



**You deserve a better way  
to get what you want.**

Reward yourself with Payris

# Problem.

**Customers** have too many raw, unfiltered choices and it's time consuming to do research.

Customers don't often have the opportunity to control and monetise their data.

**Vendors** are often one of hundreds of search results within various apps, unable to be displayed prominently unless they pay to play - which many small businesses cannot afford.



# Why now.

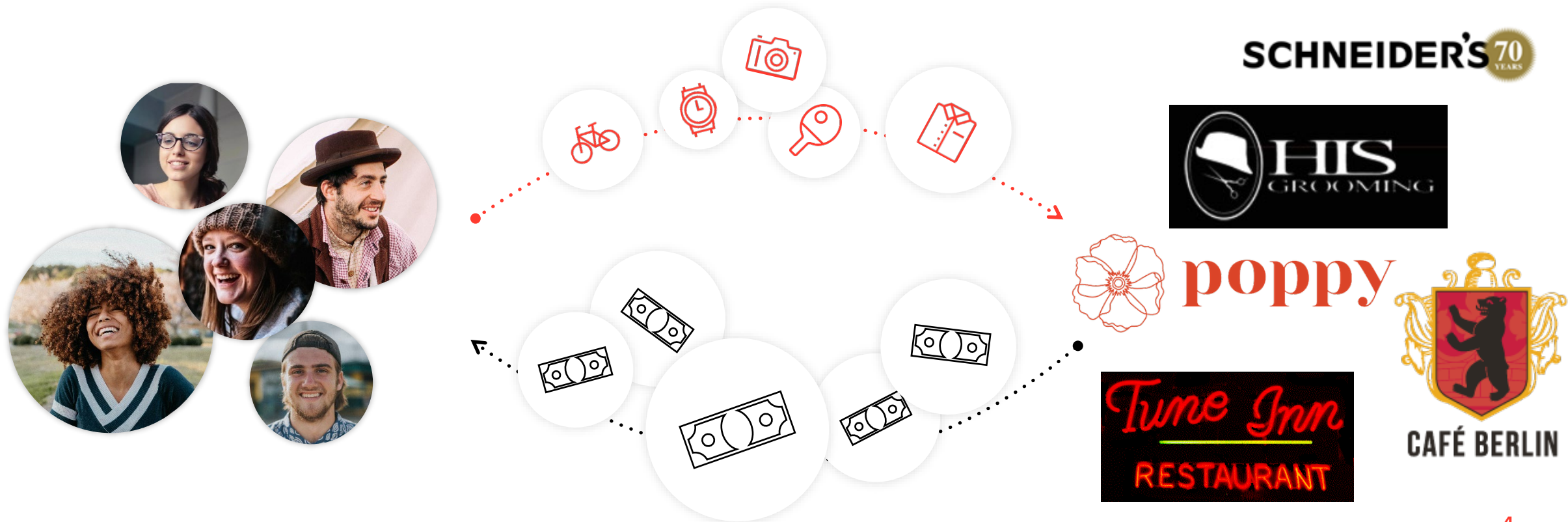
Why should only internet giants be making money off your data? Take charge of your consumer destiny and reap the rewards.

We all know the internet is broken. Marketplaces sell your data to the highest bidder, growing richer every day, while the consumers and small businesses suffer.



# Our solution.

With Payris we want to give you back the power internet giants took away without asking. Get matched with curated local businesses, no matter what your need is, and get rewarded.



# Payris is.



Payris is a curated resource that rewards you for living your best life. Looking for food, experiences, services that are *just* right for you? Make your request in our app and we'll match you with personalized offers from curated vendors in your neighborhood.

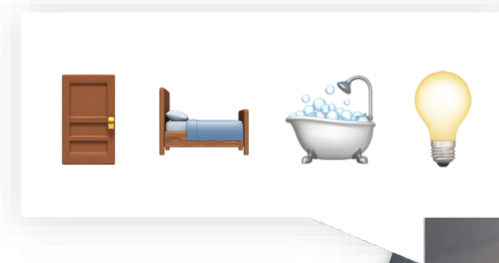
Earn perks by opting in to our privacy-respecting surveys, so we can match you with the best offers and help give local businesses back their fair share of internet revenue.

 MADE IN  
UKRAINE



grow-some

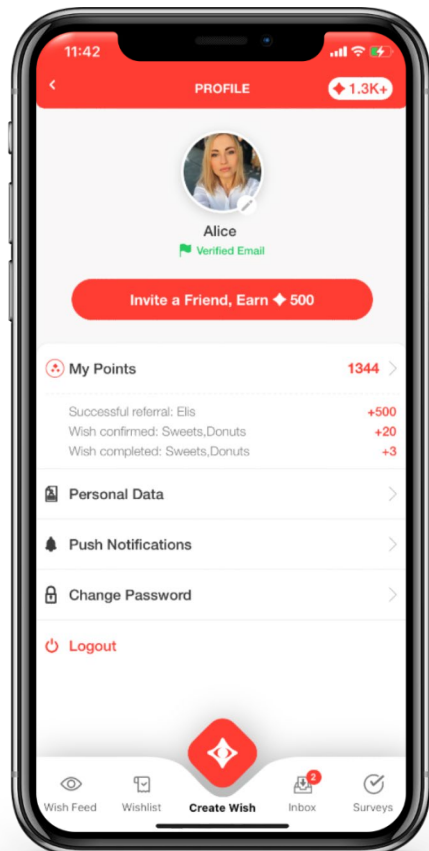
SHTOYKO®



# Payris for users.

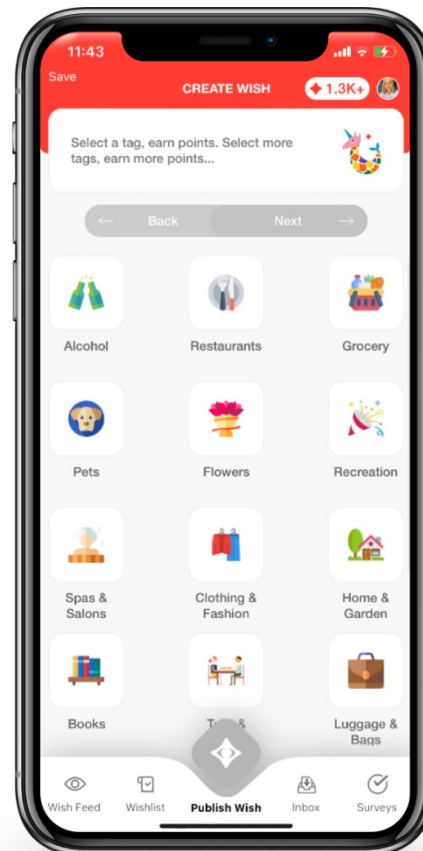
1

**Log into the Payris mobile app**



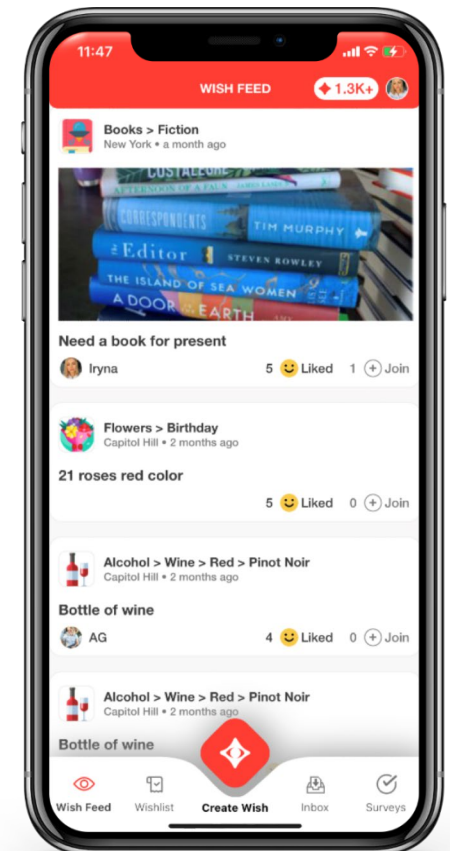
2

**Publish a wish and earn**



3

**Purchase from a Payris vendor and earn more**



# Payris for sellers.

1

**Create** your campaign with wish #tags and keywords

2

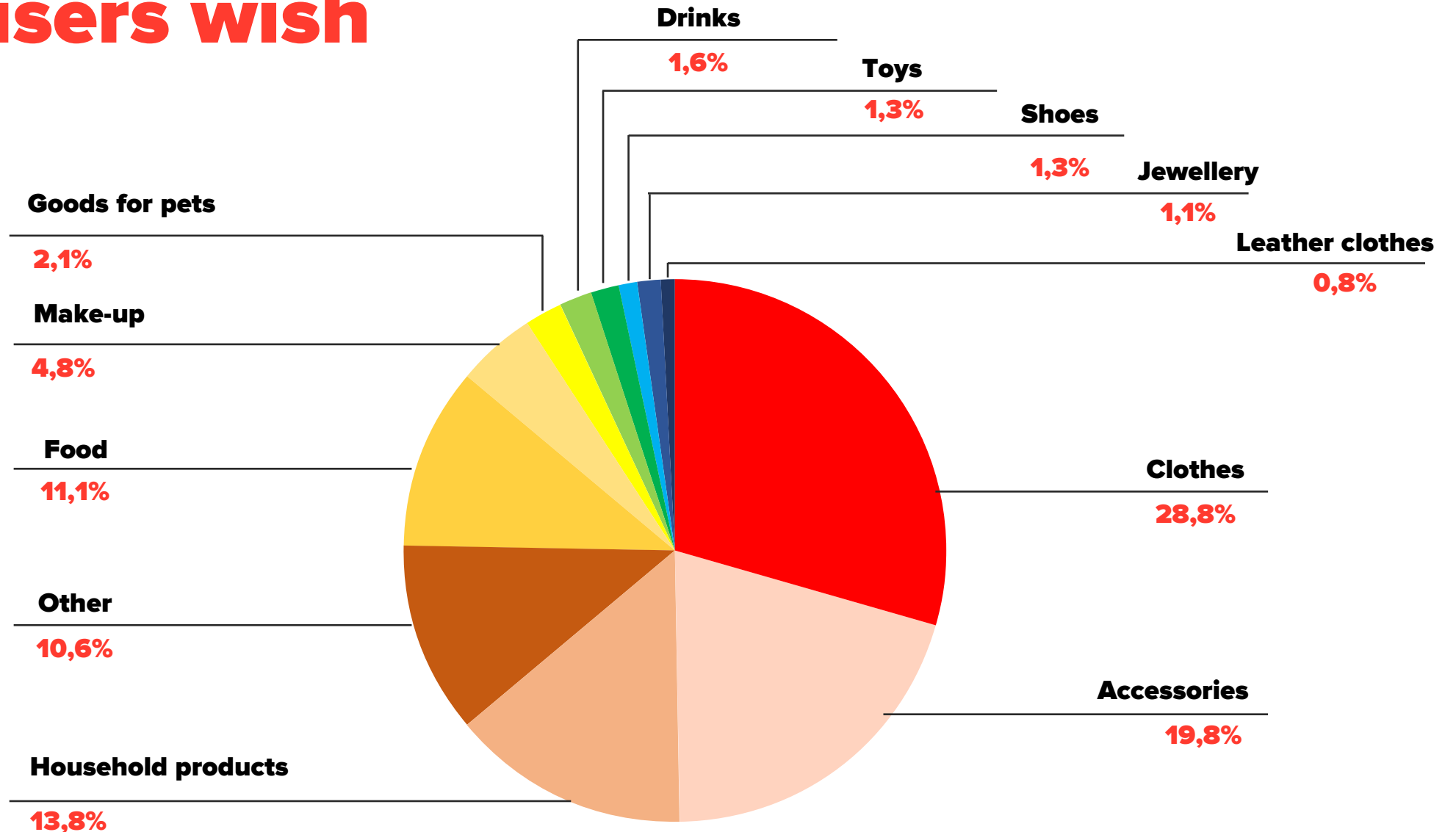
**Payris generates** qualified leads through matching wishes

3

**Grow** your customer and revenue base



# What users wish





# Milestones. Product, Tech and Business

	Project initiation		Technical launch	Commercial pre-launch	Ukraine launch	US and Canada scaling	
	2019	2020	2021	2022	2023	2024	2025
Idea		Legal structure	USA market testing	Maps/Places API integration	Growth strategy	Gamification	English market scale
Team		Tech roadmap	Vendor account relaunched	In-app customer service chat	Partnerships	Branch in Canada	AI integration
Strategy		Legal entity in USA	First USA user and partner feedbacks' processing	In-app supplier chat	Ukraine launch	Scaling in Ukraine	Blockchain
Tech dev (MVP)		Website launch		Paid digital ads	PR activities	Marketing scaling	Expansion of local partnerships in the US
		Beta test		Physical marketing	User support service	Partnership CRM	Expansion of local partnerships in Canada
		App Store registration & code validation		New partners' onboarding	Business support service	Global marketing	
		Version 2.0 tech dev plan		Referrals			
		First sellers' onboarding					

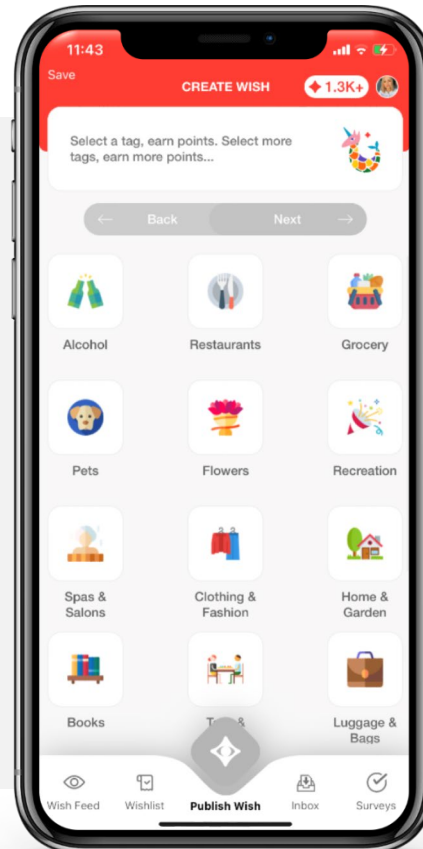
# What has been done:

◆ Launched  
in Ukraine

◆ Tested  
in the US

◆ Multilingual worldwide  
matching in English  
and Ukrainian

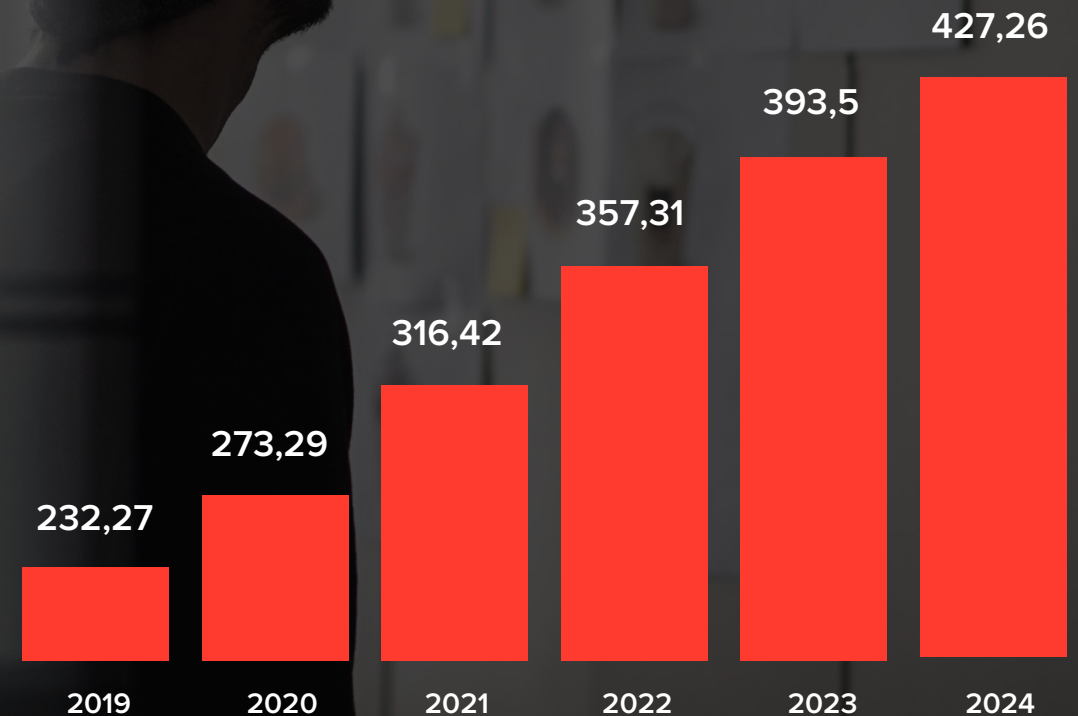
- More than **13000** downloads
- Approximately **500** onboarded businesses
- On average, 5 wishes (1.5 unique) from every user
- Integrated with payment systems **Payrun, Dwolla, Plaid**



- Integrated with **UkrPoshta** delivery services
- **30%** of the wishes are completed
- Partnership with **Board business community (1000+** businesses)
- Collaboration with **Made in Ukraine** (a cluster with **3000+** small- and medium-sized Ukrainian businesses)

# Market overview.

- Digital advertising market amounted **\$232B in 2019** and expected to exceed **\$427B in 2024**
- Payris competes directly and indirectly with companies from numerous areas: social media, e-commerce, marketplaces, data-rewarding platforms, classifieds, e-commerce aggregators.
- According to GfK latest research, **27% of internet users in 17 countries** (Emerging markets and developed countries like USA and Germany) are willing to share personal data for benefits and rewards



**Global digital advertising market forecast, \$B**

# Payris vs competitors.

	Payris	Social media	Marketplace	Data-Rewarding platforms	Cashback services	Classifields	E-commerce aggregators
Rewards for transactions	Red	White	White	White	Red	White	White
Rewards for User Data shared with platform (profile)	Red	White	White	Red	White	White	White
One single Wish Place – to publish what you want and get it	Red	White	Red	White	White	Red	Red
Direct Interaction with Vendors (Suppliers)	Red	White	Red	White	Red	Red	Red
Quality of Leads	Red	White	Red	Red	White	White	White
Quantity of Leads – Scalability Index	Red	Red	White	Red	Red	Red	Red
Attribution Cost	White	Red	Red	Red	Red	Red	Red
Brand Safety	Red	White	White	Red	White	Red	White

# Monetization.

## **Lead Generation**

Leads are segmented due to quality and type of wish.  
They are ranged from \$0,1 per low-priced lead to \$1 per high-priced lead

## **User Data analysis**

Payris will sell analytical reports to sellers and ad companies once appropriate size of user base is reached for data analysis /AI (approx. 100-200k users). Price of report will range from \$5K to \$15K depending on user base analysis criteria

## **Surveys**

Payris will sell user surveys to sellers and ad companies.  
Surveys will be priced in a range from \$10 per low-informative short-term surveys to \$100 per highly-informative long-term surveys (2 weeks+)

## **In-app Ads**

Payris will sell Wish Mood placements to sellers and Celebrities - to drive special attention to their marketing activity (special offers). Mood Placements in the Wish Feed will be priced in a range from \$100 per low-positioned (10+) short-term (24 – 48 hours) skippable static placements to \$1000 per high-positioned (1-10) long-term (7-14 days) non-skippable placements

# Investment needs.

**\$550K**

for user acquisition in US, loyalty program (rewards) and retention

**\$85K**

for developing new features like: analytics, first stage of AI and blockchain

**\$430K**

for operational expenses

**52%**

Marketing

**40%**

OPEX

**8%**

Development

**Total Seed Round:**

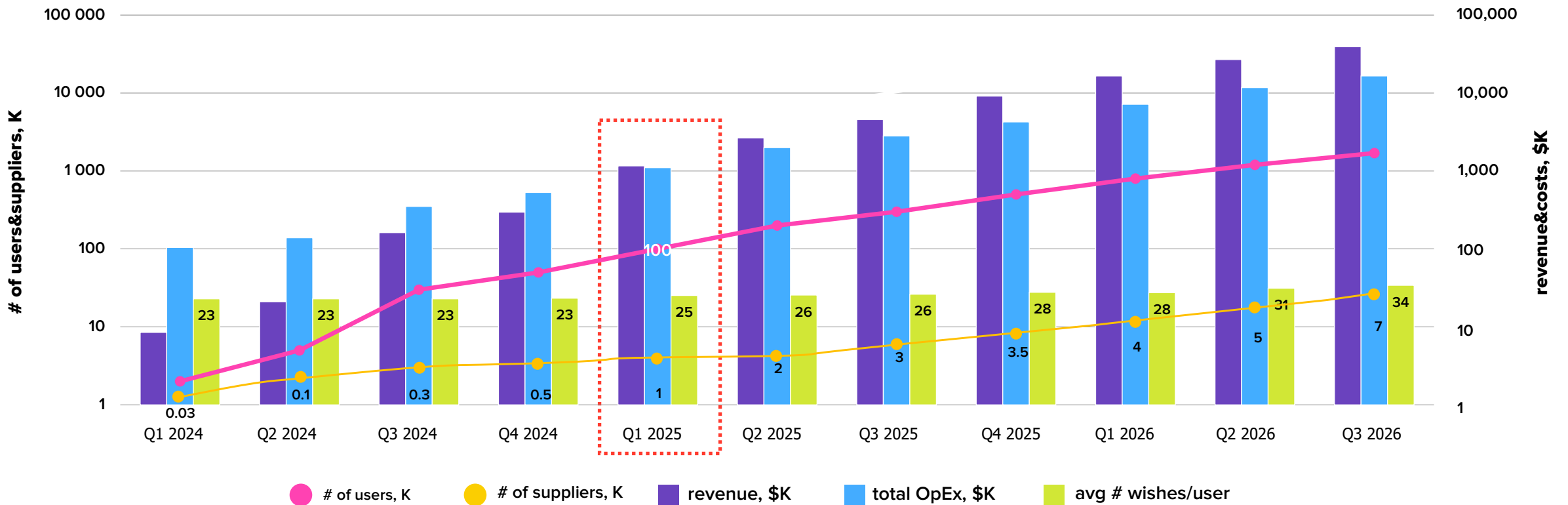
**\$1.065M**

**Minimum check: \$100k**

# Projections.

We are going to reach **100K** users in **Q1 2025** with consecutive increase to exceed **1M** in **Q1 2026**

**Operational profitability** is projected to be achieved in **Q1 2025**



# Team.

## PAYRIS

6200 BATHURST ST APT 808 TORONTO,  
ON M2R 2A3 CAN.

700 PENNSYLVANIA AVE SE, 2ND FLOOR,  
WASHINGTON DC, 20003

UNIT.CITY, DROGOZHITSKA 3, APT 202  
KYIV, UKRAINE, 06080

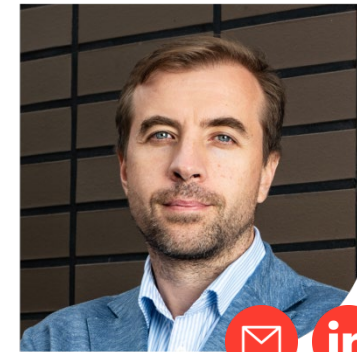
Contact e-mail: [info@payris.app](mailto:info@payris.app)



**Alex Glotov**

Chief Executive Officer

Successful founder of  
banks and innovative  
financial services



**Andrew Dligach**

CMO

Experienced  
marketing professional



**Michael Babyak**

Chief Product Officer

Product development  
and marketing expert



**Vladimir Vodopianov**

Chief Business Development  
Officer (Canada)

Successful Ukrainian-  
Canadian entrepreneur



**Hung Luu**

Chief Technical Officer

14+ Experience in  
web/mobile development  
and programming





**You deserve a better way  
to get what you want.**

Reward yourself with Payris

