

# VALIDECK

Search with Confidence

# Mission

## Mission:

Transaction records are a critical source of information for customers as well as businesses. It lets customers understand and manage their spending and allows businesses to run operations more efficiently. Currently, no product allows a customer to aggregate line-item transaction records anonymously into a centralized database.

Merchants store a customer's line-item transaction records when the customer joins their loyalty platform. The merchant owns this data and does not share this granular information with customers or with other businesses. This results in a huge economic loss as customers cannot manage their spending, and other businesses are unable to effectively target them.

We propose to solve this problem by developing the hardware and software to:



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

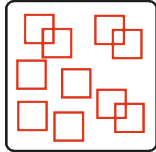


allow businesses to **run loyalty programs that don't require customers to share their personal and confidential information to join the program;**

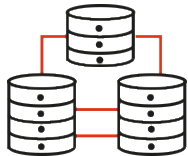


give customers [total control over their transaction data](#) and allow them to benefit from their spending behavior.

# Market / Problem



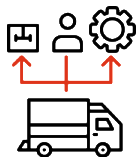
Customer transaction records are currently scattered everywhere. Some merchants, such as Amazon, allow customers to keep a copy of each transaction record in their account on the platform. Other businesses provide customers with a copy of the transaction record as an email or a printed invoice.



The lack of transaction records in a centralized database leads to a significant missed opportunity.

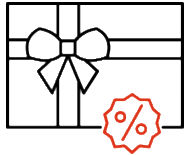


Customers cannot understand their spending habits, are unable to plan their purchases, and cannot profit from their own transaction data.

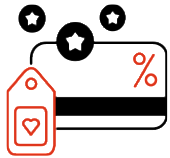


Businesses are unable to target customers efficiently, lack the necessary information to grow and expand their operations, and cannot run loyalty programs that encourage customers to anonymously share their transaction data.

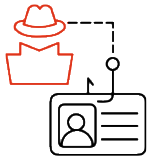
# Market / Problem



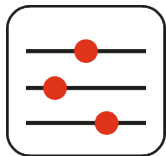
Merchant loyalty programs allow customers to get rewards or cashback for their purchases. The loyalty program market was valued at USD 25.57 billion in 2024 and is projected to reach USD 72 billion by 2031.



The loyalty program helps merchants optimize their operations via customer transaction records. However, these programs require customers to acquire a merchant-branded loyalty card or share their email/mobile number with the merchant during registration.



Existing merchant loyalty programs compromise the personal and confidential information of customers and expose them to security issues, such as identity theft.



Loyalty programs also do not record crucial parameters about a product or service when they capture customer reviews.

# Solution: Token-based Loyalty Program

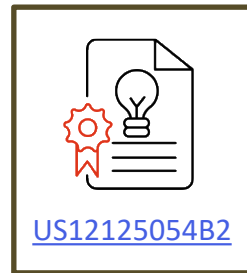
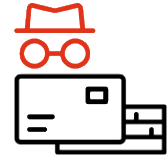


## Protects

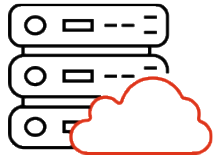
Personal and confidential information of customers

## Allows

Customers to join unlimited loyalty programs anonymously



[US12125054B2](#)



## Stores

Line-item customer transaction records anonymously in a centralized database

## Reduces

Cost of running a full-fledged merchant loyalty program



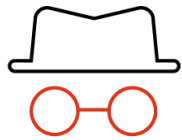
### Note:

1. The **tokenization** technology [is described here](#), and the **token-based loyalty program** [is described here](#).
2. [US12125054B2](#) is an [international patent](#) that has been filed in five other jurisdictions – Canada, Europe, India, China, and Australia. The patent has received a grant in the USA and Australia ([AU2019348201C1](#)). It is currently under prosecution in Canada, Europe, India, and China.

# Joining the Token-based Loyalty Program

01

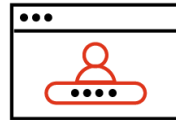
## ACQUIRE ID



User connects with its bank to obtain a unique ID that masks the user's personal information.

02

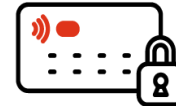
## CREATE A/C



User creates an account on the ValiDeck platform via the acquired ID. The user is anonymous to the platform.

03

## TOKENIZE CARD



User requests its card issuer to tokenize all payment cards.

04

## REGISTER TOKEN

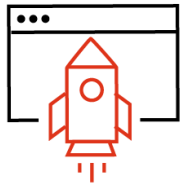


User registers all tokenized cards in the user's account on the ValiDeck platform.

# Running the Token-based Loyalty Program

01

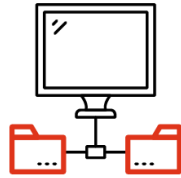
## DEPLOY CUSTOMIZED PoS TERMINAL



Merchant deploys PoS to allow customers to save their transaction records anonymously in their ValiDeck account.

02

## LINK CUSTOMER AND MERCHANT A/C



PoS links the customer account and merchant account when the customer joins the merchant loyalty program.

03

## RECORD CUSTOMER TRANSACTIONS



PoS stores customer transaction records anonymously in their account every time they make a purchase.

04

## REWARD CUSTOMER



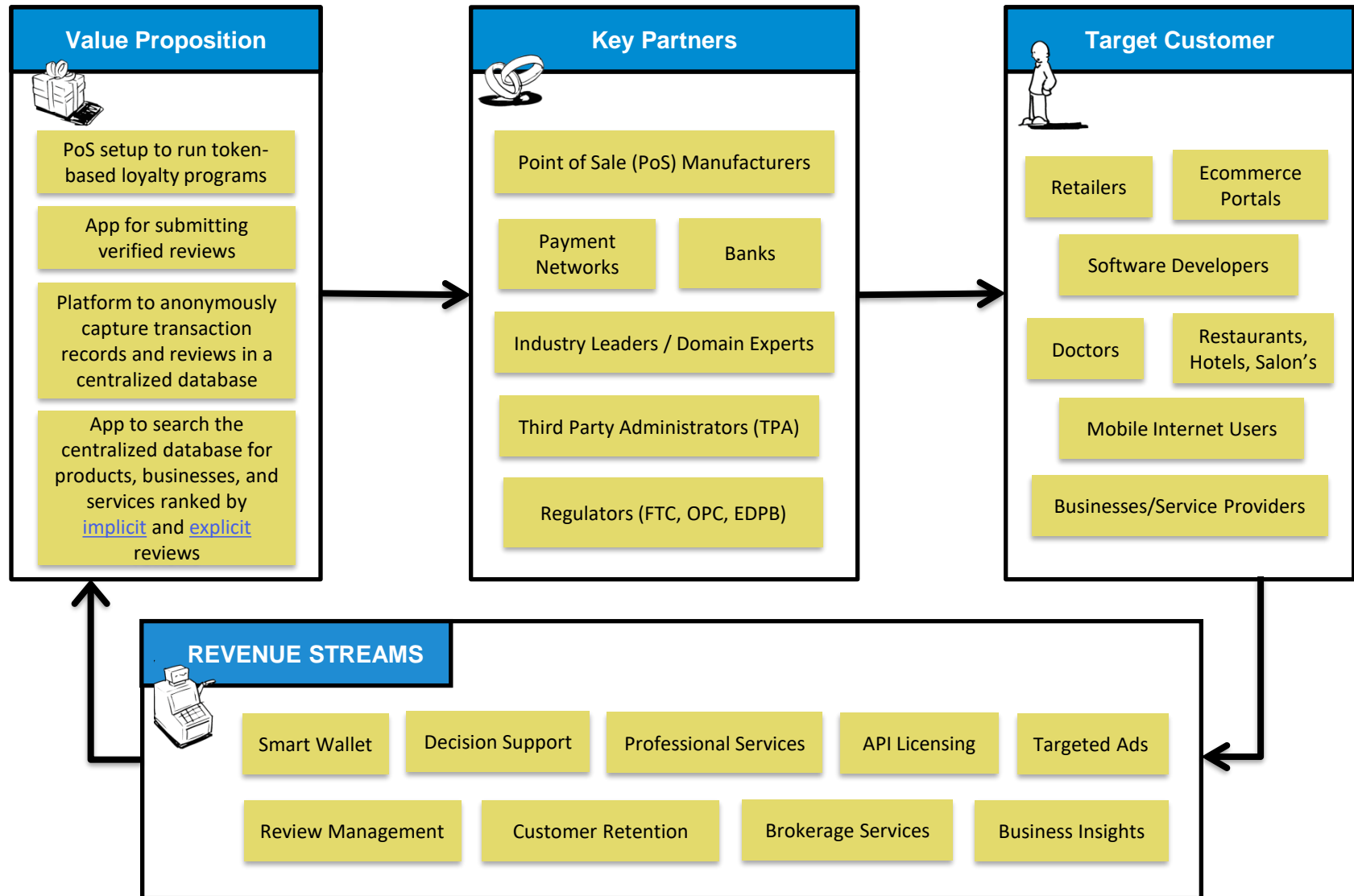
PoS rewards customers for their purchases and for sharing their spending behavior at other merchants.

# Competitive Advantage

Feature	Plaid	MX	Yodlee	ValiDeck
<b>Anonymity</b>  Note: A platform is considered anonymous if it does not require a customer to provide any personal and confidential information about itself, either for account creation or to link the transaction record to the customer.	No	No	No	Yes
<b>Customer-side Data Aggregation</b>  Note: When a customer joins a merchant loyalty program, the transaction records are stored on the merchant's platform. A platform that allows a customer to save a copy of the transaction record externally has a customer-side data aggregation feature.	Yes (through <a href="#">Plaid Link</a> that allow individual users to link their bank, credit card, and investment accounts).	Yes (through <a href="#">MXconnect</a> and <a href="#">MXaccess</a> , which enhance data security and provide greater customer control over data sharing).	Yes (through <a href="#">SDKs/APIs</a> that let users link their accounts and access their own data).	Yes
<b>Cross-Merchant Spending Insight</b>  Note: When a customer joins a loyalty program, the merchant running the loyalty program does not have visibility on the customer's spending at other merchants, unless the other merchant is a network partner. A platform that allows merchants to receive insights into the customer's spending at other merchants has the cross-merchant spending insight feature.	No	No	No	Yes
<b>Line-item Transaction Details</b>  Note: To understand the exact spending behavior of the customer (e.g. \$100 on Nike sneakers), it is necessary to have access to line-item transaction details. A platform that allows customers to aggregate granular transaction details has the line-item transaction details feature.	No	No	No	Yes



# Business Model



**Note:** Information on revenue streams is described in more detail in the [product development strategy](#) document.

# Team & Ask

## Founder

Alok Narula – Product, IP, and System Architecture

LinkedIn: <https://www.linkedin.com/in/aloknarula>

## Support

- IP Education and Funding: [Intellectual Property Ontario \(IPON\)](#)
- Talent Search, Networking Events, and IP Strategy: [Communitech](#)

**Seeking:** US\$3M Seed Round

## Fund Deployment (Prototype):

- \$1.2M – Platform & App development
- \$1M – Hardware & PoS integration
- \$600K – Partnerships & Pilot deployments
- \$200K – Legal, Compliance, Patents

# Roadmap & Milestones

