



°Bonny

**A global Web3.0 loyalty platform
accessible to all brands**

Monetize your data & brand engagement



Traditional loyalty programs **are broken** and **hard to scale**

**Customer apps
flood the market**



-€300k

...dev. & maintenance costs

Meeting customer expectations is expensive, downloading apps for every store sucks

**Low engagement due to
closed ecosystems**



only **50%**

...of programs are used regularly

Loyalty apps limit users to specific stores, restricting engagement and can expire

**Expensive blind spots
in customer data**

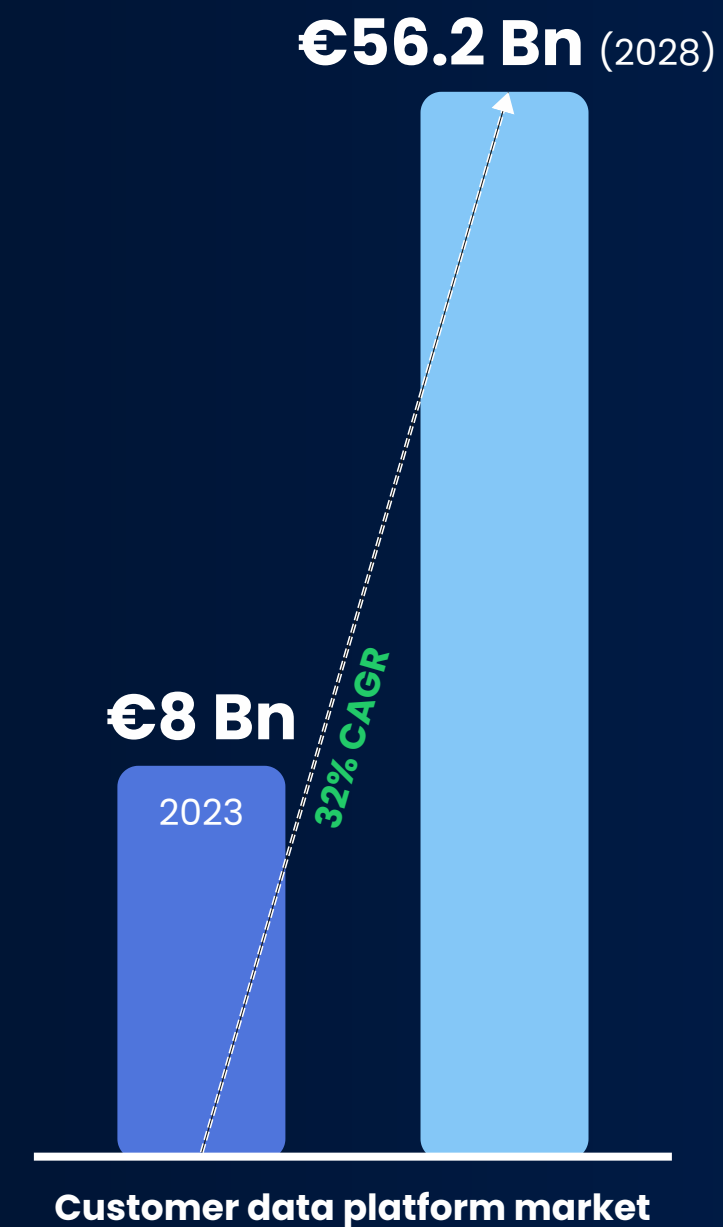
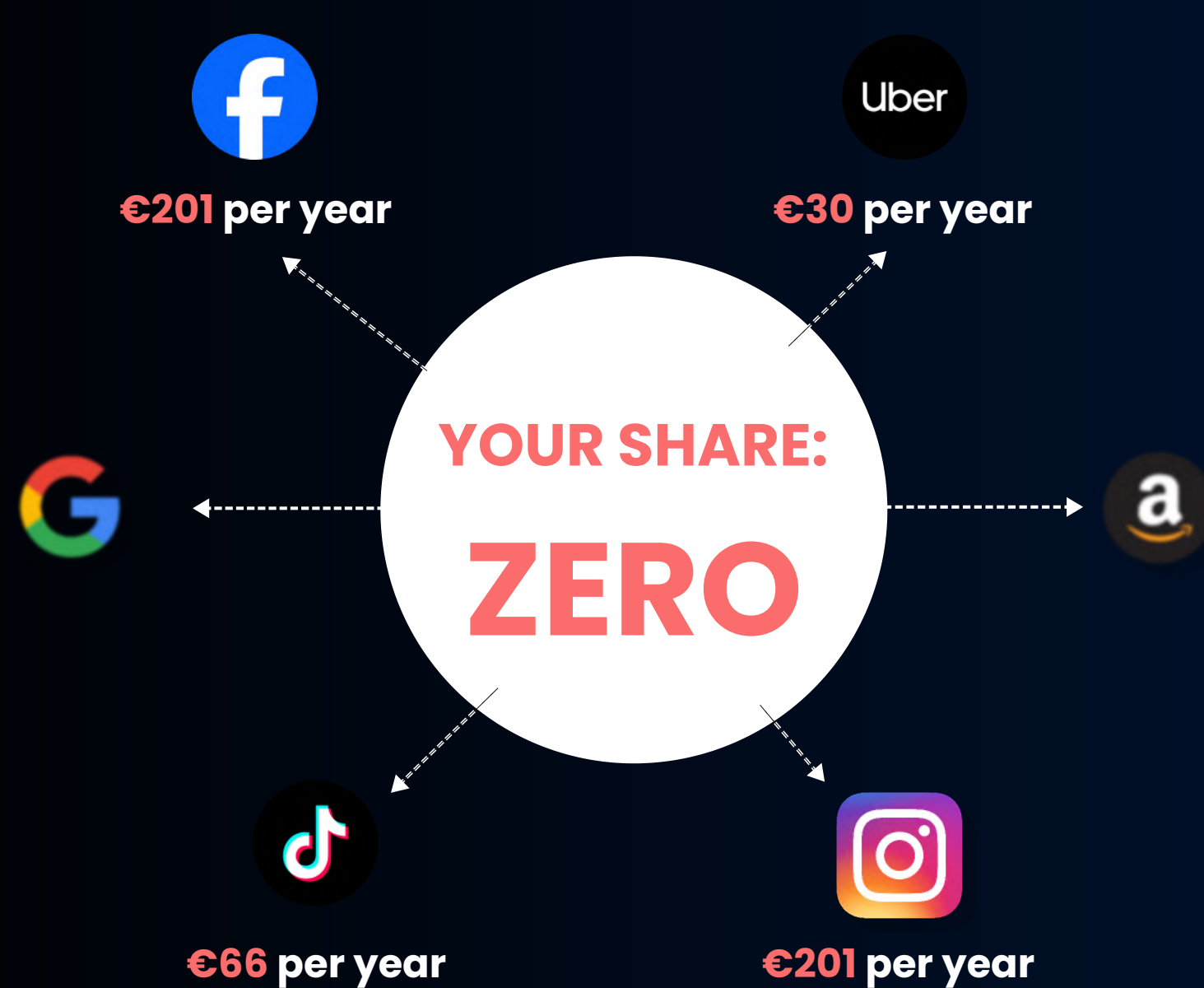


-€4 Bn /year

...costs of data for German retailers

Stores know in-store behaviour but can't understand what happens before and after

Platforms like Meta, Google etc., earn **banks** with **YOUR data**



It's time to turn the tables:

A global multi-brand platform to empower users

User

Earn crypto cashback



+€100 p.m.

Monetize your data and engagement with every brand

Enterprise

Scale user engagement

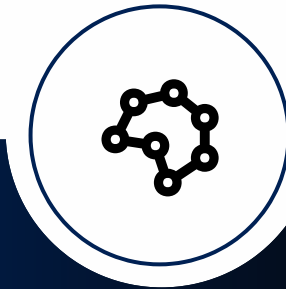


~80% less costs

Pooling brands to maximize marketing power and reduce costs

Market research

Fill all blind spots



360° view

Know everything about consumers and competitors

Transforming loyalty platforms with transparency, trust and true engagement

Web2.0 limitations

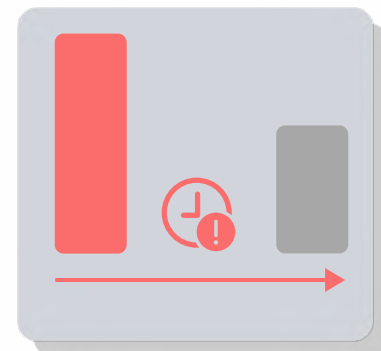
Closed system

restricts point usage within different brands, **reducing user options and the program's attractiveness**



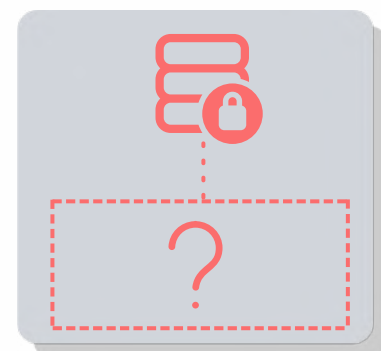
Point expiration

Consumers feel their participation loses value, **which weaken their trust and loyalty**



Intransparency

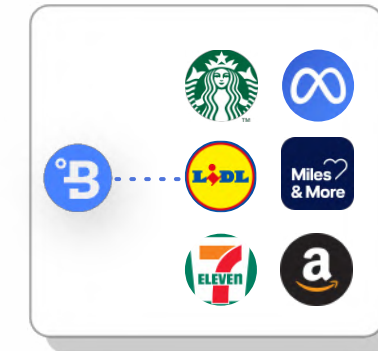
Unclear rules and changes in loyalty system, **often lead to user frustration and diminish trust in the platform**



Bonnys Web3.0 advantages

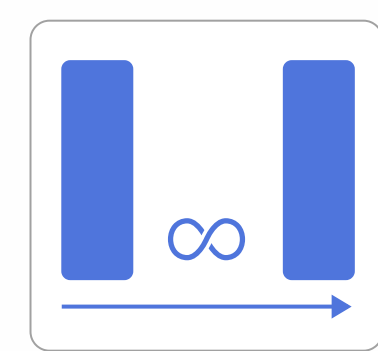
Interoperability

Earn, spend & trade loyalty points across a wide network of brands and services **enhancing engagement and loyalty**



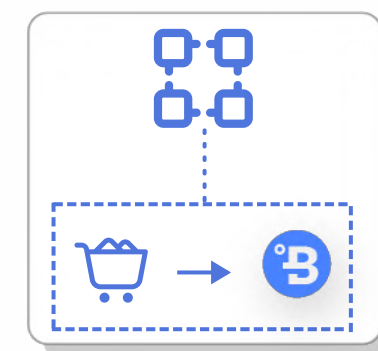
True Ownership

Users have blockchain-based rewards that don't expire and can be traded, **adding tangible value and flexibility**



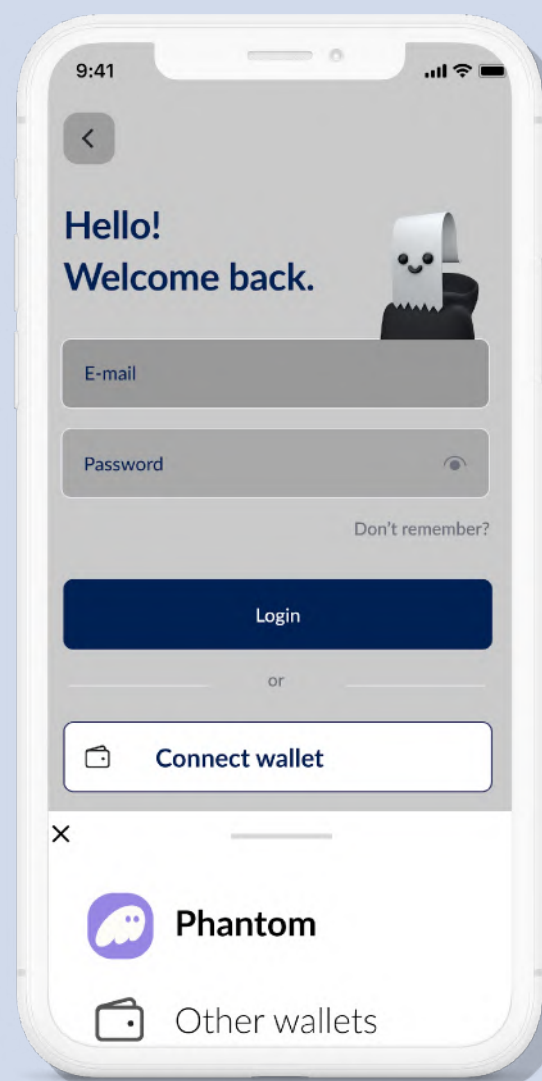
Transparency

All transactions and rules are governing the earning and redemption of loyalty points to **verify how the loyalty system operates**

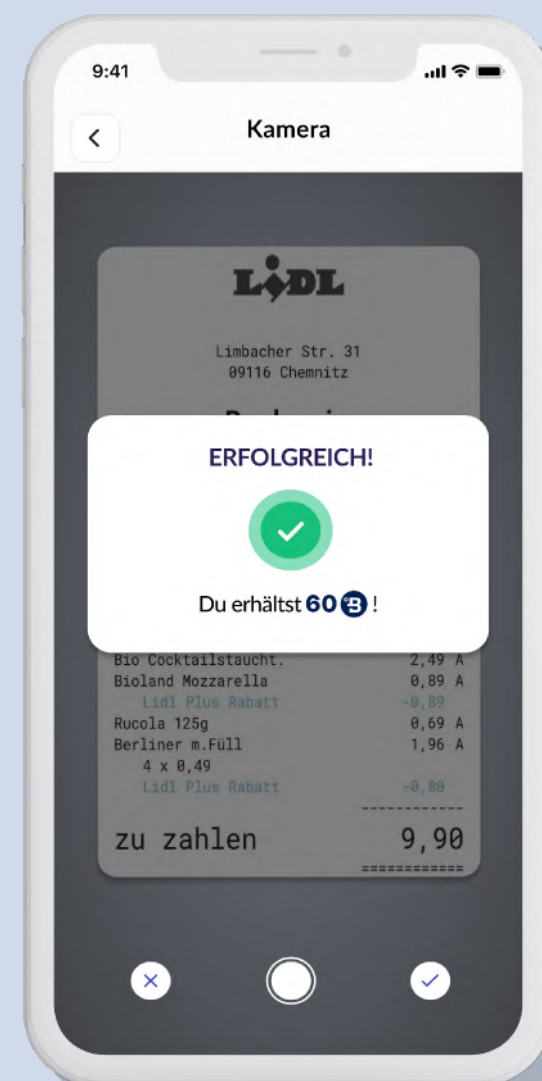


Let your data work for you and transform daily purchases into rewards

Earn up to 9% cashback

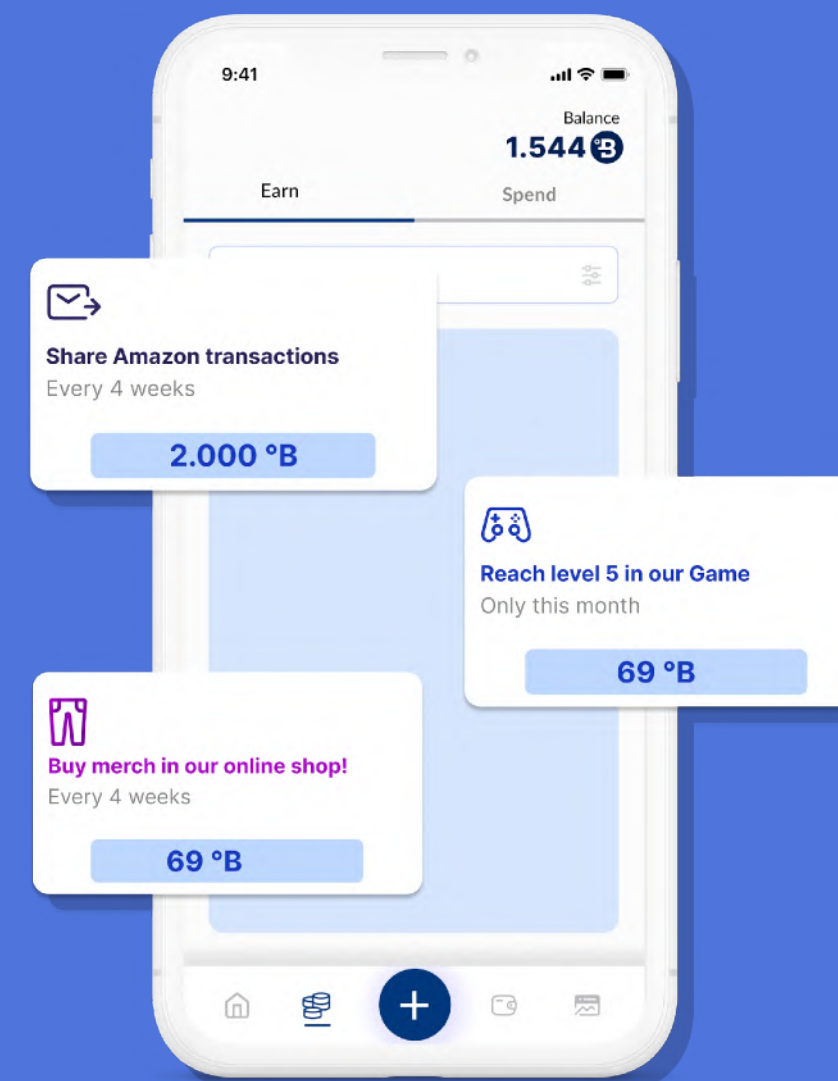


Connect with your wallet
or sign up with e-mail

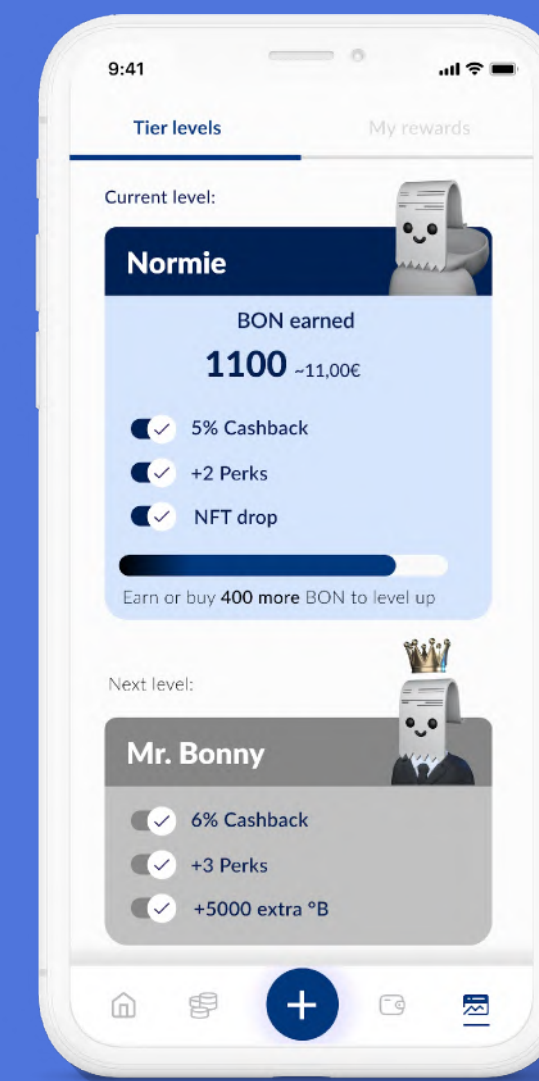


Upload or scan any receipts
and earn °B points

Level up to increase benefits



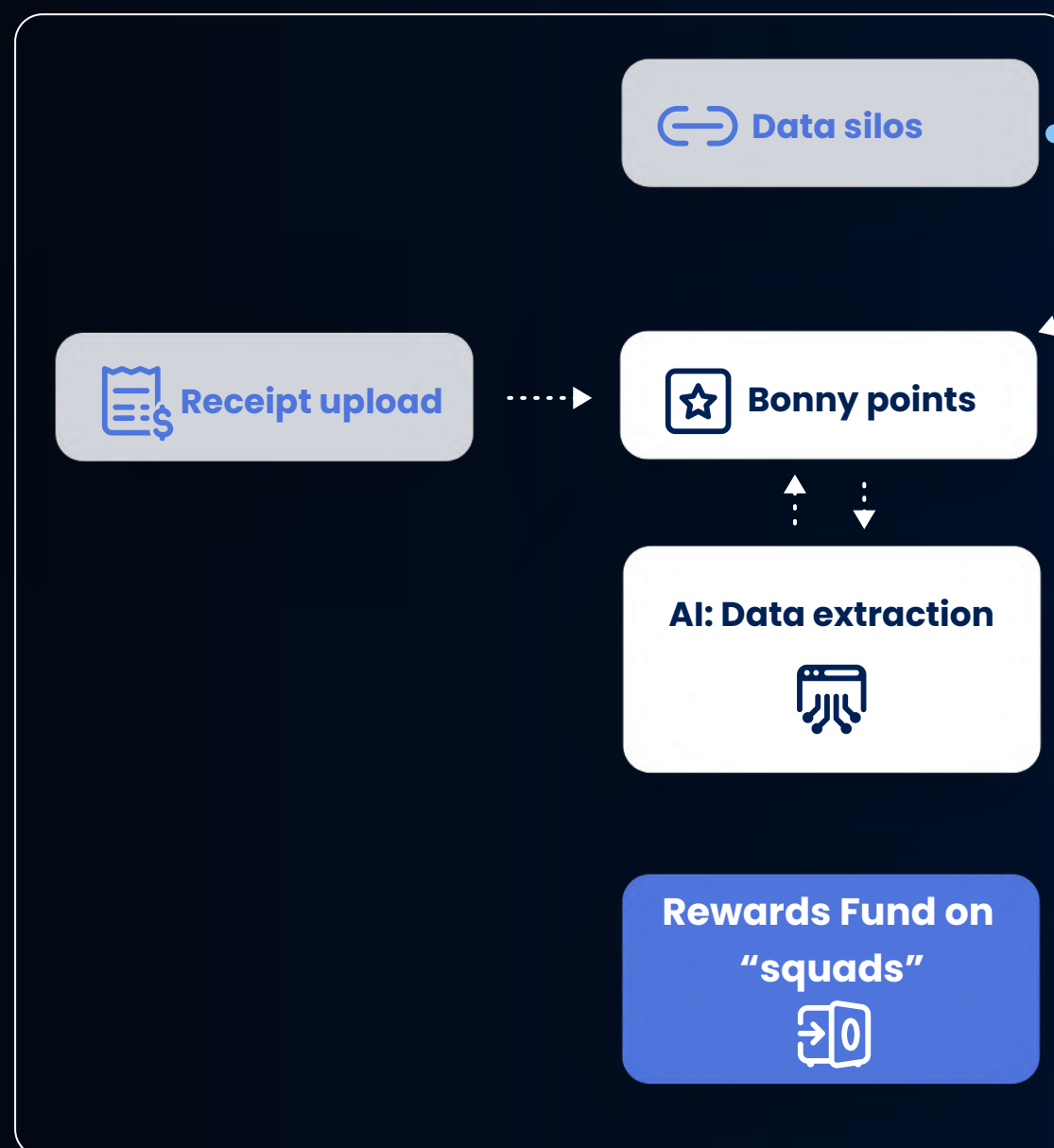
Share data, engage
& use coupons for extra °B



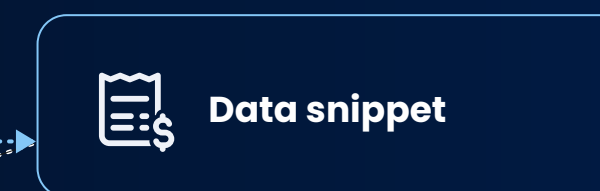
Sell or stack tokens to earn
more cashback & rewards

User can share any stored data securely with the reclaim protocol

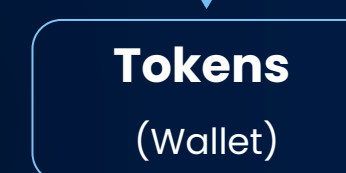
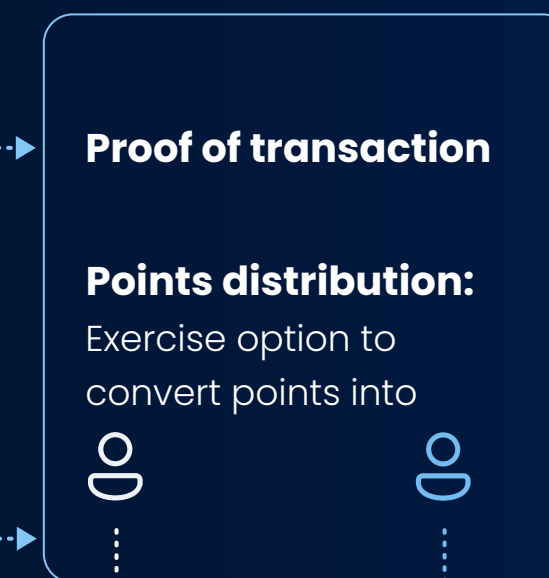
Web2 architecture



Reclaim protocol



Solana program



Zero-knowledge proof

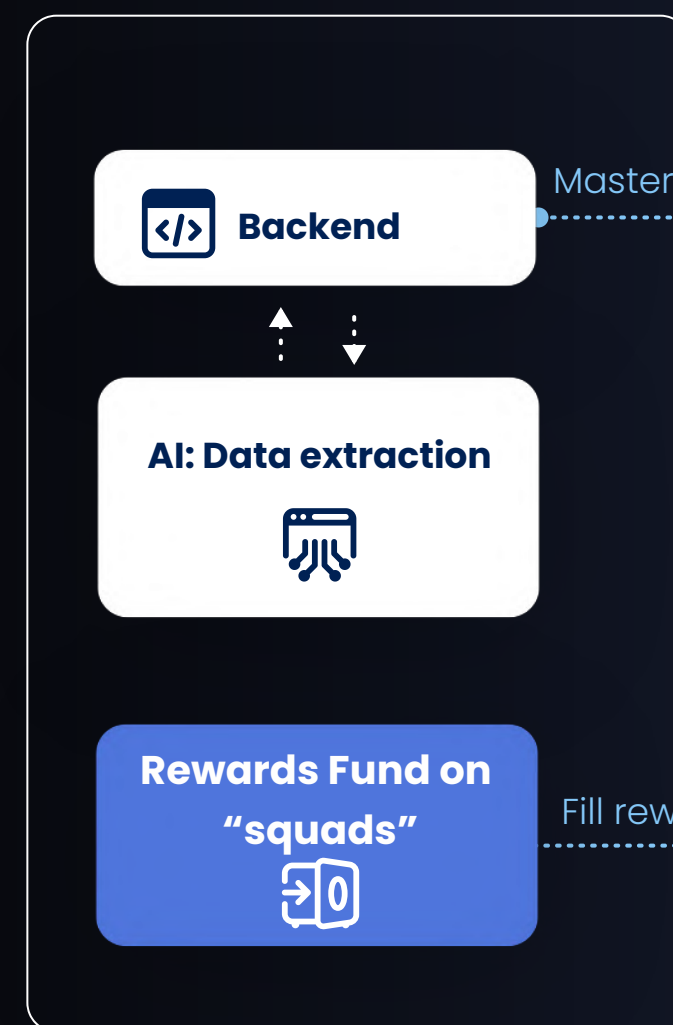
Response

Master authority

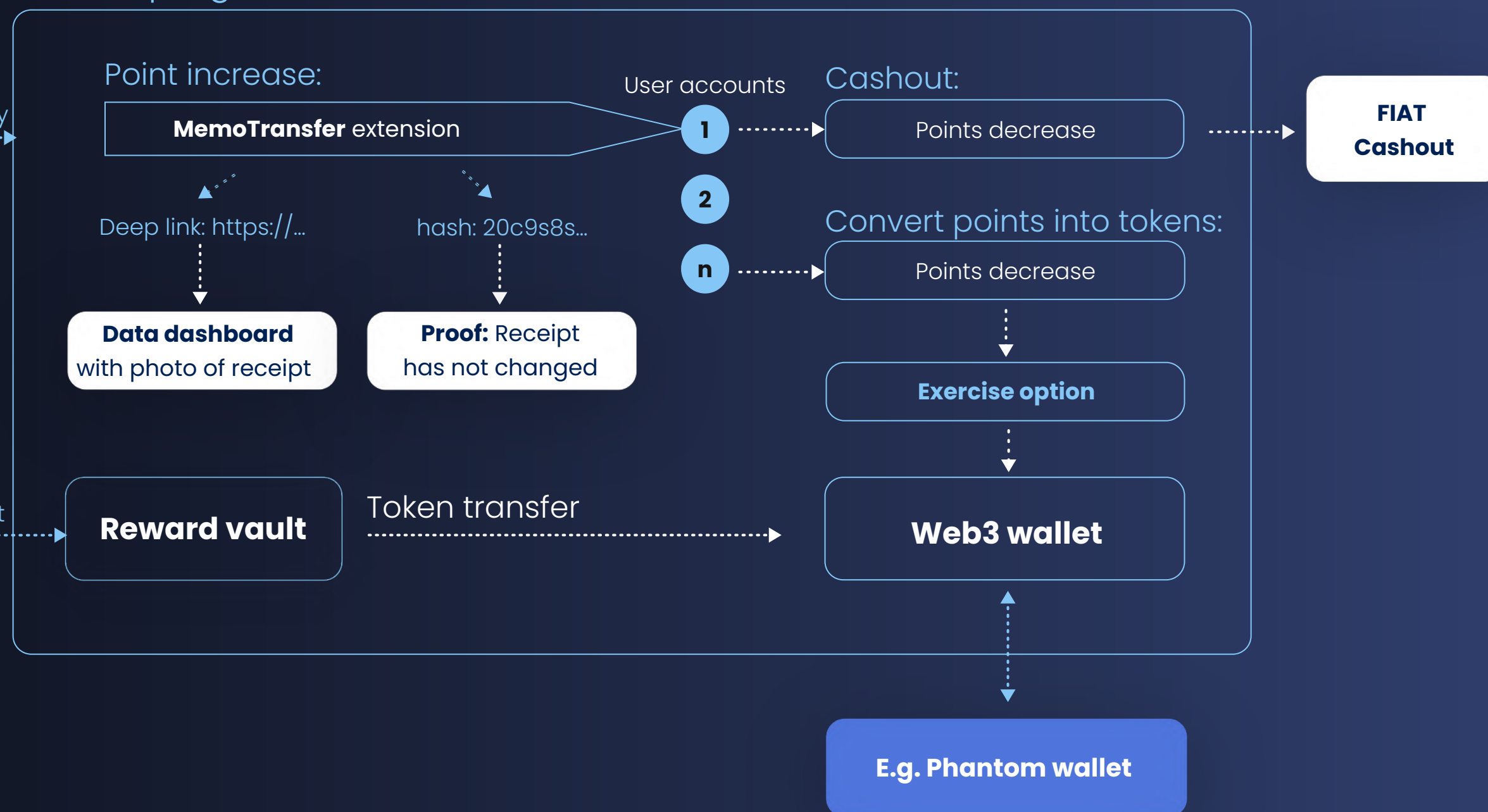
Token distribution

Users are granted the option to convert points into crypto tokens or cash out in fiat, **avoiding custody**

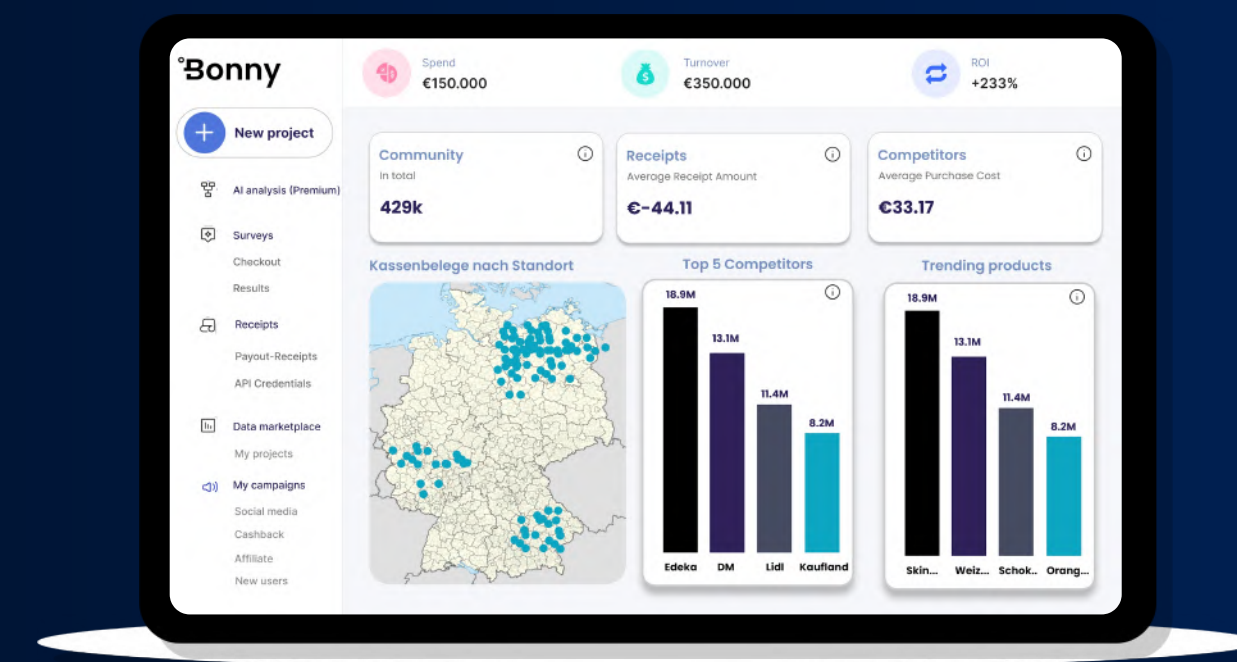
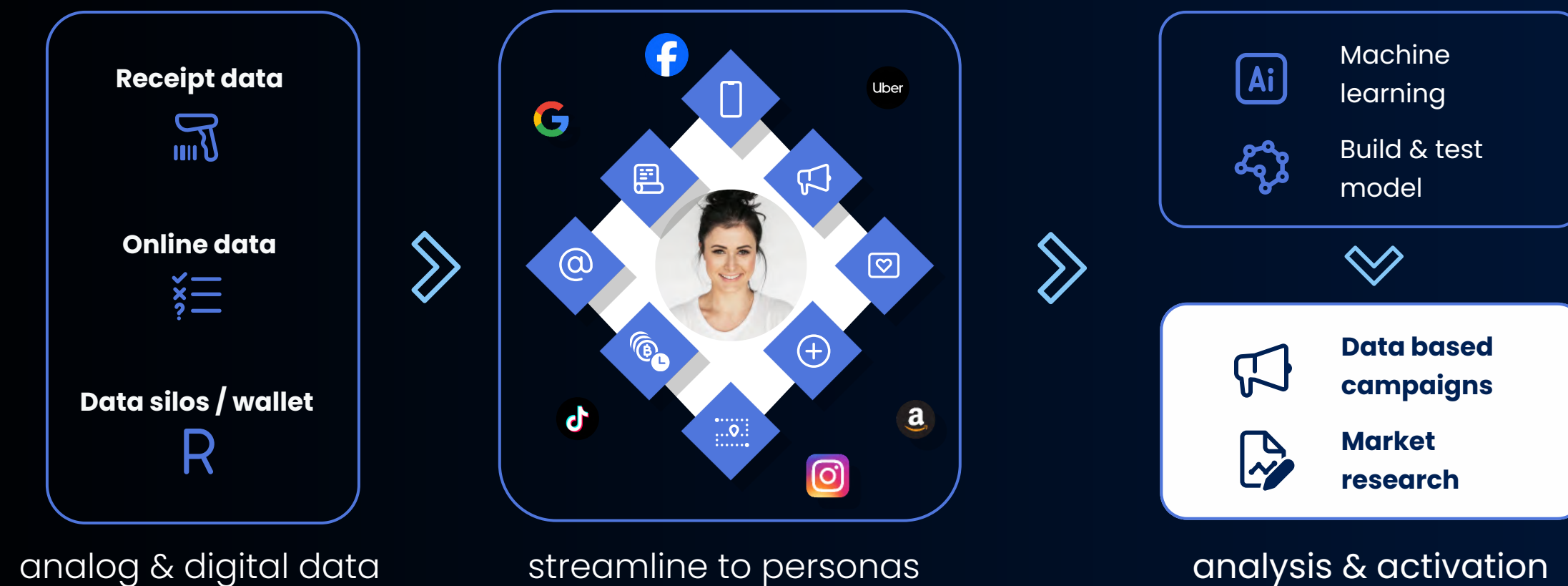
Web2 architecture



Solana program



Bonny is a rewards program for people and a matching machine for brands



Analyse 360° customer data

Members opt-in for personalization and willingly share their shopping data



Generate new loyal customers

Use historic purchase trends and category insights to segment and target audiences



Save costs and time

Reduce CPA/CPO, increase conversion rates, time-to-campaign and scale globally

Data is at the core of our business, facilitating unparalleled connections between people and brands

Enterprises

Affiliate

COMMISSION

5 – 10% net
basket

RIGHT NOW

Campaigns

COMMISSION

3 – 10% of
turnover

AT 20K USERS

Data dashboard

SUBSCRIPTIONS

8k – €20k
p.m.

AT 50K USERS



20–35 year
old, Gen Y & Z



TCV: ~€120k
CAC: ~€12500



Big retail chains,
e-com-shops, data companies

User

°Black Card

€4,99/mo

- ✓ +3% cashback
- ✓ Exklusive perks
- ✓ Up to 9% cashback

To further empower our users, we are in the process of creating a subscription model for a white-labeled VISA card, offering more benefits

Tapping into massively growing & innovative markets for huge opportunities

Current status

100m

people use **payback a multi brand platform** with **700 partners**

Opportunity

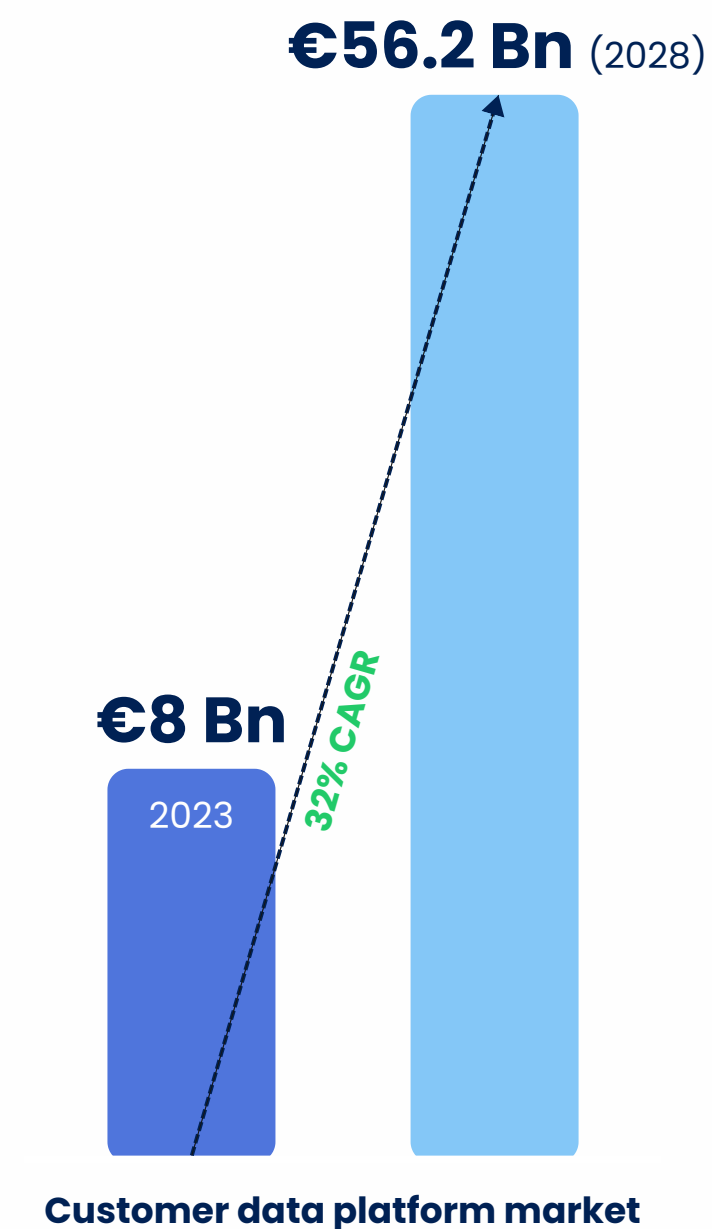
74m

young people in Europe with **30m web3 users**

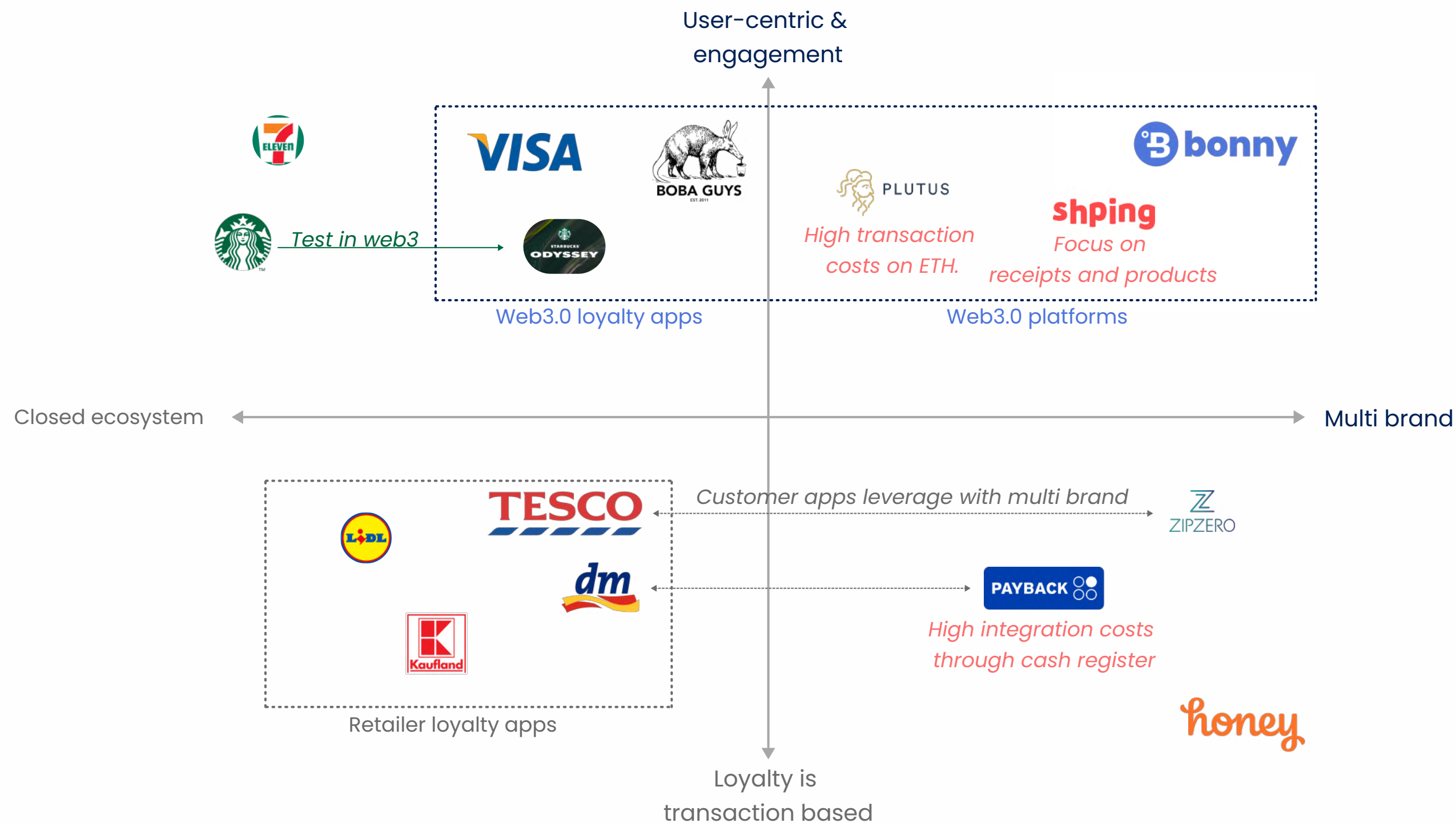
Couponing in GER

+148%

redemptions of coupons on online & mobile media



Direct competitors have **high transaction costs**
and **no one** targets **data silos** to streamline them

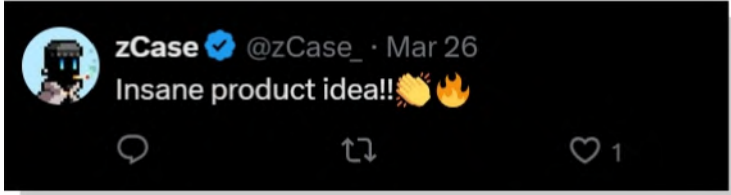


	Bonny	Web3.0 Shping	Plutus	Web2.0 Zipzero	Payback	Deutschlandcard (from Bertelsmann)	Kaufland App (loyalty app)
Location / Started	Germany / 2024	Australia / 2011	UK / 2015	UK / 2021	Germany / 2000	Germany / 2004	Germany / 2021
Funding stage	€400k pre-seed	\$6.6m ICO \$136m FDMC	\$800k ICO \$112m FDMC	€1m Seed	Exit to AmEx €500m 2010	Turnover €24m	-
Blockchain	Solana	Ethereum	Ethereum	-	-	-	-
Transaction costs	 \$0.003	 \$20*	 \$20*	-	-	-	-
360° customer insights	✓	✓	⊗	✓	✓	✓	⊗
Plug and play	✓	✓	✓	✓	⊗	⊗	⊗
Interoperability points	✓	⊗	 HIGH Cashout fees	⊗	⊗	⊗	⊗
Loyalty program	✓	✓	✓	✓	✓	✓	✓
Transparency	✓	✓	✓	⊗	⊗	⊗	⊗

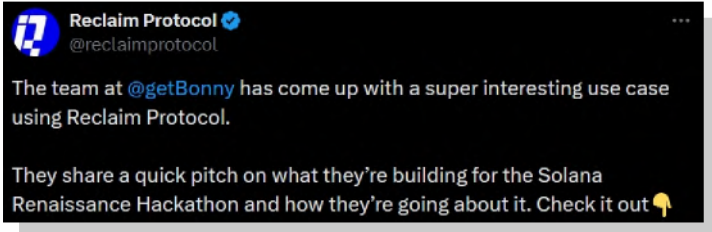
*due to high demand and low scalability on layer 1

In just a few weeks, we already started to build our community and closed three pilot customers

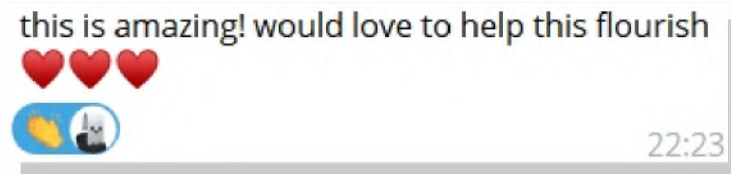
Community feedback



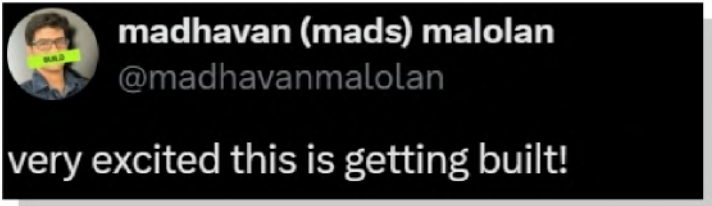
zCase @zCase_ · Mar 26
Insane product idea!!



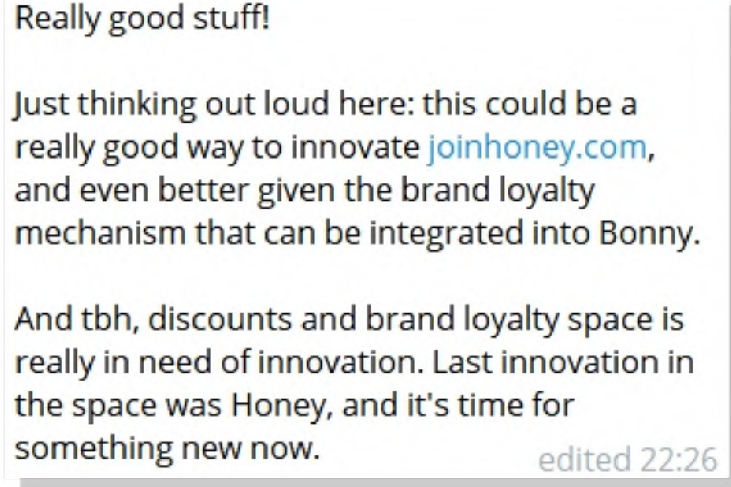
Reclaim Protocol @reclaimprotocol
The team at @getBonny has come up with a super interesting use case using Reclaim Protocol.
They share a quick pitch on what they're building for the Solana Renaissance Hackathon and how they're going about it. Check it out



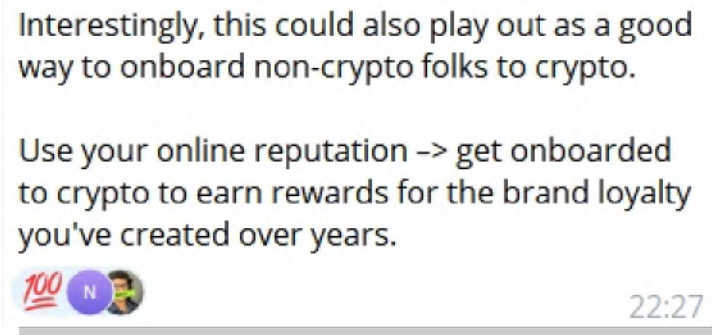
this is amazing! would love to help this flourish



madhavan (mads) malolan @madhavanmalolan
very excited this is getting built!




Really good stuff!
Just thinking out loud here: this could be a really good way to innovate joinhoney.com, and even better given the brand loyalty mechanism that can be integrated into Bonny.
And tbh, discounts and brand loyalty space is really in need of innovation. Last innovation in the space was Honey, and it's time for something new now.




Interestingly, this could also play out as a good way to onboard non-crypto folks to crypto.
Use your online reputation -> get onboarded to crypto to earn rewards for the brand loyalty you've created over years.

Pilot customers



Q1 Energie AG
Gas station franchise



meal & heal
Find out intolerances

coming soon...

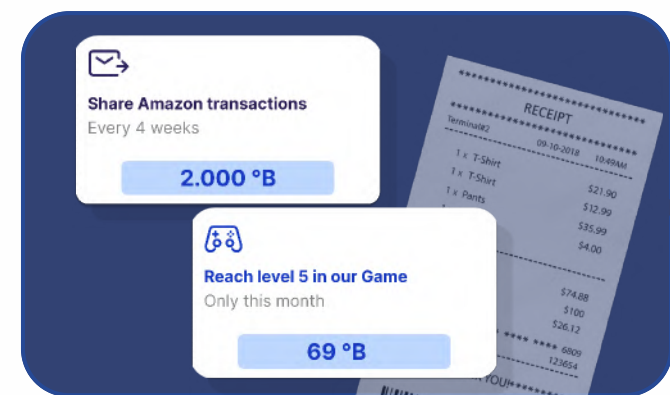
Web3.0 companies



We already got 100 beta users ready to test our MVP

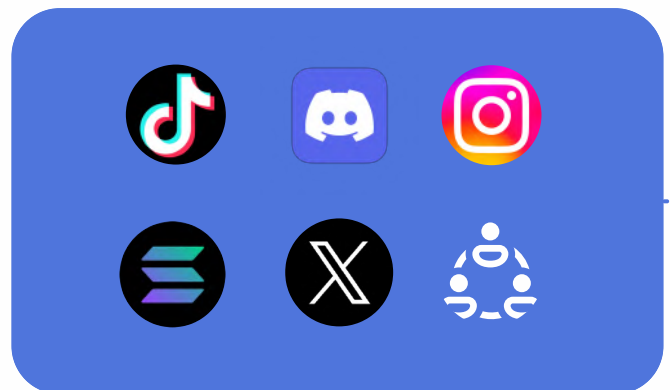


Initiating data flow in Germany with web3.0 users, followed by other European countries to get the masses



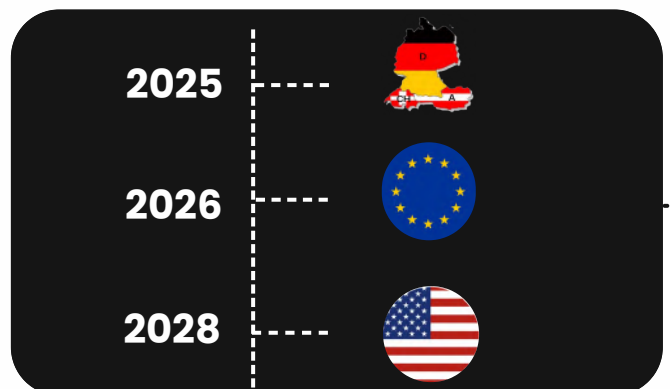
📱 MVP launch & fast traction (05/'24)

- Users can earn points with receipts (no cashout)
- Points will be converted to tokens on IDO (Seed)
→ Huge discount for early beta users



📢 Build community & partnerships

- Creating **brand ambassadors** by rewarding **social engagement** with quests
- Omnichannel marketing



🗣️ Raise seed to scale

- **IDO for token launch**
- Target **Web2.0** users
→ In order to scale we need a lot of data sets

A diverse team with lots of experience and already successfully launched a platform before

Nikolai Dück

CTO – The "guru"

IT systems & AI

- **Senior Software Engineer (9y)**
- Backend CRM (5y)
- Software-Architect (1y)

Niels Schmidt

CCO – The "hacker"

Chief Crypto Officer

- **Solana developer since 2021**
- Member, Superteam Germany
- Winner of SmartCityHack (2023)

Peter Lächner

COO – The "navigator"

Operations

- **Lead +5 international teams**
- Category lead BSH (6y)
- Strategic procurement (6y)

Christian Ninstel

CEO – The "visionary"

Sales & Finance

- **Built Locards** (digital stamp card)
- Finance & international business
- Management accounting



4 Steps to become the category leader, achieving over €185m+ in revenue by 2027

- 1

Now – April

 - **Pre-seed bonny** for regulatory and legal compliance
- 2

December 2024

 - **First data & revenue traction**
 - 5k monthly active Users
- 3

2025

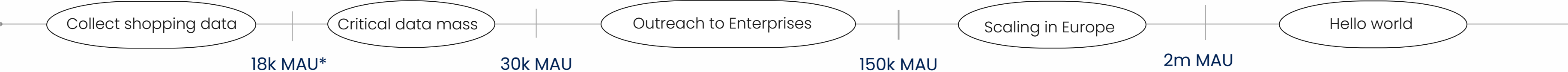
 - **Token launch & seed**
 - Data dashboard
- 4

2026/27+

 - **Scale fast and cost-efficient**
 - Accelerate growth in other key markets

Scaling revenue with add. services in our ecosystem

Financial sheet	2024	2025	2026	2027	2028
Monthly active users	20k	48k	1.2m	2m	2.8m
Revenue	€113k	€2.6m	€68m	€185m	€386m
Costs	€480k	€4.8m	€40m	€93m	€181m
Profit	€(360k)	€(2.1m)	€2m	€25m	€80m



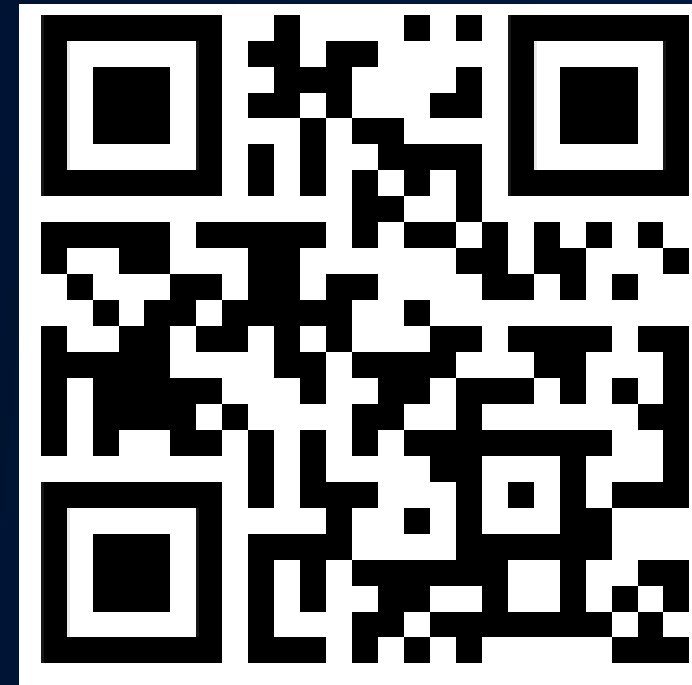
*Monthly Active Users

°Bonny

Let's bring Web3.0 into the masses

It's currently ~~impossible~~ only possible on Solana to
empower users like never before

Get a free NFT mint of our
Bonny Genesis Receipts Collection



Scan Qr-Code



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