

INVEST IN SWAYZE

Turning everyday posts into real-world rewards



swayzeapp.com New York, NY [in](#) [yt](#) [ig](#) [dt](#)

Marketplace Female Founder B2B Consumer Goods B2C

## Highlights

- 1 Used by 40,000+ people creating content for 200+ local brands across food, beauty, and entertainment
- 2 Ranked #3 in the App Store at launch
- 3 Backed by Interplay, Atland VC, and advisors including OpenAI team
- 4 Only 250+ followers required, democratizing influence for everyone
- 5 Over \$5,000+ in perks available in NYC, from free drinks to 50% off massages or Empire State visits
- 6 Recognized globally: Next-Gen Marketing Platform of the Year (EU Business News)

## Featured Investors

 Krzysztof Swidra [in](#)  
Syndicate Lead

[Follow](#) Invested \$5,000 [i](#)

"I have been working in the cybersecurity industry for many years, helping to build secure and innovative systems that empower people through technology. Coming from a small village in Poland, I've seen firsthand how the internet can break down barriers and open opportunities that once seemed unreachable. That belief in the democratizing power of technology is exactly why I decided to endorse Swayze. Swayze is building a platform that connects ordinary people with the brands they love, allowing anyone to become a representative or influencer in an authentic, accessible way. In a world where social media has become the dominant channel for communication and self-expression, Swayze recognizes an important shift: influence is no longer reserved for celebrities. Everyone can share their voice and identity, and Swayze gives them the tools to do so with quality, creativity, and fairness. I find this mission deeply valuable. It promotes equality and optimism — reminding us that every person can be a "star" and that passion for what you

reminding us that every person can be a "star" and that passion for what you love is more important than status. At the same time, Swayze provides a practical marketing opportunity for local and small businesses. It enables them to reach audiences through genuine engagement, without needing to spend large amounts on traditional influencer campaigns. This is particularly meaningful today, when many businesses face economic pressures and seek affordable ways to stay competitive.

In short, I'm supporting Swayze because it combines strong technical execution with a socially positive vision. It empowers people, supports communities, and aligns with the modern digital landscape. I believe this company has the potential to create both real economic value and cultural impact."



Interplay Incubator

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Invested \$50,000

Interplay Incubator based in NYC

**Phuong Ireland, Partner**

"We invested in Swayze because they're unlocking a new marketing channel: the nano-influencer. Swayze gives restaurants and brands authentic user-generated content and measurable awareness at a fraction of traditional influencer or ad costs."



Atland Fund

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Invested \$25,000

Atland Ventures backs exceptional entrepreneurs who are early stage technology-enabled companies focused on solving problems felt by Generation Z

**Mina Dang, General Partner**

"We invested in Swayze because it reflects how Gen Z actually discovers and shares things today. Our generation cares about authenticity and recommendations from people they trust—not the hundreds of ads we're exposed to daily. Swayze taps into that behavior and turns it into a real growth engine for local businesses. It also gives young people a simple way to earn from the content they already post. It's a model that we immediately could see ourselves and our communities following from the first moment we tried Swayze."



Mariusz Andreczko

[Follow](#)

Invested \$13,000

Chief Financial Officer at Barlinek SA



Peter Mark

[Follow](#)

Invested \$1,500

Ex-President of Pandora



Other investors include [Kamil Szymczak](#), [Andrzej Nestorowicz](#), [Marko Puzhak](#), [Jesse Goldberg](#)

## Team



**Phi Long Bui** Co-CEO

Awarded Most Innovative MarTech Entrepreneur of the Year (EU Business News). Former strategy consultant, advising Fortune 500 firms on digital banking. Experienced in app project management and product scaling. Traveled to 60+ countries.

[linkedin.com](#)



**Kuba Henriksen** Co-CEO

2x founder, managed a restaurant when he discovered the power behind



consumer-driven sales that led to Swayze. Specialising in brand storytelling and partnerships with creators. Helped Swayze reach #3 in the App Store (Lifestyle) at launch.

[In](#)



**Wiktoria Wiśniewska** Head of Design

Designer with 5+ years in visual communication, UI/UX, and product design for award-winning startups. Former designer at Accenture. Leads Swayze's creative direction and product experience.

[In](#)



**Viet Hoang Nguyen** Chief Technology Officer

20 years of experience in IT and software engineering. Former director at top multinational telecoms, where he built and scaled digital platforms to over 5M monthly users. Leads product development, architecture, and infrastructure for Swayze.

[In](#)



**James Holland** Head of Partnerships

Sales leader with over 20 years of experience and 10,000+ B2B contracts closed. Former account executive at global consumer brands. Oversees Swayze's business growth and brand partnerships across hospitality, retail, and wellness.

[In](#)



**Morganne Kaneen** Head of Marketing

Expert in viral content and Gen Z marketing. Former growth and community lead with experience scaling consumer brands and creator networks. Focused on driving business adoption and strategic collaborations across major U.S. markets.

[In](#)



**Ava Robinson** Marketing Manager

Social media strategist with experience growing digital communities and driving engagement across TikTok, Instagram, and Gen Z-focused platforms.



**Kintan Andini** Account Manager

International Relations graduate with years of experience across public relations, project management, and partnership development. The go-to person at Swayze who knows everything about everything.

## Memo



We started Swayze because we watched local brands like restaurants and bars fight an unfair game. They couldn't compete with ad budgets or influencer rates.

We thought: what if your own customers could become your marketing team?

So we built a platform where businesses grow through real customers posting real experiences for their real friends to see.

Open any feed and it's full of AI faces, celebrity promos, and cringe-worthy brand content.

What people actually care about: their friends, where they go, what they love, the places they discover and stories are where this content thrives.

Stories are the last real corner of social media: unpolished, spontaneous, human.

That's where Swayze lives. We believe the future of marketing is everybody...

Local businesses are playing a game designed for global brands. They spend heavily on creators and ads, and most of that spend disappears into algorithms and impressions that don't convert.

Meanwhile, real customers post every day, for free. The strongest channel in history, word-of-mouth, is now online and unmeasured.

**Businesses get real local reach.**

**Users get rewarded for what they already do.**

**Everyone wins.**



AI recommends every perk, auto-verifies every story, and screens out fake followers

**Customers as influencers drive more engagement, impressions and lower acquisition costs vs. traditional influencers**

	Category	Followers	Impression Rate	Cost per Post
 Average Customer	Nano Influencer	1500	40.00%	Just give me a discount
 Phi Long Bui	Nano Influencer	2000	30.00%	Just give me a free coffee

	Jess Lawrence	Macro Influencer	330,000	3.00%	\$875
	Leo Messi	Mega Influencer	500,000,000	0.97%	\$1,250,000
	Uber Eats	Corporate Influencer	550,000	0.91%	\$2,500

Swayze flips the model. Real customers with smaller, trusted, more engaged followings, nano-influencers (250–10,000 followers), actually create a stronger impact. And the data backs it up: nano-influencers make up ~94% of the creator universe and deliver ~6x higher engagement than larger influencers, because their audiences are specific, local, and invested.

In short: **fewer followers, more trust, better results**

**88%**

**78%**

**83%**

Of people feel they deserve something for posting online

Of people claim that their friends influencer their decision the most

Of people discover new restaurant on Instagram

#### Our system combines:

- Instagram Graph API for real-time post verification
- Precise geolocation and timestamps to confirm users were actually on-site
- Automated story capture, Swayze screenshots and stores every verified post, so partners can repost stories or reuse photos in their own marketing campaigns

#### Not Posting

If a user redeems a deal but doesn't post, their account is automatically suspended until they upload the story. For private accounts, users can manually upload their story within the app for verification.



#### Benefits for Businesses

Swayze turns customers into an always-on marketing team.



#### More Visibility, Less Effort

Your customers post about you, bringing in more visibility.



#### Word-of-Mouth Marketing

People trust friends, not ads. Swayze turns real experiences into modern word-of-mouth.



## Increase Traffic & Loyalty

Attract first-time visitors and turn them into repeat customers.



- Average 850% increase in Instagram story mentions per partner
- Verified exposure to thousands of local users without paid ads
- Clear analytics: impressions, reach, redemptions, and repeat visits

### Benefits for Users

Swayze rewards people for the influence they already have.



### Explore Places

Explore new and exciting places and experiences



### Redeem Perks

Get direct access to exclusive deals, monetizing social media



### Post Photos

Share the moment with your followers, embracing the influencer lifestyle

Everyday people finally get value for the impact they create.

Built in under a year, growing faster than traditional creator platforms:

#### Partner

**200+**

Partners on the app

**234,000**

Revenue Generated for Partners

**300+**

Number Deals

**850%**

Average lift on social media story



- 200+ NYC partners across food, beauty, and wellness
- 0 partner drop-off since launch, 100% retention during pilot cohorts
- 30 partners added a month with one salesperson
- Venue MRR target: \$250

Food Hall Browary reached over 26,000+ customers in one month offering



**26,600**

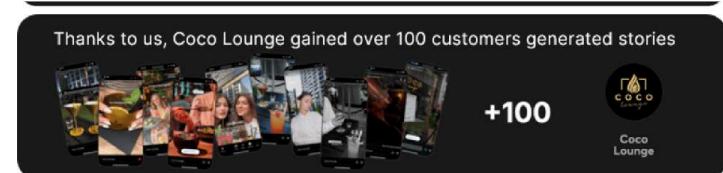
Brand impressions

**554**

Insta profile visits

**74**

New clients



## User

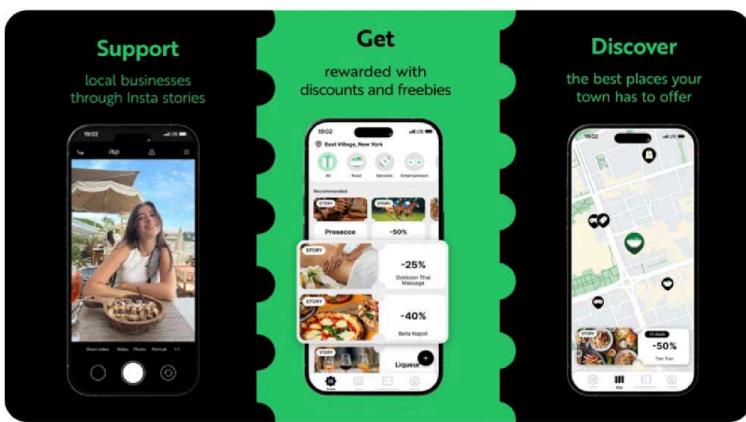


- Active users redeem an average of 2.4 deals each, with ongoing initiatives to boost frequency using the crowdfunding marketing budget
- Median time to first redemption: 3 days from install, strong activation rate
- Average story reach: ~ 800 views per post
- Median follower count: 1,800
- 80% female user base, highly engaged with lifestyle and F&B content
- Average deal impact: ~6 new customers generated per post





... all users need is 250+ followers



Swayze grows through community, creators, and partnerships

- **Community & Events:** we host “Post & Earn” city challenges, sponsor festivals, and build student-ambassador programs that drive weekend spikes in Stories and redemptions.
- **Creator Engine:** over 50 creator accounts posting daily reels promoting, creating mass UGC and viral loops on Instagram and TikTok.
- **Partner Growth:** our sales team directly adds brands to the app, while payment-company partnerships position Swayze as a plug-in upsell tool for SMBs.
- **Referral Loops:** users invite friends and venues for bonus perks, every user brings another.

#### Partners



#### Distribution Partners

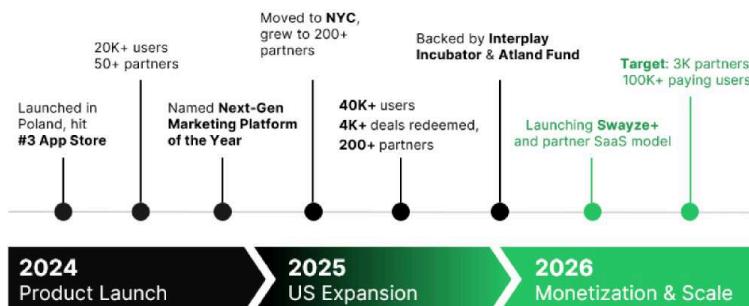


#### Users





## Milestone timeline



*Future projections are not guaranteed.*

## The perfect market timing

The **creator economy** and **local business marketing** together represent:

**\$70B+**  
*annually*

User-Generated Content is set to overtake media in ad spend by 2026

1. **Marketing has gone social:** SMBs now pour most of their budgets into digital channels but can't afford influencers. Swayze gives them affordable, authentic reach through real customers.
2. **From influencers to consumers.** The world shifted toward user-generated content. Swayze turns everyday posts and stories into scalable, word-of-mouth marketing.
3. **Stories still feel real.** With 4.8B people scrolling daily, Instagram Stories remain the most human format, where Swayze activates trusted influence.
4. **Value for users, growth for brand:** Users seek perks and experiences, while SMBs need measurable results. Swayze connects both.

We are building the first community-owned marketing engine for local businesses

## Business model & Financial overview

**Swayze** operates a **two-sided revenue model** built for compounding growth. The more **one grows**, the **more value the other gains**

More content



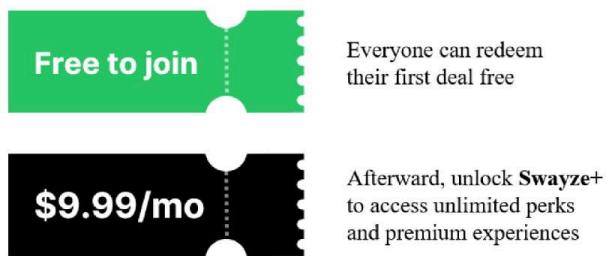
**Users**

**Venues**



More deals

#### User Side (Freemium → Subscription)



- Each subscription unlocks \$5,000+ in value across NYC, where a single drink can cost \$20
- Rollout begins early 2026, fueled by crowdfunding-backed growth campaigns

#### User Unit Economics:

- CAC ≈ \$5
- LTV ≈ \$60 → 12x return

#### Business Side (Recurring SaaS Revenue)

- \$250/month subscription for verified exposure, analytics, and measurable reach
- Businesses start with a 3-month free trial, then convert after seeing real ROI from posts and foot traffic

#### Partner Unit Economics:

- CAC ≈ \$150 per venue
- LTV ≈ \$2,300 per venue → 15x return

#### 3-Year Financial Projection



*Future projections are not guaranteed.*

#### KPI Targets





Swayze's crowdfunding campaign fuels this next phase: converting growth into monetization, scaling in new cities, and turning thousands of everyday users into revenue-generating promoters for local businesses.

## Product roadmap



## Vision

Swayze is **redefining** how people **discover local places** through others. Our goal is simple:

**to make word-of-mouth the most powerful marketing engine on earth.**

Within  
**3 YEARS**  
we aim to:

Launch in 10+ major cities across the U.S. and abroad

Expand beyond dining into retail, tourism, and experiences

Integrate with Instagram, TikTok, and Google Maps for seamless posting and discovery

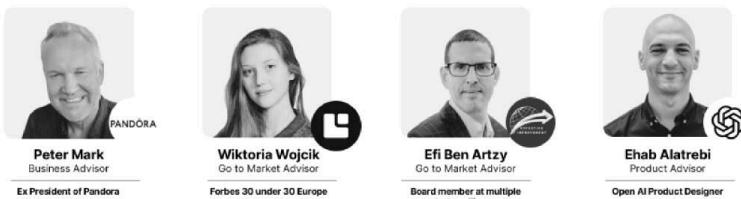
Make **Swayze** the #1 way for brands to get thousands of people posting about them

## Recognition



## Collaborations

### Advisors



### In Collaboration with



## Why we're Crowdfunding



Swayze has always been about democratizing influence, giving everyday people the power to earn from what they share. This community round extends that mission to ownership.

By investing, you're not just backing a startup, you're helping reshape social media into something real again.

You'll receive an Investor Badge inside the app, unlock exclusive benefits, and hold equity in a platform that returns power to people.

We're raising from the community because Swayze was built for the community. This is your chance to own a piece of it.

## Invest in Swayze

Join thousands of users and hundreds of local brands making marketing human again.

Over \$200K raised from early believers, including Interplay Incubator (NYC), Atland Fund, and angels. Crowdfunding now accelerates revenue launch, not product build.

Own a stake in Swayze, the platform that turns everyday people into influencers, and the next chapter of social influencer.

Because all it takes to start influencing the world is 250 followers and a picture worth sharing.