

**GLOW  
LABS**



# Co-Founders & Co-CEOs

Web 3.0 | Technology | Community



## Annie Reardon (left)

Front-End Engineer

Community obsessed. Built and launched a booking marketplace in NYC with 100 different partners, 1,000+ users. Experience in loyalty rewards at Influenster.

## Renee Russo (right)

Full Stack + Blockchain Engineer

NFT obsessed. Built an aggregation software to launch a booking marketplace in NYC. Launched a NFT project that made 1.1M+ in revenue. Deep Knowledge in Web3.



# Problem



Most web3 businesses are not thinking about how to engage and grow their community post launch.

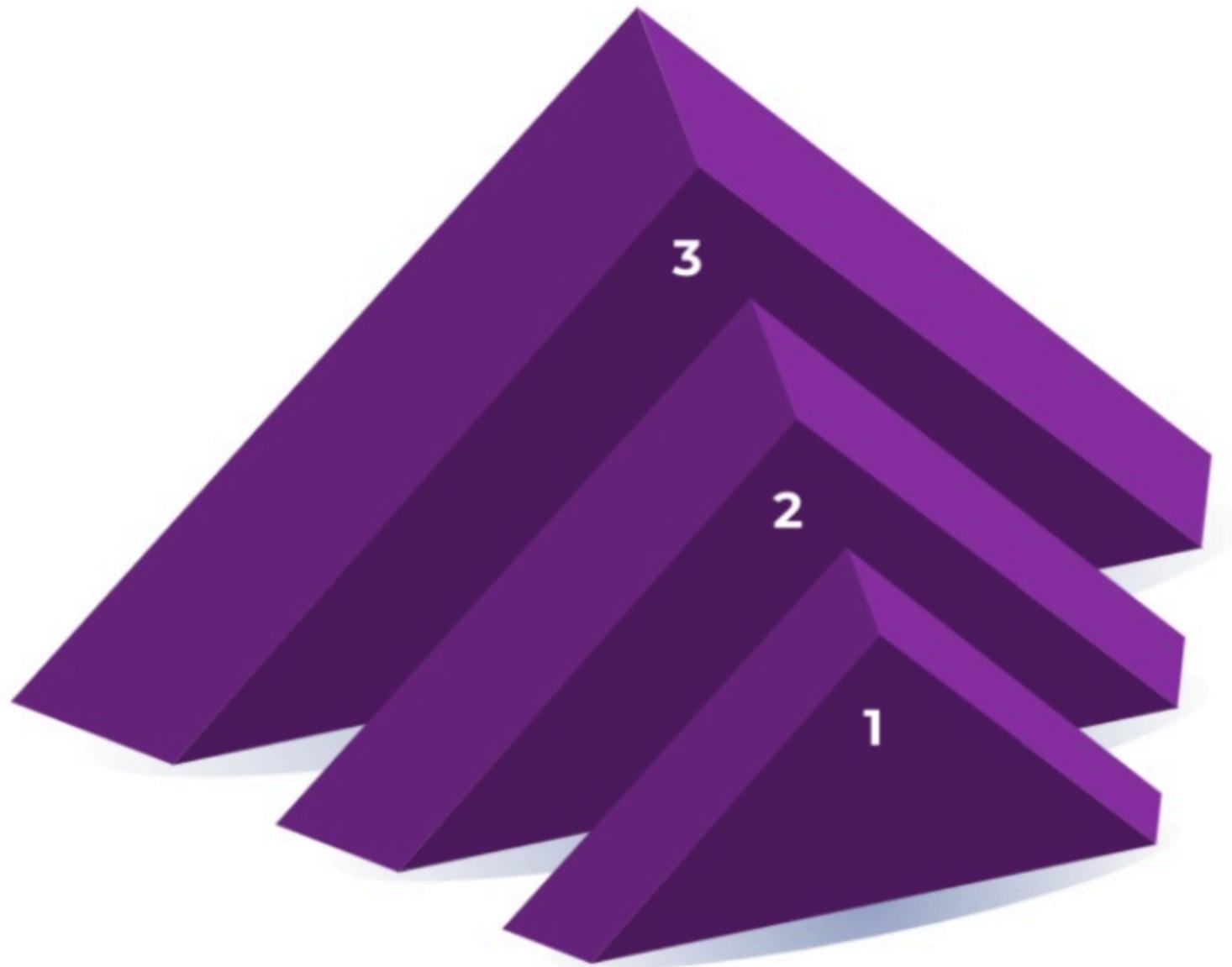
# The Glow Labs Solution

A white-label loyalty rewards software on the blockchain.



# The 2021 NFT Market

NFT sales will reach \$17.7 billion in transactions by the end of the year



## 3 \$17.7 Billion NFT sales

Expected to achieve at least 17.7 billion NFT sales by the end of the year.

## 2 Community Rewards

Loyalty rewards programs exist to give back to community for their loyalty (activity, purchases, community support)

## 1 Glow Labs Take Rate

Glow Labs white-label loyalty rewards solution is a tool for the space to reward customers automatically in real time.

# Evolution of Loyalty Rewards

In web3 fandom = ownership, and loyalty rewards are now seen as the essential infrastructure of building an authentic brand in web3.



Web1

Web2

Web3

In-store credit

Loyalty points

Utility rewards

Coupons  
Gift cards

Referrals  
Brand specific credit cards  
Two-sided rewards

Tokenomics  
Gamification  
Ownership  
NFTs  
Community

# Social Token Rewards Mechanics

30% of NFT projects are distributing social tokens to their community, we anticipate 90% of projects doing so within 3-6 months.

Determine desired on- and off-chain customer activity

Customers are rewarded with tokens for activity

Customers use tokens to engage further with brand



# Glow Labs Promotion Features

Give back to your community by rewarding them for the engagement you value:

## On-Chain Activity

Airdrop ETH or WETH directly back into your community member's wallets.

- Give "Gas Back" At Drop  
Gift gas back to those who bought your NFT collection and reward them after mint.
- Reward Early Adopters  
Give back to those who invested in your project from the initial drop day.
- Reward Loyal Holders  
Reward the minters who still hold your NFT collection.

## Off-Chain Activity

Capture your community's engagement on Twitter and allow them to claim your social token.

- Twitter Mentions & Retweets  
Distribute tokens to users who mention your project and spread awareness.
- Relevant Hashtag Use  
Set targeted hashtags and reward the users utilizing them to join in on the conversation.
- Twitter Likes  
Distribute tokens to users engaged with your content.

# Customize Your Loyalty Program

With Glow Labs, you have the ability to define how rewarded tokens can be utilized. Design a loyalty program that resonates with - and grows - your community.

Within 30 seconds, distribute ETH, WETH, or your own social token. Create redeemable rewards for anything from exclusive access to drops to community-hosted events and more!

Glow Labs is currently the only software that allows each web3 company to create their own, unique rewards program.



# Glow Labs Product Tiers

tier 1

## Basic

Basic on-chain rewards

Analytics dashboard

tier 2

## Analytics

Customizable on-chain rewards

Advanced analytics dashboard

1,000 community wallets

tier 3

## Tokenomics

Customizable on-chain rewards

Advanced analytics dashboard

Off-chain rewards

10,000 community wallets

# Team



**ANNIE REARDON**

Co-CEO & Co-Founder



**RENEE RUSSO**

Co-CEO & Co-Founder



**SAMIRA YAZDANSETA**

Head of Partnerships



**NATE PARTIN**

Account Manager



**EVAN CHIANG**

Community Manager



**ASYA SHARROW**

Head of Growth

# Advisors



**ALEXANDRA WILKIS WILSON**

Founder @ Gilt Groupe  
& Glamsquad



**ERICA ANDERMAN**

SVP @ Seated



**JAMES GALLAGHER**

Director @ GoPuff



**RACHEL LIVERMAN**

Founder & CEO @ Glowbar



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