

A PLATFORM BRIEF
EST. 2026 · NORTH DAKOTA

Boxpress.io

The operating system for cigar businesses.

A complete platform brief for cigar industry operators — brands, lounges, wholesalers, retailers, and online sellers — evaluating a serious replacement for Shopify, Square, and the duct-tape stack in between.

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Chapter I

A letter from the founder.

On building the platform I needed after two of the largest commerce companies in the world quietly decided my business shouldn't exist on theirs.

NORTH DAKOTA — MAY 2026

To the operator reading this,

You've probably been here before. You woke up one morning to find your online store suspended. No call. No warning. No conversation. Your product photos, your customer list, your pending orders — all of it locked behind a portal you no longer had access to. The cited reason was a policy change. The actual reason was that you run a tobacco business, and the platform decided tobacco businesses were inconvenient.

So you rebuilt. You migrated the catalog, reconnected your customers, ate the costs, and got back to work. Then it happened again. A "compliance review" froze your funds while a faceless risk team decided whether a federally-licensed, state-permitted, tax-paying cigar company was worth the trouble. They decided it wasn't.

If that hasn't happened to you yet, you know someone it has happened to. You've heard the story at every trade show, in every back room, on every group chat. And you've probably looked at your own setup and wondered how long before it's your turn.

We started asking other cigar operators — brand owners, wholesalers, lounge owners, online sellers — how they were handling it. The answers were all variations of the same story. Everyone was running on duct tape. A custom risk waiver that could be revoked any Tuesday. Eight plugins and a developer who answered emails when he felt like it. A POS in the lounge wired to a site that didn't actually take payment. A spreadsheet for wholesale. A second spreadsheet for PACT Act. A third spreadsheet for OTP filings.

Nobody has a real platform. Because no platform has been built for you. The platforms that tolerate tobacco businesses do so reluctantly — and they remind you of that reluctance every time their risk team has a slow afternoon.

The question operators keep asking is simple: *Is there a platform that was actually built for this industry and won't pull the rug out from under me?*

That's why Boxpress exists.

A NOTE FROM JAKE

Letter from the Founder.

I wrote the first lines of code in early 2026, on a Tuesday, between two appointments at the lounge. I did not think it would become a company. I thought I would build something that solved the problem I kept watching operators describe — and stop being held hostage by platforms that didn't want us. Then a friend asked if he could use it for his shop. Then another cigar brand was interested.

That is how Boxpress became Boxpress.

Two things matter about how it was built, and I want to say them out loud before you turn the page. First — every feature in this platform exists because a real cigar operator asked for it, paid me to build it, or refused to switch until I had it. Nothing here was assembled in a strategy meeting. It was assembled in lounges, in warehouses, at trade shows, and on phone calls that started with "Hey, can it do —"

Second — the relationship we want with you is the one those other platforms should have offered. If something changes about your business that puts you outside our risk profile, we call you. If we find a compliance issue, we tell you and help you fix it. If you outgrow us, we help you leave with all of your data and an introduction to whoever you're going to next.

That last part is not a marketing line. It is in the master services agreement. Read it.

What follows is a complete tour of what Boxpress does, what it does not do, what it costs, and how it protects your business and your customers' data. It is long because the platform is large and your decision is real. Read what is useful, skip what is not, and email me if you want to talk through any of it.

Jake McCluskey

FOUNDER, BOXPRESS · PARTNER, FATHOM & FURY CIGARS



CHAPTER II · THE SHAPE OF THE THING

What Boxpress is.

A complete operating system for cigar businesses. Not a website builder. Not a POS bolt-on. Not a marketing app stitched to an inventory plug-in.

Boxpress is the entire backend, storefront, point-of-sale, wholesale portal, sales rep app, compliance layer, and customer database in one platform — designed from the database up for cigar regulations, cigar workflows, and cigar payment processors. You do not assemble Boxpress out of plug-ins. You turn it on, point it at your inventory, and run your business through one set of credentials.

Not a website builder. We replace the website builder, the POS, the wholesale portal, the marketing tool, the compliance binder, and the spreadsheet that's holding your tax filings together.

Not a generic e-commerce platform. Drops, allocations, lots, OTP rates, license expirations, and PACT Act fields are first-class objects in our schema, not custom fields you bolt on.

Not a marketing app. Marketing is one module of fifteen. The same data powers your storefront, your wholesale portal, your sales rep app, and your filings.

Not multi-tenant the lazy way. Every customer install gets its own dedicated Postgres database and its own runtime. Your data is physically separated from every other tenant on the platform.

6

Cigar business types supported out of the box

15+

Modules included in every install

50

U.S. state OTP filing prep on the Scale tier

1:1

Dedicated Postgres database per customer

CHAPTER III · WHO IT'S FOR

Six businesses, one platform.

Boxpress is opinionated about cigars and unopinionated about which corner of the industry you sit in. Pick the profile that looks most like you — the modules and defaults adjust to match.



PROFILE 01

Cigar Brands

Manufacturers and importers selling B2B to retailers and B2C direct. You need a wholesale portal that respects allocation, a public storefront for collectors, and a way to manage a hundred retailer accounts without hiring three people.

MODULES THEY LIVE IN

Wholesale portal · Drops & allocation · Sales rep app · Lounge locator



PROFILE 02

Wholesalers & Distributors

You sell to retailers across multiple states with per-customer pricing tiers, net terms, and statement runs. You also handle PACT Act and OTP filings for every state you ship into, which is its own full-time job.

MODULES THEY LIVE IN

Wholesale portal · Customer database · Compliance · Inventory lots



PROFILE 03

Cigar Lounges

Retail in the front, smoking lounge in the middle, event venue in the back, members club running through all of it. You need POS that works across the room, an events engine your manager can actually use, and a customer record that knows whether someone is a member, a walk-in, or a regular.



PROFILE 04

Retail Cigar Shops

Brick-and-mortar with optional online presence. You want a POS that doesn't break when the internet does, and a storefront you can light up the day a customer asks if you ship.

MODULES THEY LIVE IN

POS (offline-first) · Storefront · Inventory ·

Chapter IV

The full feature set.

Fifteen modules, end to end. Every install ships with all of them — pricing tiers gate volume and seat counts, not access. What follows is a working tour, module by module.



MODULE 5.1

Storefront & Online Store

A customizable per-tenant storefront with your theme, your typography, your domain, and your catalog. Public catalog browsing for the casual visitor, a logged-in account experience for repeat buyers, and a mobile-first responsive layout that does not require a separate "mobile site" to look correct on a phone.

Theme customization lives in the admin — fonts, color tokens, hero blocks, navigation, footer modules. No theme-language to learn, no developer to pay. Product detail pages are built for cigars: vitola, ring gauge, length, wrapper, binder, filler, country of origin, and strength all render natively without you defining custom fields.

- ◆ Custom domain with managed TLS
- ◆ Cigar-native product attributes
- ◆ Variant-level inventory
- ◆ Mobile-first responsive design
- ◆ Account dashboard with order history
- ◆ Public catalog browsing without login
- ◆ Cart with saved-for-later
- ◆ Order tracking with carrier deep links

MODULE 5.2

Point of Sale

A browser-based, offline-first point-of-sale that runs on whatever device is already on your counter. iPad, iPhone, Android tablet, MacBook, refurbished Dell — if it has a webcam and a browser it has a POS. Camera barcode scanning is built in; you do not need a \$400 Bluetooth scanner unless you want one.

Card reader integration ships with FluidPay's certified hardware, but the software supports manual entry, cash, and gift cards out of the box. Receipts print to any AirPrint or network printer. Cash drawers open via standard USB or network triggers. Refunds and voids carry transactional locks so the same line item cannot be refunded twice from two registers.

- ◆ Offline-first transaction queue
- ◆ Camera-based barcode scanning
- ◆ FluidPay card reader integration
- ◆ Cash, card, gift card, split tender
- ◆ Refunds, voids, partial refunds
- ◆ Receipt printing & emailed receipts
- ◆ Cash drawer trigger (USB / network)
- ◆ Multiple registers per location

MODULE 5.3

Wholesale Portal (B2B)

A logged-in B2B catalog with custom pricing per customer or per tier. Bronze, Silver, Gold tiers ship as defaults; rename them, add more, or override pricing on a per-SKU per-account basis when a single retailer demands a single carve-out. Net terms billing — Net 15, Net 30, Net 60 — runs alongside immediate-pay.

Credit limits enforce automatically at checkout. A retailer carrying \$4,200 of open invoice with a \$5,000 limit cannot place a \$1,500 order without your approval. Statement runs generate at month-end with one click. Reorder-from-history takes a buyer's last shipment and turns it into a draft order they can confirm in three taps.

- ◆ Per-customer or per-tier pricing
- ◆ Net 15 / 30 / 60 terms
- ◆ Credit limit enforcement at checkout
- ◆ Invoice generation & tracking
- ◆ Monthly statement runs
- ◆ Reorder from order history
- ◆ Quantity-break pricing
- ◆ License upload & expiry tracking

MODULE 5.4

Drops & Allocation

Cigar industry product launches done the way the industry actually does them. Set a release date, allocate units to specific accounts before public release, automate the email notification, define a claim window, and watch unclaimed units return to the public pool when the window closes. No spreadsheets. No 2 a.m. emails to your sales rep about who got what.

Four allocation strategies ship by default — manual, equal split, tier-weighted, and velocity-weighted (which uses each account's trailing 90-day purchase volume of similar SKUs). Every claim runs through a database transaction with row-level locks, which is engineering-speak for: nobody double-claims, nobody oversells, and nobody refreshes their way into an extra box.

- ◆ Pre-release allocation per account
- ◆ Manual / equal / tier / velocity strategies
- ◆ Claim window with auto-expiry
- ◆ Automated notification emails
- ◆ Atomic concurrency on claims
- ◆ Public release of unclaimed units
- ◆ Allocation reporting per drop
- ◆ Per-SKU caps per account

MODULE 5.5

Sales Rep Mobile App

A mobile-first interface for the rep who lives in their car. Visit logging with GPS-confirmed location stamps the time and place of every account stop. Notes, photos of the lounge or shop, and follow-up reminders capture the texture of a visit. Orders placed on behalf of an account use that account's pricing tier automatically — the rep cannot accidentally undercut a different account's negotiated price.

- ◆ GPS-confirmed visit logging
- ◆ Photo notes per account
- ◆ Order entry on behalf of account
- ◆ Per-rep territory assignment
- ◆ Commission tracking
- ◆ Visit history with timeline
- ◆ Offline draft orders
- ◆ Push notifications for follow-ups

MODULE 5.6

Events Engine

For lounges and brands running cigar dinners, manufacturer nights, and member events. Free or paid ticketing — paid runs through FluidPay so the money lands in your bank, not in someone else's escrow. PDF flyers generate from your event details with your brand. Public event pages take RSVPs and add to calendar in one tap. Capacity limits and waitlists handle themselves.

- ◆ Free or paid ticketing
- ◆ FluidPay-processed paid tickets
- ◆ Generated PDF flyers
- ◆ Public event RSVP page
- ◆ Calendar integration (.ics)
- ◆ Capacity caps & waitlist
- ◆ Check-in scan at the door
- ◆ Per-event customer notes

MODULE 5.7

PDF Studio

A drag-and-drop document builder for sell sheets, retailer one-pagers, allocation announcements, and event flyers. Templates inject your brand colors and fonts. Output renders through headless Chromium, so the PDF you preview is the PDF the printer prints. Files store in your tenant's R2 bucket and are linkable, downloadable, or attachable to

MODULE 5.8

Lounge Locator (Public Map)

A Mapbox-powered public map of every retailer carrying your cigars. Geocoded addresses, hours, phone, website, and photos. Filterable by state, city, and feature — humididor, lounge, members club, walk-in welcome. Embeddable on any tenant marketing site as an iframe or a script-tag widget. Builds itself: as you onboard wholesale accounts they appear on the map automatically with the data you already collected.

- ◆ Mapbox-rendered tile maps
- ◆ Geocoded retailer addresses
- ◆ Filter by state, city, features
- ◆ Embeddable iframe / widget
- ◆ Auto-populated from accounts
- ◆ Photos & hours per location

MODULE 5.9

Inventory Management

Per-variant stock tracking with lot numbers and aging dates. Cigars age — your platform should know. Atomic decrement at checkout means a sold-out variant is sold out across the storefront, the POS, the wholesale portal, and the rep app at the same instant, without a midnight reconciliation cron. Low-stock alerts fire by email or SMS at thresholds you set per SKU. Purchase orders track to vendors with cost capture for FIFO or weighted-average accounting.

- ◆ Per-variant inventory
- ◆ Lot tracking with aging dates
- ◆ Atomic decrement at checkout
- ◆ Low-stock alerts (email / SMS)
- ◆ Purchase order tracking
- ◆ Vendor relationships
- ◆ FIFO / weighted-average costing
- ◆ Multi-location stock

MODULE 5.10

Customer Database & Wholesale Tiers

Single source of truth for both consumer customers and wholesale accounts. Tag-based segmentation. Wholesale tiers — Bronze, Silver, Gold by default — apply price overrides automatically. Per-customer pricing overrides^{1,2} on top of tiers when an account negotiates a special. Notes, attachments, contact history, sales rep assignment, and lifetime value all

MODULE 5.11

Compliance: PACT Act, OTP, License Tracking

Automatic monthly PACT Act report generation per state you ship into. OTP filing prep for all 50 states plus the local jurisdictions that levy on top — Cook County, the City of Chicago, Anchorage, the lot. Tobacco license tracking with expiry alerts at 30, 60, and 90 days out. Federal TTB permit storage. Audit-grade transaction logs that survive a real audit because they were designed for one.

- ◆ Monthly PACT Act report per state
- ◆ OTP filing prep — 50 states
- ◆ Local jurisdiction OTP coverage
- ◆ License expiry alerts: 30 / 60 / 90 days
- ◆ TTB permit storage
- ◆ Audit-grade transaction logs
- ◆ State-level reporting templates
- ◆ Quarterly & annual rollups

MODULE 5.12

Payments — FluidPay

FluidPay is our primary payment partner because they actually process tobacco. ACH and credit card. Cards are tokenized — the card number never touches our servers, which materially shrinks our PCI scope and yours. Refunds, partial refunds, and voids work through the same interface as the original sale. Settlement reporting is automatic and reconcilable. A high-risk transaction queue holds anything the risk model flags so you can review before settling.

- ◆ Tobacco-friendly processor
- ◆ ACH + credit card
- ◆ Card tokenization (PCI scope reduction)
- ◆ Refunds & partial refunds
- ◆ Voids before capture
- ◆ Automated settlement reports
- ◆ High-risk review queue
- ◆ Authorize.net optional fallback

MODULE 5.13

Age Verification — BYO Provider

You bring your own age-verification provider account — Persona, Veriff, or AgeChecker.net are supported on day one. Boxpress orchestrates the redirect, handles the callback with HMAC signature verification, and gates checkout based on the result.

MODULE 5.14

Proof Points (Marketing Automation)

A whitelabeled marketing automation engine sitting on top of your customer database. Pre-built workflow templates for the eight things every cigar business needs and never gets around to building: welcome series for new customers, abandoned cart, win-back for lapsed buyers, post-purchase review requests, drop-claim reminders, event invitations, event reminders, and post-event follow-ups. Triggers fire on Boxpress domain events — order placed, customer created, drop allocated, event RSVP'd — so nothing has to be polled or scheduled manually.

Email, SMS, and voice broadcast all live in one place. Unsubscribe handling is automatic and CAN-SPAM compliant. Templates use the same brand tokens as your storefront, so you do not maintain two versions of your visual identity.

- ◆ Pre-built workflow templates
- ◆ Trigger on domain events
- ◆ Email + SMS + voice broadcast
- ◆ One-click unsubscribe
- ◆ STOP / UNSUBSCRIBE handling
- ◆ Brand-token templates
- ◆ A/B testing on subject lines
- ◆ Per-workflow analytics

MODULE 5.15

Bilingual — English & Spanish at Launch

Full English and Spanish localization for the storefront and the wholesale portal. Locale routing — your Spanish content lives at /es/ . . . URLs that search engines can index separately. An auto-translation pipeline keeps Spanish in sync as you publish English; manual overrides on any string let you correct nuance, regionalisms, or the inevitable place where a literal translation lands wrong.

- ◆ EN + ES storefront localization
- ◆ Locale-prefixed routing
- ◆ Auto-translation pipeline
- ◆ Per-string manual overrides
- ◆ Localized email + SMS templates
- ◆ Bilingual customer support fields



Chapter V

Security & compliance.

Per-tenant Postgres. AES-256-GCM at rest. Fail-closed webhooks. Atomic checkout. Adversarial audits with the findings written down. The list is long because the answer to "is my data safe" should never be a sentence.

TEN THINGS THAT PROTECT YOU

The architecture of trust.

01 Multi-tenant data isolation, Pattern 2 strict

Every customer install gets its own dedicated Postgres database. **Not row-level security in a shared database. Not "trust us" multi-tenancy.** Physically separate databases per customer. If your competitor is also a Boxpress customer, your data and theirs never touch the same database server. A bug in our application code that leaked across the tenant boundary would still hit a database that does not contain anyone else's data.

02 Per-tenant rotating magic-link secrets

When Boxpress support needs to access your install — and that only happens at your written request — the access token is signed with **your install's unique secret**, not a shared master secret. One compromised install cannot impersonate another. Tokens expire in five minutes. Single-use is enforced via JTI tracking against a Redis cache that rejects replays. Every magic-link issuance, redemption, and expiry is audited on both sides of the boundary.

03 AES-256-GCM encryption at rest

All sensitive fields are encrypted at the application layer before they hit the database. Integration API keys, age-verification credentials, magic-link secrets, tobacco license numbers, federal EINs — all encrypted with AES-256-GCM using per-tenant keys derived from a hardware-backed key management service. **Database compromise alone does not yield plaintext.** An attacker would need both the encrypted ciphertext and a separate, hardware-protected key.

04 OWASP Top 10 coverage

Comprehensive, defensible coverage against the OWASP Top 10. Injection (SQL, NoSQL, OS command) is blocked by parameterized queries, ORM enforcement, and an allow-list shell layer. Cross-site scripting (stored, reflected, DOM) is blocked by output encoding at every render boundary and a strict Content-Security-Policy. CSRF, IDOR/BOLA, SSRF, and open redirects each have dedicated middleware. Broken access control is the failure mode we audit hardest.

05 Adversarial security audits — with the findings written down

Our last adversarial audit ran across seven pillars and surfaced 35 issues. **All criticals and highs were resolved within 24 hours.** Mediums and lows were closed within the standard remediation windows. Findings, severities, root causes, and resolutions are documented and available to enterprise customers under NDA. We do not market the audit. We let you read it.

06 Webhook signature verification — fail closed

Every webhook receiver — FluidPay, Resend, age-verification providers, Stripe (used only for our SaaS billing) — verifies an HMAC signature on every payload using timing-safe comparison. **A missing signature returns 401. An invalid signature returns 401.** Replay attempts within the timestamp window are rejected. We never silently accept an unsigned webhook on the theory that it "looked right." Fail closed is the only safe default.

```
POST /webhooks/fluidpay
X-Signature: t=1735689600,v1=9f7a...
Status: 401 Unauthorized (no header → reject)
Status: 401 Unauthorized (timing-mismatched HMAC → reject)
Status: 200 OK (valid + within 5-min window)
```

07 Atomic business-logic operations

Concurrency-safe checkout. Inventory decrement, coupon redemption, drop-allocation claims, wholesale credit checks — all wrapped in database transactions with row-level locking. **No overselling. No double-spending. No drop allocations claimed twice.** The cost of getting this wrong in a cigar business is measured in customer relationships, not just refunds, and we treat it that way.

08 CAN-SPAM compliant outbound email

One-click unsubscribe in every transactional and marketing email. RFC 8058 List-Unsubscribe and List-Unsubscribe-Post headers so Gmail, Apple Mail, and Outlook render the native unsubscribe button. Inbound STOP and UNSUBSCRIBE replies are processed automatically by the inbound mail handler. A physical mailing address is rendered in the footer because CAN-SPAM requires one.

09 PACT Act and 50-state OTP compliance — built in, not bolted on

Every order has the data fields the PACT Act requires. **Every state's OTP rate is tracked and updated when states change them.** Filing-ready reports generate monthly. License expiry alerts fire at 30, 60, and 90 days. We will not file your taxes for you — that is your accountant's job — but we will hand them a clean report instead of a pile of CSVs.

10 Customer data ownership — yours, in writing

Your customer data is your data. CSV export at any time. Full database dumps available on request. **We never sell customer data, we never aggregate it for resale, and we never use it to train AI models — internal or external.** The contract says so. The default in the platform is to forbid it. The architecture makes it hard to do even if someone here decided to try.

A NOTE ON THE DESTRUCTIVE COLOR

Throughout this brief, the deep maroon you see in callouts like this one is reserved exclusively for warnings — security-critical guidance you should not ignore. We use it sparingly so it keeps its weight when it appears.

CHAPTER VI · THE HONEST COMPARISON

Why operators leave the platforms they're on.

We are not hostile to the platforms below. They are good at what they were built for. They were not built for cigars. Here is what that means in practice.

PLATFORM	WHY OPERATORS TRY IT — AND WHY IT BREAKS	WHAT BOXPRESS DOES INSTEAD
Shopify	It's the default for new e-commerce, and the theme ecosystem is excellent. Operators try it because everybody starts there. It breaks for cigar businesses because Shopify's tobacco policy explicitly disallows the category in most cases, and stores in the gray zone get suspended without notice. We have heard this story dozens of times. It usually starts with the words "I came in on a Monday and —"	Built for cigars from day one. No risk of policy reversal because the policy is the product. FluidPay relationship for tobacco-friendly card processing. Drops, allocations, OTP, and PACT Act native to the schema, not bolted on through an app store.
Square	Operators reach for Square because the POS hardware is good and the brand is friendly. It breaks because Square's risk team treats cigar volume as elevated risk by default. Funds get held during "compliance review," accounts get frozen, and the customer-service path is a chat window with a person who has never sold a cigar.	A payment processor that wants tobacco volume, not one that tolerates it until the next risk review. POS that runs in a browser on hardware you already own, so switching does not mean buying new tablets and readers.
	Technically allows tobacco. Operators try it as a Shopify	The cigar-specific half is the product, not a roadmap item.

THE FIVE-LINE POSITION

What we say about ourselves.

One. Built for cigars from day one — not tolerated by a generic platform until the next risk review.

Two. A payment processor relationship (FluidPay) that wants tobacco volume, with Authorize.net as a fallback option.

Three. Compliance built in — PACT Act, 50-state OTP, age verification orchestration, license expiry tracking.

Four. Industry-specific features that no horizontal platform will ever build — drops, allocations, sales reps, lounge events, lot aging.

Five. We will never deplatform without talking to you first. Written into the master services agreement.

You can run an entire cigar business — brand, lounge, wholesale, online, field sales — through one set of credentials. That is the point of Boxpress.

— WHAT BOXPRESS IS, IN ONE SENTENCE

The rest is detail. Tier the modules to your stage of business, plug in the integrations you already use, keep the data you already collected, and stop paying four vendors for the half-overlapping pieces of one job.

CHAPTER VII

Pricing.

Everything in. No tier walls.

\$497 /month

FLAT — ONE PRICE, EVERY FEATURE

Why one price?

We don't believe in artificial tier walls. You either need a real cigar commerce platform or you don't. One price. Every feature. No upsell games.

- ✓ Storefront, checkout, and product catalog
- ✓ POS — browser-based, unlimited registers, camera barcode scanning
- ✓ Wholesale portal — unlimited B2B accounts with net-terms billing
- ✓ Sales rep mobile app — unlimited reps, GPS-confirmed visit logs
- ✓ Drops + allocation engine — pre-release units to specific accounts
- ✓ Events engine + paid/free ticketing
- ✓ All 50-state OTP filing prep + monthly PACT Act reports
- ✓ Tobacco license tracking with 30/60/90-day expiry alerts
- ✓ Lounge locator — public Mapbox-powered store locator
- ✓ PDF Studio — sell sheets, retailer one-pagers, allocation announcements
- ✓ Proof Points marketing automation — workflow templates
- ✓ Bilingual EN + ES storefront
- ✓ FluidPay payments (cigar-friendly processor)
- ✓ Persona / Veriff / AgeChecker.net age verification orchestration
- ✓ Custom domain + per-tenant theme system
- ✓ Per-tenant Postgres database — your data, fully exportable
- ✓ White-glove onboarding — 14-day getting-started program
- ✓ Founder Slack channel access
- ✓ 14-day free trial — no credit card to

CHAPTER VIII

The first fourteen days.

A real onboarding plan, written so an operator can read it on a Sunday and know what each weekday looks like. Not aspirational. Doable.

- ◆ **00**
SIGN UP You sign up at `boxpress.io/sign-up` and a magic-link email lands in your inbox pointing at your fresh, dedicated install.

- ◆ **01**
BRAND Upload your logo, set your two brand colors and your headline font, and pick a default product card layout. Your storefront looks like yours within an hour.

- ◆ **02**
FIRST PRODUCT Import your first SKU through the spreadsheet uploader or the API. Variants, photos, descriptions, vitola, ring gauge — it all maps without custom-field gymnastics.

- ◆ **03**
PAYMENTS Connect your FluidPay account. The OAuth-style handshake takes about ten minutes including the time to find your merchant ID.

- ◆ **04**
END-TO-END TEST Place a real test order from your phone, charge a real card for a real \$1.00, refund it from the admin, and watch the inventory and ledger move correctly.

- ◆ **07**
COMPLIANCE WALK A 30-minute call with the founding team to walk through PACT Act, the OTP states you ship into, and the age-verification provider you want to wire up.

- ◆ **09**
MARKETING ON Turn on the welcome series, the abandoned-cart workflow, and the post-purchase review request. Three workflows that pay for the platform on their own.

- ◆ **12**
LIVE Cut over your DNS to your custom domain. Real customers can buy from you. The old store can stay up as a redirect for as long as you like.

- ◆ **14**
TRIAL Your free trial closes and your selected tier starts billing. You can downgrade, upgrade, or cancel without penalty at any point.

CHAPTER IX · THE QUESTIONS WE ALWAYS GET

Frequently asked.

Q.01 Will you ever deplatform me without warning?

No. The promise — "we never deplatform without a conversation" — is written into the master services agreement, not just on the website. If something changes that puts your business outside our risk profile, you get a phone call from a human who has actually used the product.

Q.02 What happens if I outgrow my plan?

Plan upgrades are seamless and prorated. Your data, your customers, your domain, and your settings stay exactly where they are. You will get a heads-up email at 80% of your tier ceiling so the upgrade is never a surprise.

Q.03 What if I want to leave?

You leave with all of your data — full database dump, all media files, all customer records, all orders, all compliance reports. We will even help you migrate to whoever you're going to next, including the boring parts like CSV reformats and DNS cutovers. There is no contractual lock-in beyond the month you are in.

Q.04 Is my data really mine?

Yes. Per-tenant Postgres database. Full export through the admin UI at any time. Database dumps available on request. Contractually we do not sell, aggregate, or train AI models on your customer data.

Q.05 Do you take a percentage of my sales?

No. Flat monthly fee only. FluidPay's processing fees are paid directly to FluidPay and are not marked up by Boxpress.

Q.06 Do I need a developer to use Boxpress?

No. The whole platform is no-code through the admin UI — theme, products, pricing tiers, workflows, events, drops, compliance settings. If you want to write code against the API, you can. You do not have to.

Q.07 What payment processors do you support?

FluidPay primarily, because they actually process tobacco. Authorize.net is supported as an

Q.08 What about shipping carriers?

USPS, UPS, FedEx, and EasyPost are supported natively. ShipStation and Pirate Ship are integrated for operators who already have those accounts. PACT Act adult-signature requirements are configured per-carrier and per-state.

Q.09 What about taxes?

Avalara and Sovos are integrated for general sales tax. PACT Act and OTP filings are handled by Boxpress's native compliance modules.

Q.10 How does support work?

Email on Starter. Priority email on Growth. A dedicated Slack channel with the founding team on Scale. Jake is reachable on every tier — at cigars@boxpress.io — but the SLA tightens as the tier goes up.

Q.11 Can I see what other Boxpress customers built?

Yes. Fathom & Fury Cigars at fathomfury.com is the flagship public install — and Jake's own company, which is why it sees every feature first.

Q.12 Do you store credit card data?

No. FluidPay tokenizes cards at the point of capture. We hold the token. The card number never lands on a Boxpress server, which materially reduces our PCI scope and yours.

Q.13 Are you SOC 2 compliant?

In progress. SOC 2 Type 1 attestation is targeted for Q3 2026 and Type 2 for Q1 2027. The control framework is already in place; we are running the observation window.

Q.14 Do you use AI?

Behind the scenes, for translation, content suggestions, and security auditing. **Customer data is never used to train external models** and our internal use is governed by the same per-tenant isolation as everything else.

CHAPTER X

Three doors. All of them open.

However you like to evaluate software, one of the doors below leads to the right next conversation.

I Book a 30-minute demo

I

Live walkthrough of the full platform with a member of the founding team. We share the screen, you ask the questions.

boxpress.io/book-a-demo

II Start a 14-day free trial

II

Your own dedicated install in about ninety seconds. No credit card. No sales call required.

boxpress.io/sign-up

III Talk to the founder

III

Jake reads and answers every email. Send the question, the situation, the gripe — whatever's on your mind.

cigars@boxpress.io

We won't pitch you. We'll show you what we've built and let you decide.

— JAKE MCCLUSKEY, FOUNDER



END OF VOLUME ONE

Boxpress.io

boxpress.io

Built by cigar people, for cigar people.

2026

V1.0

NORTH DAKOTA

