



CORPORATE BACKGROUNDER

The acQyr eXchange has a strong foundation of research, development, pilots, partnerships and IP, providing deep insights into how to bring real-time issuance and redemption of digital reward value to markets that rely upon loyalty rewards to attract, engage and retain their customers.

It all began when Jim Mulford founded Targeted Shopping Solutions, Inc. (TSS). The company's mission was to solve the reward redemption challenges facing small-to-mid sized retailers: How do store owners issue, manage, track and redeem sales promotion offers and coupons? SMB owners often did it manually, if at all.

Jim started TSS's ShopMyNeighborhood (SMN) program to automate the process for these smaller retailers and to provide an easy-to-use, real-time solution for their customers. SMN electronically enabled owners to define offers and instantly redeem them on their existing point-of-sale terminals. Partnering with MasterCard®, SMN issued shoppers a branded prepaid card where loyalty rewards were redeemed, accumulated and spent.

However, the high cost of customer acquisition and the market entry of household-name competitors led Jim to pivot the company in early 2019. Jim and his team researched and identified that using the team's existing IP and technology for redeeming issued digital reward value represented a better opportunity, and the acQyr eXchange was born for the mobile and online gaming industry.

The Business

acQyr eXchange (QX) is the first rewards redemption platform that allows gamers to turn earned rewards into cash across multiple games. Much like SMN, it provides a common redemption method across multiple rewards issuers in one account where gamers can manage their online rewards and redeem them. They do it all on the QX mobile app with one login.

Many gamers view rewards programs with apathy and quit playing if they don't see meaningful rewards balances. But if they're accumulating rewards, including cash, from multiple games in one place, suddenly every reward becomes more valuable to them. For game publishers, more valuable rewards mean more gameplay, higher player retention and revenue growth by providing a superior solution for redeeming digital assets.

Management

The veteran management team of acQyr eXchange are literally that—veterans. Jim Mulford and Mike Flanagan, the COO, both graduated from the Air Force Academy and began their tech careers serving their country. The CMO, Bill Wilson, served as a Navy Officer. Together, they bring a wealth of experience in leadership, entrepreneurship, and starting and successfully exiting systems integration and software companies. The acQyr eXchange is their latest startup venture.

Current Status and Beyond

acQyr eXchange has just launched its mobile app MVP into the marketplace and has begun adding charter game publishers. Additional publishers will be added in early 2021 and future growth will be funded with a Series A round, projected to be closed in 2Q2021.

Fast Facts

Founded:

acQyr eXchange (2019); TSS (2008)

Location:

Lone Tree, CO
(southern suburb of Denver)

Website:

aqyrexchange.com

Funding:

\$750,000 for QX from seed and angel investors
\$7.5 million for prior R&D and current IP from founder, and friends & family investors

Business:

Fintech platform for redeeming digital reward assets into USD for the mobile and online gaming industry

Key Product:

acQyr eXchange platform and mobile app

Revenue Models:

Fees for exchanging/redeeming digital reward assets
Monthly subscription fees for Premium QX Membership

Employees:

5

Executives:

Jim Mulford, Founder and CEO
Mike Flanagan, COO and VP Technology
Bill Wilson, CMO