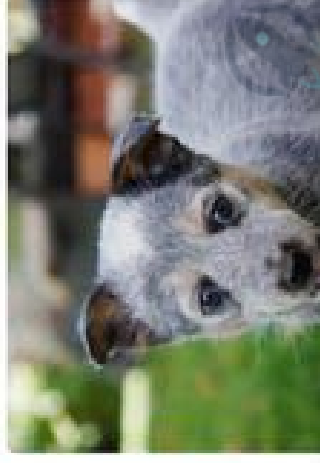


**Zestful**

A customizable employee and membership perk card



# ⚡ The Zestful Card ⚡

At the core of Zestful is payment technology that has never existed... Until now.

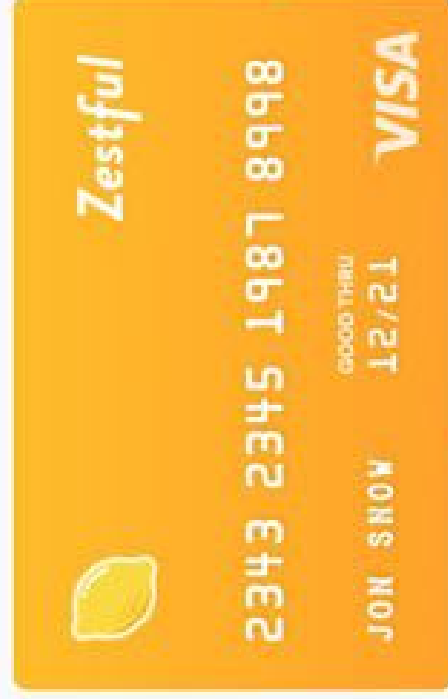
 Spotify **\$12.99**

**Real-Time Tracking**  
Track transactions in real-time. No messy reimbursement process.




**Product Filtering**  
Customize at any time which specific products that card can be used on.



 Mat Vogels **\$50/mo**

**Card Allowance**  
Assign custom allowances and spending limits to a card in real-time.



 Starbucks **\$25**

**Product Allowance**  
Assign an allowance or spending limit to a specific product or service.



## How It Started

We sent a survey to 10,000 employees asking a single question, "Which would you rather have?"

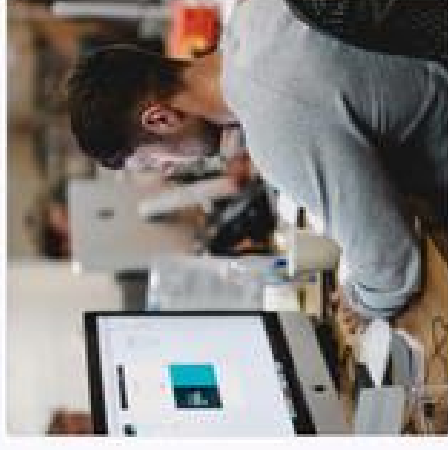
1. A \$130k Salary
2. A \$100k salary + Netflix, HBO, Hulu, Spotify, Headspace, a Meal Delivery Service, a Gym Membership, \$20/mo to a Charity of Choice, and a \$100/mo Experiences Allowance.

The Results:

**80% chose the lower salary with the perks 🤔**



Read the full report at [zestful.com/how-it-started](https://zestful.com/how-it-started)





## The Problem

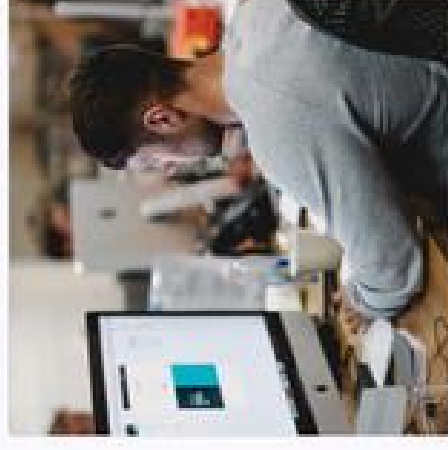
For a company to implement a perk program like this would take **hours of dedicated time and resources.**



## Our Solution

With Zestful, companies can get all the benefits of a flexible perk program with none of the hassle.

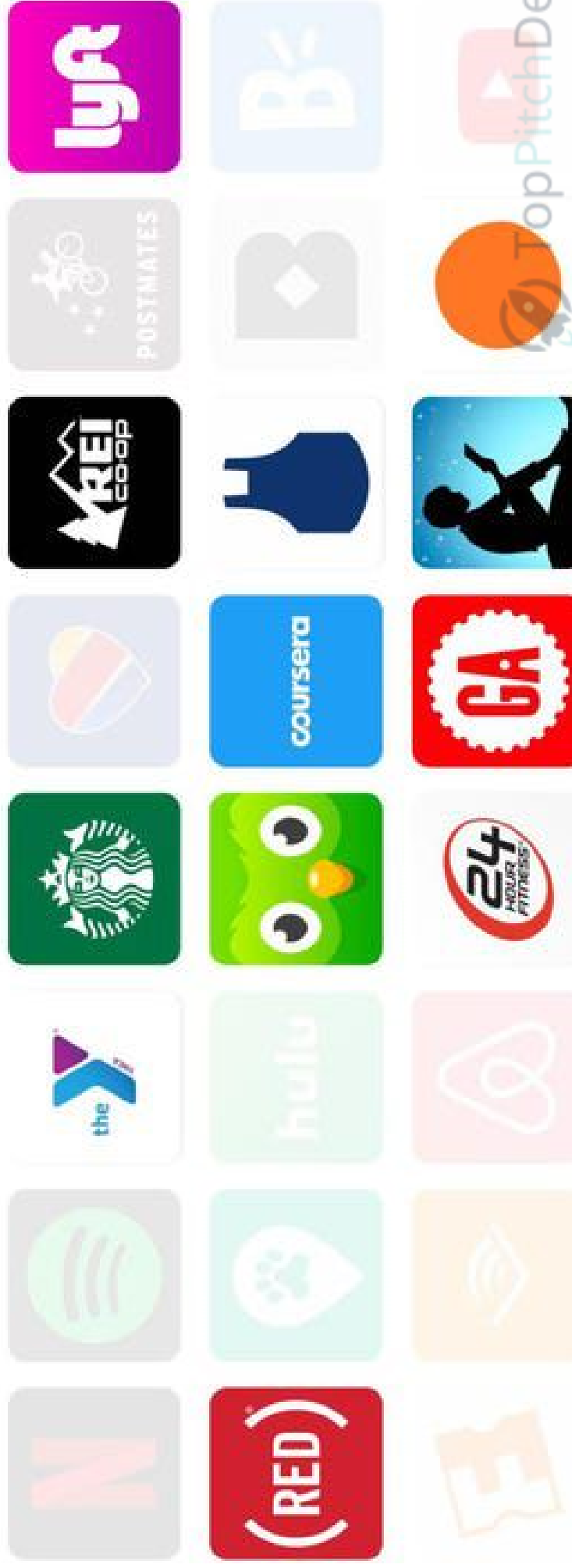
- Hundreds of popular products.
- Real-time product and allowance management.
- Real-time transaction tracking.
- No reimbursement process.



## 🧑‍💻 For Example...

A company could give **\$100/month** for their employees to spend only on the products that match their mission and brand.

The Zestful card handles the rest.





## Other Opportunities

The payment tech we're building goes far beyond just company perks.



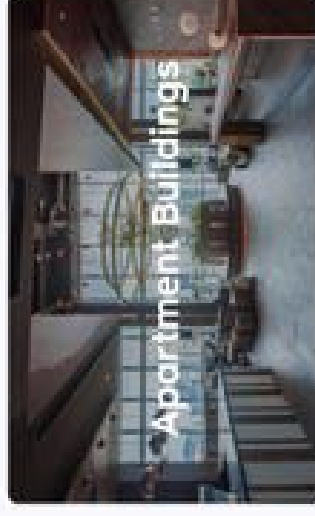
Company Perks

Create the ultimate employee perk solution, without the hassle or reimbursement process.



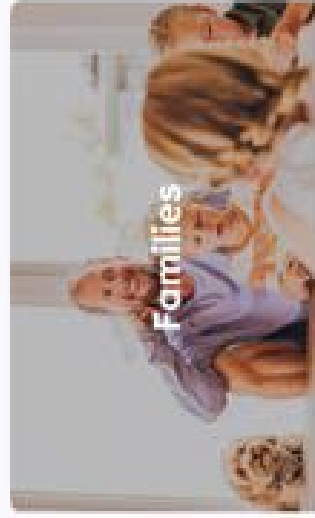
Co-Working Spaces

Give tenants an allowance to nearby coffee shops, restaurants and business services.



Apartment Buildings

Give tenants an allowance for their favorite TV providers, apps and local hang outs.



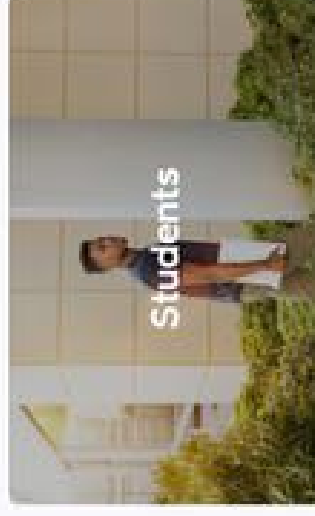
Families

Easily manage allowances and product spending for personal and family use.



College & Universities

Replace the outdated student meal plans with a payment card built for the future.



Students

Parents can easily assign money for products and services that matter (not the ones that don't).



## Revenue Model

Zestful makes money in 3 different ways.

**\$5**

/ card / month

### Monthly Subscription

Zestful charges \$5 per card per month.

**.5%**

/ transaction

### Transaction Fee

We make .5% on every transaction made on a Zestful card.

**5-10%**

/ purchase

### Cash Back

We work with brands offering 5-10% cash back on purchases.





## Where We're Going

We're just getting started, but have a clear path to success.

Open product to consumers,  
partnerships with banks and  
payment providers

30K cards  
\$120k MRR

Open product to  
CoWorking Spaces  
and Apartments

10K cards  
\$40k MRR

Onboard employees from  
beta list

Public launch

5K cards  
\$20k MRR

1,000 employees  
on beta list



Launch Nov 2018 🚀

Q4 2019

Q2 2019

Q1 2018





## Our Team

We have the experience and ambition to make this a 🚀



**Mat Vogels**  
CEO

Experienced founder, mentor  
(TechStars and YC companies),  
and product designer.



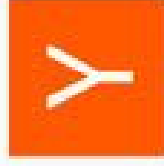
**Malte Muenke**  
CTO

Co-creator of GoToMeeting,  
VP Engineering at Citrix,  
experienced technical leader.



**Max Richman**  
Head of Engineering

Multi-time founder and  
experienced entrepreneur in  
the payment space.



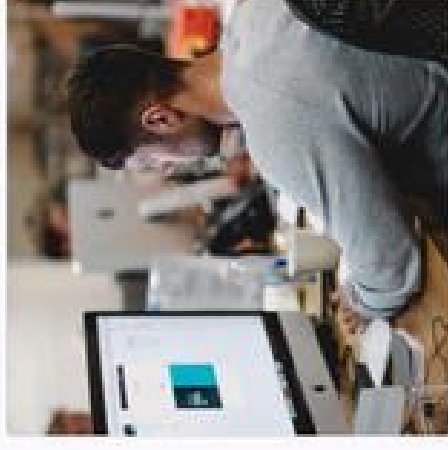
(W17)

## 👉 What We Need

\$200k • \$6m cap  
remaining

To meet our goals we need to expand our **sales team** and invest in **customer success**.

- Sales team to get Zestful into every company in the US.
- Customer success to onboard thousands of new customers.
- Talented engineers to help build the future of payment tech.



# Zestful

 Thank You

We can't wait for you to be a part of this journey.

Contact

**mat@zestful.com**

Website

**zestful.com**