



## Wulet - Swap your loyalty points

*Store all your bonuses in one app and exchange them whenever you need!*



### The market value of loyalty points exceeds hundreds of billions

- In the meantime, the amount of expired unredeemed points exceeds \$100bn in North America only
- Book value of loyalty points is about to reach \$500bn in 2019

### The majority of loyalty programs (LP) are inefficient

- Operational inefficiencies such as account inactivity, low redemption rates, low client retention rates and high acquisition costs are the main problems of loyalty programs
- Programs are not compatible with each other
- Customer activity is limited by offers of loyalty programs

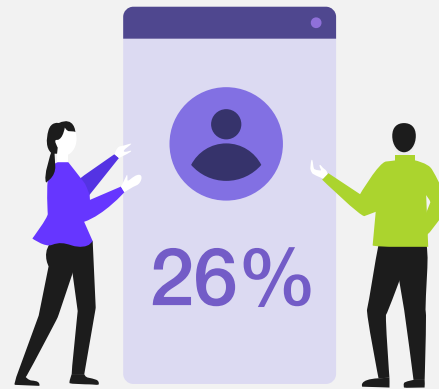
### WULET blockchain ecosystem allows to:

- Benefit from entering a “blue ocean” market of tradable loyalty (bonus) points
- Breathe new life into the “tired” concept of loyalty programs
- Receive data, which will allow to adjust loyalty programs strategy and increase ROI

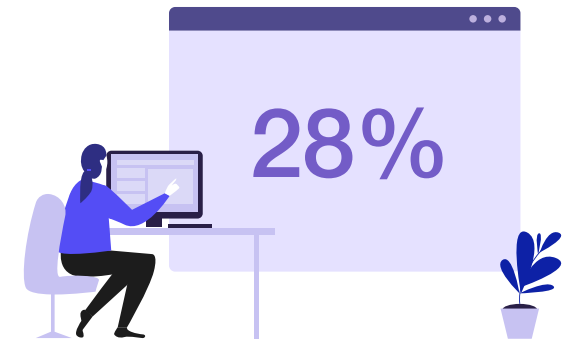




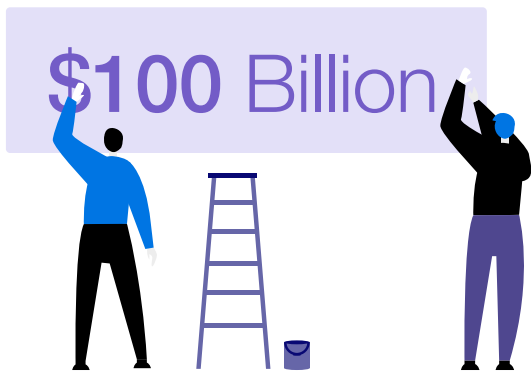
54% of memberships in the US are inactive <sup>1</sup>



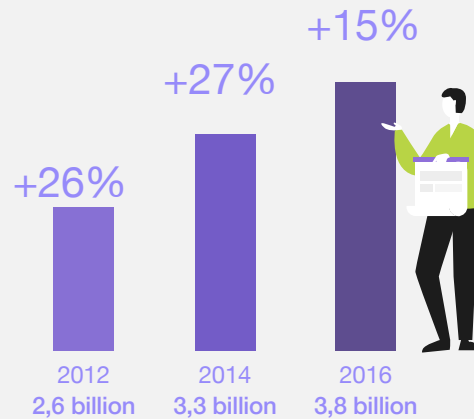
26% of users abandoned a loyalty program due to absence of smartphone app <sup>1</sup>



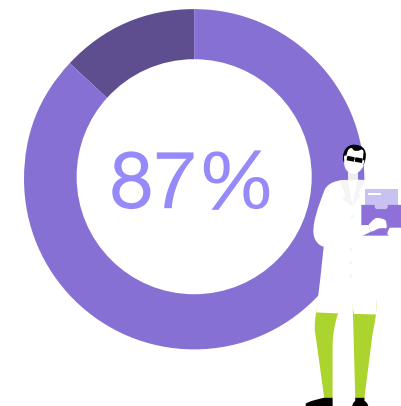
28% of users left a program without redeeming a single reward <sup>1</sup>



All of mentioned above resulted in more than \$100 bn in points left unredeemed <sup>1</sup>



However, number of membership grows from year to year <sup>2</sup>



Moreover, 87% of users are ready to provide of their activity in exchange for personalised offers <sup>2</sup>

1 COLLOQUY 2017 Census Report  
2 Bond The Loyalty Report 2018

We are creating the ultimate tool that will help customers:



store all their cards, passwords, discounts, and coupons in one safe place



get engaged in a game, where they are not pressured by intrusive advertising but receive the most precise offers at the moment of request/purchase/exchange/receiving loyalty(bonus) points



manage, exchange and buy loyalty (bonus) points from different companies and use any of them to maximum effect at the perfect time



get more personalized offers based on data gathered through customers activity

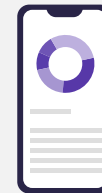
WULET blockchain ecosystem with its innovative features will allow companies worldwide to:



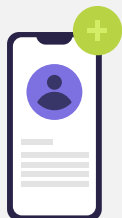
Benefit from entering a “blue ocean” market of tradable loyalty points



Breathe new life into the “tired” concept of loyalty programs and increase ROI



Receive data, which will allow to adjust loyalty programs strategy



Win and retain new customers on principles of personalisation, relevance, and exclusivity



Engage clients via different channels



# Token sale parameters



Current Stage

**Private Sale**

Public sale:

**Coming soon**

Soft Cap

**8 000 ETH**

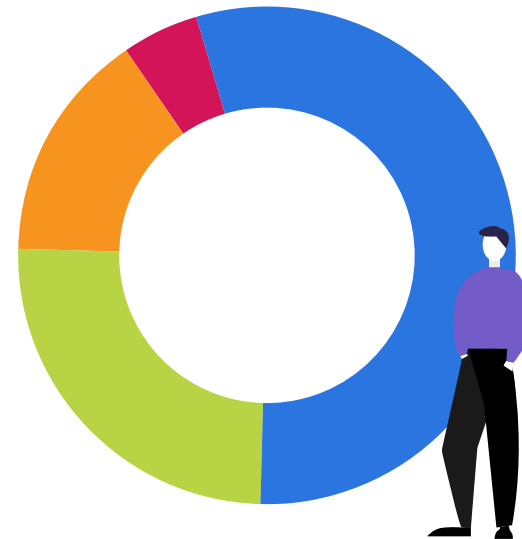
Hard Cap:

**49 000 ETH**

*but not less than \$15 millions*



Distribution of funds



**55%**

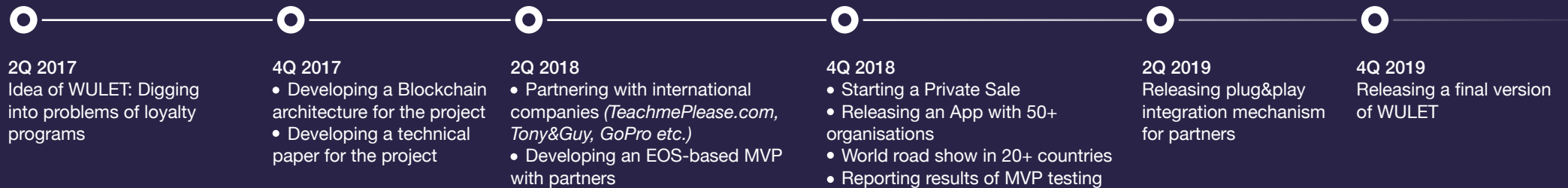
Program integration with organizations and product developing

**25%** Marketing

**15%** Legal

**5%** Support

## Roadmap



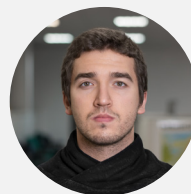
The WULET team are like-minded professionals with extensive experience in IT, development, design, and logistics



**Alexander Tkachev**

CEO

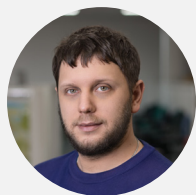
Graduate of Saint-Petersburg State University. Former Business Development Director of TeachMePlease. Co-creator of TargeAd advertising agency. Delivering WULET blockchain ecosystem as a «blue ocean» of possibilities for loyalty programs worldwide.



**German Domanskii**

COO

Graduate of the Hague State University, creator of the Foodism app that was launched in mid-2017. Idea inspiration, concept, functionality.



**Alexey Popov**

CTO

Owner of Aveas Media IT studio. Over 13 years in experience in website, mobile app, and video game development. Technical support, development.



**Leonid Strimovsky**

CFO

Owner of several international logistics companies. Financing.



## Partners



Crowdsale website and personal account:

**wulet.io**



E-mail:

**hello@wulet.io**

WULET OÜ, Tallinn, Estonia

