

# UPLIFT

RETAIL REIMAGINED: THE WEB 3.0 COUPONING  
TRANSFORMATION IN THE CPG LANDSCAPE

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## Overview

Unleashing the transformative potential of blockchain, Uplift is an innovative solution designed to redefine couponing in the consumer-packaged goods (CPG) sector. Harnessing the power of the Efixii Ethereum Layer 2 blockchain and smart contracts, Uplift NFT coupons create a secure and efficient bridge between CPG brands and their consumers. Savings in time and cost are recognized by streamlining operations and removing the middleman. Uplift is a decentralized app available for download in the Google Android and Apple App stores for all commercially available smartphones.

## Traditional Couponing: The Good and The Bad

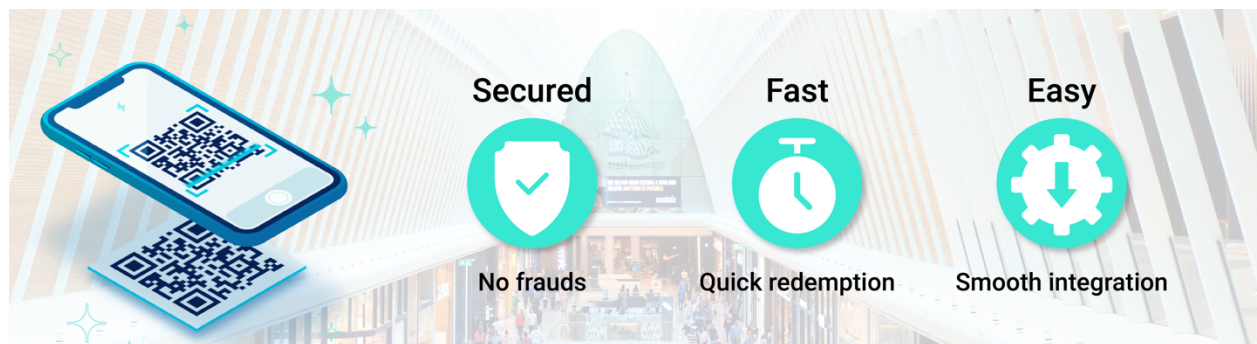
Although paper coupons are easily accessible, they're subject to long processing times potential fraud and human error. Digital 2.0 coupons offer speed and security but often face costly integration hurdles and learning curves for staff. Both have costs in time and money that when added to the cost of the coupon make it prohibitive. Additionally, both types of coupons require costly and time-consuming clearing houses, costing more money to retailers specifically in carrying costs.



## Uplift Couponing: The Best of Both Worlds

Uplift and its Web 3.0 NFT coupons seamlessly merge the simplicity of paper coupons with the technology-based benefits of digital 2.0 coupons. Brands, retailers and retailers all use their version of the Uplift app on their smartphones for ease of use. Efixii blockchain-created ERC-721 coupons are unique and non-duplicable, negating the need for complex POS system integration. This significantly curtails the risk of fraud and has no additional costs with expensive API integrations into the POS or additional training.

Uplift also removes the clearinghouses as payments for coupon redemption from brand ETH wallet to retailer ETH wallet are made by US Digital Currency (USDC). Turning the USDC into real dollars is facilitated through the Efixii USDC bridge built into Uplift. It is as simple as online banking.



## Personalized Marketing and Data Analysis

Uplift pioneers one-to-one marketing in the CPG industry. The Efixii blockchain empowers brands with the opportunity to influence customers directly by showing a Trip Advisor-type overview of their product's story that is seen when an Uplift QR code is scanned. GCAC provides the corporation to create its own ESG story through our ClearESG program which enables up to 50 ESG attestations. Both of these QR codes are part of the social community-building function of Uplift, leading to more transactions at the till when used with an Uplift coupon.

As every data point on a blockchain is measurable, our AI & machine learning capabilities, provide valuable insights to brands and retailers.

**Franny's Farmacy**

Franny's Farmacy - One of the Best, Health and Wealth

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Our ESG Responsibility

Social  
Environment  
Governance

BlockChain Data

clearESG attestations

10042022 18 50 50 - Employee
Women in Management emp: 50% (50%) [Phone] [Email]
10042022 18 40 50 - Equity
Female Owned Business emp: 50% (50%) [Phone] [Email]

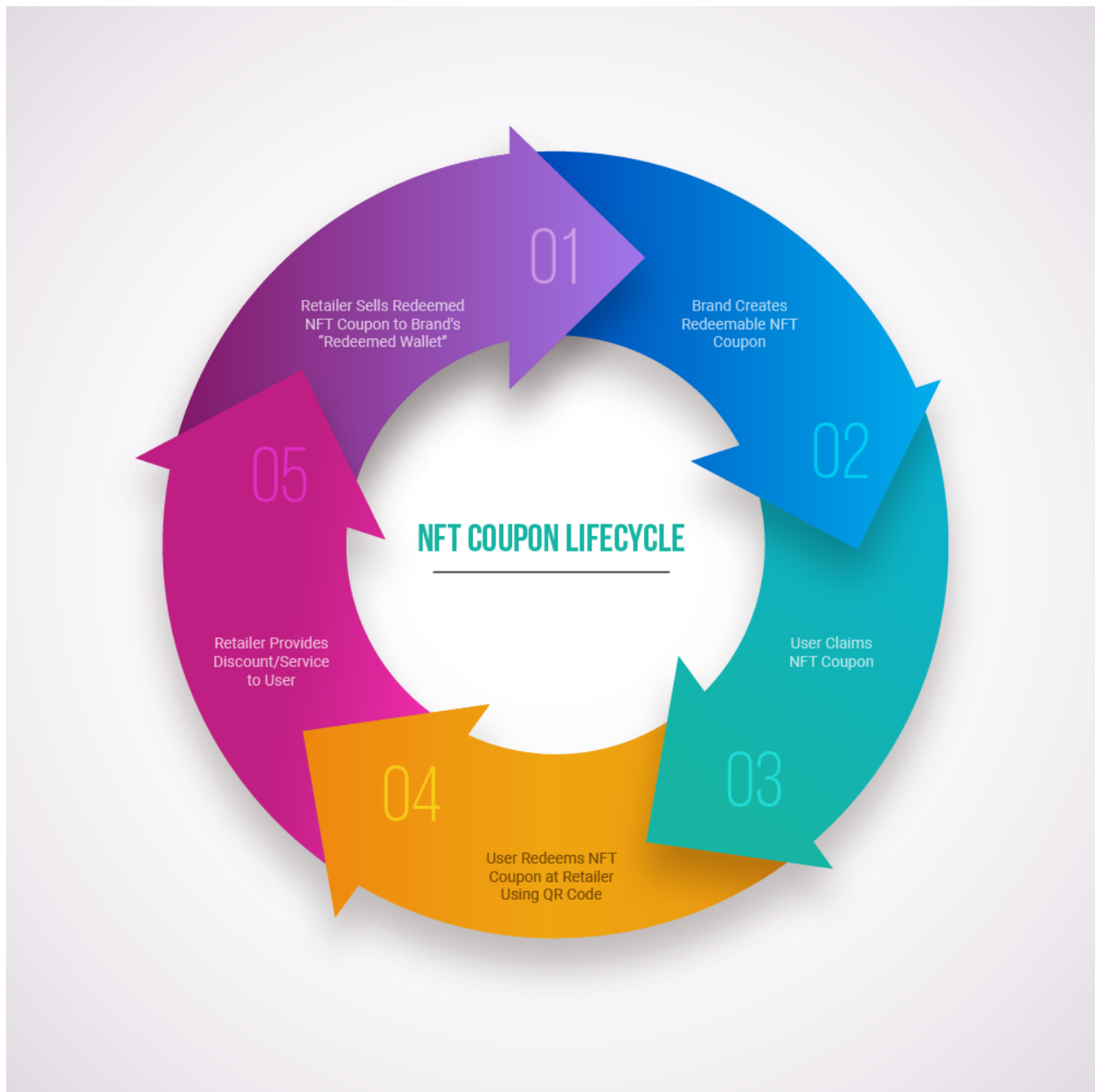
**ESG Corporate Story**

**Brand Product Story**

CHATEAU ROUGE  
PREMIUM QUALITY  
CHATEAU ROUGE  
CABERNET SAUVIGNON  
2005  
Vined and bottled by the Blinnora family with love and care for more than 90 years at the Chateau Rouge vineyard

## NFT Coupon Lifecycle

The following flow diagram shows the lifecycle of an NFT Coupon.



1. A redeemable Brand NFT Coupon is created.
  - a. Media and Thumbnail files are uploaded.
  - b. NFT Coupon is created and is immediately visible (but, depending on Airdrop Start Date, may not be claimable).
  - c. NFT Coupon is available for claiming on the Airdrop Start Date. User claims the NFT Coupon in-app using the NFT Coupon's Claim Code.
2. The user redeems the NFT Coupon at a retailer by scanning the Retailer's QR Code, physically displayed at the point of sale, and redeeming the NFT Coupon for value.
3. The retailer provides a Discount or Service as per the terms of the NFT Coupon.
4. Retailer "sells" the Redeemed NFT Coupon to the Brand's "Redeemed wallet", in return for in-app currency which can later be withdrawn as USDC stablecoin to the Ethereum mainnet.

## Summary

For a percentage of the face value of the coupon, with Uplift you can:

- Be directly connected to customers 24/7 on a one-to-one basis.
- Run referral-based marketing programs to gain new customers.
- Create digital loyalty coupons for customer retention.
- Gain value POS data on all your product sales: who, what and when.
- Collect meaningful anonymous insights from customers directly, both individually and in groups.
- Use AI & machine learning to analyze data and quickly implement learnings.
- Settle discount payments immediately with retailers at no cost.
- Retailers benefit from purpose-driven, repeat customers

Utilizing the strengths of the Ethereum blockchain and smart contracts, Uplift's Web 3.0 NFT couponing program unifies and streamlines both brands' and retailers' businesses.

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### CONTACT US

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