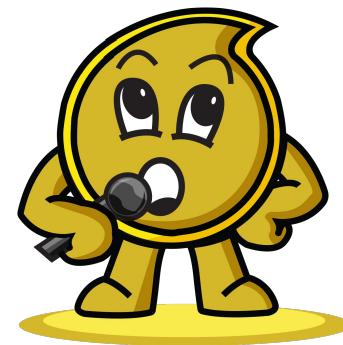




Reward Points Which makes
Difference





VISION

To Simplify Rewarding System
&
Make it More Engaging

PROBLEMS

Hassle in Distribution of reward points

No transparency on value of points

No clarity on spending



SOLUTION

Automation in distribution in reward point

Transparency to users and **Business** to merchant

Flexibility on customer spending



Why Stivouch

A platform for seamless distribution and collection of reward points



Save Time
While Distribution



Earn Points
On every Visit



Being Flexible
Redeeming Points

PROCESS



StiVouch



Corporate Employee
Sales company
Students gifting
Pharma industries
Affiliated partners



Merchant

Collect wallet

Distribute wallet



CUSTOMER ACQUISITION

CUSTOMER ENGAGEMENT

Market validation

Payback India

40

Million+

First citizen

3.6

Million+

Magic pin

1

Million+

Zomato

280k+

Source: The hindus-<https://bit.ly/2EpkIAq>

Economics times-<https://bit.ly/2P5co3f>

Crubchbase- <https://bit.ly/2EDla4q>

Indianretailer.com

Market validation

3 Lakh transaction done every day by PAYBACK Program

5% increase in rate of customer retention, profit could increase upto 25%

On average it takes 18 months for reward program to become more successful

[Source : Indianretailer.com](http://Indianretailer.com)



Monthly Summary of Merchant

CAEK CAFE, MIRA ROAD- EAST (15 September -15 October)

15

Customer
Engaged

6000

Points
Redeemed

3000

Points
distributed

350

Average Spend

1 point is 1 rupee value**

17%

Reward Points
on total bill



MARKET SIZE

In a competitive market of online vs offline, reward programs are valuable asset

By 2022 the size of Indian retail market will be \$400 billion dollars with the growth rate of 352% to the present status

Corporate meal benefit industry is about billion dollar market with only with customer base of 15 million active user per month on collective platform. It growing with rate of 63.9%

Source: Economic Intelligence unit, Indianretailer.com



MARKET SIZE

Indian reward and gifting market is pegged at \$30 billion, of which \$400 million could be attributed to the digital space

Festival Gifting: \$7.5 billion

Personal Gifting: \$20 billion

Corporate Gifting: \$2.5 billion



BUSINESS MODEL

10%

Commission on every
point redeem at store

3X

Commission on
online gift voucher

200_{RS}

Average spend

40+

Merchants
registered

300+

Customer
registered

MARKET GO-TO-STRATEGY

Integrating with POS Software company

Affiliation with college for distribution of points

Affiliation with company for distribution of meal points

Targeting user based on use and offering using analytics tools

Marketing Strategy

Double reward point week

Exchange old things to earn point

Video blogging on our affiliated merchants to earn customer engagement

Collect minimum amount to earn more points

We do social media marketing at local and micro level This help us to reach local audience for more customer engagement to our affiliated merchants



COMPETITOR

There is no such market leader in local rewarding system

First Citizen

Non Flexible



Value

STIVOUCHE

Flexible



Non value

Payback



Magic Pin



COMPETITIVE ADVANTAGE



1 Point is 1 Rupee
As value of Point



Customer Flexibility
Spend on any merchant



Available to Local market
For reward distribution and redemption



Redeem
In easy 3 click



Business to owner
More earning on more spending



Easy to use
More upcoming ways to earn rewards

TEAM



Sanjay Poojary

Marketing Head

Tarun Yadav

Business
Development Head

Nikhil Dwivedi

Engineering
Head

Utkarsh Rai

Client Handling &
Acquisition Head



Thank You!



Contact : Utkarsh Rai
Phone no. - +91-9619144508/09
E-mail - info@stivouch.com
Website - www.stivouch.com