



Just TipTM Limited

Greg Singh - Founder



Introduction

- ▶ ***Just Tip*** is a cost-effective, seamless, and easy to use digital tipping tool
- ▶ Queen's Speech 2019
- ▶ Trademark
- ▶ No App required
- ▶ Web based
- ▶ No App Store/Google Play fees
- ▶ ***Just Tip*** can be used by individuals or companies (*Tronc system*)



How does Just Tip work?

▶ Staff:

- Register at our website: www.justtip.io
- Receive their personal QR Code (linked to their personal bank a/c)
- Present QR Code to their customers/clients to receive tips

Tips paid to staff bank account after fees/commission have been deducted

▶ Customers/Clients:

- Use the camera on their mobile device to scan the QR Code
- Select or enter the tip amount, press “send” (registration is required when using Just Tip for the first time, but not for subsequent tips)

How to use *Just Tip*, in 3 easy steps...



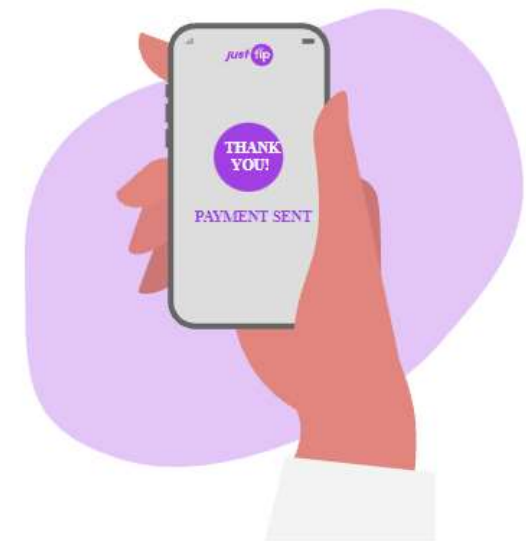
1. Scan the staff's QR code



2. Choose or enter amount



3. Send the payment



...its as simple as that!



What are the benefits of using *Just Tip*?

▶ **Benefits for Business:**

- Improved staff motivation, wellbeing and retention
- In these uncertain times, making it easier for staff to greatly increase their tips, makes good financial and business sense
- Improved customer service from highly motivated staff, equates to more satisfied customers
- More satisfied customers equates to repeat business
- Increase in turnover

▶ **Benefits for Staff:**

- Increase in tip size (no small change tips)
- Increase to tip volume (more tips received)
- Improved motivation to work and earn tips
- Increase to salaries
- Reduced handling of cash (more hygienic)



Target Audience Descriptor – UK only

(as of: 04 Sept 18)

- Hairdressers & Barbers - 162,000
- Beauticians - 98,000
- Window Cleaners - 30,000
- Chefs - 237,000
- Cooks - 65,000
- Waiting Staff - 261,000
- Bar Staff - 208,000

Total: 1,061,000 potential clients

- **Example:**

If *Just Tip* captures only 10% of this sector (100,000 members) and members received just £10* per week in tips, at 1% commission**; this equates to £10,000 per week commission for *Just Tip*)

* Full time staff at two pubs in Surrey, earn on average £120 p/w

** Stripe fees: 1.4% + £0.20 per transaction;
Just Tip Commission : 1% (£1/0.78; £5/£4.68; £10/£9.56)

Other potential clients include: Hotel Staff, Cleaners Taxi/Uber Drivers, Delivery Drivers etc

YouGov Survey on Tipping

30 June 2020



- ▶ 95% of Brits give tips
- ▶ 53% of Brits prefer to give a personal tip, opposed to paying gratuity
- ▶ 64% of Brits are not confident that tips added to the bill, go to staff
- ▶ 71% of people living in London often tip in restaurants
- ▶ 75% of people living in Scotland often tip in restaurants
- ▶ 39% of people in London often tip Taxi Drivers
- ▶ 49% of people in Scotland often tip Taxi Drivers



DEMONSTRATION

[CLICK HERE]

Progress

- ▶ Initial market research completed
- ▶ *Just Tip* system built
- ▶ *Just Tip* trademark completed
- ▶ Initial website built

Next Steps:

- ▶ Raise funds for:
 - Marketing
 - Project pilot
 - Sales activity