

TAPinto® overview

Executive summary

TAPinto® is a modular, totally adaptable platform that enables people and organisations to connect, be discovered, manage relationships, build secure communities, and generate revenue. It is designed as a **“TAP”**: a connection layer you can shape around your goals, your sector, and your way of working.

The platform is built, operated, and managed around a **You first. Then the tool.** principle. That means TAPinto® learns about you and adapts to your needs over time — rather than expecting you to learn the software and bend your work around it.

At the centre is a simple identity layer — the **ME Profile** — designed to work across sectors because the core needs are the same: trusted identity, clear presence, better engagement, and measurable outcomes.

This overview explains the platform in plain English, then lets the reader choose the sector path that fits them.

What TAPinto® is (plain English)

TAPinto® combines:

- **Digital identity and profiles** (ME Profiles for individuals; Organisation Profiles for teams)
- **Discovery and credibility** (directory listings and sector pages)
- **Relationship tools** to turn introductions into ongoing value
- **Secure communities** for groups, members, cohorts, or stakeholders (owner-managed, not social media)
- **Engagement and reward mechanics** (Reward Credits, where relevant)
- **Commercial pathways** including Wallet Credits, referrals, and commission programmes

The core building blocks

1) ME Profile (individuals)

A shareable profile link (plus QR/NFC options) that can be public-facing with privacy toggles. It holds key info, links, credentials, and updates — so your details stay current.

2) Organisation presence (teams)

Organisation Profiles and sector-specific pages provide a trusted “front door” for your organisation — useful for recruitment, partnerships, stakeholder engagement, and service visibility.

3) Discovery and directory

Opt-in listings so the right people can find you by location, category, skills, services, or interests.

4) Communities (secure by design)

Private spaces for members, teams, cohorts, clients, or stakeholders — helping you communicate, share resources, and build belonging.

5) Growth and revenue options

Depending on sector, TAPinto® supports:

- Lead generation and conversion
- Membership growth and retention
- Sponsorship and partner offers
- **Referral and commission programmes** (Brand Ambassadors and Connections Partners)

Brand Ambassadors (individuals)

The **Brand Ambassador Programme** is for individuals who want to introduce others to TAPinto® and earn ongoing commission.

- **Commission:** 20% ongoing commission on Wallet Credit purchases made by referred users (individuals or organisations)
- **How it works:** share a unique referral link/QR/NFC; when a referred user buys Wallet Credits, commission accrues
- **Withdrawal:** cash or Wallet Credits
- **Reward Credits:** earned for verified referrals and platform actions; unlocks tiers, badges, perks, and leaderboards
- **Unlock gate (programme):** published ME Profile, 10,000 Wallet Credits minimum, and 5+ verified referrals to unlock Reward Credits

Connections Partners (organisations)

The **Connections Partner Programme** is for organisations that can reliably introduce new verified users to TAPinto®.

- **Commission:** 10% commission on Wallet Credit spend by connected users
- **Redemption options:** platform credits (monthly), currency (quarterly, except charities/CICs), or CSR/ESG deployment via the Auxilium Model
- **Requirements:** professional account, published ME and Organisation Profiles, Silver subscription, and a minimum of 10 new users per month
- **Charities and CICs:** redeem as platform credits or donation (not commission income)

Why it matters (outcomes)

Across sectors, TAPinto® typically supports four outcomes:

- **Operational clarity:** fewer scattered tools, clearer communication, better follow-up
- **Stronger presence:** a credible, consistent profile or organisational “home” online
- **Better engagement:** easier participation for members, staff, customers, or communities
- **Revenue enablement:** partnerships, referrals, commissions, and improved conversion

Who it's for (choose your sector)

Select the section that matches you. Each sector version explains best-fit use cases, stakeholders, and value.

- Individuals (ME Profile + personal growth + optional commission earning)
- Charities and CICs (supporters, volunteers, programmes, impact visibility)
- NGOs (stakeholder coordination, field networks, partnerships)
- Corporates / enterprise (employee engagement, networks, CSR/ESG activation)
- SMEs (local discovery, customer growth, partnerships)
- Public sector (e.g., NHS) (staff networks, service pathways, safeguarding-aware communities)
- Local government (citizen engagement, local business ecosystems, community programmes)
- National government (programme delivery, stakeholder networks, transparency)
- Membership organisations / clubs (member value, retention, tiered access)
- Social media communities (move from rented platforms to owned community spaces)

Quick sector selector (1-minute guide)

- If you're one person building credibility, connections, and optional income → **Individuals**
- If you need donors, volunteers, programme visibility → **Charities and CICs**
- If you coordinate multi-country stakeholders → **NGOs**
- If you need employee networks plus CSR outcomes → **Corporates / enterprise**
- If you want customers plus local partnerships → **SMEs**
- If you need safe staff and community pathways → **Public sector (NHS etc.)**
- If you run place-based programmes → **Local government**
- If you run national initiatives → **National government**
- If you sell membership and benefits → **Membership organisations / clubs**
- If you want to own your community beyond social platforms → **Social media communities**

How to get started (phased adoption)

Most organisations start small and expand.

1. **Phase 1: Presence** — ME Profiles + Organisation Profile + key landing pages
2. **Phase 2: Engagement** — directory listing + community spaces + content and resources
3. **Phase 3: Growth** — partnerships, referrals, commission pathways, advanced modules

Call to action

Tell us your sector and your goal (visibility, engagement, revenue, community, or all four). We'll point you to the most relevant sector pack and recommend a simple Phase 1 setup.

Notes (internal)

- Keep sector packs consistent: same headings, sector-specific examples, and a clear “first 30 days” plan.
- Maintain a single master platform overview (this document) as the entry point, then route readers to the right sector pack.