

YOUR USERS SHOP EVERY DAY.

EVERY PURCHASE GENERATES A COMMISSION.

YOUR BRAND SEES NONE OF IT.

Squilio is the white-label engine that turns those purchases into instant revenue. Live in 36 hours.

EXAMPLE TRANSACTION

CHF 80

purchase at a partner merchant via your app

AFFILIATE COMMISSION (Ø5%) **CHF 4.00**

SQUILIO SPLITS INSTANTLY

User wallet (cashback)

→ **CHF 2.40** 60%

Your brand (revenue)

→ **CHF 1.00** 25%

Squilio

→ **CHF 0.60** 15%

At 100,000 active users: **CHF 960,000 / year** in net-new revenue for your brand.

2

Co-branded integrations validated

634

Merchants integrated

36h

End-to-end deployment time

iOS · Web · Android

Product live across all platforms

Validated co-branders: [Show Lounge](#) · [Complemedis](#) · white-label integration proven end-to-end, deployable to any vertical without rebuild.

MARKET

USD 150B+

TAM – Global loyalty & rewards

USD 40-45B

SAM – Loyalty SaaS (DACH + EU)
USD 50-100M · SOM (insurers, SaaS, associations)

BASE CASE

25'000 users

Monthly volume: CHF 2.0M
Allocation Pool Ø 5%: CHF 100k
Squilio Share 20%: CHF 20k/mo

CHF 240k / year

GO-TO-MARKET

Multipliers, not brand by brand.

- Insurance brokers (30-500 users)
- Carriers · Associations
- SaaS / payroll ecosystems
- DACH first → EU expansion

TEAM

Carolina De Mattia – Founder & CEO

Sold to Swiss Air Force at 26 · Kernkraftwerke at 29 · Project Lead at Credit Suisse (CMMI L2) · Built Squilio live in 10 months.

Namah Marent – Co-Founder & Product Lead

Owns partner deployment and rollout at scale.

Ritesh Kedar · Himanshu Kaushik – Tech Architect & Engineering

Core infrastructure, platform scalability, white-label integration.

THE ASK

CHF 250k first close · CHF 750k total round

Convertible · 20% discount · CHF 3M cap | **First close = 6-month bridge** · Full round = 15-18 months runway

T1 Foundation (6-month bridge) · T2 AI Layer – WhatsApp purchase · T3 Germany Rollout

Core system is live. White-label integration is proven. Now we scale it. carolina@squilio.com