

Problem at SaaS companies

Battle for 'user stickiness'

- people self-organize in communities
- current loyalty programs don't reach that far
- gamification costly to build and little understood



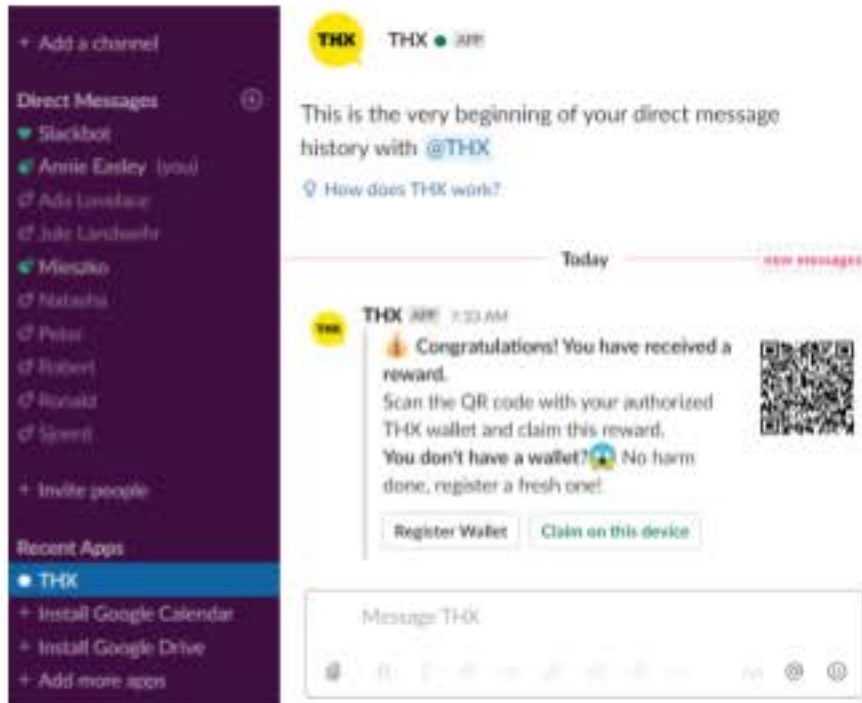
Hundreds of thousands **organizations and communities** are looking for **new ways to engage and monetize** their user base.

Solution for SaaS companies

Embed fintech in any app with THX

Example; payments embedded in Slack

- Pool money
- Payment claims with QR-codes
- Fast + no transfer costs



"By adding fintech, SaaS businesses can increase revenue per customer by 2-5x"

Andreessen Horowitz

a16z.com/2020/08/04/fintech-scales-vertical-saas/

Market size

Infrastructure as a service (IaaS) market is **\$64 billion** and growing 20% year over year.

Source: Gartner (July 2020).



Business model: SaaS & Tokenized %

| Reward Type | % fee on deposit | SaaS fee |
|---------------------|------------------|--------------|
| non-monetary reward | - | €89 / month |
| monetary reward | 1% | |
| lending | 10% | €429 / month |

Launching customer

United Nations Development Programme



"THX allows UNDP even more impactful engagements across a wide range of audiences stationed worldwide."

- Nina Grinman, Digital Strategist at UNDP



SparkBlue

● **1.900+** active users

Investment roadmap

Raising €600k seed

- **Now:** ~2 signups / week
- **After:** 40 signups / week



Competition

- **Abridged** - targets the USA market, no API
- **SourceCred** - targets blockchain orgs., no API
- **Colony** - has their own front-end, no API

Meet our team

Brought to you by open source, blockchain and UX enthusiasts

- Mieszko Czyzyk** - Business Developer & Founder
 As former co-CEO of Open Social ran its pre-seed funding round at a \$2.3M valuation.
- Jule Landwehr** - UX Researcher
 Graduated with honors on online reputation systems at The University of Twente.
- Peter Polman** - Software Architect & Founder
 Fifteen years experience in agile software development. Designed the THX tech stack.
- Natasha Schön** - Marketer
 Part of the 500 most talented under 26 in tech according to TheNextWeb and Accenture.
- Evert Kors** - Software Engineer
 Won ETHLondon 2020 and ETHGlobal hackathon. Smart contract specialist.

