



Fides Publica

Pitch Deck 2024

A Revelation In Retail Loyalty

Fides Publica was created to solve a need in the retail loyalty space. The reason loyalty programs are not ubiquitous, and flourishing everywhere, is that they are very expensive to set up, or are so limited as to be useless.

We can bring a new revolution to the small business loyalty space, by giving higher value services, like ai recommendations and gamification, to a market these products could never reach before.

Our system will be easy to use, provide clear guidance, and recommendations to compensate for the lack of knowledge and skills of the business owners. We will be the shield and the sword for these small businesses, so that they can defend themselves against the omni-present drain from the threat of online shopping and big box stores, and thrive in these new markets.

Why The Name Fides Publica

- Our namesake Fides (pronounced Fee-Dezz), is the ancient Roman goddess of loyalty, good faith, and reliability
- Our purpose is to help businesses gain and grow relationships with their customers and help them make more profit, creating strong, reliable brand loyalty.
- Our name was chosen because it literally translates to **Public Trust**, which is the value we want to create between merchants and customers



Disclaimer

This offer is a speculative investment which involves the risk of loss by the investor of the investor's entire investment in Fides Publica Inc. Like any investment, there are risks related to the purchase of shares.

Past performance is not necessarily indicative of future results. All investments carry significant risk and all investment decisions of an individual remain the specific responsibility of that individual.

There is no guarantee that systems, indicators, or signals will result in profits or that they will not result in a full loss or losses. All investors are advised to fully understand all risks associated with any kind of investing they choose to do.

What problem does Fides Solve?

1. Businesses were losing their loyal customers to their competition.
2. Big business kept driving prices down, and lowering profitability, until small businesses could no longer survive. COVID-19 made this even worse.
3. Currently existing loyalty programs are costly, and complicated to set up and use.
4. There is either little to no help given, or help is expensive. The result is that businesses abandon them, or get little value from the service. This costs businesses time and money which they can't afford.
5. Even when things go perfectly, many loyalty programs don't offer enough value or interest to the end consumer, making them something of an afterthought, causing low retention, and loss of sales.

Our Solution

At Fides Publica, we believe we have a solution to this problem. It is not simply a platform, but a unique tool and interactive environment. It will consist of:



A platform for marketing that connects merchants to their customers, one that has merchants sending promotions and coupons that is better than the competition, taking a complicated tool and making it simple for anyone to use



A powerful AI and data analysis engine, that makes recommendations to optimize promotions, sales, and profit. It is also a data analysis and reporting system, one that gives actionable insights to the merchant to optimize sales



A personalized gamification system that keeps merchants and customers engaged, so that they buy more products, a system that is prescaled to be able to reach and manage thousands of customers at launch

Business Model And Target Market

Target Market

- Fides is a subscription service for small retail businesses.
- We are starting in Toronto, but plan to quickly grow beyond the city limits

Revenue

- Fides creates revenue from multiple avenues
 - We generate recurring revenue by leading merchants to higher sales
 - In the process of using our tool, the merchants will give us user data to manage
 - We anonymize this data to the full extent of the law, and then sell it to data aggregators
- Thus Fides generates revenue from merchants, and aggregators

Fides Merchant Dashboard Mockup

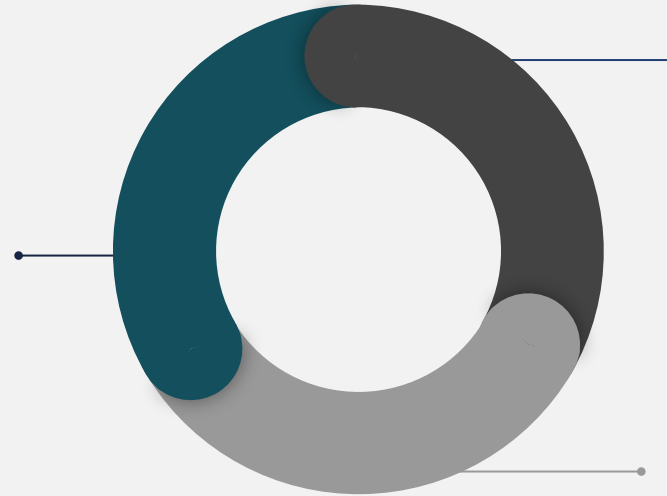
This is a mockup of the fides publica dashboard. it gives an idea of what a merchant would see when they log in to manage their gamified loyalty system



The Team

Robert Chun Strategist

Spent the last 34 years of his career advising the building of organizations and companies, has helped over 3000 companies succeed



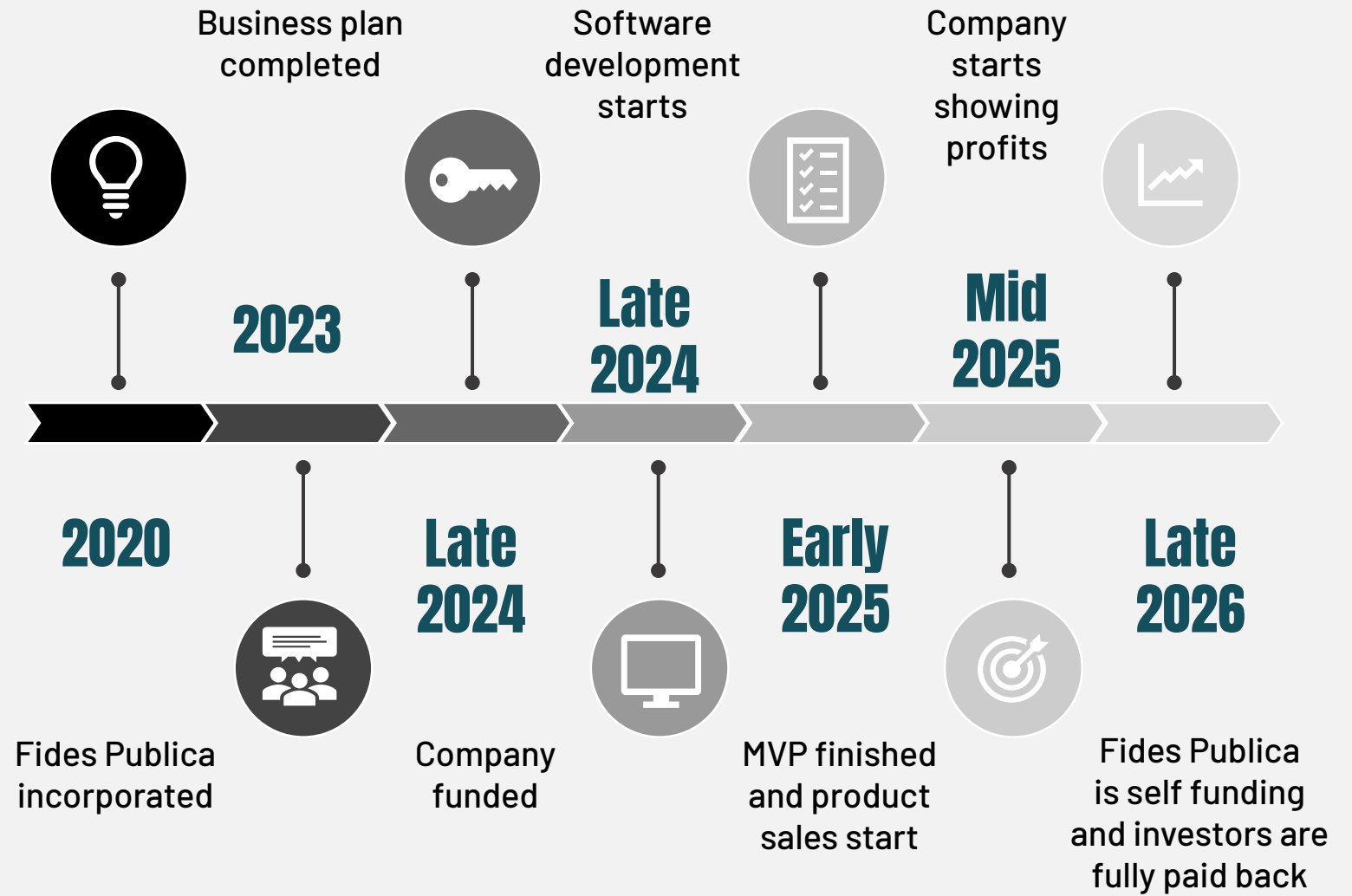
Justin Grossman CTO

Entrepreneur and visionary who has spent the last 10 years teaching, investing, and marketing early adopted future technology.

Brandon Ling COO

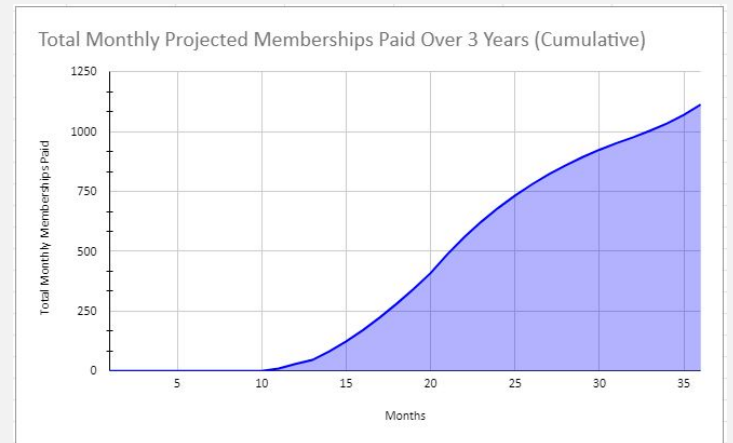
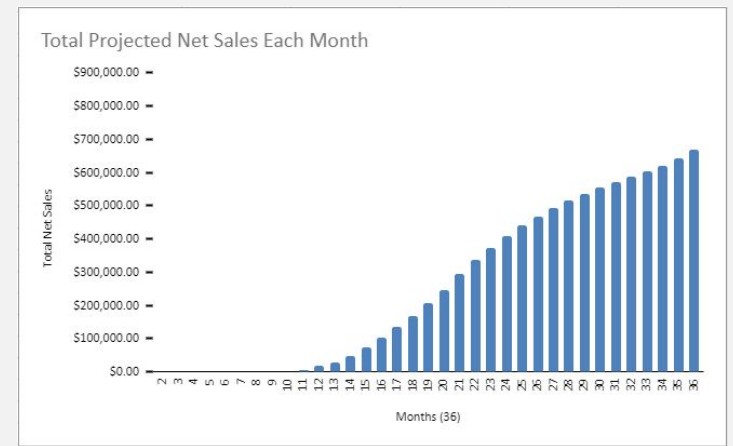
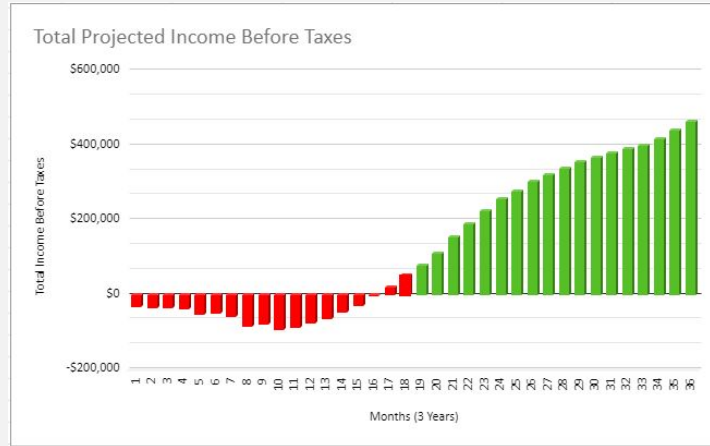
A Business Coach and consultant since 2008, Brandon has caused small businesses to grow by double and triple digits by improving their strategies, management, processes, and systems.

Company Planned Timeline



Financial Projections

Fides Publica Inc. 3 Year Projections





Thank you!

Are you interested in investing in the project?
Reach out at justinagrossman@gmail.com to
find out how you can become a part of a new
revolution in the loyalty industry