

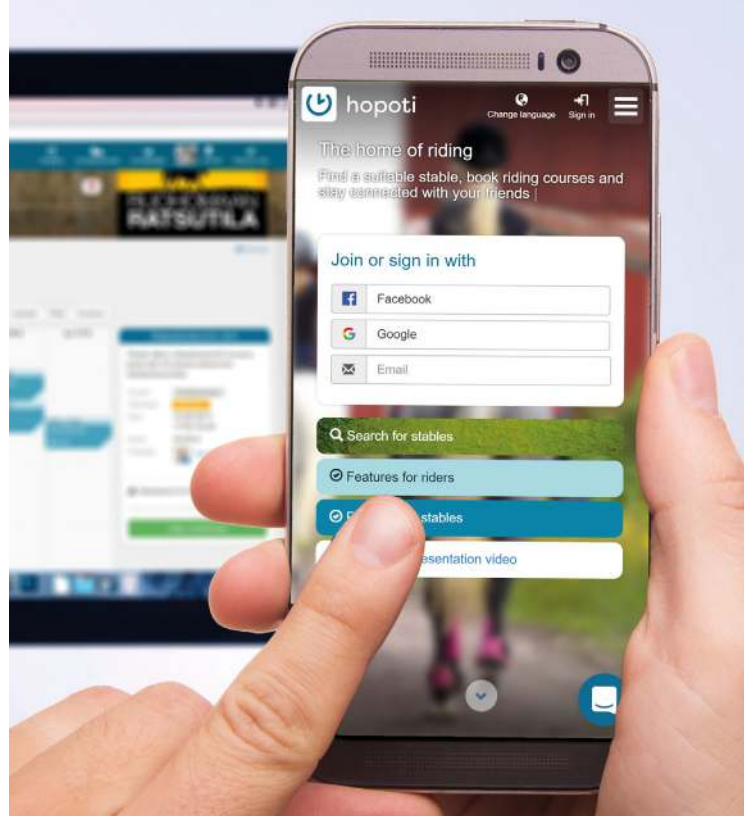
Hi there 🙌

We know that **riding centres** are struggling right now.


Meet **hopoti.com**

The online platform made with ❤️ to help riding businesses just like yours!

We have **100+** centres, **45,000+** riders and **750,000+** bookings from 🇺🇸 🇩🇪 🇬🇧 and more. Follow centres like *Jolong Park*, *The Equine Club* and *Whitethorn Academy* and join today.





 **The best stable management tools**


 **Let your customers book online 24/7**

 **Easy online payments with fast payouts**

 **Smart way to increase sales – 5% on average**

 **No more hassle with emails, calls and chats**

 **Save over 20 hours of work each week**

 **Improve your customer experience**

 **Automate your client register and more**

 **We support both you and your customers**

Free to try | Safe and reliable | Easy to use | Works on all devices | Highly configurable



Familiar with the Pony Club Accredited Centre program?

PONY CLUB AUSTRALIA

Pony Club Australia is going through a period of innovation. We have added the best of science to our proud history of tradition by updating our Syllabus to include equitation science, and evidence-based principles for rider education and horse welfare. At the same time, we have introduced Pony Club Centre Accreditation for riding schools to make Pony Club accessible to riders who don't have their own horse. This means that we can help more riders than ever benefit from our structured programme of teaching people how to safely and effectively ride, train and care for horses. It is only fitting that we would embrace new technologies to minimise the administrative workload of our centres and simplify the booking experience for riders. We are proud to have an agreement with the world's best bespoke e-commerce platform for horse businesses and excited to be able offer Hopoti to our Pony Club Accredited Centres. We have been particularly impressed with Hopoti's customer service, can-do attitude and support for users to implement a new and improved way of working.

Dr Catherine Ainsworth
CEO, Pony Club Australia



Pony Club Accredited Centres have priority access to Hopoti. That's just another benefit of becoming a Pony Club Accredited Centre. Pony Club Australia is the oldest and largest equestrian organisation in Australia. Give your riding school a business edge by becoming a PCA Accredited Riding Centre and delivering our tried and true syllabus of eight certificates to PCA Centre Member riders. Our internationally-recognised programme of horse riding, training, care and groundwork makes it easy to group riders of similar abilities, structure your lesson content and offer tangible rewards. Our workbook manuals keep riders engaged in between their lessons. Plus, you get the protection of Centre Member riders having their own personal accident and public liability insurance cover. Becoming a PCA Accredited Centre is as simple as meeting basic criteria and hosting an annual site assessment. Learn more:



Dr Kirrilly Thompson
Participation Manager
Pony Club Australia

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Going beyond ordinary with Hopoti

Hopoti is the service of your dreams! It's not just online booking. Instead, we do everything you thought was impossible, especially in riding centre environment. Use of digital solutions is key to businesses' success during and after the COVID-19, also in the equine industry. The world is no longer the same, and swift action is now needed. Hopoti offers a ready-to-use full-service package that is built from the ground up for equestrian centres.

Hopoti answers the question of what's next. Through booking systems, you can only manage bookings, but what about all other activities, payments and horses. With Hopoti, all of these are solved. We offer an all-in-one solution, where you can also get a website, an ERP system, automatic payment flow, great marketing and communications channel and much more. Hopoti.com is the perfect partner for your company.



Ville Salonen
Co-Founder, Hopoti.com



Testimonial from Whitethorn Academy (NSW)

Brilliant product, the Hopoti designers really thought this through properly! Easy and fun to use. Best customer support service ever! Hopoti's people know their stuff inside and out and they are always happy to help. Forget 5 star ratings. Hopoti is worth a galaxy of stars! This system will help your business fly.

Hopoti 'went live' at Whitethorn Academy in February 2020. It represented a major change to the way we conducted our riding school business. To be fair, it did take me a while to appreciate how Hopoti would eliminate a pile of administration chores and timetabling nightmares. But once we learnt more about the system, it became clear that Hopoti was not only enabling the business to save huge chunks of time and money by dealing with 'busy work', but it was proving to be a very powerful customer relations tool. And our coaches could get more actively involved in decisions about our students and our horses.

Our clients love being able to browse our Hopoti at whatever time of day or night suits them, pick a session time and pay on the spot. Quick, simple, no fuss. Job done. I wholeheartedly recommend Hopoti.

Toni Lennard
Owner, Whitethorn Academy



Ready for Hopoti?

Let's get started! You can create a Business Account in no time at Hopoti.com. You can trial Hopoti, and all of its features for your business needs within minutes. Feel free to drop us a line in our chat or by email if you have any questions or would like to arrange an online meeting or presentation. We're happy to help!

Registration is free, and we don't rope businesses into any fixed-term contracts. Once your business is published to Hopoti, we only charge a 3.3% sales fee directly from the payments, and that includes everything, even all the Stripe payment fees. No monthly fees, starting charges or any hidden costs. Hopoti usually even pays for itself and even more. We hope to see you soon!

hopoti.com

help.hopoti.com support@hopoti.com



Core Features

User Accounts

- Personal accounts for everyone
- For clients, staff, owners
- Facebook, Google, email logins
- Family accounts supported
- Sync to personal calendar

Bookings

- Lessons, courses and events
- Real-time booking status
- Provide one-off spots
- Sell stablecards (prepaid-cards)
- Take season bookings (terms)
- Installments and subscriptions
- Vacancy notifications for clients
- Wish your favourite horses

Payments

- Fully integrated to bookings
- Online card payments by Stripe
- Weekly payouts to your bank
- Ready bookkeeping printouts
- Real-time finance monitoring
- Extensive reports and analytics

Management

- Choose skill level and settings
- Divide events to calendars
- Copy weekly lesson template
- Restrict groups and sales
- Discounts and special pricing
- Close bookings at a certain time
- Manual adding and invoicing

Shop & Invoices

- Sell gift cards and memberships
- One-time and recurring invoices
- Service appointments *
- Arena reservations *
- Supplementary services *
- Message to business *

Cancellations

- Your cancellation policy
- Immediately back to sale
- Compensate automatically
- Clients can rebook on their own
- Restrict rebooking as you wish
- Also transfer bookings and cards

Customer register

- Always up-to-date information
- Your own notes and tags
- Email messaging and marketing
- Preliminary clients
- Full history and logging

Horses

- Horsecare for health monitoring
- Easily maintain health records
- Assign horses to clients
- Track horse activity on lessons
- Ready horse assign printouts

Pages

- Brand Hopoti to look like you
- Create pages to your Hopoti
- Comments, posts and photos
- Restrict page visibility and more
- Embed bookings to website

* New features: December 2020