



BOKOPIA - Rewards Simplified

STARTUP PITCH DECK



www.bokopia.fun



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4th Main Road ITL HSR LAYOUT



INTRODUCTION

We are a group of computer science enthusiasts on a journey to build a next generation reward simplification platform utilising the liquidity of cryptocurrency assets for empowering the blockchain and DeFi ecosystem.

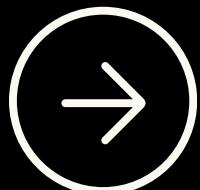
We aim to simplify rewards to create a more transparent, efficient and engaging experience for the merchants as well as their customers.

With our background of studing in one of the most premier Indian engineering college(BITS Pilani) and working with industry veterans on new age startups we have gained enough confidence in our capability to make this revolution possible.





PROBLEM STATEMENT



Fragmentation of Reward Implementation

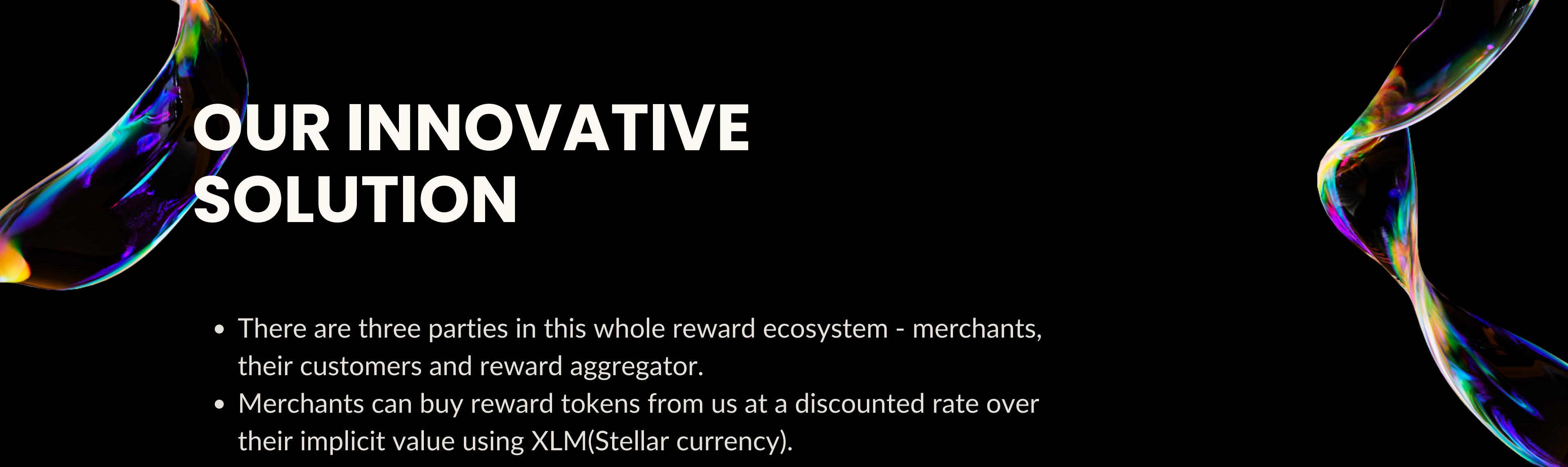
Current reward systems are highly fragmented with each platform or merchant implementing their own rewarding system to give cashbacks and rewards to their customers. As per our research most of these implementation are half baked and aren't user friendly, leading to losses to these companies.

Limited choices for Users

Usually these merchants provide some form of credits or coins that could be used only on their partner platforms. This discourages the consumer who gets these awards due to limited choices, thus impacting the popularity of such awards.

Lack of Unified Reward System

The absence of a unified reward system means customers must navigate multiple accounts, loyalty programs, and reward structures. This complexity makes it cumbersome for users to maximize the benefits of their rewards, and it hampers businesses' ability to build meaningful, long-term relationships with their customers.



OUR INNOVATIVE SOLUTION

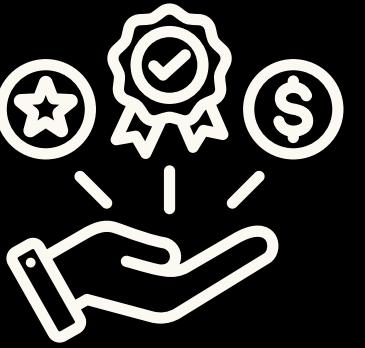
- There are three parties in this whole reward ecosystem - merchants, their customers and reward aggregator.
- Merchants can buy reward tokens from us at a discounted rate over their implicit value using XLM(Stellar currency).
- These reward tokens can be distributed by the merchant to their customers as rewards/cashbacks.
- The platform enables their customer to redeem their earned tokens at any participating merchant increasing utility of the rewards and thus driving higher engagement.
- At the backend we would use the crypto asset liquidity to earn profits by trading and lending.

WIN-WIN FOR ALL PARTIES



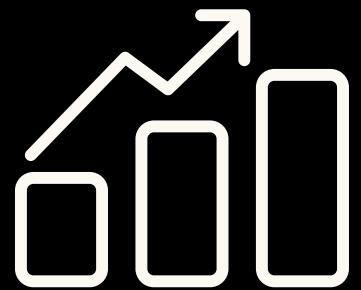
Incentive for Merchants

Merchants gets access to a broader consumers base who spends through our platform. A common reward platform also helps reduce operational costs and complexity. Also they get the reward tokens at a discounted rate.



Unified platform for rewards

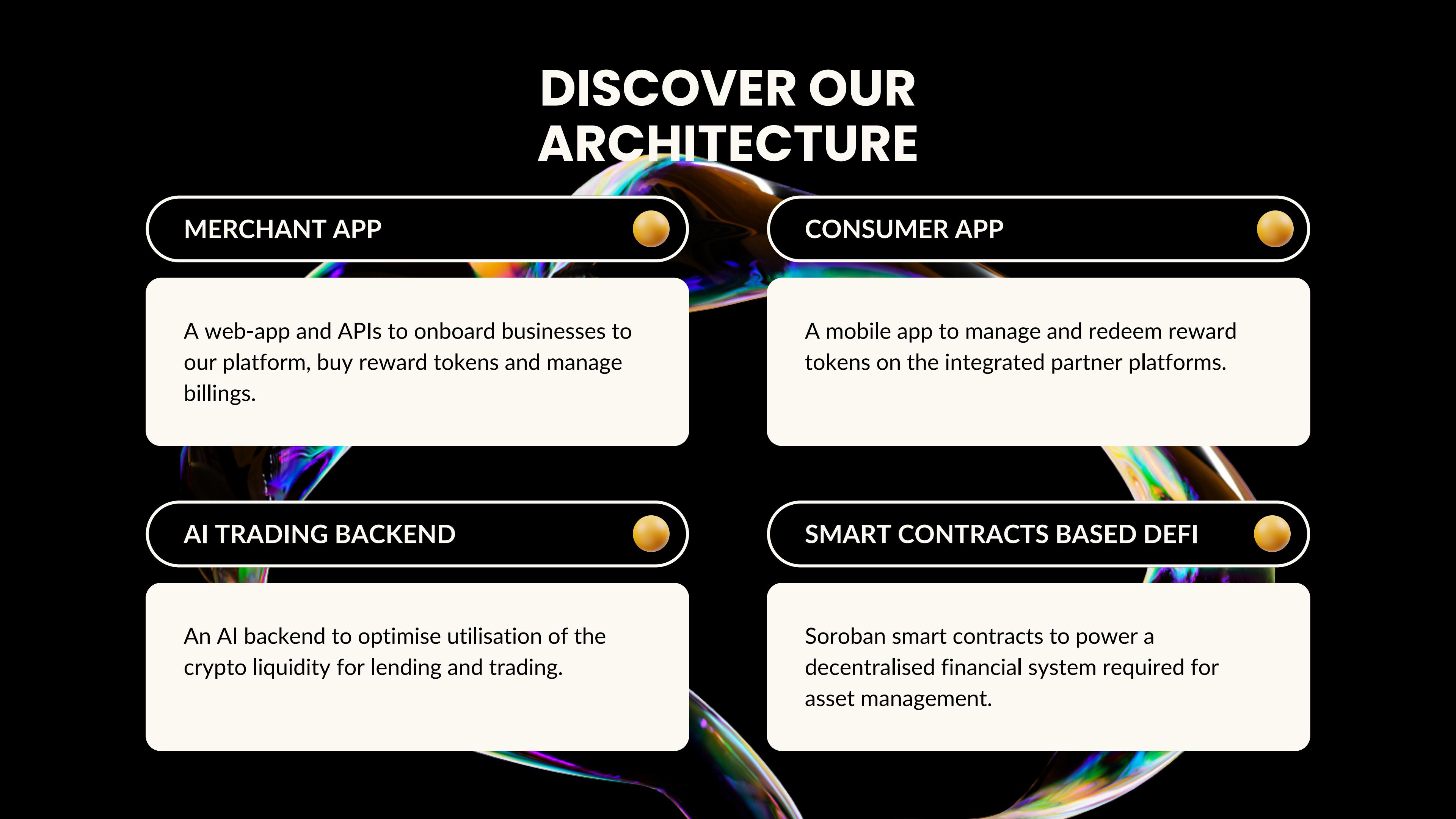
Customers benefit from a unified platform to track and redeem rewards across various partner merchants. This increases the utility of the the rewards thus driving higher customer satisfaction.



Utilization of liquidity

The liquidity of the crypto assets in comparison to the distributed rewards can be used to make profits by trading and lending, and this also increases the circulation of the XLM currency.

DISCOVER OUR ARCHITECTURE



MERCHANT APP

A web-app and APIs to onboard businesses to our platform, buy reward tokens and manage billings.

CONSUMER APP

A mobile app to manage and redeem reward tokens on the integrated partner platforms.

AI TRADING BACKEND

An AI backend to optimise utilisation of the crypto liquidity for lending and trading.

SMART CONTRACTS BASED DEFI

Soroban smart contracts to power a decentralised financial system required for asset management.

USING SOROBAN AND XLM FOR BACKEND

The whole backend infrastructure is backed by Soroban smart contracts. The contracts would be used to record any financial transaction related to reward dealings with the merchants. Another set of contracts would be used to back the dealings related to our revenue generation transactions.

XLM-Lumens would be the currency used by us for backing our reward dealings with the merchants. We don't plan to introduce our own currency on the stellar platform and rather use an already trusted crypto currency.





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THANK YOU

for your time and attention



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