



# Mission & Vision

We are **STAMPSCARD**. We are enabling Retailers to create a relationship with their customers that is beneficial for **both**

## 1. PROBLEM STATEMENT

Retailers do not know their existing customers, thus cannot interact, thus cannot create a **relationship**, thus cannot generate more revenue from these customers.

If this is difficult for existing customers, even more difficult for new customers

## 2. PRODUCT

A free-to-use smartphone app, where the retailers creates its own individual saving card:

The **STAMPSCARD**

The shopper saves the stamps on the STAMPSCARD and gets rewards upon a full card  
We change from (existing) physical cards to our digital STAMPSCARD

## 3. VALUE PREPOSITION

What we deliver for our retailers:

- Know your customer
- Attract your customer
- Keep your customer
- Satisfy your customer

What we deliver for our shoppers:

- Great rewards and customer experience

## 4. BUSINESS MODEL

- We want to buy market share by making the basic app available for free
- For additional services, retailers have to pay a small amount
- Our main value is that STAMPSCARD knows what, where, when & how much you buy

## 5. MILESTONES

- 1<sup>st</sup> Management meeting Nov-2017
- POC ready Dec-2018
- Ready for Android Apr-2019
- Ready for Apple Dec-2019



Chief Executive Officer

RICARD BAGUE

SPAIN



Chief Creative Officer  
Chief Financial Officer

PETER JOUSTRA

NETHERLANDS



Graphic Designer

LILIAN DAPAAH

NETHERLANDS



Chief IT Officer

DAVID SOLA

SPAIN