Loyalty Rewards System

Turn First-Timers into Regulars – Effortlessly

Problem

1:Small businesses like salons, barbershops, and eateries struggle to retain customers.

2:Traditional loyalty apps are expensive, complex, or unsuitable for local businesses.

3:Most customers forget their loyalty cards or don't download apps.

Solution

- **Traditional loyalty apps are expensive, complex, or unsuitable for local businesses.**

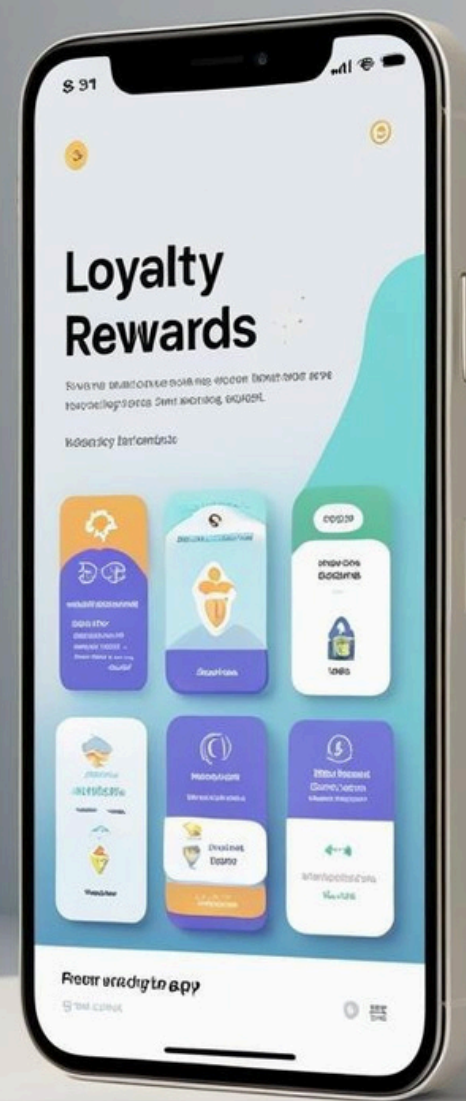- **Most customers forget their loyalty cards or don't download apps. lightweight, phone-number-based loyalty system.**

- **No app required. Businesses simply enter a phone number at check-in.**

- **Visit counts are tracked; rewards triggered automatically via SMS.**

Product

- Frontend: Simple UI for customer check-in.

- Backend: Supabase-powered database & authentication.

- Automation: SMS notifications on reward milestones (e.g., 10th visit).

- Dashboard: For business owners to monitor check-ins and performance.

Target Market

Local service-based businesses in emerging markets.

Focus on:

Salons

- **Barbershops**

- **Small eateries & food joints**

Market Size

- 45M+ SMEs in Africa alone.

- Estimated 5M+ target businesses in service sectors.

- $1B+ potential in digitized loyalty solutions for this niche.

Competitors

Traditional stamp cards

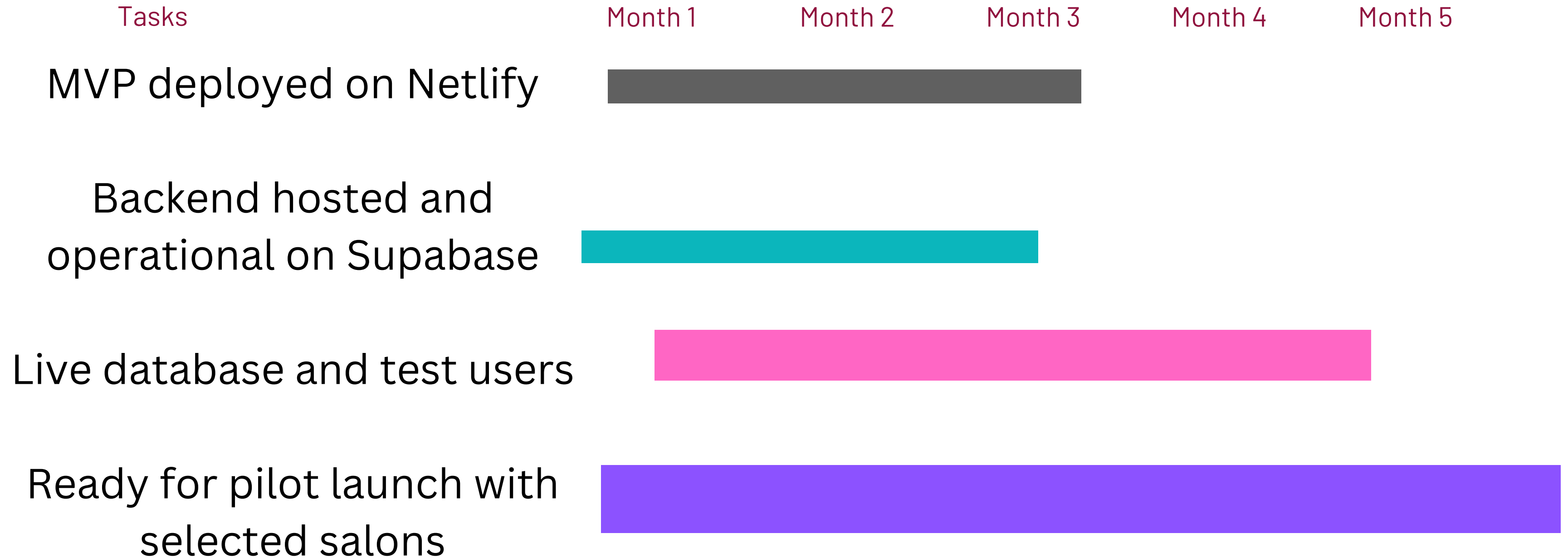App-based loyalty solutions (e.g., FiveStars, Loyverse)

POS systems with loyalty modules

Competitive advantage

- No app required

- Low-cost & easy to use

- Instant onboarding

- Phone-based check-in with SMS alerts

- Built for underserved local markets

Project Traction

Tasks	Month 1	Month 2	Month 3	Month 4	Month 5

MVP deployed on Netlify

Backend hosted and operational on Supabase

Live database and test users

Ready for pilot launch with selected salons

Business Model

Subscription model:

$5/month per location

Tiered pricing based on SMS volume

Future add-ons:

Custom branding

Analytics dashboard

CRM integrations

Go To Market

- Partner with salon/barber suppliers and product distributors

- Word-of-mouth campaigns and referral incentives

- WhatsApp marketing and local events

Social Impact

- **Helps micro businesses digitize and compete**

- **Drives repeat customer traffic and income**

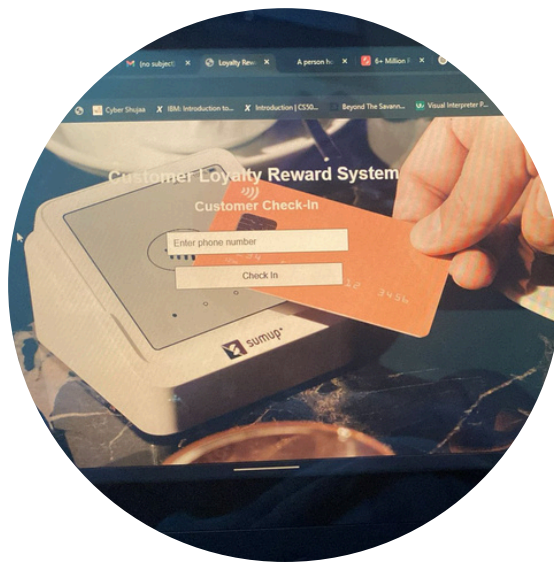- **Supports financial inclusion and data visibility**

Our Ask

- **Seeking $9700 funding to:**

- Launch pilot with 50+ businesses

Build out full analytics and admin dashboard

Scale marketing in 2 key regions

Team Members

KAREN

frontend developer

PHILEMON

Backend developer

Thank you!

Let's make loyalty effortless for local

businesses.

[**Demo**] enchanting-daffodil.netlify.app

[**Backend**] iakrxwuzilmvtenbdwvv.supabase.co