Problem

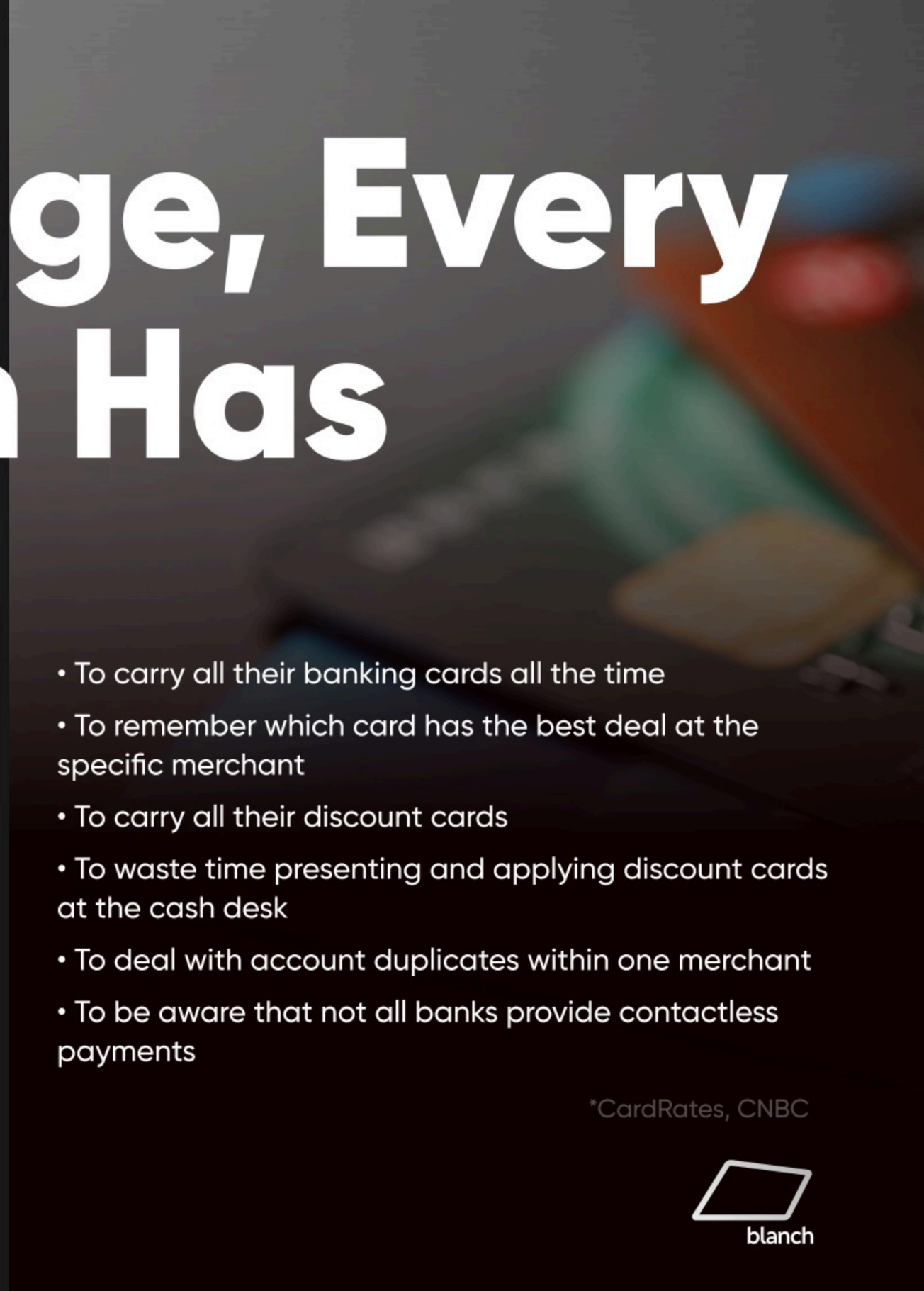
On Average, Every American Has

4

Credit/Debit Cards

10+

Loyalty Program Cards



- To carry all their banking cards all the time
- To remember which card has the best deal at the specific merchant
- To carry all their discount cards
- To waste time presenting and applying discount cards at the cash desk
- To deal with account duplicates within one merchant
- To be aware that not all banks provide contactless payments

*CardRates, CNBC

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Market Size

Key Market - USA

176M

Cardholders in the USA
With 1.06B Cards in Use

144B

Purchase Transaction
Projected 2025 USA

* Statista, Nilsonreport, Shift

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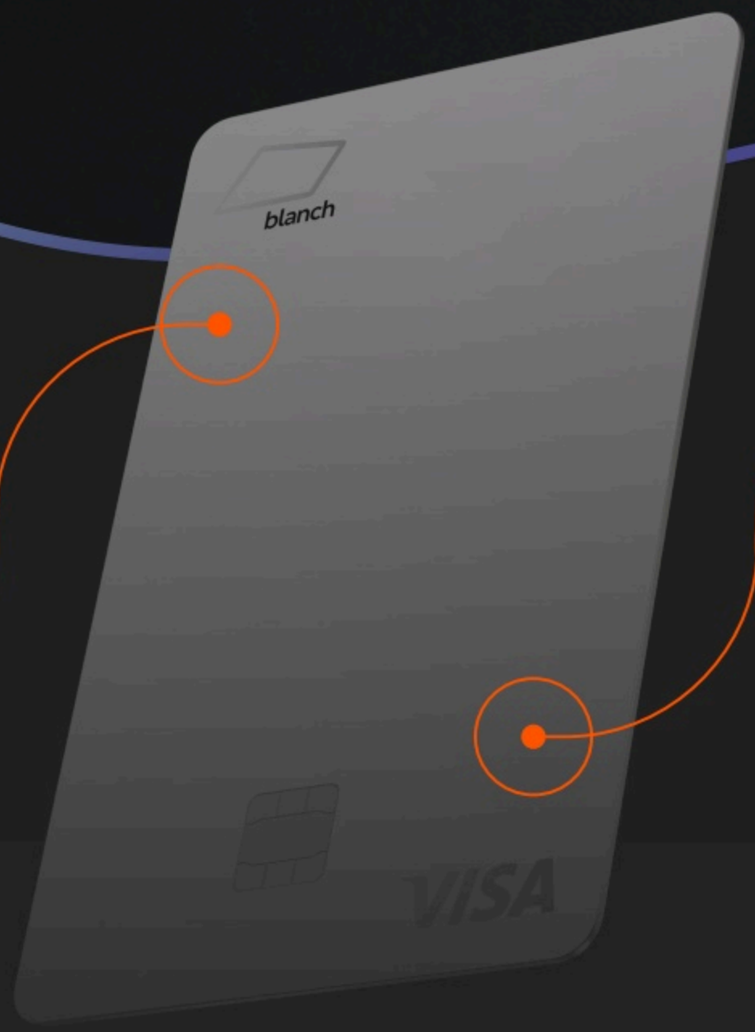
Solution

WE COMBINE YOUR LOYALTY PROGRAMS AND BANK CARDS INTO ONE CARD



CHASE
BANK OF AMERICA
WELLS FARGO
usbancorp
citibank

Chevron
ELEVEN
ZARA
Walmart+
STARBUCKS COFFEE
amazon
macy's

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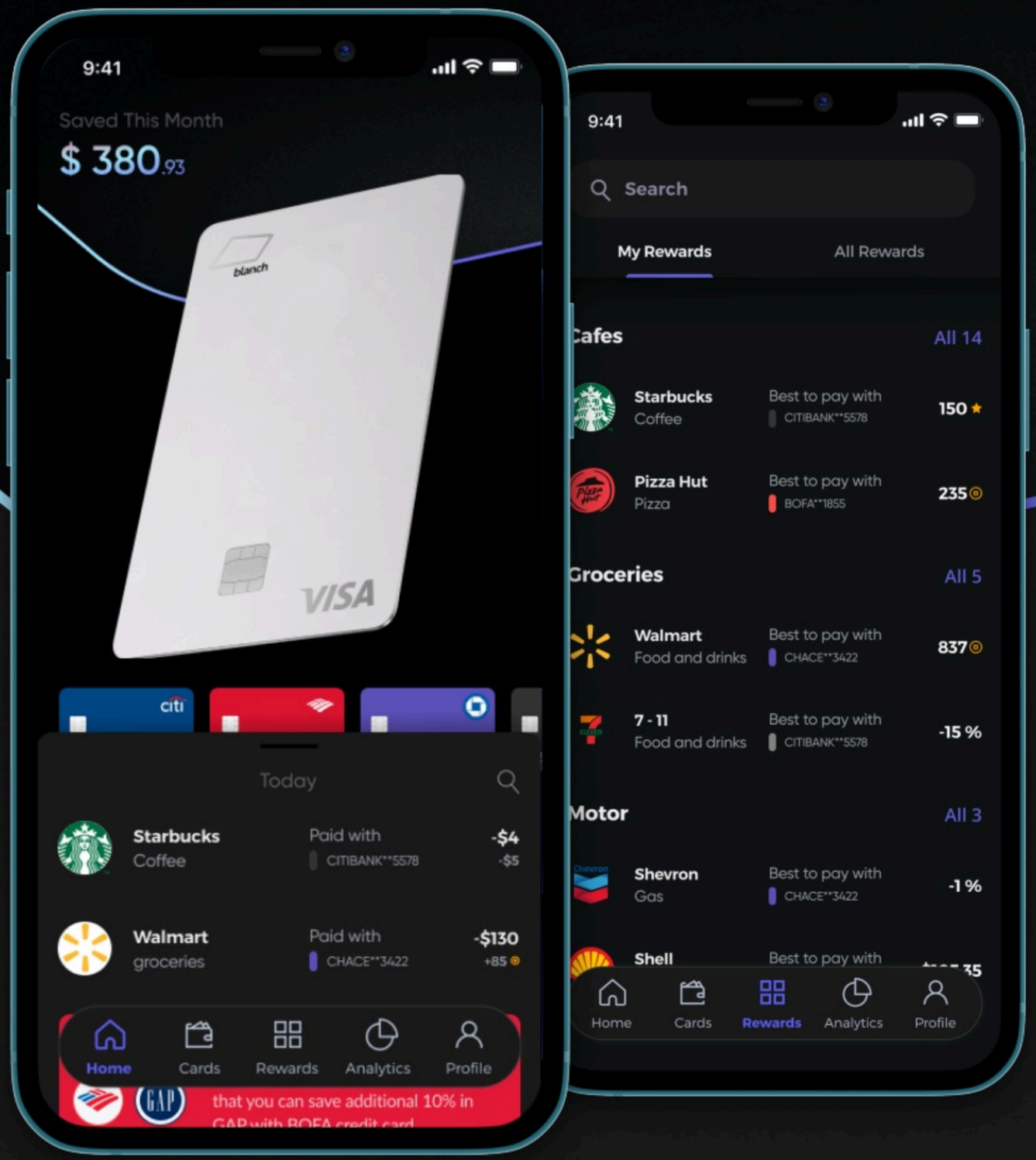
9:41
Saved This Month
$ 380,93
blanch
VISA
citi
Today
Starbucks
Coffee
Paid with
CITIBANK**5578
-$4
-$5
Walmart
groceries
Paid with
CHACE**3422
-$130
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that you can save additional 10% in
9:41
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Cafes
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Starbucks
Coffee
Best to pay with
CITIBANK**5578
150
Pizza Hut
Pizza
Best to pay with
BOFA**1855
235
Groceries
All 5
Walmart
Food and drinks
Best to pay with
CHACE**3422
837
7 - 11
Food and drinks
Best to pay with
CITIBANK**5578
-15 %
Motor
All 3
Shevron
Gas
Best to pay with
CHACE**3422
-1 %
Shell
Best to pay with
Home
Cards
Rewards
Analytics
Profile

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Install and register in the Card Blanch application.

We pull and show all your rewards and discount cards.

Connect all your bank cards.

Activate Card Blanch card.

Add Card Blanch card to your digital wallet.

Visit your favorite store.

Swipe Card Blanch card at the cash desk.

We check and apply your discount.

We select your bank card to secure the best deal and charge it.

You receive rewards from your bank (if applicable).

- No need to carry all your reward and bank cards to get the best deal
- Card Blanch algorithms decide which connected card is the best to use for the given merchant.
- Never miss a chance to get a discount

- Smart monthly settlement
- All merchant reward programs in one app
- Complete spendings analytics
- Tailored recommendations to maximize your rewards

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Competition

Other solutions:

- Don't solve multiple bank and reward cards together
- Don’t provide discounts and offers management
- Manual process of adding and managing cards/rewards
- Not easy to use

FUZE

CURVE

Key™ Ring

STOCARD

Revenue Model

- **Merchants cashback**
- **Users monthly subscription model**
- **Up-sale for merchant rewards**
- **Up-sale for banking card**

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$1.5B

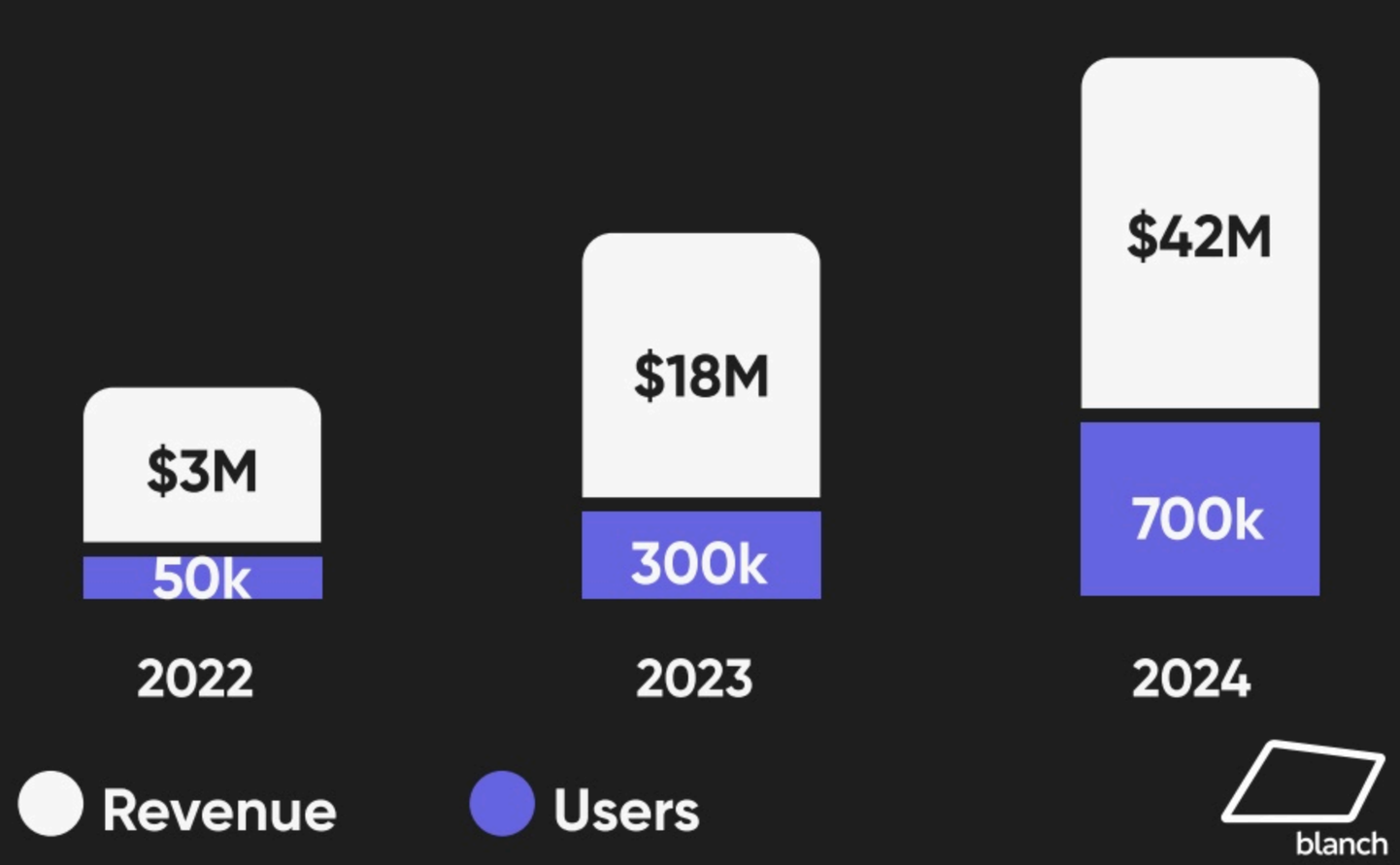
Revenue From Discount Transactions

$10B

Revenue From Monthly Subscription Model

$11 Billion

Market Opportunity



Next Steps

Next Steps

- Finalize product development
- Execute go-to-market strategy
- Launch an aggressive marketing campaign
- Sign partnership with a bank partner
- Create patent portfolio

$1M

Seed Round

$0.5M

Successfully Raised Angel Investments

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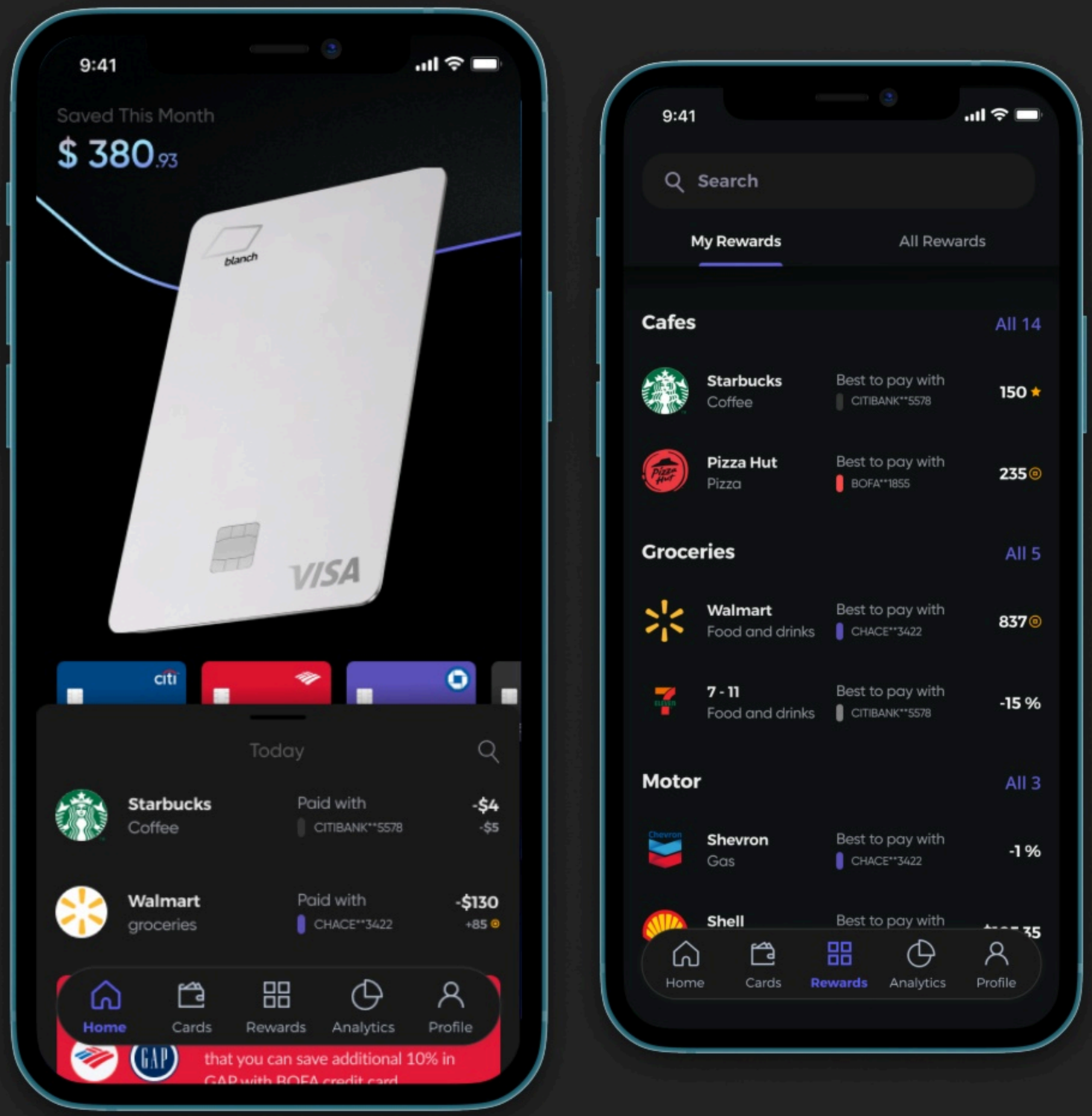
These are forward looking projections and can't be guaranteed.



Your whole wallet in one card

Card Blanch combines all your reward and banking cards into one single digital or ceramic card and application.

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Complete spending analytic in one place

Paying with Card Blanch is fantastic because you don't need to use any other budgeting apps or old fashioned excel to get 360 angle insights on your spendings.