

Wallie - Location Based Credit Cards Offers

Partnerships

Sales and Marketing Partnerships

- Tech Blogs like Techcrunch

We can have exclusive partnership with tech blog sites like Techcrunch where in we will publish our updates regarding brand and credit card partnerships or deals, technical developments. Through these tech blogs we intend to create awareness and increase our user reach. In exchange, the tech blog site will have an increased viewership because of exclusive updates.

- Social Media like Facebook

We can have marketing partnerships with social media platforms like, facebook, instagram. This will provide us the platform to market our product to the millions of users using these networking sites. When our user makes a transaction, we can ask him to share his experience about the kind of offers and benefits he received while using our application on our partnered social media platform. Our partner can have a quick survey and ask questions regarding the brand chosen and products bought. This collected user purchase data will be an incentive for our partner. It can provide advertisements to the user based upon his shopping preferences.

- Credit card companies like Visa

Once we have identified the users as per their credit card preferences, we can partner with credit card companies like, Visa, Mastercard and Discover. We will provide them with concrete statistics of users who have their card, but still do not use them. This user segment can be of special interest to them. Credit card companies can provide deals or offers on their card through Wallie to target this segment. They can publish these offers on their advertising channels and help us reach untapped users who are not familiar with Wallie.

- Brands like Walmart

Once we have gathered a large enough user base to create a viable business, we can identify users' preferred shopping brands for various shopping activities like groceries, apparels, shoes. We can partner with those brands to promote our application in exchange for user shopping patterns that can be utilised by brands for targeted advertisements to enhance their business. They can publish these offers on their advertising channels and help us reach untapped users who are not familiar with Wallie. Another way of partnering with brands is by cost sharing. When targeting the identified user behaviors, Wallie and the partnered brand can share the cost of the offer and provide more attractive deals to the users. This model will further strengthen our partnership with brands and aid us in customer acquisition.

- Promotion of Apps to users

Google Play Store and iOS App Store will play a significant role in making the users download the Wallie app. There is not a clear-cut partnership involved but we have identified these as partners as they will be a direct source of selling (free) app to the users.

- Partnerships with Banks, Stores and Credit Card Companies

We have identified banks, credit card companies and stores as our partners as we plan to give them user data and their preferences and in return banks and credit card companies can advertise or sell our app on their platform and stores can reach out to the users who they think are prospective customers and promote Wallie to their existing customers.

Technology Partnerships

- Orthogonal Partners like Google Express and Yelp
 - Google Express

Google express currently provides a platform for stores to list their products where a user can manually search a specific item and they will get a list of all the stores on Google Express that sells that product. Unlike Amazon, stores themselves handle the shipping and servicing and Google Express simply provides a single checkout platform. We think there's a potential for partnership here with Google Express and Wallie. Google Express is completely online only and while it sometimes offers its own promotions and deals, they are not location based in any way. By partnering with Wallie, Google Express will be able to leverage the buying intent of a user at say, Best Buy, while they are at or near Best Buy (location based buying intent) and Wallie will get access to Google Express deals and promotions as well as an option to purchase the same product online.
 - Yelp

Yelp is an information platform where users can find physical retail stores they need (especially restaurants and home services) by searching through locations and keywords with categories. Yelp itself does not offer the services, they only provide an easy way for users to find information efficiently. Therefore Yelp has a need to know users' purchase behaviours as accurate as possible, and Wallie needs to get as much as great deals online or offline to improve the service. Wallie can partner with Yelp to provide the customer behaviour data as a helper to improve their business, in exchange of the deals or coupons Yelp provided when users are shopping.
- Competitor Partners like NerdWallet

While NerdWallet and Credit Karma are Wallie's competitors in many regards, they could still be our partners. NerdWallet has extensive data about various credit card reward programs that Wallie could leverage, and in return, Wallie can provide user behavior data that helps NerdWallet make better recommendations on their site.

Therefore, by partnering with Google Express, we will get access to their online consolidated buying technology platform in exchange for user location data. Wallie directly complements the Google Express/Yelp/NerdWallet in their offerings and thus also a potential for future acquisitions.

We will definitely be using various software tools, hosting services, software SDKs and developmental services (free or paid) but they will be our vendors, at least in the beginning.

Financial Partnerships

- Banking Partners like Bank of America and Wells Fargo

We need to choose a Banking partner that can help us scale our business and also help us in our business practices like Finance, Accounting etc. Major banks like Bank of America and Wells Fargo will have separate teams that will look into the needs of technology companies. We need to partner with these teams to get all the services needed to scale our tech company. We also need to make sure that our Banking partner will have the necessary technology so that we can manage our finances in a faster and easier way. Initially, our Banking partner will provide us with the services to manage our finances and accounting. Depending on our company growth over the next couple of years, we can leverage existing partnership with the bank and raise loans to further scale our business.

- Tech Accelerators like Ycombinator

Once our app is ready, our plan is to showcase the app in different tech accelerators like Ycombinator. If our app gets traction and gets selected in Ycombinator, then this will help in accelerating our start up growth. Ycombinator will help us in refining the business model and find the right product/market fit. Partnering with an accelerator like Ycombinator will also make it easier for us to raise money from Angel investors and Venture Capitalists.

- Investors - Angel investors and Venture Capitalists

After going through a tech accelerator like Ycombinator, we need to raise money from Angel investors and venture capitalist(VC) firms. Our plan is to not just raise money from VC firms but also partner with them closely so that we can use the expertise of VCs in scaling our business. Once our app gets some traction, we plan to present the idea to VC firms in the valley. Our plan is to present the idea to some well-known VC firms like Sequoia Capital, KPCB etc. If we are able to make it to Ycombinator, then it will be easier for us to get access to well-known VC firms. If not, we will go to smaller VC firms and pitch our idea.