



Case Study



from **MVP to nationwide scale**

Kickfin has facilitated \$2B+ in
payouts to restaurant
employees, revolutionizing
how service workers get paid.



TRUE PARTNERS
Smart Banking





In hospitality, 70% of worker income comes from tips — but payments are often slow, manual, and cash-heavy. Waiting days for payouts impacts retention and financial stability.



Kickfin set out to change that by building a seamless, secure, and fully automated solution for tip management — eliminating bank runs, spreadsheets, and manual processes while delivering real-time payouts directly to employees' bank accounts in under 30 minutes — even on weekends and holidays.

Why TrueNorth

TrueNorth was chosen as a partner for offering full-stack design & development services, strong roots in Fintech, as well as being able to quickly stand up teams to partner on a project basis.



The **MVP** Stage

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A robust and secure Minimum Viable Product (MVP) was required to test market fit fast.



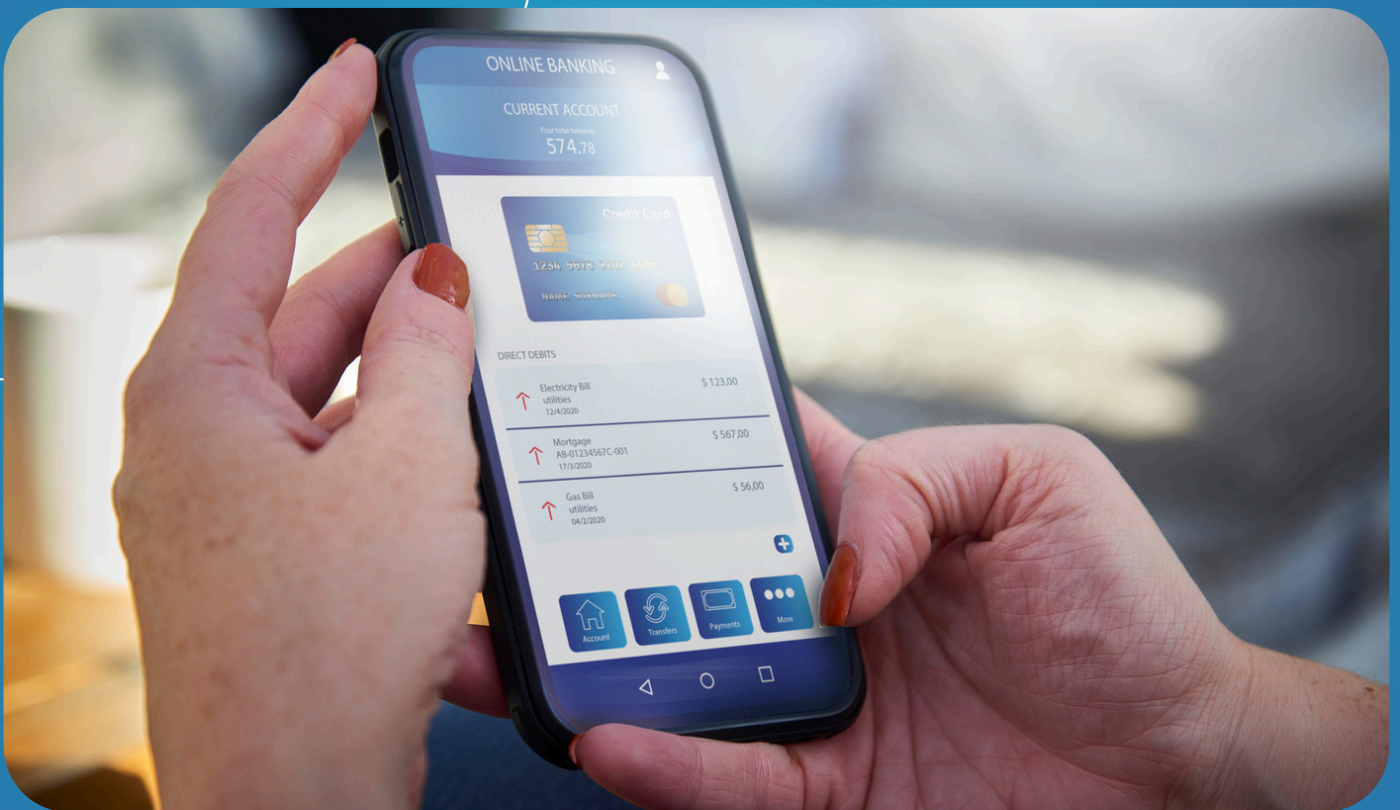
MVP Key Features

- Instant cashless payouts.
- Tip tracking & reporting.
- Admin tools for operators.



Results that mattered

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The MVP launch was successful, validating Kickfin's product in the market.

After the MVP's success, Kickfin secured venture funding and began scaling the business.



From MVP to Growth



Over time, TrueNorth transitioned into a support role across every function (Design, Frontend, Backend, and QA), handling the integration with payment technologies, point-of-sale systems, and payroll processors (Toast, Square, Ingo and more.)





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True Partnership

Mike Caffey, Head of Technology and Product Development at Kickfin: "TrueNorth has been with us throughout our growth, contributing at every stage of the product's evolution."

