

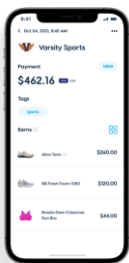
I Hate Receipts

The ubiquitous digital receipt

Q423 Investment Deck

IHR is a growing, scaled, global network around identity-powered receipts

Phase 1: Founding 2019



Consumer sourced
mobile HD receipt

Phase 2: Current



Building the POS
connectivity layer

usbank

stripe

ingenico

premise.

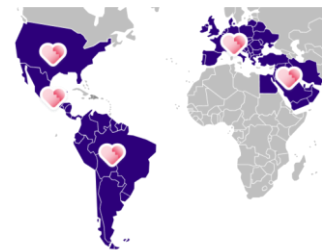
worldpay

lightspeed

globalpayments

Building the POS
network

Phase 3: Future

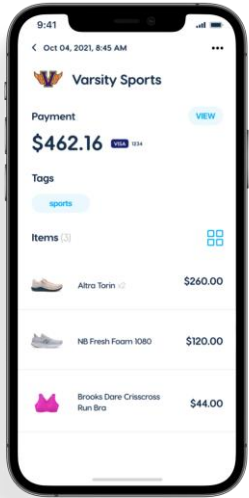


IHR, everywhere



Global adoption is on the rise

Digital Receipts market size is estimated to reach by 2027



TAM
\$2.3 billion

Growing at a
CAGR of 7.5%

1. Based on distribution, Email segment is analysed to grow at the fastest rate of 7.9% in the Digital Receipts market during the forecast period 2022-2027, owing to growing use of e-commerce sites, increasing use of mails, rising adoption of online shopping apps & websites so on.
2. Retail industry in Digital Receipts market is analysed to grow with the highest CAGR of 8.4% during 2022-2027 attributed to rising consumer demands for personalized shopping experiences, growing sustainability movements combined with demands for reducing operational cost and so on.
3. North America dominated the Digital Receipts market with a share of 35% in 2021, attributed to increasing adoption of paperless receipt system, rising customer demands for convenient & efficient shopping solutions, increasing use of internet of things & AI and so on.
4. Rising adoption of retail shopping & food purchase application and increasing penetration of online payment solutions are analysed to significantly drive the market growth of Digital Receipts market during the forecast period 2022-2027.



“Digital Receipts Market Report – Forecast (2022–2027)” by IndustryARC

The Holy Grail: One account for all receipts & commerce



For Merchants

Consumer Connectivity via
Data Pipelines



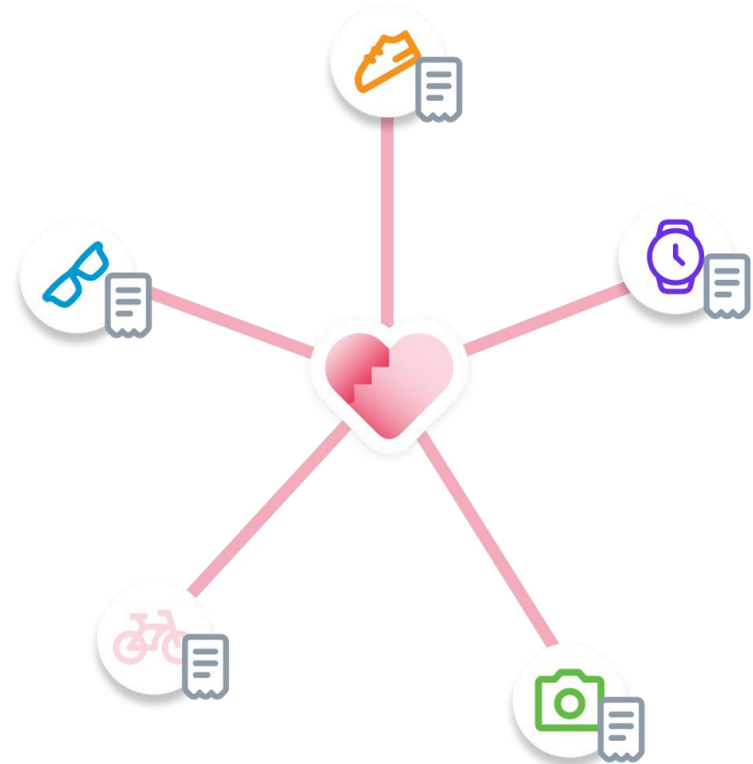
For Consumers

Simplicity via Digital Wallet



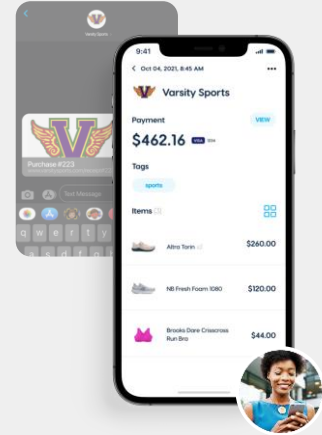
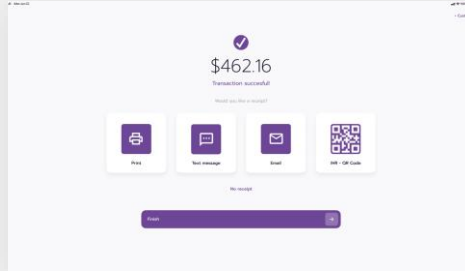
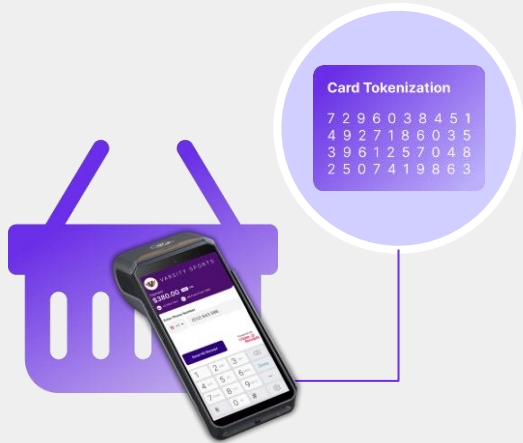
For IHR

Network of Consumers &
Merchants

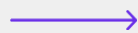


IHR at every POS transaction

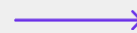
Connecting the consumer and the POS through a ubiquitous digital wallet



Checkout & Payment



Receipt options

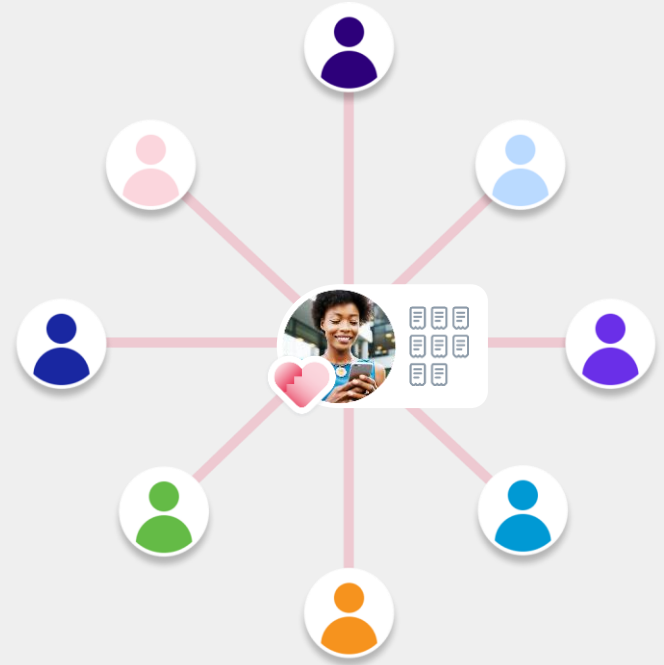


HD Receipt in digital wallet

We are the only player capable of providing a network of identity-powered receipts



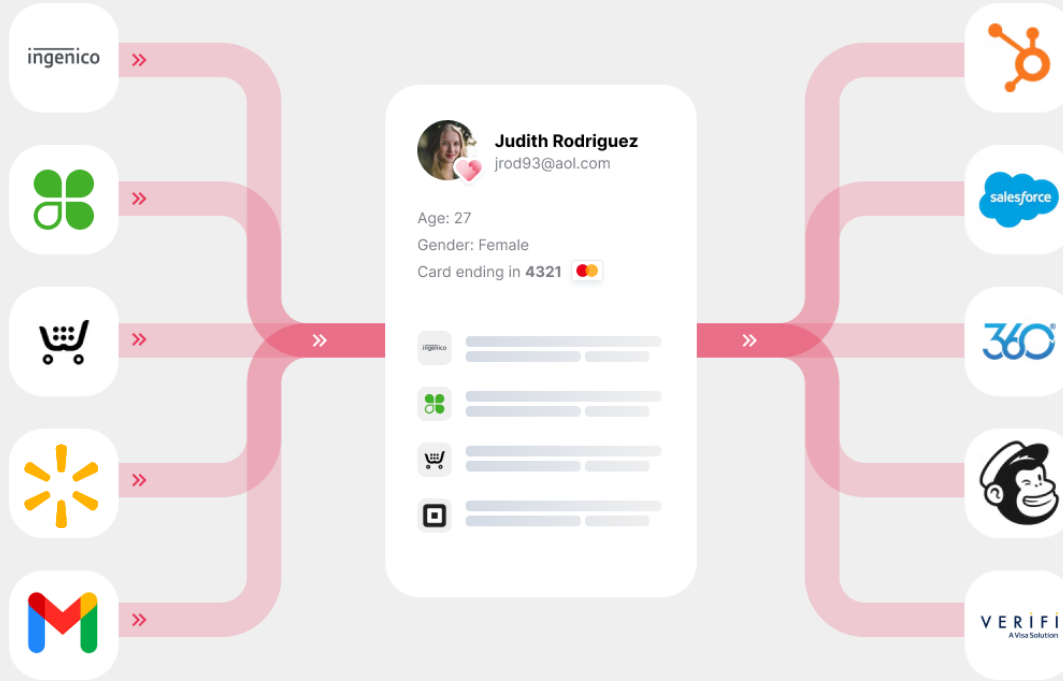
VS



Switzerland of Digital Receipts

Identity-powered receipts are your “gateway” to a unified customer profile

Sources

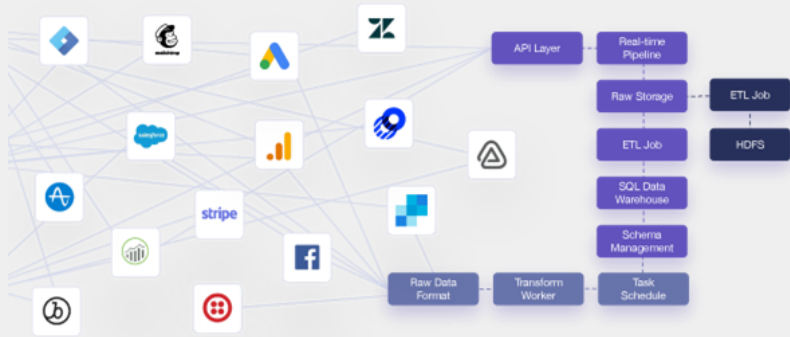


Destinations

Connection: Data Pipeline and Integrations

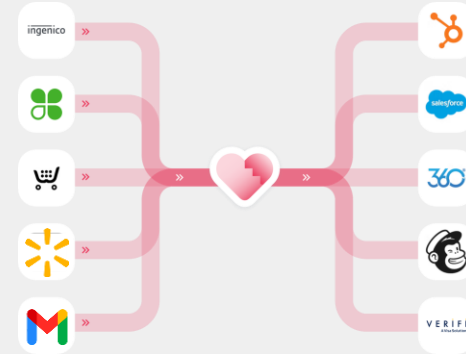
Collect customer and purchase data to build a unified picture of your customers.

Today: Spider Web



- Many to many data pipelines
- High level of maintenance
- Rigid and Silo'd data
- Expensive and complex for merchants

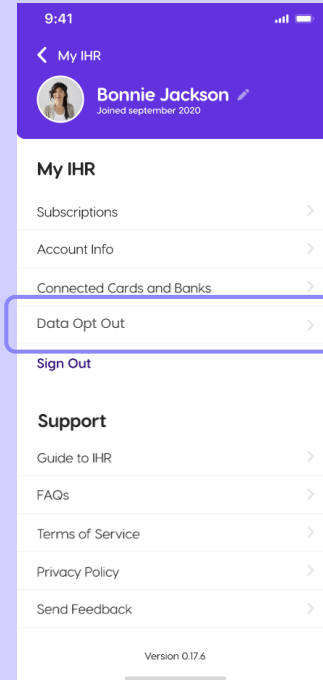
Future: Hub & Spoke



- Collect once, send anywhere (one to many)
- Low level of maintenance
- Single source of truth for customer data
- High value through a simple digital receipt.

Consumer controlled data sharing

Consumer has the ability to opt out of data sharing and elect to delete data.



Destinations

Use Cases by Audience



Who needs digital receipt data and why?

Consumers

- Receive inconsistent and irrelevant messaging
- A ubiquitous receipt wallet provides purchase history and reduces chargeback oversights
- Receipts and purchases are not sharable
- Rebate and offer redemptions are slow and likely never realized
- Recall notices are rarely delivered due to silo'd data
- Loyalty points are lost and forgot due poor consumer experiences.
- Detailed budget info

Who needs digital receipt data and why?

Merchants

- Incomplete or stale view of the customer
- Fight chargebacks and friendly fraud
- SKU data shared with processor yields better merchant processing rate
- Inefficient and irrelevant messaging due to poor understanding basket
- Missed opportunities to maximize LTV, lower CAC and increase ROAS
- Simplify tax compliance and governance
- Conversation ends with a legacy receipt. No network effect

Who needs digital receipt data and why?

Manufacturers

- Recall Notices
- Consumer Demographics
- Rebates Redemptions

Card Brands

- Consumer Demographics
- Access to Basket Level Data
- Carbon Credit Reduction

Marketing and Loyalty

- Incomplete or stale view of the consumer
- Inefficient and irrelevant messaging due to poor understanding basket

Financial Institutions

- Card Issuing Data Enrichment
- Recall Notices

Planet Earth

- Reduce Carbon Footprint and save the trees

Employer

- Payroll
- Expense management

Merchant Acquirers

- Friendly Fraud Reduction
- Access to Basket Level Data
- ESG

Business Model



Acquirer Partners

\$5-\$10/Merchant/Month

Partners

- ✓ Premise: APAC 30,000 Merchants- Signed
- ✓ Payroc: North America 250,000 Merchants- Signed
- ✓ Ecwid: North America 10,000 Merchants – Signed

Pipeline:

- ✓ US Bank : North America 750,000 Merchants
- ✓ WorldPay: North America 850,000 Merchants
- ✓ Global Payments: North Am 950,000 Merchants
- ✓ Lightspeed: North America 150,000 Merchants

♥ I Hate Receipts
+ ingenico



Future Revenue Sources



Merchant Advertising

Checkout Enablement

Advertising Spend

Affiliate Marketing

Card Issuance

Feature Upgrades

Credit Card Issuing

Digital Wallet w/ Rewards

Data Platforms

Data Append

Consumer Trends

User Matching

Our Mission

To be the global authority on identity-powered receipts.

Our Team



Ryan Greene

FOUNDER & CEO

17 Years of Business Leadership Experience; 4 Years of Leading The I Hate Receipts Team



Ryan Grokulsky

Co-Founder, CTO

Chief Innovation Officer at Madwire, VP, Strategic Partnerships and Strategy at TSYS



Cristi Jakubik

HEAD OF MARKETING

Chief Marketing Strategist at Netcom & E-Stamp; MBA from Stanford University



Christopher Walton

HEAD OF PRODUCT

Oversaw Softvision mobile projects for the likes of Groupon, Macy's, and Harris Teeter



Gary Carini

BOARD MEMBER, MANAGEMENT ADV.

Vice Provost of Institutional Research at Baylor University; Advisor for the Magnolia Network



Chad Corbitt

BOARD MEMBER, PRODUCT ADV.

Product Lead & SVP of Operations & Development at Global Payments and TSYS



Mike Pizinger

BOARD MEMBER, OPERATIONAL ADV.

Director of Operations and Program Management at Dell Computers & BF Goodrich



Scott Carcillo

BOARD MEMBER

GM Payments at Blankfactor, Chief Payments Officer at Shift4 Payments; SVP Client Solutions at Freedom Pay

The Raise:

Current

Note 2

\$2,000,000

Funding Status

OPEN

Fund Usage

- APIs
- SDK Delivery
- Contract Deliverables

Terms: 8% rate, 20% discount on conversion

Planned

Series A

\$5,000,000

Funding Status

Future

Fund Usage

- Ingenico PPAAS Platform APIs
- Software SDKs
- Acquirer Whitelabeled Dashboards
- Partnership Onboarding

Terms: Subject to Lead Investor

INTERESTED?

Let's Chat

I Hate Receipts / 701 Brazos Street Ste 500,
Austin TX, 78701 / 512-782-8373



Ryan Greene

225-333-8715
rgreene@ihatereceipts.com



Ryan Grokulsky

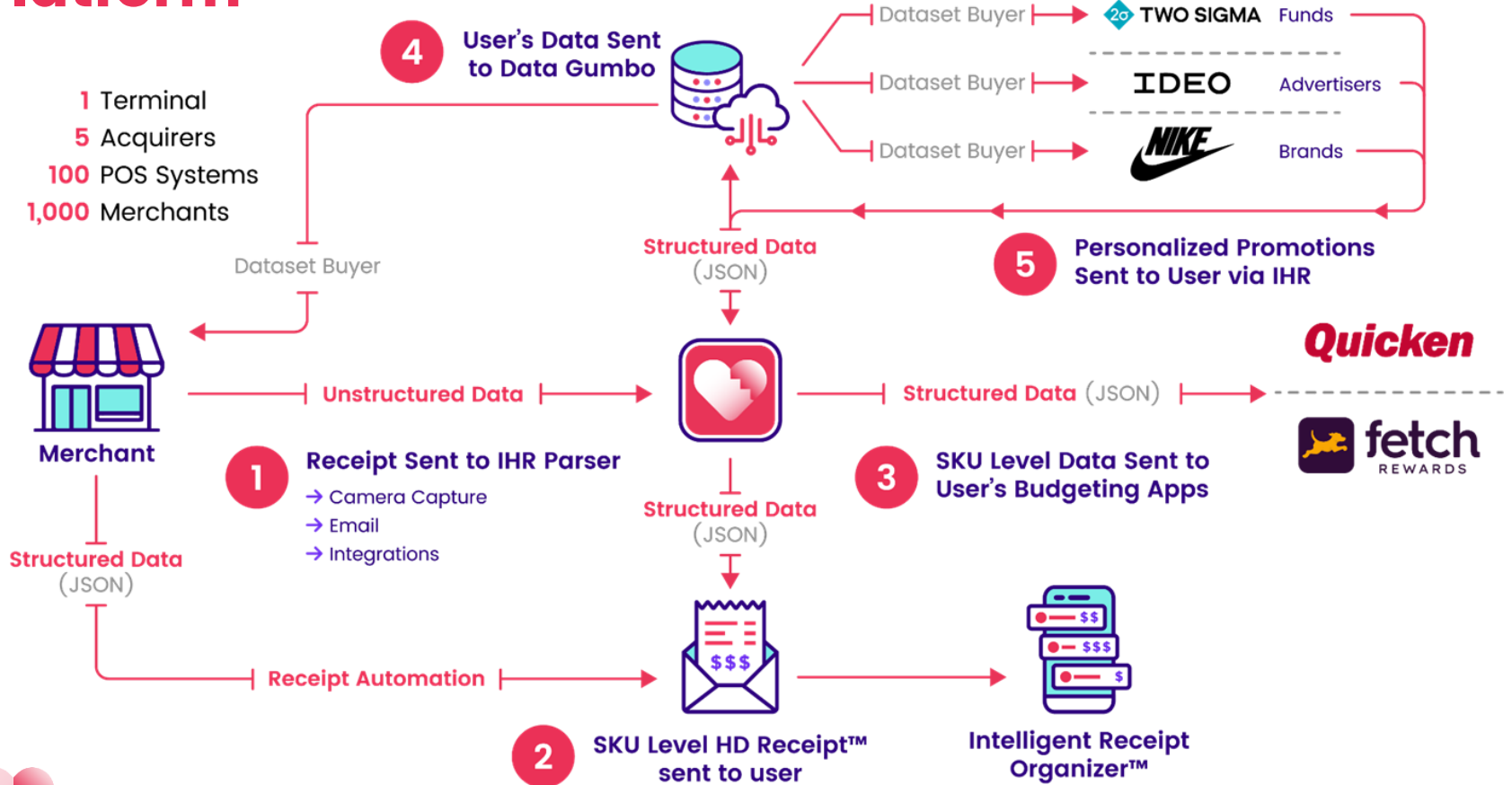
904-233-7096
ryan@ihatereceipts.com



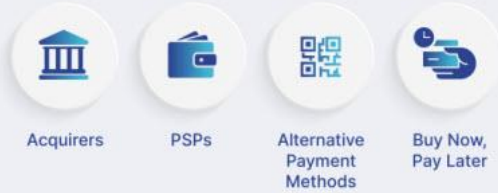
Appendix



Platform



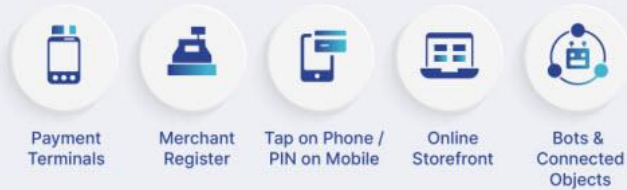
Payment Processors



Back Office Services



Store Level Integration



I Hate Receipts

Value-Added Service Providers



ppaas
Payments Platform as a Service

The US Small and Medium-Sized Business Market, by Revenue Category

number of firms and billions, March 2020

Name						
Micromerchant		Small business		Mid-market		
Category by revenues						
<\$100K	\$100K- \$499K	\$500K- \$999K	\$1M- \$9.9M	\$10M- \$19.9M	\$20M- \$99M	\$100M- \$1B
Number of firms						
1,135,724	2,323,325	941,788	1,369,820	104,409	214,033	22,969
Receipts (billions)						
\$57.27	\$592.68	\$669.39	\$3,816.64	\$1,453.77	\$13,843.55	\$5,979.55

Notes: receipts (net of taxes collected from customers or clients) are defined as operating revenue for goods produced or distributed, or for services provided; receipts excludes local, state, and federal sales and other taxes collected from customers or clients and paid directly to a tax agency.

Methodology: Data was compiled by Insider Intelligence from the US Census Bureau's 2017 Statistics of U.S. Businesses (SUSB) released during March 2020. The SUSB covers more than 6 million single-unit establishments and 1.8 million multi-unit establishments. The Business Register is the Census Bureau's source of information on employer establishments included in the SUSB program. The Business Register contains information on the physical location of establishments, as well as payroll, employment, receipts (value of shipments), and industry classification data obtained from prior censuses and surveys, or obtained from the administrative records of the Internal Revenue Service (IRS) and Social Security Administration (SSA). The Business Register utilizes data from the Economic Census which is conducted every five years, beginning during years ending in 2 and 7. The 2017 Economic Census, conducted online during May-June 2018 with "past due" responses collected through early 2019, examined 7,374,000 US firms.

Source: US Census Bureau, "2017 Statistics of U.S. Businesses"; Insider Intelligence calculations, March 6, 2020

1273682

eMarketer | InsiderIntelligence.com

US SMBs represent 99.9% of businesses with employees. This category sees approximately \$16.501 trillion in sales annually, according to Insider Intelligence estimates based on the most recent US Census Bureau data.

Key Competitors

Expensify

Receipt Management

- Photo Capture
- Email Forwarding
- Export to Financial Management Software



Receipt Automations

- Digital receipt to consumer at POS
- Consumers access purchase data using bank app only
- Retailers receive customer insights

Our Key Differentiators



Searchability across merchants,
items, categories, dates



Item level warranty and return
tracking capabilities



AI-based promotions, targeted to
the individual consumer



Reward consumers (gamification)
for increased app use






Receipt automation through best-
in-class Merchant SDK



Share purchase data
vault access

How we are different?

Customer Data Platforms

			
Target Market	SMB	SaaS / Enterprise	SaaS / Enterprise
Channel Strategy	Payments Value Stream	Direct	Direct
Technical Integration	Low	High	High
Consumer Interaction	1st Party SDKs	3rd Parties	3rd Parties
Data Privacy / Opt Out	1st Party	3rd Party	3rd Party
SMB Attainability	High	Low	Low
Pricing	Low \$10/mth	High \$150/mth	High \$500/mth

Our Partners

ingenico
GROUP

40 Million Terminals Globally

stripe

Marketplace- 2 Million Merchants

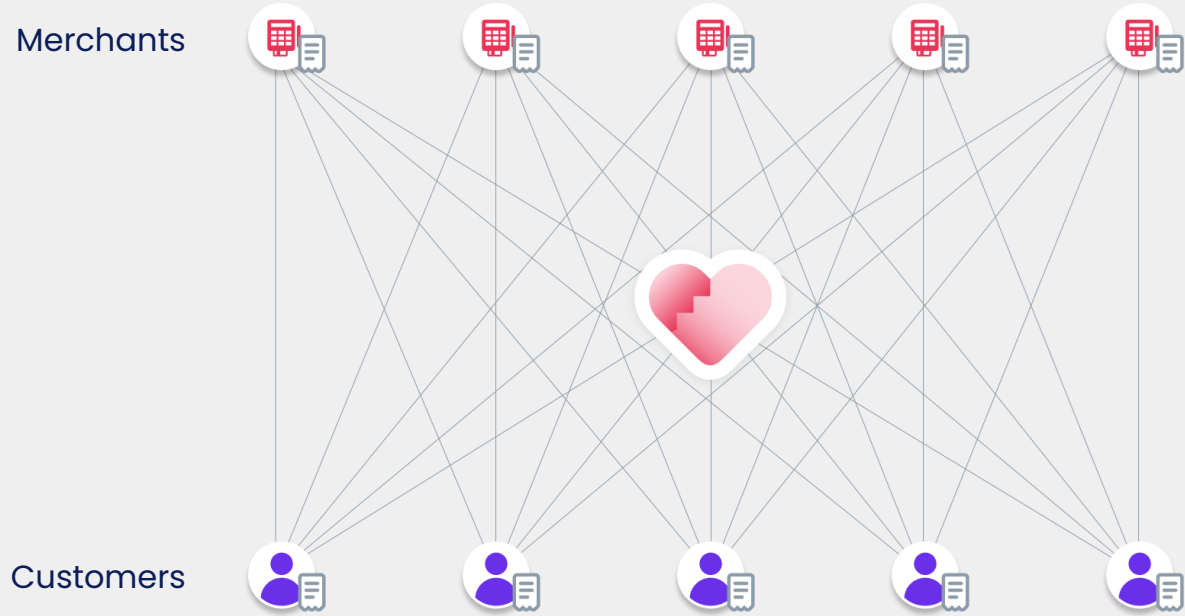
 **PAX**

60 Million Terminals Globally

 **lightspeed**

150,000 Merchants

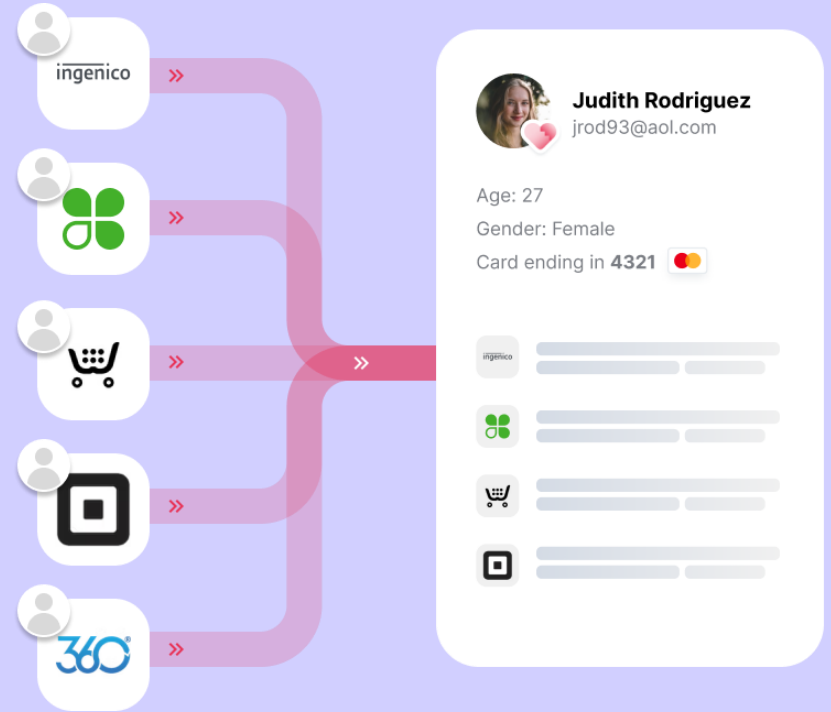
Power of Network Effect



**IHR enabled
Network**

The complete customer profile

Purchase-data flows from point-of-sale directly to the customers IHR profile, providing a centralized location to view receipts and customer information.



Merchant UX

The dashboard provides a comprehensive overview of merchant performance. It features a top navigation bar with 'Overview', 'Customers', 'Transactions', 'Integrations', and 'Settings'. The main content area includes a 'Dashboard' section with a line chart showing trends for 'Transactions' (1,402) and 'Customers' (1,292) over the last 24 hours, last week, last month, and last year. Key metrics are highlighted: 1,184 Total Customers (808 profiles) and 234 Repeat Customers. A 'Recent Activity' section lists events like 'Reviews were received' and 'New Card was added'. A 'Reputation' section shows a 5-star rating with 25 reviews and 1 new review. 'Tips & Tricks' offers advice on digital receipts. 'Platform Support' provides a link to the help center. An 'Integrations' section at the bottom lists Marketing, Commerce, Loyalty, and Sales.

The customer profile for Livia Dokidis (lvivadok2023@gmail.com) provides detailed insights. It includes a profile picture, email, phone number (+1 804 321 - 7601), and demographic information (DOB: Feb 23, 1981, Gender: F, Address: 990 Ocean Blvd Lnw 24, Atlantic Beach, FL 32233). The 'Activity' section shows recent reviews. The 'Average Rating (4.5)' is displayed with 3 reviews. The 'Cards' section lists three cards ending in 8854, 3235, and 3322. The 'Transactions' table shows a list of recent transactions:

ID	Amount	Source	Date	Type
33423	\$18.00	Ecwid	Mar 14, 10:32 AM	Card Not Present
33423	\$18.00	Ingenco	Mar 14, 10:32 AM	Card Not Present
33423	\$18.00	WooCommerce	Mar 14, 10:32 AM	Card Not Present
33423	\$18.00	WooCommerce	Mar 14, 10:32 AM	Card Not Present
33423	\$18.00	Shopify	Mar 14, 10:32 AM	Card Not Present

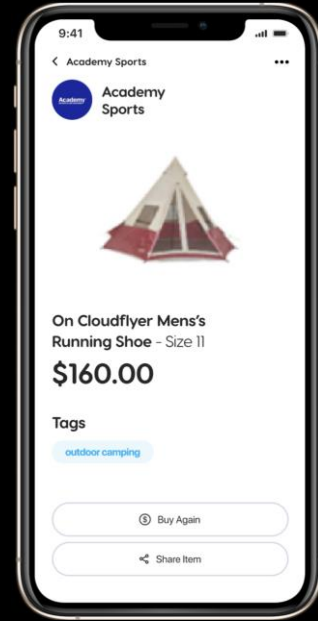
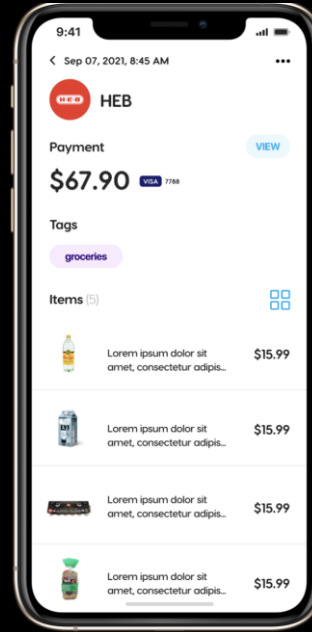
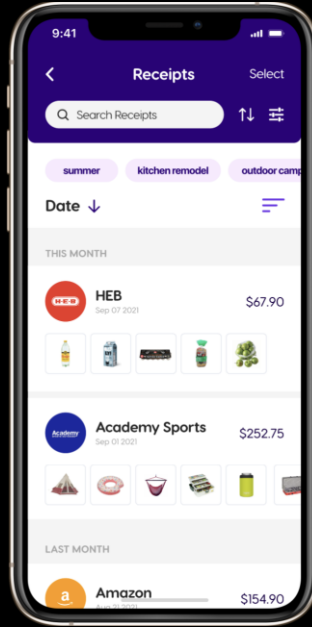
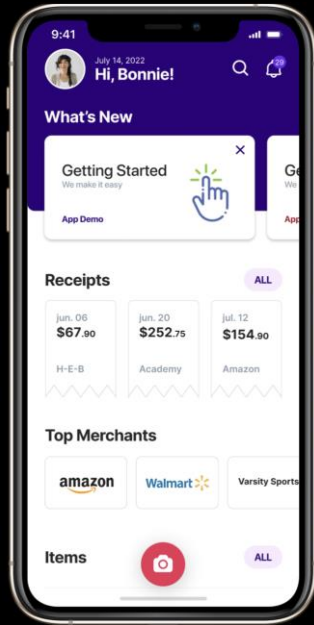
The Integrations Hub allows merchants to connect their Worldpay account with various third-party services. It features a search bar and a list of integrations with 'Use Integration' buttons:

- Integrate with Fraud Prevention
- Integrate with MailChimp
- Integrate with Salesforce
- Integrate with Fiverr
- Integrate with Marketing360
- Integrate with Hubspot

This view shows integrations specifically for sales. It includes a search bar and a list of integrations with 'Use Integration' buttons:

- Integrate with Ingenco
- Integrate with WooCommerce
- Integrate with Marketing360
- Integrate with Lightspeed
- Integrate with Ecwid
- Integrate with Square

Consumer Mobile UX



Consumer Web UX

The screenshot displays a user interface for managing receipts. At the top, there is a navigation bar with the text "I Hate Receipts" and a dropdown arrow, a "Add a Receipt" button, and icons for search, notifications, and a user profile. The main content area is titled "Receipts" and features three receipt cards. Each card shows the merchant name, date, total amount, and payment method. The first receipt is from Varsity Sports, totaling \$185.75, paid with a Mastercard (2565). The second is from Amazon, totaling \$982.75, also paid with a Mastercard (2565). The third is from H-E-B, totaling \$49.99, paid with a Visa card (0004). Below the receipts, there are two sections: "Payment Types" showing VISA and Mastercard logos with their respective numbers (0004 and 2565), and "Top Merchants" showing logos for Varsity Sports, Amazon, H-E-B, and Walmart.

I Hate Receipts

Add a Receipt

Receipts

See all

Varsity Sports
Oct 04, 2021, 8:45 AM

Total
\$185.75

Altra Torin \$135.75

NB Fresh Foam 1080 \$50.00

Amazon
Oct 03, 2021, 11:00 AM

Total
\$982.75

Timex Unisex Weekender 38mm Watch \$280.00

"Midnight Black" PS5 Controller SMART Rapid... \$52.99

Sony ZX Series Wired Over-Ear Headphones, Black... \$250.00

+5 More Items

H-E-B
Oct 01, 2021, 5:00 PM

Total
\$49.99

Whole Milk - Horizon Organic x6 \$49.99

Payment Types

See all

VISA 0004

Mastercard 2565

Top Merchants

See all

Varsity Sports

Amazon

H-E-B

Walmart



January 14th

LOWE'S

HGTV HOME® by Sherwin-Williams

\$65.98

7889



Tags

Home

Notes:

Mellow Mauve used in the dining room



Share Receipt Add Note Export as PDF Add Category Add Note

office

GH

logitech

Gaming Headphones

\$149.99

View Original

Buy Again

Delete Receipt

Export as CSV

VISA

Jan. 14 2023

Card: 7890

Description: Logitech G733, a gaming headset designed to suit your style. Embrace total wireless freedom with its 33 ft of range. Features 7.1 surround sound, 24 GHZ LIGHTSPEED wireless technology, 5.0 audio drivers, 5.0 audio chambers, and DTS Headphone X 2.0. Play your way with 3 ways to connect: Bluetooth, USB-C, and 3.5 mm (1,152 Reviews) 4 Expert Reviews

Payment Types: VISA AMEX

Export as PDF

Export as CSV

Share Receipt

Add Note

Add Category

Add Note

View Original

Buy Again

Delete Receipt