Greenback Executive Summary
“Show me my deals!”
04/03/12

Overview
Greenback is the easiest way to see your deals. Through your memberships (AAA, Alumni Association, American Express, etc.) you are eligible for thousands of discounts. Greenback aggregates all of those deals, highlights the best ones, and helps you search the rest.

Problem
It’s too difficult to take advantage of membership deals. In order to optimize savings using membership benefits, a consumer currently must spend significant time and effort researching multiple websites while reviewing the terms and conditions of each offer. Consequently, consumers routinely overspend rather than spend the time necessary to take advantage of their membership discounts.

Product Solution
Greenback presents deals that are tailored to the user based on their membership affiliations. Greenback ranks the deals by quality and optimizes savings by suggesting stackable deal opportunities (coupon code + AAA discount + use cashback credit card) when available.

Business Model
Initial revenue will come from credit card referrals and advertising. In the medium term, we may sell premium accounts to membership organizations, and with scale we plan on selling aggregated user analytics.

Competition
Two known competitors are going after a similar opportunity. Reward Explorer is building a similar product with a focus on the API and Vidappe is focusing on smaller, city-based group deals. Google Wallet and Square are both working on reward management and large organizations like the AAA and American Express offer their own iPhone apps.

Defensibility
We are building a proprietary database of all membership deal information in the US. We are developing relationships with the largest membership organizations and affinity marketing firms and plan to access their deals through data feeds. We are also utilizing outsourced labor to manually curate deals from smaller organizations. Every day this database becomes more robust and harder to duplicate.

Team
Howard Love, Chairman & Board Member, lifetime entrepreneur and investor.
David Hehman, CEO, 20+ years of start-up experience and multiple exits.
Stephen Marcu, VP Product Development, co-founded TabStart.com, MBA from Dartmouth’s Tuck School.
Christopher Haupt, CTO, seasoned technologist both with start-ups and 10+ years at Adobe.