

MAGNET PROJECT:

MONETIZE YOUR CUSTOMER FLOW
WITH 100% CASHBACK

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DO YOU HAVE A LARGE FLOW OF CUSTOMERS?

We have a
solution that will
let you use this
resource and
make money in
one click

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WHO CAN BE THE TRAFFIC OPERATOR?



- Telecommunication operators
- Banks
- Internet providers
- Transport and commute companies
- Online platforms
- Companies with solid customer traffic



**HAVE YOU NOTICED THAT BUSINESSES
AROUND YOU ARE HAVING A HARD TIME?**

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Customers spend less
money

Small businesses fail to
attract new customers



CRISIS IS THE TIME OF OPPORTUNITIES.
AND WE OFFER YOU TO MAKE MONEY ON IT

**LET'S TURN THE WORLD UPSIDE DOWN AND
HELP TURN THESE MINUSES INTO PLUSES?**

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WHAT IF YOU DON'T ASK TO PAY MORE, BUT GIVE MONEY TO A CUSTOMER?

RETURN 100% OF THE COST OF THE SERVICE
AS A CASHBACK - VIRTUAL BONUS POINTS

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IMAGINE THAT A CUSTOMER BOUGHT A SERVICE FROM YOU OR TOPPED UP THE ACCOUNT, AND YOU GAVE HIM 100% OF THE AMOUNT IN BONUS POINTS



A customer can spend this cashback, for a limited time, in partners' points of sale in the service sector: restaurants, entertainment, gifts, SPA



AS A TRAFFIC OPERATOR, YOU GET:



Additional income as a
commission from
partners



Satisfied customers, who
get more for the same
money

Market advantage by
offering additional value
to customers



Increased sales:
customers want to get
more bonus points



THIS PROJECT IS BENEFICIAL TO ALL PARTICIPANTS!



CUSTOMERS

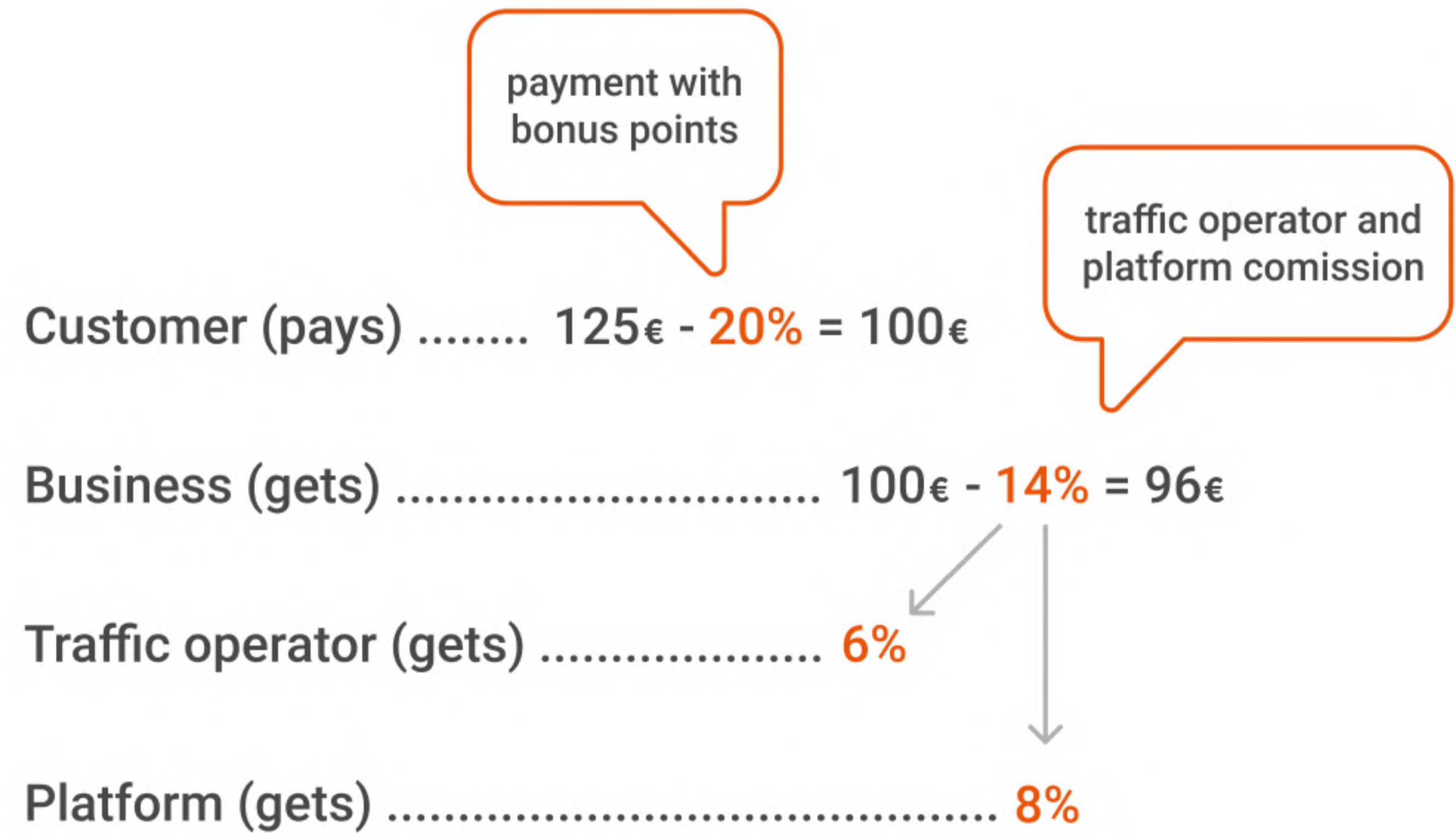
- Save money
- Get acquainted with new local businesses



SMALL BUSINESS

- Increase the flow of new customers
- Increase income
- Reduce the cost of non-targeted advertising

FINANCIAL SIDE OF THE PROJECT



The logo for inCust, featuring the word 'inCust' in a sans-serif font. The 'i' is lowercase and black, 'n' is lowercase and black, 'C' is uppercase and teal, 'u' is lowercase and black, 's' is lowercase and black, and 't' is lowercase and black.An orange, rounded rectangular badge with a white border containing the text '-30%' in white.

CUSTOMER

wants to spend cashback, pays for goods or services with cash or a card, and up to 30% of the bill can be paid with bonus points



BUSINESS

provides a discount to attract new customers; as a result, receives a flow of customers



OPERATOR

encourages customers to spend more money in order to get more cashback. Without any cost

A CUSTOMER CHOOSES A PARTNER BUSINESS WITH WHICH TO SPEND THE BONUS POINTS WITH WHICH TO SPEND THE BONUS POINTS



The main feature of the project is that you don't need to pay for this cashback, it is paid as a discount from a small business, providing a discount to the customer.

Small businesses will be happy to pay for new customers, and the traffic operator earns commissions per customer



HOW IS THE PROJECT FREE FOR THE TRAFFIC OPERATOR?

All development and support costs are carried by the platform and are compensated through a sales commission.

The traffic operator helps inform shoppers about the offered reward program

FREE

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WHAT ARE BONUS POINTS?

Bonus points are not currency, they just define the discount that a tourist can receive from a partner business.

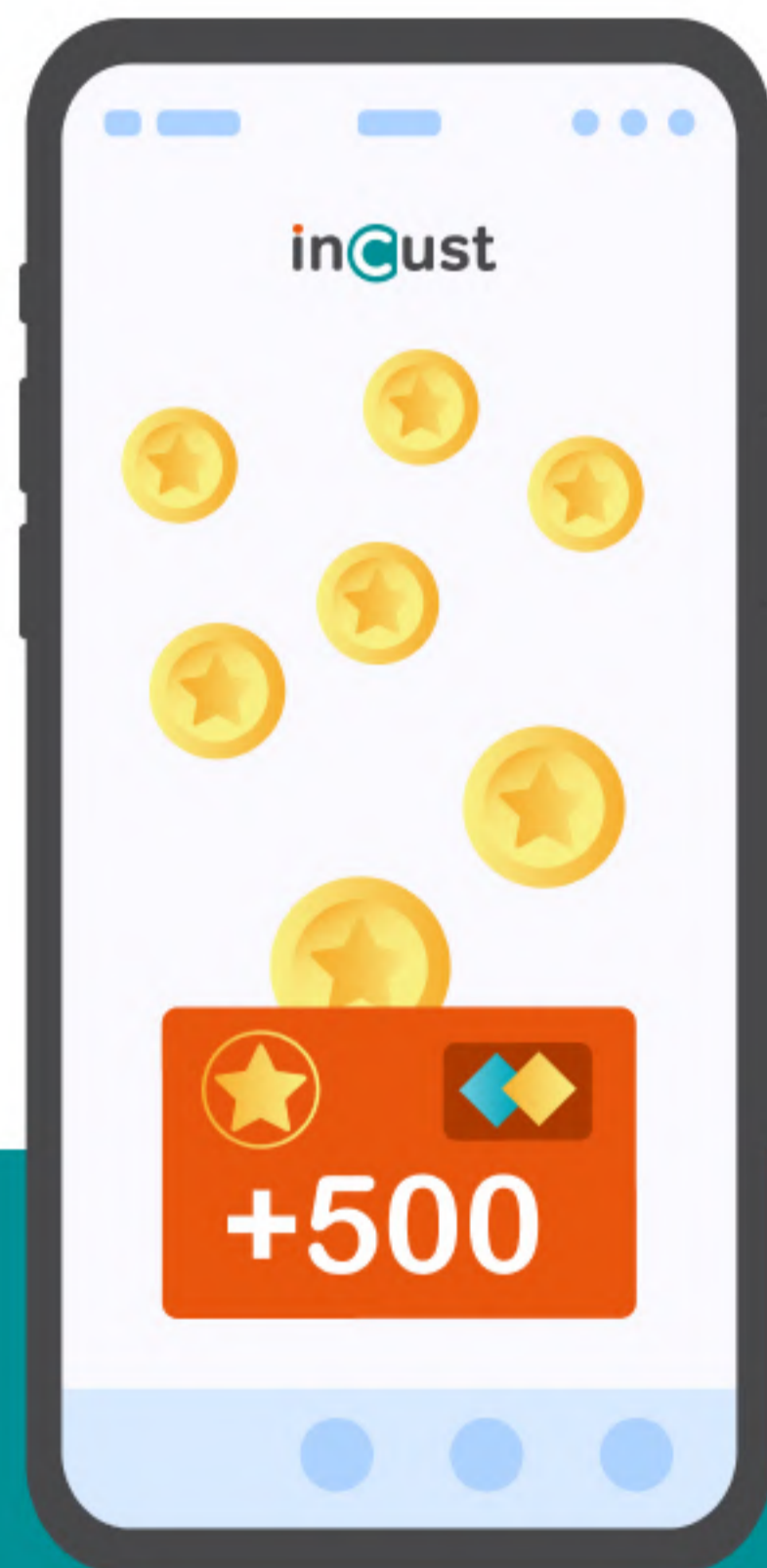
Bonus points are the magnet that attracts customers



HOW DOES THE CUSTOMER USE THE "MAGNET" PROGRAM?

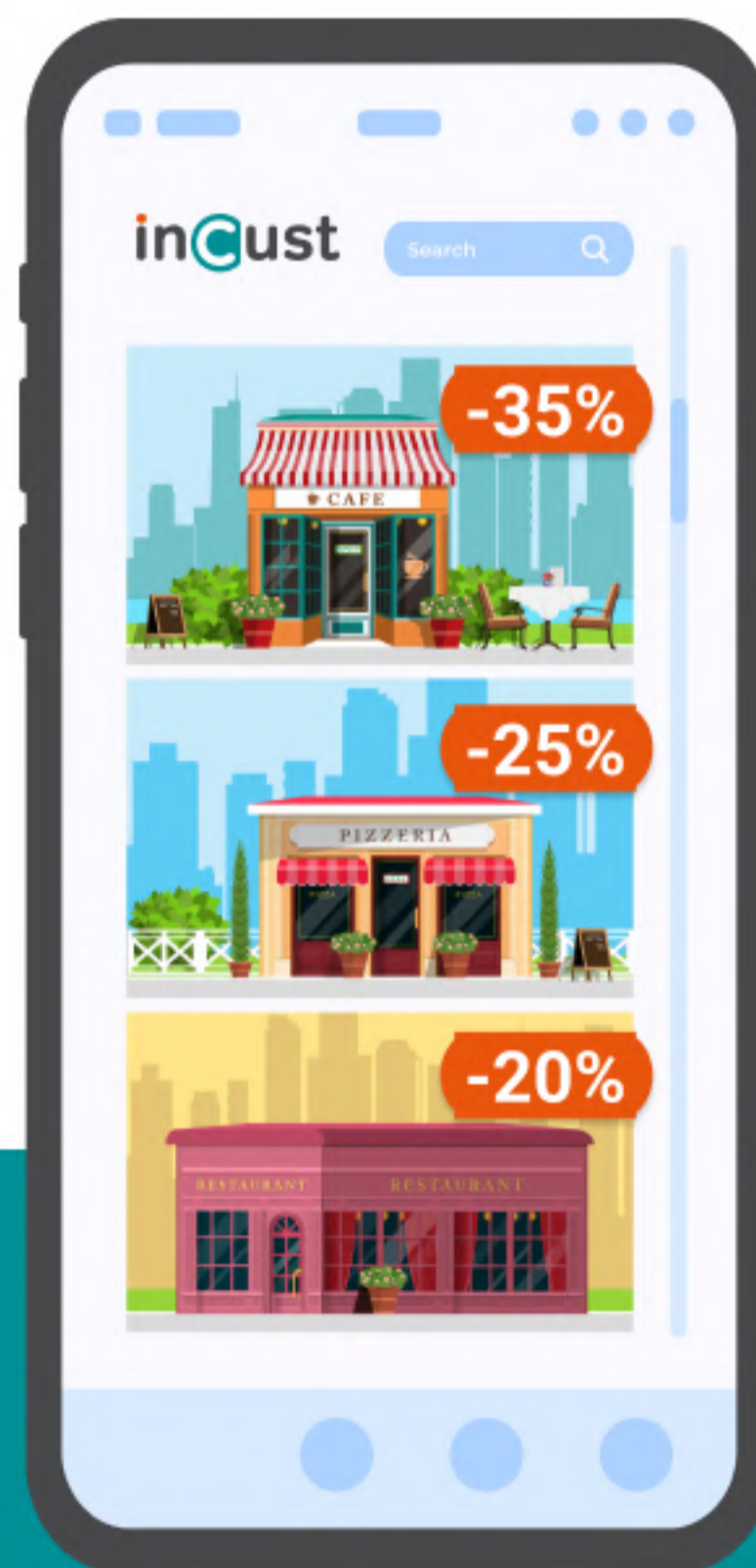
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1



Receives funds to the virtual account in the system, linked to the customer's phone number

2



After opening the mobile application, chooses the places that s/he wants to visit

3



In the chosen places, pays for goods and services using the bonus points, credited by the traffic operator

REGISTRATION METHOD IN THE "MAGNET" PROGRAM

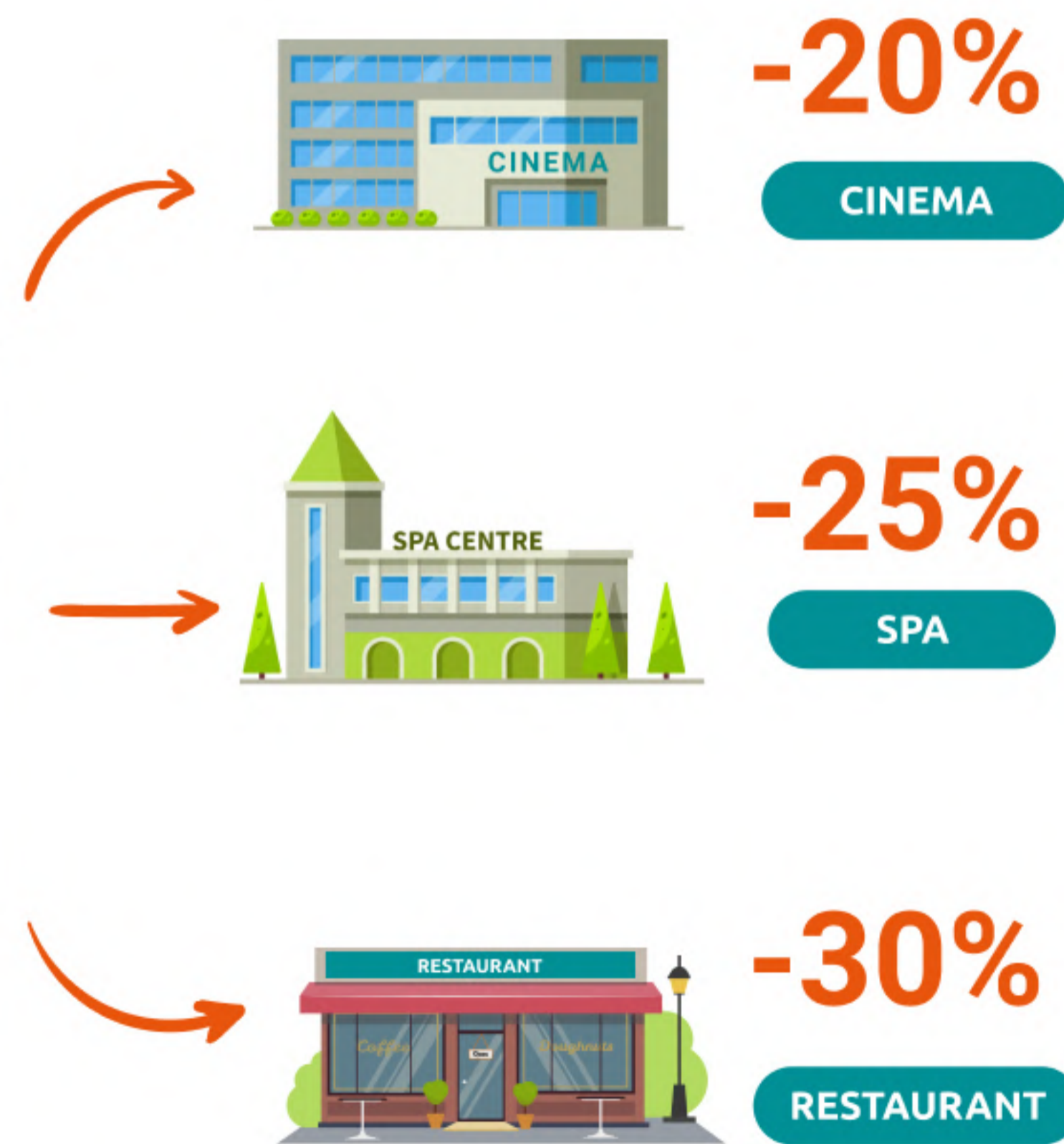


At the moment of sale (via API)

When the customer makes a purchase, bonus points are credited to a virtual account, linked to the phone number.

Bonus points are valid for a certain period of time, e.g. 2 days.

The customer can spend the received points at selected partner businesses, "paying" with points for a part of the purchase there



REGISTRATION METHOD IN THE "MAGNET" PROGRAM



Scan a QR-code

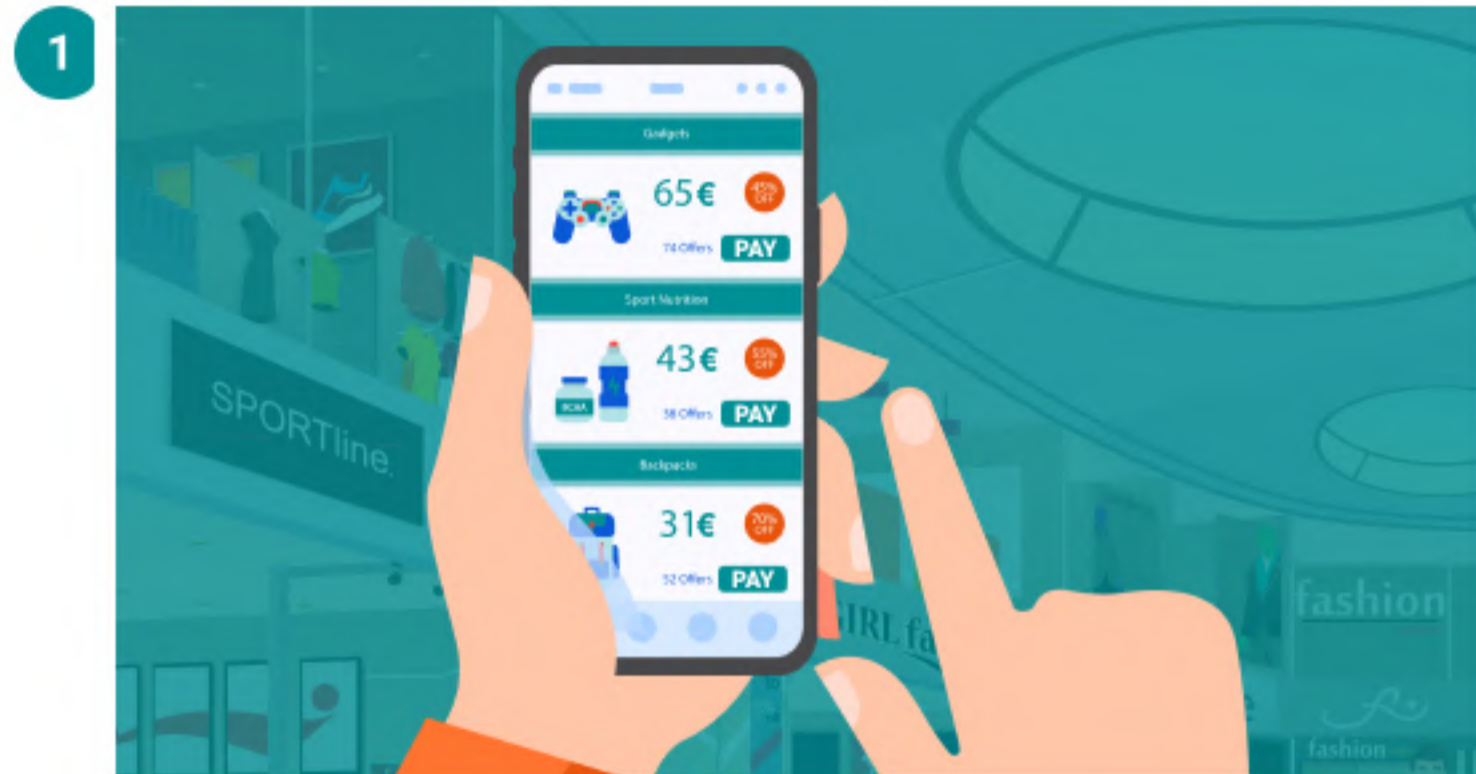
A QR code can be placed on a ticket, paper ads or some information stand.

One QR code can be used by one person only once.

After a customer scans the QR code with a mobile application, the platform will credit bonus points to a customer's virtual account; he can spend these funds with selected partners



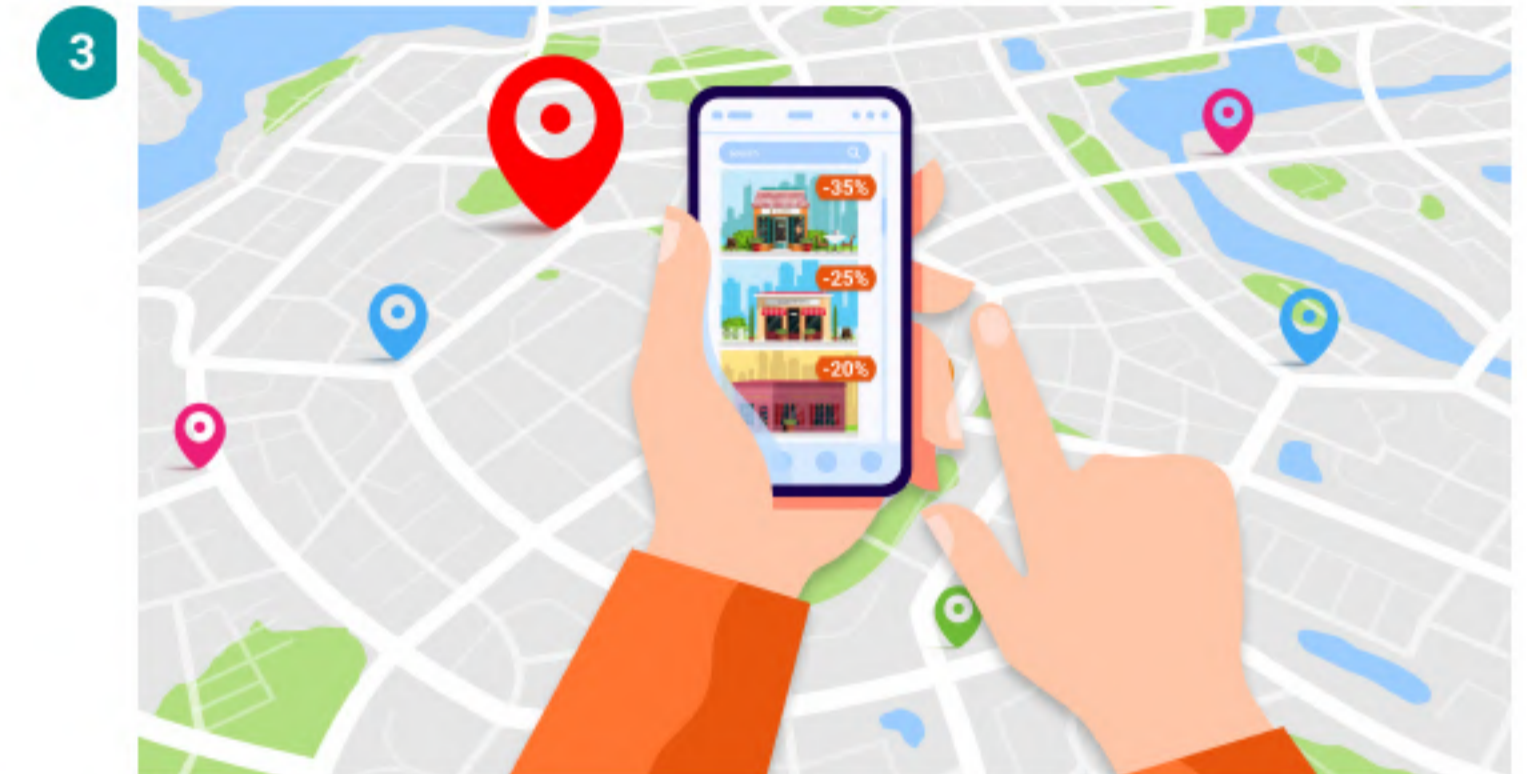
HOW IT WORKS (EXAMPLE)



The customer makes a purchase



After paying, receives bonus points



In the application of the program, selects the partner business



When ordering for more than €50, 20% of the bill can be paid using bonus points



Pays by app (shows QR-code)



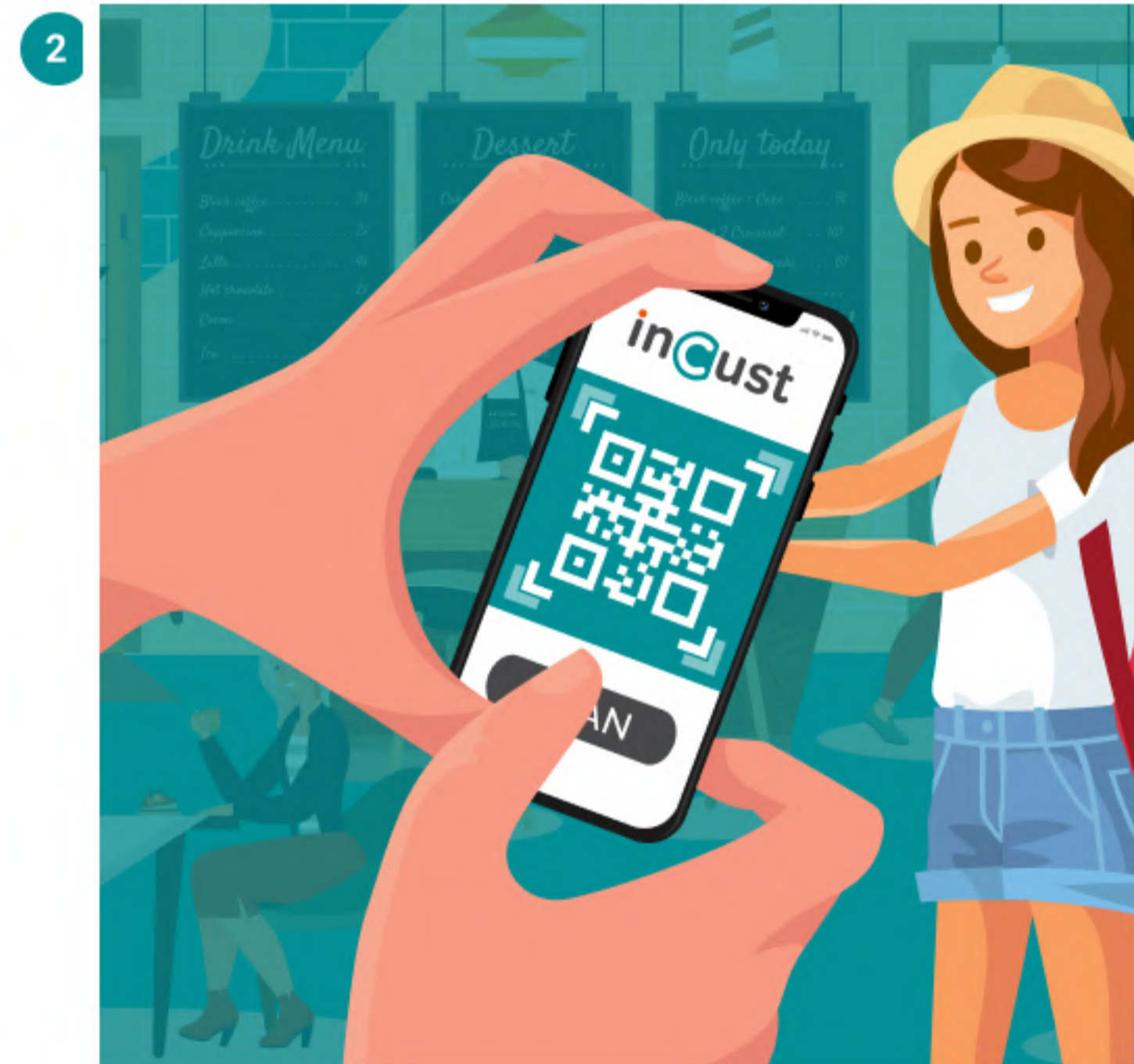
The total sum to be paid - €40

EASE OF INTEGRATION

FOR SMALL BUSINESS



1 A business installs and runs the salesperson app on a phone or tablet



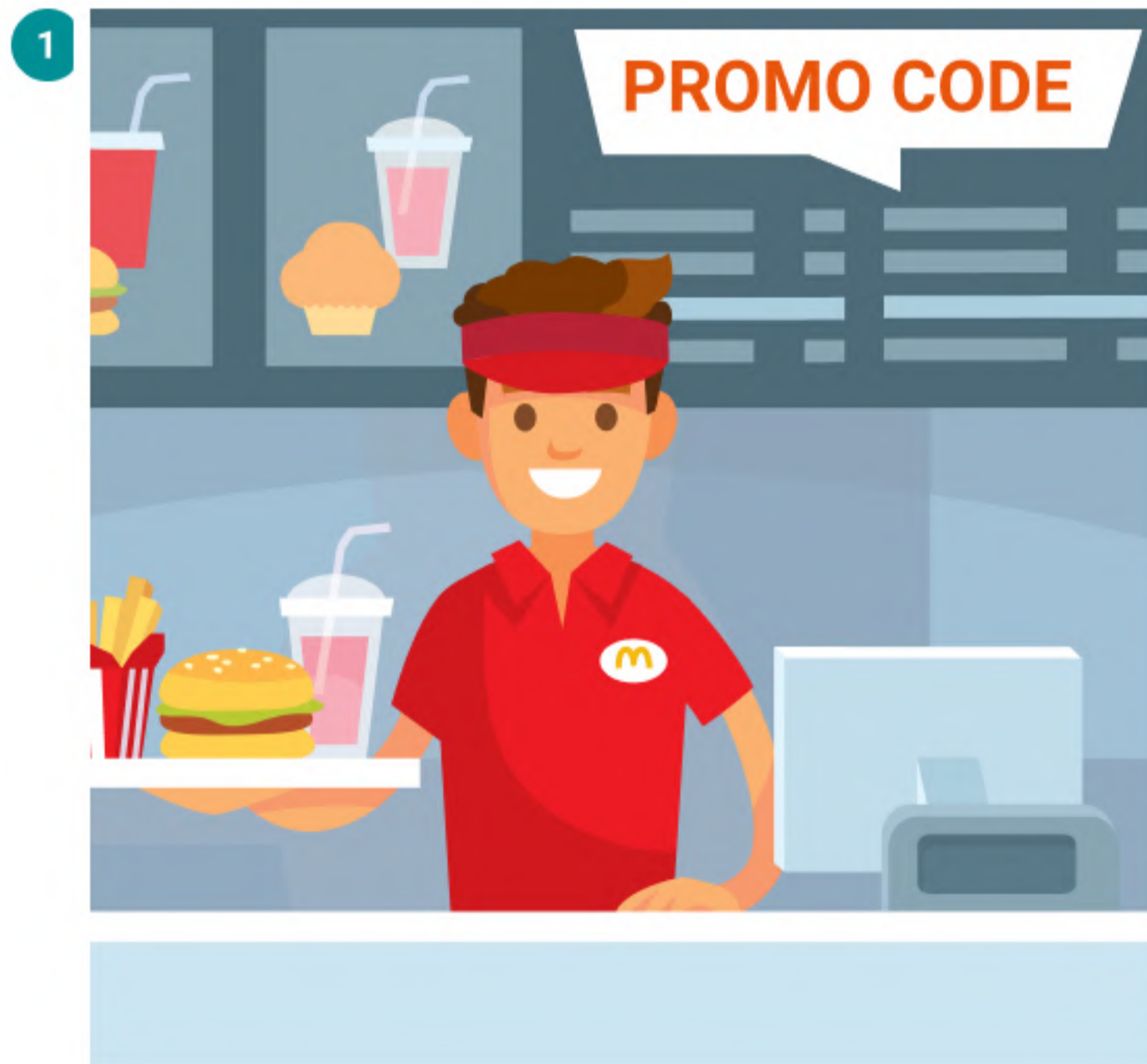
2 A salesperson scans the customer's QR code with the phone or tablet and enters the sum of purchase



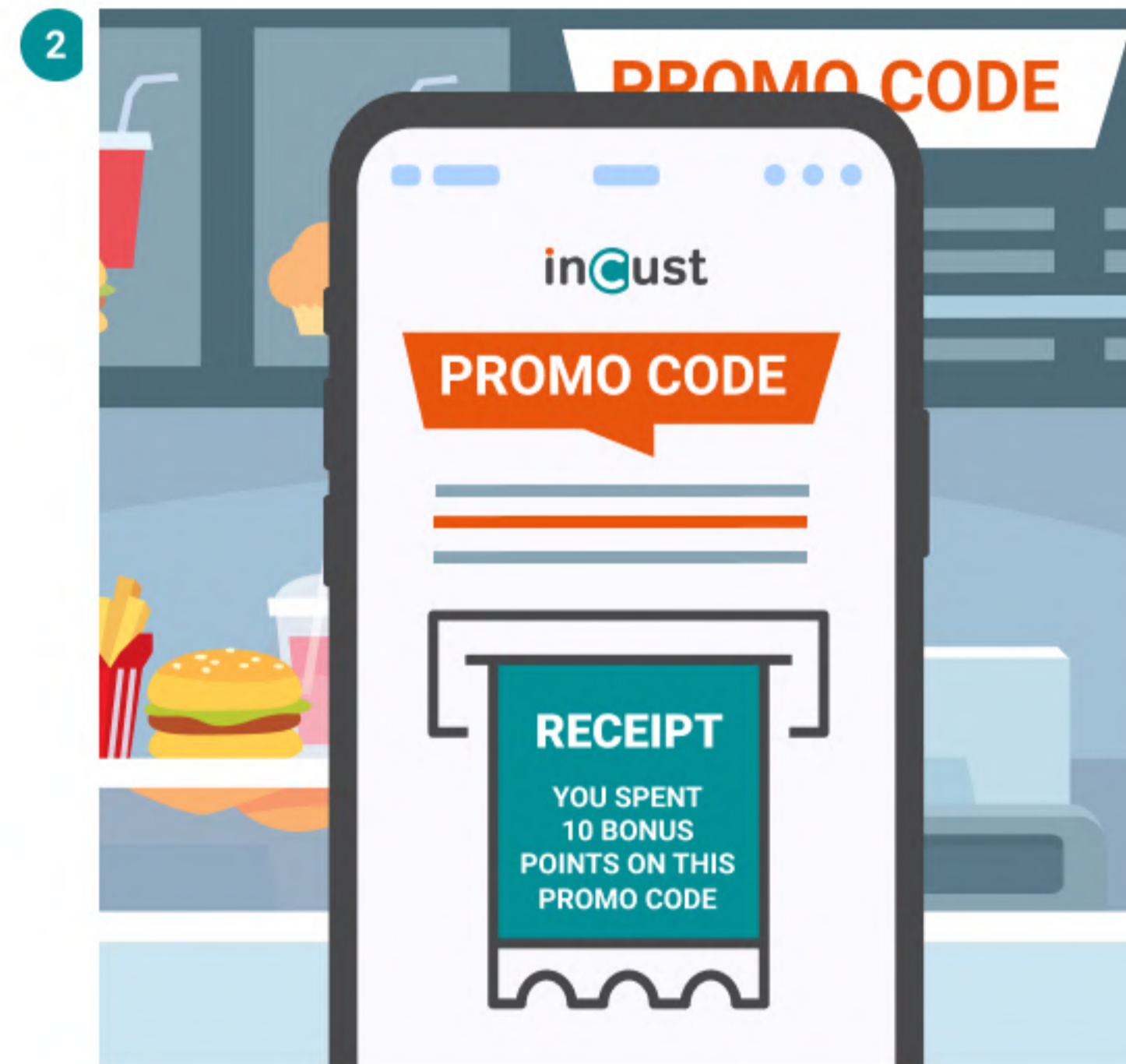
3 The application calculates, how much funds (bonus points) can be redeemed, and performs the operation

EASE OF IMPLEMENTATION

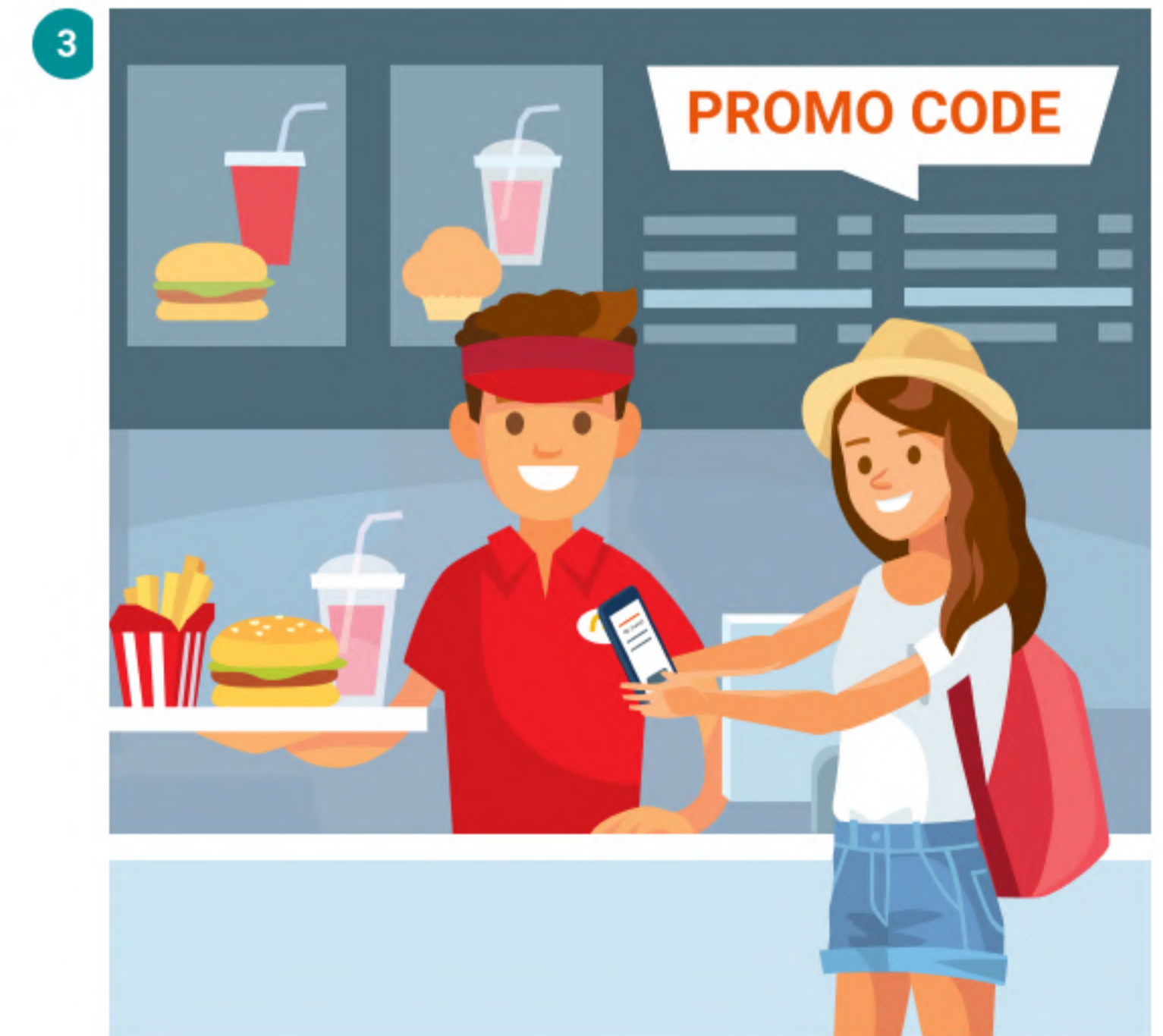
FOR LARGE NETWORKS WITHOUT THE POSSIBILITY OF INTEGRATION



A network provides a list of discount codes



A customer "buys" a discount code by exchanging bonus points to a code



At checkout, a customer communicates the discount code to the cashier

EASE OF IMPLEMENTATION WITHOUT INTEGRATION



PURCHASE OF GOODS AND SERVICES FROM A PARTNER THROUGH THE APPLICATION

1



Purchases goods or a service directly in the customer application using a credit card. A part of the purchase is paid with bonus points, the rest is paid with money

2



Obtains the code for accessing the purchase

3



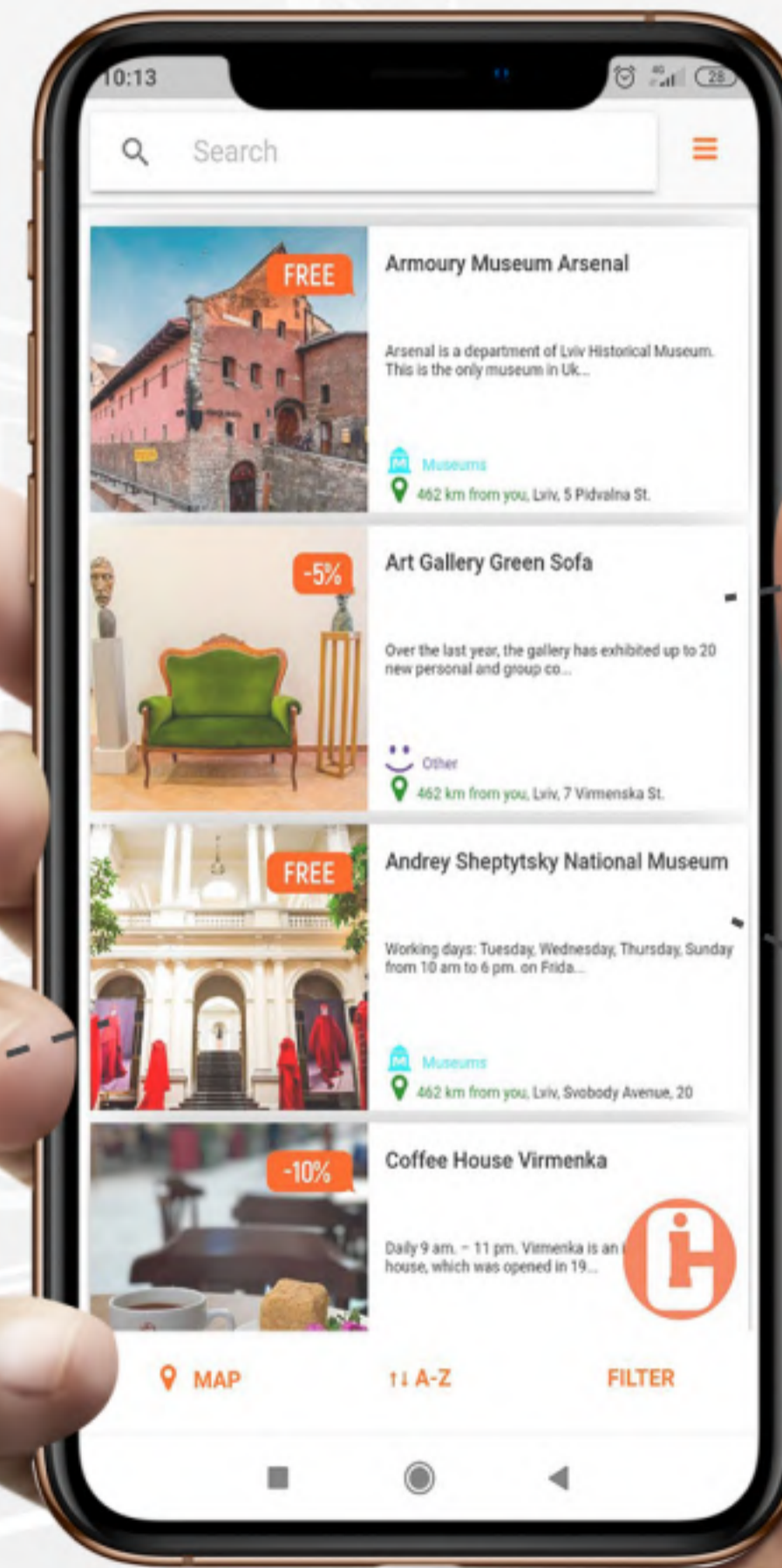
At the pickup point, communicates the code to the salesperson to access the purchased goods or services

FEATURES OF THE MAGNET PROJECT:



A customer's ID is his/her phone number

One customer can use any specific discount once



The platform tracks the referrer that "brought" a customer to the business and rewards them with a share of the customer's order

The platform ensures automatic financial clearance between partners with the ability for control the process

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COMPLETE TURNKEY SOLUTION!



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