



Case Study



from **MVP to nationwide scale**

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

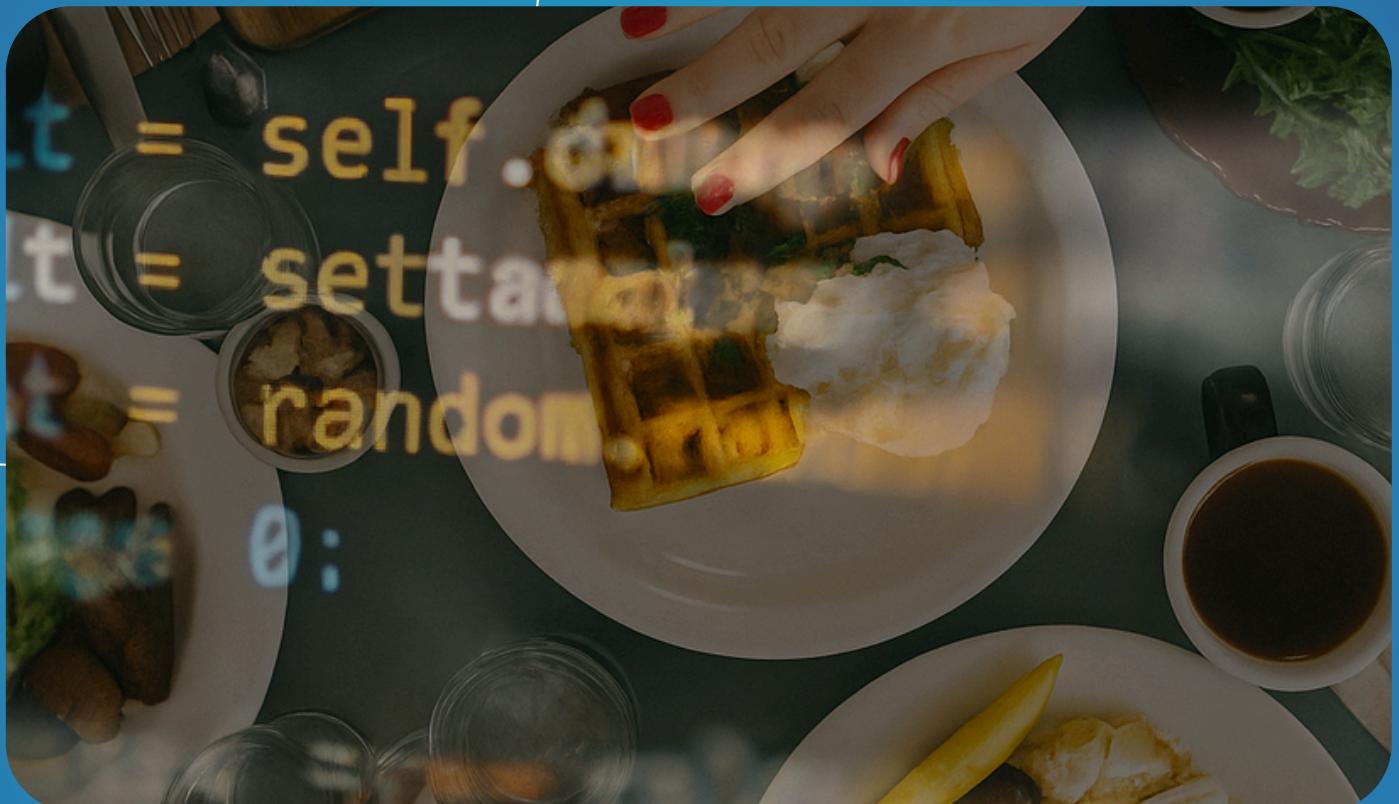


TRUE PARTNERS
Smart Banking





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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.



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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

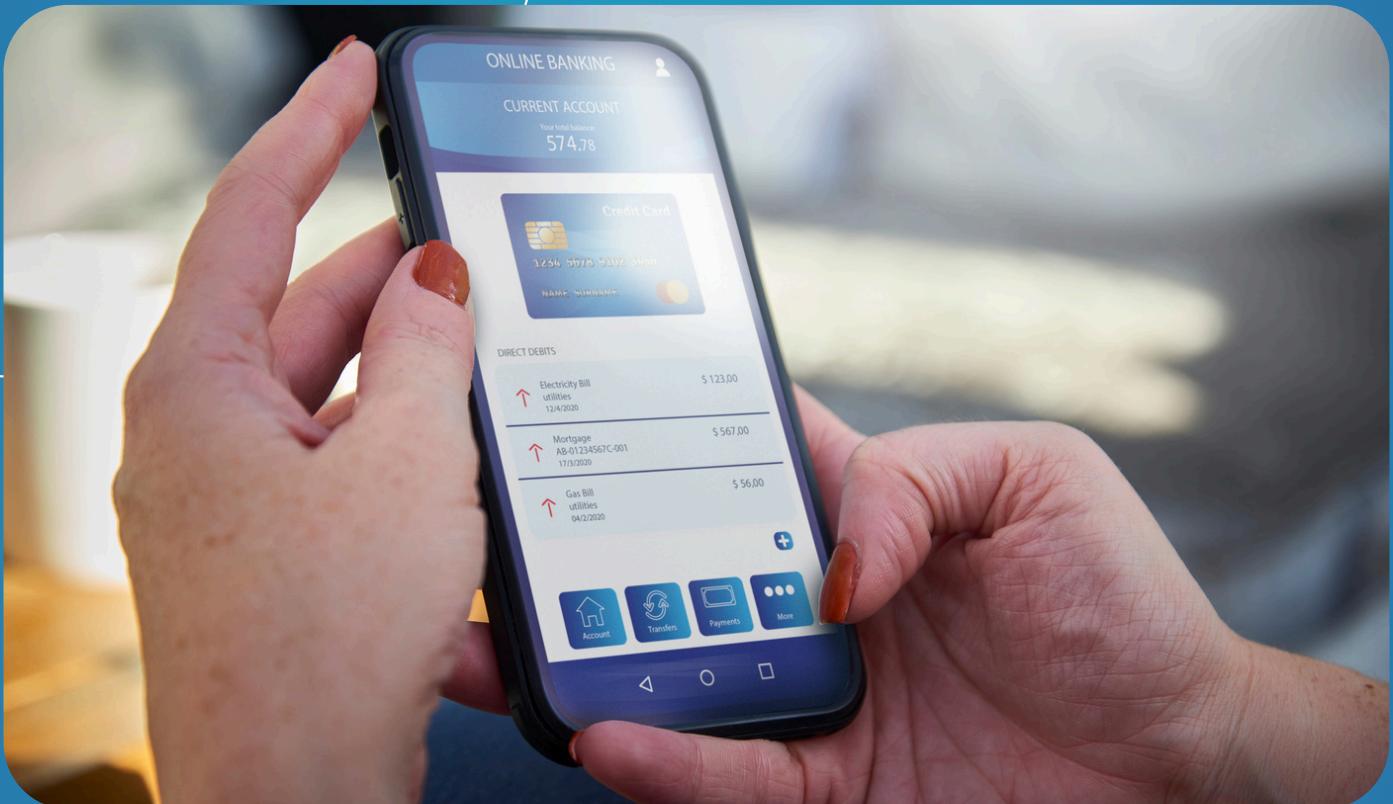
- Instant cashless payouts.
- Tip tracking & reporting.
- Admin tools for operators.



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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

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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."

TIP PAYOUTS

Pay out tips instantly

In your world, every minute counts – and counting cash takes a lot of minutes. Kickfin sends instant, cashless payouts directly to your employee's bank of choice. Funds are immediately available to use, 24/7, 365.

- ✓ Eliminate bank runs
- ✓ Reduce admin time
- ✓ Keep your team happy

[See tip payout software](#)

TIP CALCULATIONS

Automate tip calculations

No one likes late-night tip pool math. With Kickfin, you can calculate complex tip pools or shares in seconds with real-time POS data. Build customized policies, incorporating shifts, hours, points, sales categories and more.

- ✓ Get out of spreadsheets
- ✓ Close-out faster
- ✓ Ensure accuracy