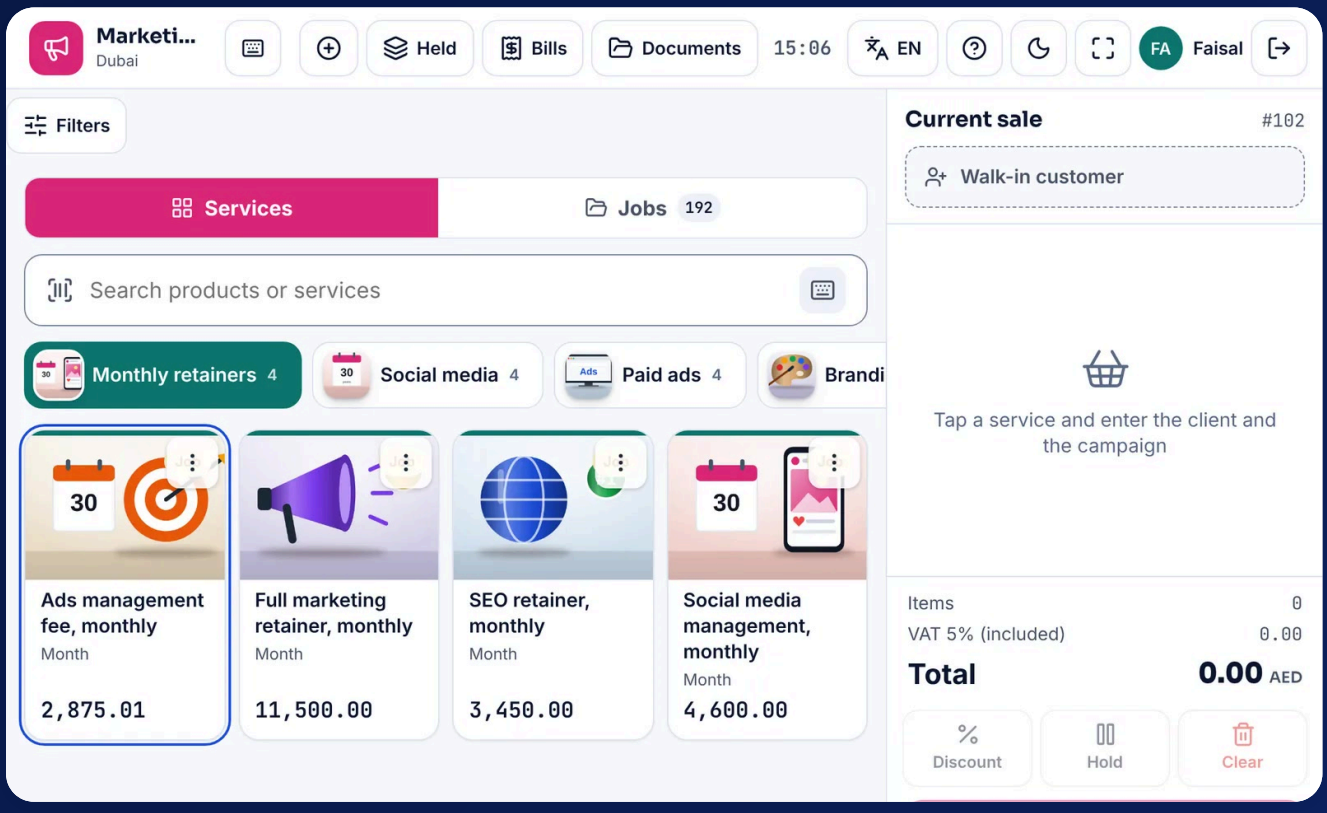
StartERP
AI BUSINESS OS

USER GUIDE · UNITED ARAB EMIRATES

Marketing Agency Billing & Project Software

Step by step, from opening your account to your first sale, your tax invoices and your VAT return. The steps and button names are the app's own.



In this guide

Social, SEO and ads retainers, campaigns, branding, web and video jobs billed with the client and campaign, and an Agency dashboard.

1 Creating your account

2 Services

3 POS basics: selling at any terminal

4 Marketing Agency POS

5 Keyboard POS

6 Agency dashboard

7 VAT return

8 AI assistant chat

9 Help when you need it

1 Creating your account

Start a 15-day free trial in four tabs: Business, Address, Account and Plan. A progress bar shows how far you are; on Plan pick your modules, see the cost, check your details and create the account.

/register

1. Business tab: enter the registered company name in English and in Arabic exactly as on the Commercial Registration, the VAT number, CR number, store mobile and business category (listed A to Z; type in the search box above the list to find yours), then press “Continue to address”.
2. Account tab: enter the owner’s full name, email, owner mobile, a password and confirm it, then press “Continue to plan”.
3. Plan tab, Modules and cost: choose Subscribe (the cheapest to start, paid upfront at the start of each month or year) or a one-time licence with a yearly renewal, tick any add-on modules and set the POS terminals and Monthly / Yearly. The green “Included in every store” cards are the modules every store gets at no extra cost; the info icon on any card opens what the module does, its screens and a clip. “Your cost” shows the first payment and the renewal, before and with VAT; with a licence it also shows the subscription price and “Subscribe instead”.
4. Under “Check your details” look over your business, address and account; “Edit” opens that tab. Tick the terms checkbox and press “Create account”.
5. On “Your account is ready” press “Continue to setup” (or wait a moment) to open the onboarding wizard.
6. Confirm your email: we send a 6-digit code to the address you entered. Your store opens at once; within 72 hours press “Enter the code” on the banner at the top, type the code and press “Confirm and continue”, or press the button in the email. Sending emails, WhatsApp messages and invitations waits until then, and after 72 hours the app asks for the code before it opens. A welcome email follows.

TIPS

- Accounts are made by people only: bots, AI agents and scripts are refused, and so are throw-away email addresses (Mailinator, YOPmail, 10-minute mail and the like). Use your own work or personal email. If “We could not confirm that a person is using this page” appears, reload the page and try again.
- When StartERP shares its prices on request, Plan shows no prices: pick your modules and hardware, and keep “Send me a price for these modules when I create my account” ticked to get a quote by email with your new account. Not ready to sign up? Fill in your name, email and mobile on Account and press “Only send a price request”.
- Every add-on card has an Add button; once the module is added it says Remove, and one press takes it off again.
- “Continue” checks only the open tab. You can open any tab at any time, and “Back” or a tab never loses what you typed. A tick marks a finished tab and a red mark a tab with a mistake.

2 Services

Labour, diagnostics and other non-stock items you sell. A service has a price and VAT but no stock, so it never runs out.

/app/services

The list

1. Search services by name or code.
2. Filter by Service category or Retail price.
3. Click “New service” to add one, or click a row to open it.
4. Use a row’s menu to “Duplicate” a similar service.

TIPS

- The cards show total services, average price and how many were used on invoices this month.
- Product vs service: products are counted in warehouses and need purchases; services are only sold.

Adding one

1. Enter “Name (EN)” and “Name (Arabic)”; leave “Item code” empty for the next code.
2. Pick the “Service category”, the “Unit” (e.g. Each / Per visit or Hour) and “VAT %”.
3. Under “Service category”, “+ Create new service category” adds one and picks it; “Edit list” adds, renames or deletes service categories without leaving the form.
4. Optionally set the “Duration”, the “Delivery mode” and “Booking / appointment required”, and describe the service.
5. On “Pricing”, enter the retail price ex. VAT or inc. VAT.
6. Optionally add images, then press “Create”.

TIPS

- Services have no Inventory, Barcode or Set tabs and are never deducted from stock.
- On a repair job, labour is usually entered as the “Labour charge”, but you can also add a service as a line.

Opening one

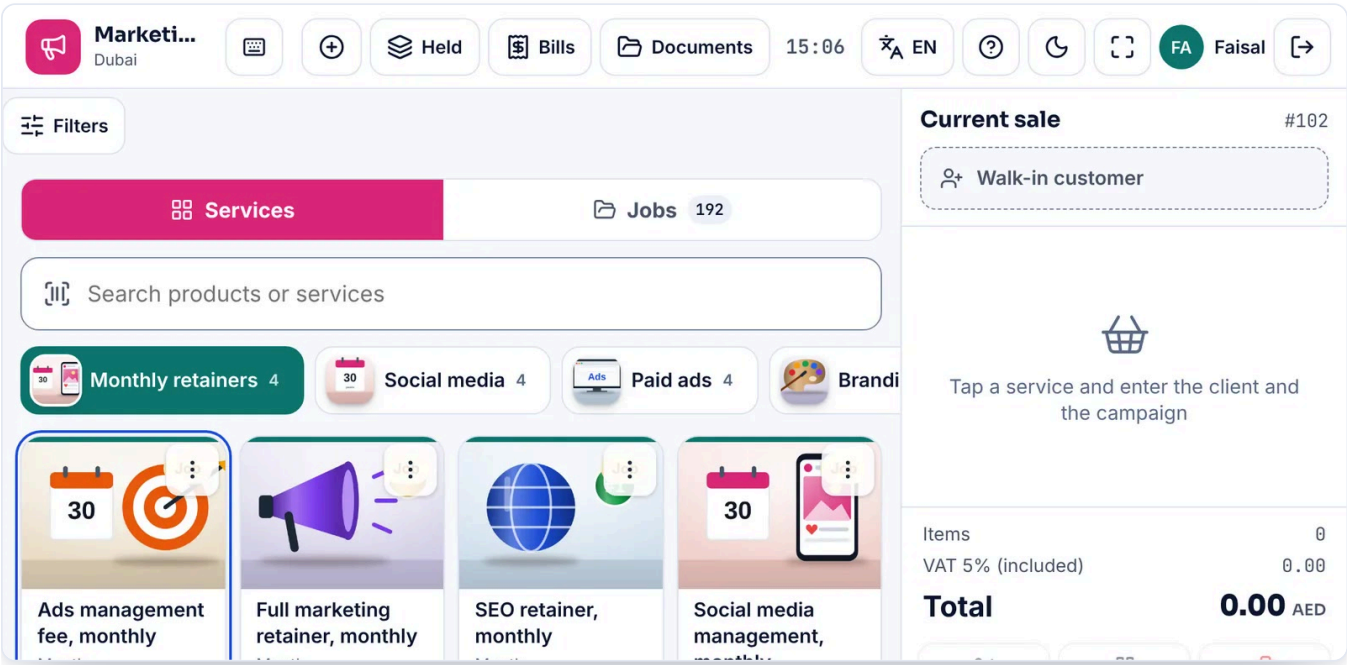
1. See the retail price inc. VAT and the quantity sold in the last 30 days.
2. Open the Sales, Quotations and returns tabs to see where the service was used.
3. Open “Analytics” for the sales trend and top customers.
4. Use “Edit”, “Duplicate” or “Delete” at the top.

TIPS

- There is no stock movement tab for services because nothing is stored.
- “Share WhatsApp” sends the service name and VAT-inclusive price to a customer.

3 POS basics: selling at any terminal

Every terminal shares the same cart, payment screen and receipt. Learn them once and you can work any counter.



1. Tap an item tile (or scan its barcode) to add it to the cart. Items with "Options" open a picker for size, add-ons and a note.
2. With a USB or Bluetooth barcode scanner, just scan: the item goes into the cart with no tap, even when the search box is not selected (after tapping a tile, a tab or the cart). Scan it again for one more. A short beep and a green search box mean it was added; a low buzz, a red box and “Barcode not found” mean no product has that barcode, code or part number. Scans are ignored while you type in another box (such as the amount on the payment screen) or while a window is open. Items this device has already shown are still found by barcode when the internet drops.
3. Type in the search box and the tiles show the matching items at once, with the words you typed marked. Enter adds an item whose barcode or code you typed; on a name the text stays and the tiles keep its matches, so you tap the one you want. A code that is not found buzzes and turns the box red.
4. Too many filter rows above the items? Tap "Filters" (in the top bar on a wide screen, just above the items on tablets and phones, beside the search on the industrial counters): "Show filters" hides or shows every filter bar at once (category tabs, product types, and on the industrial counter the category, brand, type, size and material rows), and the ticks below hide or show each bar on its own. A hidden bar stops filtering, so the grid goes back to all items (or the "All" tab) and search still finds everything. The choice is kept on this device for you and this terminal; the number on the button says how many bars are hidden.
5. Tap a cart line to change it. The editor names the line ("Editing line 1 of 2") and shows its unit price "excl. VAT" and "incl. VAT"; pick "Quantity", "Price excl. VAT" or "Price incl. VAT". The box shows the current value: type a new one to replace it, or use ⌫ / C to edit or clear it, on the keypad or keyboard; the other price (with or without VAT) and the new "Line total" show below as you type. Tap "Apply qty" / "Apply price" or press Enter. − / + step the quantity, × or Esc closes without changing, and the bin removes the line. The ↑ and ↓ buttons beside it move the line up or down the cart; the receipt and the invoice keep that order.

6. Every terminal opens on the "Walk-in customer", so you can tap items right away; an empty customer field is always a walk-in sale. To bill someone else tap "Walk-in customer" to search by mobile, name or VAT number, or add a "New customer"; the × beside a chosen customer puts the bill back on walk-in. On the trading and industrial counters tap "Choose customer" (the button "Change" once one is picked). An on-account or part-paid sale, a quotation and a B2B tax invoice with the buyer's VAT number still need a named customer, and so do tailoring orders and salon packages kept on the client's card.
7. Tap "Discount" and choose % or an amount, pick a preset or type a value, then "Apply". A discount can never exceed the cart total.
8. Tap "Hold" to park the sale and serve the next customer; open "Held" in the top bar and tap "Resume" to bring it back.
9. In the StartERP desktop app the printer button next to it lists the printers of this device ("No printer connected" when there are none). The PDF icon saves the sale and downloads its invoice PDF.
10. To change the default receipt, pick another format in "Default print format" at the bottom of the payment screen: it is saved at once (store administrators: for this terminal on every device; managers: for their own till). Or tap the settings icon next to it (or "Print Center" in "Details" on the last sale), pick the paper, template, printer, copies and language and tap "Save as default". Every next sale prints that way.

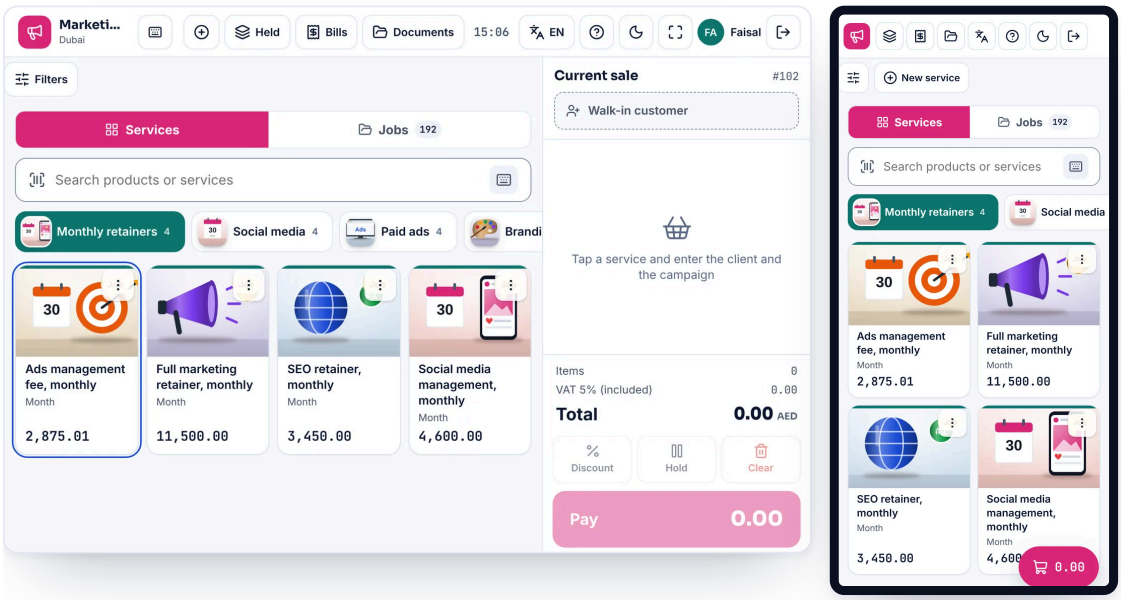
TIPS

- Terminals that sell services (workshop, car wash, salon, barber, tailors, clinics, agencies and other service trades) have small “Service” and “Product” buttons in the top bar (“New service” only where the business sells no goods): they open the service or product form over the terminal, with the fields your business category uses, and “Add to ticket” puts the saved item on the open sale. To change an item on the ticket, tap its line, then “Item” → “Edit service” (or “Edit product”). Only users whose role may create or edit products see these. While the terminal has no products of its own, “Starter list” in the top bar adds the starter items.
- Item tiles show a picture of the product: starter products come with a ready-made one, and any product can have its own (edit the product → “POS picture”). Pictures load as you scroll; a product with no picture shows its icon.
- Typing a price "incl. VAT" on a terminal whose prices are excl. VAT (or the other way round) keeps the price you typed exactly: the other price is worked out at the VAT rate and the invoice carries the price excl. VAT. Terminals with prices excl. VAT also show each item's price "incl. VAT" on its tile and cart line.
- While the card machine works the till shows "Waiting for the card...". "Cancel payment" stops it on the machine, "Send again" retries a declined card and "Record by hand" lets you type the approval number instead. With several machines the cashier picks one; the till remembers it.

4 Marketing Agency POS

For marketing, advertising and digital agencies: social media, SEO and ads management retainers, content calendars, reels and influencer campaigns, ad campaign set-ups, branding, websites, photo and video shoots, consulting hours and media bought for the client, with the campaign and account manager on every line, a Jobs board and the Agency dashboard.

/pos/mktagency



1. Pick a tab (Monthly retainers, Social media, Paid ads, Branding & design, Website & SEO, Photo & video, Consulting hours, Media & production costs) and tap the service.
2. Type the client and, where asked, the campaign or project, the account manager and the due, launch or go-live date, then tap Add. For consulting enter the hours as the quantity.
3. Bill a client "On account" for its retainer, then open "Jobs" to move each job: Brief received, In production, Client review, Delivered (or Cancelled).

TIPS

- Type the ad budget you spend for the client under Media & production costs so it is billed on the same invoice.
- Watch late campaigns and each account manager's hours on the Agency dashboard.

5 Keyboard POS

A second counter made for a till with a keyboard and a barcode scanner and no touch screen, in every business category: shops, supermarkets, pharmacies, fashion, jewellery and spare parts, trade and building counters, restaurants and cafés, salons, spas, gyms, clinics and gaming lounges, service desks, hotels, showrooms and tailors. Type or scan a code, press Enter, and pay with F10 F10. Every action has a key, so the mouse is never needed. It is part of the POS module at no extra charge.

/pos-keyboard

1. Open it from Sales → Keyboard POS, the Keyboard button on the touch counter's top bar, the small keyboard button on the POS shortcut, or Alt+Shift+K (⌥⇧K on a Mac) from any screen. The till remembers the choice: POS opens the keyboard counter until you press Alt+Shift+V for the touch counter.
2. Scan or type a barcode, part no. or code and press Enter. 5*CODE adds five, and *3 changes the last line to three. Search as you type: from two letters, the matching items show under the box with their code, stock and price, without pressing Enter; ↓ ↑ choose one and Enter adds it (5*name adds five), a tap or click adds it too, PgDn opens every match in Find item (F3) and Esc goes back to the box. The list shows Price excl. VAT and Price incl. VAT, and Alt+Shift+O (or its gear) opens its own Table settings. A lone match goes on with Enter. Alt+Shift+J shows the history of the chosen line, or of the highlighted row in the list or in Find item: its sales, quotations, purchases and every stock movement. In the quantity and price window (F4, F5), ← and → move between Quantity, Price excl. VAT and Price incl. VAT. A scanner's barcode and Enter still add the exact item at once. Enter on a name or part of a code opens no window: the text stays in the box with its matches, the first one chosen, and a second Enter adds it. The words you typed are marked in the matches. A search typed again, or narrowed with more letters, shows its matches at once. In Find item, Alt+Shift+O opens Table settings: show, hide or move columns such as brand, country, category or rack; with the Warehouse module on, Stock shows the main store and each warehouse. The customer picker (F2) has its own Table settings (Alt+Shift+O): phone, email, VAT and CR no., city, credit limit, balance and available credit.
3. Sold by weight (grocery, supermarket, butcher, bakery): the PLU alone asks for the kilos off the scale, 1.25*PLU adds 1.25 kg at once, and the scale's barcode label goes on at its weight. At a petrol station a fuel code (91, 95 ...) asks for an amount or litres (Alt+Shift+L switches), the pump and the car's plate; Tab moves between them and Enter adds.
4. ↑ and ↓ choose a line; + and − change it by one; F4 sets its quantity, F5 its price (a manager's PIN if your role cannot change prices) and Del removes it. Alt+Shift+↑ and Alt+Shift+↓ move the chosen line up or down the bill; the invoice keeps that order.
5. F2 picks the customer (trade accounts get their contract prices), F6 a bill discount (10% or an amount), F7 holds the bill and F8 recalls it, F9 starts a new bill.
6. F1 shows every key, the PDF user guide and the demo video. Change keys there gives any action a key of your own, kept on that till, the payment screen's actions (Save, Save & print, split, discount ...) included. The top bar has keys too: Alt+Shift+W new product or service, Alt+Shift+1 POS documents, Alt+Shift+2 light or dark screen, Alt+Shift+3 full screen and Alt+Shift+0 back to the ERP.
7. At a mobile phone shop a scanned phone asks for its IMEI: scan the IMEI barcode on the box label or type its 15 digits (a wrong check digit, or an IMEI already on the bill or sold, is refused). ↑ ↓ picks the colour, Alt+Shift+W adds the extended warranty and Alt+Shift+P the screen plan, and Enter adds the phone with its warranty date. A smartwatch or earbuds ask for the serial number (Enter skips it); a new SIM is sold on the touch counter.

8. Pharmacy: a brand or generic name in the code box (paracetamol) lists the matches with each medicine's generic name, strength and form. A medicine kept by the strip asks one strip or the whole box (B). With Batch & expiry dates each medicine asks for its batch, the one that expires first already chosen; an expired batch is never offered, and the batch and expiry go on the invoice line. With Prescriptions, Alt+Shift+G finds or records the prescription and a controlled medicine waits for it at F10; with Insurance claims, Alt+Shift+U bills the sale to the patient's insurer.
9. Booking counters (ladies salon, hair salon & spa, barbershop, Ayurveda spa, gaming lounges, ladies' and men's gyms, clinics, dental, acupuncture, Ayurveda clinic and hospital, hospital, car wash and workshop): a service asks who does it and when: the stylist, barber, therapist, trainer, doctor or technician (your employees whose job title fits) or the gaming station; ↑ ↓ or typing a name picks, Tab moves to the start time and minutes, Enter adds. The line says it (Amal · 10:30–11:15), Alt+Shift+G changes it on the last service, products go on at once, each stylist's commission is kept with the sale, and F10 asks the plate and odometer, the patient's file no. or the member no. where the counter needs them.

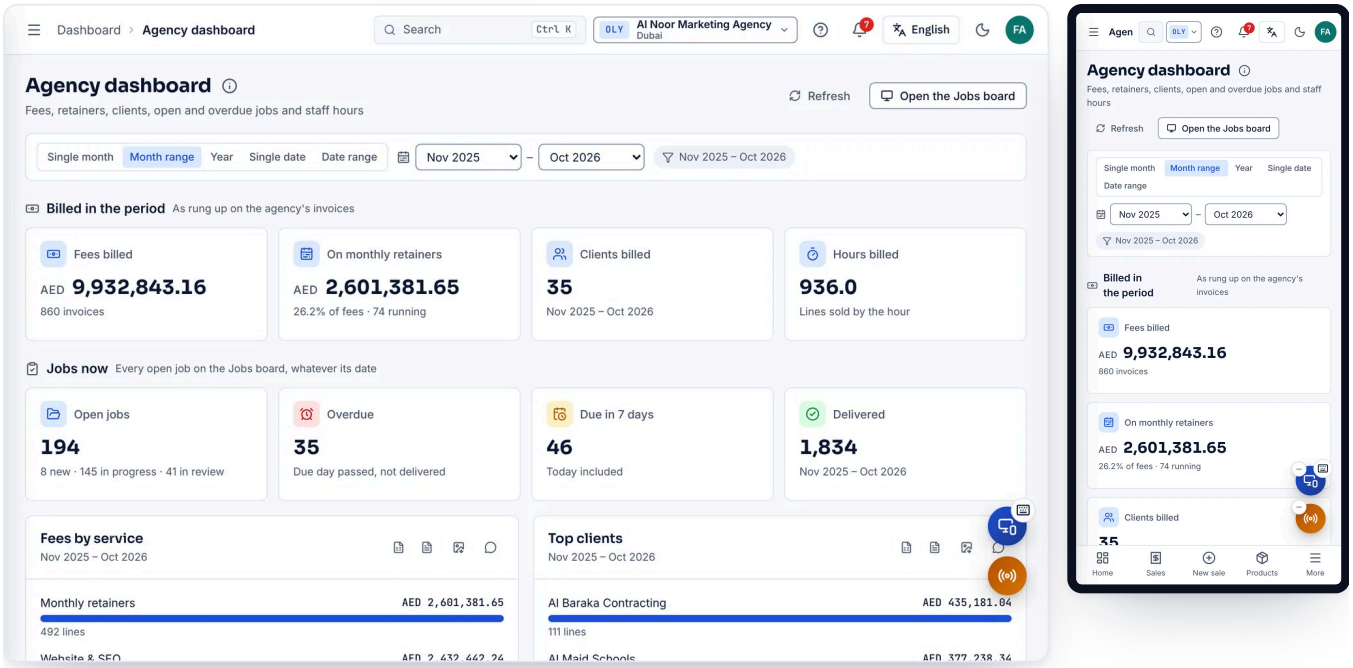
TIPS

- Every F-key action also has an Alt+Shift letter (Alt+Shift+F find, C customer, Q quantity, Y pay …) and Ctrl+Enter (⌘+Enter on a Mac) pays. They work on Windows, Linux and macOS in any browser, on a Mac keyboard without fn, and with an Arabic layout.
- Keys the computer or the browser keeps (Ctrl+T, Ctrl+W, Cmd+Q, Alt+F4, Alt+Tab, F11, F12, Alt+letter …) are never used and are refused when you choose your own keys. In the StartERP desktop app the browser's keys are free to use.
- Spare parts, Toyota, Isuzu, Hyundai and Honda parts and car accessories shops have it too: the code box also takes an OEM cross-reference number, labour and fitting jobs are added by their code like a part, prices include VAT as on the touch counter, and a customer with a VAT number gets a B2B tax invoice.
- The owner can turn it off in Settings → Store → POS terminal → Keyboard POS.

6 Agency dashboard

An accounting or marketing agency's figures for a period: the fees billed, the part on monthly retainers, the clients billed and the hours billed; the fees by service and the top clients; each staff member's fees, hours, open jobs and overdue jobs; and every open job on the Jobs board by step, with the overdue ones listed oldest first.

/app/dashboard/agency



1. Pick the period at the top: a month, a range, a year or specific dates. The job tiles count every open job whatever its date.
2. Press an overdue job to open its invoice, or Open the Jobs board to move it on at the till.

TIPS

- Amounts are as rung up on the agency's invoices (quantity × price less the line discount). Hours are the lines sold by the hour; enter the accountant or account manager on each line so the staff table and timesheets are right.
- A job is overdue when its due day (filing deadline, due or go-live date, retainer end) has passed and it is not delivered. This dashboard is only for Accounting Agency and Marketing Agency stores.

7 VAT return

It is built from the period's sales, sales returns, purchases, purchase returns and vendor expenses in your own currency, the same figures as the dashboard's VAT box. Part of the VAT return add-on.

/app/vat-return

1. Open Accounting → VAT return. Pick Quarterly or Monthly and the period; it opens on the last period that has ended.
2. Each box shows its amount, the adjustment (returns are taken off here) and the VAT. Press a box marked see documents to list the sales, returns, purchases or expenses behind it, and open any of them.
3. Under Adjustments, press Add adjustment for what the documents do not show, such as exempt sales, reverse charge on services bought from abroad or tourist refunds: pick the box, type the amount and VAT and the reason, and press Save. Type corrections from the previous period and credit carried forward where the form has them.
4. Download Excel, or press Print for an A4 copy of the return (store, VAT number, period, status, every box and the adjustments with their reasons; in Arabic when the app is in Arabic) that you can also save as PDF, and type its figures into the tax authority's portal; there is no direct filing.
5. Under Files for the tax authority, download the files your country takes: the sales and purchase tax register (Excel or CSV) everywhere, the FTA Audit File (FAF) in the UAE, GSTR-1 as JSON to upload on the GST portal (and its Excel sheets) in India, the FEC in France, the SIE 4 file in Sweden and the SAF-T Financial file in Norway and Denmark (the ledger files carry the store's registration number as the organisation number). They hold the same documents as the return, never non-VAT sales. The line above them says what you type into your authority's portal.
6. Once it is submitted, an admin presses Mark as filed. The return is kept exactly as filed and, with Journals, the period is locked up to its last day so nothing in it changes. Reopen lets an admin change a filed return; the lock stays until an admin changes it under Period lock.

TIPS

- A sale with VAT is a standard rated sale; one without VAT is an export when the customer's country is not yours, else zero-rated. A purchase with VAT from a vendor abroad counts as an import with VAT paid at customs. Set the customer's or vendor's country to have exports and imports sorted for you.
- In the UAE, pick the emirate of your standard rated sales; they go in its row of box 1.
- The VAT by period chart under the return shows the output, input and net VAT of the last months or quarters, so a period out of line stands out.
- If a document of a filed period changes later, the return warns you and shows the net VAT now, so you can file a correction next period.

8 AI assistant chat

StartAI is a chat with your store's AI assistant, on every screen: type, dictate or talk, and it answers from your real records with charts, tables and figures. It can compare your stores and prepare changes (a new customer, a new price...) that happen only when you press Confirm. Part of the AI assistant add-on.

/app/dashboard/bi

1. StartAI goes by a first name that fits the language you use and your store's country, shown at the top of its window and in its greeting. In English it takes the country's name: Mariam in the UAE, Meera in India, Olivia in the UK, and so on. Pick Malayalam and it takes a Kerala name, Devika (Urdu: Ayesha, Bangla: Nusrat, French: Camille, Arabic: Noura, unless your country already speaks that language and has its own). StartAI Radio's presenter has a name of their own the same way, such as Faisal, or Arun in Malayalam. Ask "who are you?" and it tells you its name.
2. Each name matches its voice: StartAI has a woman's name and speaks with a woman's voice, and StartAI Radio's presenter has a man's name and speaks with a man's voice. With the browser's own voice, a voice of the same kind is chosen when the device has one.
3. Press Ask StartAI, the round chat bot button at the bottom corner of any screen, to open the chat in a window; the size button at its top makes the window large or small again. If the button is in the way, press the small – on its corner to tuck it into a tab on the screen's edge; press the tab to bring it back (your choice is kept). Pick the AI model in the bar under the question box: the cheapest are first with the cost of a typical question, and the one you used last is picked for you.
4. Type a question and press Enter, or press the microphone to dictate it. The answer streams in with the steps the assistant took and any chart or table it drew.
5. Ask in your own words, for any period: "top selling products this month", "slowest products last quarter", "which category sold most in 2025", "who bought the most of this product", "unpaid invoices over 30 days", "stock value by warehouse" or "the cash account's ledger last week". Periods are worked out in your store's time zone, and every total is added up on the server over all your records, as on the reports.
6. To ask about a file, press the paperclip (or paste an image, or drop files on the question box) and attach up to 5 files: images, PDFs, text or CSV, Excel (.xlsx) or Word (.docx), 10 MB each. Ask your question, or just press Send to have the file read. Attached files are kept with the conversation; press a file's name to open it again.
7. Ask it to email someone: "email invoice INV-0012 to Al Noor", "send the purchase order to Gulf Supplies", "remind Al Noor about the unpaid invoices". It takes the address from the customer or vendor (or asks you), writes a short message and shows a card with To, Subject, Message and the document. Press Send and it goes from your store's own mail account with the document's PDF attached, as the Email button sends it. Set up Settings → Email → Outgoing mail (SMTP) first; the assistant tells you when it is missing. It prepares at most five emails per answer and 50 a day per store.
8. Open Conversations to go back to an earlier chat, or + to start a new one.

TIPS

- The assistant reads only what you can see in the app and can never delete anything.
- Until your store connects its own AI provider, StartAI answers with free models, for chat and Talk, up to a set number of answers a day; the line under the question box shows how many are left today. Connect a provider in Settings → AI models for faster, more accurate answers.
- In a demo store opened with your email address, StartAI answers from the demo's own records on the free models: figures, product sales, totals, lists and charts. Talk speaks with Gemini Live, and a Talk session counts as one question. It cannot change anything there or read files.
- Images and PDFs need a model that reads images (most Claude, GPT and Gemini models do); the assistant says so when the picked model cannot. Deleting a conversation deletes its files too.

9 Help when you need it

Every screen has a ⓘ help button. The Help center (Help in the menu) holds every topic of this guide and more, and StartAI answers questions about your own business.

1. Click a topic card to open it and read the steps for each section (list, creating / editing, record page).
2. Click “Go to this page” to open the screen the topic explains.
3. Click “Open in side panel” to keep the instructions open next to your work, including fields and related topics.
4. On any page, click the ⓘ beside the page title for a short note on what the page is for; “Show me how” in that note opens the full steps.

TIPS

- On any page, press F1 or ? or click the ? button in the top bar for help with exactly that page.
- The ⓘ note takes no space until you click it; Esc, a click outside it or its × close it again.
- The side panel follows the page: on a form it opens the “Creating / editing” section, on a record the “Record page” section; use the tabs to switch.
- If nothing matches your search, try a shorter word or the other language.

StartERP
AI BUSINESS OS

StartERP for Marketing Agency Billing & Project Software in the UAE

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