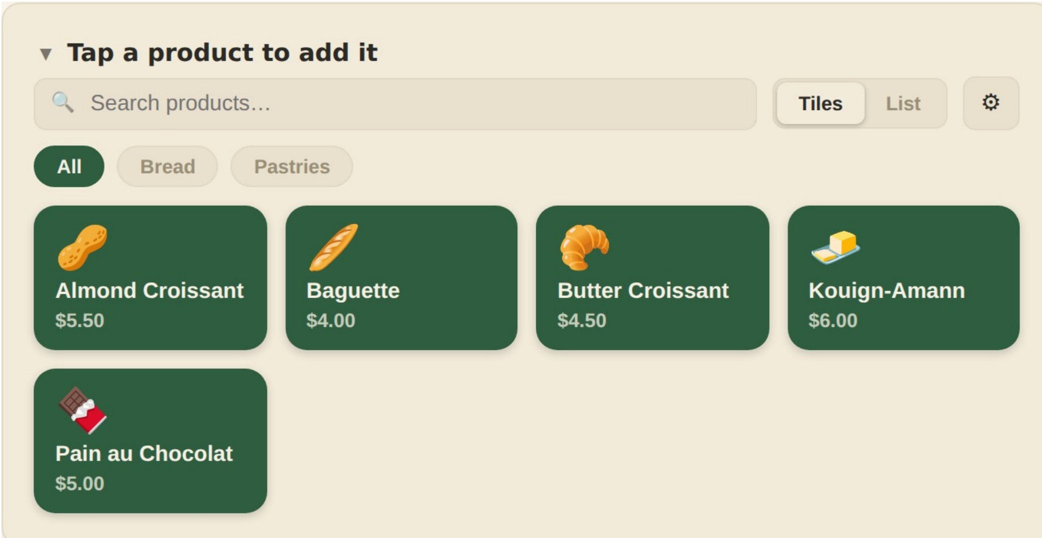
The customer flip screen — items, tip presets, and one big Confirm.

7.7 The paired customer display (Pro)

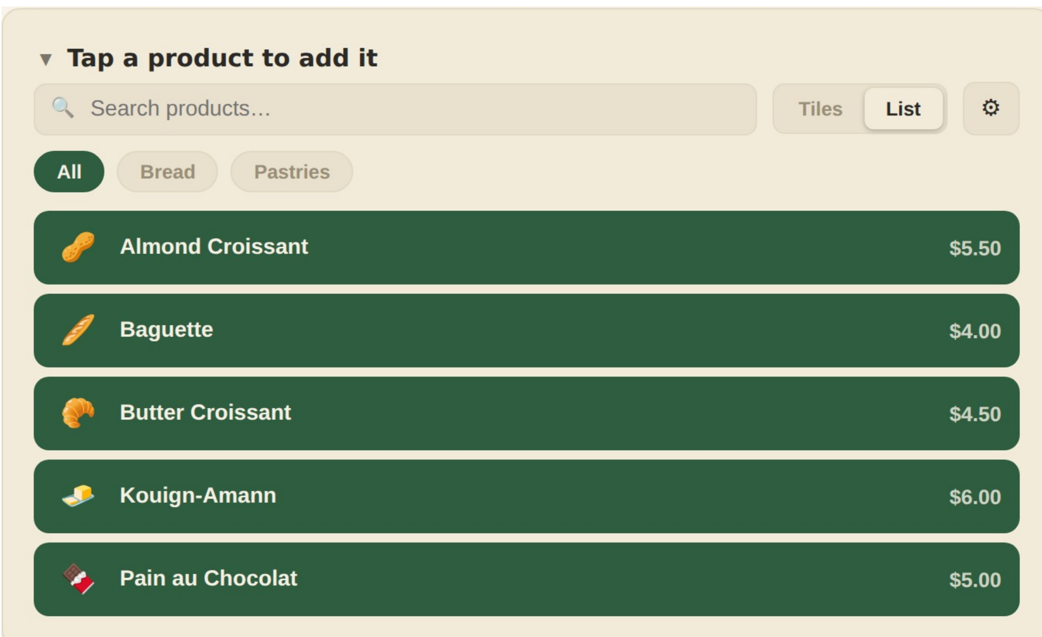
Any spare signed-in tablet can become a dedicated customer-facing display. On the register, tap the 📺 button and Show a pairing code; on the spare device, tap 📺 and enter that code — it goes full-screen with your logo and welcome card, mirrors the cart live as you ring, and at Charge time the customer picks their tip and confirms on their own screen, which lands straight back on your register. Between sales it idles on your branding. Three ways out: the unlink icon in the account oval (top right), a double tap on the top-left corner, or Unpair from the register — and if the display ever disconnects mid-day, the register automatically falls back to the flip screen so a sale is never stuck.

7.8 Find it fast — search, chips & list view

The register toolbar puts selling first. The search box sits at the top of the product grid, always visible: typing filters your tiles in place (name or category), and when exactly one product matches, pressing Enter rings it straight into the cart — the query stays, so "cro", Enter, Enter rings two croissants. Under the search, category chips (All, plus one chip per category you've given your items) filter the grid with one tap — tap Bread and the register shows only bread; tap All to bring everything back. Next to the search, a Tiles / List toggle switches the grid to dense one-hand rows — the choice sticks per device, so your phone can live in List while the stall tablet stays on Tiles, and small phones start in List automatically. Owner setup — saved layouts, Arrange, Customize tiles — is tucked into the ⚙️ menu at the toolbar's right end, out of the way of selling.



The register toolbar — always-visible search, Tiles/List, the ⚙️ setup menu, and one-tap category chips.



List view — dense one-hand rows for phones and busy tables.

7.9 Receipts & receipt printers

Market Pulse can give every customer a receipt — printed, saved as a PDF, or emailed — for any kind of payment (cash, card, Venmo or Cash App). Open a completed sale in the Day summary & receipts list and tap Receipt to see its options. Because the app runs in your web browser, it prints in one of two ways — through your device’s normal print system (which on Apple devices means AirPrint), or by talking directly to a USB thermal printer — and it can email a receipt with no printer at all, so you can skip the hardware and paper entirely.

Which printers work depends on the device you sell on:

- **iPad or iPhone — an AirPrint WiFi printer.** Apple devices can’t send data straight to a printer from a web app, so you print through AirPrint. Pick a thermal receipt printer that lists AirPrint and connects by WiFi or Ethernet (not USB or Bluetooth) — for example the Epson TM-m30 series or a Star Micronics AirPrint model. The printer and the iPad must share the same WiFi, so at a market run your own phone hotspot or a small travel router.
- **Android tablet or a laptop — a USB thermal printer.** In the Chrome or Edge browser, Market Pulse talks straight to a standard ESC/POS thermal printer plugged in by USB (most inexpensive 58 mm and 80 mm receipt printers qualify). This path is fastest and cuts the paper automatically.
- **What doesn’t work — Bluetooth and “mobile” printers.** Battery-powered Bluetooth receipt printers (such as the Zebra ZQ series and most Star SM-L and Epson TM-P models), and Zebra’s ZPL/CPCL printers, need the maker’s own app, which a web app can’t drive. If you need something portable, look for a printer that offers WiFi with AirPrint — Bluetooth-only won’t work.

To set it up, open the Point of Sale and, in the admin settings at the bottom, find the Receipt printer card. Set the Paper width to match your printer — 58 mm (compact), 80 mm (standard), or Full page for a regular office printer or a PDF. On Android or a laptop with a USB printer, tap Connect / test print and choose your printer once; it’s remembered after that. On an iPad there’s nothing to connect — you pick your AirPrint printer from Apple’s print screen the first time you print.

For each sale, tap Receipt in the receipts list. Print / Save PDF opens your device’s print screen (choose your AirPrint printer on an iPad, or Save as PDF anywhere); Thermal print appears only on an Android tablet or laptop with a USB printer connected; and Email sends the receipt to the customer’s address, for any payment type. For card sales taken through Charge on Square, the Square app also offers the customer its own emailed or texted receipt.

Before you can email receipts, add a contact email in Settings → Markets & Catalog → Register workflow. It becomes the receipt's reply-to and is printed on the receipt so a customer can reach you about a charge — Market Pulse is the tool, but your business is the seller, so questions about a charge go to you. Until a contact email is set, the Email button shows a short reminder in its place (Print, Save-PDF and thermal print don't need it). You can also add an optional contact phone, which prints on the receipt next to the email.

Receipts are branded with your customer-facing name — the same name patrons see on the checkout screen (set in the Register workflow card) — falling back to your Company name if that's left blank.

7.10 Custom amount

Need to sell something that isn’t in your catalog? On the register, tap + Custom amount, type the price (and an optional label, such as “Gift basket”), and add it to the cart. It behaves like any other item — it counts toward the total and works with splits, tips, receipts and the day’s reconciliation — and it can be paid with any tender. The button is there even before you’ve built a catalog.

7.11 Name your customer screen

The second screen your customers see during checkout shows your business name and logo. To change what it says, go to Markets & Catalog and, in the Register workflow card for that market, set the customer-facing name — and upload a logo if you like. Leave the name blank and it falls back to your Company name (Settings → Business). It's set per market, so update each market you run.

8. Stock & weather

Two things decide a good market day before you sell anything: bringing enough, and knowing what the day will look like. This section mirrors the Stock & weather tutorial.

8.1 Par levels & low-stock alerts

Give an item a par (the stock level you never want to drop below) on the Inventory tab. The app then flags anything running low — the Low stock only filter shows just the problems — and tells you how much to make to get back to par. The production planner reads the same pars, so "what should we bake?" already knows the answer.

8.2 The 7-day forecast

Set a market's coordinates in Settings → Markets & Catalog → Market settings and a weather strip for the week appears on the Plan tab, the Register and the Vendor Portal — highs, lows, conditions and rain chance for the exact spot your stall stands on. The forecast is included on every paid plan.

8.3 Weather vs sales (Pro)

On the Dashboard, the Weather vs sales card learns from your own recorded market days: average gross and units by condition — sunny, cloudy, rain — plus a callout of how much better your best condition performs, your recent days, and a year-over-year comparison for the same weeks. It reads the weather you record in the register's day summary (and the forecasts the app snapshots for you), so the more days you close, the smarter it gets.

9. Crew calendar & Vendor Portal (Business)

On the Business plan, your crew coordinates itself. The Vendor Portal tab is each vendor's own view of the operation — and the crew calendar inside it replaces the group chat.

9.1 Open spots

Give each market a crew size in its settings. The calendar compares it to who is scheduled and shows the gaps as open spots — no spreadsheet, no asking around.

9.2 Pick up, offer, trade

Vendors open a day on the calendar and act for themselves: pick up an open spot, offer a shift they cannot make, or take over one a teammate has offered. The roster, pay routing and prep lists all follow automatically.

9.3 The prep list

For any upcoming market day, the portal rolls the approved plan up into a prep list the crew can read at a glance — and export themselves, so the person packing the van does not need the owner standing next to them.

10. Encrypt your recipes (paid plans)

Your recipes and ingredient amounts can be end-to-end encrypted with a key only you hold. Once sealed, they are unreadable to everyone but the people you grant — including Market Pulse itself. That is a real guarantee, not a policy: the server stores only ciphertext.

Turning it on. Open the Recipes tab and use the encryption banner. Setup is three deliberate steps: create your personal key (a passphrase), write down the one-time recovery code it shows you, then arm and seal. If anything fails partway, the app rolls the whole thing back — your business is never left half-encrypted.

The trade-off. Zero-knowledge cuts both ways: if you lose both your passphrase and your recovery code, nobody can decrypt those recipes — not even us. Store the recovery code somewhere safe; you can mint a replacement any time from an unlocked session in Manage encryption.

Day to day. On a new device, unlock once with your passphrase and work normally. Teammates you grant access unlock with their own keys; roles control who can see recipes at all. Everything else in the app — sales, plans, inventory — stays fast and unencrypted, so only your formulas carry the extra lock. Available on every paid plan.

11. Quick reference

Where everything lives

I want to…	Go to
Switch which market I'm viewing	Sidebar → market dropdown
Get sales in	Sales tab (CSV import, Square API pull, or manual) — or ring them on the Register
Ring a sale / close out the day	Register tab — Close Market · report for the close-out
Set pars / see what's low	Inventory tab — Low stock only filter
See the week's weather	Plan, Register or Vendor Portal (set coordinates in Settings → Market settings)
See what weather does to sales	Dashboard → Weather vs sales (Pro)
Crew calendar & prep list	Vendor Portal tab (Business)
Encrypt recipes	Recipes tab → encryption banner
See and approve a plan	Plan tab
Understand a suggested quantity	Plan tab → tap the row (5-stage trace)
Track commissary stock / close out a market day	Inventory tab
Plan production / ingredients	Recipes tab
Set rosters and pay	Vendors tab
See profit and loss	P&L tab
Change plan rules / method	Settings → Markets & Catalog
Connect Square	Settings → Data & Backups → Square API
Back up / restore	Settings → Data & Backups → Data backup
Invite a teammate / set roles	Settings → Business → Team
See my own schedule and pay	Dashboard → My schedule & pay
Change the bonus method	Settings → Business → Bonus settings

I want to…	Go to
Manage the plan / billing	Settings → Business → Billing
Re-run a tutorial	Settings → Help & Tutorials

Relaunching the tutorials

The Basic, Intermediate, Advanced and Team & Billing walkthroughs are always available under Settings → Help & Tutorials. They spotlight live controls over your own data, so they stay accurate as your setup grows. Start with Basic, then work up to Advanced once you are ready to connect Square.