

Zestful

A customizable employee and membership perk card



How It Started

We sent a survey to 10,000 employees asking a single question, **"Which would you rather have?"**

1. A \$130k Salary
2. A \$100k salary + Netflix, HBO, Hulu, Spotify, Headspace, a Meal Delivery Service, a Gym Membership, \$20/mo to a Charity of Choice, and a \$100/mo Experiences Allowance.

The Results:

80% chose the lower salary with the perks 🧡

 Read the full report at gssfd.com/how-it-started



🤔 The Problem

For a company to implement a perk program like this would take **hours of dedicated time and resources.**

🍋 Our Solution

With Zeetful, companies can get all the benefits of a flexible perk program with none of the hassle.

- Hundreds of popular products.
- Real-time product and allowance management.
- Real-time transaction tracking.
- No reimbursement process.



👤 For Example...

A company could give **\$100/month** for their employees to spend only on the products that match their mission and brand.

The Zestful card handles the rest.



Other Opportunities

The payment tech we're building goes far beyond just company perks.



Create the ultimate employee perk solution, without the hassle or reimbursement process.



Give tenants an allowance to nearby coffee shops, restaurants and business services.



Give tenants an allowance for their favorite TV providers, apps and local hang outs.



Easily manage allowances and product spending for personal and family use.



Replace the outdated student meal plans with a payment card built for the future.



Parents can easily assign money for products and services that matter (not the ones that don't).

What We Need

\$200k remaining • \$6m cap

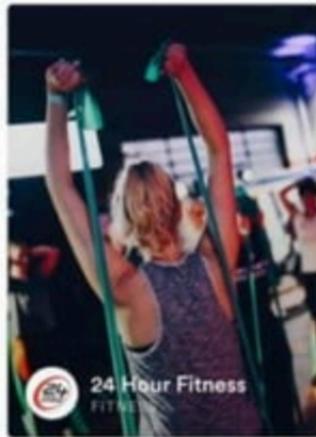
To meet our goals we need to expand our sales team and invest in customer success.

- Sales team to get Zestful into every company in the US.
- Customer success to onboard thousands of new customers.
- Talented engineers to help build the future of payment tech.



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⚡ The Zestful Card ⚡

At the core of Zestful is payment technology that has never existed... Until now.



Spotify

\$12.99

Real-Time Tracking

Track transactions in real-time. No messy reimbursement process.



Product Filtering

Customize at any time which specific products that card can be used on.



Mat Vogels

\$50/mo

Card Allowance

Assign custom allowances and spending limits to a card in real-time.



Starbucks

\$25

Product Allowance

Assign an allowance or spending limit to a specific product or service.

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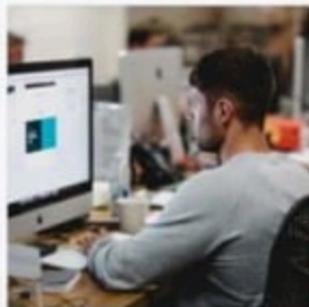
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Revenue Model

Zestful makes money in 3 different ways.

\$5

/ card / month

Monthly Subscription

Zestful charges \$5 per card per month.

.5%

/ transaction

Transaction Fee

We make .5% on every transaction made on a Zestful card.

5-10%

/ purchase

Cash Back

We work with brands offering 5-10% cash back on purchases.

Where We're Going

We're just getting started, but have a clear path to success.



👋 Our Team

We have the experience and ambition to make this a 🚀



Mat Vogels
CEO

Experienced founder, mentor (TechStars and YC companies), and product designer.



Malte Muenke
CTO

Co-creator of GoToMeeting, VP Engineering at Citrix, experienced technical leader.



Max Richman
Head of Engineering

Multi-time founder and experienced entrepreneur in the payment space.



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