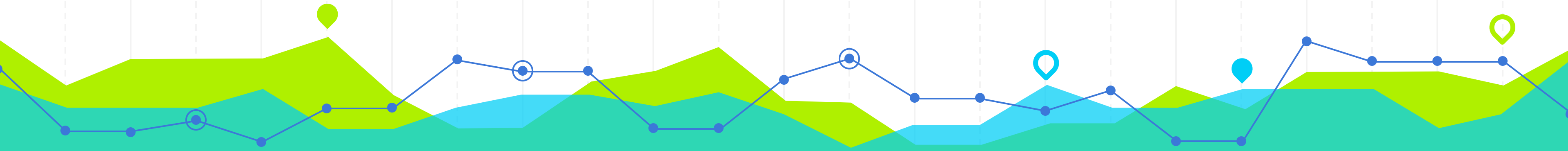
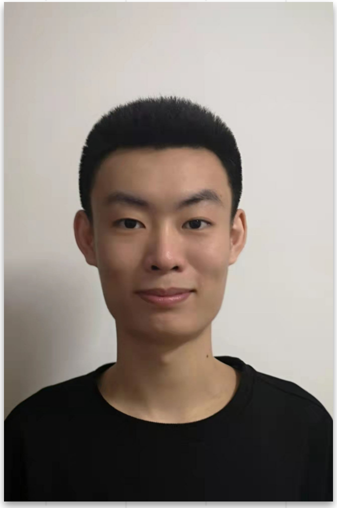


Loyalty Plus

The Team



Yuning Xia

BASc. Electrical Engineering

Sean Tsang

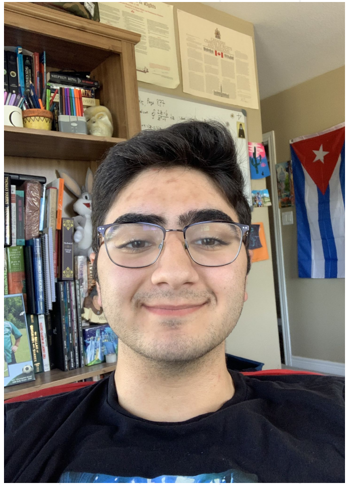
BASc. Biomedical and Mechanical Engineering

Haonan Lin

BASC. Mechanical Engineering

Brian Bulitka

BASc. Mechanical Engineering



Christopher Accad

BASc. Biomedical and Mechanical Engineering

What is the Problem?

- Users find having multiple loyalty points tedious to manage
- There are not many incentives to spend points as it is a hassle to do so
- Democratize points to allow small businesses into the loyalty points economy

Problem Statement: To design a software that would democratize loyalty points and incorporate different companies and businesses to ensure a smooth consumer experience.

Functions

Transfer Points

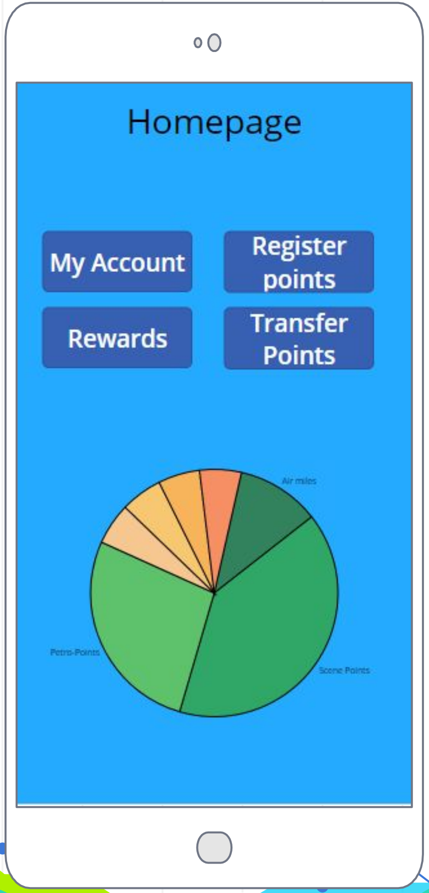
- ➢ Points are exchanged
- ➢ Points use a conversion factor that is located on company websites

Claim Rewards

- ➢ The user can spend their loyalty points on a reward of their choosing
- ➢ A majority of rewards from different companies located in one place

So Why Loyalty Plus?

- A simple user interface that anyone can use
- An easy way to exchange loyalty points to other loyalty points programs
- Rewards incentives the user to spend their valuable loyalty points
- Helps smaller companies grow and branch into the loyalty point ecosystem



A Quick Demo
&
Thank you For Listening! Any Questions?