



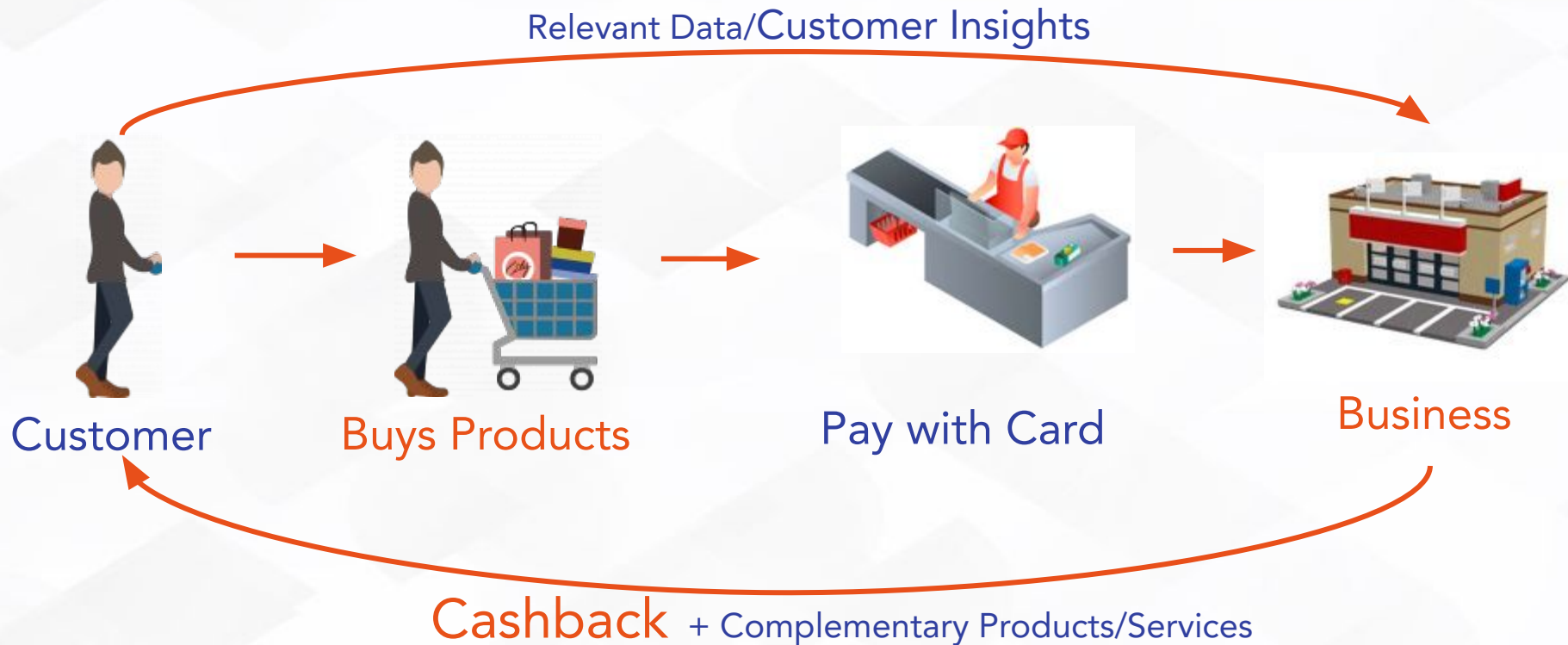
Providing customer engagement and insights  
to drive business growth

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# introduction



problem



+



Cash Accounts for **80%** of  
Business Transactions

Loyalty Infrastructure Is  
Very Expensive

solution

A cost efficient payment agnostic platform



Customers Get  
**Rewards**



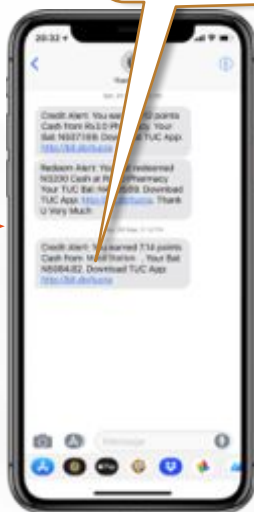
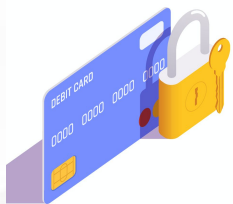
Business Get  
**Tools**

# how it works

Customer



Pays with  
**Cash** or Card

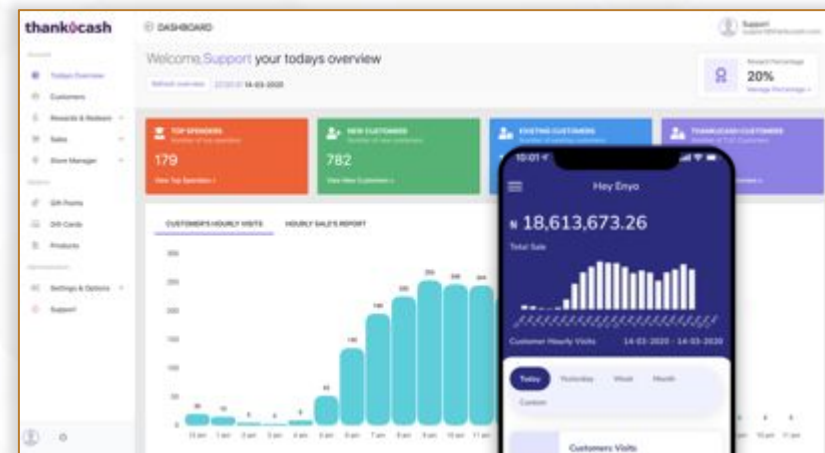


Gets SMS

Credit Alert: You earned 112 Points FROM RX3.0 Pharmacy. Your Bal: N5077.76. Download TUC App: <https://bit.ghtkny>



Business



Insights & Analytics

traction

In just over 1 year

684,000

Users



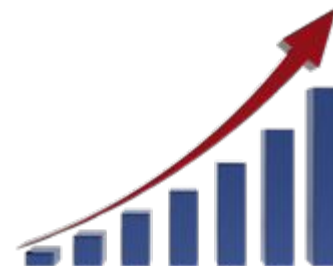
\$24.2m

Spent



25%

MoM growth



# channel partners and brands



Coffee Shops



Gas Stations



Supermarkets



Debit/Credit Card Companies



Banks

market size

\$35billion

\$100 billion

\$500 billion



Lagos



Nigeria



Africa

\* Study by: Africa growth initiative at Brookings





competition

**ibotta**<sup>®</sup>

**Rakuten**

**DO\$H**

Our Advantages:

1. 1<sup>st</sup> to African Market
2. Local Knowledge
3. Exclusive Integrations  
With over 170,000 terminal integrations

 team

Simeon Ononobi  
Co-founder/CEO

1 Exit  
3X Entrepreneur  
Fintech background



Suraj Supekar  
Co-founder/CTO

Microsoft Senior manager  
Huawei Senior Developer  
20 years experience



Madonna Anagor  
Co-founder/COO

Worked as a Sales lead for  
both Government and  
Private companies



Harshal Gandole  
Co-founder/VP- Engr

Senior developer single built  
the entire platform with CTO.  
Over 10 years exp.



# Advisers and some backers



Craig Fenton

COO, Google UK



Stephen Ozoigbo

Lion Africa



Brandon Drew

GP, SaaS Growth

Help African Businesses Grow While Making Money



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