



**AFTER EVERY
PURCHASE, BRANDS SAY
“THANK YOU.”
NOTHING ELSE HAPPENS.**

Squilio monetizes the post-purchase moment.

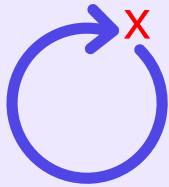
Carolina De Mattia
carolina@squilio.com



Live today · White-label in 36h · Seed round CHF 750k

THE “THANK YOU” IS A TRAP.

The most valuable moment in the customer lifecycle is structurally wasted.



Reset to acquisition

The customer journey ends with a confirmation screen.

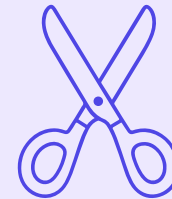
The most valuable moment in the lifecycle collapses into a static “thank you” page.



No Embedded Value

No structural retention layer exists.

Rewards are promised later or not at all.



Margin pressure

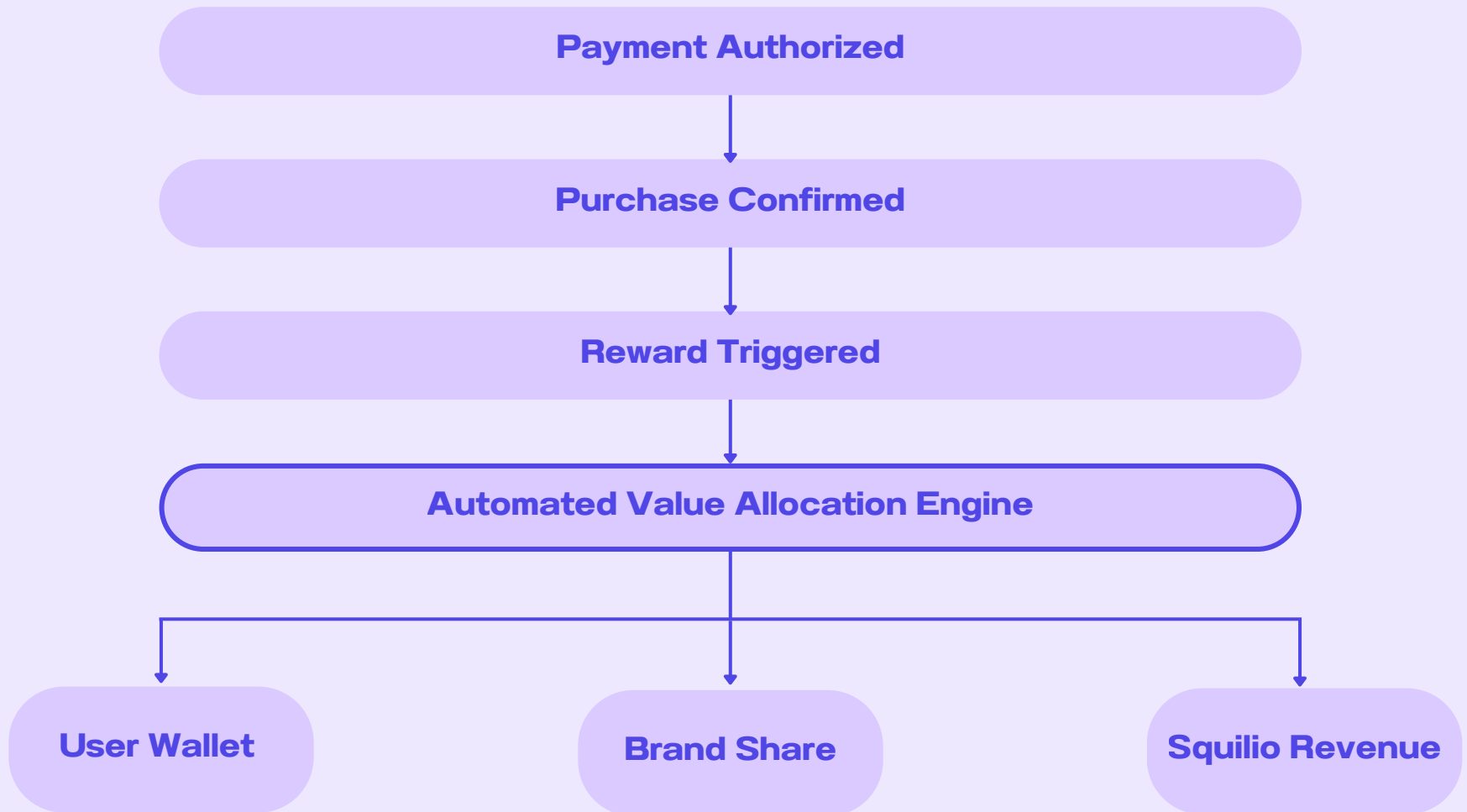
CAC rises.

Margins shrink.

Loyalty becomes cost, not infrastructure.

HOW IT WORKS

Rewards are triggered at purchase confirmation. Not later.



LIVE TODAY. BUILT TO SCALE.

Live infrastructure. Real deployment. Early revenue validation.

Operational proof

Infrastructure live
First B2B pilots active
White-Label deployment in 36h
First revenue events executed

Business model

SaaS + transaction share
Revenue scales with processed
volume, not campaign spend.

Base Case

25'000 active users

25'000 × CHF 80 = CHF 2.0M monthly volume

5% cashback rate = CHF 100k cashback pool




20% Squilio share = CHF 20k/month = **CHF 240k/year**

Illustrative mid-case example. Squilio share typically ranges from 10-40% of the cashback pool.

Same infrastructure. New brand. New user base. No rebuild.

THE ROUND

Infrastructure. Automation. B2B replication.

	Focus Area	Amount CHF
	First Close Milestone (CHF 250k)	
	Core Tech & Infrastructure	150k
	Legal & Compliance	40k
	Execution Capacity	60k

Deal terms:

- Convertible Loan
- 20% Discount
- Valuation Cap: CHF 3M
- Total Raise: CHF 750k
- First Close: CHF 250k
- Runway: 15-18 months



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