



JoyRewards Local

Building loyalty, one visit at a time





Despite providing great service, most local businesses lack effective, affordable tools to track customer visits or incentivize repeat business. Traditional loyalty methods like stamp cards are outdated, easy to lose, and difficult to analyze.



Our Solution

- Simple Loyalty App

Our app uses phone numbers to track customer visits easily.

- Automated Rewards

No physical cards or apps needed; rewards are automated and convenient.

- Seamless SMS Offers

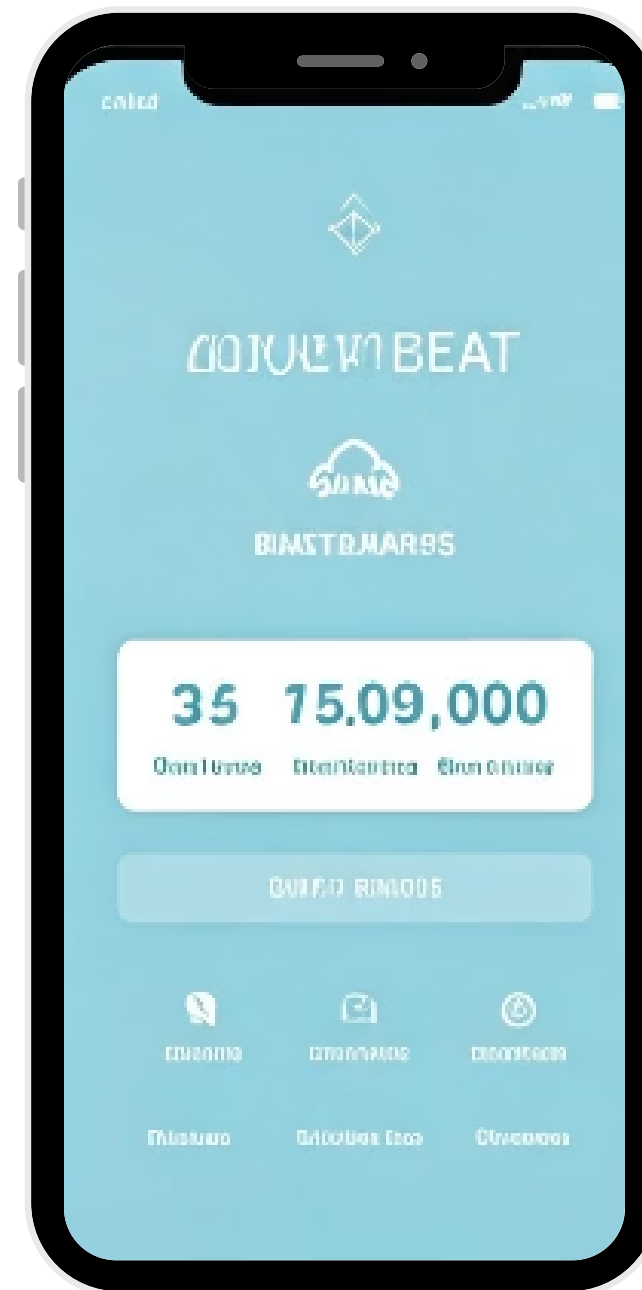
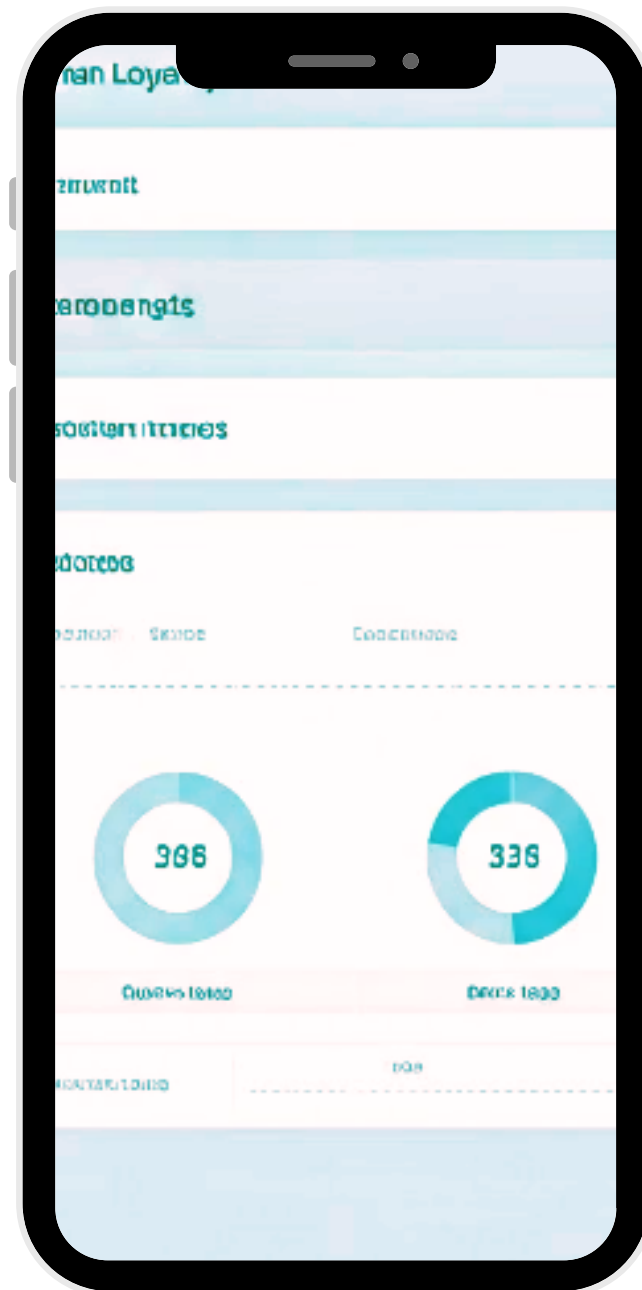
Customers receive special offers and notifications via SMS after visits.

- Personalized Experiences

Exclusive promotions and personalized experiences boost customer retention.



Product



- **Smart Rewards Platform**

Customers sign up with just a phone number for easy access.

- **Automated Tracking**

Automatic visit tracking, personalized SMS offers, and review requests.

- **Merchant Dashboard**

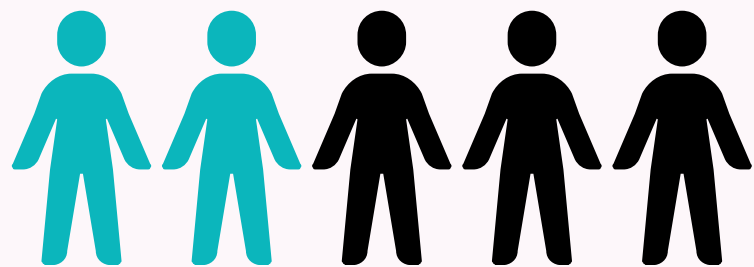
Merchants analyze customer behavior and reward effectiveness in real-time.

- **No Hardware**

The system runs on existing POS or mobile devices, requiring no new hardware.

Target Market

3 out of 5



Registered salons and barbershops in South Africa/ Registered salons and barbershops in South Africa.



95%

48,000+ Total Locations
Our total addressable market in RSA.



R12B+

Annual Revenue
The potential annual revenue for our platform.

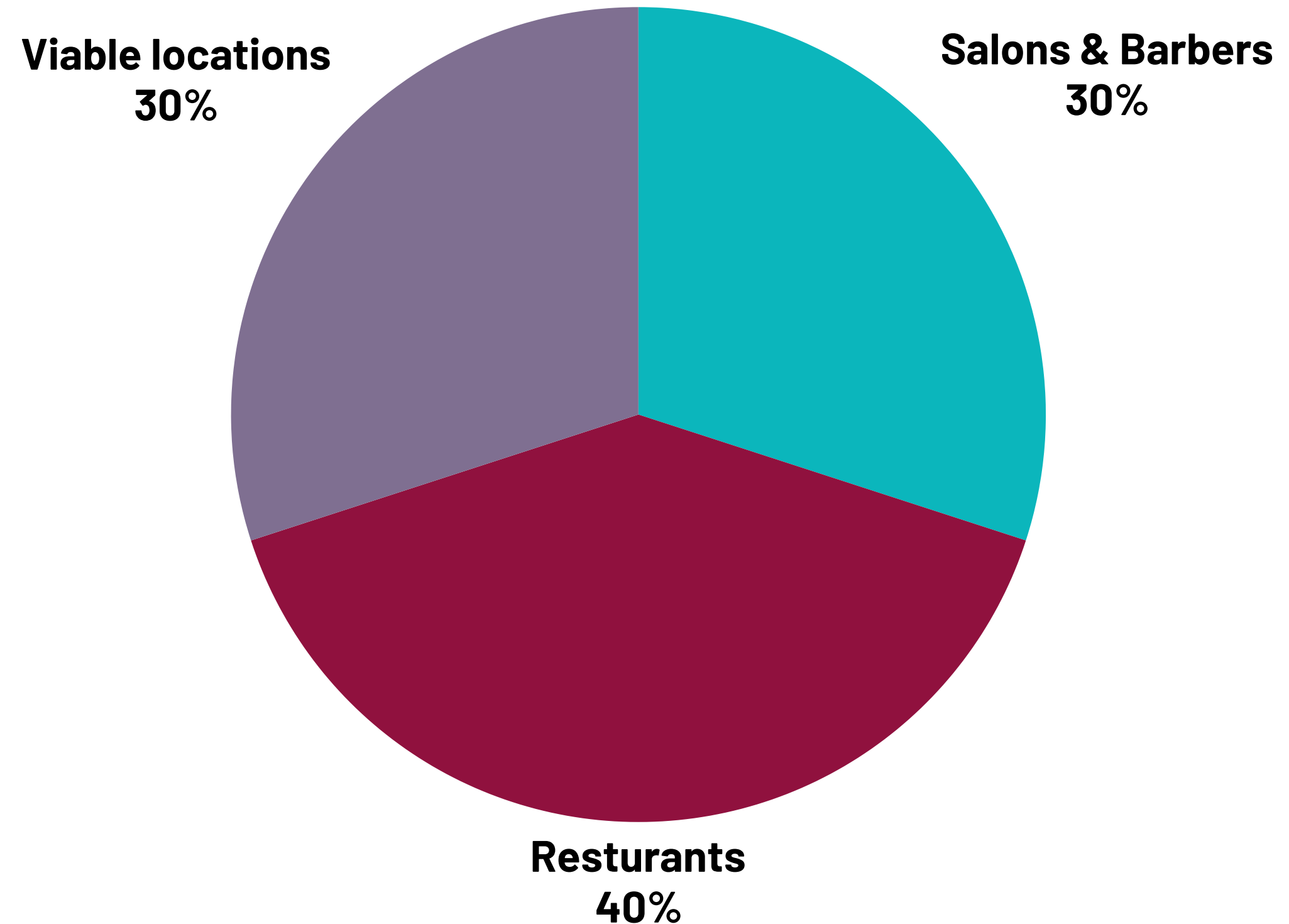
Market Size

21,000+ make up registered salons in South Africa

29,00+ make up registered Resturants in South Africa.

48,000+ locations are readily available for us to tap into

Generating a potential R12B revenue anually



Competitors

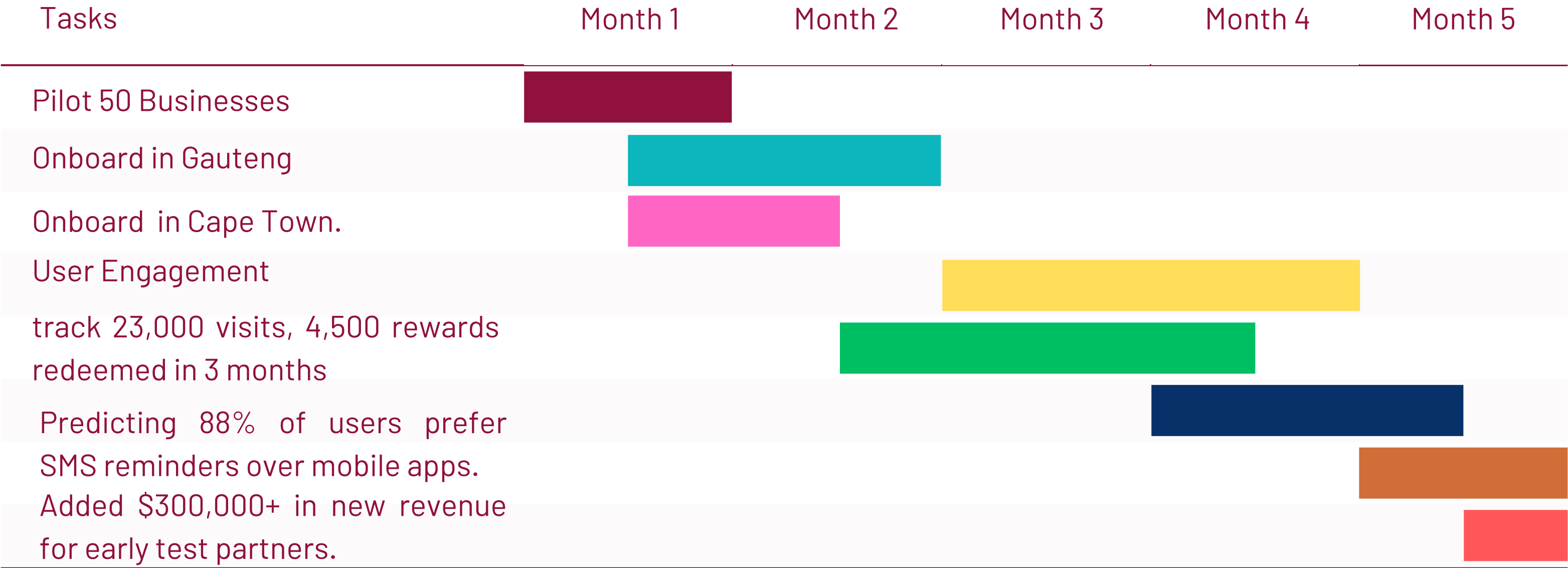
- Stamp Me, SpotOn, Zenoti
Often require app downloads or complex integrations.
- Local punch card solutions
Inefficient and prone to loss; lack data insights.
- Banks' generic loyalty programs
Not tailored for independent local businesses.



Competitive Advantage

- **No App Download Needed:** Uses phone numbers for universal, hassle-free access.
- **Hyper-Local & Easy Onboarding:** Simple for any staff or business owner to use.
- **Real-Time Reporting:** Automated review requests improve online ratings instantly.
- **Lower Costs:** Significantly lower setup and operating costs than legacy systems.

Project Traction



Business Model



Monthly SaaS Fee

Per location, with an optional usage-based tier.

Tiered Pricing

Basic, Pro, and Premium (R199, R399, R699 per month).

Additional Upsells

Review automation and targeted marketing campaigns.

Partner Revenue Share

Collaborations with merchant associations for shared growth.



Go To Market

1. Direct Outreach to Local Business Owners
2. Neighborhood Influencers & Ambassadors
3. Local Business Associations & Trade Events
4. Digital Ads with Geotargeting
5. POS System & Payment Processor Integrations
6. Customer-Side Viral Growth



Social Impact

- SDG 8 – Decent Work and Economic Growth
Empowers local salons, barbershops, and eateries to grow through customer retention.
- SDG 9 – Industry, Innovation, and Infrastructure
Introduces affordable, tech-based loyalty infrastructure to underserved small businesses.
- SDG 11 – Sustainable Cities and Communities
Strengthens the social fabric of local communities by supporting beloved neighborhood businesses.
- SDG 10 – Reduced Inequalities
Levels the playing field by giving small businesses access to the kind of data-driven tools typically reserved for large franchises or chains.

Our Ask

We are seeking R2.8 million (approximately \$150,000 USD) in pre-seed funding to build, launch, and scale JoyRewards Local.

With This Funding, We Will:

- Launch in 2 major metros and 1 township cluster (e.g. Joburg CBD + Soweto)
- Onboard 200+ businesses in the first 12 months
- Reach 10,000+ customers through local reward redemptions
- Prove market fit and generate recurring SaaS revenue

Team Members

Add team members Names and tiles



LETSHEGO

founder



THATO

co-founder

Thank you!

 Website

www.joyrewardslocal.co.za (placeholder link)

 Instagram

[@joyrewardslocal](https://www.instagram.com/joyrewardslocal)

 Facebook

[facebook.com/joyrewardslocal](https://www.facebook.com/joyrewardslocal)

 Twitter / X

[@JoyRewardsZA](https://twitter.com/JoyRewardsZA)