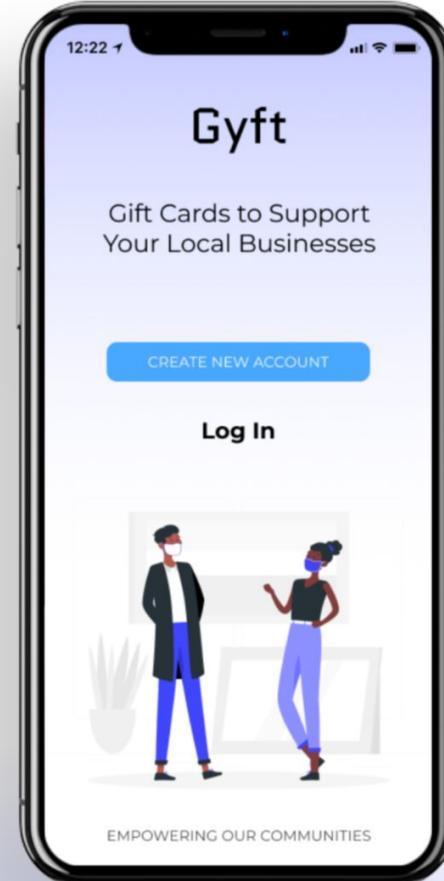


Gyft

*Empowering every
community and small
businesses to be financially
agile.*





NFIB

70 Percent of Small Businesses Applied for PPP Loans & Nearly Half Applied for EIDL

Date: April 09, 2020

Nearly two-in-three successfully submitted PPP applications, but none have received EIDL emergency

The Path Forward: CORONAVIRUS CRISIS IMPACT ON U.S. BUSINESSES

FARMGIRL FLOWERS

- Annual revenue: \$32.7M
- Business dropped 60% following nationwide shelter-in-place measures

CBSN

CORONAVIRUS CRISIS

NEW JERSEY GOVERNOR PHIL MURPHY BRIEFING

LIVE cbsnews.com/NY

SMALL BUSINESSES BEAR ECONOMIC BRUNT OF PANDEMIC

Source: YouTube

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“ How Buying A Gift Card Can Help Keep A Small Business Afloat

3/20/20



“ Buy a gift card for a friend - and encourage them to buy for someone else

4/20/20

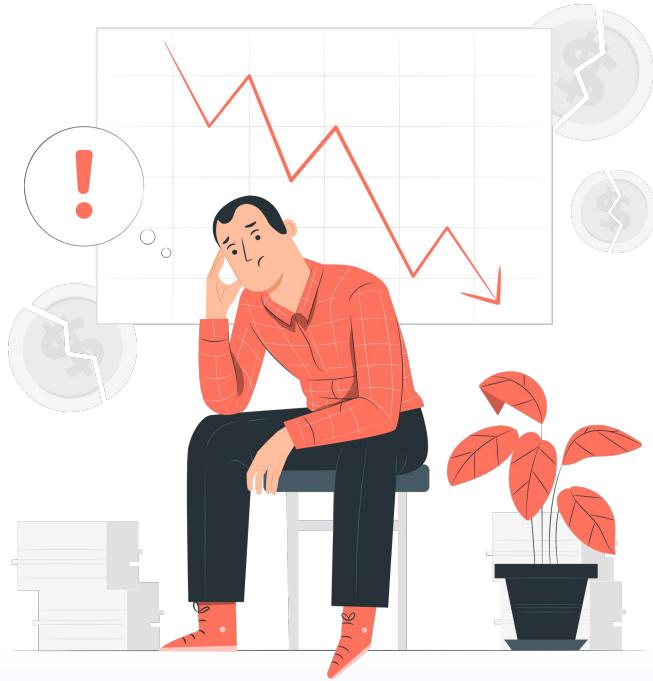


“ Buying a gift card puts money in the hands of a small business immediately.

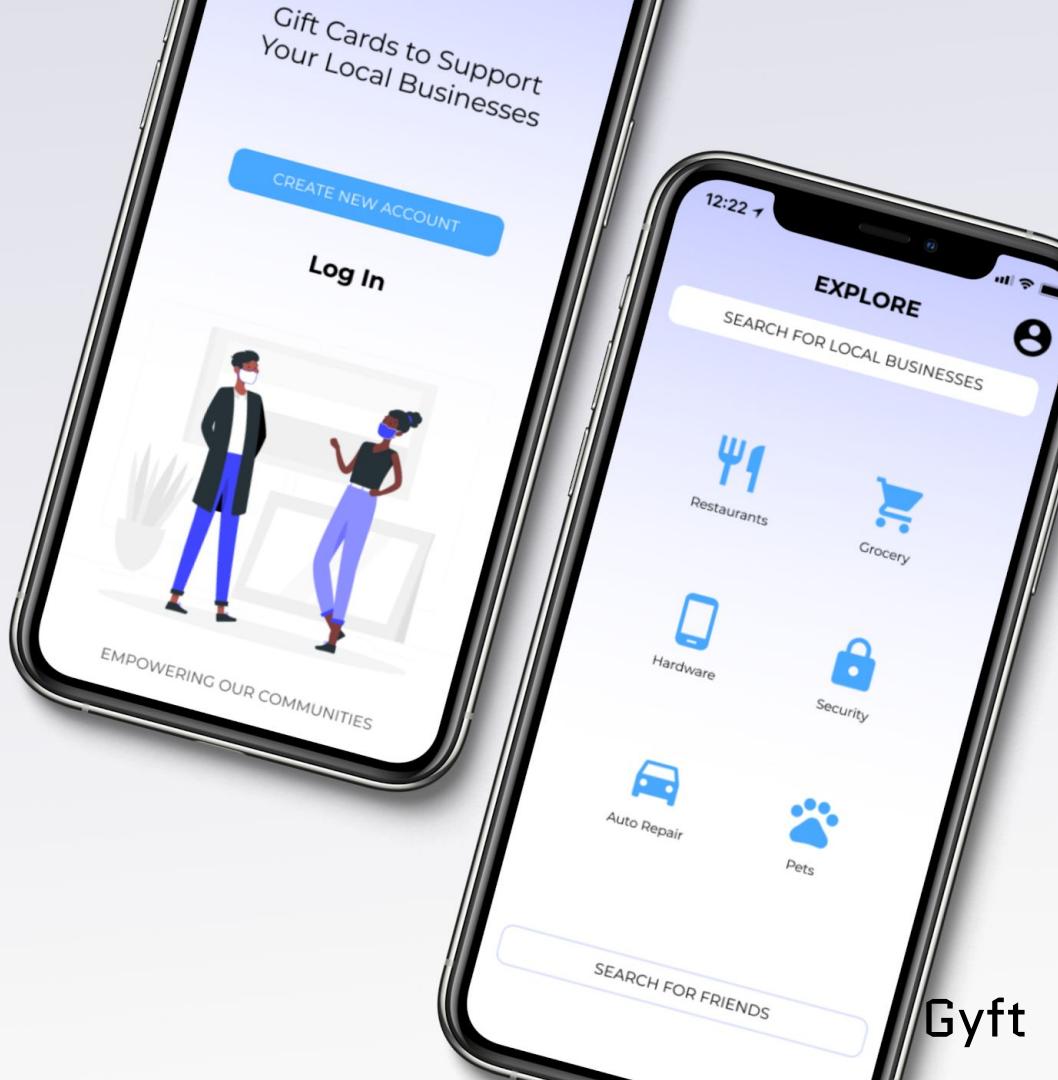
4/20/20

Problem

- COVID-19 Shutdowns: Small businesses are struggling.
- Gift card systems are difficult and costly.
- Community members don't know how to support their local establishments.

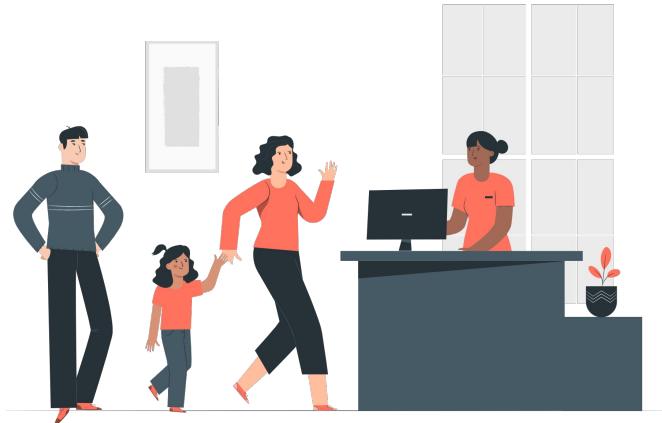


Solution



Solution

- Platform connecting local businesses with customers
- Start selling online Gift Cards quickly + affordably
- Remain financially agile



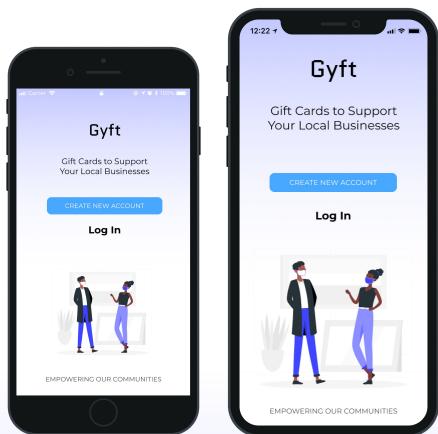
Technology



Technology

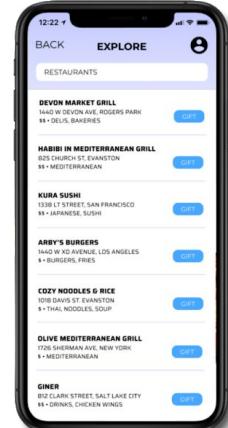
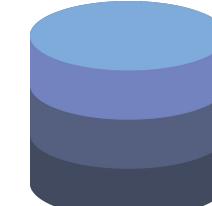
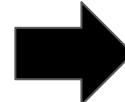
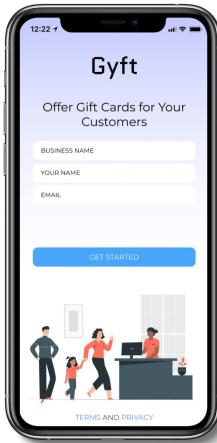
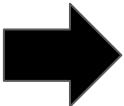


android



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Firebase Usage



- Firebase stores consumer credentials

- Participating business list is populated after contacting Firebase

Simple Business Model

Service Fee

3% / Gift Card

Fixed

No Hidden Fees

No Monthly Charges

No Customer Fees

Sales Strategy

Advertising / Outreach to small businesses

Targeted social media advertising

Businesses generate awareness for their own Gift Cards
→ Organic Growth

Long Term Value

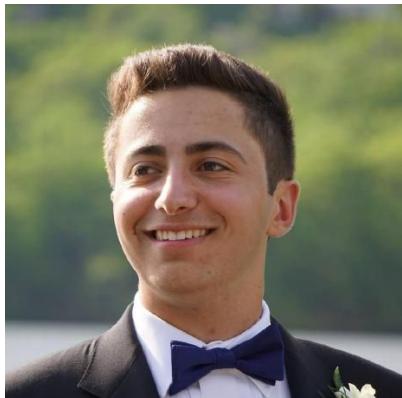
Generate Additional Revenue

Attract New Customers

Strengthen Customer Loyalty

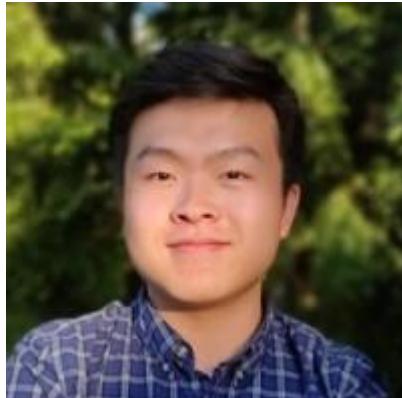
Boost Business Branding

Team



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Duke '22



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Steven Cheng

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