Swipe Savvy – Executive Summary

Reimagining Rewards. Powering Loyalty. Driving Engagement.

Company Overview

Swipe Savvy is a next-generation, card-linked rewards platform redefining how consumers earn loyalty incentives and how merchants attract and retain customers. Seamlessly embedded at the network level, our platform removes the friction of third-party apps, enabling instant, intelligent, and personalized rewards through users' debit cards.

The Problem

Traditional loyalty programs are fragmented, outdated, and often ignored. Consumers are fatigued by managing multiple apps and coupon systems, while merchants lack affordable, data-driven tools to convert and retain customers—resulting in billions of dollars in unused rewards and poor campaign ROI.

Our Solution

Swipe Savvy delivers a unified rewards engine that drives value for both consumers and merchants:

- **For Consumers:** Automatic, intuitive, and effortless in personalized cashback and offers—no coupons, multiple apps, codes, or opt-in required.
- **For Merchants:** A SaaS-based loyalty engine that increases customer retention, optimizes promotional ROI, and provides real-time performance tracking.

Why Now

- $200B+ U.S. loyalty market undergoing disruption
- Rising demand for seamless, embedded fintech experiences
- Accelerated merchant need for smarter engagement and retention tools
- No other platform serves both consumers and merchants in a truly unified model—Swipe Savvy creates value on both sides of the transaction
- Pioneering use of AI and analytics to build a next-generation loyalty marketplace—aligning consumers and merchants through relevant, timely, and seamless engagement

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Business Model

Revenue is generated through:

- Tiered SaaS subscriptions (merchant-facing)
- Interchange margin-sharing with card issuers
- Merchant-funded rewards and sponsored campaigns

Traction

- 35+ merchant partners onboarded or in pipeline
- Active pilot with mid-market retail chain
- Fully integrated with major processors and card networks
- Led by fintech, payments, and loyalty industry veterans

Leadership

Seasoned team with deep expertise in payment processing, merchant acquiring, banking, fintech, and BaaS. Many have launched and exited ventures, bringing insights from institutions like Fiserv, JPMorgan Chase, Wells Fargo, and SMB-focused providers.

Fundraising Overview

Swipe Savvy is raising a **$10M Seed Round** to:

- Accelerate merchant acquisition and user growth
- Expand engineering and product innovation
- Enhance AI and analytics for real-time, hyper-personalized offers

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Use of Funds

- 50% – Sales & Marketing
- 20% – Product Development
- 20% – Operations
- 10% – Contingency

Contact: You can email us at investors@swipesavvyrewards.com or visit our investor site.