rizeme

Premia lo Shopping

Prizeme
The evolution of Proximity Experience

Prizeme is a innovative marketing system based on loyalty and gamification logic. Our goals are to increase visibility and engagement and cut costs of our clients let them pay only for the obtained results.

PRIZY

The actions made in the stores are rewarded with points called Prizy . When users reach a certain threshold, they can redeem a prize.

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Get Prizeme users come back!

Put some prizes and receive a percentage of points when they will be claimed.

Actions

CHECK-IN

+ Walk-in

New customers will enter in your store to receive Prizy points.

SHARE

+ Visibility

Reward users who share photos on the Social Network to increase your visibility.

PURCHASE

+ Sales

Increase your sales by rewarding your store's shopping with Prizy points
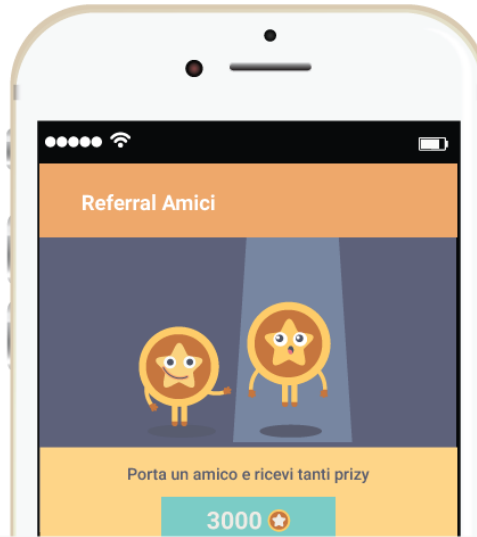
Day Actios

DAILY OPENING

Users will be able to access the app daily and earn Prizy for their loyalty.

REFERRAL

Who invites a friend, finds a treasure. Each registered person with referral code, let user earns a reward
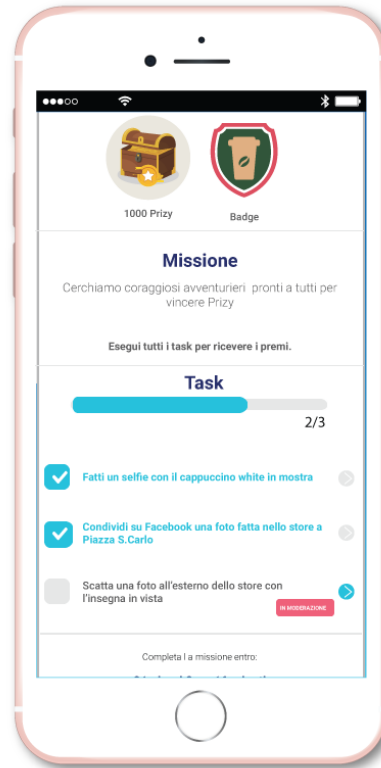
DAILY RECEIPT

Users can upload their receipts daily and earn Prizy for their constancy.

Quests

Missions

The Prizeme missions offer the possibility to the store to create real marketing events with the aim to **ENHANCE**, **RETAIN** and **ACQUIRE** old and new users with customizable and "on-time" missions.
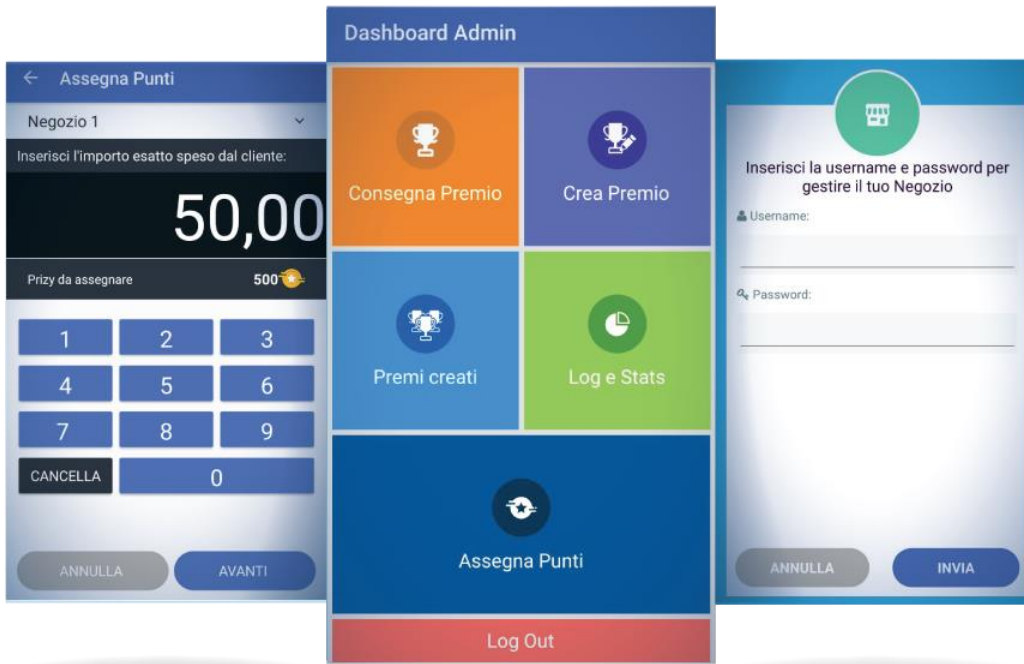

✓ Detailed Photos

✓ Targeted Objectives

✓ Consecutive Check-in

✓ Targeted Purchases

✓ Surveys and Questionnaires

Badge

Users will be rewarded with badges to the fulfillment of the missions by launching a "for fun" goal system.

Dashboard

Manage your store easily and according to your needs through a in App. panel.

✓ Define Check-in Value

✓ Create and Giva a Prize

✓ Study your Log and Stats.

✓ Buy Points

✓ Give Points

Consult the data of the operations carried out in your store and receive statistics about your users behaviors

Business Model

ENTRY FEE

- ACCOUNT CREATION;
- PERSONAL DASHBOARD
- BEACON
- COMMUNICATION MATERIALS

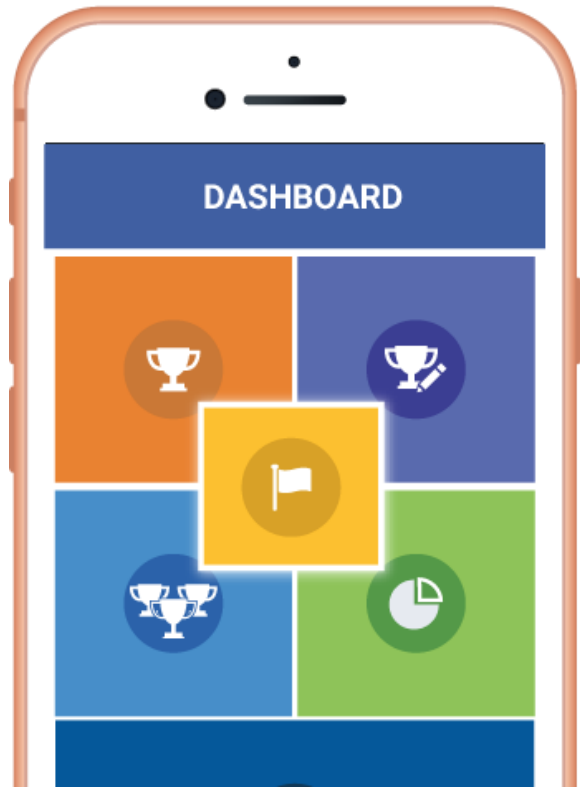PRIZEME SELLS TO THE STORE PRIZY POINTS

THE STORE GIVES THE POINTS TO USERS WHO PERFORME ACTIONS

USERS EXCHANGE THE POINTS FOR GIFTS
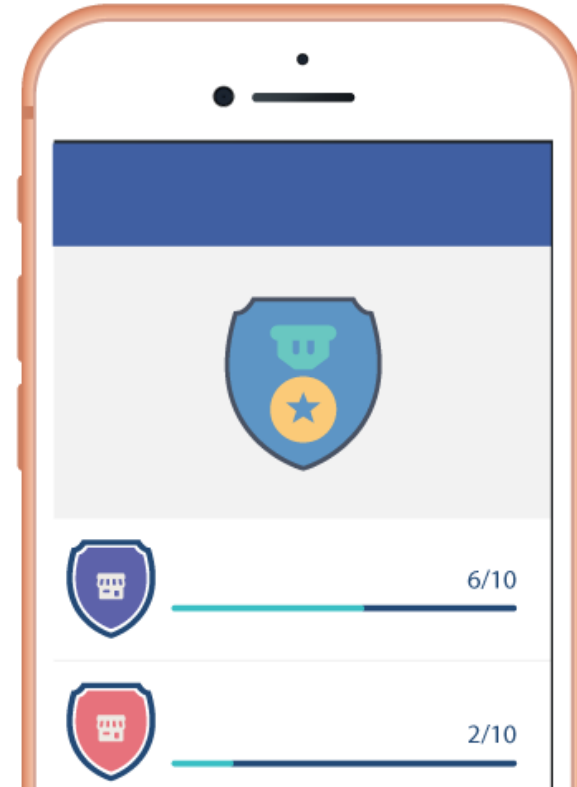
What's the next?

MISSION PERSONAL EDITOR

From the personal dashboard, every clients will be able to create missions, defining which actions users have to do and which prizes put on.

ACHIVEMENTS SYSTEM

Each actions made by our users will be linked to a system of Achivements in order to reward them for their continuity.
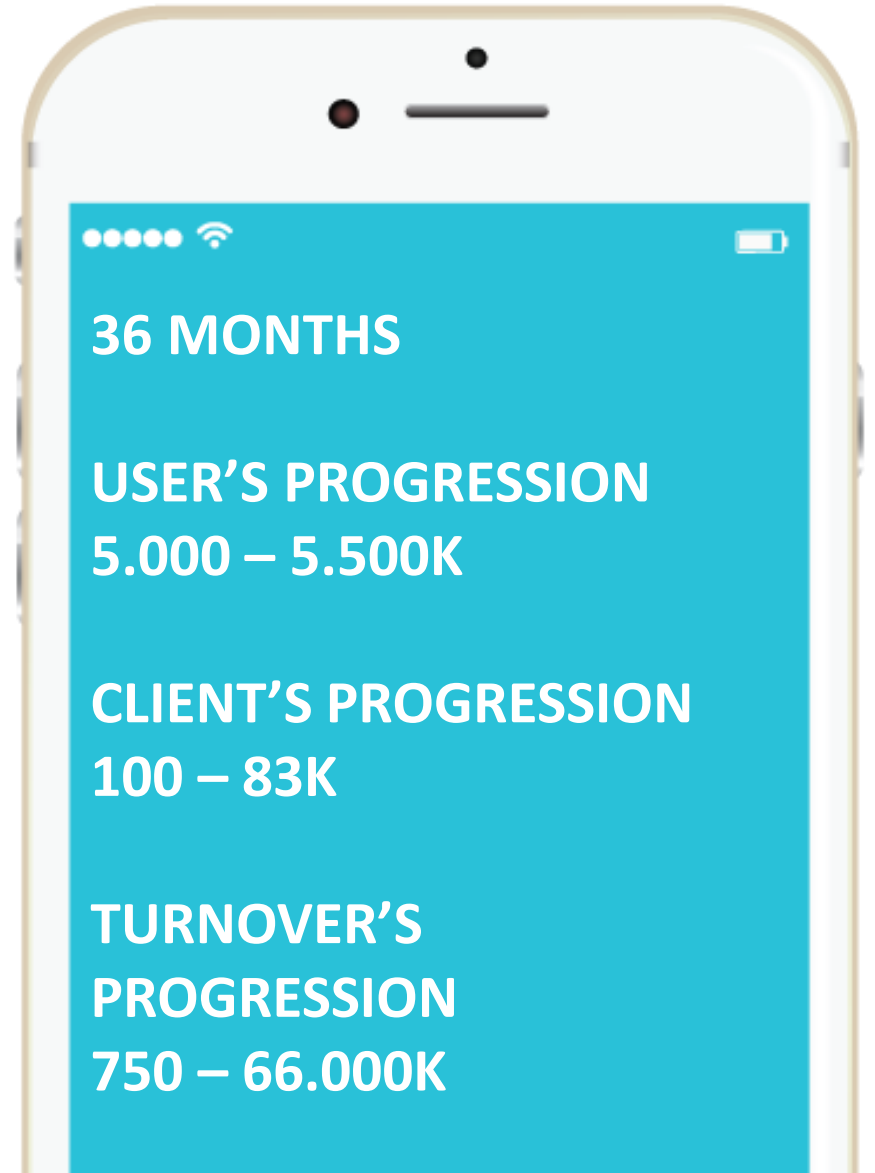
Captable

Capital: 350K

100% Of Equity

220K Smart&Start Invitalia
160K Cultural&Creative Lab

36 MONTHS

USER'S PROGRESSION
5.000 – 5.500K

CLIENT'S PROGRESSION
100 – 83K

TURNOVER'S
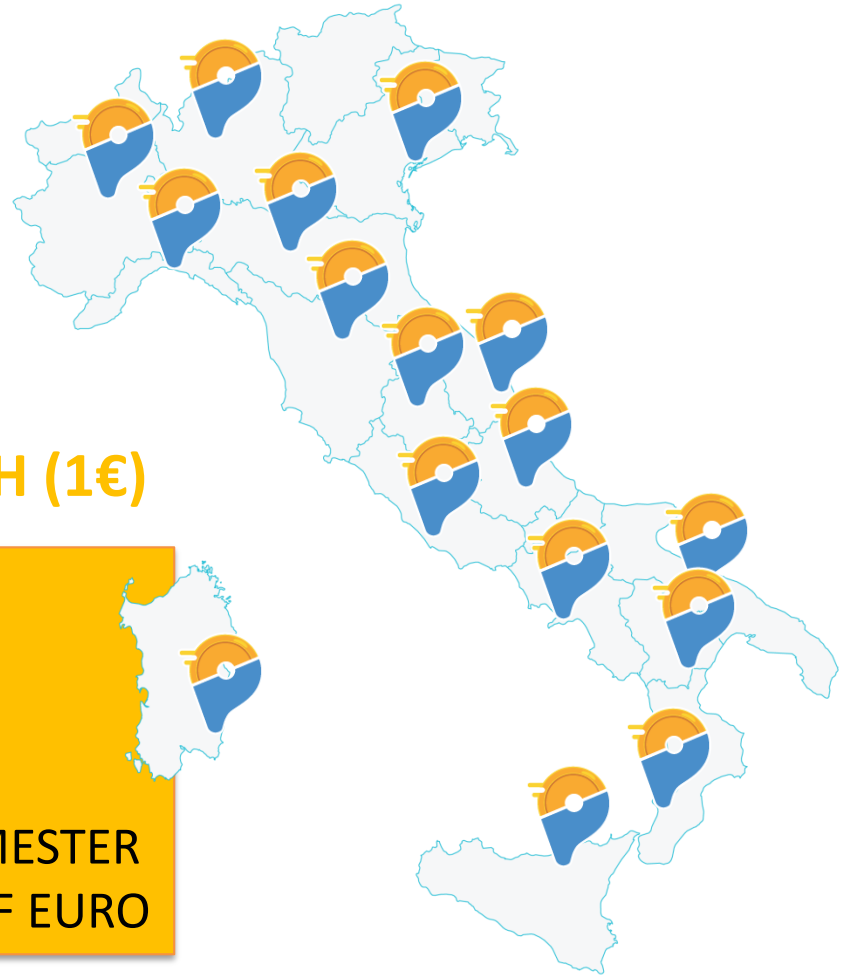**PROGRESSION**
750 – 66.000K

Merket Size

FOCUS ON NAPOLI
TARGET: 120.250 USERS
MARKET VALUE: 1,7 milioni

230 ⭐ **PER MONTH (1€)**

FOCUS ON ITALY
TARGET: 3,6 MILIONI
16 CITIES
376,000 ACTIVE USERS
519 MILLION OF PRIZY PER SEMESTER
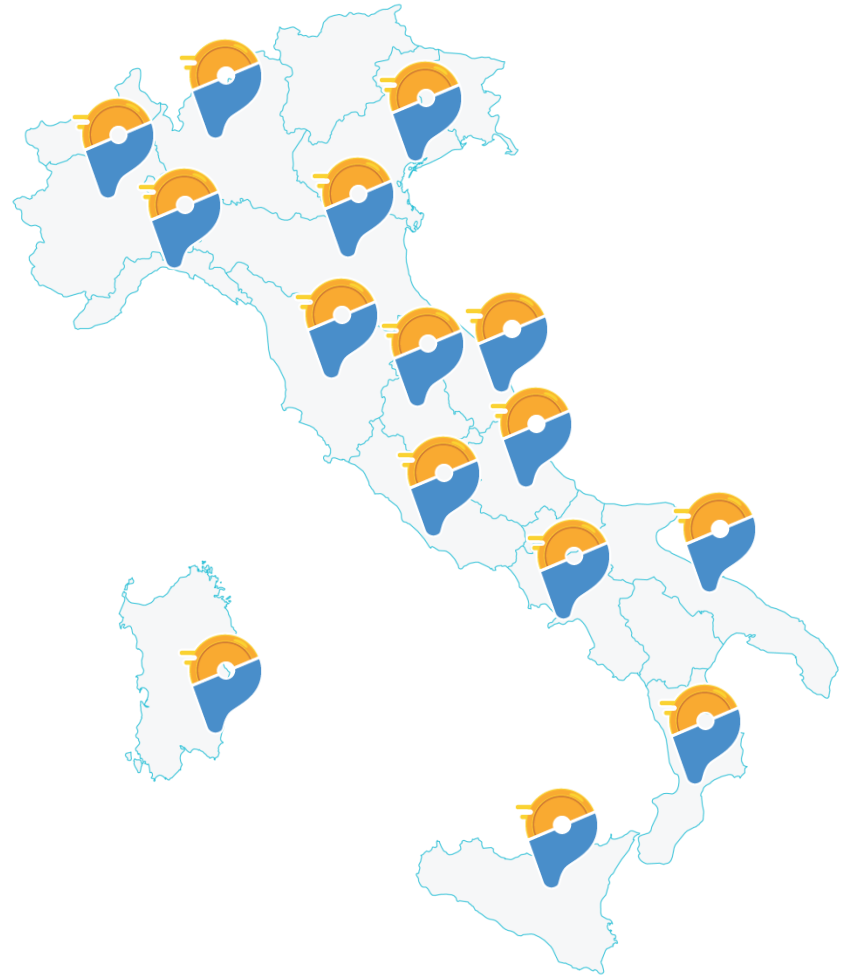MARKET VALUE: 5,2 MILLION OF EURO

Results in 9 months

15.000

Users

+ 3.000.000

Distribuited Prizy

Team

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FOUNDER & CEO

MARCO DE LANDRO
FOUNDER & CFO

ANGELO NAPOLANO
FOUNDER & CTO

DIEGO DE LANDRO
CCO ITALIA & PROJECT MANAGER

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