

BONEX

DECENTRALIZED LOYALTY BONUSES MANAGEMENT

MARKET

The loyalty of customers determines the success of most companies. Maintenance of such has become a big business over the past decade, and it still evolves. By 2022 expenditures on loyalty management are forecasted to reach **\$7.3 billion** growing at an annual rate of **24%**. However the value of the emitted loyalty bonuses is much larger - it is projected to account for **\$0.5 trillion** just in 2019.

PROBLEM

According to the Accenture survey, 71% of customers state that loyalty programs do not engender loyalty at all.

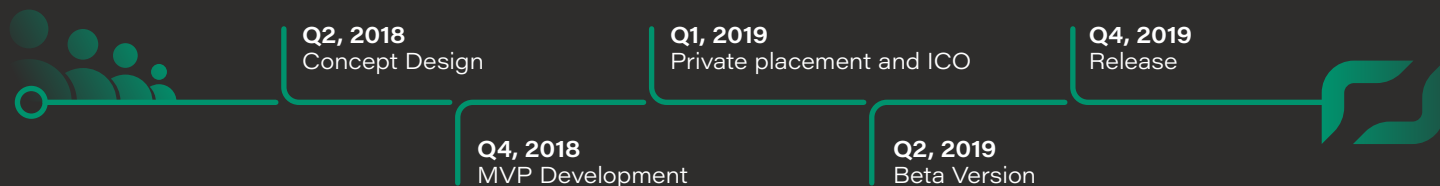
At Bonex, we believe that this situation holds mainly because the current approach to loyalty marketing contains several systematic deficiencies:

- ✗ *Current technologies create a burdensome user experience for customers.*
- ✗ *There is no way to exchange redundant or irrelevant loyalty points, so they expire unredeemed in users' countless Apps.*
- ✗ *Silo approach blocks freedom in rewards spending.*

SOLUTION

Bonex leverages blockchain technology to enable companies to tokenize their loyalty points. It augments existing loyalty management software by providing a unified platform, where every verified entity may issue and distribute its own loyalty tokens. Once issued on the same blockchain, such loyalty tokens can be stored, accessed and exchanged by a customer from a single Bonex App. Exchange of loyalty tokens becomes a seamless user experience as well. Coupled together, a platform and an App enable the first of its kind loyalty rewards open market.

ROADMAP



TEAM



SERGIY BONDARENKO
CO-FOUNDER & CEO

Sergiy is a skillful solution designer and a creative problem solver. He is also an experienced IT architect, strategist, consultant, and a Certified Information Systems Auditor* (CISA). Above all, he is a passionate Blockchain and Crypto evangelist and recognized public speaker on the matter. Sergiy is lecturer at Deloitte Academy teaching corporate students Crypto Economy as well as Digital Transformation. He heads UA National Standardization Committee TK-188 (Blockchain and Distributed Ledger Technologies), acting under umbrella of global ISO TC-307 Initiative.

Prior to Bonex, Sergey gained experience in Software development, IT Administration, Information Security, IT Audit and Consulting. been a Head of Technology & Integration Consulting at Deloitte Ukraine for over 5 years, a Head of IT Governance at Raiffeisen Bank Aval for more than a year and a Partner at Innovate for 5 years.



STANISLAV CHERVIAKOV
CTO

With more than 10 years of experience in software architecture development, Stanislav is a well-rounded expert in microservices architecture, cryptography, elliptic curves, Stellar, Ripple, Bitcoin, C++, C#, Go, Objective-C, Swift, Ruby and Python. Stanislav developed the software architecture of several distributed systems including the decentralized auctioning system and a full stack banking system. As a CTO and managing engineer Stanislav led the tech development and growth of Attic Lab from 4 people to 30.



VLAD MAKAROV
CMO

In the recent years, Vlad has shown an outstanding ability to introduce, communicate and drive the adoption of disruptive technologies across financial, investment and blockchain sectors.

Vlad has worked as a consultant, researcher and project manager for various blockchain development companies in France, Canada and Ukraine. As a project manager he consulted various European companies on ICO issues and managed the process of building blockchain-based software for them. As a blockchain researcher he participated in writing various articles and a research whitepaper on such issues of blockchain technology as scalability, security and centralization.

VALUE PROPOSITION

While being customer-centric, Bonex Ecosystem is designed to meet the needs of all its stakeholders.

CUSTOMERS:

- A unified market of loyalty points
- A single App to easily manage all loyalty programs
- Frictionless customer experience

FIRMS (MERCHANTS, VENDORS):

- Increased customer acquisition, engagement and retention
- A one-stop solution for loyalty rewards management
- Access to new customers
- New liquidity sources

COIN

Bonex introduces BNX coin which primary role is to be a fuel for Bonex ecosystem. It facilitates trades between tokens with no direct market and protects the ecosystem from spam - all transaction fees are paid in BNX.