

# DOUGH

Personalising your shopping experience

**WHO  
ARE  
WE?**



A payment app that bridges the gap between the online and offline shopping experience, through a digital platform that engages the consumer in store, drives loyalty and increases sales

# THE MARKET



In the UK, mobile payments usage is rising and solutions are now offered by Uber, Apple Pay, Retail banks and upcoming solutions such as Yoyo Wallet and Droplet. However , customers have yet to find a solution that they regulary use and believe that they receive better offers online than in-store.



2% of consumers regularly use mobile payment technology



48% of consumers use their mobile phone whilst queuing



69% of consumers believe they receive better discounts online than they do instore



57% of people would spend more if they received location based discounts



**Within the hospitality and transport industry, UK consumers are well acquainted with mobile payment solutions. Dough seeks to develop a capability that has been established in these industries for the retail industry.**

**UBER**

Every week in London 30,000 people download the Uber app . The capability of mobile payments to deliver a convenient and cash free service has been adopted quickly within the city of London, neighbouring cities and across the world.

▼ VELOCITY

Velocity has managed to negotiate till resturcturing with over 300 restaurants in the UK and is still growing. Its integrated till sharing platform makes paying your bill more convenient and also cash-free with mobile technology.



**STARBUCKS®**

Using cloud-based technology and leveraging their existing loyalty scheme, Starbucks offers a mobile payment solution that enables customers to pay and instantly earn rewards. Their simple solution has led them to be a frontrunner in mobile payments and accounts for 20% of their transactions.

# THE PROBLEM

Who are we?

The Market

The Problem

The Solution

Our Competitors

Business Model

The Team



Within the retail industry, eCommerce has surpassed brick-and-mortar retail technology , leaving customers better off if they shop online than if they shop in-store.

## ONLINE

- Targeted marketing based on browsing history and preferences
- Personalised discounts
- Transaction data and time spent on website or mobile app analysed to drive a better online experience

## IN-STORE

- Loyalty card holders will receive discounts based on payment transactions
- Customers are less likely to receive personalised discounts that they can use in-store
- Little data on the time customers spend in stores.

Who are we?

The Market

The Problem

The Solution

Our Competitors

Business Model

The Team



There is the need for the creation of a centralised hub of data retrieved in-store and online , which will offer retailers the opportunity to interact with their customers on a personal level across all channels.

Dough seeks to address this opportunity by :

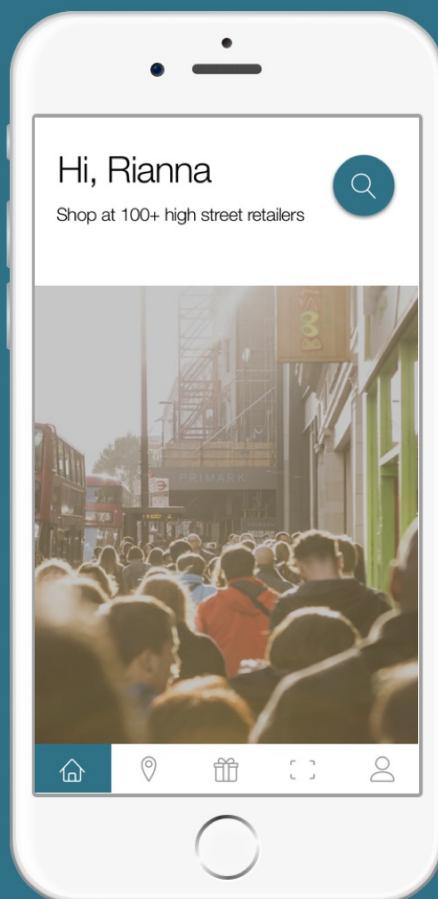
- Creating a platform that integrates offline and in-store shopping channels;
- Interacting with consumers on a more personal level;
- Providing retailers with a richer customer profile; and
- Provide retailers with insight on how their customers interact with their competitors.

# THE SOLUTION

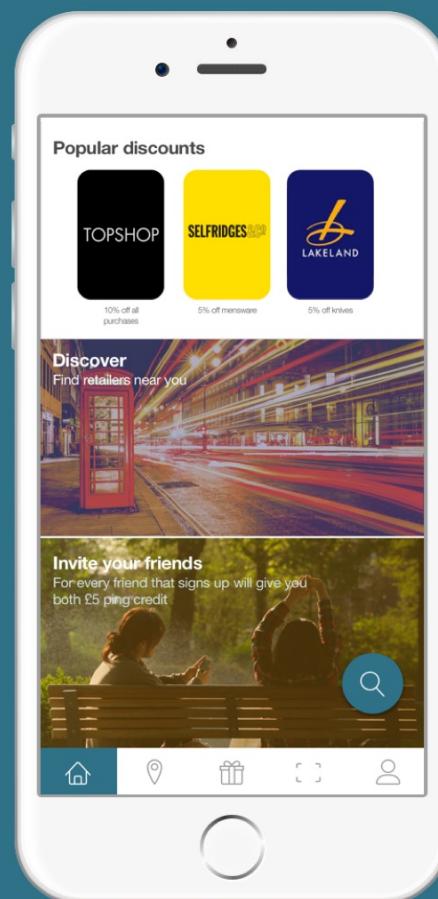
Who are we?      The Market      The Problem      The Solution      Our Competitors      Business Model      The Team



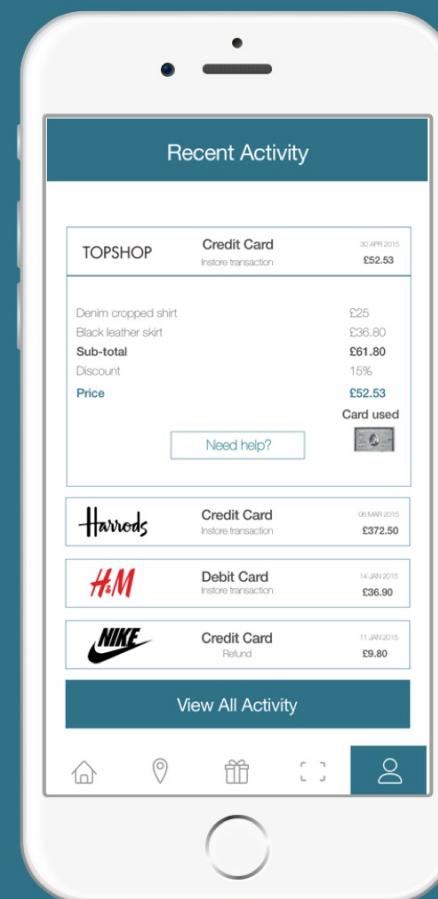
Personalisation



Find discounts



Pay in stores





Doughs seeks to offer the following features to our target market of aged 16-45 tech savvy individuals.



Personalised offers



Location based notifications



Customer analytics and insight



Mobile payments for all platforms



Secure payments



In-store discounts

# OUR COMPETITORS

Who are we?      The Market      The Problem      The Solution      Our Competitors      Business Model      The Team



Mobile Payments



DOUGH



Location

GROUPON®

Loyalty



Card Payments

The majority of the current competitors within the retail mobile payment space only provide consumers with the opportunity to speed up the process of paying, e.g Apple Pay , bPay , EE Cash on Tap.

New entrants in the market , Yoyo Wallet and Droplet, are beginning to offer payment solutions combined with loyalty. However there is still the opportunity to provide a payment platform that will act as a centralised hub for payments and loyalty for major retailers.

# BUSINESS MODEL



We have outlined 3 revenue streams whereby we aim to generate a return for Dough

## 1. Transaction Revenue

Majority of payment providers take a transaction fee on each payment made. With Dough we aim to adopt a similar approach as this will be our main source of income. In the UK the average transaction value on a debit card amounts to £42 at 106 transactions a year per adult and £56 per credit card transaction at approximately 57 transactions per year. We aim to negotiate a 0.015% transaction fee on each transaction , which will result in an average fee of 7.35p per transaction.

## 2. Data Analytics Platform

Dough will capture data at the point of transaction that will be linked to a consumer's profile, it will be able to track location data, the amount spent, the product bought and whether a discount has been used. Retailers will have the option to pay for a monthly pass, whereby, they will be able to see specific data on the platform that relates to them and their competitors.

## 3. Engagement Platform

The information collected on the data analytics platform will be collaborated with online data that is linked to the same profile, to develop informative insight, that can be shared with the retailer to develop targeted marketing around goods that are likely to interest a consumer and influence their purchase behaviour. This insight will be monetised by charging retailers a monthly fee to generate insight about their customers.



## Barriers to Entry

- The biggest challenge Dough faces is scaling the direct connections to the POS systems used by retailers.
- Consumer's perception that mobile payments is not secure is also a challenge, however this perception seems to be less apparent on solutions that offer another benefit other than paying e.g Uber

## Opportunities for High Growth

- Partnerships with banks will increase the likelihood of customer adoption to a mobile payment solution. Bank readiness for this seems to be high as they have worked with existing solutions such as Apple Pay and Zapp
- Retailers are willing to increase instore retail technology and the majority of retailers have payment systems that will accept mobile payments
- Volume of mobile payments is set to increase by 35% in the UK and 73% of consumers are ready to pay in-store via their mobile within the next year.

# THE TEAM



## Nadia Dillon : Co - Founder

Nadia has experience in both information security and web and mobile development in the retail and banking sectors. She has previously worked within roles spanning across quality assurance , business analysis and the implementation of crowdsourcing delivery methods. She enjoys working in consumer business and the Fintech sector and using her business and technology knowledge on the latest innovations. Her background will help to ensure the Dough application is secure, innovative and aligned with what consumers need in a payment app.

## Ruqaiyyah Kahtan : Co - Founder

Ruqaiyyah has experience in information security and the hardening of applications to prevent data loss and apply the highest level of assurance when it comes to data security. She has worked on developing a charitable organisation that offers hair and make up services to small business whilst at University. She enjoys working in the Fintech sector and expanding her knowledge on the latest innovations on the market when it comes to technology. her background will help her bring a user friendly application with a secure payment platform that will instill confidence in its users and personalise the way that they shop.

# DOUGH