

Gro Loyalty

WHITEPAPER

2022

UNIQUE PLATFORM FOR BUSINESSES
TO INCREASE THEIR CUSTOMER
RETENTION AND REPEAT BUSINESS WITH
DIGITAL REWARD SYSTEM.

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Background

According to Bond Loyalty Report 2017, a total of 280 loyalty programs across all industries are described, of which only 50% of its members were active; notably, one-fifth of this 50% had never redeemed their rewards. The prime reason for such inefficiency is the lack of uniform management systems across loyalty and reward programs, which can confuse customers.

Offered by almost every business model ranging from grocers to credit card companies, consumers today have numerous options when it comes to reward and loyalty programs. Despite their abundance, businesses fail to retain customers due to designed limitations such as expiration of points, overbearing terms and conditions, lack of transparency, and restricted usage options. As a result, these limitations create frustration for the end-user trying to utilize loyalty points; rather than being beneficial, it is a hindrance to consumer retention and loyalty.

One popular approach for businesses to address the issue of low point redemption rate in cooperation with other businesses; offering centralized (interchangeability) use of the reward system within the joint scope of services. As such, member businesses are required to maintain the accounting aspect of the joint loyalty or reward points. This model increases the costs associated with establishing, operating, and securing the program due to the vulnerability of fraudulent attacks and repetitiveness across the participating businesses.

In the end, your customers are earning lots of reward points from credit cards and other brands. However, there is no consolidated platform or structure where they can merge all their earned points and maximize the benefits of point redemption.

Our approach of GRO Loyalty is way forward

With significant research, we have achieved a thorough understanding of the discrepancies within the current industry. These issues are resolved with the development of our unique loyalty program which is synchronized with all business partners across our ecosystem to establish a transparent, user-centric loyalty platform which will result in an enhanced user experience, increased brand value, and great brand loyalty for all partners.

Gro Loyalty has come up with tokenization, which is a process of transforming economic resources into a digital token (GROL). It provides an efficient means of purchasing and selling for all products and services within the Retail and Hospitality markets.

Centralized loyalty programs will take businesses to the next level of customer interaction without any intermediaries.

As a block-chain based ecosystem with its own loyalty platform, GRO Loyalty gives brands a chance to build their own marketplace within our application (closed system). Customers, as usual, will earn loyalty rewards for their purchases. Rewards are then tokenized in the form of GROL (crypto) to allow redemption towards all available businesses or services on the platform. This solution provides for higher flexibility when compared to traditional loyalty programs while also giving brands greater access to all customers within the ecosystem.



GRO Loyalty will revolutionize the entire loyalty program industry.

1. NO MORE MULTIPLE LOYALTY CARDS – Better customer experience.
2. LOYALTY PROGRAM AS A SERVICE – Retailers can create and run loyalty programs within minutes.
3. CUSTOMER DATA – A complete 360 view of the customer data in real-time.
4. CUSTOMIZATION – Offer/discount management at your fingertips.
5. WHITE LABEL – Loyalty solution for corporate brands.



WHAT IS GRO LOYALTY

Gro Loyalty is a revolutionary reward ecosystem where businesses can sign up and offer real Crypto tokens as loyalty rewards to their customers. These points will never expire and can be used for purchase from any of our participating partners. Additionally, Gro Loyalty allows customers to purchase and stake tokens directly into their wallets and provide a 5% yield interest.

Tokenization of loyalty points creates a new and effective market for brands and customers alike. Tokenized reward points earned or issued on the blockchain are transferable and trade-able, unlike other loyalty concepts. The use of tokenized loyalty points will make it convenient for the customer to receive and utilize rewards in comparison to traditional loyalty programs.

GRO Loyalty Tokens (GROL) is using Binance smart chain as our primary block-chain; our users can expect:

1. High-performing, cohesive, and secure ecosystem.
2. Fast transaction validation with minimum transaction fees.
3. Completely decentralized and robust ecosystem for businesses and users.

Some key benefits include:

Transparency:

GRO Loyalty-based tokenization platform brings full transparency to both the reward and purchasing process.

Immutability of ledgers:

A perfectly decentralized record of transaction activity that cannot be forged or altered.

Built-in centralized exchange:

Any Gro Loyalty issued on the GROL platform can be bought immediately on an internal centralized exchange using the native offer mechanism.

Instant transfers:

Ability to transfer loyalty points to anyone in real-time.

Low entry barrier:

GRO Loyalty allows the creation of a reliable ecosystem for a wide range of businesses with minimal effort.

Providing transparency:

Fully transparent for both businesses and customers.



OUR STRATEGY

The operational processes for today's Hospitality and Retail industries has changed drastically. The success of a business in either industry, depends highly on the amalgamation of online and offline channels (omni-channel) for optimum customer satisfaction and retention

A successful omni-channel business is built on four foundational pillars:



Product and Service



Infrastructure



Customer Acquisition



Customer Engagement

Gro Loyalty is standing at the forefront and pioneering the revolution from old age paper-based loyalty punch cards, to an enterprise grade centralized omni-channel customer engagement and loyalty rewarding automation platform. We enable business to capture first-party customer data through actionable insights; providing centralized reward points to (redeem from) and (engage with) these customers at scale in an automated and highly personalized manner.

MISSION

Our mission is to become the most widely used centralized Block-chain based loyalty program and customer engagement platform for all Hospitality and Retail businesses around the globe.

Our aim is to have a crucial role in building and retaining the customer-business relationship by providing a digital platform to offer real tokens (GROL) which will never expire. We have the tools required by businesses around the world to better understand their customers and offer valuable transparent loyalty reward systems.

VISION

Our vision is to enable businesses to grow by building customer loyalty, improving customer retention, and increasing overall revenue through the use of a highly automated and advanced loyalty reward platform.

GRO Loyalty is a revolutionary loyalty program generating increased customer retention through the use of advanced technology, provides for 100% transparency, is both cost-effective and accurate, creating greater customer engagement and acquisition by utilizing the complete automation of all rewarding and accounting processes.

Technology Overview/ Our Solution

Overview

To have a better understanding of GRO Loyalty you must first understand the concepts that act as the fundamental building blocks of the project; the concepts of block-chain and NFTs, what they are, what they do, and how they work.

BLOCK-CHAIN

To paint a better picture of this project, we must first understand the concepts of blockchain technology.

In 2008, an anonymous entity by the pseudonym Satoshi Nakamoto, introduced the concept of blockchain technology on a white paper format. Primarily the innovation aimed at transferring economic values from one party to another in a decentralized manner. However, its usability has extended to several other purposes and intent. For example every one can purchase almost anything, ranging from products, services, arts, game credits, music, etc with complete decentralization.

Blockchain operates by utilizing cryptography to ensure the security of transactions in a distributed ledger. As a result, it provides complete anonymity and traceable transaction. As it is decentralized, it does not require a central authority to regulate transactions on network. This feat is achievable due to a concept called consensus; an algorithm that aims to find a standard agreement that will benefit the entire network.



USER MODULE (Roles)

According to statistics, around 76% of consumers believe loyalty programs are a part of their relationship with brands and around 83% of consumers said these programs make them more likely to continue doing business with the respective organization. On average, loyal customers are worth up to 10x as much as their first purchase. Hence, the prime focus for GRO Loyalty is to incentivize repeat purchases and increase engagement utilizing the reward programs.

GRO Loyalty will primarily consist of two types of users:

1. Merchants/Businesses
2. Consumers

Merchants/Businesses

Within minutes, organizations can build an exceptional and unique loyalty program, just like popular brands. Now you and your business can stand out from the crowd with your dedicated reward page and customize it to meet specific business goals.

Loyalty made simple

- Capture customers – Customers get added to your loyalty program as soon as they download our application. Full access to the platform, numerous discounts and offers is immediately available.
- Engagement Automation – Customers get Whats app, SMS, and/or Email communications when they earn GROL, keeping your business at the top of their mind.
- Redeem Rewards – Customers can use this GROL just like regular currency and can be utilized to purchase any product or service within the GRO ecosystem with participating businesses.

Ways you can boost your program

- Customization – Choose loyalty value (eg. \$100 spend 10 GRO Loyalty points and 1000 GRO values to \$10 for Redemption) and customize your program to make it as unique as your brand
- No expiry date – GROL is a crypto-currency and has real value thus there is no expiry date. You can use them whenever and where ever your like within our ecosystem.
- Bonus Points – Motivate your customers by rewarding bonus GROL for specific purchase and more.

Statistics can show us the impact of loyalty program on an organization. A growth of just 5% in customer loyalty can increase the average profit per customer by 25% - 100%. A staggering 64% of retailers say that their loyalty/rewards program is the best way to engage with consumers.

Consumers (Users)

Everyone can sign up and become a member of our **GRO Loyalty** community. **GRO Loyalty** is a block-chain based loyalty rewarding platform which offers a decentralized cryptocurrency, **GROL**, as the medium of exchange through our platform within our ecosystem. To use **GRO Loyalty** all you need is a profile, a wallet, and **GROL**, the digital token to enjoy every functionality within the app. It amplifies and propels various businesses and merchants into a profit generating entity.

It is a simple process where different businesses get to focus on their services or products. Meanwhile, we put their products or services out for the community members and users to utilize; in return, users can purchase or avail various services or products using GROL. Additionally, users can earn GROL as loyalty rewards to achieve passive income through staking, attaining milestones, or making purchases in GROL platform etc.

GRO Loyalty is an ecosystem where consumers and merchants create and maintain an equilibrium. Where consumers (users) strike a balance between the two by purchasing and interacting with various merchants, their products, and services using GROL.

How users can be a part of community

- Sign-up via the GROL Application available on Android and IOS
- Purchasing goods or services from participating businesses
- Directly Purchase GROL tokens from GROL Wallet.
- Engagement with rewards and limited time-period programs offered by businesses.
- Send and receive GROL to friends and family from GROL wallets.
- Refer and Earn by inviting friends and Family.



Potential

GRO Loyalty has immense potential. As with the current digital era, we have developed numerous new ways to grow your customer base without massive investment into traditional forms of advertising. Instead, word of mouth recommendation have become one of the key drivers of growing and retaining customers. Here are 15 customer loyalty statistics highlighting the importance and impact of customer loyalty for businesses and their customers.

1. Consumers who participate in high-performing loyalty programs (programs that have positively changed respondent's behavior and overall satisfaction) are 80% more likely to choose the brand over competitors and twice as likely to recommend the brand to their friends.
2. Consumers who engage in high performing loyalty programs are twice likely to increase their frequency of purchases.
3. Consumers who engage in high-performing loyalty programs are 78% more likely to pay higher premiums just to show its brand loyalty.
4. Consumers in paid loyalty programs are 62% more likely to spend more on the brand and 59% more likely to choose the brand over competitors.
5. Research shows a 60-70% probability of selling to existing consumers compared to a low 5-20% probability of selling a product to new customers.
6. 58.7% of internet users worldwide stated that earning rewards or loyalty points was on of the most valued aspects of their retail shopping experience.
7. 58% of consumers would switch half or more of their spending to a provider that excels at personalizing experiences without compromising trust.
8. 58% of U.S consumers stated that they would have had to have "really bad" experiences with a brand to discontinue their engagement.
9. 77% of consumers said that they had held relationships with specific brands for 10 or more years. That applies to 60% of millennial's, despite their relatively young age.
10. A 10% increase in customer retention yields a 30% rise in the value of the company.

Why GRO Loyalty

According to Harvard business review, a rewards program can accelerate the loyalty life cycle, encouraging first-or second-year customers to behave like the company's most profitable tenth-year customers but only if it is planned and implemented as a part of a larger loyalty management strategy.

As both acquisition and retention drive growth it is necessary to identify which strategy works when.

With GRO Loyalty your customers will feel recognized and you will achieve better retention, gain more referrals and profits, and learn how important Gro Loyalty is for your business.

Benefits of loyalty program for retail and hospitality businesses

- Retaining existing customers - Loyal consumers spends 67% more on average than new ones. That's a stat you can't ignore! At the same time, acquiring customers could cost you at least five times more than retaining existing ones. Apply this thinking to your store and you can see the positive impact it can have.
- Increase customer lifetime value - Customer lifetime value (CLV or CLTV) is the net profit attributed to the overall relationship you maintain with a customer. It tracks how valuable a customer is to you now and how much this ongoing bond is worth in the future. According to figures, you will see most of the year's value in the very first month. Two-thirds of that is realized on the first day alone, rising to 79% by three months.
- Build personal relationships - Creating this emotional bond allows your customers to feel loyal to your store shows how much you value them. At GRO Loyalty, we believe you can achieve this by building genuine relationships. Your customers are unique, so treat them as such.
- Create brand advocates - Your most valuable customers not only spend money, they are also the ones who generate it. We call them "brand advocates" and they will refer your store to their friends, family, or for those on social media their followers.

Why will this solution work for you?

We focus on helping businesses to maintain an exceptional loyalty rewarding program with a primary emphasis towards customer retention. Very few innovations have actually focused on this idea. GRO Loyalty seeks to incorporate businesses, retail stores, brands, and service providers all on one unique platform.

This multi niche approach to the platform allows us every necessary feature and option to propel businesses and their products or services into a solid loyalty rewarding project that will ultimately open advanced paths for their deserved profitability.

Empowered by block chain technology and with proper utilization of this unique platform, you are provided access to every necessary tool related to customer retention, engagement, and optimization.

Initial coin offering

We will be offering the GRO Loyalty (GROL) to interested investors, who will help us establish a thriving Community framework before it is fully implemented. The proceedings of this process will be geared towards developmental and innovative efforts to kick-start the project and actualize block chain based loyalty rewarding program with GRO Loyalty (GROL).

Community-centric

On-boarding businesses and retail stores may create exceptional digital loyalty rewarding program based on block chain technology. Generating a successful customer retention program, where users can join and have extraordinary experiences. Ample discounts and offers allow for continued loyalty towards their favorite brands and services.

Sense of belonging

The community we will establish during the ICO will serve as the core of the global database for our platform. Early investors and adopters will get additional rewards for their confidence in the days of our humble beginnings.

Tokenomics

GRO loyalty token (GROL) is a utility, BEP-20 Binance smart based built fungible coin created especially for the GRO Loyalty ecosystem. Coins built on the Binance smart chain allow a standard and uniform set of rules that determine how they function and behave on the blockchain. Thus, this is critical for enhanced stability and cohesiveness in the network.

GRO loyalty token (GROL) usage

This Coin will be available for three primary uses, which are:

Transaction on GRO Loyalty ecosystem

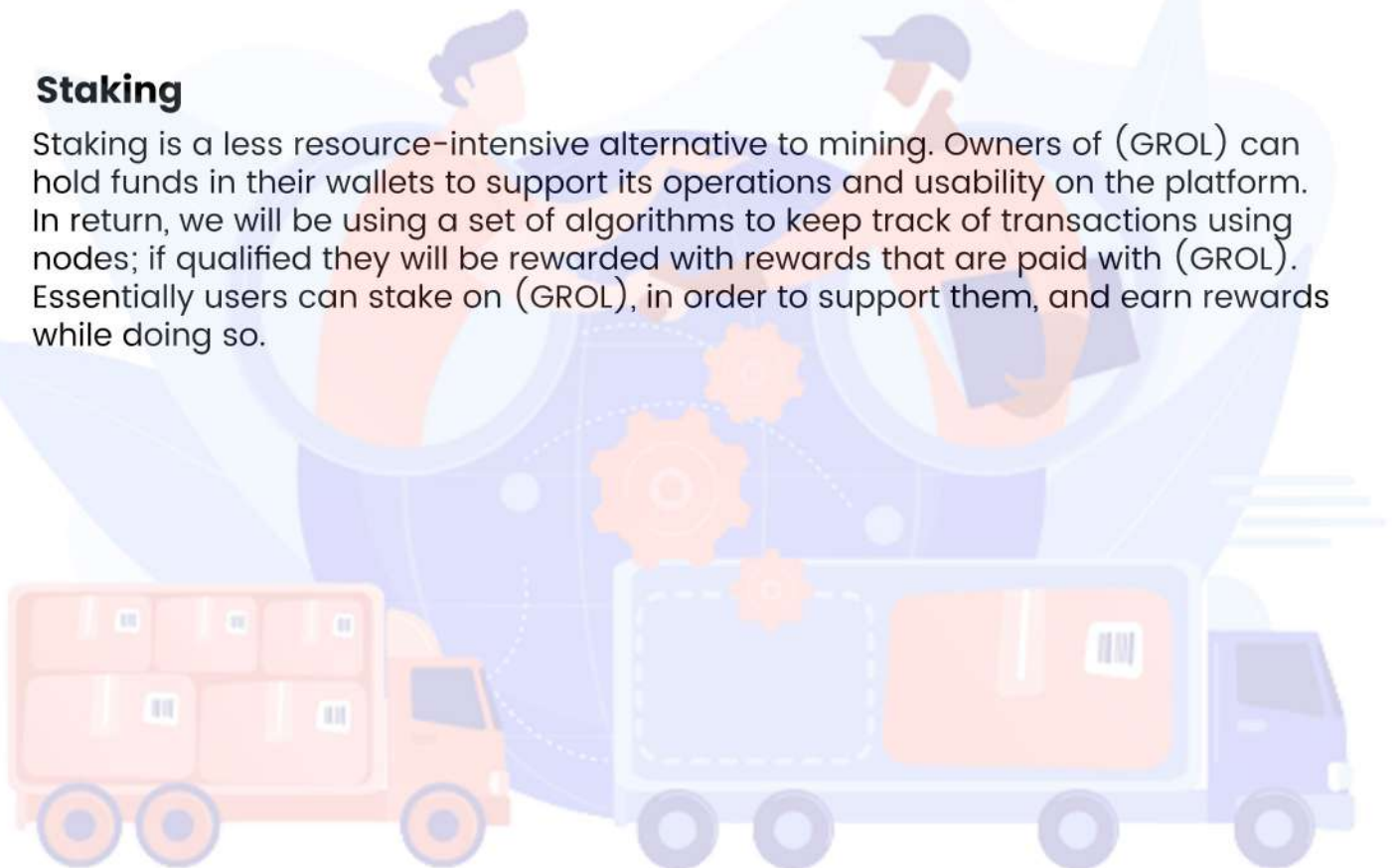
The frame work of this innovation emphasizes on a community of all brands, retailers, service providers and various businesses for their customers as well as other stake holders for an advanced loyalty rewarding program powered by our cryptographic coin (GROL).

Rewards and Loyalty

We have laid down plans to set up projects that will provide extra rewards to all (GROL) holders for their support. To support both businesses and their customers (users), we can establish a thriving ecosystem for GRO Loyalty.

Staking

Staking is a less resource-intensive alternative to mining. Owners of (GROL) can hold funds in their wallets to support its operations and usability on the platform. In return, we will be using a set of algorithms to keep track of transactions using nodes; if qualified they will be rewarded with rewards that are paid with (GROL). Essentially users can stake on (GROL), in order to support them, and earn rewards while doing so.

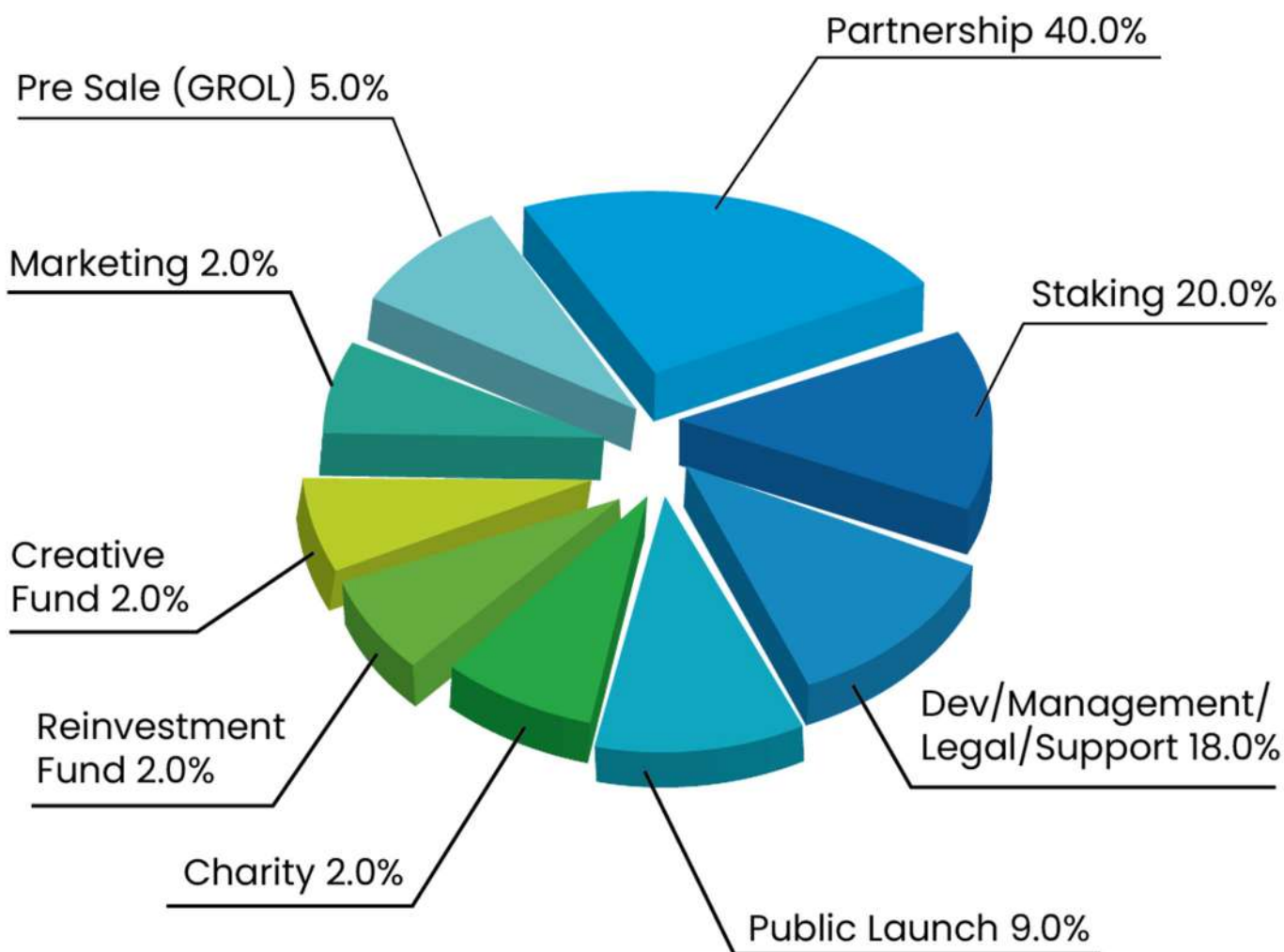


Token Distribution

With plans for changes as the project progresses, we will issue a total of 500,000,000,000 GRO Loyalty (GROL)

GRO Loyalty (GROL) distribution will cover platform funds, tradable circulations, management funds, reinvestment funds, pre-sale funds, and with a portion for burning and philanthropic outreach.

Listed below is the dedicated percentage of token distribution with equivalent value, according to our intent.



Business Model / Revenue Model

To bring in sustainability and required maintenance for our platform, we would be charging a transaction fee from users and businesses. This fee is significantly lower compared to our competitors. Despite our lower fee structure, our platform will operate faster than anyone in the market today; allowing businesses get to retain full ownership of their products, services, and their loyalty programs while earning revenue for their efforts

Reinvestment fund

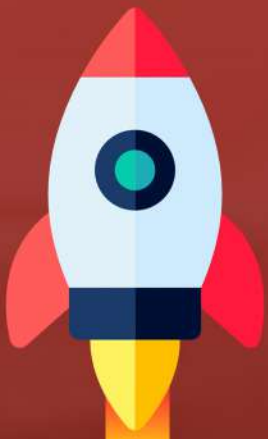
- This fund will help us acquire various commodities and cryptocurrencies allowing access to additional asset gains.
- Various business deals, that can allow businesses to collaborate and work collectively to negotiate investment offers that will mutually benefit all related parties.
- Investment for R&D as this platform is powered by blockchain technology and has unlimited potential for future growth.
- Various other investments in order to provide a convenient platform for all its users.

AD revenue

As the platform generates sizable traffic on our apps (Android and IOS), AD revenue will grow into a significant source of income and all affiliated businesses will be a part of the revenue sharing. To further ensure overall transparency the distribution of expenses will take place according to a fixed manner as 2% reinvestment, 18% for team management and 2% for business reinvestment on bonuses and projects.

Decentralized Applications

Nowadays D'apps are at the center of almost every blockchain discussion and to utilize its full potential is only logical. Unlike traditional applications, it doesn't require intermediaries to connect developers to users, emphasizing the core value of this project, decentralization. There are over one-thousand D'apps on the Ethereum blockchain alone. This excludes others such as the BCE; hence, we are setting up plans to create a decentralized application for this project, which will be available on various application stores. As this project progresses, we will keep identifying profitable and necessary integration to grow support both businesses and their users, establishing a conducive ecosystem to launch GRO Loyalty platform.



ROADMAP

GRO Loyalty will be initiated through selected businesses based on early invites who in turn will kick start the beta testing phase. This will act as the genesis and evolution of the blockchain, crypto, and decentralized economy-based loyalty program and prepare the project for a live launch. Meanwhile, additional development will be in motion for the iOS and Android applications.

Q1 2022

Ideation & Brand Building

- Ideation and Website launch of GROL Token
- Mockups & Ideation of GROl Wallet for End user
- Community building on Twitter, Telegram & Discord
- Social Media marketing
- Releasing final copy of Whitepaper

Q2 2022

Beta Launch of GROL Wallet

- Beta Testing of GROl Wallet
- 1% AirDrop
- Private Sale Round 1
- 5000+ Wallet Holders
- Aggressive Marketing through social channels Continu building Twitter & Telegram Community
- Hiring Marketing Executive and Tie up with Loyalty consultant and to get corporate business (SME)



Q3 2022

Final Launch of GROL wallet + PreSale 1

- Launching GRO Wallets for End user
- GRO Wallets for Business owners to rewards loyalty points on purchase
- Pre-Sale 1
- 10,000+ Wallet Holders
- 5x Growth in Twitter & Telegram Community
- Influencer Marketing and preparing for ICO

Q4 2022

ICO Launch and Announcement of IEO

- 10,000 + Transaction through GROL Wallet •
 - 50,000+ Download for GROL Wallet •
 - ICOPrivate Sale 1 •
 - IEO (Initial Exchange offering) •
 - AnnouncementCommunity growth by 30% in all social media •
 - Listing on Well known platform for Crypto Currency •
 - Develop modules for eCommerce •
- platform where our loyalty points can be integrated in any website quickly as easily.



Our Core Team



Dhruv Patel
Founder and CEO



Paresh Patel
Co-Founder



Prashant Khalasi
Technical Head



Nirav Patel
Technical Head

