



The new power of corporate connections

“What if your employees could access exclusive benefits from other major brands — like L’Oréal, Bimbo, or Adidas — without changing jobs?”



Market Context



Post-pandemic corporate benefits grew by +37% (Deloitte, 2024).



Companies seek new ways to retain talent and strengthen culture.



Current problem
benefits remain fragmented, with no synergy between brands.



Stakeholder mapping

◆ Synorah



Employees

Interest: Access to real, useful benefits
Pain point: Outdated or limited programs
Objective: Varied, practical discounts

HR Managers (L'Oréal, Bimbo, Adidas)

Interest: Employee retention
Pain point: Low engagement
Objective: Increase use and perceived value

Partner Brands

Interest: Visibility and new sales
Pain point: High competition
Objective: Reach new corporate audiences

The Problem at Different Levels



Economic

fragmented benefits
waste investment.

Emotional

employees don't feel
real value.

Cultural

companies compete
instead of collaborating.

"Today, benefits don't connect companies — each brand fights for the same employee."



Problem Agitation Solution (PAS)



Problem

Internal benefit programs fail to engage.



Agitation

leads to higher turnover (+18%) and lower motivation.



Solution

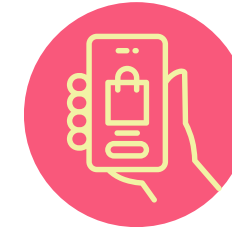
Synorah connects allied companies to offer cross-brand employee discounts — buy Bimbo products with your L'Oréal discount, and vice versa.



Solution Architecture: How It Works



**B2B2E SaaS platform
(Business-to-Business-to-
Employee).**



**API linking existing corporate
benefit portals.**



**Analytics dashboard for HR
teams.**



**Token-based corporate
authentication.**



Emotional Trigger & StoryBrand Role



Hero

companies that choose to share benefits.



Guide

Synorah platform.



Outcome

intercompany culture of collaboration and wellbeing.



Obstacle

corporate silos and resistance to change.



"We don't sell discounts — we build bridges between brands and people."

Benefit engagement

Before : 24%

After: 61%

improvement: +154%

Employee retention

Before: 78%

After: 88%

Improvement: +10 points

Active intercompany deals

Before: 0

After: 12

Cross-Brand sales

Before: 0

After: +23%

Expected Results



Synorah

Estimated return

4.2x ROI within the first year.



Payback period
5 months.

ROI & Business Impact

Intangible value

stronger employer branding,
collaboration, and wellbeing



“For the first time, our benefits program truly matters. Employees proudly share their discounts with others.”

Future Roadmap

"A benefit is no longer an expense — it becomes a shared culture."



**Integration with digital wallets
and AI recommendations.**



**Expansion to +30 FMCG and
Tech companies.**



**ESG dashboard for sustainable
benefits.**



“Every company’s story can inspire
another.”

Our mission:

to create a network of shared
value that fosters community,
wellbeing, and collaboration

Join the ecosystem of brands that share value

