

Uptip is reinventing tipping, driving value for service workers and customers



uptip.co Reno NV

Technology Software Mobile Fin Tech Travel

LEAD INVESTOR



Shaunt Sarkissian

We are evolving into a cashless society, and this is evident across the board. And one of the most basic and frequent consumer interactions has been left behind - and the impact on service and the service business profound. But this is absolutely poised to change - and Uptip will lead the way. The Uptip team is solid across the board, and has the focus, experience, and execution capability beyond what most early stage companies bring. The platform and commercial traction to date - coupled with the massive market opportunity, and inroads the team has made in key markets - place Uptip ahead of the pack, and poised to lead the Digital Tipping marketplace.

Invested \$20,000 this round

[Learn about Lead Investors](#)

Highlights

- 1 Tipping is critical, driving much needed income for service workers and higher quality for customers.
- 2 Fewer people carry cash, as the economy continues to move toward electronic payments.
- 3 Uptip bridges the divide, delivering a smartphone-based tipping and service review platform.
- 4 Uptip's founders have already proven success, having built another travel technology company.

Our Team



Eric Plam CEO

Builder of valuable mobile technology businesses

Tipping is a very important tradition that is ripe for innovation. Uptip has the opportunity to help service workers increase their income, while driving greater levels of service quality. We believe we can make a difference for workers and their customers, while unlocking value for our investors.



Alexander Gruber CPO

Building global consumer business acquired by Philips (Home Control)



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Cory Jones CMO / Marketing Advisor

Technology and hospitality growth marketing and product leader with background in early startups and Fortune 500s



Erik Waterloo CTO

Embracing technology to bring ideas to life. Creating digital and physical products from scratch for 15 years.

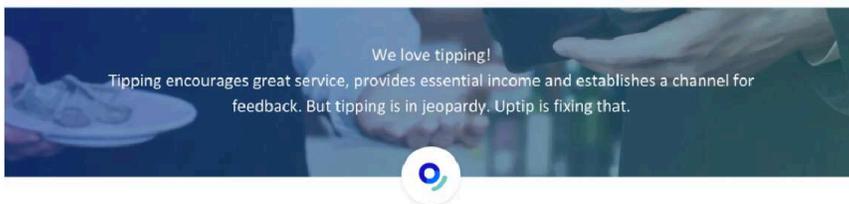


Shaunt Sarkissian Payments Advisor

About Uptip

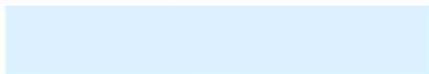


WHY UPTIP?



Giving and receiving cash tips, an \$18 billion per year business in the US alone, is ripe for upgrade in a post COVID-19 cashless world.

PROBLEM



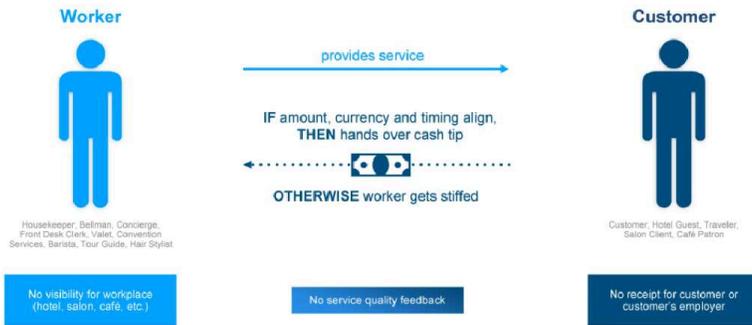
Tipping is customary for many professions and meant to encourage or reward service excellence. It is also an important source of income. Unfortunately, tipping is facing headwinds resulting in reduction of income for many service professionals.

- Fewer people have correct change in their wallets to provide an appropriate tip. In fact, 50% of US consumers say they no longer carry cash most of the time.
- Covid-19 has accelerated this problem, increasing reluctance to handle cash, perceived to be dirty. The pandemic has also curtailed travel, reducing income for travel industry workers.
- Cash tipping often fails to convey quality of service delivered. Since cash tips are untracked, service organizations have gaps in customer data, unable to measure quality delivered and income earned by their employees.

Now, more than ever, it's important to show appreciation to workers on the frontline.



HOW IT WORKS NOW



SOLUTION

uptip has created a frictionless, touchless, smartphone-based replacement for cash tipping

FEATURES

- Smartphone-based system
- Fast, easy, efficient
- Touchless
- Recommended or any amount
- Multiple currencies
- All service professions
- 6-star rating system
- Serves as polite prompt for tip
- Service quality resume
- Zero app onboarding
- Leverage existing payment methods
- Network effect acquisition model
- Secure payments
- Masked contact details
- Transaction transparency
- Reporting for workers & managers
- Receipts for customers & employers
- Dashboard for service quality ratings

DEMO

How did I do?

Scan this QR code for demo!

uptip

Julia Watson
Front Desk Attendant

THANK YOU
Julia has received your tip. See you soon!

How much would you like to tip?

\$2 \$4 \$6

Make it a 6 star rating \$8 + ★

Done

BENEFITS



MORE TIPS WITH UPTIP

- 33%** Increase in tipping opportunities
- 40%** Increase via uptip vs. cash overall
- 8%** Fee to uptip
- > 50%** Net increase in tip income

uptip will help workers earn significantly more income, even after uptip's fees and any additional declared taxes.



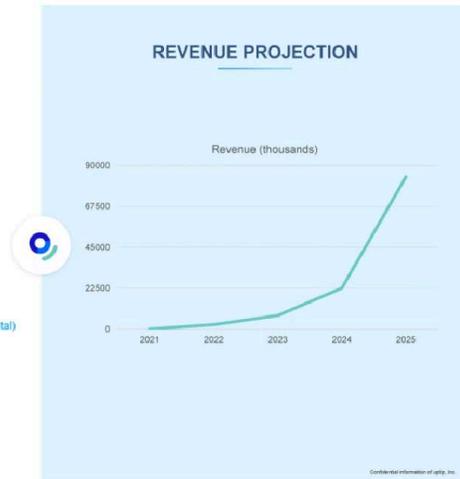
MARKET POTENTIAL

- \$18.2 billion** In cash tips are paid to service providers in the travel and personal service industries according to IRS data
- 3-5 million** People are in professions that regularly receive cash tips (excl. Restaurants)
- 80 million** Estimated cash tip payers that can be addressed by uptip (adept at using mobile payments)
- 2025 GOAL**
 - Process \$920 million in cash tips (~5% of total)
 - Generate margin of \$83 million

Initially addressing US market. Over time will increase TAM by expanding internationally and to new segments

Notes: Figures exclude full-service restaurant industry. IRS research shows 80% of tip revenue includes the full-service restaurant industry. IRS estimates 80% of cash tax are unreported. Source: IRS, Economic Policy Institute, US Bureau of Labor Statistics.

REVENUE PROJECTION



Forward-looking projections cannot be guaranteed.

MILESTONES AND FUNDRAISING





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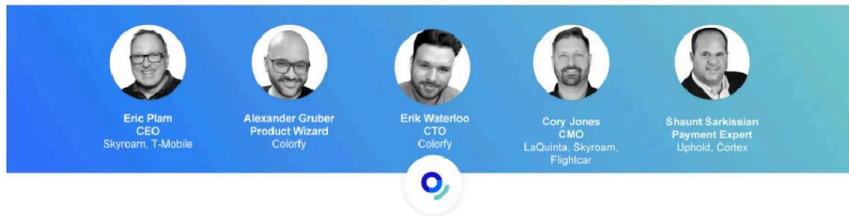
TRACTION

Uptip is already serving hotel and valet parking companies!

- Uptip has spend the last year building our solution and conducting proofs of concept within hotels and valet parking locations
- The results so far are very promising: more tips, positive feedback, and ratings that workers can use to help build their careers.
- Uptip has shaped our product based on feedback and experience from the hard-working people in the field.

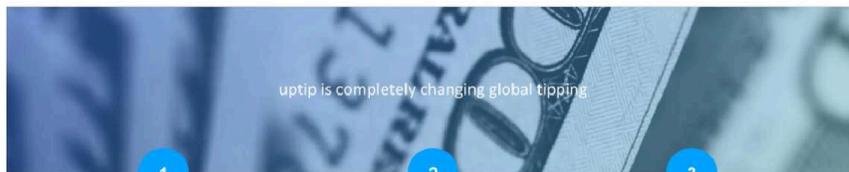


TEAM



uptip was founded by an experienced team of professionals, most of whom have worked together to develop a profitable global consumer business in the travel technology industry.

OUTLOOK



uptip is completely changing global tipping

1

uptip is reinventing global tipping, driving innovation, convenience, and transparency into the service industry.

2

uptip is adding value, recognition and accountability to tipping by integrating a rating system for workers.

3

uptip is empowering workers in their careers while eliminating the last island of cash handling in an electronic world.

For more information and to invest in our mission, email us at info@uptip.co