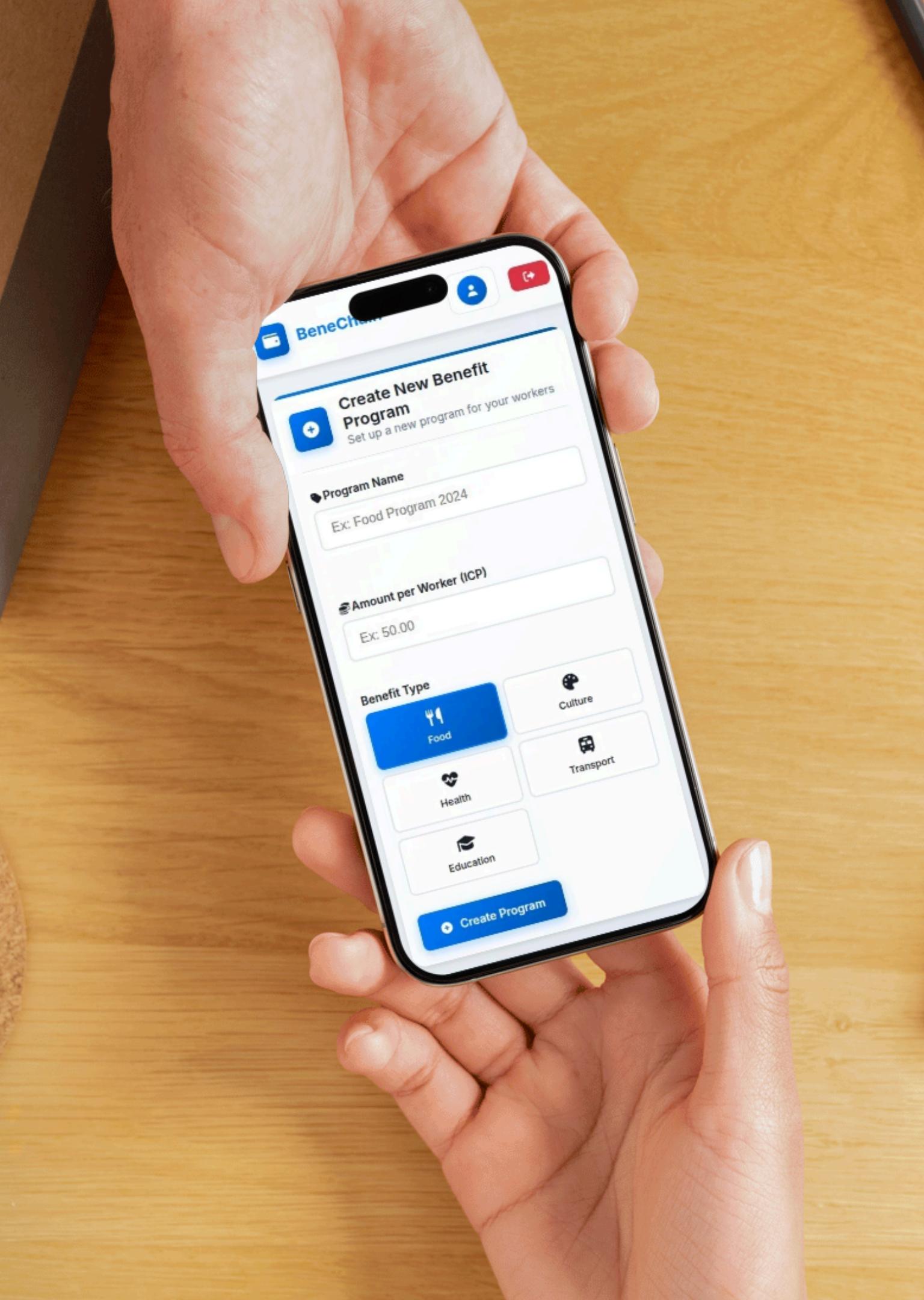


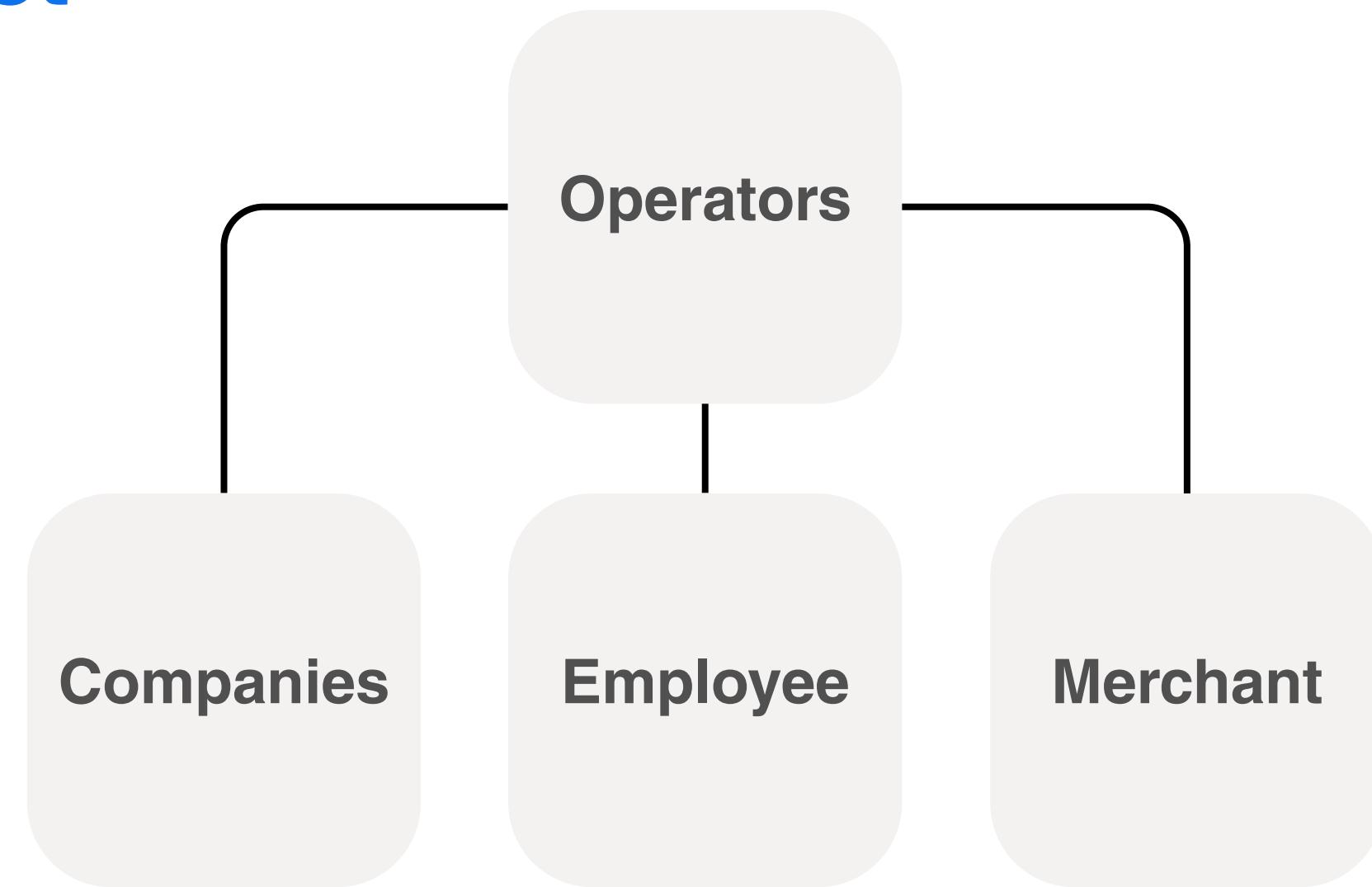


# BeneChain



# The revolution of the benefits market

# Benefits Market



The corporate benefits market is a complex ecosystem with four main pillars: **companies** that offer benefits for talent retention, **operators** that manage distribution via cards or digital credentials, **workers** who use the benefits for goods and services, and **commercial establishments** that accept them, increasing their revenue.

# Problem

## Human Resources



No visibility on benefits usage

Fragmented reports hinder strategic decisions

Inflexible packages that don't meet employee diversity

## Employee

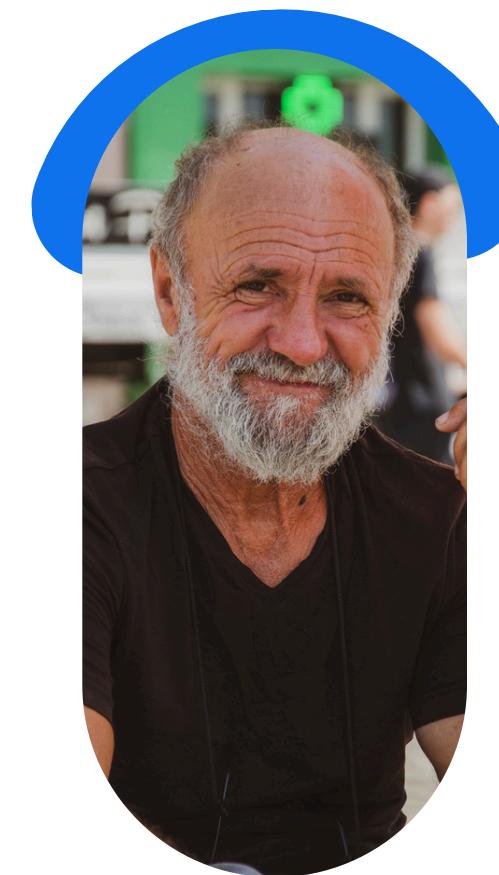


Needs to switch cards/platforms with every job

Loses part of the benefit to "invisible" fees

Can't use the voucher at frequently visited locations

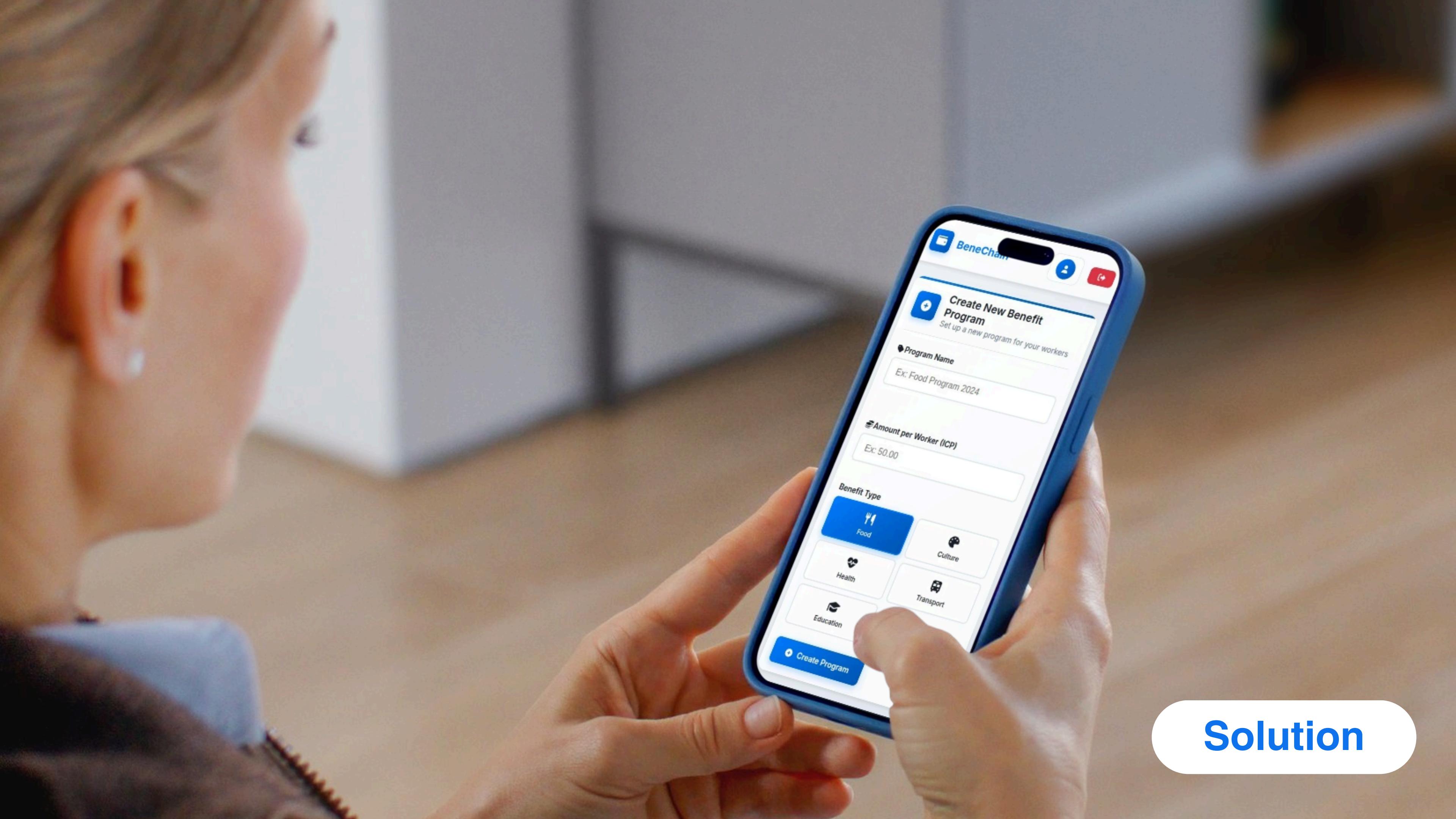
## Merchant



Fees of up to 14% on each transaction

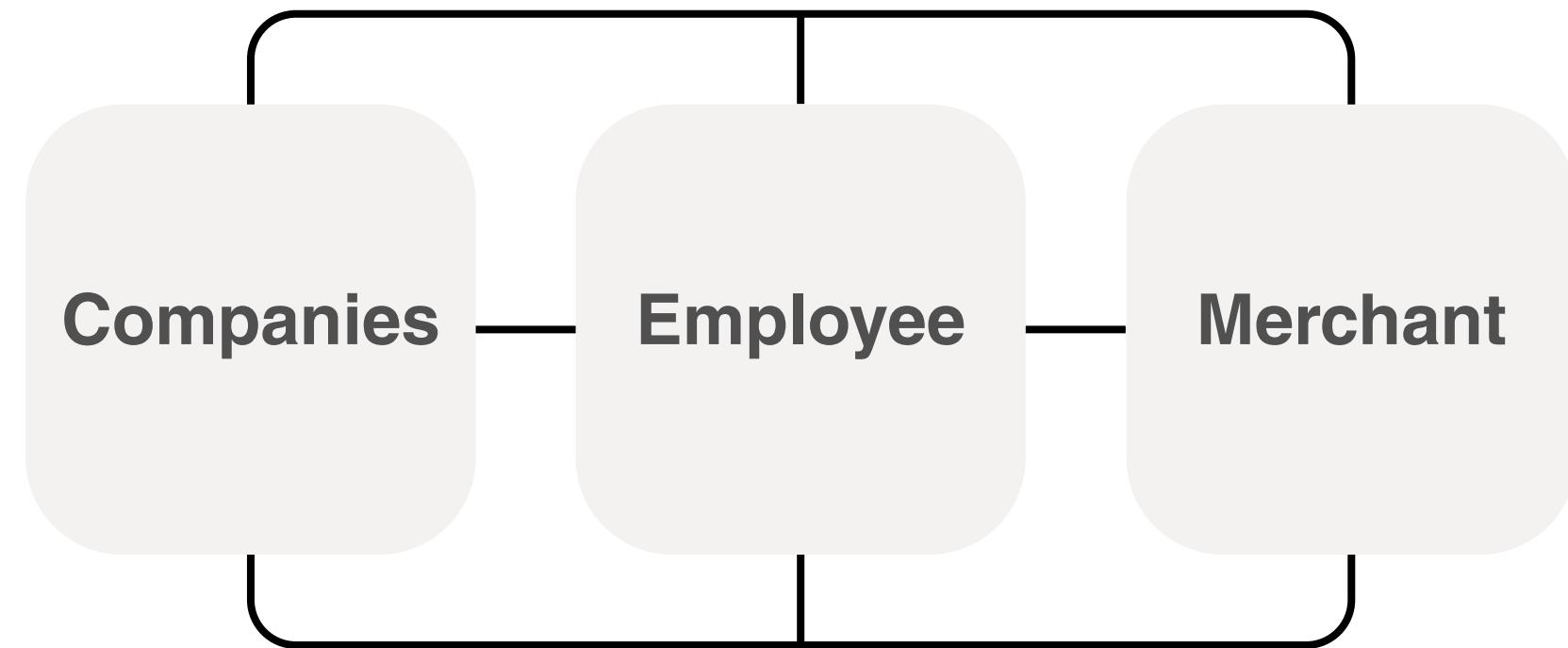
Fund transfers take days or weeks

Held hostage by large operators, with no negotiation power



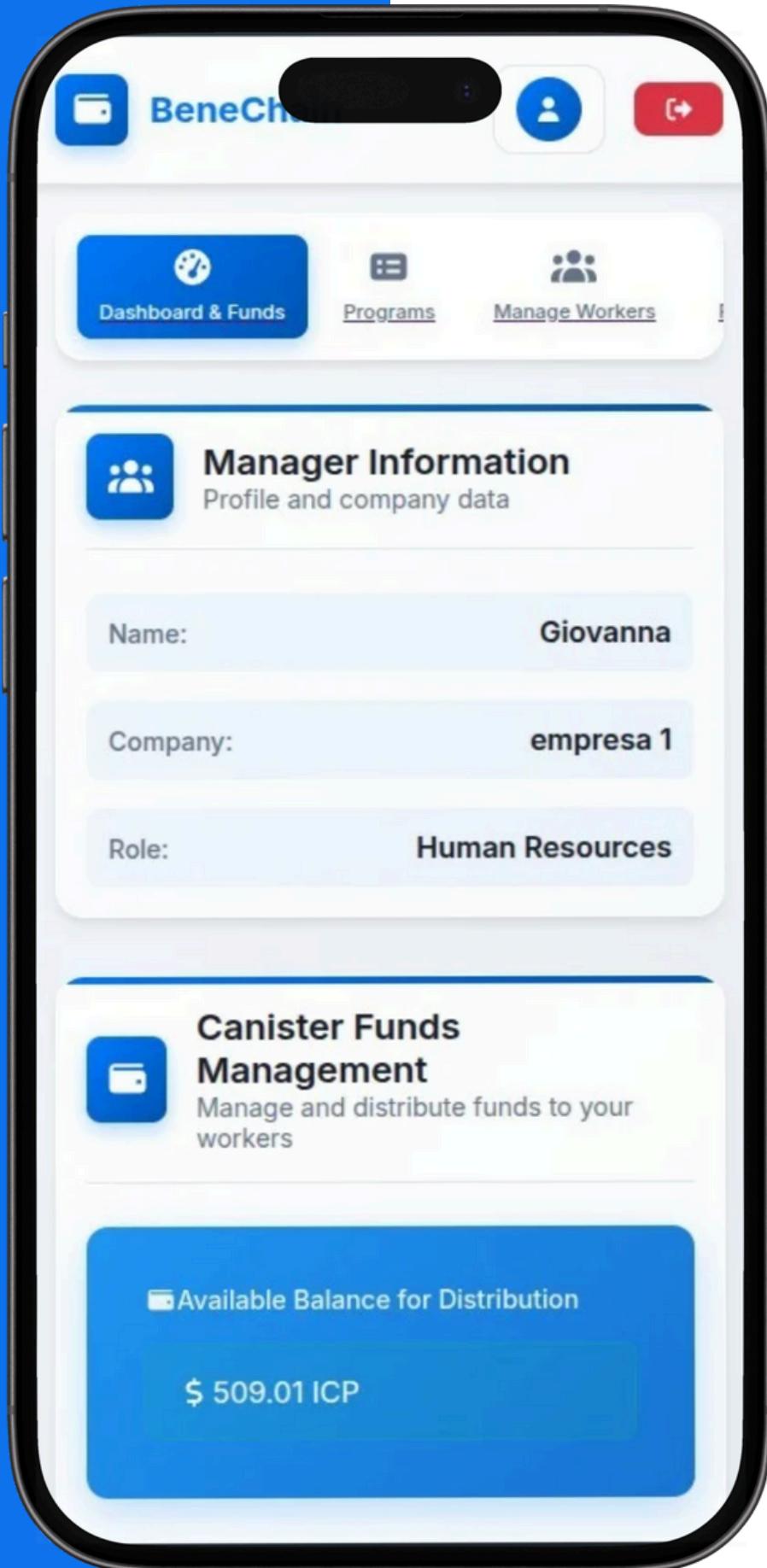
**Solution**

# Solution



BeneChain is a digital corporate benefits platform built entirely on the Internet Computer Protocol (ICP). With it, companies can create, distribute, and track benefits for their employees 100% securely, without intermediaries, abusive fees, or manual processes.

# Solution



## For HR Departments:

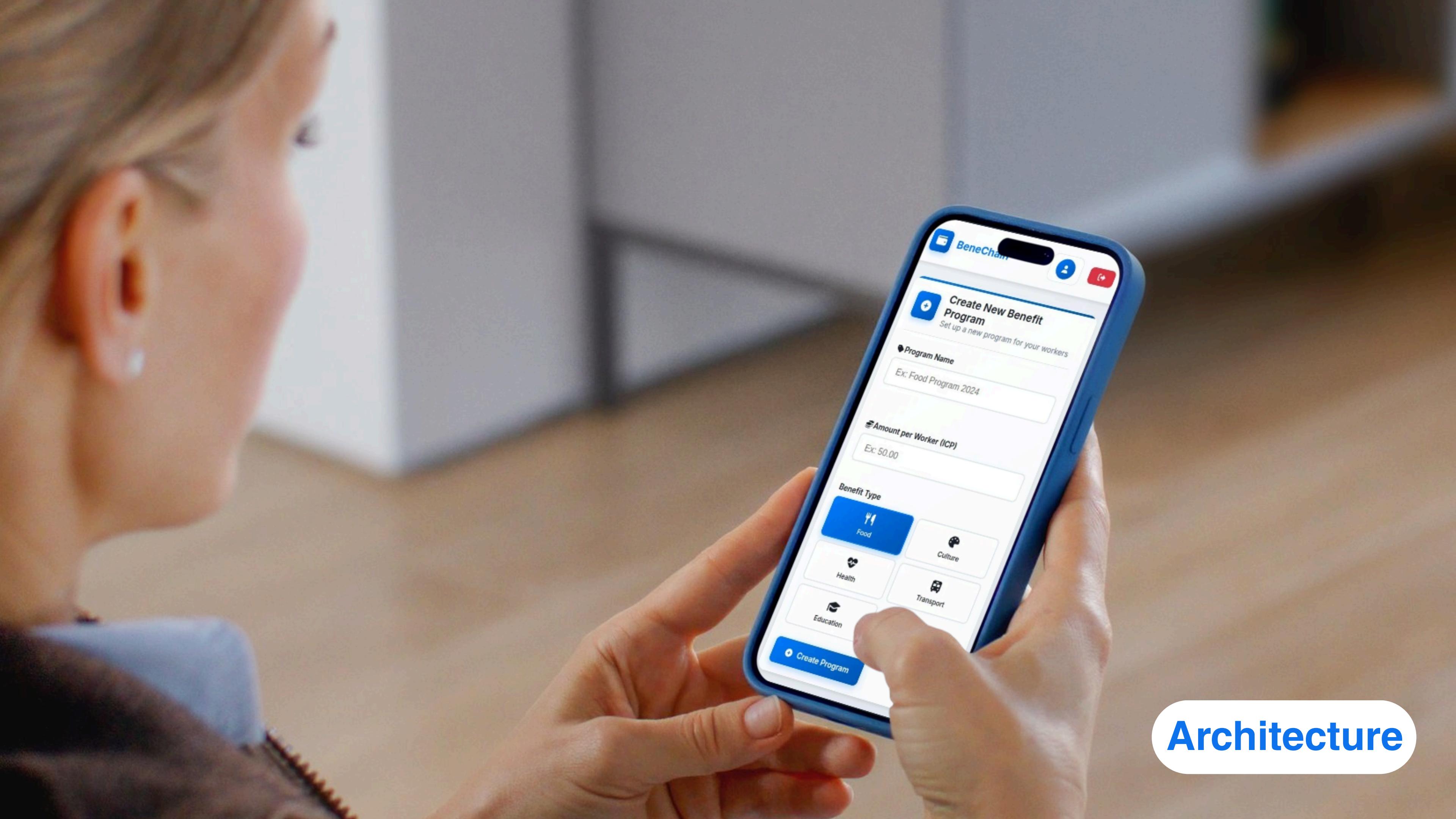
- Create benefit programs (such as food, culture, or well-being vouchers) with customized rules.
- Automate distributions: the platform sends benefits on the right days, without the need for spreadsheets or reminders.
- Monitor employees' benefit usage in real-time.
- Prevent fraud: all transactions are recorded on the blockchain, with full traceability.

## For Employees:

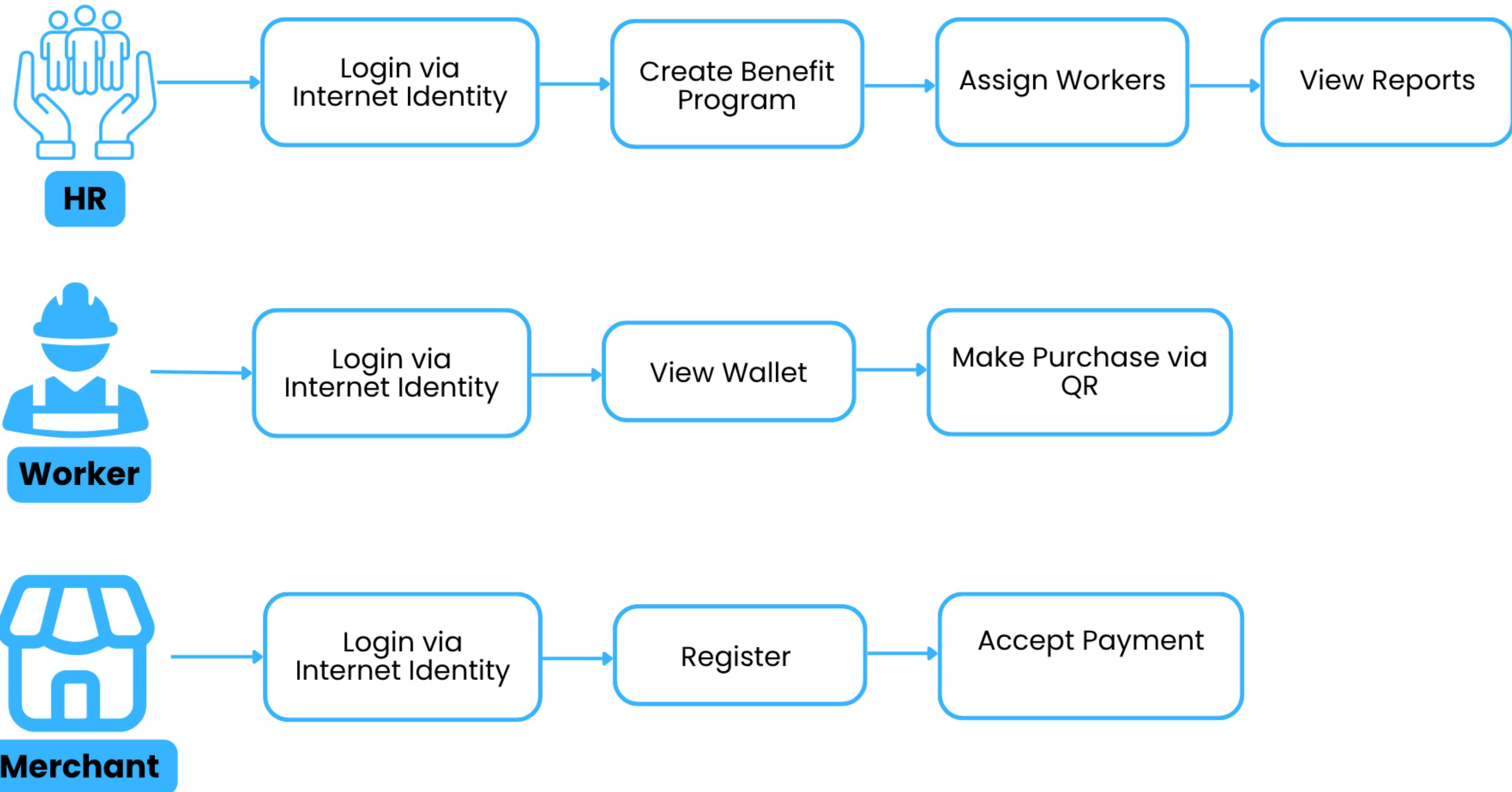
- Receive your benefits in a digital wallet linked to your identity, without needing to download apps or use multiple cards.
- Use your balances freely, at accredited establishments, and see everything in real-time.
- Take your wallet wherever you go: if you change jobs, your benefits remain centralized in the same wallet.

## For Establishments:

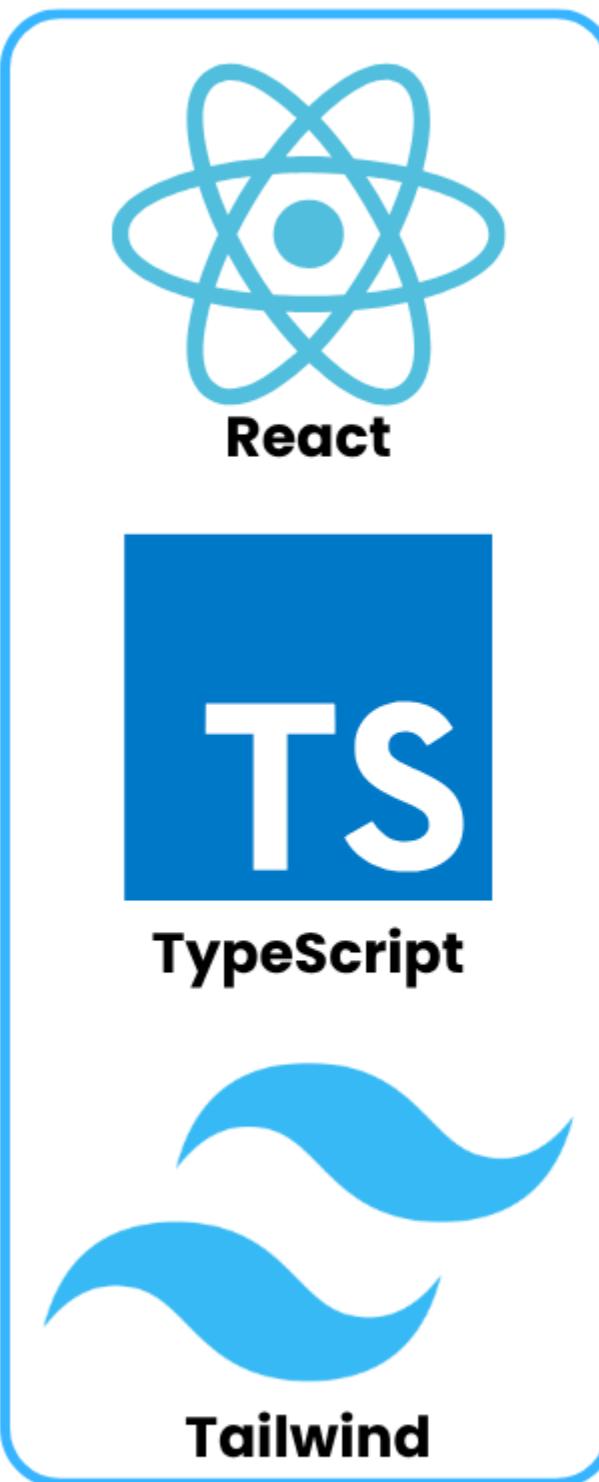
- Accept benefit payments instantly, without card machines or payment delays.
- Pay minimal fees, much lower than those charged by current operators.
- Do everything yourself: registration, receipt, and control, without depending on support or complex contracts.



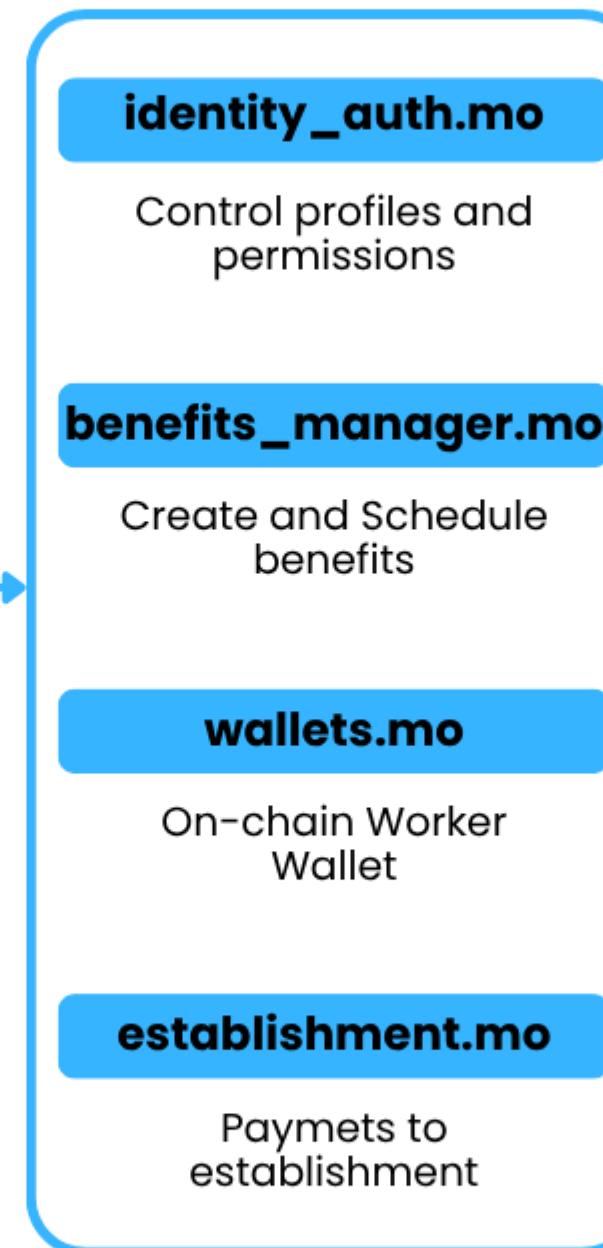
**Architecture**



## Frontend



## Core Canisters

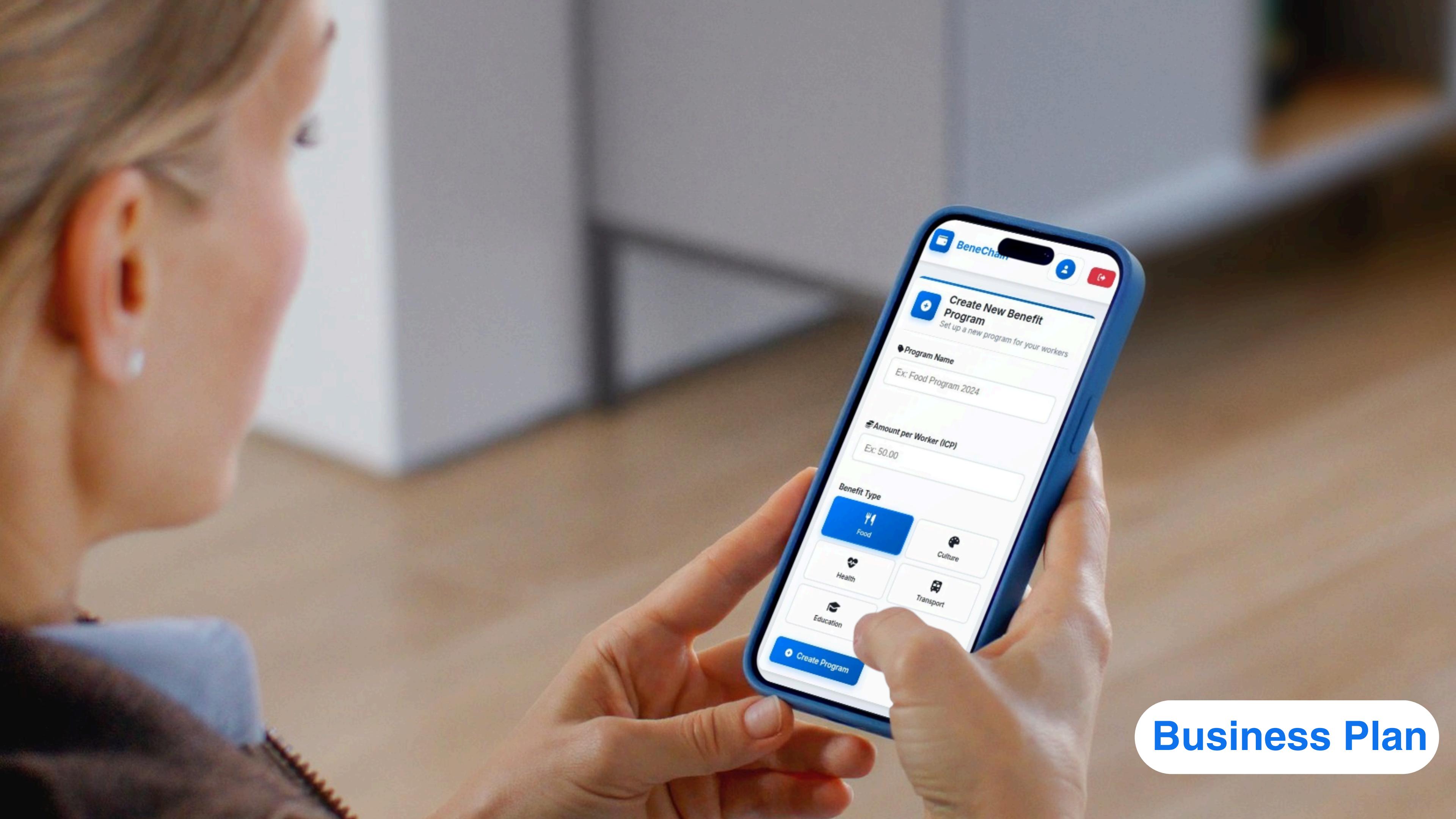


## Internet Computer Protocol

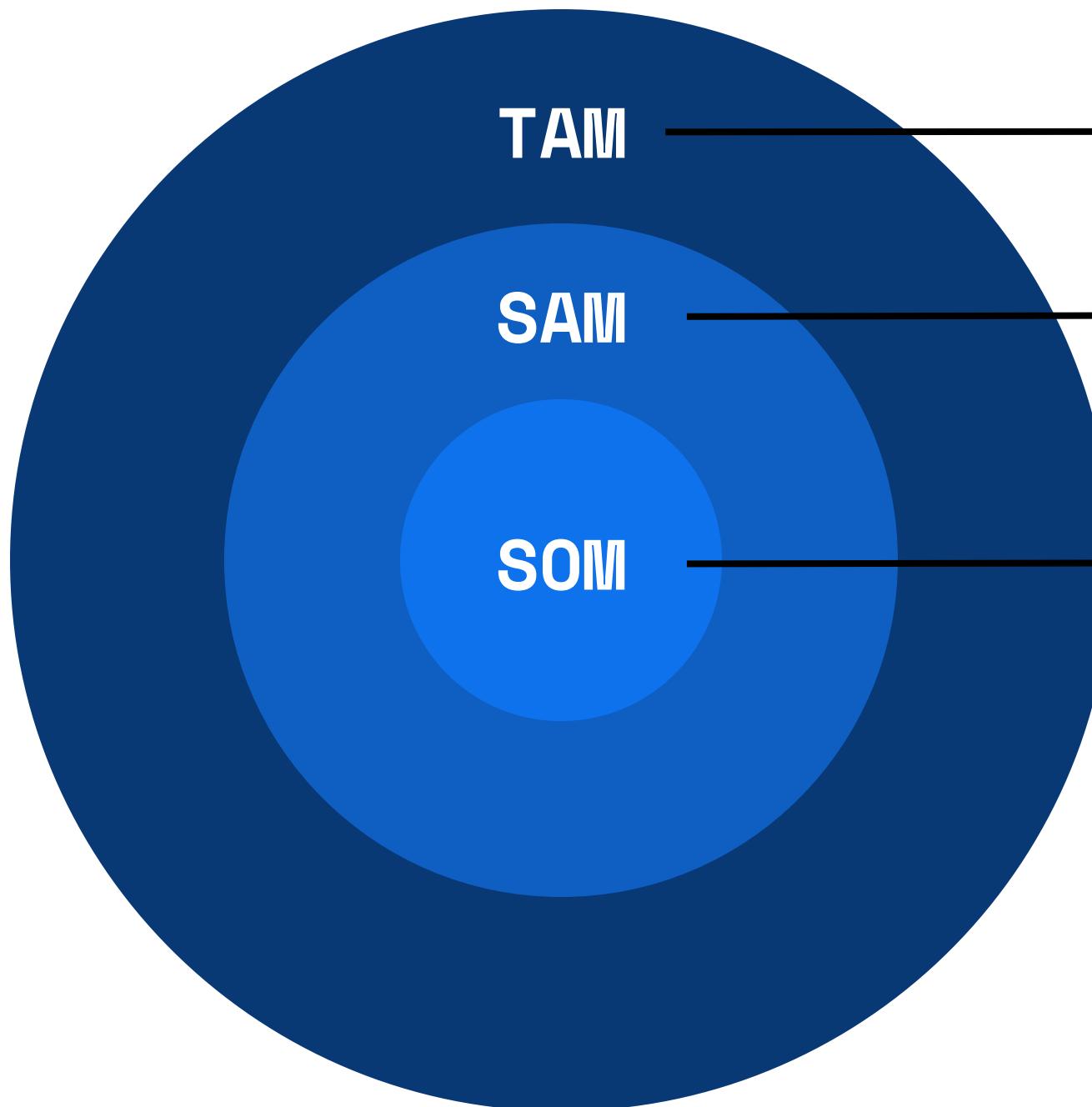


- Reverse Gas Model
- On-chain timers
- HTTPS Outcalls
- Assets Canister (frontend)

**Reporting.rs**  
Outcalls to ERP and reporting



**Business Plan**

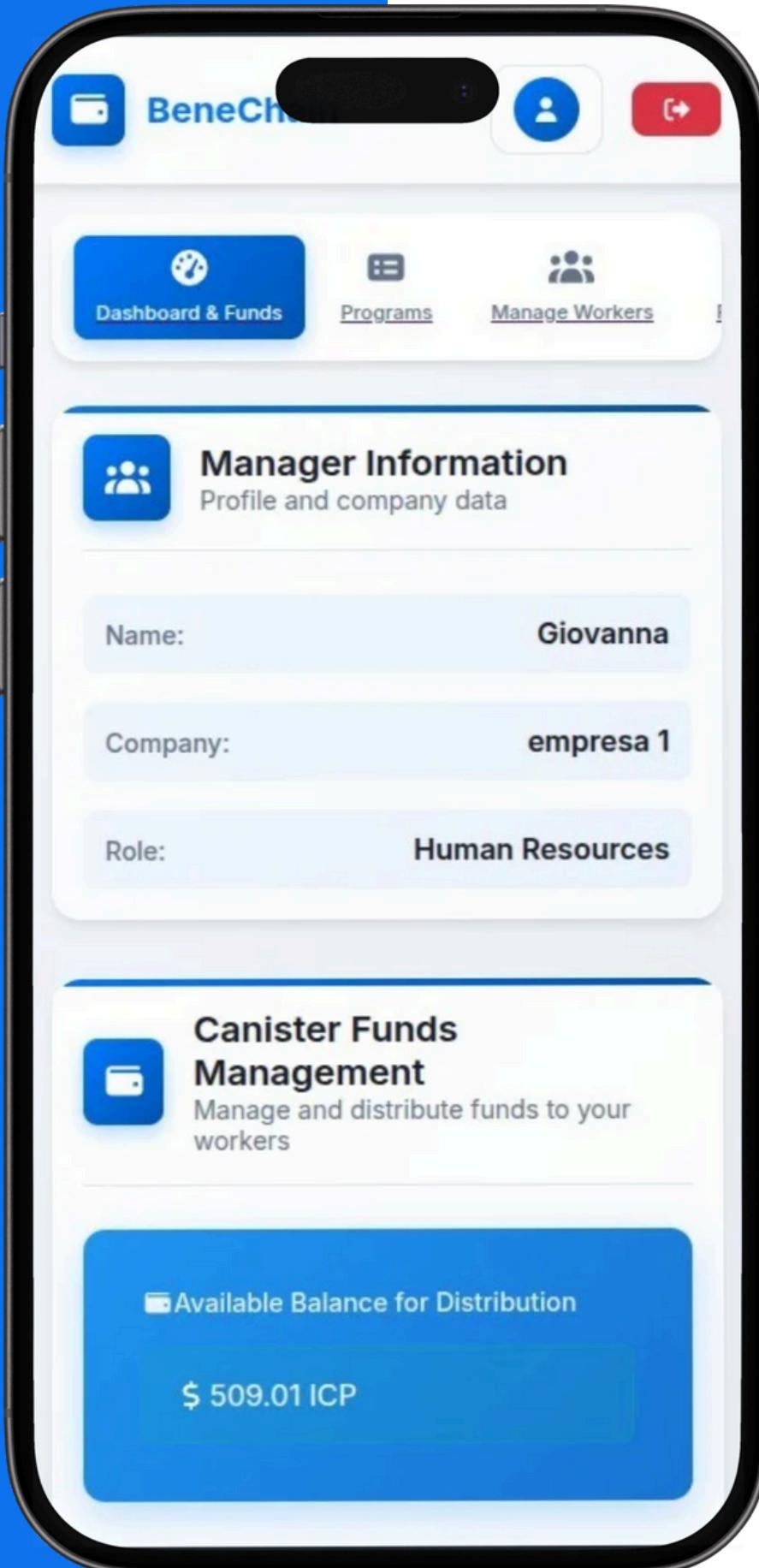


TAM → US\$ 232 Billion

SAM → US\$ 15 Billion

SOM → US\$ 150 Millions

# Go-To-Market Strategy



## For HR Departments:

- Market awareness and education campaign (posts, videos, whitepapers)
- Recruitment of pilot clients (10 to 20 companies) with free benefits or reduced fees
- Strategic partnerships with establishment networks
- Creation of materials: FAQs, tutorials, landing pages, explanatory videos

## Phase 2 – Launch (3-4 months):

- Go live with pilot clients
- Demonstration events (webinars, meetups) with HR and establishments
- Marketing campaigns focused on:
  - HR (via LinkedIn, Google Ads, HR management events)
  - Establishments (via local partnerships, visits, and Instagram)
  - Activation of employees' digital wallets

## Phase 3 – Traction and Scale (5-12 months):

- Expansion of the network of companies and establishments
- Introduction of paid plans with premium features
- Expansion to cities outside the capital (Beyond São Paulo)
- Initiation of partnerships with unions, cooperatives, and job marketplaces
- Referral strategy: referral program for companies and businesses