
VALIDECK
Search with Confidence

Mission & Vision

Vision:

Build the world's **privacy-first data layer** for global loyalty and payments — where every transaction is **customer-owned, secure, and interoperable**.

Long-term: *Embed ValiDeck's patented tokenization layer into every Point of Sale (PoS), powering a global privacy-first commerce network and the world's first search engine built on anonymized customer transaction records and reviews.*

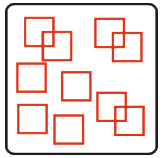
Mission:

Develop a privacy-first data layer prototype that enables:

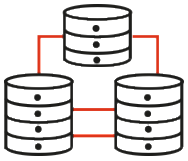
- **Customers** to anonymously capture and own their transaction records and reviews in a secure cloud account.
- **Businesses** to run privacy-compliant loyalty programs without collecting personal identifiers.
- **Enterprises** to access verified, privacy-protected data that improves decision-making and customer engagement.

Current Focus: *Validation underway through a* ***Payment Transaction Simulator***, ***PoS prototype***, *and a* ***Loyalty Server prototype***.

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.

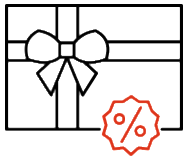


The lack of transaction records in a centralized database leads to a significant missed opportunity.

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

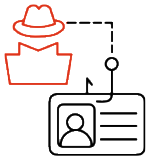
Businesses are unable to target customers efficiently, lack the necessary information to grow and expand their operations, and cannot run loyalty programs that encourage customers to anonymously share their transaction data.

Market / Problem

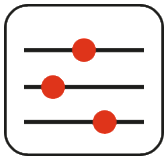


Merchant loyalty programs allow customers to get rewards or cashback for their purchases. The loyalty program market was valued at USD 25.57 billion in 2024 and is projected to reach USD 72 billion by 2031.

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

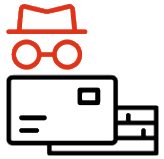
Protects

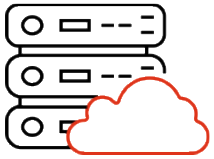
Personal and confidential information of customers

US12125054B2

Allows

Customers to join unlimited loyalty programs anonymously





Stores

Line-item customer transaction records anonymously in a centralized database

Reduces

Cost of running a full-fledged merchant loyalty program

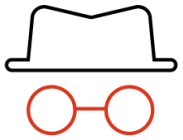
Note:

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

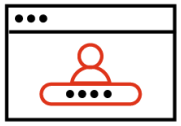
ACQUIRE ID



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

02

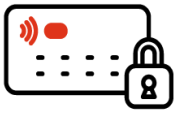
CREATE A/C



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

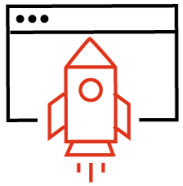
REGISTER TOKEN

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

Running the Token-based Loyalty Program

01

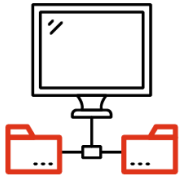
DEPLOY CUSTOMIZED PoS TERMINAL



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

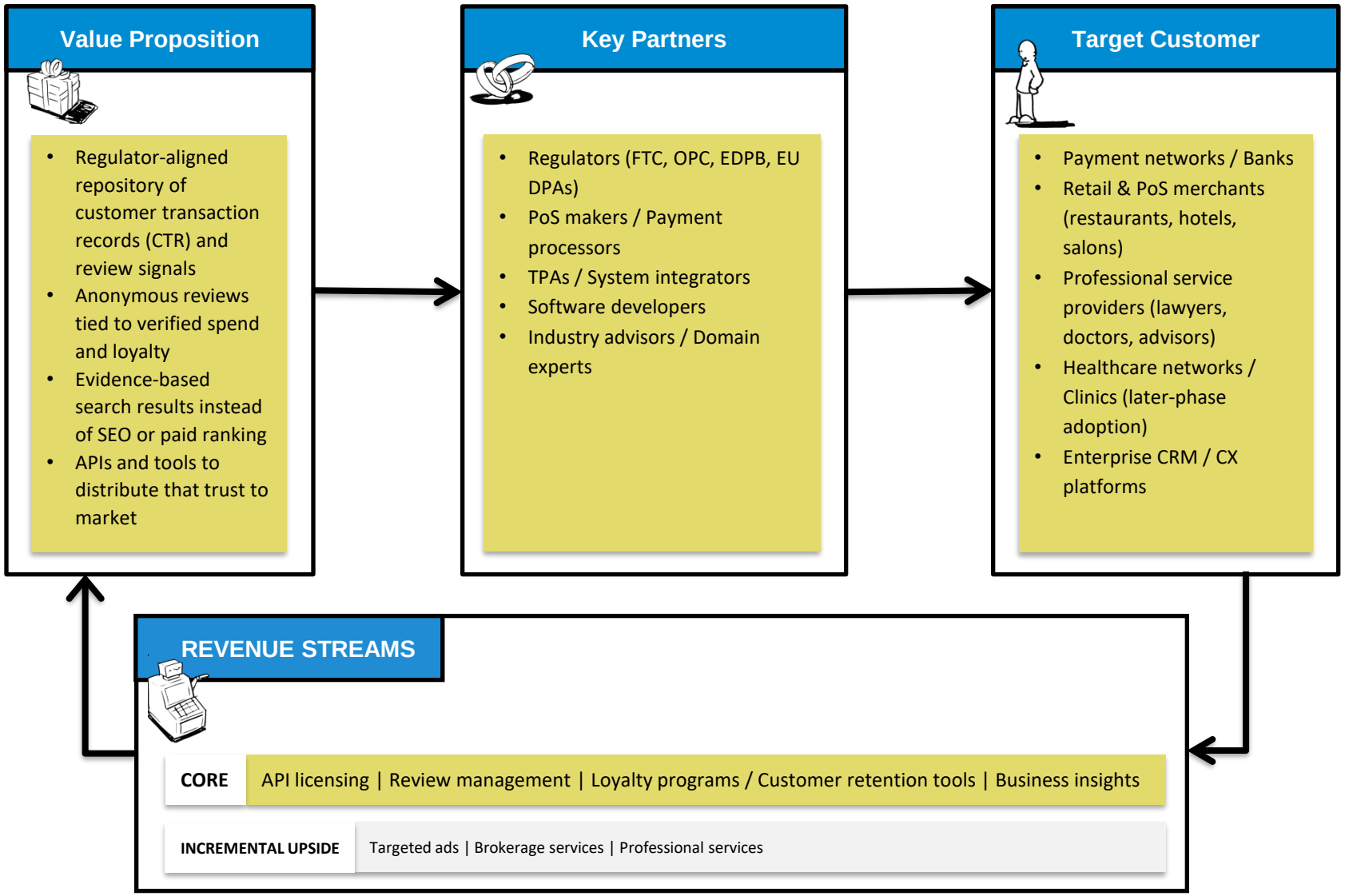
REWARD CUSTOMER

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

Competitive Advantage

Feature	Plaid	MX	Yodlee	ValiDeck
Anonymity 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
Customer-side Data Aggregation 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 Plaid Link that allow individual users to link their bank, credit card, and investment accounts).	Yes (through MXconnect and MXaccess, which enhance data security and provide greater customer control over data sharing).	Yes (through SDKs/APIs that let users link their accounts and access their own data).	Yes
Cross-Merchant Spending Insight 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
Line-item Transaction Details 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.

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

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

Non-Dilutive Funding: Supported by **IPON** as a Tier 2 Client with **CAD $300K commitment**.
SR&ED Eligibility: Development activities in Canada will qualify for federal reimbursement of eligible R&D expenses (salary, equipment, subcontractors).

Roadmap & Milestones

1-6 Months

Platform Design

- Design encryption + tokenization architecture
- Build a virtual PoS Simulator for multi-merchant testing
- Develop card issuer microservices for token lifecycle
- Validate data capture & anonymization flow

6-12 Months

Backend & Compliance

- Implement Loyalty Server backend (link tokens to transaction records)
- Deploy BI dashboards for cross-merchant analytics
- Complete GDPR/PIPEDA privacy audit + SR&ED docs
- Establish cross-border engineering workflow

10-16 Months

Integration & Pilots

- Develop hardware-agnostic PoS SDKs (Verifone, Clover, Square, Ingenico)
- Integrate live merchant PoS data + tokenized transactions
- Launch multi-merchant pilots (5–10 partners)
- Validate PCI-DSS + real-world privacy performance

16-24 Months

Certification & Launch

- Achieve third-party security + PCI-DSS certifications
- Refine UX/UI for investor demo + merchant onboarding
- Finalize SR&ED claim; maintain IPON reporting
- Prepare commercial launch + Series-A package