



Swipe Savvy – Vision One-Pager

Reimagining Rewards. Powering Loyalty. Driving Engagement.

Our Vision

To become the leading card-linked loyalty platform that seamlessly connects consumers and merchants through personalized, automatic, and rewarding experiences—built natively into the payment flow.

The Challenge

Traditional rewards programs are siloed, outdated, and underutilized.

- Consumers are burdened by multiple apps, codes, and enrollments.
- Merchants struggle with expensive, disconnected loyalty tools and low campaign ROI.
- Billions in potential customer value are lost due to friction and fragmentation.

Our Solution

Swipe Savvy is a network-level rewards platform that transforms every debit card into a smart, seamless loyalty engine—no apps, no codes, no hassle.

- **For Consumers:** Instant, personalized cashback and offers activated by everyday spending—automatically and effortlessly.
- **For Merchants:** A powerful SaaS loyalty engine tied directly to point-of-sale and payment behavior, enabling real-time engagement, insights, and ROI tracking.

Why We Win

- **Network-Level Advantage:** Embedded directly into the Mastercard debit infrastructure—access to 400M+ cards and \$800B+ in annual spend.
- **Built-In Merchant Network:** Our POS and loyalty platform supports over \$500M/month in processing, offering immediate scale.
- **AI-Powered Personalization:** Our engine leverages behavioral data to surface the right offer to the right consumer at the right time.
- **Dual-Sided Value:** No other loyalty platform is designed to serve both merchants and consumers equally—Swipe Savvy closes the loop.

Target Market

We target digitally native, rewards-driven Millennial and Gen Z consumers who expect relevance, immediacy, and seamless automation. On the merchant side, our focus includes SMBs and mid-market retailers—ranging from restaurants and e-commerce brands to specialty shops—seeking modern, measurable customer engagement solutions.

Business Model

- **SaaS Subscriptions** (tiered based on merchant size/features)
- **Interchange Margin Share** (via debit card activity)
- **Merchant-Funded Offers & Sponsored Promotions**

Team & Traction

- Founded by veterans from fintech, payments, and banking (ex-Fiserv, JPMorgan, Wells Fargo)
- 35+ merchant partners onboarded or in pipeline
- Fully integrated with payment processors and card networks
- Active pilots underway with mid-market chains

Funding Goals

Swipe Savvy is raising **\$10M in Seed Capital** to:

- Scale merchant and consumer acquisition
- Expand engineering and data science teams
- Advance AI personalization and analytics engine

Let's Build the Future of Loyalty Together.

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🌐 <http://www.swipesavvyrewards.com/investor>