

Squilio



We start where others stop

With Squilio:

Buy once. Earn again. Again.

The Problem

Loyalty doesn't reward loyalty.

It delays value to trigger the next purchase.

Customers get tasks.

Brands pay twice.

The Solution

Squilio returns value automatically, at the moment of purchase.

No coupons. No activation. No minimum basket tricks.

One infrastructure layer across purchase, cashback, and reward.

The Platform - Live. Scalable. Ready to deploy.

What's Live Today



Live in production

- White-label live in 36 hours – for any business with transactions.
- 2 active co-branders.
- ~700 merchants integrated.
- End-to-end transaction and wallet flow.
- Rule-based transaction logic.
- Self-service setup for co-branders.

Market Edge



Loyalty and payments run on the same broken stack.

- One infrastructure layer across discovery, payment and reward.
- Messenger-first distribution reduces CAC.
- High switching costs once partners are integrated.

What's Coming



Near-Term Roadmap

- White-label onboarding in under 3 minutes.
- Messenger-first interface (WhatsApp, Telegram) prototype live.
- Cross-border payments prototype live.

Revenue



Transaction-based revenue with recurring B2B licensing.

- Transaction-based fees on live volume.
- Recurring B2B licensing for white-label deployments.
- Volume-based scaling without user acquisition spend.

SAM
CHF 40+ Billion

TAM
CHF 150+ Billion

Squilio enters the market through co-branded distribution. Turning existing transaction volume into infrastructure-led revenue.

Revenue streams

B2B (Transaction-based revenue)

- Transaction-based take-rate on cashback volume, tiered by plan level
- Recurring B2B subscriptions for infrastructure, wallet, and optional modules
- Lower take-rates at higher tiers incentivize partner-driven volume growth

B2C (Value retention & engagement layer)

- Cashback rewards flow directly into the Squilio wallet
- Wallet-based value retention without re-purchase pressure
- Premium features unlock through usage, not upselling

The Team

Carolina De Mattia – Founder – Founder-led execution across product, partner onboarding, and go-to-market, with a live infrastructure deployed to active co-branders.

Namah Marent - Product & GenZ Voice

Ritesh Kedar & Himanshu Kaushik - Engineering (Infrastructure & Wallet)

FUNDINGS

Current round: CHF 750k Seed

Raising CHF 750k (Convertible Loan), 15-18 months runway, target: break-even 2027.

Capital roadmap: up to CHF 2M

to expand wallet capabilities, cross-border payments, and AI automation