

# SWiiFT STUDIO

A DATA MARKETPLACE

## The Direct Relationship Economy.

Brands rent their customers from platforms and intermediaries. SWiiFT Studio lets them own the relationship directly.

[Explore the deck →](#)



• SWIIFT STUDIO

# A Data Marketplace

Every interaction creates value. Members contribute permission and intent. Brands contribute moments, experiences, products and rewards. The result is a growing marketplace of consent-based data that becomes more valuable with every interaction.

VALUE COMPOUNDS →

## 30 years building brand-to-community relationships. Five years building the infrastructure to own them.



Ivan Gomez  
FOUNDER & CEO

Ivan Gomez has spent more than three decades helping brands connect with people through fashion, entertainment, media and technology.

Beginning with fashion label Invasion, which was acquired by Brett Blundy's Brazen Group, Ivan later founded Vicious Threads, a globally distributed streetwear brand that worked with leading global brands including Adidas, Microsoft, Xbox and Red Bull before being acquired by Shock Records. He then founded Department of the Future and Speaker TV, Australia's largest independent online music platform, where he spent more than a decade working alongside artists, athletes, creators and global brands, gaining a unique understanding of how communities form, engage and create value.

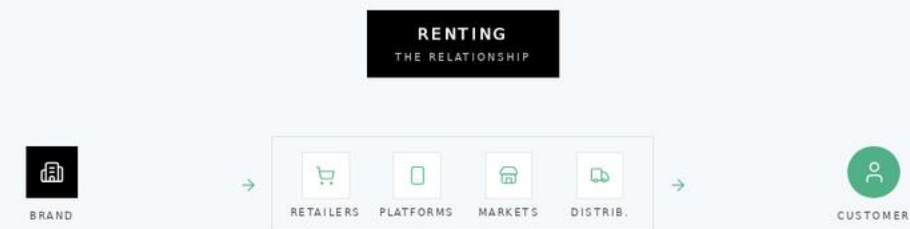
Ivan later advised major brands, government departments and industry leaders, including contributing to Mastercard's globally recognised Priceless Surprises initiative. Across every industry, Ivan observed the same structural problem: customer data lives in fragments across third-party platforms, loyalty systems, POS, email, social, disconnected and stagnant. Manufacturers have no line of sight beyond their direct customer. Venues and retailers can't evolve the member relationship. Creators can't reach their true audience. SWiiFT Studio unifies that into a single, owned, actionable relationship layer. It's the culmination of a 30-year journey.

SWiiFT Studio is the culmination of that 30-year journey.

Built over five years, SWiiFT Studio is a permission-led data marketplace designed for the Direct Relationship Economy, enabling brands, venues, rights holders and creators to own, activate and monetise direct customer relationships. With the platform built, commercial partnerships secured and global opportunities emerging, Ivan is now focused on scaling SWiiFT Studio into a category-defining company.

# TWO VERY DIFFERENT OUTCOMES

TWO MODELS. ONLY ONE COMPOUNDS.



\$ Higher acquisition cost (CPA)

☰ Third-party data

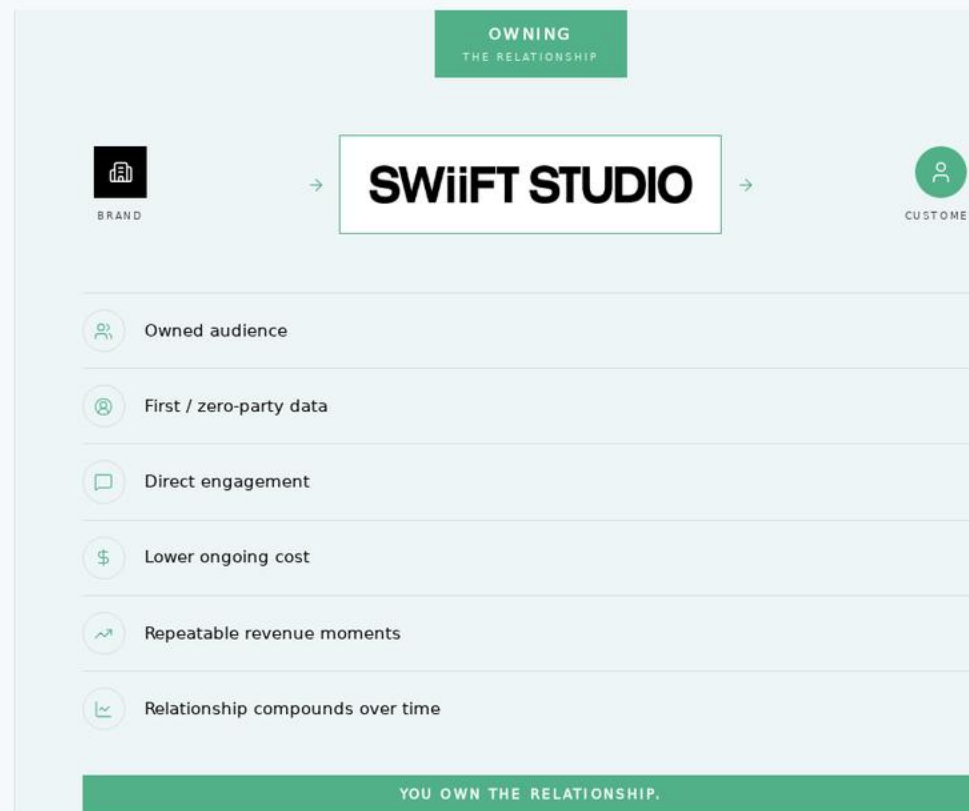
👁️ Limited visibility

🕒 Margin leakage

🔒 Relationship controlled by someone else

🔄 Repeat access requires repeat spend

YOU PAY TO ACCESS THE RELATIONSHIP.



👤 Owned audience

👤 First / zero-party data

💬 Direct engagement

\$ Lower ongoing cost

📈 Repeatable revenue moments

📈 Relationship compounds over time

YOU OWN THE RELATIONSHIP.

RENTING GETS YOU ACCESS.

OWNING GIVES YOU LEVERAGE.

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# Right Now Brands struggle to retain relationships.

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 B2B, MANUFACTURER LINE OF SIGHT

Manufacturers reach hospitality through expensive omnichannel advertising, distributors and sales reps, with no direct connection to the chefs, kitchen and bar staff who actually use their products.

 B2C, VENUE & RETAILER RELATIONSHIPS

Most customers walk out the door unknown. Venue data is fragmented across loyalty, POS, email, social, and third-party sources, stagnant, and disconnected.

Higher acquisition cost. **Lower customer ownership.**

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# Manufacturer to frontline, for the first time.

SWiiFT Studio connects manufacturers directly to the heartbeat of their industry, the chefs, kitchen staff, bartenders and managers who use their products daily. The distributor stays central to fulfilment; manufacturer, distributor and venue all share the data and insights that matter, instead of leaving them fragmented across third-party platforms.

[Want to know more? →](#)

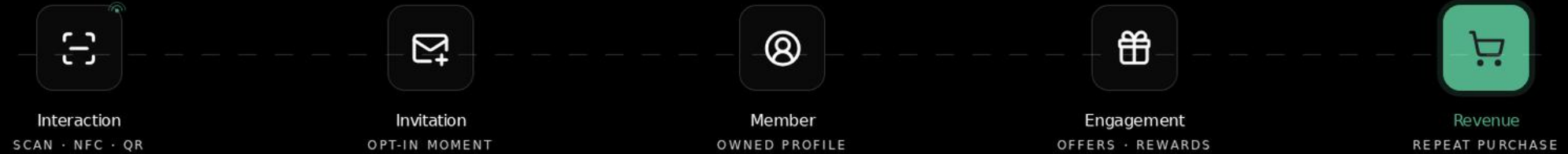
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# From anonymous to owned.

In-venue, most customers pay and disappear. SWiiFT Studio turns a one-click opt-in into an owned relationship. Out-of-venue, third-party platforms charge \$1-\$5+ per acquisition for rented, anonymous audiences. SWiiFT Studio gives venues a direct relationship and owned data at a fraction of the cost. The result: higher retention, lower acquisition cost, repeat revenue.

Want to know more? →

# With SWiiFT Studio, every meaningful interaction can become a relationship.



A customer scans, buys, enters, claims, attends or participates. SWiiFT Studio converts those moments into permission-led member ecosystems that become more valuable over time.

Invites, not ads.

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## SWiiFT Studio is the engagement layer that connects every channel.

Social, digital, in-store, stadium, broadcast, TV every moment a customer touches the brand becomes a thread back to a single, owned relationship layer.

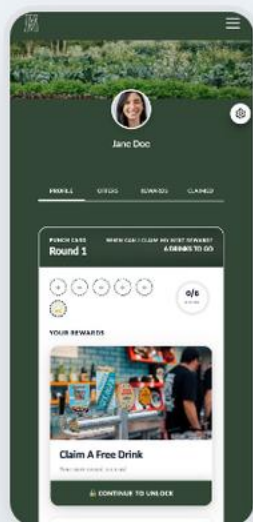
One infrastructure. Embedded anywhere your POS, your website, your partner's platform.



[See B2B and B2C detail →](#)

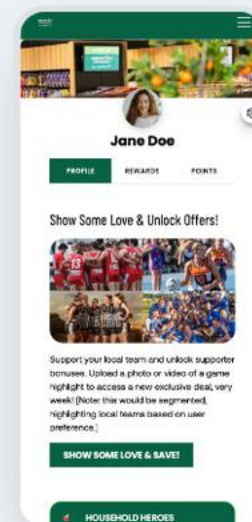
# See it in action.

Mapleton Pub



[View →](#)

Anderson's Supermarket



[View →](#)

[Explore All Use Cases →](#)

# Hospitality is where the flywheel compounds fastest.

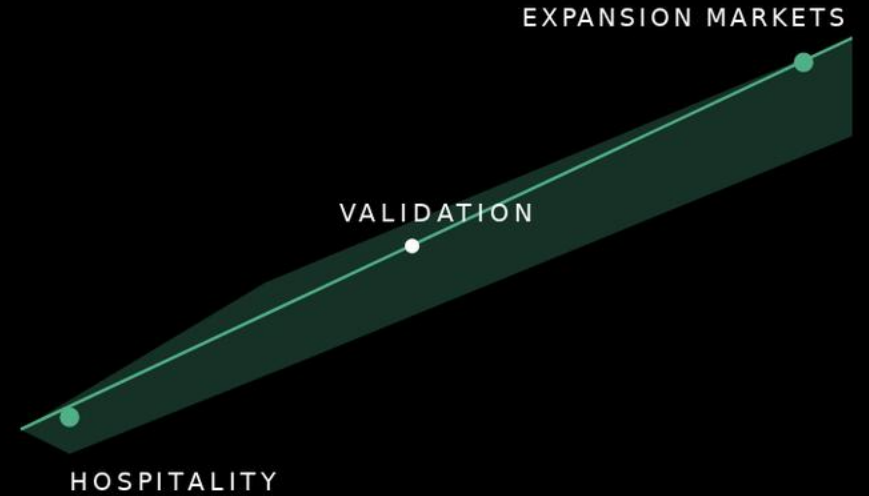
Hospitality has the conditions that make the direct relationship economy compound, high-frequency visits, repeat behaviour, built-in payment infrastructure, measurable retention. The same pattern repeats across music, sport, fashion, creators and entertainment.

## INITIAL MARKET

cafés · restaurants · pubs · QSR · venue groups · franchise operators

## EXPANSION PATHWAYS

entertainment · music · sport · fashion · creators · retail · culture-led brands



SWiIFT Studio does not replace operational systems. It adds the missing relationship layer across them.

# Manufacturers signed. Distribution locked.

LIVE TODAY

10 logos live · members capturing · repeat engagement data flowing


NEXT MILESTONE


50 live logos by mid-August 2026

MANUFACTURER PARTNERSHIPS

We're at the table with the world's leading manufacturers, working directly with Unilever, Mars, Bulla and McCain through our signed partnership with FoodPeeps.

 Unilever








 Mars

 Bulla

 McCain

Plus additional global manufacturers coming on board.

SIGNED DISTRIBUTION PARTNERS

 Tyro	Signed · 76,000+ Australian merchants
 Shopify	Signed · millions of sellers globally
 Square	Signed · millions of sellers globally
 Redcat Redcat	Signed · QSR platform behind Nando's, Grill'd, Boost Juice
 FiveWays	Signed · distributes Nando's nationally · 1,000+ hospitality businesses
 FoodHub	AU / NZ / UK distribution
Masterworks	2,000+ clients across Taiwan, Hong Kong, Japan
 FoodPeeps	Hospitality social platform · manufacturer partnerships

[See partner commercial terms →](#)

# The Direct Relationship Economy, a category that spans every industry where brands want to own the customer relationship.

## PHASE 1

## Hospitality.

Where the flywheel compounds fastest, modelled, signed, executing now.

## PHASE 2. INDUSTRY EXPANSION

- 🎵 music
- 🏆 sport
- 👗 fashion
- 🎨 creators
- 🎬 entertainment
- 🛒 retail
- 🚗 automotive

## CATEGORY LAYERS

- 01 direct customer relationships
- 02 engagement & loyalty infrastructure
- 03 first-party data & intelligence
- 04 participation & rewards commerce
- 05 creator and community monetisation

Every industry above runs on the same primitives: identity, permission, engagement, rewards, and measurable retention. SWiFT Studio is the infrastructure layer beneath all of them.

## ONE PLATFORM, MULTIPLE VERTICALS

## PHASE 1

Hospitality, high-frequency visits, repeat behaviour, built-in payment rails, measurable retention. The proving ground for the category.

## PHASE 2

The same pattern repeats across music, sport, fashion, creators, entertainment, retail and automotive, wherever brands need to own the direct customer relationship.

Sequenced, not scattered. Sprint team model activates each vertical post-traction and post-funding. Celebrities, athletes and creators captured organically through existing Shopify and Square channels in the interim.

The opportunity is not to replace existing systems. The opportunity is to become the relationship layer across them.

[View Appendix F, TAM Breakdown ↗](#)

# Recurring platform revenue with compounding engagement economics.

## STACKED REVENUE ARCHITECTURE

<b>Layer 1, Subscription base</b> \$109-\$5,000/month recurring platform subscriptions.	<b>Layer 2, Manufacturer bundles</b> Venue licences deployed at scale by manufacturers. SWiiFT retains 100%.	<b>Layer 3, Upside streams</b> Member overage, Campaign Creator, brand broker.
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## THE ENGINE. WHY THIS WORKS

Most customers walk out the door unknown. SWiiFT Studio turns them into relationships.

- 01 Built into the systems hospitality already runs on, Tyro, Square, Shopify, Redcat, FoodHub, Masterworks, one-click, in-venue and online.
- 03 Efficient revenue model: subscription, manufacturer bundles and member fees flow directly to SWiiFT Studio, no middleman taking 15-50% like traditional distributors.
- 05 Three independent acquisition channels: distribution partners reach venues; manufacturers buy bundled licences and deploy them to their venues; venues adopt directly.

- 02 Two-part recurring revenue: subscription plus success-led member usage fees that scale as venues grow.
- 04 Enterprise-grade platform serving all three pathways (B2B to B2C, B2C only, B2B only) on shared infrastructure, scalable across hospitality, music, sport, fashion, creators and entertainment.

## COMMERCIAL LOGIC

The platform becomes more valuable as engagement compounds, customer intelligence evolves, onboarding becomes repeatable, partner channels expand, and member ecosystems grow.

## GROWTH PATHWAY

2026	Rollout and proof
2027	Partner-led national scaling
2028+	International expansion

# Raising \$5M to own the direct relationship economy.

## TERMS

<b>INSTRUMENT</b> Post-money SAFE	<b>ROUND SIZE</b> \$5M
<b>VALUATION CAP</b> \$50M	<b>DISCOUNT</b> 20% to next round
<b>OPEN TO</b> Pre-seed & seed	

## USE OF FUNDS

Category sprint teams, sales and marketing per vertical
Product and engineering
Working capital
Tech and infrastructure shared across verticals

## INVESTOR TERMS

Everyone invests on the same SAFE terms
Pro-rata rights
MFN protection
Full terms in the data room

## THE INSTRUMENT

<p><b>Post-money SAFE</b></p> <p>Investors come in on a simple agreement that converts to equity at the next priced round. No shares are issued today.</p>	<p><b>Cap and discount</b></p> <p>Valuation cap \$50M, with a 20% discount to the Series A price. Investors convert at whichever is more favourable to them.</p>	<p><b>Same terms for all</b></p> <p>Every investor signs the same SAFE, from \$25,000 to \$500,000. No interest, no maturity date.</p>
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Conservative base case reaches roughly \$30.5M combined company ARR by end of 2027, driven by hospitality subscription, manufacturer bundles and expansion verticals, with member revenue, Campaign Creator and brand broker as upside. Capital funds aggressive growth through 2027, positioning a Series A in late 2027.

## FOUNDER COMMITMENT

<p>~\$1.3m</p> <p>Founder capital invested</p>	<p>~\$1.9m</p> <p>Contributed strategic, product, infrastructure and development support via Department of the Future</p>	<p>\$0</p> <p>Founder salary drawn to state</p>
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[View Appendix J, Founder Commitment](#)

# SWiiFT Studio does not replace the stack. It becomes the relationship layer across it.

## THE STACK TODAY

- POS — transactions
- CRM — communication
- Loyalty — rewards
- Email — automation
- Social — rented attention
- Creator — commerce

Each tool owns a slice. None of them own the relationship.

SWiiFT Studio sits across them — capturing permission, evolving member data, and activating engagement that pays back.

## CAPABILITY COMPARISON

	OWNS 1ST-PARTY DATA	EVOLVES MEMBER PROFILE	ACTIVATES ACROSS CHANNELS	DRIVES REVENUE ENGAGEMENT
POS	●	—	—	—
CRM	●	●	—	—
Loyalty	●	—	—	●
Email	—	—	●	—
Social	—	—	●	—
Creator	—	—	●	●

SWiiFT Studio

●

●

●

●

● Capability present — Not addressed

# Campaign Coach™ reduces the operational load of launching engagement.

Campaign Coach™ is the AI-assisted layer designed to help brands move from idea to live campaign with less manual support.

## FOCUS AREAS

- guided onboarding
- campaign generation
- segmentation assistance
- operational simplification
- deployment acceleration
- repeatable campaign templates

## INVESTOR RELEVANCE

Campaign Coach™ can reduce onboarding friction, lower support dependency and improve deployment velocity as the platform scales.

## TRADITIONAL PATH

Strategy → Creative → Build → Segment → Deploy → Measure

## SWIFT PATH

Objective → Campaign Coach™ → Live campaign → Learning loop

# Static data tells you what happened. Evolving data tells you what to do next.

SWiiFT Studio is designed to build richer customer intelligence through repeated interactions over time.

## DATA SIGNALS

- visits
- claims
- survey responses
- participation
- referral activity
- purchases
- entries
- preferences
- uploaded moments
- campaign responses

## VALUE LOOP

Engage → Learn → Segment → Activate → Improve

## INVESTOR RELEVANCE

More engagement creates richer profiles. Richer profiles improve targeting. Better targeting improves retention and conversion. Better outcomes increase platform stickiness.

# The Vault turns customers into creators.

The Vault enables members to upload photos, videos, experiences and moments, creating a future pathway from participation to advocacy.

## FUTURE PATHWAYS

- advocacy
- creator ecosystems
- participation loops
- referral growth
- affiliate-style engagement
- user-generated content campaigns
- brand partnership activations

## CUSTOMER JOURNEY

Customer → Member → Creator → Advocate → Affiliate

# Seed capital funds a focused commercial rollout.

## PHASE 1

### Validate

- onboard initial hospitality venues
- measure member capture
- test activation flows
- capture repeat engagement data
- produce case studies

## PHASE 2

### Repeat

- standardise onboarding
- create playbooks
- refine pricing
- train customer success
- create repeatable campaign templates

## PHASE 3

### Expand

- activate partner channels
- expand through POS and payment ecosystems
- support agency-led onboarding
- prepare for APAC and international expansion

# Distribution pathways exist before capital.

PAYMENTS & POS	HOSPITALITY NETWORKS	FUTURE EXPANSION
<ul style="list-style-type: none"><li>— Tyro</li><li>— Square</li><li>— Redcat</li></ul>	<ul style="list-style-type: none"><li>— FoodPeeps</li><li>— Fiveways</li></ul>	<ul style="list-style-type: none"><li>— entertainment</li><li>— creators</li><li>— sport</li><li>— culture-led brands</li></ul>

## CHANNELS

direct venue onboarding · Tyro pathway · Square pathway · Redcat pathway · FoodPeeps community · Fiveways network · agency and partner-led onboarding

# Australian-first execution with expansion pathways.

## INITIAL MARKET

Australian hospitality and venue engagement infrastructure.

- cafés
- bars
- QSR
- franchise groups
- restaurants
- pubs
- venue groups

## EXPANSION CATEGORIES

- entertainment
- sport
- loyalty & retention
- participation commerce
- music
- creator commerce
- customer relationship platforms

## MARKET CAPTURE (MODEL-BACKED)

Active hospitality logos by Q4 2027	~3,630
B2C plan mix	Core 40% · Plus 35% · Premium 20% · Enterprise 5%
B2B plan mix (manufacturer bundles)	Premium 40% · Enterprise 60%
Hospitality subscription ARR · Q4 2027	\$19.64M
Manufacturer bundle ARR · Q4 2027	\$3.78M
Expansion verticals ARR · Q4 2027	\$7.05M
Combined company ARR · Q4 2027	\$30.46M (≈\$30.5M)

## EXPANSION PATHWAYS (SIGNED / LIVE)

AU hospitality partners	Redcat · FoodHub · Fiveways · Tyro
APAC + global distribution	Shopify · Square · Klaviyo · HubSpot · Mailchimp

Figures pulled from the live financial model (Summary, Assumptions, Partner Activation).

# Four-tier subscription plus member-fee engine, partner-led distribution.

## REVENUE LAYERS

- monthly plan subscription (Core · Plus · Premium · Enterprise)
- per-member usage fee (tiered \$/member/month)
- manufacturer bundles & licensing (B2B)
- partner channel distribution (POS · payments · eCom · agency)

## PLAN MIX (B2C HOSPITALITY)

Core	40% · \$109/mo
Plus	35% · \$209/mo
Premium	20% · \$309/mo
Enterprise	5% · \$5,000/mo

## MANUFACTURER BUNDLES (B2B · 5-TIER SCALE)

50 venues	\$200 / venue / month
100 venues	\$170 / venue / month
250 venues	\$140 / venue / month
500 venues	\$115 / venue / month
1,000 venues	\$90 / venue / month
Enterprise licence	\$5,000 / manufacturer / month

## MODEL ASSUMPTIONS (LIVE FROM SHEET)

Member fee · tiered \$/member/mo	\$0.15 → \$0.06 (Enterprise \$0.03)
Net quarterly member growth	3.0% (5.0% growth – 2.0% churn)
Annual logo churn	15.0% (~4.0%/qtr)
Annual revenue / logo (yr 1)	Core \$1.3K · Plus \$2.5K · Premium \$3.7K · Ent \$60K
Blended gross margin	71.6% – 77.5% by plan
Blended CAC	\$1,372 (POS \$1.5K · Pay \$1.2K · eCom \$0.8K · Agency \$2K)

Sources: Assumptions & Unit Economics tabs of the live model.

# What the seed round needs to prove.

## COMMERCIAL MILESTONES

- first scalable onboarding cohort
- repeatable subscription growth
- measurable customer outcomes
- first strong case studies
- partner-led lead generation

## OPERATIONAL MILESTONES

- onboarding systems
- customer success frameworks
- support documentation
- pricing refinement
- platform reliability improvements

## SERIES A READINESS · EXIT Q4 2027 (FROM MODEL)

Active hospitality logos	~3,630
Hospitality subscription ARR	\$19.64M
Manufacturer bundle ARR	\$3.78M
Expansion verticals ARR	\$7.05M
Combined company ARR	\$30.46M
FY27 hospitality revenue	\$11.80M
Upside ARR (member rev + Campaign Creator)	\$3.46M
Brand broker ARR (illustrative)	\$3.84M
Partner channels live at scale	Redcat · FoodHub · Fiveways · Tyro · Square · Shopify

Sources: Summary, P&L & Partner Activation tabs of the live model.

# Founder-led, product-built, partnership-ready.

## FOUNDER

### Ivan Gomez

Founder & CEO

Vision, product strategy, partnerships, GTM, ecosystem architecture and capital commitment.

[VIEW FULL TEAM](#) ↗

## CORE TEAM

Mike Sexton — CTO

Scott Taylor — Product

Lynn Nguyen — Operations

Ary Ganeshalingam — CMO

John Forfar — AI Infrastructure

Tony Nguyen — General Manager, Vietnam

Arthur Marinis — DevOps, security, compliance

## STRATEGIC ADVISORS

Trent Blackett

Ben Johnson

Darren Abdell

Ben Ascot

## Investment to date

<p>~\$1.3m</p> <p>Founder capital invested</p>	<p>~\$1.9m</p> <p>Contributed strategic, product, infrastructure and development support via Department of the Future</p>	<p>\$0</p> <p>Founder salary drawn to date</p>
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**NOTE**

Department of the Future, a related business founded by Ivan Gomez, has supported SWiiFT Studio across strategy, product planning, infrastructure support, R&D activities, UX/UI, content systems, platform development coordination and go-to-market execution.

*Final legal and accounting treatment of related-party contributions to be confirmed pre-close.*

# Conservative base case · combined company ARR reaches ~\$30.5M by Q4 2027 · hospitality + manufacturer bundles + expansion verticals.

~3,630 Active hospitality logos by Q4 2027	\$30.46M Combined company ARR · Q4 2027	\$19.64M Hospitality subscription ARR · Q4 2027	\$11.80M FY27 hospitality revenue
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## YEAR BY YEAR

FY26 · Launch	First scalable cohorts onboarded	Hospitality subscription engine live
FY27 · Scale	~3,630 active hospitality logos	\$11.80M FY revenue · \$30.46M combined ARR exit

## COMBINED ARR MIX · Q4 2027

STREAM	ARR · Q4 2027	SHARE
Hospitality subscription	\$19.64M	64%
Manufacturer bundles (B2B)	\$3.78M	12%
Expansion verticals	\$7.05M	23%
Combined company ARR	\$30.46M	100%

## UPSIDE (NOT IN BASE CASE)

Member revenue (upside)	Included above	—
Campaign Creator (upside)	\$3.46M ARR	Modelled separately
Brand broker (illustrative)	\$3.84M ARR	Not in base case

## UNIT ECONOMICS

\$1,372 Blended CAC	71.6–77.5% Gross margin by plan
15% Annual logo churn	2% Quarterly member churn

## LIVE MODEL

Eight tabs: Assumptions, Partner Activation, Build, Unit Economics, P&L, Sensitivity, Summary. All inputs editable for scenario testing.

[View live model →](#)

## RAISE STRUCTURE

Instrument	Post-money SAFE
Round size	\$5M
Valuation cap	\$50M
Discount	20% to next round
Conversion	At the Series A priced round

Model runs through Q4 2027 exit. Member churn modelled at 2% quarterly; annual logo churn at 15%. Member revenue, Campaign Creator and brand broker are upside, not in the base case. Aspirational targets are not presented as achieved results.

# Legal structure, governance and deal readiness.

## CAPITAL STRUCTURE

Instrument	<i>Post-money SAFE</i>
Round size	<i>\$5M</i>
Valuation cap	<i>\$50M</i>
Discount	<i>20% to next round</i>
Conversion	<i>At the next priced round (Series A)</i>

## INTERNAL ALLOCATION SCHEDULE

Department of the Future Ventures holds 100% of the existing equity. The internal allocation is broken down as follows:

Founder balance	<i>94%</i>
Mike Sexton	<i>2%</i>
Convertible pool	<i>1%</i>
Staff pool	<i>1%</i>
Executive pool	<i>2%</i>

## GOVERNANCE

- Company incorporated in Australia
- Trademark position under review
- Related-party contribution treatment to be confirmed pre-close
- Platform IP, source code and all core assets owned by Pixel Boss and held in the raising entity. No inter-company transfers required.
- Privacy and data handling aligned with Australian regulations
- Investor-ready documentation under preparation

## LEGAL COUNSEL

Final SAFE terms and the Australian-law instrument are subject to legal counsel review and will be confirmed prior to close.

# How customer outcomes will be measured.

## MEASUREMENT AREAS

- onboarding conversion
- member capture rate
- repeat engagement
- offer claim rate
- participation rate
- retention uplift
- revenue influence
- campaign response
- customer success cost

## CASE STUDY STRUCTURE

01	Customer context
02	Problem
03	SWiIFT deployment
04	Member capture result
05	Engagement result
06	Repeat behaviour / revenue signal
07	Learnings
08	Expansion opportunity

# Manufacturer bundles, licensing and data.

## ONE BUSINESS. ONE LICENCE

A hospitality business only ever holds one SWiiFT Studio licence, never two competing accounts. This protects the end consumer from confusion and keeps the relationship clean.

## HOW A MANUFACTURER-GRANTED LICENCE WORKS

A manufacturer buys a bundle and grants a licence to a venue. The business owns the licence and is the administrator. The licence runs twelve months. In return, the business commits to a minimum cadence of campaigns for the granting manufacturer and to sharing relevant, consented data and insights.

## NON-COMPETING SUPPLIERS

Because the business owns the licence, it can bring its wider supply chain (meat, flour, produce, dairy) into the same platform freely, with no permission needed from the granting manufacturer.

## DATA PRINCIPLES

Sharing is scoped: a partner only sees data relevant to their own relationship with the community, based on member behaviour and consent. Sharing is consent-led: members choose what they share and with whom. The business is custodian of the complete picture. SWiiFT Studio operates as the platform that holds, processes and safeguards this data. Any future aggregate use is consent-based and privacy-compliant, with full terms in the data room.

## RENEWAL

The granting manufacturer can remain lead partner by reissuing and renegotiating. If not, the licence stays with the business owner, who can pay standard market rates (\$109 to \$309 / month) or renegotiate with another supplier. The business is never stranded.

## BUNDLE PRICING

50 venues	\$200 / venue / mo
100 venues	\$170 / venue / mo
250 venues	\$140 / venue / mo
500 venues	\$115 / venue / mo
1,000 venues	\$90 / venue / mo
Enterprise licence (per manufacturer)	\$5,000 / mo

*SWiiFT Studio retains 100% of bundle revenue.*

# Partner commercial terms.

PARTNER	REVENUE TERMS
Manufacturer bundles	SWiiFT retains 100%
B2C venue direct	SWiiFT retains 100%
FoodPeeps (B2B manufacturer activation)	30% SWiiFT / 70% FoodPeeps (FoodPeeps leads the relationship)
Tyro	SWiiFT retains 100% of venue revenue + receives referral fee from Tyro; Tyro takes 0% share
Shopify	0% on first \$1M GMV, then 15%
Square	Partner-specific, under confirmation
Redcat	10% revenue share to partner
FoodHub	10% revenue share to partner
Masterworks	10% revenue share to partner

*Terms marked under confirmation are being finalised; figures are indicative and subject to executed agreements.*

# B2B activation detail.

Manufacturers reach the hospitality workforce with purpose, replacing wasteful omnichannel spend and reducing reliance on costly sales reps. The platform amplifies sales teams rather than replacing them.

Through segmentation and tagging, manufacturers create tailored moments for each cohort.

## MANAGERS AND OWNERS

Strategic events, conferences.

## CHEFS AND KITCHEN STAFF

Chef-exclusive experiences, product education, training.

## FRONT-OF-HOUSE STAFF

Brand experiences, skill-building.

## EDUCATE

the frontline.

## LEARN

from them through real feedback and insights.

## ENTERTAIN AND CONNECT

through relevant moments.

# Cross-vertical expansion.

The same direct-relationship flywheel proven in hospitality repeats across categories. Category-specific sprint teams own sales and marketing while tech and infrastructure stay shared.

The structural parallel is straightforward: a fashion, beauty or house brand has thousands of retailers the same way a manufacturer has thousands of venues.

Combined company view: approximately \$30.5M combined ARR by end of 2027 across hospitality subscription, manufacturer bundles and expansion verticals, before upside.

*Expansion-vertical pricing currently mirrors hospitality blended pricing and will be refined per category.*

## LAUNCH SEQUENCE

Hospitality	Live
Music	Q4 2026
Fashion	Q1 2027
Sport	Q2 2027
Creators	Q3 2027
Automotive	Q4 2027

# Series A readiness.

The \$5M seed funds aggressive growth and category activation through 2027, positioning a Series A in late 2027.

The business is structured to be EBITDA-positive early while capital is deliberately deployed into growth. Specific target metrics are held in the data room.

## SERIES A TRIGGERS

Multiple verticals live and generating revenue

Combined ARR approaching the \$30M range

Signed manufacturer bundles deployed at scale

Proven category sprint-team economics

# FoodPeeps partnership.

SWiiFT Studio holds a signed strategic and commercial partnership with FoodPeeps, the hospitality industry's social platform. Through this partnership we work directly with leading global manufacturers including Unilever, Mars, Bulla and McCain, and earn 20–30% of commercial deals transacted through the channel.

## DEAL FLOW

FoodPeeps leads manufacturer relationships; SWiiFT earns 20–30% of commercial deals transacted through the channel.

## DIRECT BUNDLES

Manufacturer venue bundles are sold direct by Pixel Boss, with SWiiFT retaining 100% of that revenue — a separate stream from the FoodPeeps deal flow.

## MANUFACTURERS IN CHANNEL

Unilever

Mars

Bulla

McCain