



Pelican Network

Microsoft Store Data Collection Sheet

Important: For the desktop version, brokers must create a **Microsoft Store Account** before development of the desktop app begins.

Required from broker ("broker name"):
- A Microsoft Windows App Store Account.
- Once acquired, please add **support@pelicantrading.io** as an Admin.

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To start with:

For the desktop version brokers will need to create a Microsoft Store Account prior to Devs start building the desktop app.
Guidance on how to create an account can be seen here →
[Publish apps & games to Microsoft Store on Windows - Windows apps](#)

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Set Up:

Microsoft App Store set up is very much in the same vein as Google Play and App Store - whereby the app is hosted by "broker name" but created and managed by Pelican.
Here are the instructions on how to add us as admin:

- Go to the Microsoft Partner Center and sign in with your primary account credentials >
- Navigate to User Management >
- In the left-hand menu click on Account settings > User management > Add a New User.
- Click the "Add user" button > enter our email address support@pelicantrading.io > choose a role from the available options > Admin > Select the appropriate permissions > Send Invitation.
- Click Add to send an invitation to the new admin.
We will receive an email with instructions to accept the invitation.

The Microsoft App Store setup process is similar to Google Play or the Apple App Store. The app will be hosted by the broker, but created and managed by **Pelican**.

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Assets Required for
Windows Store Listing

- App Tile Icons (Displayed in the Store for Windows 10/11 customers):
- 300 x 300 px (1:1 App tile icon)
- 150 x 150 px (1:1)
- 71 x 71 px (1:1)

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Requirements from Broker by Section:

1. Properties Section

- Privacy Policy URL
- Support Contact Information:
- Phone number
- Email address
- Website

2. Store Listings Section

- Product Name (App name)
- Long Description - tell customers what your product does.
- Short Description - a catchy summary shown at the top of the Store listing (270 characters or fewer recommended).

Screenshots (at least one required):

- Recommended: 1366 x 768 px or larger
- Supports 4K resolution (3840 x 2160 px)
- Max upload: 30 files
- Format: Landscape or portrait
- Accepted file types: .png
- File size: Less than 50 MB

Store Logos:

- Accepted file types: .png
- File size: Less than 5 MB
- Required Dimensions:
- 1:1 App tile icon - 300 x 300 px
- 1:1 - 150 x 150 px
- 1:1 - 71 x 71 px

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Submission Options Section

- Test account credentials



Contact

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