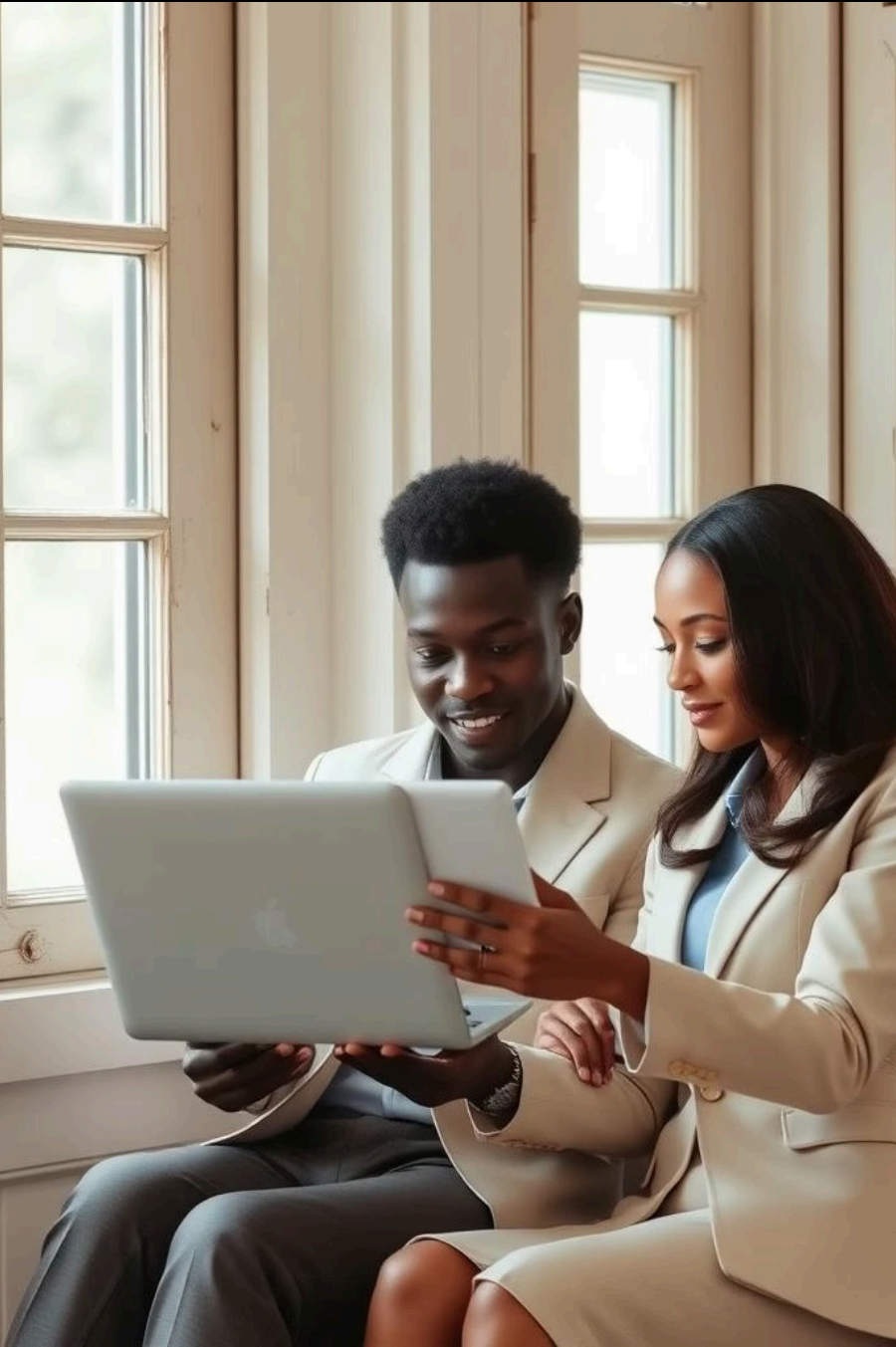


# Vibe Loyalty

Empowering local salons, barbershops, and eateries with loyalty rewards to keep customers joyful and engaged.



by **Duncan Kamunge**



# Problem Statement



## Customer Retention Issues

Local businesses lack digital tools to reward loyal customers effectively.



## Manual Tracking

Most shops use paper or verbal methods to track repeat visits, causing errors.



## Low Customer Engagement

Without incentives, regulars miss motivation to return frequently.

# Our Solution

## Phone Number Tracking

Simple customer identification without app downloads or cards.

## Automated Rewards

Instant points and redeemable offers increase purchase frequency.

## Low-Code Platform

Rapid deployment and customization for diverse local businesses.

## AI-Driven Insights

Understand customer preferences to tailor promotions effectively.





# Product Overview

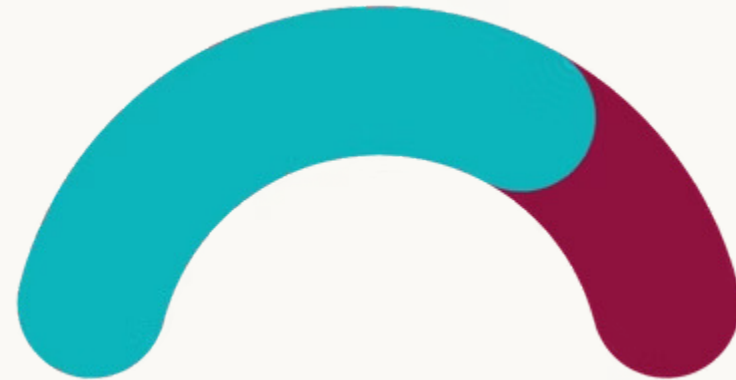
Our loyalty app connects easily to any local business's existing system without hardware. Customers check-in with phone numbers. The app tracks visits and rewards automatically. Businesses get analytics dashboards to measure loyalty trends, enabling data-driven marketing.

# Target Market Insights



## Local Business Growth

95% of local businesses report customer retention as top challenge.



## Market Size

Over 123 million frequent local shoppers in target regions monthly.



# Competitive Advantage

Our solution uniquely combines AI, low-code flexibility, and ease of use. Phone number tracking removes app installation barriers. Tailored rewards powered by AI analytics guarantee enhanced customer engagement. Quick onboarding enables rapid adoption for businesses of all sizes.



# Business Model

1

## Subscription Fees

Tiered monthly plans based on business size and features.

2

## Transaction Commissions

Small percentage on redeemed rewards ensures continuous income.

3

## Scalability

Cloud platform accelerates growth with minimal operational overhead.



# Go To Market Strategy

## Direct Outreach

Target local business associations and chambers for partnerships.

## Digital Campaigns

Social media ads focusing on business benefits and success stories.

## Referral Programs

Incentives for current users to attract more businesses.







# Social Impact

- Supports Decent Work and Economic Growth (SDG 8) by aiding small businesses.
- Promotes Reduced Inequalities (SDG 10) with accessible tech for all vendors.
- Encourages Sustainable Cities and Communities (SDG 11) by strengthening local economies.

# Our Ask

Seeking funding to finalize development and expand market reach. Funds will enhance AI features and support sales teams. Join us in empowering local businesses with joy-driven, human-centered technology.

