

lolli

Lolli Fundraise

2023

Lolli is an industry leading rewards company.

We've built a patented, data-rich consumer shopping rewards platform that rewards users in cash and crypto when they shop online and in-store at 1,000+ partner stores.

Summary



600K+ Users



6.5 avg transactions / user / month



1,000+ merchant partnerships



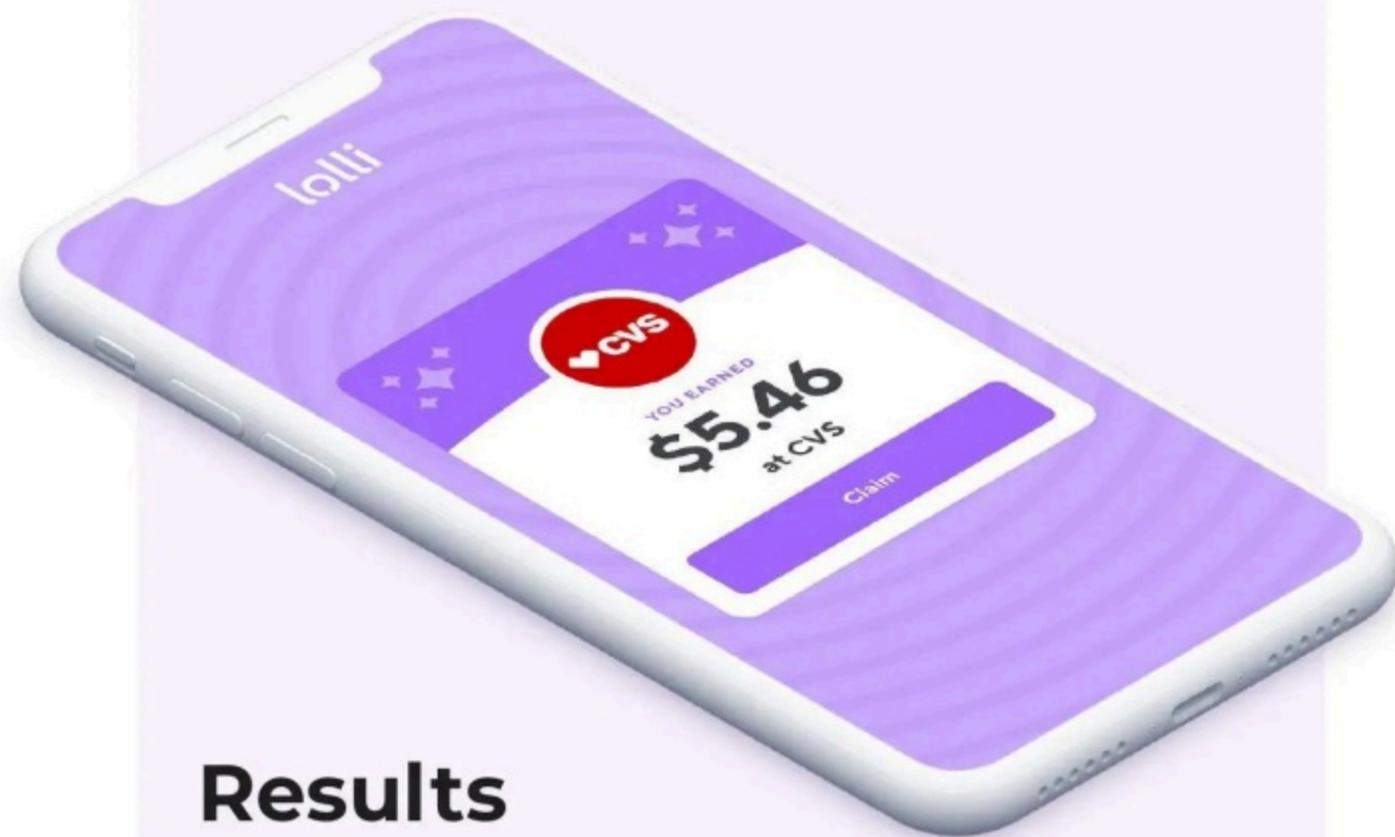
\$175M+ in GMV driven to merchant partners



25,000+ in-store rewards locations



4.8 star app store rating across 17k+ reviews



Results

- Product-market fit
- 25-50% net margins & growing
- Clear product roadmap multiplying LTV

Market Opportunity

Crypto | Growing need for frictionless on-ramp

- People want easy, passive, trusted ways to earn and diversify into crypto (~\$1 trillion market cap)
- Globally, crypto exchanges had volume of \$33 billion in 2021 and expected to reach \$348 billion by 2030
- Crypto Rewards has explosive growth potential: According to Visa, 86% of active crypto owners, 80% of passive crypto owners, and 82% of people that are curious about crypto, want crypto rewards!

Rewards | Proven, massive & growing market

- The rewards loyalty market is ~\$143B globally and ~\$127B domestically
- > 90% of companies have loyalty programs
- 3.3 billion loyalty memberships in the US alone

Lolli thrives across all macroeconomic and crypto cycles.

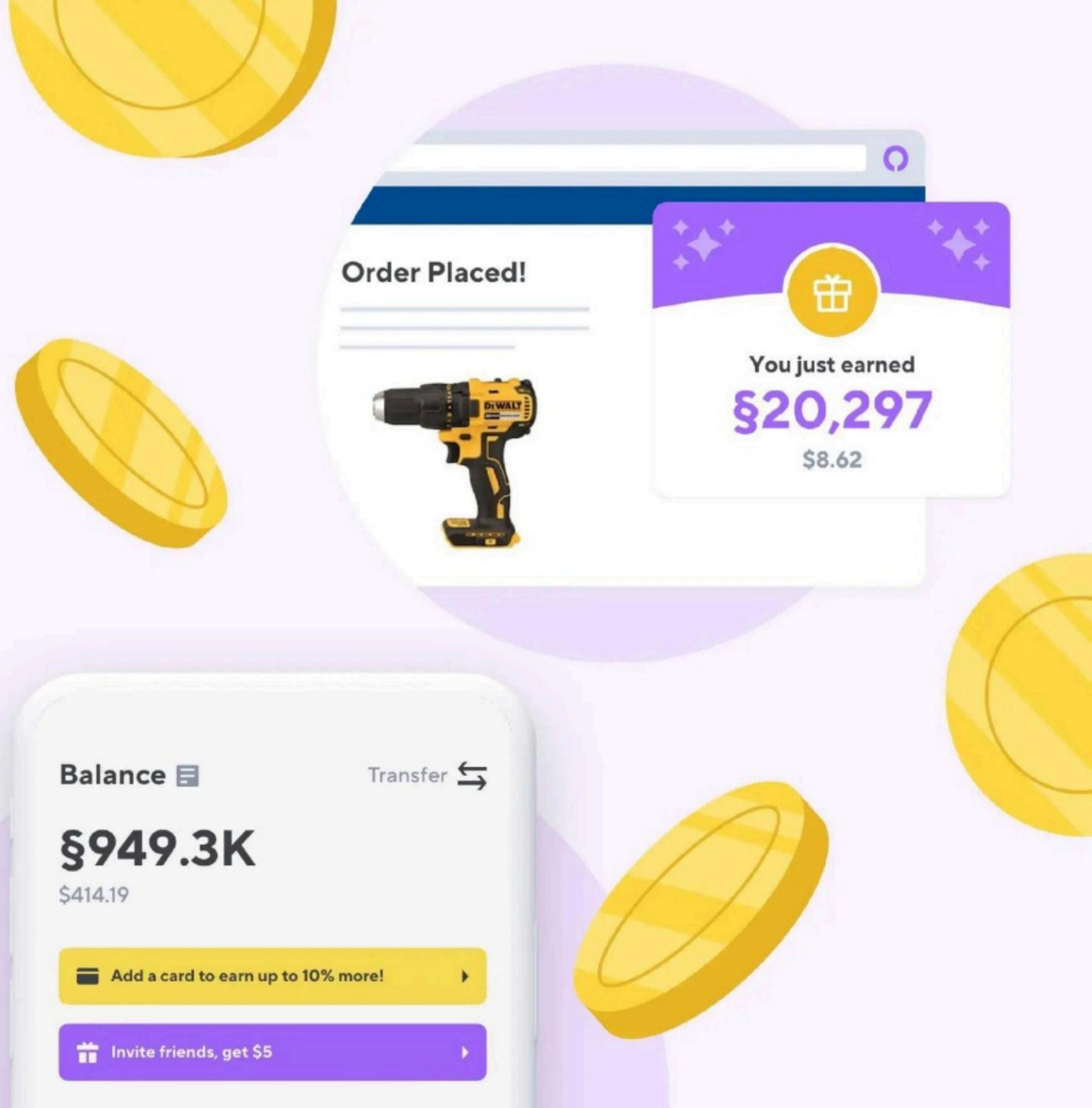
Merchants rely on Lolli to acquire new shoppers, engage customers, and innovate on loyalty.

Consumers use Lolli to save money when they shop, earning rewards in the currency of their choice.

An economic recession turbocharges this dynamic.

How Lolli Works

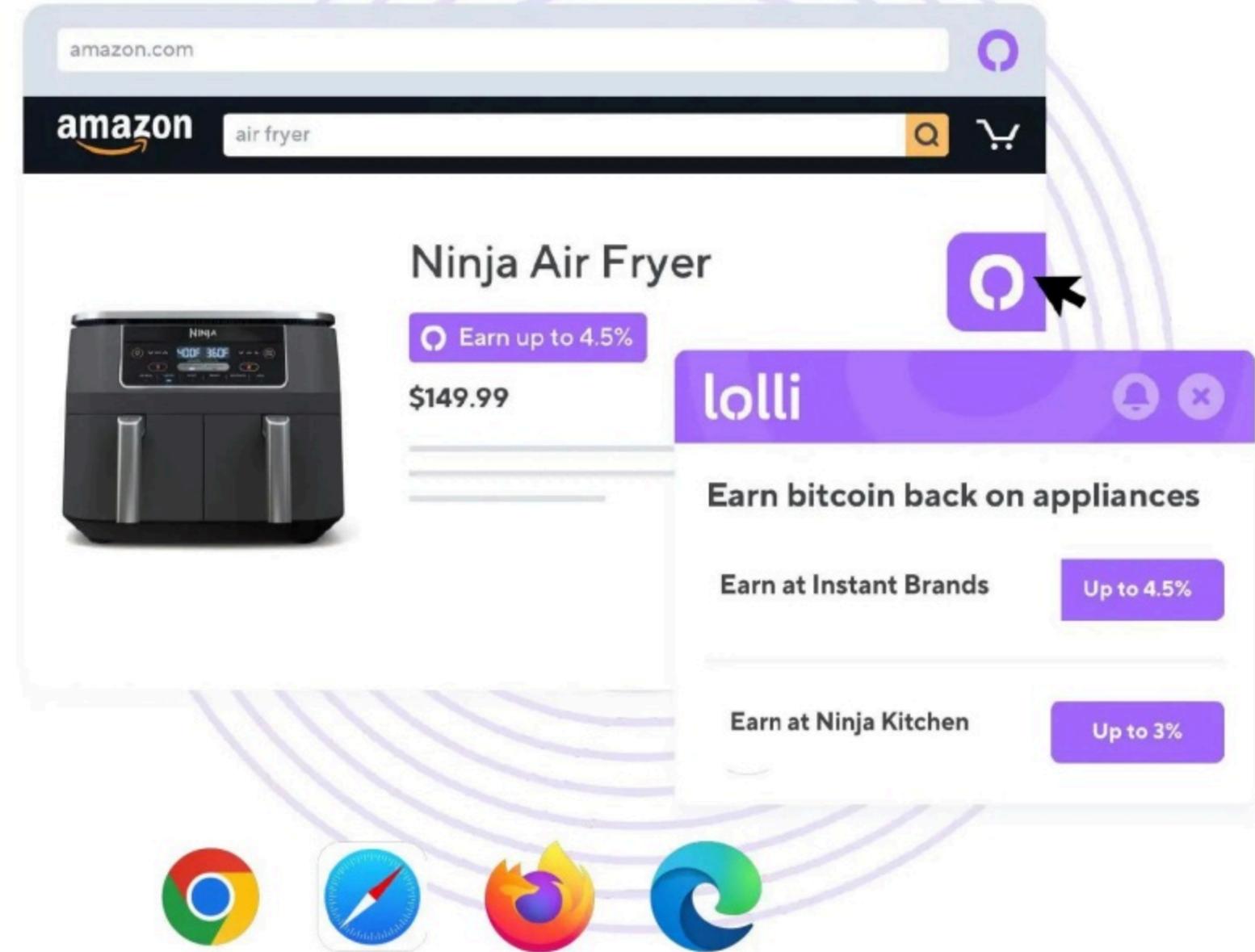
1. Download the mobile app and/or web extension.
2. Shop online or in-store to earn bitcoin or cashback rewards.
3. 1,000+ merchant partners pay us commissions on our users' purchases.
4. We then send rewards to our users' Lolli wallet.



Online Shopping & Browser Extension

Online Shopping & Browser Extension

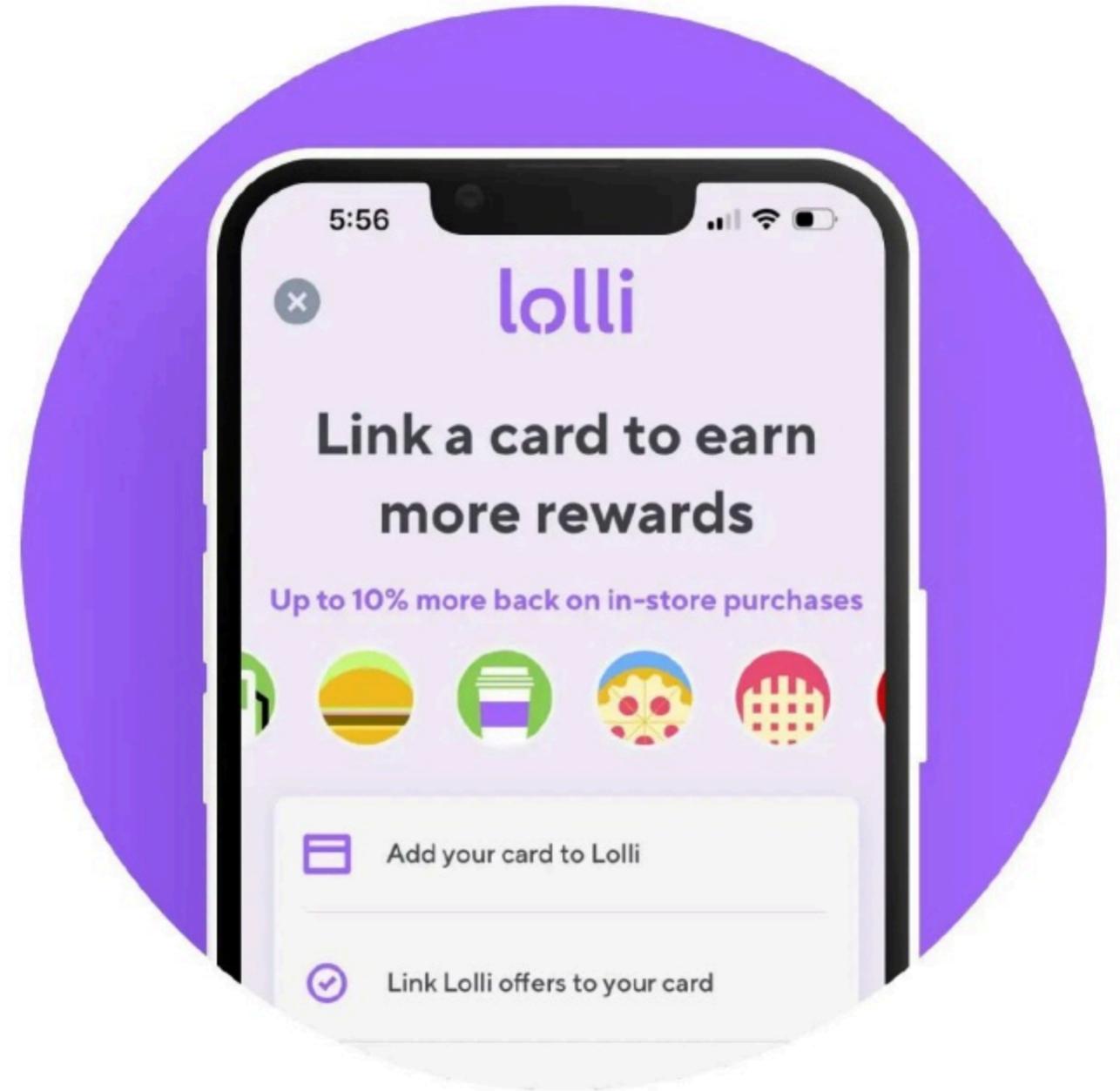
- **600K+** users have signed up to earn bitcoin or cashback shopping rewards with Lolli since 2018.
- Browser extension, site & mobile app allow users to earn at over **1,000+** top online stores.
- Strong merchant partnerships allow for competitive reward rates.



Bank-Linked Offers & Mobile

Patented Bank Linked Technology

- Launched mid-2022, allows users to earn additional bitcoin or cash rewards on existing debit or credit cards.
- Rewards users on more frequent in-store purchases such as gas, coffee, or groceries and positions Lolli to be complementary to crypto exchanges, neobanks, banks, BNPL, existing loyalty programs, and more.



Patented Technology

- Patent US20220300952A1: <https://patents.google.com/patent/US20220300952A1/>
- Developed a patented bank linking technology. Our patent is for “Automating digital asset transfers based on historical transactions”. This technology is being used to power our rewards platform and we plan on scaling this technology to offer rewards to external partners.
- Applicable for both fungible and non-fungible digital asset rewards.
- Interesting for companies aiming to build fungible and non-fungible loyalty rewards by an intentionally broad and defensible patent.

Automating digital asset transfers based on historical transactions

Abstract

Systems and methods are disclosed for automating digital asset transfers based on historical transactions. In one implementation, a notification corresponding to a first transaction or operation associated with a first entity is received. Based on the notification, a second transaction or operation is initiated with respect to one or more digital tokens. One or more digital tokens are received in response to the second transaction. At least one of the one or more digital tokens, as secured via one or more cryptographic keys, is stored in a wallet associated with the first entity.

B2B White-label Solution

Built patented technology that allows any company to easily white-label the Lolli consumer rewards solution.

This offers merchant funded rewards content, gamified loyalty features, and data analytics to 3rd parties.

Potential Partners

- Banks
- Crypto Exchanges
- Neobanks
- Credit Card Providers
- Phone Providers
- Browsers



**Lolli is leading with a low CAC,
scalable, & proven rewards
product as a wedge to higher
LTV features & products.**



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