

LYRA 

Lyra

Loyalty rewards on blockchain

info@lyra.live

Loyalty management programs often fail



MERCHANTS

locked on vendors, cannot switch
or expand without losing
customers

solutions are expensive,
inefficient, and unattractive for
their customers



THEIR CUSTOMERS

Loyalty rewards, gift cards, store
credits, and discount coupons
frequently become useless -
get unnoticed, expired, and
eventually lost

What merchants need

Omnichannel

availability across borders and platforms (ecommerce, brick and mortar, any software and hardware)

Ability to easily switch solution provider or point of sale vendor (without losing existing customers)

Efficient solution based on **advanced tech**, also working as an **advertising platform** to bring new customers

What their customers want

Flexibility 31% of consumers say their biggest issue with loyalty programs is that the rewards expire before they can use them

Privacy 71% of Americans are less likely to join a rewards program that collects personal information

Participation in new tech 95% of members want to engage with their program through a mix of emerging, and growing technology

Convenience 75% of consumers say they would engage more with loyalty programs they can easily access from a smartphone

Loyalty management market
expected to be worth

\$10.9 billion

by 2024 (Forbes)

In the U.S., there are

3.3 billion

loyalty memberships. (Accenture)

eCommerce platforms



shopify

1,000,000 businesses in 175 countries



WooCommerce

active on more than 3,000,000 websites



BigCommerce

90,000 online stores in 65 countries



Square

2,000,000 active sellers



Magento

more than 250,000 merchants worldwide



SQUARESPACE

over 1,000,000 paying subscribers



What we do for merchants

LoyalShopper - a merchant app that creates and manages their loyalty reward programs, gift cards, promotional coupons, and store credits based on crypto tokens. LoyalShopper is being integrated with ecommerce platforms and in-store point of sale systems, and running on Lyra network - a decentralized, global blockchain database.

Every time reward points or gift certificates are exchanged or sold by customers on **reward marketplace**, the merchant gets either a new customer or an existing customer motivated for a new purchase.

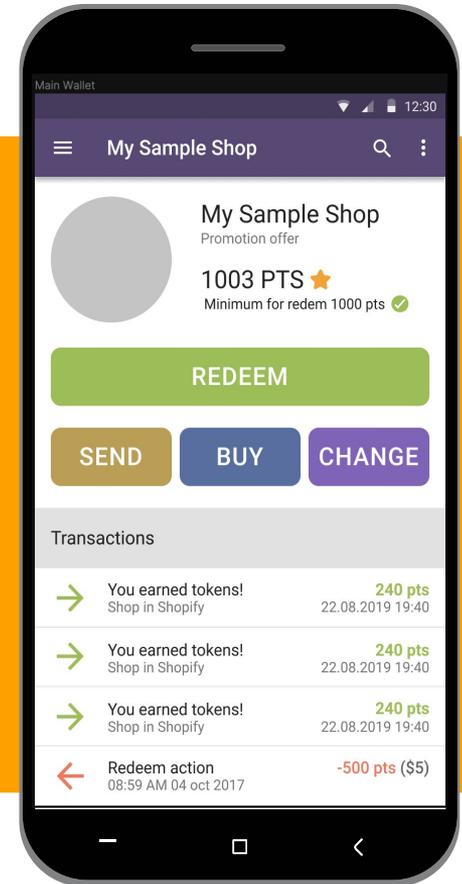
What we offer to merchants' customers

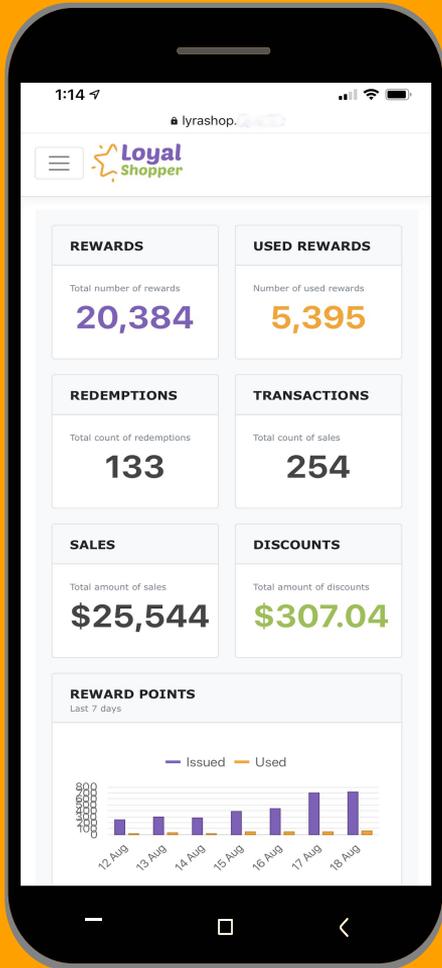
Ownership of their reward points and gift cards, with ability to exchange or sell unused reward points, gift cards, or promotional coupons on **reward marketplace**, and get useful points and discounts in exchange.

Convenience - a mobile wallet app that works for all merchants and solution providers, online and in store.

Privacy - customers are not required to provide their personal information in order to use a wallet app or reward marketplace.

Participation in blockchain revolution - reward points, gift cards, promo coupons, and store credits are based on crypto tokens.





What we have done so far

LoyalShopper Shopify app MVP

Provides Shopify store owners with ability to create their loyalty management program

Fully functional CLI wallet

Working on Windows, Mac, Linux, and even Raspberry Pi. Mobile wallets for iOS and Android are underway.

Lyra Blockchain

Designed and coded from scratch to support loyalty closed loop systems. Testnet with active community of testers (future node operators).



How it works

Each merchant gets a unique set of their own reward and discount tokens. Merchants establish the rate of their loyalty reward tokens that get awarded for every unit of fiat currency spent by their customer (for example, 10 tokens for every dollar). Merchants also establish the conversion rate of the reward tokens when they are redeemed to actual dollar discounts (for example, \$1 discount for every 100 reward tokens). So in this example, a buyer who purchased a \$100 item, would receive 1000 reward points.

Buyers accumulate these tokens in the LoyalShopper mobile wallet app. When buyers shop the merchant's store again and want to use their rewards, they open up the wallet app and redeem their rewards – these tokens convert into a discount token with a code that can be applied at Shopify checkout. In our example, 1000 rewards are converted into a \$10 discount (those rates are flexible and configurable by the merchant).



LoyalShopper creates unique reward and discount tokens for each merchant



Merchants give them out as loyalty rewards, store credits, or gift cards



Customers redeem those tokens at the checkout online or in store



Slava Gomzin **Co-founder, developer**

Slava Gomzin is cyber security and crypto enthusiast, full-stack technologist and entrepreneur. Author of multiple publications on information security and payment technology including books “Hacking Point of Sale” and “Bitcoin for Nonmathematicians”.

Team



Wizard Young **Co-founder, developer**

Wizard Young is from central China, now living in a small city by the sea where he has been working as a full-stack programmer, full-stack network engineer, freelance consultant, and electronics enthusiast. He started coding in C# since the very beginning of .NET platform.



Thanks!

We are fundraising.
Let's talk: info@lyra.live

<https://lyra.live>

Lyra Live Inc.