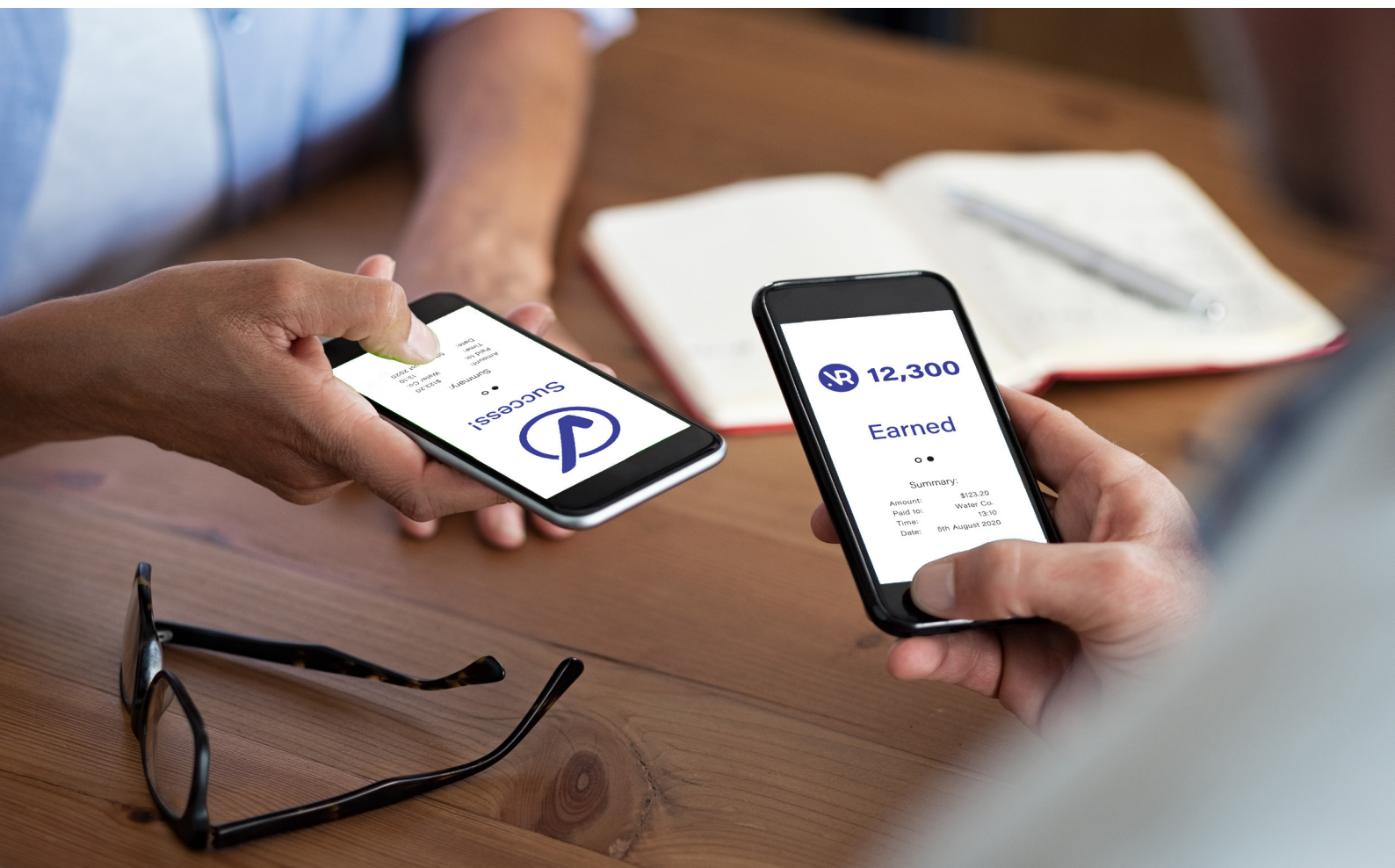


Official Whitepaper

Creating a new Universal Rewards Platform for all small businesses and consumers worldwide.



Abstract

Introducing Native Rewards (NR), a cashless transaction gateway which provides consumers with access to a universal rewards-based platform. Native Rewards removes the inconvenience of traditional loyalty programs thereby helping to increase both brand value and the customer experience through universality. We achieve this via our user applications, providing access portals for both merchants and customers on iOS, Android and web. The applications feature user on-boarding, transaction facilitation, digital marketing tools, and reward redemption. The resulting technology architecture removes the onus of transaction fees from merchants. allows for quick and easy deployment and setup and enables a more personalised B2C experience. Consumers in turn gain the advantage of access to a truly universal loyalty program that enables a positive environment based on the law of reciprocity.[1]

Disclaimer

The information shared in this whitepaper is not all-encompassing nor comprehensive and does not in any way intend to create or put into implicit effect any elements of a contractual relationship. The primary purpose of this whitepaper is to provide potential stakeholders with pertinent information in order for them to thoroughly analyse the project and make an informed decision.

You are strongly cautioned that reliance on any forward-looking statements involves known and unknown risks and uncertainties. As a result of these and other risks, uncertainties and assumptions, forward-looking events and circumstances discussed herein might not occur in the way Native Rewards expects, or at all. Accordingly, you should not place reliance on any forward-looking information or statements. All forward-looking statements herein are qualified by reference to the cautionary statements set forth.

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Executive Summary

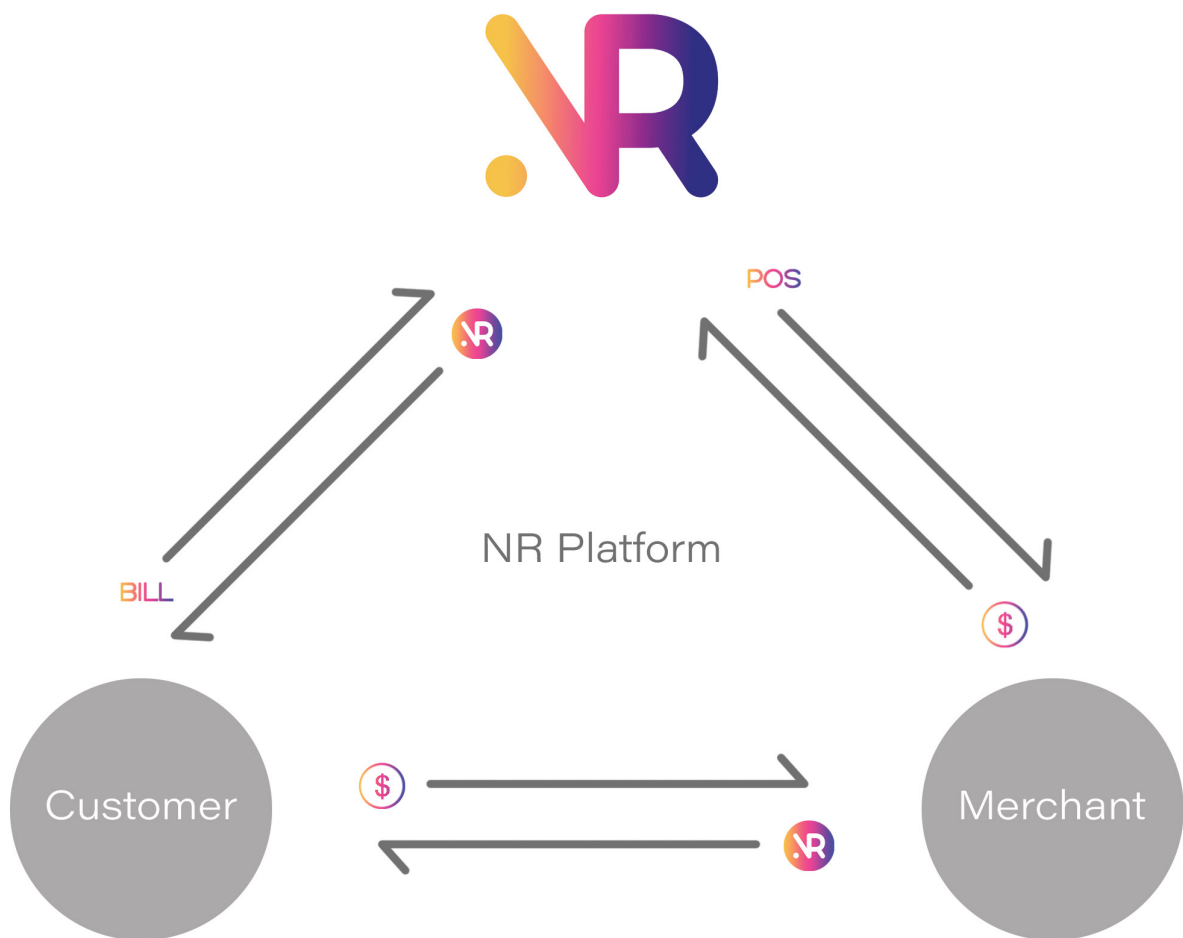
The world is impermanent. Nothing stays the same.

The global landscape of consumer spending habits is shifting dramatically. In an uncertain economy, a person's time and money matter more than ever. Small businesses are suffering. Consumer spending is moving from in-store to online, cash to digital. It is Native Rewards fundamental belief, that without brick and mortar stores thriving, society ceases to thrive. It is for this reason we are developing a free to use, easy, adaptable cashless point of sale system (PoS) for small businesses with access to our new universal rewards-based platform for consumers and businesses of any type.

Convenience is key to a successful rewards or loyalty program of any kind and existing loyalty programs fail to meet that simple requirement. The Australian Competition and Consumer Commission (ACCC), a government watchdog and consumer protection bureau, released a 107 page report, titled "Customer Loyalty Schemes", that show almost 9/10 adults are members of a loyalty program, with the average Australian carrying between 4 to 6 loyalty cards. We've identified this to be an inconvenient and limited system. We believe that the lack of enticements of these schemes is a driving factor in why consumer spending habits are rapidly transitioning away from brick-and-mortar stores at a rate faster than ever before.

The Native Rewards platform will allow users to earn and redeem Native Reward Loyal Coins (NRLC) on all purchases made at affiliated merchants on our network. When a payment is successfully transacted via NR, the user will automatically be rewarded with 100 NRLC per \$1 spent. Loyal Coins will be used as the means for transactional value on our network. Once the transaction is approved, the corresponding NRLC are debited to the customer's account. NRLC can be viewed and managed through the Native Rewards customer app. Once a user has accrued a sufficient amount of NRLC, they are able to redeem rewards such as discounts with any affiliated merchant on our network in return for their NRLC. Have a bill? Pay with NR and receive NRLC.

Businesses can sign-up and use Native Rewards completely free, only paying when the platform works for them. In doing so, Merchants will receive \$300 worth of free online digital marketing exposure in the process. The NR Merchant application allows merchants the ability to set up their own deals and rewards, which are then on offer to NR customers, incentivizing them to shop at that business. Additionally, in return for offering rewards, businesses will earn ad credit which can then be spent to further market their business to NRs consumer base. This will allow brands to actively be able to promote themselves to and gain the attention of potential customers in an effort to drive business growth. Merchants will not be required to pay a transaction fee as a part of using our service. In this way, we allow for all of our businesses and consumers to thrive in a singular ecosystem, removing the need or want for existing loyalty programs and payment gateways.





Introduction

1

Introduction

The decline of traditional loyalty programs:

Loyalty programs have historically been very effective at changing consumer spending habits with up to 87% of Gen Z consumers⁽¹⁾ saying they are more likely to stick with a brand if they offer a loyalty program and 66% of customers⁽²⁾ say the ability to earn rewards changes their spending behaviour. Most consumers want a personalised experience when shopping and currently small businesses are struggling to compete with the larger brands to make this happen. This means businesses are struggling to find innovative solutions that empower their business to compete in a more level-playing field.

Four primary functions:

There are four primary functions a loyalty program should inherently be based upon:

- 1. Value**
- 2. Convenience**
- 3. Reciprocation**
- 4. Repeatability**

1. Value:

The purpose of any 'for-profit' business is to, by virtue, acquire more customers who will drive revenue. Customers spend more time and money with brands that cater a personalised experience providing intrinsic value to anyone who may enter their store.

According to a consumer loyalty study undertaken by CrowdTwist⁽³⁾ in 2018, "of the consumers we surveyed, 70% of Gen Z respondents, 64% of Gen X respondents, and 63% of Millennials want to receive personalized recommendations via an app while browsing in-store. However, current personalization efforts made by brands are ineffective. Only 42% of Millennials, 37% of Gen X consumers, 33% of Gen Z consumers, 29% of Baby Boomers, and 23% of the Silent Generation have purchased something that was recommended to them by a brand in the past six months."

Loyalty programs exist of all types everywhere, with many being identical. In today's ultra-competitive world, businesses struggle to find a sustainable, cost effective, unique yet distinguishable solution catered to their needs and objectives. With the average household participating in over nine rewards/loyalty programs, there is a clear user demand for such services. The most important aspect of any loyalty program is the financial component of value. Discounts, regardless of the form, hurt a company's profit margins and is a key reason many small businesses fail to use loyalty programs. A business may sell a \$50 item and make only \$10 profit from that sale. If this business offered \$5 off, that's a 50% cut to their profit margin, making a big difference to the business making ends meet when the month ends.

These large cuts to profit margins add up in the long term. The key to moving beyond this financial loss is to make sure the loyalty program both provides more value than it costs and is priced fairly, and effectively. If the program increases the number of unique/repeating customers, it will potentially translate into increased transaction volume frequency at a store-front business. This means, the losses from the discount can be recouped and thus reinvested to gain a better return on investment (ROI) long term for the small business. At the same time, customers cannot and should not be taken advantage of because if they feel they are not receiving value, the program's model will ultimately cease to function.

2. Convenience:

As previously mentioned, as many as 9/10 adults are members of at least one loyalty program with many being members of up to 6 different types. Currently, convenience is a customer's number one objective. No longer are the days where you go to rent a DVD from the local video shop – just download Netflix and watch instantly. No longer are the days where you must get dressed, get in the car, go to the shops, pick up your food and go home. Download a food delivery app and have whatever you want delivered in 15 minutes or less. In today's world, it's less about customer delayed gratification and more about instant gratification. It's less about what you offer and more about how you offer it. It's less about how you portray yourself and more about how you are seen. If you are a business refusing to adapt to the change in times, you actively position your business to be at a greater risk of failing sometime soon due to the lack of customers. Blockbuster and Toys-R-Us are good examples of successful brands who failed to adapt to the change in times.

Traditional loyalty programs are typically inflexible and provide a severe lack of convenience as historically, points you earn from one brand are typically non-redeemable with another brand. 91% of consumers⁽⁴⁾ said they would be more willing to shop with brands that provide relevant offers and recommendations while 83% are open to sharing data to make this work. This attitude is commonly held intergenerationally, with 46% of Gen Z consumers⁽⁵⁾ and 55% of millennials willing to share their data in exchange for personalised experiences.

With Native Rewards, our all in one rewards ecosystem allows businesses to compete for user attention through providing rewards and incentives for customers local to them. The act of providing incentives enables businesses digital exposure time on our app to entice consumers nearby to come shop with them. In this way, consumers who choose to use Native Rewards for its convenience will now be more willing to choose your business providing they can see you on our network. The more active you are with us and our platform, the more consumers will see your business, allowing you to easily acquire new, happy customers and enjoy increased ROI.

3. Reciprocation:

The theory of reciprocity⁽⁶⁾ states that when prompted by an action, most people will attempt to reciprocate the action. In other words, if you do something nice for someone else, they should do something nice for you in return. This concept has proven extremely valuable in business. A waiter who provides excellent service may be rewarded with a tip reflective of the experience the customer felt they were provided from the waiter. The more better 'feeling', the higher the tip. The key to building long term successful relationships lies in creating reciprocal relationships. This principal works great with traditional brick and mortar businesses

When a business does something nice and unexpected like provide a free gift with any purchase, a customer recognises the effort of the brand and is more willing to shop with them again. If a customer receives a positive experience with your business through the services and offers you may provide, they will be far more likely to 'return the favour' in the form of more visits, purchases, referrals and insightful feedback. These feelings of reciprocation in conjunction with great value and convenience are ultimately what brings a customer back to make a second or third purchase or alternatively prompts them to inform their friends or family.

At the same time 87% of Gen Z consumers(7) want to be awarded points for walking into a brand's location, restaurant, gym or store, 77% of Gen Z respondents(8) understand the value of loyalty programs and are more willing to pay a premium in exchange for valuable perks like free shipping, discounts and items.

Native Rewards has actively ensured the design of a truly reciprocative universal platform that benefits both businesses and consumers to develop a more successful reciprocative relationship stemming far into the future.

4. Repeatability.

79% of shoppers(9) only consider brands that show they care about them, and this can be done by giving your business a rewards program that everyone knows and trusts.

Customer retention is about keeping customers loyal to your brand so they continue shopping with you over their lifetime. You can do this in 2 ways with a loyalty program. Create your own expensive, personalised loyalty program that may not guarantee you a positive ROI, or sign up with Native Rewards and let us worry about creating an environment that allows you to thrive, for free. Only pay when it works for you.

Many small businesses don't have the time or resources to create their own well-designed, detailed loyalty program and as a result, so many brands miss out on potential new customers and large increases in monetary ROI. Using Native Rewards, you are guaranteed access to an existing customer base local to you which will help drive new customers to your brand. Having an all-in-one ecosystem allows a singular consumer base for small businesses to tap into, allowing them to compete on a more level playing field with businesses who have budgets and resources well beyond their own capabilities.



The Ecosystem

2

The Native Rewards Ecosystem

For Merchants:

No Subscription Fees

No Transaction Fees

No Paper – Digital Receipts

Universal Reward Offers

Free Advertising

Paid Extras

1. No Subscription Fees

We believe that small businesses should not be forced into taking huge cuts to their profit due to the inconvenience of having only a few options to choose from.

2. No Merchant Transaction Fees

Transaction fees eat into the profit of Small and Medium Enterprises (SMEs), and as a result, many businesses limit the minimum spend on card transactions. As 97% of transactions are cardless this can potentially inhibit sales due to a lack of physical funds. This measure of merchants attempting to influence the spending behaviour of their customers can often have a negative effect with many 'would-be' customers walking out because they don't have cash, and thus, the business loses out on a potential sale.

When a merchant uses NR to facilitate a payment, the customer is charged a minimal fee in order to cover the cost of processing the transaction. Ideally, we would love for both the user and merchant to receive no transaction fee, however, with the role payment facilitators have in our society, there is no getting around the fees.

In order to successfully sustain a business model in which we are able to provide a universal ecosystem for both merchants and consumers, the user must cover the cost of transaction. In return for this they are rewarded with Native Reward Loyal Coins, available for redemption anywhere in the NR ecosystem.

3. No Paper! Digital Receipts

An average paper receipt costs between \$0.015–\$0.050 per receipt. This means that a merchant printing 100 receipts a day spends between \$45–\$150 a month just on paper. When you sign up and use Native Rewards, every transaction will be recorded digitally, and a receipt will be sent to both you and your customer saving time and money.

4. Universal Reward Offers:

As a small business owner using native rewards, on top of all the exciting free money-saving perks comes a universal rewards-based ecosystem. Using this functionality gives merchants the ability to create their own "rewards" that they wish to offer NR users.

The types of rewards available to merchants and consumers ranges and as we grow, more updates will be made readily available. For now, merchants will be able to offer:

1. Discounts (0-100%)
2. Freebies (instant redemption of reward for NRLC)
3. Birthday Specials

4.1 Discounts:

Discounts will be offered in the form of coupons, where businesses can choose the value for the discount they wish to offer on the user's next transaction. The coupons will be exchanged for NRLC by the user in which the value of the discount will be taken voluntarily by the merchant.

If a merchant chooses to offer a '10% off next transaction' coupon and a user is charged \$40. 10% of 40 is \$4 meaning the user through their natural spending on our platform have accumulated enough NRLC to redeem this reward. When the user redeems this reward, no NRLC are accrued and the merchant voluntarily has accepted a \$4 loss to their profit in order to entice potential local consumers to come shop in store with them.

Discounts coupons can be offered anywhere between 1-100%

4.2 Freebies:

Have a promotional idea to get customers to come to your store? Merchants can offer freebies to users for a certain NRLC redemption amount in order to entice consumers to come shop in store.

4.3 Birthday Specials:

When a user signs up to Native Rewards, they will nominate their birthday on account creation. In doing so, each merchant can choose to offer a customised birthday special reward such that when it's a Native Reward users birthday, your business will have a special reward icon displayed on the users app allowing them to know what birthday specials they could receive from your business on their special day.

5. Free Advertising Credit:

Businesses get free advertising simply by creating an account with Native Rewards. In completing the account setup, business will be able to straightaway begin utilizing the marketing tools provided by NR to allow for promotion to customers via the NR Customer app.

When a merchant offers a reward and it is successfully redeemed by a user, they are awarded with advertising credit relative to the amount of the total sale.

Credit can be spent on boosting advertising at the following rates:

Cost Per Impression (CPI) = \$2.50/1000 Impressions

Cost Per Click (CPC) = \$1/click on business

This means a business who receives \$50 worth of advertising credit for may receive up to 25,000 additional impressions.

*Impressions are when a user “sees” your business banner in their app.

*Clicks are when a user “clicks” on your business profile in their app.

6. Paid Extras

Merchants only pay when they voluntarily choose to.

We believe that the money brands save from using our service, this will free up the ability for businesses to be able choose where they would like to reinvest profits for the continued growth of their own business. If chosen, businesses may have access to the following paid extras which may help take their business to the next level with the NR platform.

Featured Product – A business may choose to offer a featured promotion of a product redemption so the product they choose to monetise will be actively seen up to 10x more by users close to that local business for a certain period of time

Increased NRLC Accrual (1.5x, 2x, 3x) – A business may choose to purchase a daily limited feature in which users to that business earn an additional NRLC amount, thus increasing the chances for users to want to shop with them to increase their potential ROI.

Paid Advertising – A business may choose to purchase various paid advertising models that suit their own personal business.

A. Local Boost – Local Boost operates in a similar fashion to Tinder’s “boost” functionality, where a merchant’s profile will be the first seen by a user when they enter the home page of our app.

B. Featured Listing – Purchasing this feature allows business reward offers to be exposed up to 100x the amount of users for a certain duration of time on the front page of the NR user app.

Priority NR Help – A small business may choose to purchase the additional personalised consultancy services, where a dedicated expert from NR will work with you and your business for a period of time, refining parts of your business that will enable you to grow and be more successful with the Native Rewards platform.



John Smith Cafe



Cafe & Restaurants

2.4 km away

U 02 / 38 Smith St, Somewhere, VIC 0000

Open now, closes 5pm

(+614) 0000 0000

Reviews:

★★★★☆ (4.0) 37 Reviews

Rewards:

 **POPULAR**

 **400**

Complimentary cookie
with every coffee purchase*

Buy 2
the pri

*Medium size coffee and up

For Users:

- 1. Low Transaction fee**
- 2. Accrue NRLC Anywhere**
- 3. Pay Bills – Get Rewarded**
- 4. Send to friends and family**
- 5. Card Data Security**
- 6. Use Case Example**

1. Low Transaction fees

Users will pay 2%+0.30c on all purchases made with domestic cards and 3%+0.35c with all international cards. These fees are unavoidable due to how the current financial system is structured with payment facilitators acting as the middle man for processing card transactions.

In the near future, we are aiming to create and implement a blockchain system that will heavily reduce or, potentially create transaction fee-less payments for both users and merchants.

We aim on beginning the process to become a fully independent regulated payments facilitation company within 3 years time. This will allow us to have the freedom to act on our vision of no transaction fees in the near future.

2. Accrue NRLC Anywhere

Through being a user and paying with Native Rewards at affiliated merchants, for every \$1 you spend, you accrue 100 NRLC.

3. Pay Bills – Get Rewarded

Accruing NRLC doesn't stop at affiliated merchants.

When you choose to use Native Rewards to BPAY any bill you have (water, electricity, phone, etc), you will receive NRLC as a reward which can then be used to send to your friends or family or alternatively redeem for exciting rewards offered on our network by our affiliated merchants.

4. Request or Send to friends and family

If you or someone you know is short NRLC and wants to instantly benefit from a potential unique reward a business may offer, send and receive NRLC from the convenience of the NR app.

5. Data Security and Protection

Native Rewards uses Stripe to secure your data and to facilitate transactions efficiently.

SSL Protected: All transactions are backed by SSL encrypted communications. All personal and credit card data is securely transmitted between users, us and stripe throughout the entire transaction process.

PCI Compliant: Stripe is a PCI Service Provider Level 1 which is the highest grade of payment processing security. You can rest assured that your card information is safe and secure.

Encrypted: All credit data is encrypted and stored in Stripe's off-site data-centers and never enters our own server systems. This ensures both the security and integrity of our merchants and customers important data.

6. Use Case Example

Reward Accrual

Scenario: \$50 purchase

A user walks into a store and picks out the goods they want to purchase.

The user at time of purchase will click "create pay ID" button in app which will create a unique 6 number ID that is required to be given to the merchant.

The merchant will enter the unique pay ID and click "pay"

The User will receive a notification on their phone asking to confirm or decline payment request.

If the purchase was \$50, the user will pay the \$50 total + transaction fee meaning they will pay \$51.30 which includes a \$1.30 transaction fee.

After the purchase has been verified, users will automatically receive 5000 NRLC (\$1/100 NRLC) as their reward.

Reward Redemption

Scenario: Redeem earned 5000 NRLC

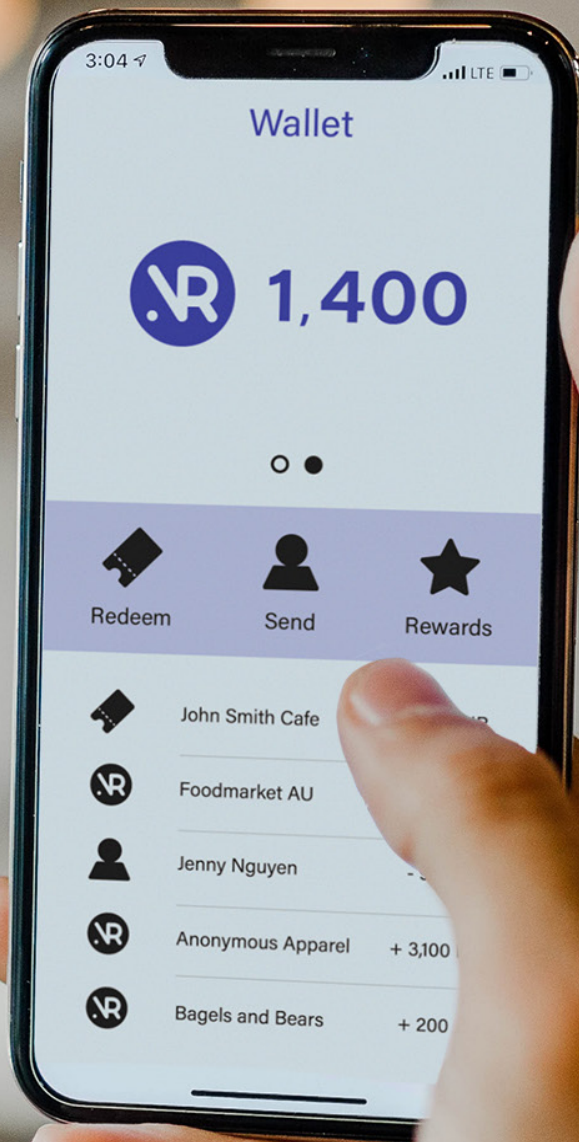
A user may browse through the app at the different rewards local businesses are offering. Businesses offer discounts for an amount NRLC determined by NR at the time of the discounts creation.

When coming across a reward they may like to redeem, a user simply redeems it from the comfort of their app, and then goes in store to receive their reward.

If a user does not have enough NRLC required to redeem the reward, they must either accrue the required NRLC from transactions or are able to purchase the remainder directly from NR.

If a merchant offers a discount of 10% at a cost of 2500 NRLC reward offer on a given item, the merchant is willing to lose \$25 (\$1/100 NRLC) profit on that item to entice more customers to come shop with them.

If a user fails to go in-store to receive the rewards they redeemed within 24 hours, the reward expires and they will forgo the NRLC spent on that reward.



The Road Map





Q2 – Gamification Implementation

Implementation of NR tiered user and merchant loyalty status



Q3 – Expand NR to new major Australian city

Launch of NR into Sydney, Australia



Q3 – Begin development of the Native Rewards Blockchain



Q4 – International Expansion

Product launched to our closest international neighbour (New Zealand), before expanding from there to countries in emerging economies and then to US and UK

2022



Future

Native Rewards will continue to develop leading software solutions for businesses and consumers as we all adapt to the change in times.

Meet the Team



Ashley Branson Chief Executive Officer

Ashley completed his highschool studies at John Monash Science School Victoria's first specialist math and science school located on the grounds of Monash University in 2015. There, his passion for the sciences increased which ultimately led to his life ambition of pursuing entrepreneurship to create a better world today for tomorrow. Ashley had started his Electrical Engineering (honours) degree with RMIT in 2016 but ultimately ceased to continue in search of a new journey that suited his passion and talents. After working as an electrical apprentice for 3 years, Ashley quit his apprenticeship in order to work fulltime on Native Rewards with which he believes will be a global leader in digital payments and reward universality.



Jeremy Bereszowski Chief Technical Officer

Currently studying Computer Science and Computer Systems Engineering at RMIT University, Jeremy has a love and passion for technology. With key knowledge areas including full stack App and Web development as well as BAAS solutions. Studying full time and working part time, Jeremy dedicates his weekends to Native Rewards with the aim of growing and launching our platform.



Cameron Foo Lead Graphics Designer

Currently completing his degree in architecture at Monash University, Cameron has a wide range of experience in various graphic design programs and applications. With a passion for technology and visual design, Cameron believes in the future of Native Rewards as a online universal rewards based platform within the digital payments and consumer loyalty space.

Expansion

1. Launch in Melbourne, Victoria

2. The NR Way

3. Adaptive Scheduling

4. Regular NR Hackathons

5. Expand Internationally

6. Transition to Blockchain

7. Expand Internationally

1. Launch in Melbourne, Victoria

Native Rewards was founded in Melbourne, Victoria by its four co-founders, Ashley, Jeremy, Alec and Cameron. For convenience, launching in Melbourne was a no-brainer. As we begin to grow and expand both our merchant and consumer user base, we will then take the steps to effectively scale without compromise to all other major cities in Australia.

2. The NR Way

Simon Sinek once said, "A company is nothing more than a group of people working together to make a common idea become a reality." As a rewards-based marketplace, it is Native Rewards duty to effectively maintain successful business development and ethical consumer marketing. Without both aspects working in line with each other, Native Rewards will have a high probability of failure. As we grow, we will require more talented and driven people to join and help create the solutions today for problems that arise tomorrow.

3. Adaptive Scheduling

Any potential employee may have the option to fit their Native Rewards work how they see fit within their own lives.

4. Regular NR Hackathons

In a technical position at Native Rewards from either a coding or design perspective, you will get to partake in regular hackathons working to bring your own visions to light that could be used to further enhance the growth of our team and company.

We are creating a company that we ourselves would like to work for.

In mid-late 2021, the development team at NR will be looking to integrate blockchain technology support a Native Rewards cryptocurrency token. More information yet to be announced.

5. Expand to all States

As we successfully complete our beta test ensuring our system is robust and scalable, we will then begin the transitional development of expanding our reach to all cities in Australia starting with Sydney, then Queensland, then the rest. If we expand and grow too quickly, we may die as a company due to the inability to effectively manage the requests from a large increase in our user base while not having the manpower to effectively be able to.

As a result, we believe following our business model and focusing our intentions on achieving a sustainable healthy user base of 1000 merchants before looking to expand, will increase our ability to effectively maintain a larger influx of users into the system. Without merchants, there are no users, and sadly more merchants are starting to go out of business everyday. We aim to be nation wide by Q2 2022.

6. Transition to Blockchain

In early 2021, the development team at NR will begin creating an NR blockchain and the Native Rewards cryptocurrency token. More information yet to be announced.

7. Expand Internationally

In order to be a leader for change and a force for good in the world, Native Rewards makes every intention on expanding internationally as early as 2022. The initial markets we intend on expanding into are those of developing nations who require instant access to the type of technological solutions we provide. In doing so, this will increase our user base dramatically whilst helping progress disadvantaged societies through the lack of technological innovation in the area of payments and universal rewards for all. In conjunction with expanding to developing nations such as Africa, we will endeavour to simultaneously expand into other western markets such as the USA and Europe to ensure our full potential is not strictly limited to the growth of our domestic market in Australia.



Competitor Analysis

Payment Facilitators

Stripe

Running: 10 Years
CEO: Patrick Collison
Size: 2500+ (June 2020)
Revenue: ~USD\$329.7M/Y

Innovative solution to payment processing and facilitation. Offers a wide range of applications to provide merchants with application on online based payments processing.

Paypal

Running: 22 Years
CEO: Daniel Schulman
Size: 21,000+
Revenue: ~USD\$17.77B

Paypal is an online payment facilitator and provides consumers the ability to conduct informal peer to peer monetary transfers.

Square

Running: 11 Years
CEO: Jack Dorsey
Size: 3000+
Revenue: ~USD\$4.7B

Square allows merchants to accept payments both instore and online.

Loyalty Programs

Qantas

Running: 33 Years
CEO: Olivia Wirth
Size: 30,000+
Revenue: ~USD\$1.64B

Qantas offers consumers rewards points on a wide range of products which can be redeemed on exciting products.

FlyBuys

Running: 26 Years
CEO: John Merakovsky
Size: 147
Revenue: ~USD\$33.4M

FlyBuys is an Australian owned loyalty program operated by Coles Supermarkets. FlyBuys provides consumers an opportunity to benefit from their spending on everyday items. FlyBuys is Australias largest and oldest loyalty system – more than 8 million members.

Velocity

Running: 15 Years
CEO: Karl Schuster
Size: 51–200
Revenue: ~USD\$148M

Users may earn Velocity Points with their wide range of everyday, travel, holiday, and credit card partners. The drawback to the Velocity Program is similar to Qantas Frequent Flyer: heavily reliant on the success of commercial aviation and tourism.

Cashback/Rewards

Honey

Running: 8 Years
CEO: George Ruan
Size: 209
Revenue: Unknown (Bought by Paypal for USD\$4B)

Honey is a web browser extension and helps you find coupon codes on over 30,000+ sites. Honey has 17 million members and growing fast.

Cashback

Running: 6 Years
CEO: Benard Wilson
Size: 50+
Revenue: ~USD\$1B+

Cashback offers instant cash back to consumers at the time of sale or transaction. The app gives the consumer the option to take the incentive out as cash or use the refund for other purchases.

Swipe.io

Running: 2 Years
CEO: Joselito Lizarondo
Size: 11–50
Revenue: Unknown (Aquired by Binance)

The Swipe wallet enables users to have a multi-asset digital application. They recently released the 'Swipe' card which allows you to seamlessly pay for instore goods using your crypto savings (and re-

Crypto Payment Solutions

LivenPay

Running: 6 Years

CEO: William Wong

Size: 10-50

Revenue: Unknown (Claims to growth 20% MoM)

LivenPay offers an innovative crypto payments solution that incentivizes users through the accrual of Liven tokens. These Liven tokens have real world value that users can exchange for remuneration in their local currency.

SoSure

Running: 1-2 Years

CEO: Dylan Bourguignon

Size: 11-50

Revenue: Unknown

Offers rewards for users who shop with affiliated merchants in the retail, restaurant and entertainment industry in form of the 'Unihash' cryptocurrency.

BitPay

Running: 9 Years

CEO: Stephen Pair

Size: 80

Revenue: ~USD\$1B+

A bitcoin payment service provider that provides Bitcoin and Bitcoin Cash payment processing for merchants.



Conclusion

Native Rewards was originally conceived as a universal rewards platform with a cashless point of sale system for small businesses and consumers and as a result of the hard economic times we are now facing and will continue to face in the future, we believe we are at the right time and place to deplore a potential ground-breaking solution. The approach we applied in providing transaction fee-less payments for the merchant and a universal rewards point system for the user, we believe will lead to a universally adopted ecosystem that is built upon our four foundational beliefs, Value, Convenience, Reciprocation and Repeatability.

