

## Startup name

# Badger – Digital loyalty programs that foster communities

### In a nutshell

Badger is a mobile-first digital loyalty platform designed for SMEs, focused on strengthening the bond between merchants and their customers. Our platform enhances customer engagement by offering a seamless, gamified experience that makes earning rewards straightforward and satisfying. For merchants, Badger simplifies the management of loyalty programs while providing robust tools and analytics to cultivate and expand their community—all through a user-friendly, self-service app.

### Why is our technology important?

Badger revolutionizes digital loyalty programs by making them accessible to small and medium-sized enterprises (SMEs), a feature previously reserved for large corporations. Our technology empowers merchants to build intimate connections with their customers through innovative gamification features, fostering vibrant communities and enhancing customer retention and engagement.

### The benefits of our solution

#### For Businesses:

- **Streamlined Operations (Ease of Mind):** Our digital solution eliminates the hassle of managing physical loyalty cards, saving time and preventing issues like reprints and fraud.
- **Increased Customer Engagement:** Through gamified features, like leaderboards, that foster community and encourage participation. Customers can see how they rank in their favourite shop, and merchants can reward top customers.
- **Analytics and Feedback:** Detailed analytics provide insights into customer behaviour and preferences, aiding business growth.
- **Increased Visibility:** Getting featured on our discovery page, exposing your business to thousands of potential customers.

#### For Customers:

- **Convenience:** Never lose a loyalty card again. All your loyalty programs are centralized in one app on your phone, eliminating the need for multiple apps and physical cards.
- **Feel Valued and Get Rewarded:** Our community-oriented gamification features make customers feel appreciated and engaged, with rewards and recognition for their loyalty.

### Keywords

Consumer Tech, Digital Loyalty, QR, Gamification, User Retention, User Acquisition.

### Founding Team

#### Artur Mukhin

With a background in Finance and Data Science from HEC Lausanne, Artur brings experience in commodity trading, market research, and real estate management. His financial acumen ensures Badger's economic stability.

#### Bruno Trivelli

A graduate of EPFL and Harvard with a focus on Robotics and a minor in Management Technology and Entrepreneurship, Bruno leverages his background in technology strategy, his VC internship, and his Harvard experience to shape Badger's partnerships and vision.

#### Paolo Trifoni

An HEC Lausanne graduate with a master's in finance and data science, Paolo has expertise in data science, business intelligence, team management, audit, building data pipelines, and sales. His leadership and innovative mindset drive Badger's vision.

#### Roberto Trivelli

EPFL graduate with a master's in architecture and a minor in MTE, Roberto leads Badger's product and marketing. With previous co-founding experience, he ensures that Badger offers an engaging and seamless user experience tailored to your needs.