

Braida Founding Braider Pack

Everything you need to know before you join.

Who is Braida?

Braida is a marketplace app connecting clients with hair braiders — built to make booking easier for clients and easier to manage bookings, deposits, and payments for braiders.

Built by braiders, for braiders. Braida is founder-led and built in Australia — created by people who understand what braiders actually need.

Why are we building it?

Right now, booking a braider means scrolling through Instagram DMs, flyers, and word of mouth — with no easy way to check availability, pay a deposit, or know who you're dealing with. We're building Braida to fix that: one place to search, book, pay, and get reminders, for clients and braiders alike.

What stage are we at?

Braida isn't live yet. We're currently onboarding our first group of founding braiders ahead of launch — that's you. Your feedback and early sign-up help shape how the platform actually works.

How does Braida make money?

Braida runs on a **pay-as-you-earn** model — not a subscription.

- **No sign-up fees. No monthly fees. No cost to join or list your profile.**
- You only pay when you actually get a booking — a small commission on each completed booking.
- If you don't get bookings, you don't pay anything. There's no bill sitting in the background whether you use the platform or not.

Exact fee details will be confirmed and shared with you before the platform goes live and

before any booking is processed.

What will it cost me as a braider?

- No cost to create your Founding Braider profile or to be onboarded now.
- Once bookings go live, a small commission applies per completed booking (covers payment processing and platform costs) — we'll confirm the exact rate with you before launch.
- There will also be an optional "Pro Braider" tier later on for braiders who want extra visibility in search results — this is optional, not required to use the platform.

How do payments work?

- Clients pay a deposit to secure a booking, and pay the remaining balance once the service is complete.
- Payments run through Stripe, a secure payment processor used by major platforms worldwide.
- Payouts go to your own connected account, and we're finalising the exact payout timing (e.g. deposit released once the cancellation window closes, balance after job completion).
- For reporting purposes, we collect your bank details — these are kept encrypted and are never shared or stored in plain text.

Your data and privacy

All details we collect are for reporting purposes. We take your security seriously — all data we hold is encrypted and protected. We don't give out or sell your data. All content and information you share with us belongs to you.

Who handles customer disputes?

Braida will have a review/dispute process — if a client leaves a review you disagree with, you'll be able to respond publicly and raise a dispute for us to review. We'll share the full policy before launch.

What information do you collect from me?

Basic details for your profile: name, location, Instagram, specialities, portfolio photos, services, approximate pricing, and availability. Nothing beyond what's needed to build your public profile and manage bookings.

What happens to my Instagram or content?

Nothing changes. Your Instagram stays yours. If we'd like to feature your work (e.g. a "Braider of the Week" post or portfolio photos on your Braida profile), we'll always ask first.

When does the platform launch?

The first release of the app will be out at the end of September. As a founding braider, you'll get access to the app and get to give your feedback before it goes live for clients.

Benefits of being a founding braider

- **Early access** to information and features before anyone else.
- **Discounts** when our online hair store launches.
- **A say in how Braida is built** — your feedback directly shapes the platform before it goes live.
- **Founding Braider status** — recognised as one of Braida's first 100, with priority placement when we launch.
- **Guaranteed spot** — as a founding braider, you're locked in with a guaranteed profile spot on Braida from day one.

What happens if I change my mind?

No obligation. You can step back from the founding group at any time before launch — just let us know.

Next steps for you

1. We'll prepare your Founding Braider profile from the details you share with us.
2. We'll notify you when your profile goes live so you can review it. If anything is amiss, you can simply adjust the details provided and your profile will update.
3. You'll be one of our first 100 founding braiders — helping shape Braida before anyone

else sees it.

Questions? Message us any time — we're building this in the open, and your feedback matters.