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## Table of Contents

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To create your MICAMade account, you will need to sign-up [here](#). You will need to:

1. Fill in Your Email
2. Create and Confirm Your Password
3. Fill in Your Display Name
4. Fill in Your Location
Sellers are required to use their first and last name, or their business name, for their display name. The sellers' locations can be the city, state that they reside in, or is adjacent to them.

In addition to creating their account with the credentials above, if the seller’s email address matches their Facebook or Google account email address they can use Facebook or Google sign-in to access their account as well.

MICAMade highly encourages sellers to create a Bookmark or Favorite in their preferred web browser’s settings to save a MICAMade URL address for easy access. You can use this link to reference creating a bookmark/favorite in your web browser.
Your User Dashboard

To access your account after signing out, please use this link or click “Login” in the top header bar of the MICAMade Marketplace.
Your products page is where you can “Add a Product” and where your listings exist in your account. You can “Edit” and “Delete” your listings here.
Transactions:

Your transactions page is where you can track all your orders during fulfillment. In this section of your dashboard, your transactions are sorted between “Sellers”, “Customers”, and “Pending Transfers”.

In “Sellers”, you can find your orders that customers have placed for your items. You can track all your items at once, or organize them by order status:

- “Pending Responses”
- “Shipping Pending”
- “Sent”
- “Completed”
- “Cancelled”
This is also where sellers input their customer’s tracking information. To see more details of each transaction, click the small blue button with an "i" on it. This will display your customer’s order details.

<table>
<thead>
<tr>
<th>Date:</th>
<th>12/9/2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tracking Number:</td>
<td>9405 53689784 6416 1859 95</td>
</tr>
<tr>
<td>Order#:</td>
<td>#e54672a2</td>
</tr>
<tr>
<td>Product title:</td>
<td>Veggie Bunnies Tote Bag</td>
</tr>
<tr>
<td>Total including shipping:</td>
<td>$33.15</td>
</tr>
<tr>
<td>Quantity:</td>
<td>1</td>
</tr>
<tr>
<td>Buyer</td>
<td>Sally Maier</td>
</tr>
<tr>
<td>Seller:</td>
<td>Ulna Younger</td>
</tr>
</tbody>
</table>

In “Customers” you can find your orders that customers have placed for your items. You can track all your items at once, or organize them by order status:

- “Pending Responses”
- “Shipping Pending”
- “Sent”
- “Completed”
- “Cancelled”

When a seller inputs the tracking number for their customer’s order it appears here, as well. Additionally, when a customer receives their order when they next visit their account they will be prompted to mark that order as “Received”.

“Pending Transfers” is not an active feature on the MICAMade Marketplace. Sellers can reference their funds transfers in their Stripe Connect Dashboard.
Your User Profile & Settings

- **Profile** - Includes profile picture, first name, last name, phone number, display name, email address, and location.

- **Security** - sellers can update their password within their accounts. To update their passwords, sellers will need their old password to create and confirm the new password.

- **Cashout** - sellers connect their Stripe Connect Standard Accounts to the platform.

- **Social** - sellers can connect their Facebook, Instagram, Twitter, Spotify, SoundCloud, and Personal Website social media links to their accounts. Sellers’ social media links appear on their product listings in the top right-hand corner of the listing.

- **Credit Cards** - sellers can keep a credit card saved on their account. This is optional and speeds up the process for purchasing as a customer.
Wants Posted and Wants Matched

The “Wants Posted” and “Wants Matched” sections of MICAMade are not active.

Inbox

Your Inbox is where you can track all your messages from customers. In this section of your dashboard, your messages are sorted between “Private Messages”, “Sellers”, and “Customers”.

Customers can start conversations with sellers with the “Contact Shop Owner” button on each product listing. Unfortunately, at this time customers can contact sellers, but sellers cannot contact customers through the platform.
Resetting Your Password

To reset your password on MICAMade, you can press “Forgot Your Password” on the “Login” screen. After clicking “Forgot Your Password”, you will be directed to this screen:

**Reset Password**

Recovery email will be sent to your email address.

Enter your email address and click “Send Password”. This will send your account’s email address an email to reset your password.
This email looks like this:

Forgot Your Password

Uh oh, looks like you’ve forgotten your password!

No worries, we can get help you get a new one.

Click the button below to reset your password.

Reset Password

Let us know if you have any more problems with your account. We’re always happy to help!

Kind regards,

MICAMadeMarketplace Team
micamade@mica.edu

Once you have received this email, click “Reset Password” and you will be sent to reset your password.
Enter your account’s email address and your new password. Once all three boxes are filled, click *Change Password*. You will be logged into your account and good to go!

**Your Stripe Connect Standard Account**

The MICAMade Marketplace utilizes Stripe Connect as its third-party payment processor. This payment processor is integrated into MICAMade’s checkout system on the platform. Sellers can find information about Stripe Connect Fees & MICAMade’s transaction Fees under 3.8 - Payouts in the MICAMade Marketplace Policies and Procedures.

The Stripe Connect account dashboard is where sellers can track all funds transfers from MICAMade sales and where MICAMade administers refunds to customers and funds reversals from sellers. For more information about this process under 3.10 - Refunds, Returns, and Lost Items in MICAMade’s Policies and Procedures.

To set up your Stripe Connect Standard Account for MICAMade:

1. Log into your account
2. Go to your user dashboard
3. Click on “Settings”
4. Click on “Cash Out”
5. Then click, “Connect with Stripe”
Configuring Your Stripe Connect Account via Your MICAMade Account

Once you have clicked the “Connect with Stripe”, you will arrive at this screen:

1. Enter your email address. This email address should match the email that you are using for your MICAMade account. Click “Next”.
2. Create a password.
3. After creating your password, you will be asked to provide a phone number to act as a secondary security feature for your account. After filling out your preferred number, it will send you a text to verify the phone number.
4. Click “Next”, you will have the option to download or copy a secure code to be used in emergency situations to access your account.
5. Begin filling out your information to set-up your account. This will include personal details about you and your business.
6. **Authorize your account when you have completed filling out all sections.**

This account is where you will track all fund transfers from MICAMade sales.

When you are finished [login](#) to your Stripe Connect account dashboard. It is recommended that you create a Bookmark or Favorite in their preferred web browser’s settings to save the Stripe Connect account dashboard URL address for easy access. You can use this [link](#) to reference creating a bookmark/favorite in your web browser. Helpful articles and resources for using your Stripe account can be found on the [Stripe Support Center](#).
Filing A 1099-K Form for the Upcoming Tax Year

Income received from participating on the MICAMade platform Stripe will produce a 1099-K form if a seller’s account meets all of the following criteria:

- Based in the U.S. or a U.S. taxpayer
- More than $20,000 USD in gross volume
- More than 200 transactions processed that year

If a seller meets this criterion they will receive a 1099-K from MICAMade’s Stripe Connect account. This tax form will be accessible in the Documents section of your account’s Dashboard prior to January 31st. Account admins will also be notified via email when the form is available.

If a seller does not meet the above criteria and meets the minimum income threshold for their state, they need to follow the instructions from the articles below:

- Breakdown account’s transactions
- Additional information to reconcile your 1099-K form
- Deducting Stripe Fees, Refunds, and Adjustments

If a seller does not meet the criteria to receive a 1099-K from Stripe and does not meet the minimum threshold for their state, they should reference their state’s minimum income threshold required to file their MICAMade income with their yearly tax return.

Stripe Connect Support Center Articles on Filing A 1099-K Form

- U.S. Tax Reporting for Connect Platforms
- 1099-K forms issued by Stripe
  - Information Included on a 1099-K
  - States with Lower Threshold Requirements (Maryland, Massachusetts, Mississippi, Illinois, Virginia, and Vermont)
  - Received a 1099-K as a Connect Platform
  - When 1099-K Forms are Issued

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1 “Total Gross Volume” on a 1099-K Form is inclusive of: Stripe processing and conversion fees, shipping fees, taxes, refunded charges, and all adjustments. This additional information is not deducted from an account’s total charges when calculating its gross volume and reporting to the IRS.

2 States with Lower Threshold Requirements (Maryland, Massachusetts, Mississippi, Illinois, Virginia, and Vermont)
MICAMade Online Marketplace “Technical Guide” 2021-04-27

- Export a Copy of Your 1099-K Form
- “Total Gross Volume” on 1099-K Form
- Breakdown account’s transactions
- Additional information to reconcile your 1099-K form
- Deducting Stripe Fees, Refunds, and Adjustments
- Exporting data if you did not receive a 1099-K
- If you processed $20K and 200 transactions or less and still received a 1099-K form
- Tax details included on your 1099-K are not valid
- Additional Information for Non-Profits
- Useful links for sole proprietors

Sales Tax and the MICAMade Marketplace

At this time, MICAMade does not process sales tax on the marketplace platform. It is the responsibility of our sellers to track their sales tax owed per transaction. MICAMade encourages its sellers to check out TaxJar’s “The Seller’s Guide to eCommerce Sales Tax” to learn more about understanding and tracking their orders' sales tax.

MICAMade is working to integrate sales tax into its check-out portal via the TaxJar API in the near future.

Helpful Articles

- The Seller’s Guide to eCommerce Sales Tax
- Sales Tax Guide for Online Marketplaces
- Sales Tax, CPA and Tax Advisor Accountant Directory
- Sales Tax Due Dates
- Sales Tax 101
- Sales Tax Blog from TaxJar
Publishing Your First Listing

Sellers create and publish their product listings in their “My Products” section in their MICAMade User Dashboard. To add your first listing click “Add Product. Once arriving on the “Add New Product” page, include the following information:

- **Category** - this is where you choose how your item will be displayed in the Browse page and searchable on the platform.
- **Cover Image** - this image will be displayed on the browse page; jpg images that are equal/greater to 600x600 pixels, cannot exceed 4000x4000.
- **Product Name**
- **Product Description** - sellers can use this section to include information about their product, pre-order availability, specific shipping information, customization options, etc.
- **Ship From Address** - this address is public.
- **Returns and Refunds Policy**
- **Price** - $ / USD
- **Rate** - Per Item, Per Bundle, Per Pair
- **Add a PDF File**
- **Post-Purchase Message to Customer**

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3 When uploading your images remove special characters from its file name. Special characters are listed [here](#).
• **Additional Product Images**\(^4\) - these images will be displayed in your product listing; jpg images that are equal/greater to 600x600 pixels, cannot exceed 2000x2000.

• **Shipping Options** - USPS, Custom, Free-shipping, and Pick-Up Only are all available to sellers.

• **Custom Questions**
  - **Affiliation/Tag** - this question will assign a chosen tag for instance, *alumni or Youth Rising Coalition* to the product listing.
  - **Quantity** - this will note how many available items a seller has of this specific item.

When you’ve finalized this information, click “Add” at the bottom. For policies and procedures associated with your published listings reference the following sections in the MICAMade Policies and Procedures:

• [3.4 - Listing Expectations](#)
• [3.5 - Artist Collaborations](#)
• [3.6 - Prohibited Items for Sale](#)
• [3.7 - “Fig Leaf” Policy](#)
• [3.10 - Refunds, Returns, and Lost Items](#)

---

\(^4\) When uploading your images remove special characters from its file name. Special characters are listed [here](#).
Add New Product

Basic Info

CATEGORY

2-Dimensional Work

PRODUCT NAME

PRODUCT DESCRIPTION

COVER IMAGE

Enter Ship From Address

RETURNS AND REFUNDS POLICY

$ PRICE

Per Item

RATE

PDF File

USE THIS SPOT TO WRITE A MESSAGE TO YOUR CUSTOMER! THEY'LL RECEIVE THIS MESSAGE AFTER PURCHASING YOUR PRODUCT!
Product Images

Shipping Options

<table>
<thead>
<tr>
<th>Option</th>
<th>description</th>
</tr>
</thead>
<tbody>
<tr>
<td>USPS</td>
<td>Custom Shipping</td>
</tr>
</tbody>
</table>

Custom questions

What is your affiliation with MICA, if any?*
- alumni

Quantity*

PLEASE LIST THE MAXIMUM QUANTITY YOU HAVE AVAILABLE TO SELL ON THE MARKETPLACE.

Add
Fulfilling Your First Sale

To purchase items on the platform, customers must create and be logged into a MICAMade account.

On the product listing page, customers can contact sellers by clicking on “Contact the Shop Owner”. They can also start a conversation in a seller’s inbox by clicking on “Request a Custom Order”. Here, customers also can find how much shipping will cost, any reviews listed for that specific item, and the seller’s refund & return policy.
Customers can populate how many items they would like to purchase. **Sellers are responsible for keeping track of how many available items they have per listing. This is tracked through the “Quantity” custom question in your product list.**

When they go to purchase an item they can either click “Buy Now” or “Add to Cart”. If they click “Add to Cart”, the item(s) will populate their cart and they can continue shopping. If they hit “Buy Now” it will take them and their item(s) directly to their cart to check-out.
Once a customer has decided to check out, they will confirm their order, fill out their shipping and payment information and purchase their item(s). These funds are then processed through Stripe Connect. Following a transaction, MICAMade will process the credit card fee and MICAMade transaction fee for the transaction and funds will be transferred to sellers between 3-7 days after the transaction takes place. All sellers must reference their Stripe Connect account dashboard to observe and process funds transfers.

To process and confirm the customer’s order, sellers need to reference their “Transactions” page in their MICAMade account dashboard. The customer’s and the seller’s accounts mirror each other, and all parties can track the order from “Pending Response” to “Completed”.
To find more information about the order, click the blue “i” button to see a specific order’s details:

<table>
<thead>
<tr>
<th>Date:</th>
<th>Delivery On:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/18/2021</td>
<td>USPS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Order#:</th>
<th>Shipping Details:</th>
</tr>
</thead>
<tbody>
<tr>
<td>#b991c0a</td>
<td>Type: Custom- ETA: 1 day / 5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product title:</th>
<th>Shipping Address:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal - The Story of the Greatest Nations</td>
<td>9715 HARFORD RD # 2, PARRVILLE, MD, 21234-2105</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total including shipping:</th>
<th>Status:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25.00</td>
<td>pending response</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quantity:</th>
<th>Buyer:</th>
<th>Seller:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Emma jo Shatto</td>
<td>Jessi Houff Art</td>
</tr>
</tbody>
</table>

To push the order forward, sellers need to:

1. Click “Confirm” on their orders.
2. Fill in the tracking number for their item(s) shipping and packaging information

Once the package has been delivered customers receive an email alerting them their package is on the way! Additionally, the customer will be prompted via email to write a review. When the package has been received, customers will click “Received” and the order is labeled “Complete” on both the seller’s and the customer’s dashboard.

For more information on order fulfillment and expectations for sellers reference 3.9 - Seller Order Fulfillment and Expectations in the MICAMade Policies and Procedures.
Additional Resources

Below you can find recorded materials from a live orientation session (Tuesday, April 17th, 2021):

- Recorded Audio
- Recorded Video
- Saved Chat History
- Orientation Google Slide Presentation