MICHIGAN STATE UNIVERSITY

Alpha Presentation

Stripe Business Portal

The Capstone Experience

Team Stripe

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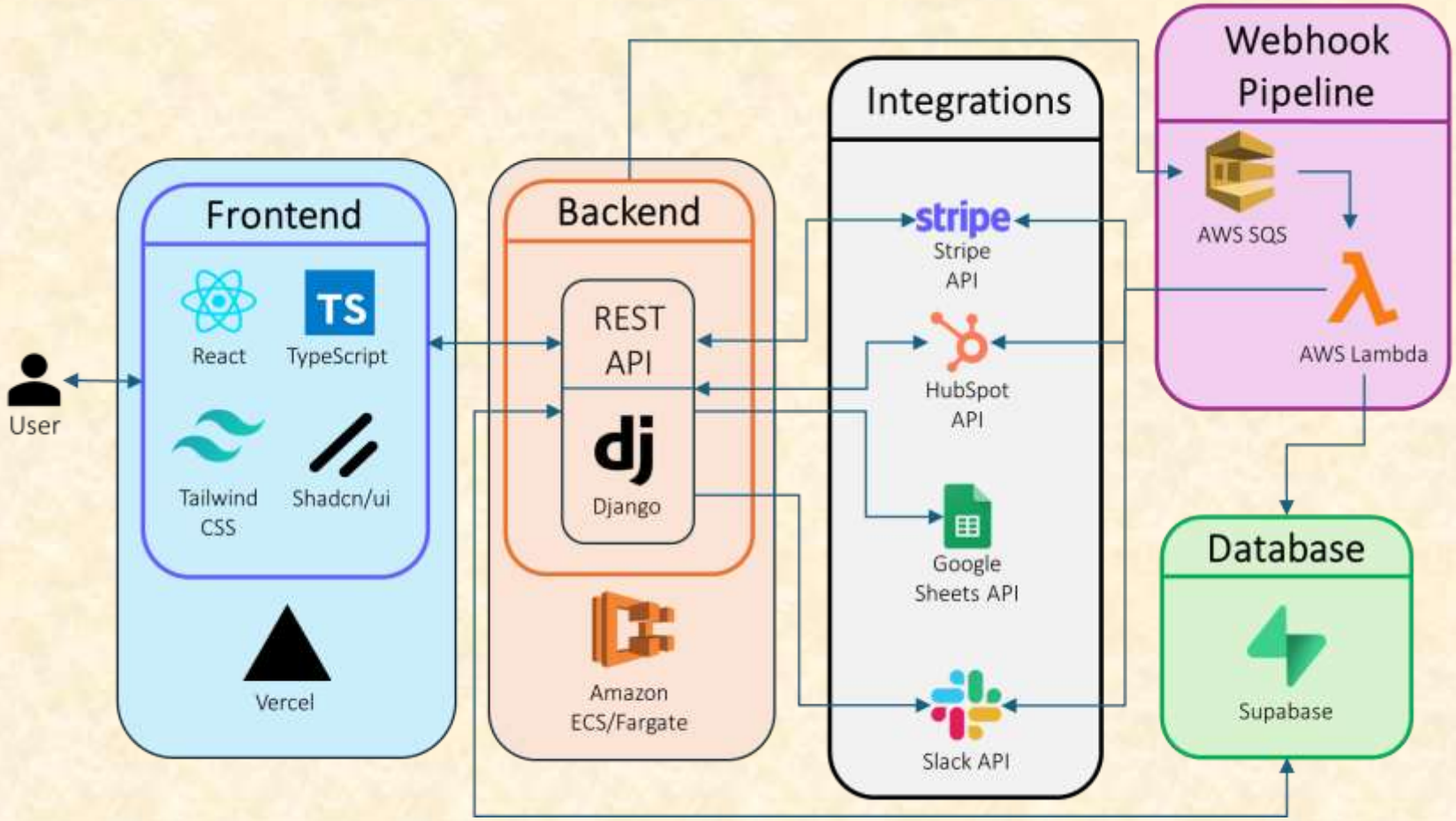
From Students…
…to Professionals

Project Overview

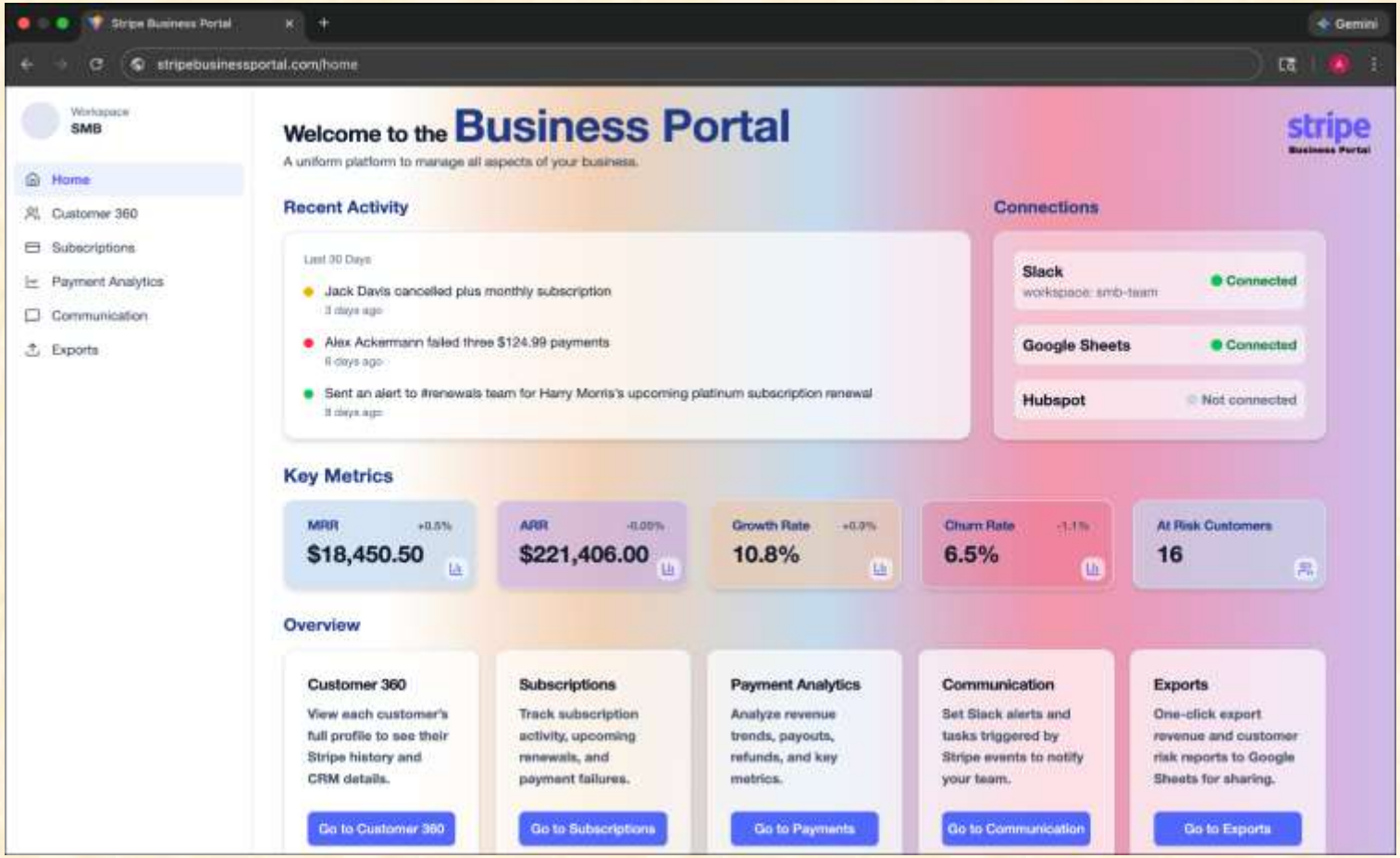
- Problem: Small and medium businesses manage payments, CRMs, communication, and reporting across seperate tool.
- Solution: Stripe Business Portal unifies Stripe, HubSpot, Slack and Google Sheets into a single web app.
- Centralizes customer revenue and operational workflows



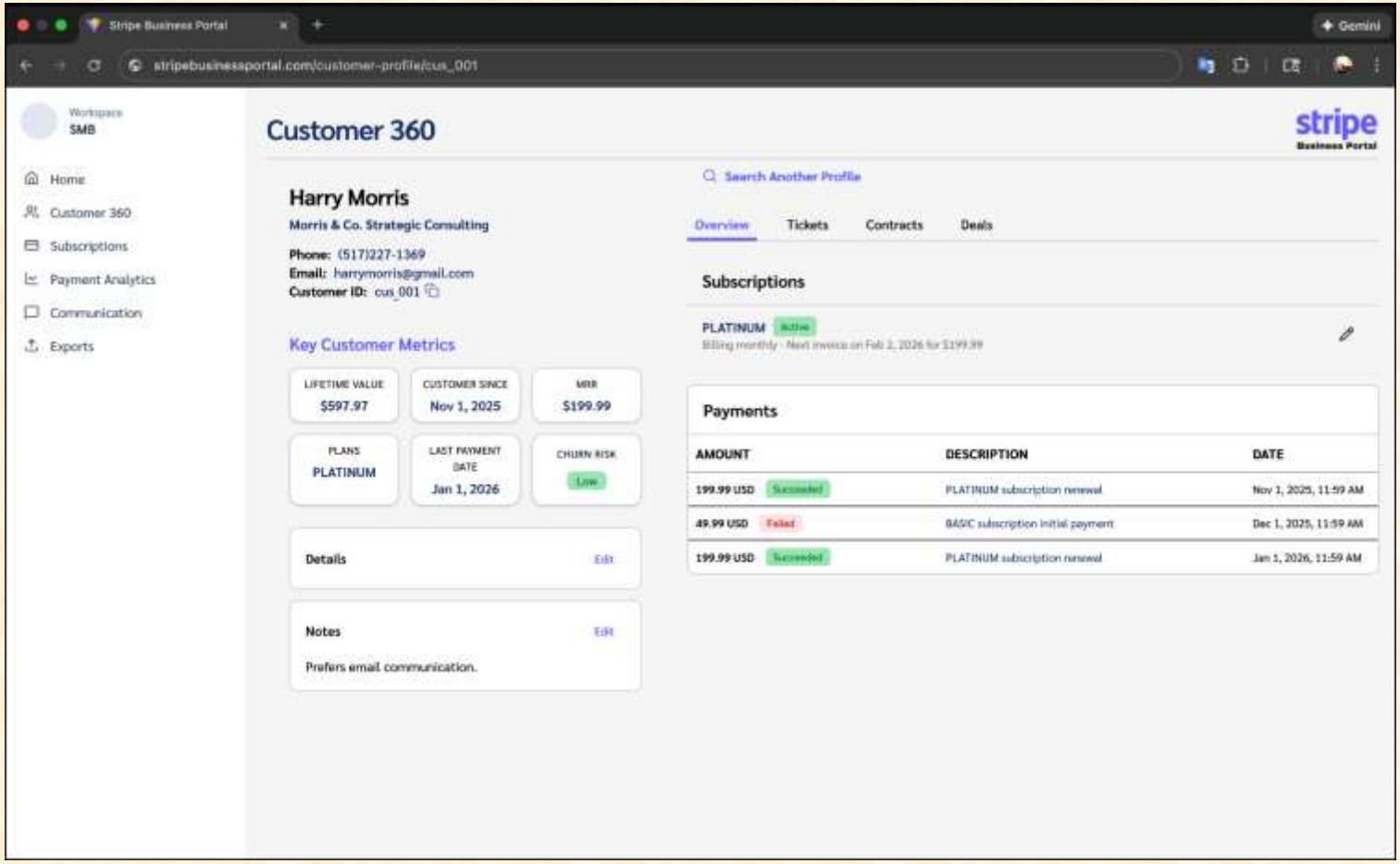
System Architecture



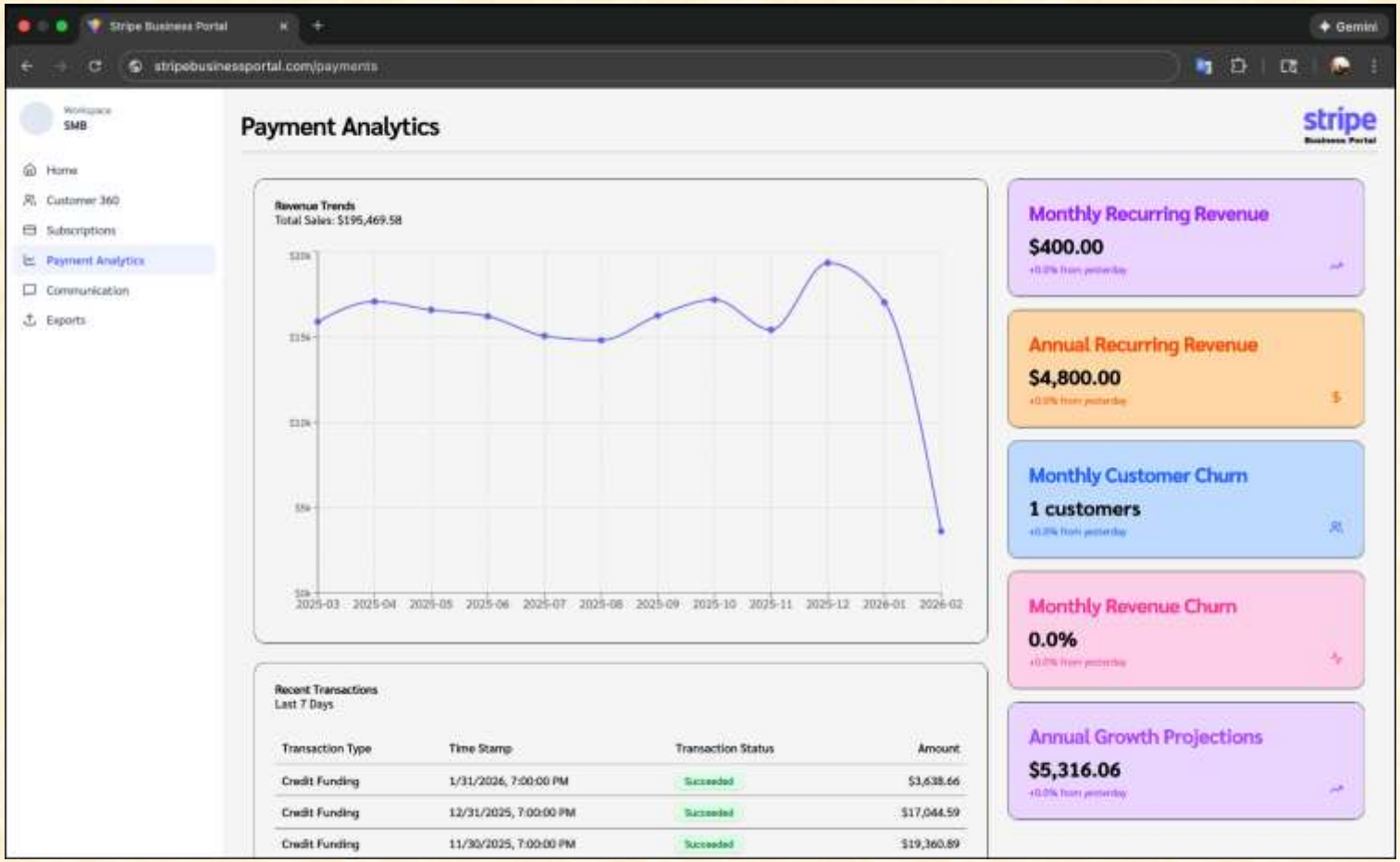
Home Page


Stripe Business Portal
Gemini
stripebusinessportal.com/home
Workspace
SMB
Home
Customer 360
Subscriptions
Payment Analytics
Communication
Exports
Welcome to the Business Portal
A uniform platform to manage all aspects of your business.
stripe
Business Portal
Recent Activity
Last 30 Days
Jack Davis cancelled plus monthly subscription
3 days ago
Alex Ackermann failed three $124.99 payments
6 days ago
Sent an alert to #renewals team for Harry Morris's upcoming platinum subscription renewal
8 days ago
Connections
Slack
workspace: smb-team
Connected
Google Sheets
Connected
Hubspot
Not connected
Key Metrics
MRR
+0.5%
$18,450.50
ARR
-0.05%
$221,406.00
Growth Rate
+0.9%
10.8%
Churn Rate
-1.1%
6.5%
At Risk Customers
16
Overview
Customer 360
View each customer's full profile to see their Stripe history and CRM details.
Go to Customer 360
Subscriptions
Track subscription activity, upcoming renewals, and payment failures.
Go to Subscriptions
Payment Analytics
Analyze revenue trends, payouts, refunds, and key metrics.
Go to Payments
Communication
Set Slack alerts and tasks triggered by Stripe events to notify your team.
Go to Communication
Exports
One-click export revenue and customer risk reports to Google Sheets for sharing.
Go to Exports

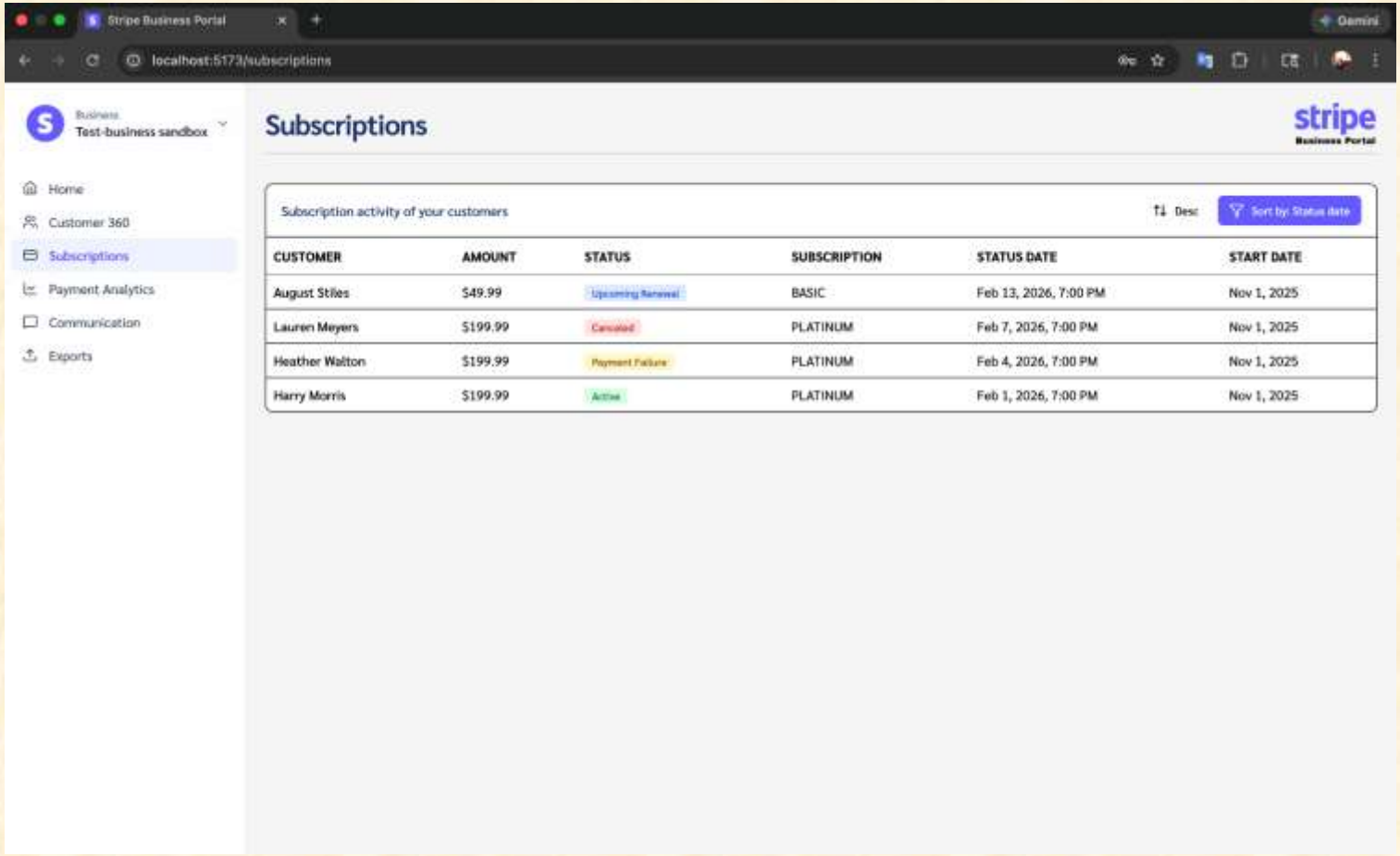
Customer 360



Payment Analytics



Subscriptions Page



What’s left to do?

- Slack Integration + UI for communications page
- Make CRM fields editable on customer 360 page
- Exports page UI
- Deployment



Questions?

