QUESTION 9: If I had to write your 5-slide pitch deck tomorrow…

What would you want to lead with?

You can choose 1–2 of the following as your core story hook:

📉 Cost savings from eliminating paper receipts

🧠 Proof of purchase + personal memory vault

♻️ Environmental win + ESG reporting

🧾 NFT-powered, verifiable receipts with embedded resale value

🎯 Loyalty + return improvements = better NPS

🌐 Cultural flex — turning boring receipts into identity

Your pick helps me draft your founder narrative and investor-style deck skeleton next.

A: All of them  
Follow up  
  
Since you want all the angles, we’ll use the “Layered Pitch” model — start with a simple hook, then layer in additional benefits depending on who’s in the room (retail exec, marketing lead, ESG director, or tech ops).

Answer:

**Five-Slide “Layered Pitch” Deck — Skeleton & Lead Story**

| **Slide** | **Headline & Core Hook** | **Why it’s first-line material** | **Extra layers you can dial up (audience-specific)** |
| --- | --- | --- | --- |
| **1. The $-and-CO₂ Problem** | **“Paper receipts cost retailers $20B and fell ~30 billion trees last year.”** | Universal pain—hits both P&L and ESG nerves in a single stat. | - Break out CVS-specific spend & tonnage for execs.- Show waste-stream images for ESG directors. |
| **2. The BlockReceipt Switch** | **“One tap = a verifiable, fraud-proof digital receipt minted for < 0.2¢.”** | Concrete fix to slide 1; introduces NFT tech without the jargon (“digital receipt”). | - Highlight Polygon transaction cost vs. thermal roll cost for finance.- Quick demo animation for tech ops. |
| **3. Beyond Proof: Personal Memory Vault** | **“Every receipt auto-categorised in the shopper’s wallet—returns, taxes, resale, all done.”** | Turns a cost center into a customer-value engine; shows why consumers adopt twice. | - Screenshot of OCR dashboard for marketing.- Warranty & resale provenance for asset-heavy brands. |
| **4. Loyalty & Culture Boost** | **“From mile-long meme to collectible moment—earn perks, shareable art, and +8 pt NPS.”** | Gen-Z appeal + measurable CX upside. | - A/B test data on return-desk speed for ops.- Limited-edition artwork collabs for brand teams. |
| **5. Roll-Out & ROI Roadmap** | **“90-day pilot, POS plug-in, breakeven in six months.”** | Ends with clear next step and payback math. | - API/SDK architecture diagram for CTOs.- ESG score-card template for investor/CSR |

**Narrative flow**

1. **Pain everyone feels** → 2. **Simple switch** → 3. **Unexpected customer upside** → 4. **Brand/culture halo** → 5. **Actionable path & ROI.**

At each slide you can “accordion-open” the supporting benefit most relevant to whomever’s in the room—finance, marketing, ESG, or tech—without derailing the core story.