

A PENNY FOR YOUR THOUGHTS



bringing *smart transactions* to brick and mortar merchants



There's a **chasm** separating traditional merchants and customers.



Existing social networks
aren't being leveraged.



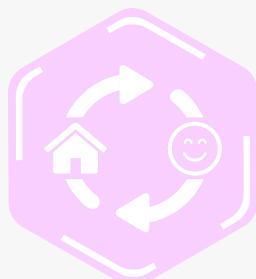
Traditional advertising is
becoming less effective.



Affinity metrics + ad ROI
are difficult to determine.



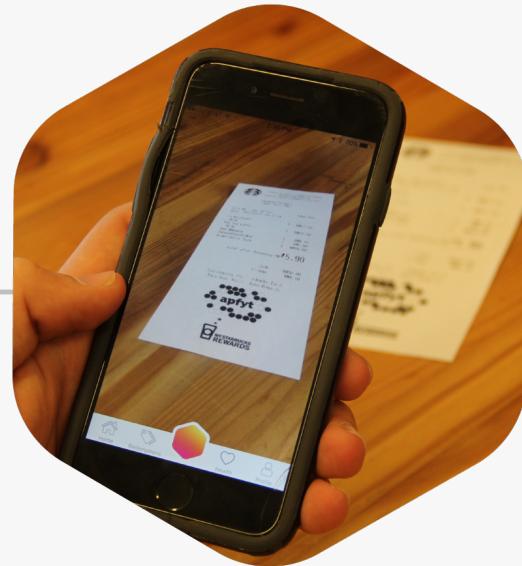
Managing surveys, loyalty cards, and
other redeemables is a hassle.



Closed-loop CRM
is difficult to maintain.



Offers can be irrelevant.
Too many merchant apps = user fatigue.



Apfyt is the **bridge**.

Scanning the Apfyt code on a receipt allows businesses and customers to connect.



Even though I've left the restaurant, we are still **interacting**.



Brick and mortar meets **digital**.



The data from point of sale (POS) systems is a vein of gold just waiting to be mined.

- National Restaurant Association



The amount users share today is twice what they shared a year ago.

- Mark Zuckerberg ('Zuckerberg's Law')



89% of consumers begin doing business with/purchasing from a competitor following a poor customer experience.

Survey commissioned by RightNow and conducted by Harris Interactive



A web and mobile app for **merchants**

Campaign Creator

First-Responder CRM

Marketing ROI

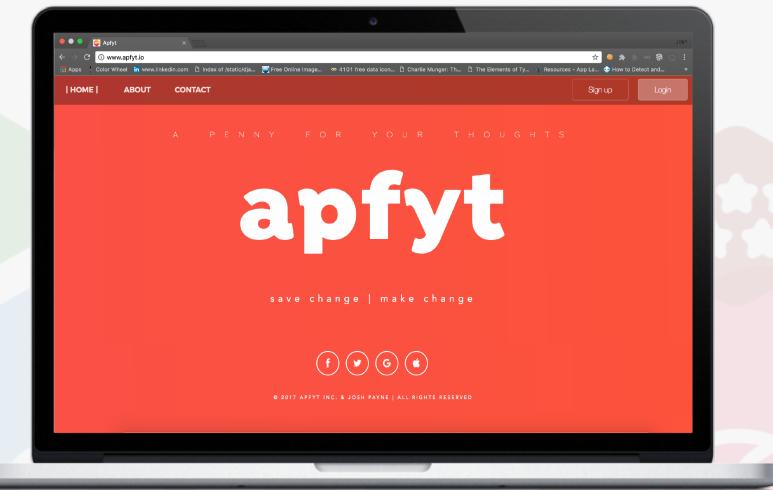
Insights On-The Fly

Survey Creator

Grid Outreach Manager

Email Outreach Manager

@Mentions Monitor





A web and mobile app for **merchants**

Affinity metrics + CRM

Apfyt links user information with sale data to generate analytics that were previously far out of reach. These vital insights will be very accessible via our analytics dashboard.

Network as a Service

Sometimes a business' best marketers are its customers. With the Feed Feed, users will be able to view and share experiences with their network. Partners are also able to offer group coupons.

Closed-loop marketing

From customer acquisition to experience to retention, Apfyt offers marketing tools that allow businesses to maintain engagement.

Advertising, reimaged

AI-curated Deals of the Day will ensure that a user will never want to miss a partner's relevant offering. We'll notify users right before mealtimes, helping to inform their decision.

Precise campaign ROI

Impressions, CPA, and conversion rate are all ecommerce buzzwords. Apfyt makes them relevant to traditional businesses, providing marketing ROI.

Interaction management

Targeted surveys with conditional logic, redeemables, reviews, and loyalty programs are all handled through the platform.





One-stop mobile loyalty shop

An app for each fast food / coffee chain seems a bit excessive.

The Deal of the Day is a daily offering that will be served to users based on predicted preference and partner outreach level. Mobile notifications will be sent before mealtimes.

Partners will also be able to integrate their own loyalty programs into Apfyt with ease.

A mobile app for *customers*



“ Apfyt's commitment to the end user experience is impressive.

- Rebecca Hinds

Founder // Stratio

Director of Enterprise Insights // Dropbox

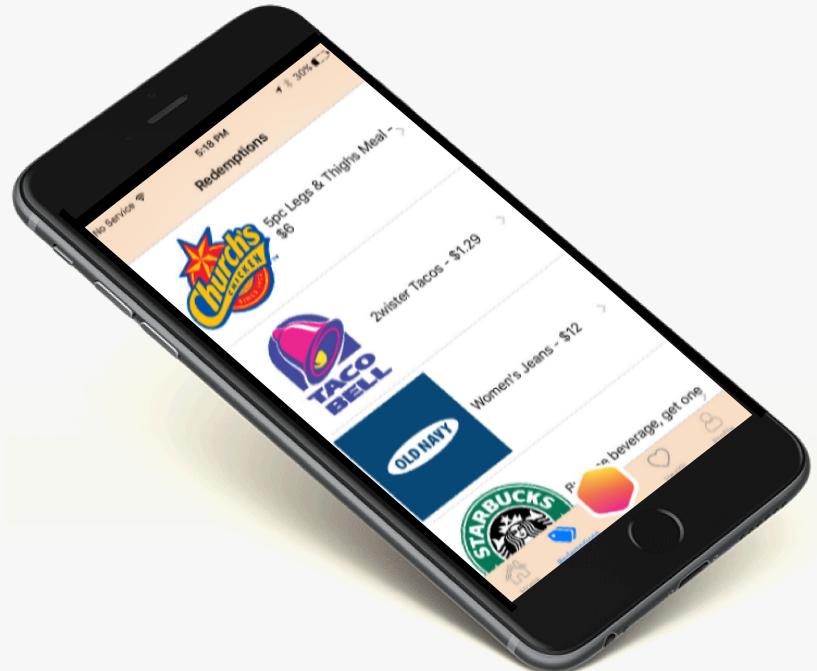


Access has never been easier

Activated Deals of the Day, survey redemptions, coupons, and a virtual punch card + loyalty card wallet will be stored accessibly in the expiration-proof Redemptions tab.

Users will also be able to easily view and share global and/or friends-only reviews on particular restaurants in an 'iMessage' format.

A mobile app for *customers*



“ Apfyt has a ton of potential - there's so much you can do with it.

- Jeff DeVerter
CTO // Rackspace



Easily track purchase data

Apfyt's integration with point of sale data will allow users to track and visualize all sorts of purchase data from their transaction with the quick scan of an Apfyt code.

This data, like calorie count or dietary values from a meal, % saved on a purchase, or money spent on an order can be tracked over time, visualized, and synced with other apps like Apple Health or Fitbit.

A mobile app for *customers*



“ I would totally use this to check my calories!

- Rebekah Payne

Usually a skeptic

Sister of Josh Payne



Integration

For the business, it's as simple as creating an account, optionally integrating our code-printing library into the point of sale system, and using our interactive tools, including the survey creator, Deals of the Day, and outreach campaign manager. Everything else is off their plate.



Distribution

Once a business is on board, the individualized, eye-catching Apfyt codes will appear on the bottom or back of **every single receipt** being printed. People will take notice and download the mobile app for whatever incentive the merchant is offering, whether it be a discount, freebie, or calorie data.



Business process

Information

When a user downloads the app, a quick Facebook login is all that's needed to get started! Facebook's open API lets us gather users' details once they've given us permission to do so; no manual input is necessary. This is also how our Apfyt network is populated. We'll leave the rest to Zuckerberg's Law!



What sets us **apart?**

Tech

Apfyt code propriety (reading algorithms, strong branding)

Seamless interaction between mobile app and web app dashboard (React)

Customer relationship management directly interfacing through a mobile app

Superiority to non-social-grid-linked analytics solutions

Tech barriers - AI for campaigns, machine vision, dynamic web app, POS integration

Strategy

Whole is greater than the sum of its parts: network, CRM, data

Network effects: first to market bringing this service to brick and mortar

High business relationship/integration barrier

High visibility to users, merchants advocate Apfyt use for mutual benefit

Enticing freemium model for prospective merchant partners



Analytics/CRM model (getting started)

This is the strategy we'll take when Apfyt's user base is smaller.

Basic

An app + basic survey tools

- Merchant Profile
- Static survey (codes on table top displays and receipts)
- Free code print and scan
- Free POS-Printer adapter
- Loyalty program management
- Raw survey response data

Pro: Unlimited Data

Apfyt Basic + Wealth of Data

- Unlimited survey types with conditional logic
- Wealth of data : Demographic data + Affinity info
- Access to general industry trends (without restaurant PII)
- CRM + Loyalty report
- Predictive marketing and targeting raw info

Elite: Analytics as a Service

Apfyt Pro + insights + direct-to-app CRM

- Embedded suite of business intelligence tools and reports for offer design
- Access to insights on users' behaviours + notifications for offers
- Digital media campaign ROI evaluations and optimization
- Integrated @mentions monitor
- Customer email manager

Merchant Freemium Model





Deal of the Day

Native, relevant advertising

- Targeted at users based on predictive analytics
- If activated by user, lifetime of deal extended past one day
- Users receive daily deal notifications before meals
- Quick authentication and conversion tracking
- Deals can be traded among users to maximize satisfaction

Marketing model (long-term strategy)

Leveraging a healthy Apfyt ecosystem at scale

Group Offerings

i.e. Groupon with network effects

- Merchants will be able to offer package deals to connected users
- Strategy will target users with similar interests
- Strategy will boost retention and drive acquisition



Sharing Incentives

i.e. Yelp leveraging the social grid

- The Universal Feed shows global reviews for a particular merchant
- The Connected Feed shows friends' reviews for all merchants
- Users can be incentivized by merchant to share on SM channels
- Can be as simple as a star rating or as complex as a photo
- Reviews shared and viewed in an iMessage format



How we fyt in

Apfyt's competitive landscape provides a plethora of services, like analytics, network as a service, native advertising, and survey/loyalty program management, individually.

We've realized that for the restaurant space, integrating each of these verticals means that **the whole is greater than the sum of the parts**, which is why partners will love us.



Our impact

Market Impact

- Revitalizing the customer / merchant interaction and creating opportunity for profitability, efficiency and customer experience gain.
- Profitable businesses boost the overall economy and reinvest in service quality.



Societal Impact

- Empowering individual merchants to provide best in class customer experiences, expand and create jobs.
- Purchase data and eating habit tracking provide the basis for healthy living.

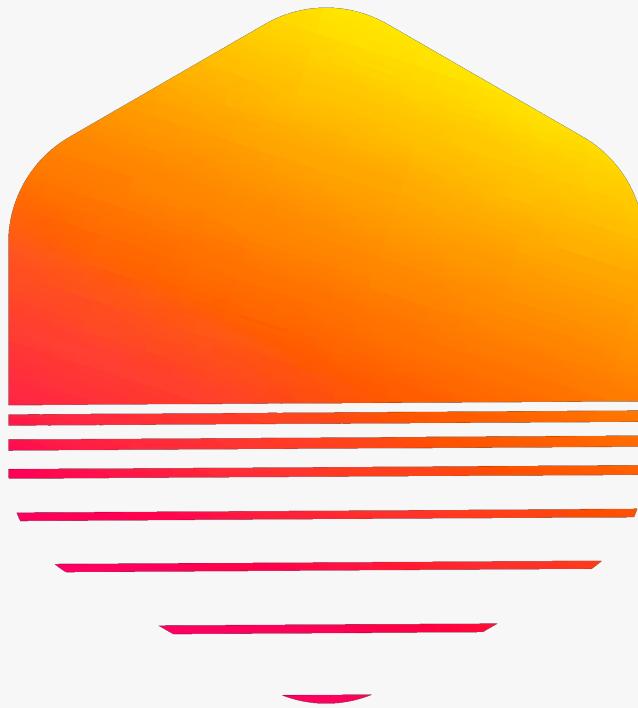


Sustainability

- Paperless: no more paper or plastic wasted in loyalty card printing.
- The ability to easily track nutritional values and receive personalized health suggestions will lead to more sustainable lifestyles.



Want to see the app in action? Check out this [video](#)!



SAVE CHANGE // MAKE CHANGE