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Mission and Plan

Online reviews and information on products, businesses, and services strongly influence the purchasing decisions of over 80 percent of customers today. A number of Internet businesses provide such information, but their practices leave a lot to be desired and might even be questionable. We propose to address these deficiencies by:

developing the hardware and software to authenticate customers and allow them to **anonymously capture their transaction records and reviews in a centralized database**;

providing Internet users the means to **search the centralized database for products, businesses, and services endorsed by their trusted network**; and

developing the hardware and software to allow businesses to **run loyalty programs without requiring customers to acquire another co-branded card**.

Plan:

Build a **Prototype** that provides a Proof of Concept (POC) of the idea…
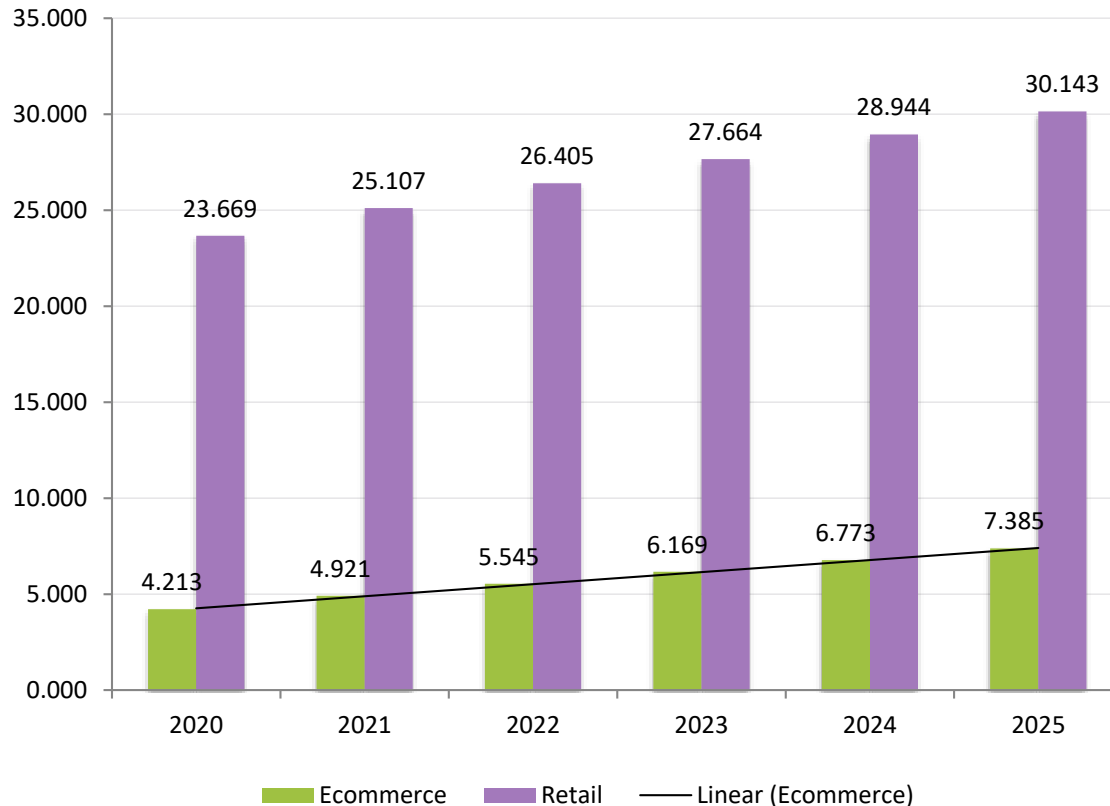
1. Design

2. Develop

3. Test

4. Demo

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Retail and Ecommerce Trends : 2020 - 2025

Total Retail Sales
in Trillion (US$)

- Global retail sales is growing year on year and **retail Ecommerce sales is growing** in double digits since 2019.

- The **total worldwide sales** from retail Ecommerce was **$4.213 trillion in 2020**.

- By **2025**, the **total worldwide sales** from retail Ecommerce will touch **$7.385 trillion**.

Source: Retail and Ecommerce Report by Emarketer

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Market / Problem

Per [Mintel](#), [Consumerist](#), and [Retailingtoday](#) reports, more and more people are making purchases over the internet, taking help from social media connections and online reviews…

72% of **millennials** (18-34 yr old) and **46%** of **older customers** (age 35+ yrs) seek opinions from online reviews and social media before making an online purchase.

81% of **customers** spend an average of 79 days doing online research before purchasing anything costing $500 or more.

**76%** of **customers** start their research online before physically visiting a business.

69% of **customers** skip making a purchase if reviews or social media comments indicate that returning a product would be a challenged process.
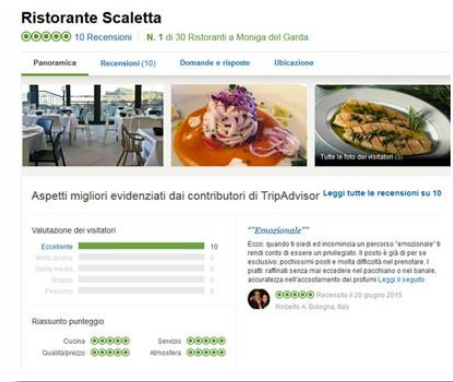
Note: Click each tile of the presentation to check its source.

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Market / Problem

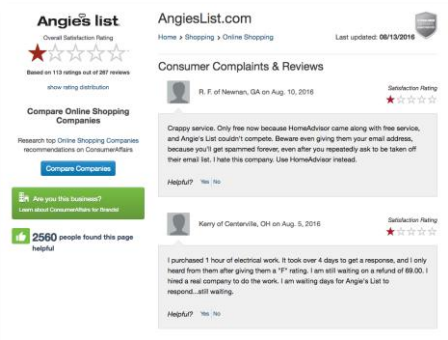Online reviews affect the purchasing decisions of over **80%** of buyers. But the integrity of these reviews is a major concern…
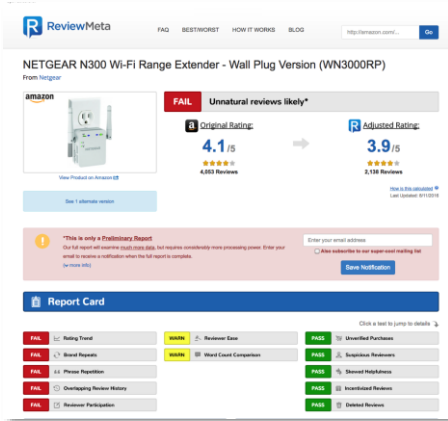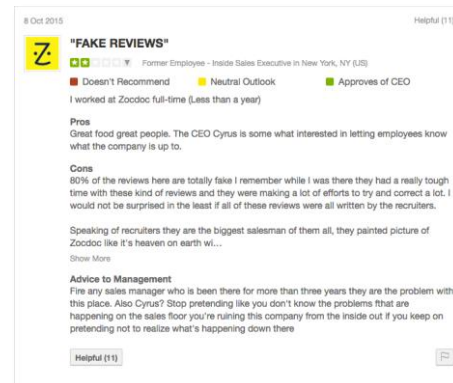
40% of unverified reviews in **Amazon.com** are estimated to be fictitious.

40% of hotel reviews in **TripAdvisor and Yelp** are estimated to be fake.

70% of revenues of **Angie's List** are derived from advertisements purchased by businesses being rated.

80% of doctor's reviews in **ZocDoc** are not credible as they don't carry full names & dates and some reports claim that they were written by inside staff.

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Product / Solution : Phase-I

Record
transactions occurring within the payment card network

Store
product and services reviews in a centralized database

Hardware/ Software

Generate
contextual review forms for products and services

Discover
products and services trusted by the social network

Note: The Product / Solution phases are described in greater detail in the PRODUCT DEVELOPMENT STRATEGY document.

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Product / Solution : Phase-II

Consolidate
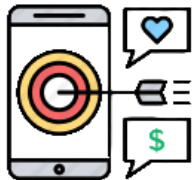all cards (credit, debit, loyalty, prepaid) on a single device - smart wallet

Manage
all cards (credit, debit, loyalty, prepaid) via the smart wallet and a smart portal

Hardware/ Software

Target
advertisements and discount offers based on customer profile

Connect
businesses with verified partners, suppliers, and distributors
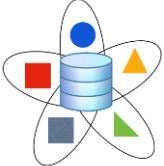
Note: The Product / Solution phases are described in greater detail in the PRODUCT DEVELOPMENT STRATEGY document.

Competition

Business Name	Review Problems
HomeAdvisor — Your Home Improvement Connection	▪ Builds back-links from the customers website to their portal, compromising the website's rank in Google search. ▪ Bills customers for cold yields that don't convert.
Google My Business	▪ Does not validate customers who sign up. ▪ Allows reviews to be modified after submission.
yelp	▪ Moderates reviews via an automatic filter that has bugs (hides genuine reviews along with fake reviews.) ▪ Discourages businesses to solicit reviews from customers. ▪ Extorts businesses for Ads. ▪ Allows reviews to be modified after submission.
Angie's list	▪ Promotes businesses who advertise in their portal. ▪ Offers no assurance about the authenticity of business reviews.
Zocdoc	▪ Does not validate patients before accepting their reviews in their system. ▪ Shows multiple listings of the same doctor if he/she has privileges across clinics, allowing doctors to promote themselves. ▪ Reviews and ratings appear to be dubious because they don't have full patient name and date of review.

Differentiation

Feature	Competition	ValiDeck
Authentication	Email or User A/C. Reviews are accepted after validating the user-id and password of the user.	Authentication is based on the Unique Identifier (UID) issued by an authorized office, such as a bank or government organization.
Non-repudiation	Allows the reviewer to deny submission of a review.	Does not allow repudiation as each review or transaction record is linked to the Unique Identifier (UID) of the submitter.
Relevancy	Captures reviews via long and confusing forms that are better suited for computers.	Captures reviews via short and dynamic forms that are amenable to mobile devices.
Single Source of Truth (SSOT)	Reviews are scattered across businesses (e.g. Amazon, Yelp, Tripadvisor, ZocDoc).	Reviews are centralized. Each review is linked to a unique and distinct user profile and the business/service provider's address and telephone number.

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Business Model

Value Proposition

- App for submitting Verified Reviews
- Platform to join Loyalty Programs anonymously
- Device to consolidate all payment cards
- Centralized Repository of Reviews for checking reviews of Products, Businesses, and Services
- App to locate Businesses through Trusted Network

Key Partners

- Point of Sale (PoS) Manufacturers
- Payment Networks
- Banks
- Industry Leaders / Domain Experts
- Third Party Administrators (TPA)
- Regulators (FTC, SEC)

Target Customer

- Retailers
- Ecommerce Portals
- Software Developers
- Doctors
- Restaurants, Hotels, Salon's
- Mobile Internet Users
- Businesses/Service Providers

REVENUE STREAMS

- Smart Wallet
- Decision Support
- Professional Services
- API Licensing
- Targeted Ads
- Review Management
- Customer Retention
- Brokerage Services
- Business Insights

Note: Information on revenue streams are described in more detail in slide #10.

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Revenue Streams

Phase	Revenue Head	Service / Product	Audience
1	Review Management	▪ Provide Dynamic Feedback Forms, Data Analytics. ▪ Provide Branded Forms, Catalogs, Shopping Brochures.	Business/Service Provider
	Customer Retention System	▪ Provide a platform for creating and deploying policies and procedures to reward customers.	Business/Service Provider
	API License	▪ Provide a S/W interface to appointment scheduling systems/ecommerce portals to use our Review Platform.	Business/Service Provider
	Business Insights	▪ Provide reviews of businesses/services via an Add-on (Add-ons are S/W components published at the business/partner's marketplace).	Business/Service Provider
2	Smart Wallet	▪ Develop and sell a palmtop device to consolidate all cards (credit, debit, loyalty, prepaid) on a single card. Assist customers in managing their financial resources via the wallet.	Customers
	Targeted Ads	▪ Push Targeted Ads to customer devices. ▪ Provide a directory listing similar to Yelp/Tripadvisor containing business/service names and phone numbers.	Business/Service Provider
	Brokerage Services	▪ Provide a Recommendations Engine (e.g. Alternativesto).	Customers
		▪ Provide a platform to cross-sell Products/Services. ▪ Provide a platform to allow merchants to refer customers to affiliates and partner organizations.	Business/Service Provider
	Decision Support	▪ Provide Checklist/Decision Matrix for evaluating businesses; connect customer to Domain experts. ▪ Provide Analysis and Insights of Businesses, Services, and Products. ▪ Provide Fake Review Spotting Tools like ReviewMeta.	Customers
	Professional Services	▪ Provide Background Check/Profiling Services. ▪ Provide Third Party Reviews/Assessment (for Doctors, Lawyers etc.).	Business/Service Provider

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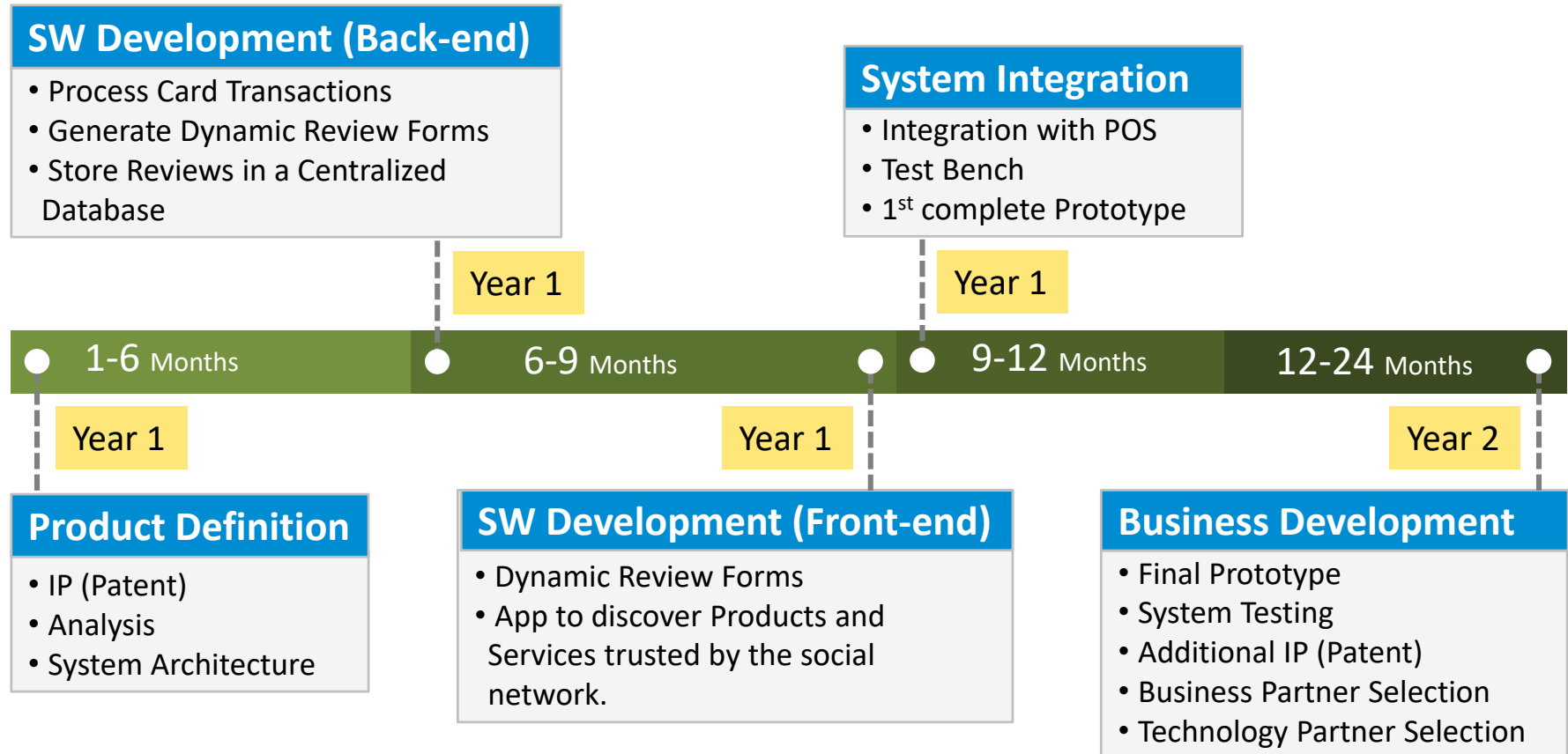Search with Confidence

Leadership

Alok Narula *Founder*	- Founder – ValiDeck - Inventor – Smart Wallet - Inventor – Token-based Loyalty Program **Role:** Architecture, IP Development, Product Development, Business Development **LinkedIn:** https://ca.linkedin.com/in/aloknarula

Roadmap & Milestones (Prototype)

SW Development (Back-end)
- Process Card Transactions
- Generate Dynamic Review Forms
- Store Reviews in a Centralized Database

System Integration
- Integration with POS
- Test Bench
- 1st complete Prototype

Year 1

Year 1

| 1-6 Months | 6-9 Months | 9-12 Months | 12-24 Months |

Year 1

Year 1

Year 2

Product Definition
- IP (Patent)
- Analysis
- System Architecture

SW Development (Front-end)
- Dynamic Review Forms
- App to discover Products and Services trusted by the social network.

Business Development
- Final Prototype
- System Testing
- Additional IP (Patent)
- Business Partner Selection
- Technology Partner Selection

Note: The roadmap illustrated here is a subset of the product/solution visualized in Phase-I (slide #5)