



[www.vatom.com](http://www.vatom.com)

## KEY FACTS

### TECHNOLOGY

- Proprietary wallet infrastructure enabling fee-free transactions and direct engagement

### BUSINESS MODEL

- Multiple revenue streams: transaction activity, enterprise distribution, SaaS fees

### HISTORICAL DATA

- 10M+ wallets issued
- \$10M+ in revenue processed
- 100+ Fortune 500/government partners

### HEADQUARTERS

Venice, California

## EXECUTIVE SUMMARY

Vatom is an engagement platform that has proven technology that creates stronger brand-consumer relationships by eliminating intermediaries, reducing costs, and transforming how brands connect with consumers through direct, brand-owned relationships. With over 10 million Vatom wallets issued and adoption from Fortune 500 companies, Vatom delivers faster rewards, higher retention, and dramatically lower customer acquisition costs (CAC). The platform is already proven at scale with over \$10M in revenue, positioning Vatom for sustainable, large-scale growth.



## HOW IT WORKS

**Customers** receive a free, brand-issued Vatom Wallet — an all-in-one solution for rewards, offers, and payments. Rewards and payments are instant, transparent and transferable across participating brands, eliminating expiration dates, complicated logins, and fragmented accounts.

**Businesses** issue and manage rewards directly through the Vatom platform, bypassing costly processor fees and weeks-long settlement delays. Brands launch campaigns in real time, communicate directly with customers, and fully own their data and relationships. The result is lower costs, higher engagement and measurable ROI with every transaction. Vatom wallets are free to issue and revenue is generated from SaaS fees and transactions.

### Tom Szabo CEO

Over 30 years as an entrepreneur and leader. Founded and led Digital-On-Demand and GrayMeta (both acquired) and Telenetix and Public Media Works (both IPOs).

### Colin Hornett PRESIDENT

Leader in digital media and interactive engagement. Built platforms for NBC Universal and The Source Magazine; shaped next-gen audience experiences for ESPN, Disney, and The Oscars.

### Peter Diamandis BOARD CHAIR

Former Senior Managing Director at Accenture, leading global CRM and data analytics practices. Co-authored Accenture's High-Performance Marketing and Loyalty POV. Now Investment Director at SVK Crypto, backing Web 3.0 start-ups.

### John Suh BOARD MEMBER

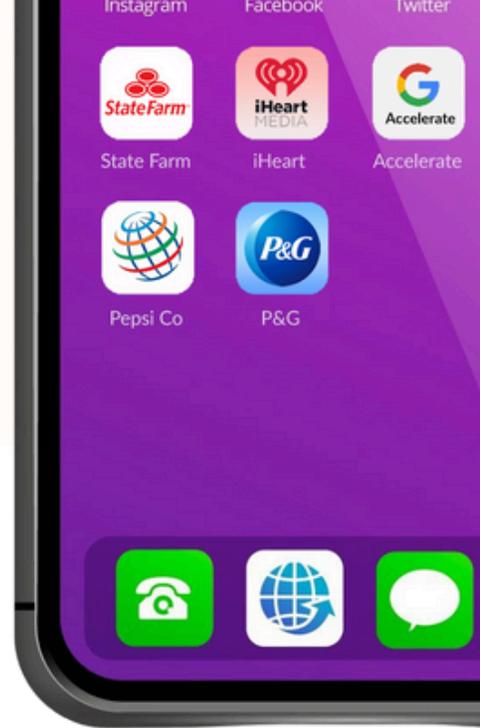
Former CEO of LegalZoom (2007–2019) and Board Member (2005–2019). Former CEO of StudioDirect (Li & Fung) and co-founder/CEO of Castling Group, launching category leaders like jcrew.com, hifi.com, and giftcertificates.co

## HIGHLIGHTS

- Zero CAC: wallets seeded by brands, banks, governments
- Freemium revenue model: \$2-\$4 net revenue per engaged wallet
- 70%+ re-engagement / retention rates
- Gross margins expand as intermediaries are removed
- Path to 100M wallets and \$100M+ annual revenue
- 10M+ wallets issued | over \$10M in revenue

## PROVEN WITH THE LARGEST BRANDS

Most startups beta test with small samples. We launched with PepsiCo, P&G, iHeart, State Farm and more — providing Vatom with massive audiences, enterprise-grade product iteration, and over \$10M in revenue. **Vatom is proven at scale.**



- CAC: \$1.50 vs. \$22.00
- VIRALITY: 36% Sharing
- ENGAGEMENT: 60% Returning Customers
- SCALE: 4.5m Registered Users



- CAC: Under \$5
- ENGAGEMENT: 71% returning customers
- VIRALITY: 91% Referral Conversion
- SCALE: 31k New Customers



- CONVERSION: 65% Registered Users
- ENGAGEMENT: 80% of Registered Users
- REDEMPTION: 90%



- SCALE: 100k Customers vs. 10k
- VIRALITY: 1.5m Objects vs. 500k
- ENGAGEMENT: 70k Rewards vs. 10k

## INDUSTRY LEADERS USE VATOM



## INVESTMENT HIGHLIGHTS

- ✓ 10M wallets, \$10M+ in revenue, nearly-zero CAC
- ✓ Eliminates costly processor fees
- ✓ Proprietary tech with high scalability and defensible moat
- ✓ Enterprise-grade adoption from Fortune 500 leaders
- ✓ Proven technology at scale
- ✓ First Mover Advantage