

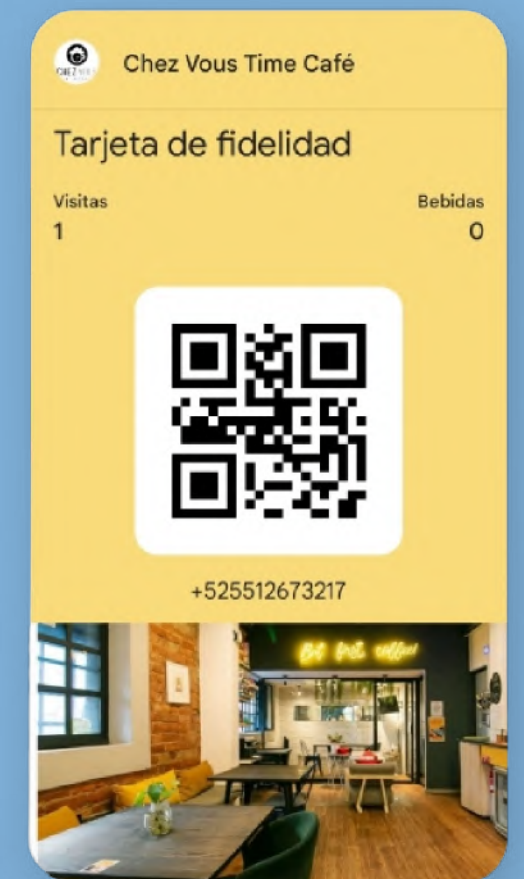
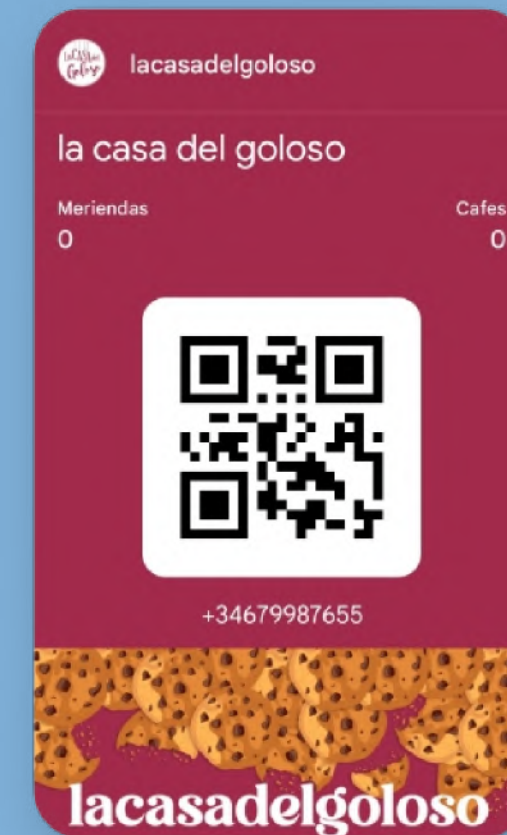
comeback

Overview

Comeback is a Loyalty system software based on digital wallet cards.

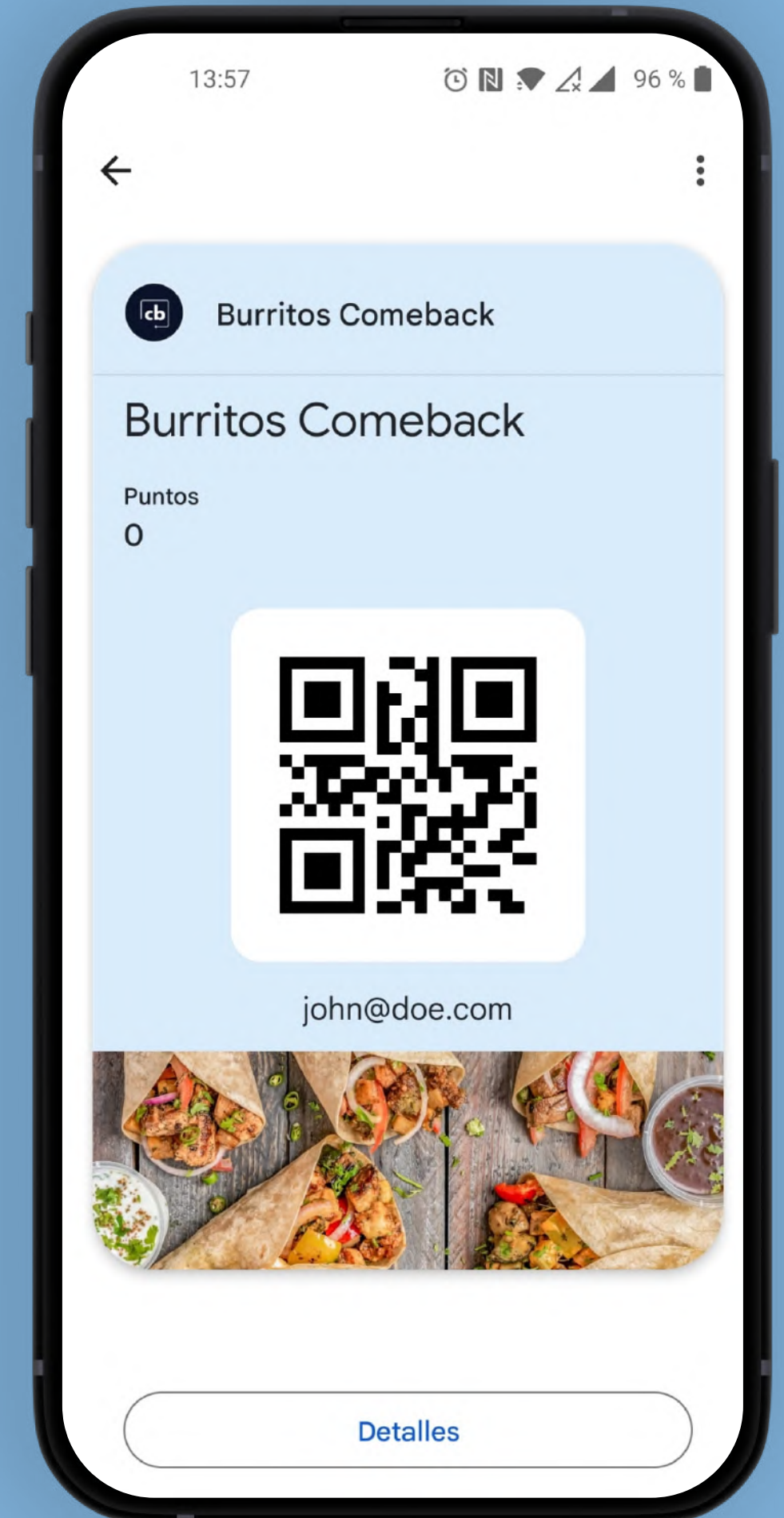
We decided to start this project due to the lack of attractive proposals on the market and a clear demand increase from traditional business to replace old loyalty methods.

We're already implemented in multiple restaurants , even abroad, and have build a strong base product with 0 issue contact rate and fast and agile onboarding proccess.



The Mission

Connect physical business's customers digitally in a few seconds, in order to increase customer retention.



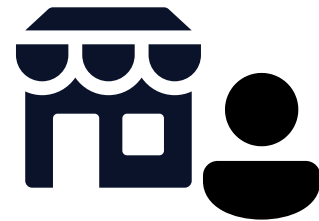
The Problem

Loyal customers are the main growth source for 82% of small businesses.

Despite this fact, majority of physical businesses do not know their customers or have efficient tools to reach them, so they have **0 control on making them return.**

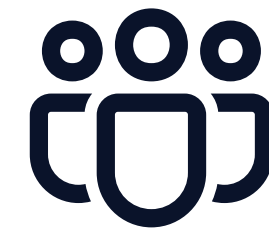
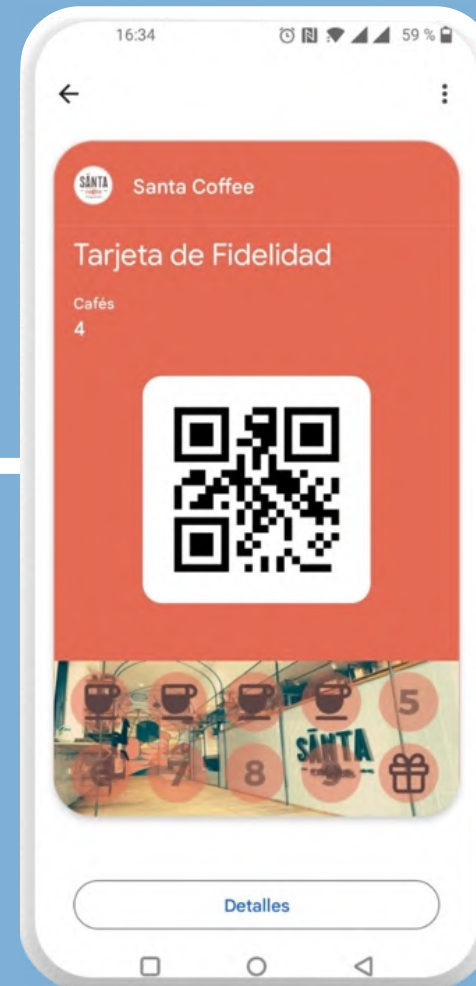
The Solution

Through digital Loyalty cards ...



Business Owners

1. Get a customer database.
2. Create loyalty strategies.
3. Have a direct communication channel.
4. **Increase x3 chances for a customer to comeback.**



Customers

Access business promotions or regards in a few seconds **without downloading applications** or tedious processes.

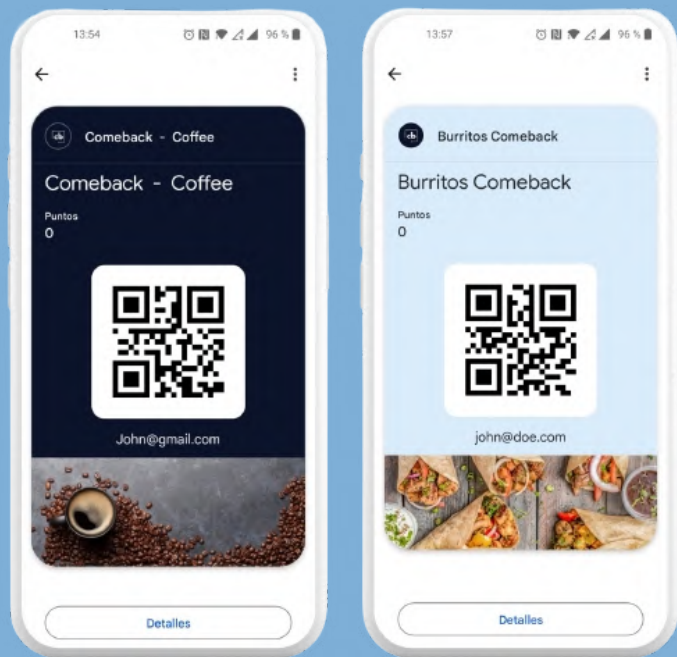
Why now?

Physical businesses are in a full digitization phase in Spain.

Digital Wallet use is growing fast (expected to be 5.2 billion users by 2026) and Google launched his wallet on 2022.

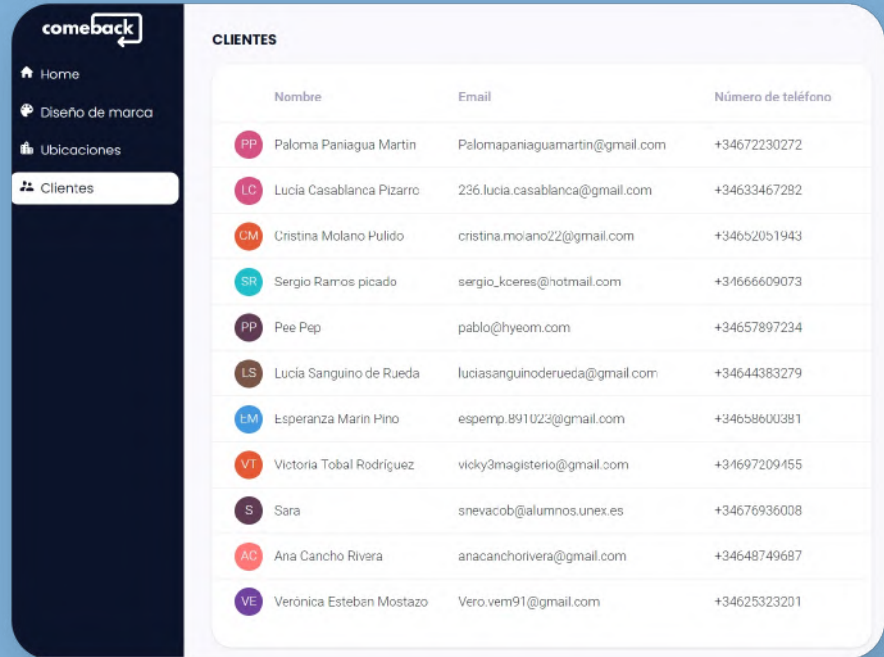
There is no Big Fish in the market at this moment.

The Product



Wallet Cards

For customers



Admin panel

For Owners



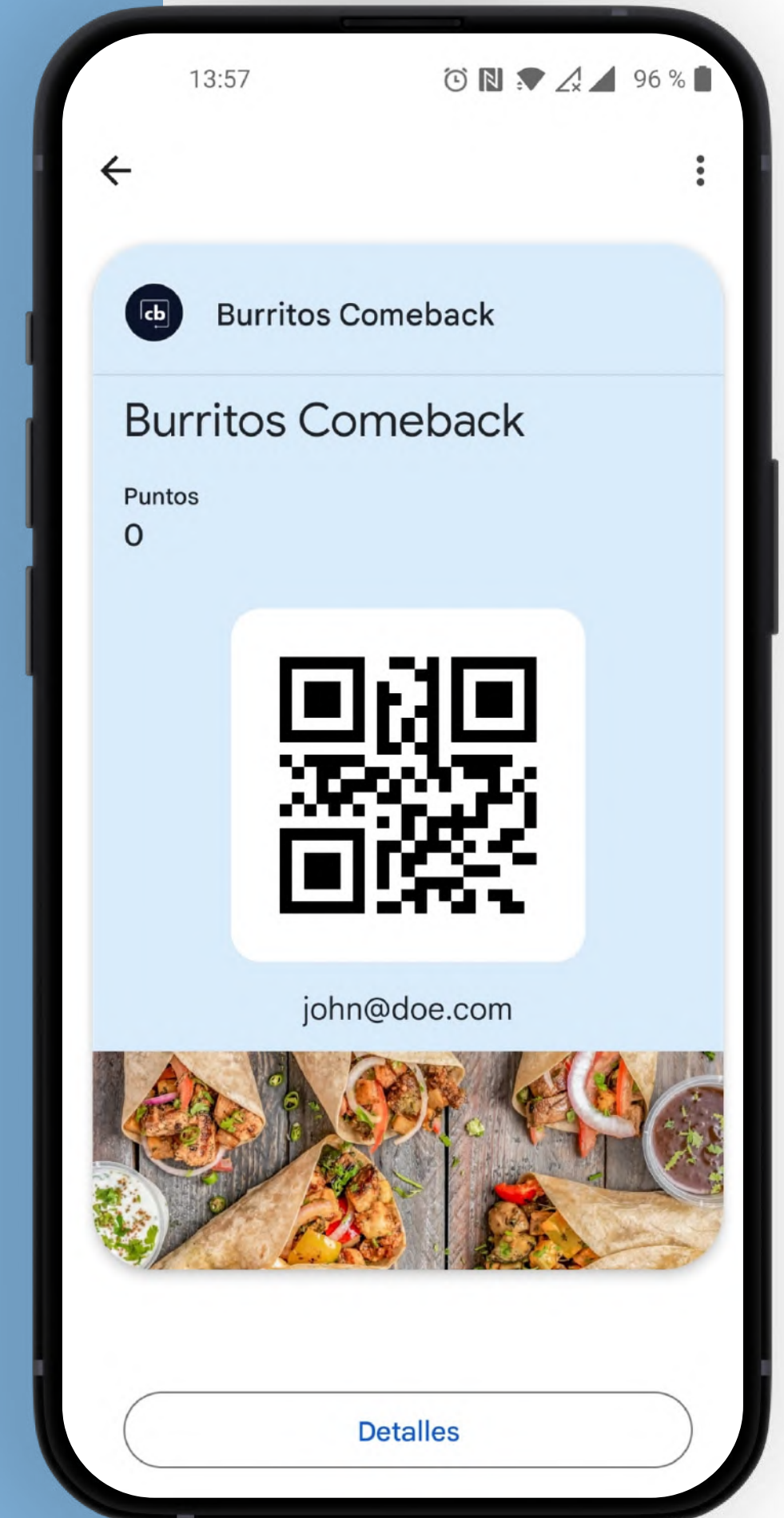
Reader app

For Employees

The Product

Digital loyalty Card

These cards are easily installed on all smartphones' digital wallets, without the need of downloading any external app (which is a classical blocker for most customers). With the card, customers are able to receive push notifications and check promotions or information about the business.



The Product

Admin Panel

With an easy to manage admin panel, Business owners can check client info, reports or launch different marketing campaigns in a few clicks.

comeback

Home

Diseño de marca

Promociones

Ubicaciones

Comunicaciones

Cientes

Valoraciones

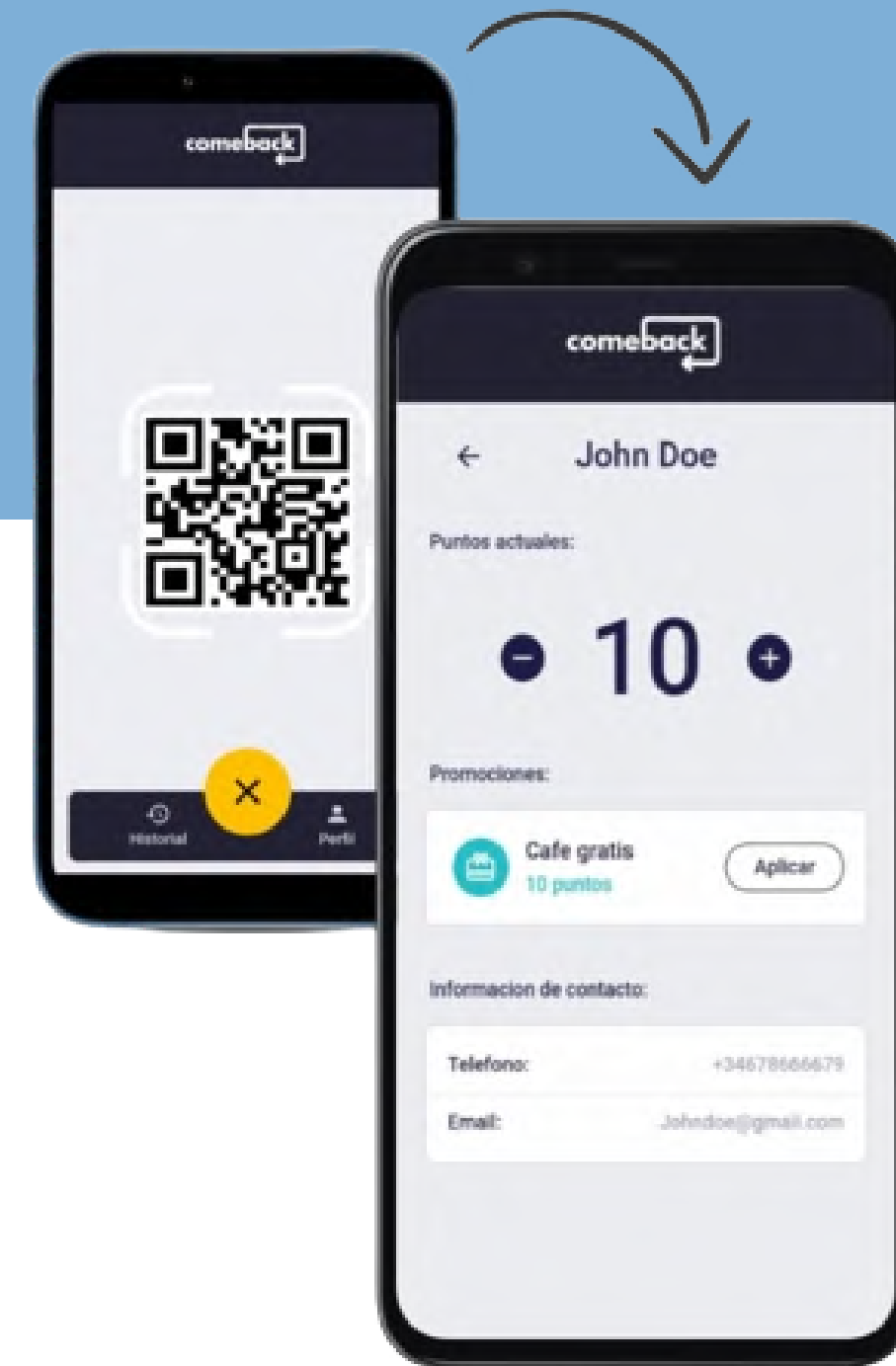
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The Product

Reader App

With a simple app, business staff can add points, check balance or redeem promotions to their customers. As well, this system can be integrated with any other POS or CRM system.



The Market

Market Opportunities

We consider as a Comeback potential client any business with a certain recurrency or customer identification need.

It goes from Coffee shops or restaurants to Wellness centers, Hairdressers, Sport clubs (for ex: yoga or boxing classes), Retail stores and many more.



The Market

Market Size

Total Addressable Market (TAM)

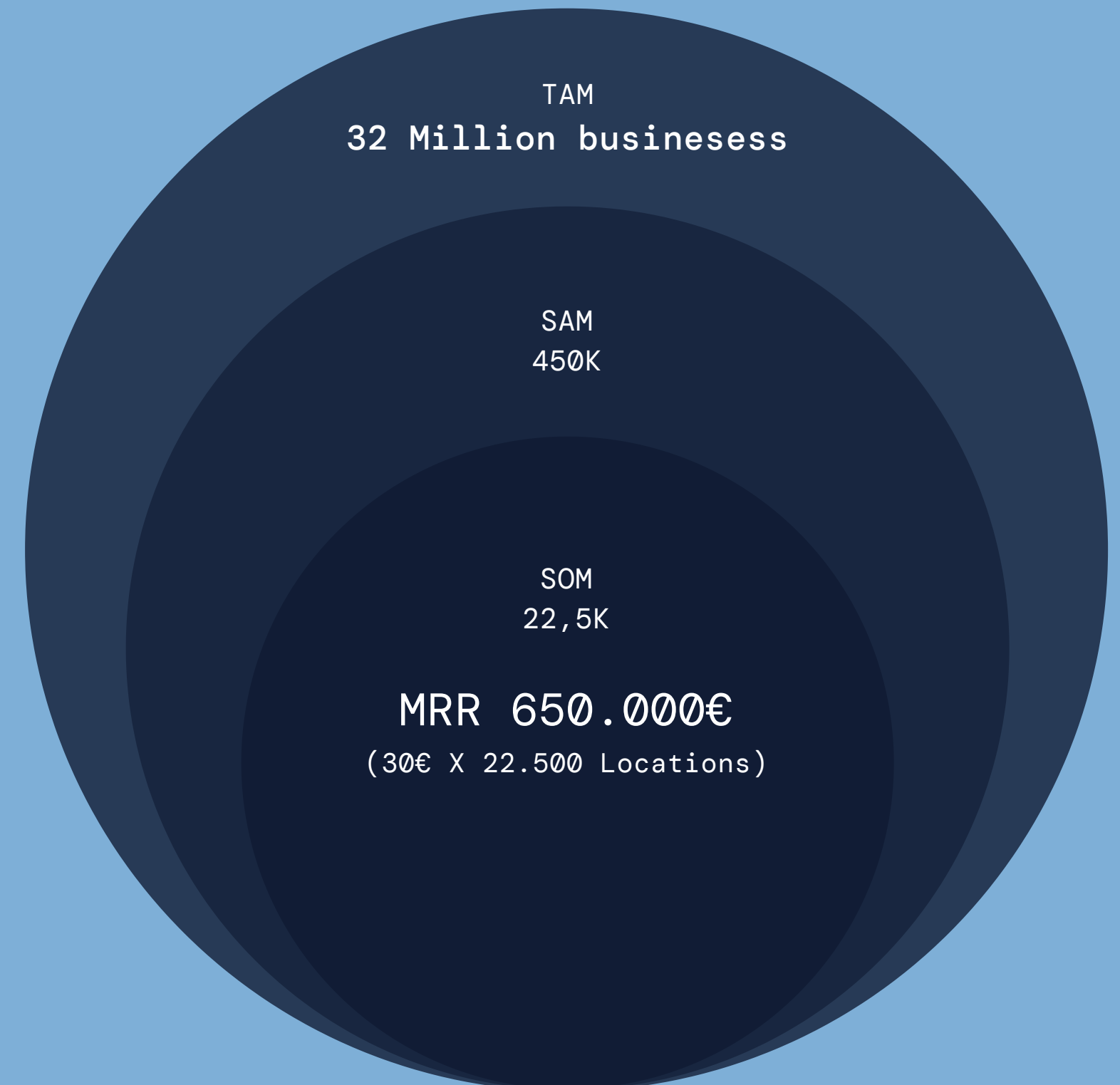
Globally there are over 32 million businesses considering the 3 main industries with recurring customers (HORECA, Hairdressing and wellness centers and Sports clubs).

Serviceable Addressable Market (SAM)

Total amount of businesses in Spain as will be the focus the 1st year, excluding the ones belonging to big-size chains (as they tend to create their own solution),

Serviceable Obtainable Market

Small-medium sized businesses with a minimal customer base and digitalization mindset. Considering a 5% market share on an average location price of 30€, it would generate a 650k monthly income.



Competitors

Main Pain Points

After a deep market analysis we have detected as current pain points from other players on the market:

- Really complex systems for both Customers and Businesses.
- Slow and tedious onboarding processes.
- Expensive set-up and monthly fees.
- Lack of product innovation and slow development times.



Competitors

Competitive advantages

- We have introduced NFC technology to improve user experience and make our product stand out.
- We offer a simple auto-onboarding system in Less than 15 min to allow us to scale globally.
- We have 0€ setting up fee thanks to our easy to use product.
- Our system can run entirely in a web environment, allowing us to be multi-platform, ensuring agile development and seamless, constant updates with ease.



Our numbers so far

Comeback started in **January 2023**. Even though the team hasn't been working full time until this moment, we have achieved impressive numbers so far that show the growth potential for the upcoming months:



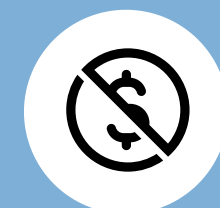
+12 Locations on trial period paying on July 1st.



Product usage: All trials have +50 cards downloaded in the first 2 weeks.



Scalable: Support or aftersales have no contact rate.



0€ Invested: We got here without investing anything but time.

First Results

Internationally Proven

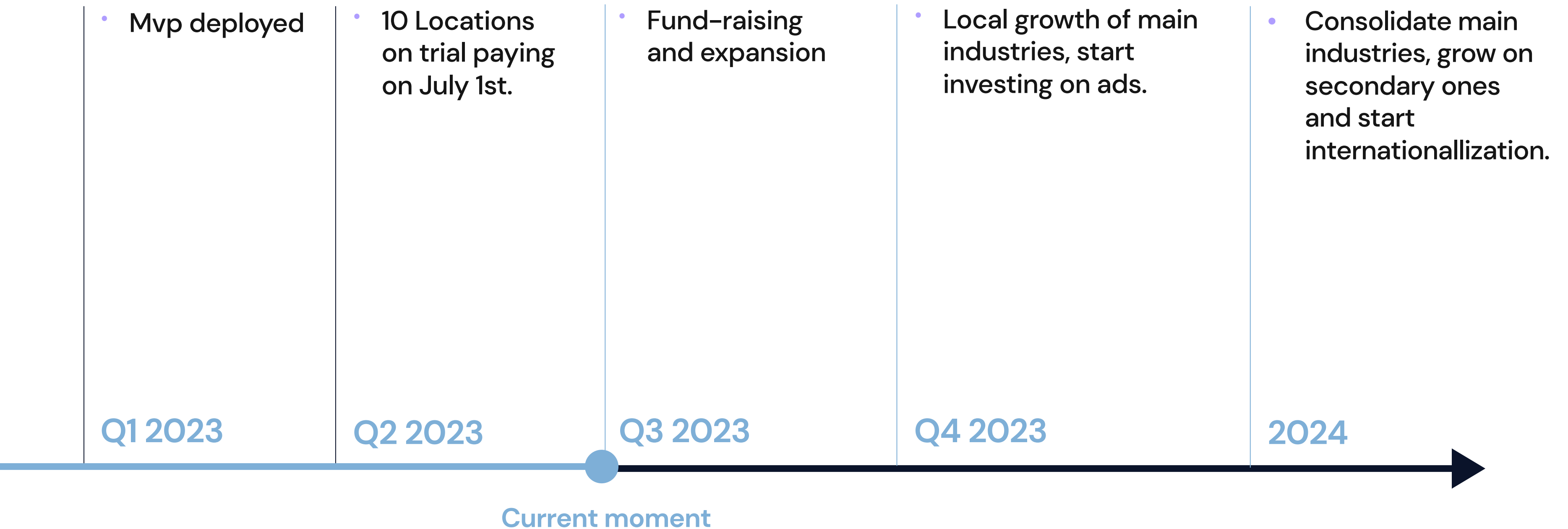
We already have 5 locations using it abroad (Mexico).

By achieving it we saw that the product is really **easy to scale** as:

- ✓ Product feature needs were the same in different countries
- ✓ We didn't find any barrier in order to sell it abroad.
- ✓ Sales and support process was equal to the Spain's one.



Product and market fit tested, growth is the next step.



The Team



Pablo Garcia Arroba

CEO & CO-FOUNDER

Graduate in Business

I have over 6 years of Experience leading Sales and CX departments in Saas companies.

Lately working in Last.app I had the opportunity to work together with Restaurant and Coffee shop owners understanding the market needs.

Simultaneously I have created my own SEO project having MRR based on Google Adsense.

The Team

Jorge Sepúlveda

CTO & CO-FOUNDER

Graduate in Computer Science.

Last year, I was on Last.app as tech lead of Restaurant Experience. I've been there since 2019. I managed a team of engineers specialized on point-of-sale (POS), integrations, loyalty, and restaurant tooling.

Earlier on, I was a software developer at Glovo. I also built some projects of my own, including a fully automated content creator tool for social networks.

I would highlight that I've been programming since I'm 12 years old. I always knew that I wanted to work creating amazing things.



Business Model

Pricing Plan

Our plans start with **30€/month**. We have extra charges for different product features and plan to add new ones with new developments.

Benefit

Thanks to our low product cost and straightforward onboarding process, we can allocate our resources towards growth and development.

Funding

100k–150k€

Invested in:

- Sales
- Marketing
- Product development

**Prices displayed can change depending on market response*

Why us?

Both founders have been observing over the last 5 years the HORECA market from inside, having contact with business owners and understanding their needs and current market situation.

The end

Thanks!

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