



MEET RECHAIN

ReChain is a customer acquisition, engagement, and retention platform utilizing blockchain technology, to deliver rewards the way a loyalty program should.

OPPORTUNITY

Loyalty and Rewards programs will be worth over **\$500 Billion** in 2019, but most users are confused or frustrated by these programs.

There are over **3.3 billion** loyalty memberships in the US alone, with the average household having **29 different accounts**. However most people are active in less than half of their programs.

Why?

Surveys show the majority are unhappy with difficult redemption, inflexible rewards, and the burden of managing so many different accounts. In addition, they don't just dislike these complex systems, **almost 50% don't trust these programs** with their data.

SOLUTION

A universal loyalty and rewards system isn't broken, because one hasn't even been built yet. That's about to change. ReChain will solve the industry problems with one digital wallet and **one point system**, providing a secure ecosystem for users and brands to connect and create value for each other. Users will be able to safely share data and allow brands and publishers to give them offers and rewards they really want.

POSITIVE SOCIAL CHANGE

Since 65% of **Millennial's and Gen Z's** choose to align and purchase from a brand that delivers social impact, ReChain solves this by giving them the ability to donate a portion of their earned points towards causes of their choice.



“Data is the future. Loyalty programs are the life blood of relevant high quality data on your community. Rechain will power a universal loyalty marketplace that will benefit both merchants and customers. It's a win-win for everyone.”

SCOTT SASSA
Former Executive at GE, Kleiner Perkins & Hearst Entertainment

“I see this as the ideal opportunity, combining the high growth areas of cryptocurrency and loyalty programs, to create a new, truly disruptive business with unlimited potential.”

C. EDWARD CARTER
Former Head of Investment Banking at Banc of America and Deutsche Bank Securities

ADVISOR AND MANAGEMENT EXPERIENCE



SUCCESS BREEDS SUCCESS

ReChain has assembled an A-list team of Management and Advisors to build and operate the most desirable and secure blockchain Loyalty and Rewards program.



MANAGEMENT TEAM

Gregory Butler, CEO

Digital Innovation Executive, who has led teams in Europe and the US, creating partnerships along the way with Intel, Viacom, Microsoft, Warner Music Group, and many others.

Barbara Bickham, CTO

Entrepreneur and educator focused on artificial intelligence and machine learning. Former CTO for multiple blockchain initiatives focused on Fintech that have gone to market after completing \$10MM+ raises.

Mike Portera, EVP (Business Development)

Veteran of the securities industry, leading offerings for technology companies raising over half a billion dollars in aggregate.

Bill Glaser, CHAIRMAN OF THE BOARD

Former investment banker and serial entrepreneur who has raised \$200MM+ in capital investment.



ADVISOR TEAM

C. Edward Carter (Investor)

Former Head of Investment Banking at Banc of America and Deutsche Bank Securities.

Lou Kerner (Investor)

Renowned Financial Analyst and Founder, CryptoOracle.io.

Ilya Pozin (Investor)

Inc Magazine '30 under 30', Ilya is the Co-Founder and Chief Growth Officer of Pluto TV.

Scott Sassa

Former Executive at GE, Kleiner Perkins & Hearst Entertainment

Alexander Shulgin

Leading blockchain and cryptocurrency thought leader.

Brian D. Evans

CMO, ShipChain. One of 'the most influential Millennial entrepreneurs', Inc Magazine.

Steve Fox

Co-founder of Union Street Advisors, brand loyalty experts.

Kathy Mandato

Former EVP at NBCUniversal & Snap Inc.

Justin Wheeler

Founder and CEO of Funraise.IO.

REVENUE MODEL

We are not just building a shiny new blockchain enabled Loyalty and Rewards platform. We are building a business that expects to be a leading player in this \$500 Billion industry. At launch we expect to reach over 50 million consumers through business development deals already in place. Among our expected revenue opportunities:

Platform Subscription: Will allow levels of platform access necessary campaign planning, research, reporting, and analysis.

Wallet Subscription: Will allow end user access to all the ReChain Wallet utilities.

Transaction Fees: End users will pay a small transaction fee through the redemption or transfer of points.

A la Carte SaaS Services: One-off services offered leveraging the ReChain Wallet and ecosystem.

SAAS FOR PUBLISHERS:

Publishers can integrate with ReChain to increase ad revenue through improved targeting/decreased ad-blocker usage.



SAAS FOR CUSTOMER BEHAVIOR:

Websites/Apps can integrate with ReChain to implement a bounty & incentives system to reward customer behavior and improve core company KPIs.

BE REWARDED

ReChain is raising \$20 Million via a Securitized Token Offering (STO), strictly to accredited investors.

Prior to this public event, ReChain is meeting with potential contributors who would like to participate in a Pre-ICO offering, creating early access, and a bonus, for early participation.

“ReChain’s a great idea, backed by a team that is creative and skilled enough to make it happen.”

BRIAN D. EVANS

Founder at Influencive & ShipChain