

Bercode platform & app
Connects & rewards at the same time

What made our company design and implement the innovative solution?

The founder of our company has been building and operating card systems for almost 20 years. During these 20 years, card systems have also evolved. Even 20 years ago, through paper&page-based membership books, the members of the unions, associations, etc. were able to prove their membership and were able to extend their membership by affixing a validation sticker each year. Over time, this proved to be an obsolete form, with plastic cards appearing. They were small, modern and trendy. And most importantly, thanks to the EDC (Euro Discount Club) system, which has been set up in the meantime, discount accepting points have already appeared in the system, the discount related services of which could be used by the members. So in return for a possible membership fee, members were able to save even more on their purchases than the amount of the membership fee itself was. Thanks to the development of information technology and the incredible spread of plastic cards, and thus their physical unmanageability - so many plastic cards could not be physically handled - plastic card-based systems could not continue to grow. Recognizing this, and as a result of several years of needs assessment from issuing partners, the Bercode platform was created, which enables the issuance, management and end use of an unlimited number of digital cards, bercode carriers. All this using an app.

Other, traditional loyalty schemes

To understand the difference between traditional loyalty schemes and the Bercode platform, we first need to understand how traditional loyalty schemes work.

Loyalty schemes currently operating in the majority of retail chains, focus primarily on existing, in-house customers, retaining them and encouraging further purchases, mostly only in their own outlets/stores. As a result, they are little or not suitable for reaching/acquiring new customers and thus drastically increasing revenue. Loyal customer schemes that offer a traditional discount (or even points) only work on the principle of rationality, so the discount that can be obtained for customers is the main driving force, thus achieving loyalty to the given store network.

Bercode platform & app

The Bercode platform and application is mainly intended to serve community management organizations/individuals (NGOs, municipalities/cities, foundations, associations, influencers, stars, athletes, etc.) who want to show their community members a gesture or even added value to their existing services/merchandise in addition to their products. In order for this to be possible in an organized - not chaotic - way, and also at a high level, it is recommended/necessary to develop/have an IT platform/application. Of course, this alone is not enough, it is necessary to insert/harmonize the operation of the platform in the given legal environment, so to provide the necessary legal background/documents, such as data protection regulations, GTC, etc. The preparation and harmonization of these documents alone can cost the given organization thousands of dollars, not to mention the cost of the platform itself, the knowledge and time required to prepare it. As a result of it, the Bercode platform can represent a gap solution in all small and large, for-profit and non-profit organizations, or even influencers and stars who also want to express their gratitude to their residents/members/customers/fans.

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And the Bercode platform makes it all possible, even for free.

According to our market research results, there is currently no service provider in the (global) market that can serve the given segment/market niche in such scope and quality. Unlike traditional loyalty schemes, the Bercode platform allows either an unlimited number of communities and their members to be eligible for immediate discounts at an unlimited number of acceptance points, even globally.

It combines a rational and emotional approach compared to traditional loyalty schemes. So it is not only the granting of the discount itself that is important, but also the emotional involvement/value. An idea can appear as an emotional value, such as volunteer blood donation, environmental protection, or membership in a (sports) fan camp, admiration for a movie star, or even influencer/star-following fans.

In summary, the Bercode platform and application is nothing more than a fee collection, member management and clearing platform for communities and their retail partners. All this means that it can serve all organizations/individuals (customers, fans, supporters, etc.) with a community, even free of charge, within an organized, legally harmonized framework.

The Bercode platform can also represent added value to an existing loyalty customer system, as once a given community joins our system, its members can buy cheaper from several non-competing merchants, thus forming a purchasing portfolio for their customers.

Platform added value

The bercode created by the platform - providing a discount - and its carrier (card, keychain, etc.) is basically digital, so the production and logistics costs of the issue are zero, which thus allows issuers to find the most optimal, cost-effective solution. In the case of non-profit organizations, e.g. 450,000 of blood donors of the Hungarian National Blood Supply Service, costs of several hundred million forints can be avoided, which has so far been a deterrent for given and similar organizations to thank their members with a membership card that provides benefits. In order to make the service attractive not only for the younger age group (using the app), but also for the older age groups, the digital card can be ordered on a plastic basis, but at its own expense, so the production and logistics costs are not borne by the organization, but that member. We also thought of members who are not adherents to modern solutions (app) and do not want to pay for a plastic card. In this case, they can also use their card on paper. Once they have received their virtual card via e-mail, they can print it out, cut out the card with scissors and use it. 3 possible ways of use that can result in maximum conversions among potential unlimited number of users/customers.

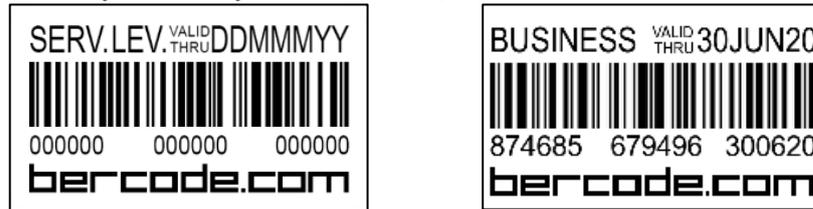
How does the platform work?

3 participants are required to operate the platform:

1. bercode holder, that is, user/customer – eligible for immediate discounts
2. bercode issuer, that is a community/organization/person with membership/fans – connects membership with merchants
3. bercode merchant, that is, the retailer who provides the immediate discount

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The Bercode platform allows individuals or legal entities to issue a special 18 digits barcode, called „*bercode*” (devoted from *Benefit Barcode Inc.*).



With the help of a given bercode, the bercode holder (who bought the given bercode on a data carrier (such as a card) or received it free of charge) can receive an immediate discount from the accepting partners (bercode merchant) and also participate in regular winnings organized by Benefit Barcode Inc. for the Bercode platform customers/partners. The platform provides added value to the partners participating in the system, as:

1. The bercode issuer receives additional income after the sale of the bercodes it issues. If the issuer gives it to its community for free, it will make a gesture to them, thus maintaining/increasing their loyalty (blood donors, social workers, etc.).
2. The bercode issuer receives a sales commission from retailers connected to the Bercode platform with the bercode of the bercode issuer.
3. The bercode issuer receives a sales commission on purchases made with the bercode of the bercode issuer.
4. The bercode merchant can provide immediate discounts to an unlimited number of communities, thus making its commercial unit more attractive to customers and thereby increasing its turnover/profits.

The Bercode platform plans to launch a major regular winnings too. In addition to customers, ie bercode holders, platform will enable to participate in the weekly (national and global) winnings to bercode issuers and bercode merchants too! So the Bercode platform will reward not only the customers in exchange for their purchase, but also the bercode issuer with whose bercode the customer bought and the commercial unit (bercode merchant) where the purchase was made. Following the spread of the bercode platform in several countries, the bercode holder, bercode issuer and bercode merchant will be able to gain a (cash) prize corresponding to their monthly, quarterly income, even weekly!

How to join?

Connecting to the platform is quick and easy, by registering at www.bercode.com or Bercode app.

What is the price of the service?

The platform is even FREE OF CHARGE for an unlimited number of users/customers, issuers and merchants!

Benefit Barcode's fast and efficient market acquisition strategy

2 different strategies / approaches are possible or a combination of them:

Benefit Barcode Inc.
For the benefit of all people
www.bercode.com

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1. TOP-DOWN

When opening a new country/market, we focus primarily on communities/influencers (bercode issuers) that have a large membership (bercode holder), as statistics show that up to 1-3% of membership can have their own retail unit (bercode merchant). Benefit Barcode Inc. addresses these communities and even provides the Bercode platform free of charge so that they can quickly, efficiently, and even free of charge connect members of their communities with commercial units in their communities, providing an advantage/benefit to members of those communities. So a community can choose to give its members an advantage only within its own community, but it can also choose to give an advantage to members of each community by this way supporting, increasing turnover of merchant partners in own community.

Advantage: rapid expansion/market penetration. Multiple acceptance points (merchants) can join at the same time.

Disadvantage: there are no such close human relationships, which makes it more difficult or uninteresting for the Issuer to connect the acceptance points.

2. BOTTOM-UP

By addressing smaller communities (villages, schools, foundations etc.). It is true that we can connect a smaller customer community, but because the members of the community know each other better, the acceptance points (10-20/community) connect with greater efficiency/conversion. Smaller communities joined in this way can become a large community with all its benefits thanks to the platform.

Advantage: closer human relationships, making acceptance points more inclined to join.

Disadvantage: slow expansion/market penetration. Fewer acceptance points can join at once.

When this process starts and other organizations/stars will see the bercode products of others, they will be in situation, when they have to utilize also the advantages provided by the Bercode platform. They will also offer to their own community. This will increase the number of bercode holders, bercode issuers and bercode merchant locations. A self-stimulating process will be started, which will ensure unlimited growth, both geographically and also in scope.

Investment opportunity

Please check out our pitch deck at: <https://www.bercode.com/content/investors>

Platform as the result of (r)evolution

Past+20 years of experience..... Presence



Only material carriers providing discounts at a few accepting partners.

Unlimited number of barcodes



Immediate discount with **1** or more material **and/or virtual** carrier (cards, etc.) at up to thousands of accepting partners.

Emotional approach to customers

Joint selfie with a favorite star or separately on the sides of the carrier (uniqueness).



Besides emotions also:

1. immediate discounts
2. participation in a regular winnings

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