

Banking made for merchant rewards with a community

Benjamin

Merchant

Mobile App

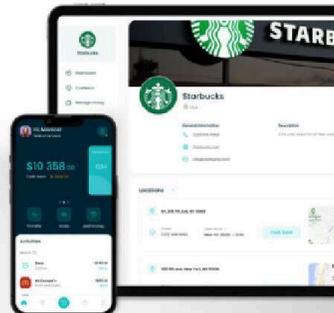
FAQ

Club

Banking made for merchant rewards

Performance-based, no credit check, free banking for merchants & consumers.

Check your position



LEAD INVESTOR



Rene Astrom

I have invested in Benjamin Capital because it represents a combination of entrepreneurship, thinking outside the box and combining technologies to create new products and platforms to make banking, marketing, merchants and customers benefit of each other. Free Banking combined with powerful engagement tools and proprietary technology to leverage power of major payment networks turning cards in to universal loyalty coalition offers true value for businesses and customers. As a long-time entrepreneur as Erno, he shares my values. I think he will make this one of the big ones.

Invested \$5,000 this round & \$5,000 previously

benjaminone.com New York NY

Technology Software Fin Tech B2B Finance

Highlights

- 1 Founders have deep industry experience
- 2 Waitlist of 4k (7.5k now) users in just 10 days
- 3 Built by founders who've had success in this specific industry
- 4 10M out of 32M SMBs in the U.S want digital banking - \$60B market opportunity!
- 5 Changing how merchants acquire & engage with customers via unique reward community

Our Team

Our Team



Erno Tauriainen CEO & Founder

Erno has 10 years in the cash back industry, with his prior startup SPENT App processing a total of \$3B GTV, and raising \$15M in capital. Prior to this, Erno has long merchant background and he is an ex-athlete, hockey player.

Built one of the top cash back consumer products before this and in the end, we worked we banks and credit unions which made me realize that there is a great opportunity to build our own bank for this use case.



Shlomi Haybi Advisor

Shlomi is a serial entrepreneur who has build half a dozen startups with couple of exits and great successes. Shlomi's main focus is to lead the company business strategy & strategic partnerships.



Jaakko Hyttinen CMO, co-founder

Jaakko is passionate startup founder, growth hacker, digital marketer who can also build websites and other content. He is the man behind Benjamin's waitlist growth!

Reward community with free banking + tools to get more customers, for the first time in the industry!

Fully-featured 100% free banking

- Accounts
- Cards
- Payments
- Lending

- Individual accounts
- Business accounts
- Physical and virtual cards
- Mobile wallet
- ACH, direct deposit
- Send funds
- Lending
- Support
- No minimum deposit
- No overdraft fees
- No monthly fees
- No fees for ACH or wires



1. No credit check, free banking for merchants & their customers
2. Simplified, banking-powered reward platform & community
3. Card-linked offer tools with partner network of more than 10 million consumers

SIMPLE.

Programs make the best decisions for merchants and customers. In this case, it's the merchant's decision to bring in more revenue.

1. Card-linked offers
2. Cash back
3. Visual punch cards
4. One-off deals

Benjamin is revolutionising the merchant rewards industry, and I should know. In a previous life, I built one of the top cash back consumer products, SPENT.

During my time at SPENT, we had over 1M merchants in our network, over \$15M raised from traditional investors and had transacted over \$3B in transactions.

My two biggest findings were that #1 rewards uplift merchant revenues significantly and #2 consumers love cash back - they engage. It's not a surprise industry has grown so fast.

Forget coupons and codes. Just swipe your card - that's how easy this is.

We worked directly with banks and credit unions which led me to think there was another path. Why not build our own bank for merchants' rewards?

--Erno, CEO & Founder

Solving big problems in business banking

- Banks offer no tools or community to get more customers
- Rewards are limited to credit card
- Average business pays \$1,745 in banking fees per year



- 10M/32M SMBs want digital banking
- \$60B addressable market
- \$10B+ cash back market
- 22% moving money to neobanks to get cash back or rewards

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1. Banks offer no tools or community to get more customers
2. Rewards are limited to credit card cash back
3. Business banking is expensive, on average fees paid \$1,745 annually by SMB

We are building a financial banking platform that rewards you and your business from paying with our debit card.



Banking made to get more customers



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5 reasons why merchants want this



1. Free banking, unlimited cash back



2. New customers
3. Keep existing customers
4. Build brand awareness with branded VISA
5. Get more revenue

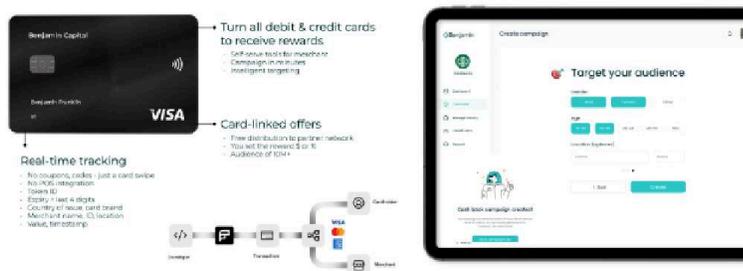
Zero risk. 100% performance-based.

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Unique reward community with customer engagement tools is the real magic for merchants!

1. Merchants generate SMS-number and invite customers to community
2. 1-to-1 or 1-to-many communication via text messages
3. Create and run card-linked offers in minutes, only pay for revenue made
-> card-linked offer technology turns ANY existing debit or credit card into reward card
4. Tap into Benjamin partner network for more potential buyers; 10M+ people

Card-linked offer tools



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Spending that makes you money

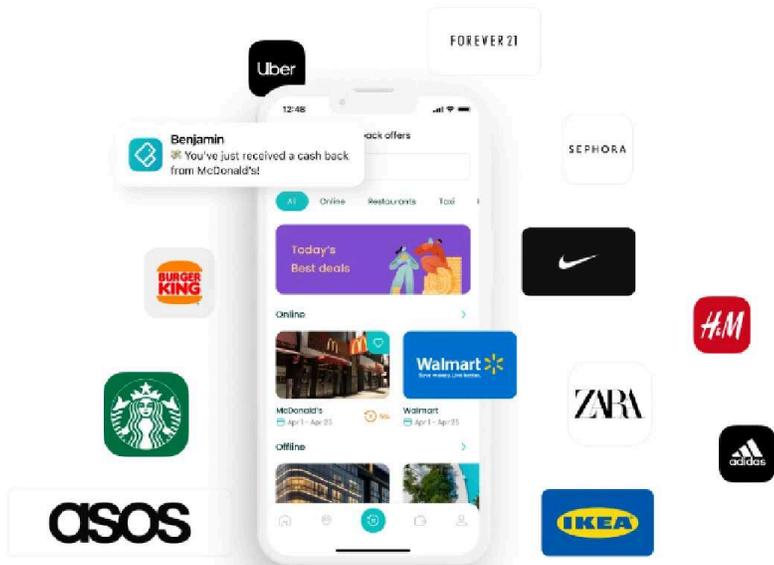
With us you can both earn money and save

Join the waitlist



Free checking account and debit card

With us you can don't have to pay anything from banking services or debit cards.



Benjamin also has built-in merchant-funded cash reward offers for businesses and consumers to earn cash back. From day one including +100,000 national brand locations, 50,000 restaurants, 900,000 hotels and thousands of online stores - altogether over million locations with cash back up to 30%!

Business model



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*Forward-looking projections can't be guaranteed.

We make money three ways

1. Interchange fee (1%) when merchant OR their customer pays with Benjamin-issued card
2. Marketing fee (3%) when merchant runs card-linked offers powered by us

3. Commission (Up to 15%) when merchant OR their customer spend in our network

Go to market strategy

1. MVP launch in 2022 - limited feature set for merchants
2. Banking features and full scale marketing 2023
3. Scaling to \$30M+ revenue in 2024

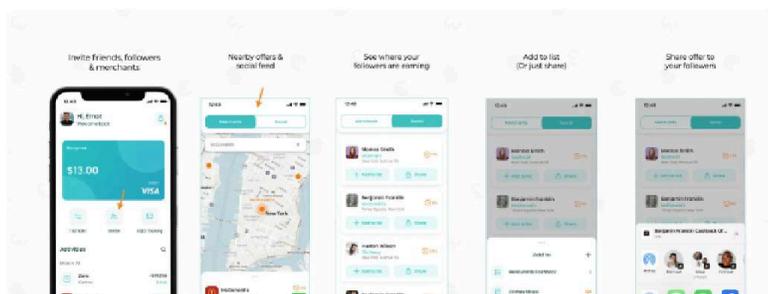
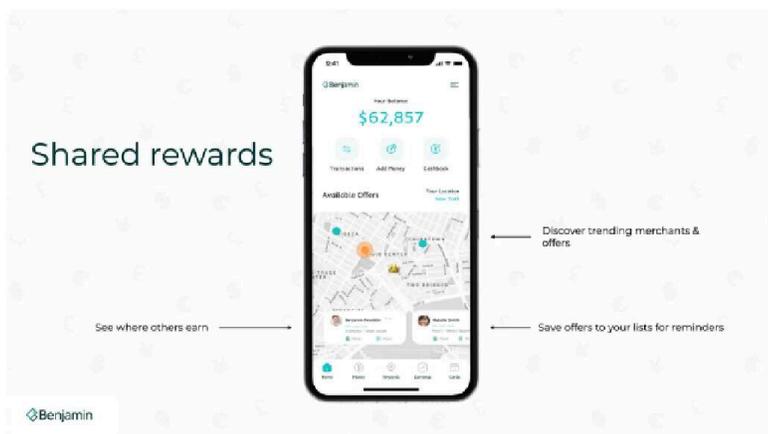
Go to market strategy



Note: Forward looking projections can't be guaranteed.

Benjamin's ecosystem is built viral. Merchants can invite their customers and brands, brands can invite their merchants and retail and consumers can invite friends, influencers can invite their followers and and both can invite their favourite merchants. Sending invitations in built-in to the products making it easy and intuitive to send invitations.

Benjamin's "shared rewards" are unique. Users can see what offers are trending and Venmo-type social feed to see how invited friends and followers are earning rewards - save these offers for themselves and get notified to go shopping when nearby.



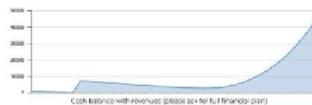


Sharing and discovering offers from merchants, friends and followers are intuitively found in the app via notifications reminding users what is happening in the network.

Numbers

Year	MRR	ARR	#Merchants	#Consumers	Merchant/Mo.	Consumer/Mo.
2022 (historical)	\$4K	\$25K	500	4,000	\$48	\$1.80
2023	\$250K	\$3M	10,000	40,000	\$50	\$1.95
2024	\$2.8M	\$34M	50,000	600,000	\$70	\$2.50

#signing bonus #affiliate #referral #viral product
 #digital marketing #PR
 #ISOs #marketplaces
 CAC \$200 with LTV \$1,000+



Note: Forward looking projections can't be guaranteed.

Benjamin's unit economics are great, the cost to acquire customers (merchants) is around \$200 and they start making us \$50+ revenue every month making the LTV \$1,000+

We earn \$50-\$150 per merchant monthly and on average \$2 from each customer they invite to Benjamin community.

First full year targeting to \$250K MRR, and second year targeting \$3M MRR with double-digit growth.

We are competing against other neobanks mainly, but also merchants to shift their advertising dollars from CPC, CPM to reward-based marketing.

Competitive landscape

	Benjamin	Commercial banks	Business neobanks	Consumer neobanks	Ad platforms
Business banking \$0	✓	-	✓	-	-
Consumer banking \$0	✓	-	-	✓	-
Card-linked offers	✓	-	-	✓	-
Merchant-branded VISA	✓	-	-	✓	-
B2C Cash back	✓	-	-	✓	-
B2B Cash back	✓	✓	✓	-	-

Second Round Founders





EINO TAURAINEN

FOUNDER & CEO

- 10+ YEARS IN THE CASH BACK INDUSTRY
- SPENT AHH \$38 QTV, \$15M CAPITAL
- PRODUCT & VISION
- ATHLETE BACKGROUND



SHLOMI HAVIVI

ACTIVE ADVISOR

- SEVERAL STARTUPS
- EXIT (IBENG)
- MARTECH EXPERT



JAAKKO HYTINEN

MARKETING

- GROWTH HACKING
- DIGITAL MARKETING
- EXPERIENCE IN DOOH
- STARTUP FOUNDER
- WEB UI / UX



TERPO HUDSON

TECHNICAL ARCHITECT [CTO]

- FINNISH BORN & GROWN EDUCATED PRODUCT ANALYST
- ENJOYS BEING WORKING WITH TECH ENTREPRENEURS & LEARN FROM THEM
- WORKING AS A TECHNICAL ARCHITECT FOR A GROWING COMPANY
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Benjamin

Our team is very experienced and we have built great companies in the past. We have a full design and engineering team working remotely with an efficient cost structure.

Our biggest asset is the team and exceptional founders who have the right mindset, experience, expertise and network. We are the reason why Benjamin is already gaining significant traction and will be a success story!

EXCLUSIVE EARLY-BIRD LIMITED EDITION CARDS

1,110 cards ONLY ever to be issued with extra perks, up to 1.95% cash back + 30% referral, unlimited. See "perks" section for all detailed information.

Club Benjamin



- 1,110 exclusive member-only VISA debit cards
- Metal card, with unlimited cash back & perks
- Limited quantity, only available now upon investment*

Card	Investment	Quantity	Perks
Owner	\$300	500	1.25% + 12%
Gold	\$500	400	1.50% + 15%
Platinum	\$1,500	400	1.75% + 20%
Black	\$5,000	35	1.85% + 25%
Diamond	\$10,000	25	1.95% + 30%

*Wefunder community round @ \$7.5m - 20% up to \$250k

% = referral earning

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Downloads

[Benjamin Pitch Deck.pdf](#)