

THE OFFICIAL GUIDE

Everything The KIN App is building, in one guide.

A clear, no-fluff walkthrough of how The KIN App helps customers find and support Black-owned businesses — and how owners use it to grow.

29 U.S. Cities

Black-Owned, First

Live KINDEX Rankings

App Coming Soon

OUR MISSION

Keeping Black dollars in our community.

Why The KIN App exists, in the founder's own words.

"I grew up watching Black dollars leave our neighborhoods the second they were spent — showing up at businesses with the infrastructure to capture them, and never coming back around. The KIN App exists to put that same infrastructure in the hands of the independent, Black-owned businesses that are actually ours."

— Kelvin Taylor, Founder & CEO, KINVEST GUIDANCE LLC

I grew up in Atlanta, Georgia, in the heart of some of the most prominent HBCUs in the country — Spelman College, Morehouse, and Clark Atlanta University. My community started out as John Hope, and later became University Homes. There weren't many Black-owned businesses around us back then, so our money went elsewhere — spent at businesses outside our community that never put a dime back into it. Those Black dollars left, and they never came back. That's the gap I set out to close.

Over 13 years in field marketing and sales leadership — including Regional Manager at DSI Systems, Inc., collaborating with AT&T's National Account team across national retail and big-box chain doors throughout South Texas. Separately, I taught myself UX/UI design — the same skills I used to design and build The KIN App myself. Now across 29 U.S. cities, every business on The KIN App gets that same infrastructure to stabilize, scale, and lead their industry into the future.



Gold Success

Real visibility and real tools for independent businesses — not just a listing, a whole toolkit built for you.



Green Prosperity

Every Black dollar spent through The KIN App stays inside the community that earned it.



Community First

Built with real businesses as partners from day one, not designed in isolation and handed down.

HOW IT WORKS

From discovery to loyalty, in four moves.

The app stays focused on getting things done. Here's the shape of it.

1

Discover — find Black-owned businesses near you

A live map across 29 U.S. cities, built from public directories and real owner sign-ups — with a clear note wherever a listing isn't independently verified yet.

2

Engage — earn KINDEX for showing up

Every visit, review, and connection builds a real, public KINDEX score — for members and businesses alike. No pay-to-win, just verified engagement.

3

Grow — give owners the tools big chains have

Analytics, boosted visibility, location beacons, AI-assisted marketing, and a Marketplace to sell directly (coming soon) — the infrastructure independent businesses are usually priced out of.

4

Keep it local — every dollar tracked stays in the community

Spend tracking, saved places, and a shareable community-impact report turn "I shop local" into a real, visible number.

Being straight with you: businesses on The KIN App come from public directories and owner sign-ups — not every listing is independently verified as Black-owned yet, and we say so everywhere a listing appears. Reporting a listing that looks off is built in, not buried.

Find, support, and get credit for shopping local.

Everything a customer gets inside The KIN App.



Live business map

Every business on The KIN App plotted on a real map across our 29 launch cities, with category filters and search.



KINDEX Spotlight & score

A public, real-time leaderboard of top-earning businesses and members, moving with verified visits, reviews, and engagement.



KIN Quest

A map-based discovery game — find spots, verify your visit in person, earn recognition and KINDEX.



HBCU Spotlight

All 106 Historically Black Colleges and Universities, one featured every month — purely informational, celebrating what they've built.



Flash Drops

Time-boxed, capped-claim offers from real nearby businesses, live right on the map.



The Exchange

COMING SOON

A community feed where businesses post and members engage directly — built for real conversation, not passive scrolling.



Marketplace

COMING SOON

Browse and buy items and services listed directly by businesses, with a real cart, checkout, and order tracking — already built, held back until payment verification is finished.



Community Impact tools

Track what you spend at Black-owned businesses and generate a shareable impact report with a QR code.



Job Board

Local job listings straight from businesses on The KIN App — post, apply, and manage applicants in-app.



Community Events

Browse events by list or calendar, RSVP, and see who's going. Every event is reviewed before it goes live.



Verification you can trust

Black-owned, veteran-owned, women-owned, and locally-verified badges, plus an easy way to report a listing.



Loyalty Hub

A dedicated home for the perks and progress you're building with the businesses you support most.

The infrastructure big chains have — built for you.

What a claimed listing unlocks.



Claim & build your profile

Photos, categories, hours, and the delivery links customers actually use — DoorDash, Uber Eats, Grubhub, or your own.



Business Insights & analytics

Real performance data on your profile — views, trends, and engagement — so you know what's actually working.



Boost & map placement

Paid visibility tools including Boost and premium interactive map carousel placement.



Earned visibility on the Spotlight

Verified reviews and repeat visits move your KINDEX score and put you on the public leaderboard.



Location Beacon

Broadcast your real-time location — built for mobile and pop-up businesses without one fixed address.



Growth Tools & AI marketing

Power Hour promotions and AI-assisted marketing content, without needing an agency.



Flash Drops

Headline, discount, claim cap, a 1–3 hour window — live instantly on the map with a tier-based monthly allowance.



KIN Pro B2B COMING SOON

A separate lane inside The Exchange for supplier needs, wholesale, and collabs between businesses.



Sell on the Marketplace

COMING SOON

List items and services directly to members and manage orders from the same dashboard — already built, held back until payment verification is finished.



Trust badges

Black-owned, veteran-owned, women-owned, and locally-verified badges that travel with your profile everywhere.



KIN App Studio

COMING SOON

Request a custom app build for your own business — the request form is live today.



Post on the Job Board

Local job listings straight from your profile — post, review, and manage applicants without leaving the app.

KINDEX: reputation you can actually verify.

Every business and every member carries a live, public score from 0–850 that moves with real, recent activity — not a one-time average, not something you can buy.

Southside BBQ & Provisions
San Antonio

812

Golden Glow Beauty Bar
San Antonio

779

Eastside Roasters Co-op
San Antonio

741

Building 0–299

New, or coming back from a quiet stretch — more verified activity ahead to earn.

Growing 300–599

Real, steady engagement — verified reviews, check-ins, and repeat visits building up over time.

Thriving 600–850

Strong, sustained community trust the whole app can see, ranked in the open on the Spotlight leaderboard.

Built to resist gaming — every safeguard is enforced by the system itself:

No review without a real visit

A rating only counts if that member had a genuine, verified check-in there.

Movement is rate-limited

Scores can't spike overnight. Real momentum reads as a climbing trend.

Owners are excluded from their own score

A business owner's own review of their own business never counts.

Going quiet costs real points

A listing that's gone stale drifts down. An upheld report carries a real penalty.

KIN Quest: exploring your city, turned into a real game.

Every business on the map is a pin worth finding — and it rewards actually showing up, not just tapping a screen.

1

Find a quest pin nearby

Every business on the map can be a quest — browse and pick one to head toward.

2

Get real directions

One tap opens your phone's own map app with directions straight there.

3

Verify location once you're there

The "Verify Location" action only unlocks once you're actually standing at the business — proximity-gated, not a checkbox.

4

Build your KINDEX

A verified visit is the same verification a review needs to ever count toward a business's own score.

Trails & Crawls: some quests aren't just one pin. A KIN Trail strings together a handful of businesses around a theme — check in at each stop in any order, and finish with a badge and a KINDEX bonus. First one live now: the San Antonio Soul & Smoke Trail, three Eastside kitchens carrying on the city's Black-owned soul food and barbecue tradition.

PLANS & PRICING

Every business gets on the map. Higher tiers get seen first.

Start free on Community, or try Founding Local free for 14 days — no card charged until the trial ends.

Feature	Community Free	Founder \$29/mo	Founding Local \$59/mo	Premium Local \$99/mo	Elite \$149/mo
Marketplace listings COMING SOON	5 verified · 0 unverified	15	15	25	Unlimited
Marketplace commission COMING SOON	10%	8%	6%	4%	0%
Power Hour flash promos	—	1/mo, 30 min	2/mo, 35 min	2/mo, 45 min	4/mo, 60 min
Boost & map carousel	—	—	Weekly rotation	Weekly rotation	Always featured
Location Beacon	—	—	—	✓	✓
Analytics	—	Basic	Basic (views & trends)	Advanced + insights	Advanced + account manager
Support	Community	Community	Community	Priority	Priority + account manager

All tiers are month-to-month — cancel anytime from inside the app. Annual billing saves roughly two months' cost on every paid tier. Marketplace listing/commission figures show what each plan will include once the Marketplace opens — claim your business now and pick your plan on day one; claiming is free and takes about a minute.

READY WHEN YOU ARE

All of this, in your pocket.

The KIN App launches on iOS and Android soon. Join the list and we'll tell you the day it's live — or, if you own a business, claim your listing now so it's ready before anyone else sees it.

Claim your business → kinvestguidance.com/claim-business.html

See how it works → kinvestguidance.com/how-it-works.html

Executive inquiries → kelvin@kinvestguidance.com