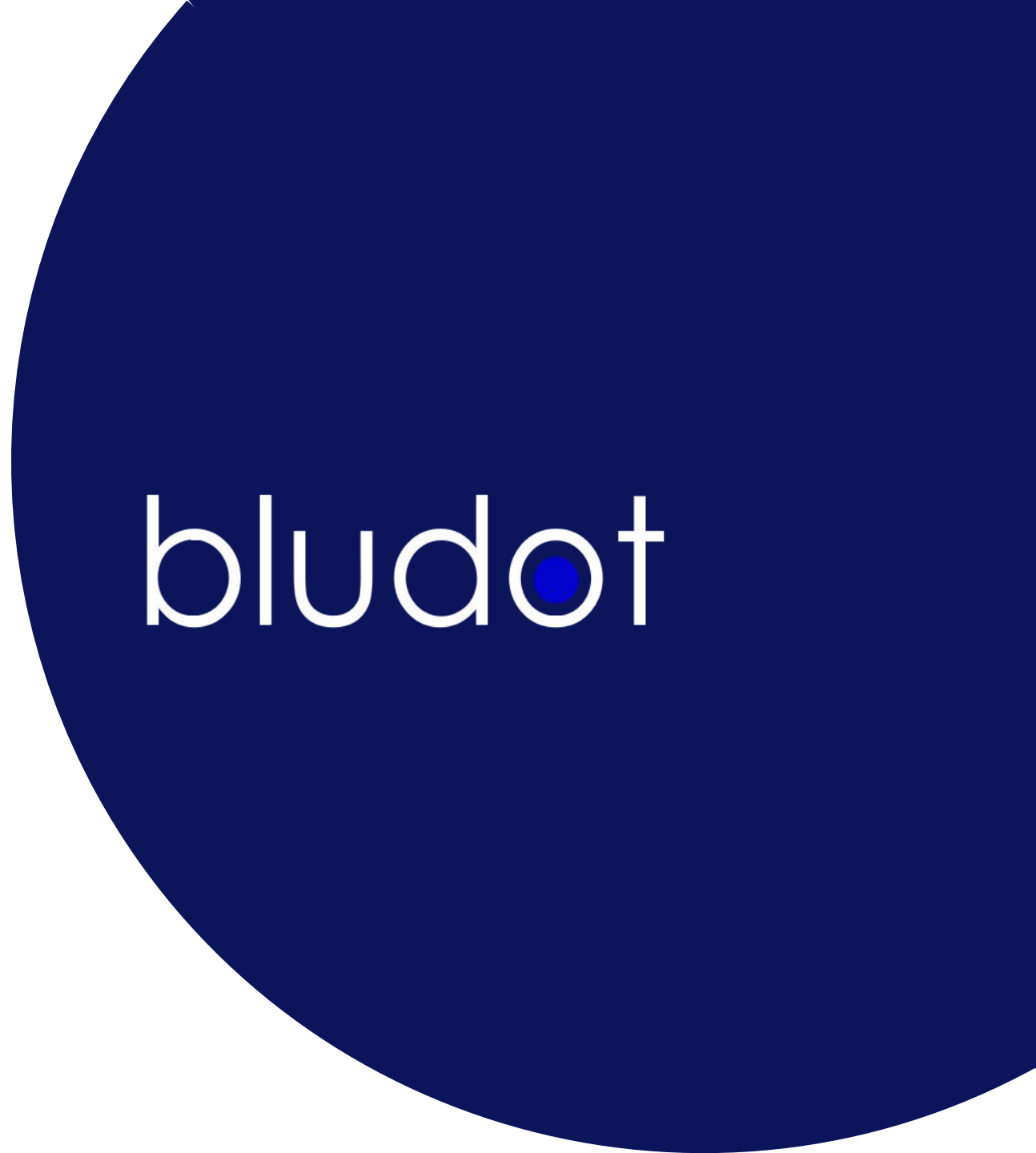
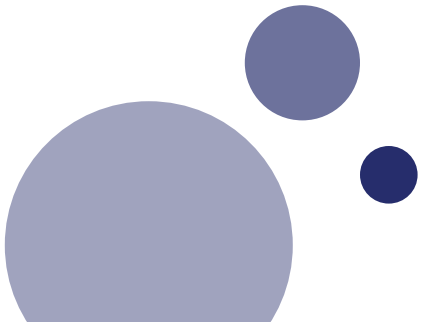


Empower your
Economic Development

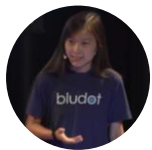
www.bludot.io

bludot





Who are we?



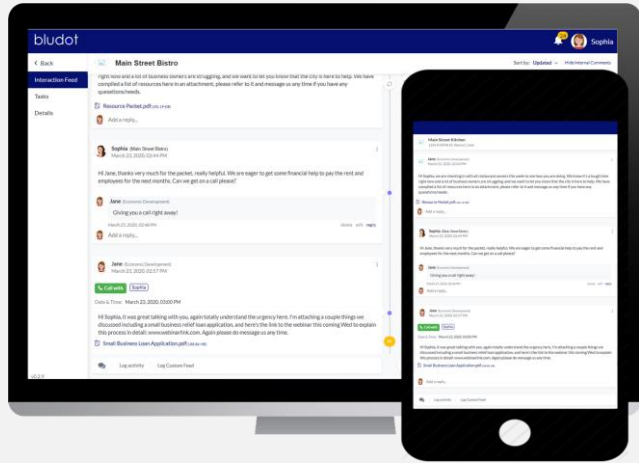
Sophia Zheng, Founder/CEO 🙌

bludot

Bludot was built in 2019 from a 16-week partnership with City of Walnut Creek's Economic Development team.

Since then, our BR&E solutions have been used by communities across 23 states.

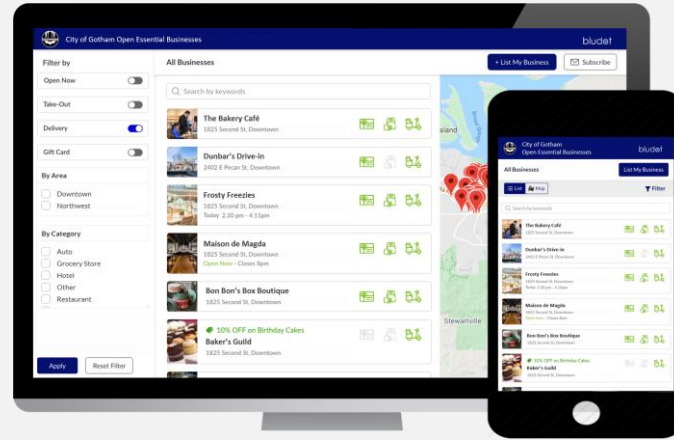




bludot BR&E Platform

The BR&E platform designed to save you time and showcase your work. Comes with pre-populated data for your local businesses, report templates, and more!

www.bludot.io/bludot-app



bludot open

The public-facing, digital business directory that promotes your local businesses and lets business owners edit directly.

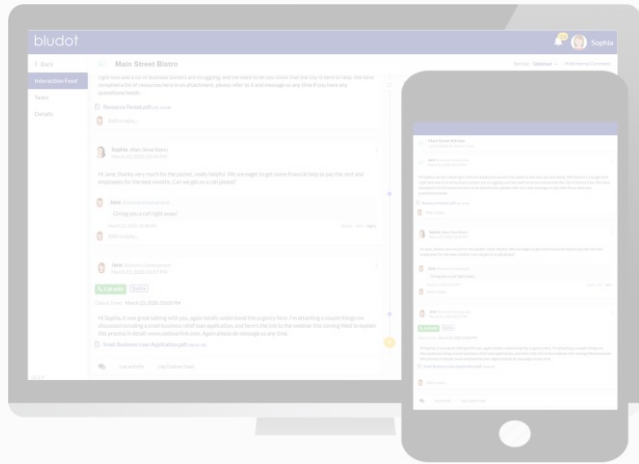
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open rewards

City-wide rewards program to incentivize consumers to shop at local businesses in your city.

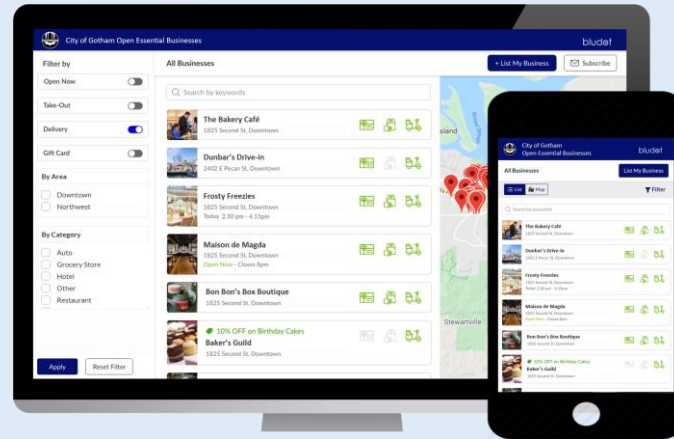
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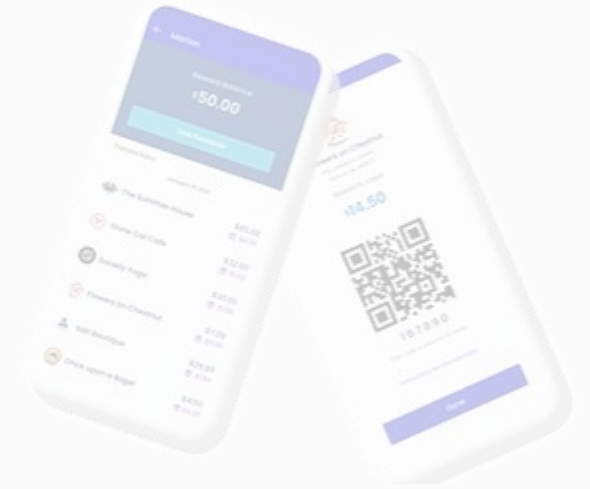
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Benefits to Local Business

Searchability

Potential customers can find you through a variety of search features. The more information your profile contains, the easier for people to find you.

Digital Presence

Showcase your products and services, promotions, delivery, online ordering, gift cards, etc.

Add your existing website and social links to your profile, direct customers to those sites and boost your digital presence.

Real Time Update

Update your latest hours and information in real time so customers have the most up to date details about your business.

Bludot Open: public-facing business directory

The screenshot displays the Bludot Open website for Walnut Creek. The browser address bar shows the URL `open.bludot.io/cities/walnutcreek/businesses`. The page header includes the City of Walnut Creek logo and the text "City of Walnut Creek Open For Business". The main content is divided into a left sidebar with filters, a central list of businesses, and a right-side map.

Filter By

- Open Now:
- Delivery:
- Gift Card:
- Take-Out/Curbside:
- Outdoor Dining:
- Shop Online:

By Area

- Downtown
- Northwest Walnut Creek
- Ygnacio

By Category

- Auto
- Grocery Store
- Hotel
- Other
- Restaurant
- Retail

Business List:

- 1 101 Ygnacio Plaza**
1802 N Main St, Walnut Creek
- 1 1515 Restaurant & Lounge**
1515 N MAIN ST, Walnut Creek
- 3 360 Gourmet Burrito**
1558 NEWELL AVE, Walnut Creek
Open Now 10:00AM-08:00PM
- 5 54 Mint Forno Italiano**
1686 LOCUST ST, Walnut Creek
Open Now 05:00PM-08:00PM
- Custom Jewelry & Repair. We buy GOLD**
- A A & G Jewelers**
1385 N MAIN ST B, Walnut Creek
- A A Sweet Affair**
1815 YGNACIO VALLEY RD F, Walnut Creek
Today 07:00AM-03:00PM
- A A Sweet Affair Bakery**
1990 N CALIFORNIA BLVD 10, Walnut Creek
Open Now 06:00AM-07:30PM
- A Allstar Medical Supply LLC**
1930 MT DIABLO BLVD, Walnut Creek
Today 10:00AM-02:00PM

Map: A map of Walnut Creek showing business locations marked with red pins. Blue callouts indicate "15-Min Pickup Zone" and "Street Closure".

Annotations:

- A blue box highlights the URL `open.bludot.io/cities/walnutcreek/businesses` in the browser address bar.
- A blue box contains the text: "Unique URL for your community. Redirect a city URL to this link, or embed this site within a city webpage".

Bludot Open: public-facing business directory

Promote your local businesses: help them boost their digital presence, attract customers, and run promotions.

[Back to business listing](#)

Business Profile

H Harps Etc. 

1601 N. Main Street Walnut Creek | Phone: 9259374277

 Last updated: 13 October 2020 at 08:04 PM (PDT)

Business Details Edit

 **Your First Month's Harp Rental is 50% off**

Name Harps Etc.

Address 1601 N. Main Street, Suite 106 Walnut Creek, California, 94596

Website <https://www.harpsetc.com>

Links [facebook](#)

Phone Number 9259374277

Hours	Monday	10:00am-6:00pm
	Tuesday	10:00am-3:00pm
	Wednesday	10:00am-6:00pm
	Thursday	10:00am-6:00pm
	Friday	10:00am-6:00pm
	Saturday	10:00am-5:00pm

Business hours notes
By appointment at all times if you wish to enter the store or take lessons. Only one party limited to two people allowed in at one time. Please wear a mask and bring gloves. Thank you.

Area Downtown

Categories Detail

Promotion



9 days left

First Month of Harp Rental is 50% Off

Gallery



Manage

Bludot Open: public-facing business directory

Let businesses update their information directly; all changes go through admin users for approval
create an easy touchpoint with the business owners and gather their contact information

City of Walnut Creek Open For Business

bludot

< Back to business listing

Business Profile

H Harps Etc.
1601 N. Main Street Walnut Creek | Phone: 9259374277
Last updated: 13 October 2020 at 08:04 PM (PDT)

Business Details

Your First Month's Harp Rental is 50% off

Name	Harps Etc.
Address	1601 N. Main Street, Suite 106
Website	https://www.harpsetc.com
Links	facebook
Phone Number	9259374277
Hours	Monday Tuesday Wednesday Thursday Friday Saturday
Business hours notes	By appointment at all times for lessons. Only one party in the room at a time. Please wear a mask and bring your own harp.
Area	Downtown

Edit Business

Name*
Harps Etc.

Display Name* (This would show on Business Listing Page)
Harps Etc.

Highlights (Do you have special offers, deals, etc. that you'd like to highlight? This will show in the main listing page.)
Your First Month's Harp Rental is 50% off
9 characters remaining

Address 1*
1601 N. Main Street

Address 2
Suite 106

City*
Walnut Creek

State*
California

Zipcode*
94596

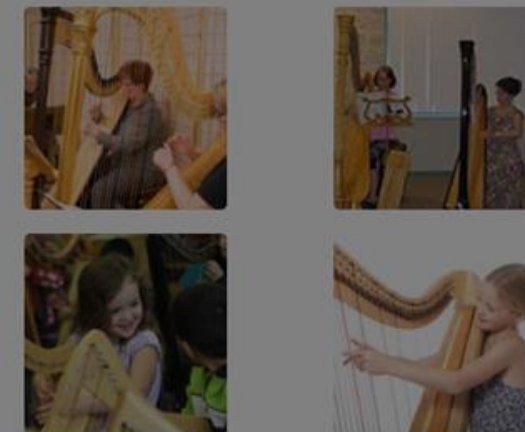
Area*
Downtown

Website
https://www.harpsetc.com

External Links

Facebook	https://business.facebook.com/harpsetc/
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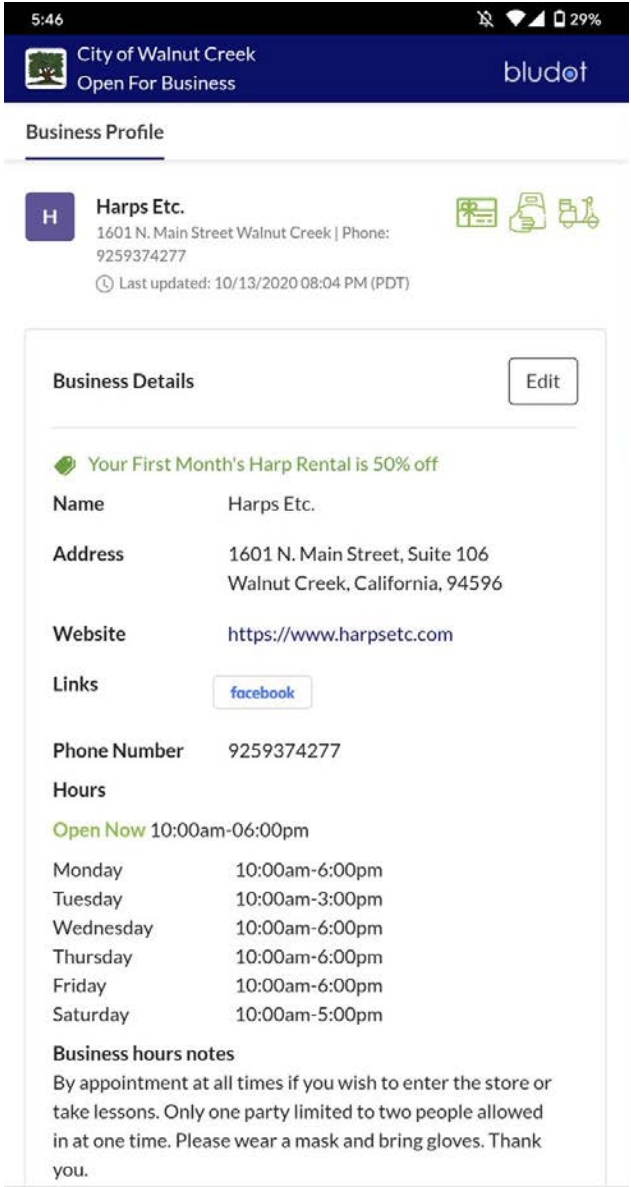
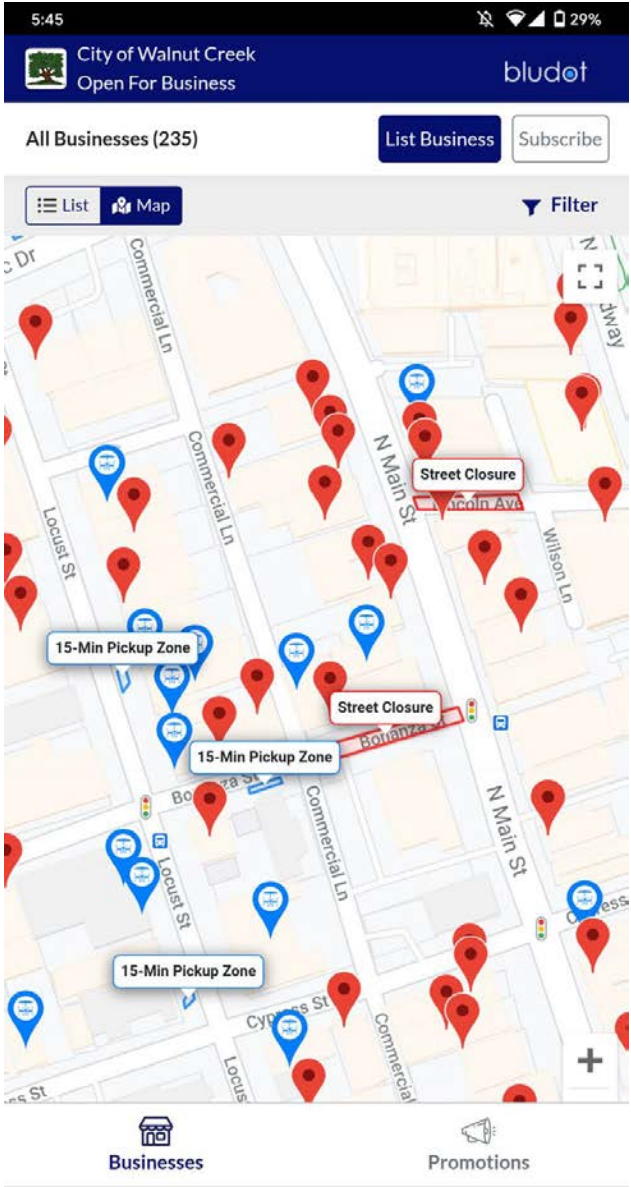
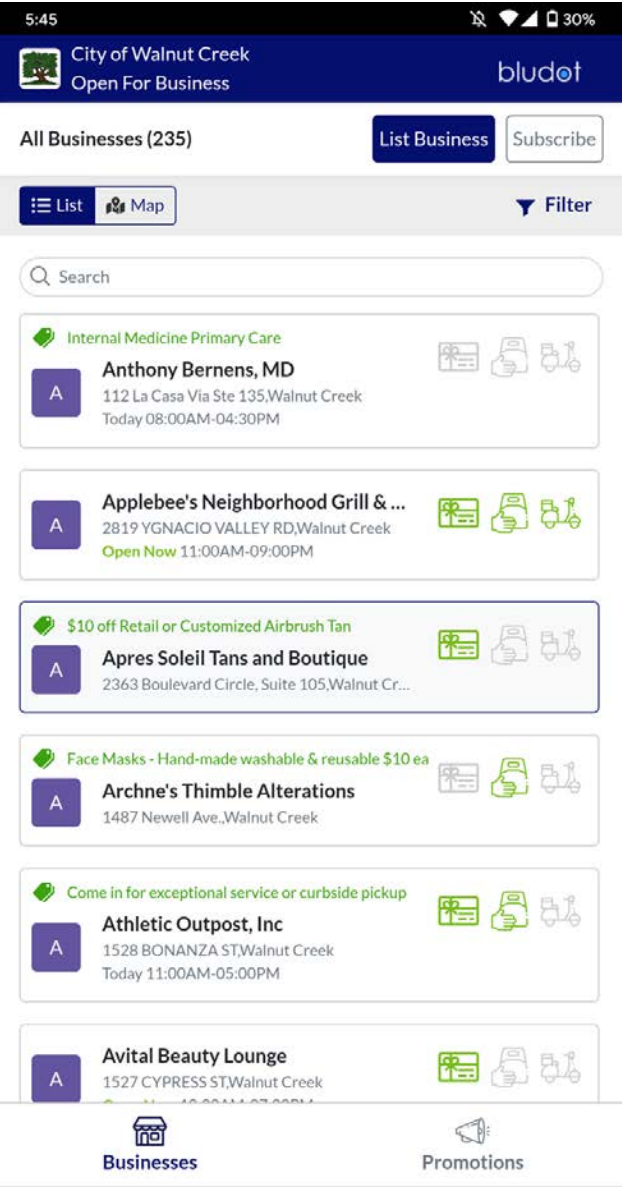
+ Add Another Link

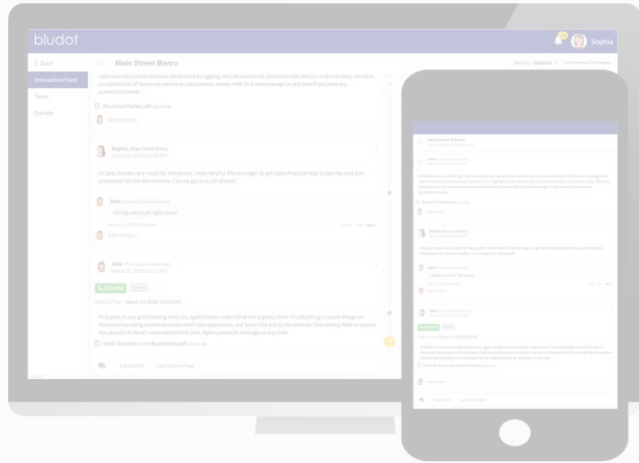


Manage

Bludot Open: public-facing business directory

Mobile friendly – seamless experience in any browser on any device

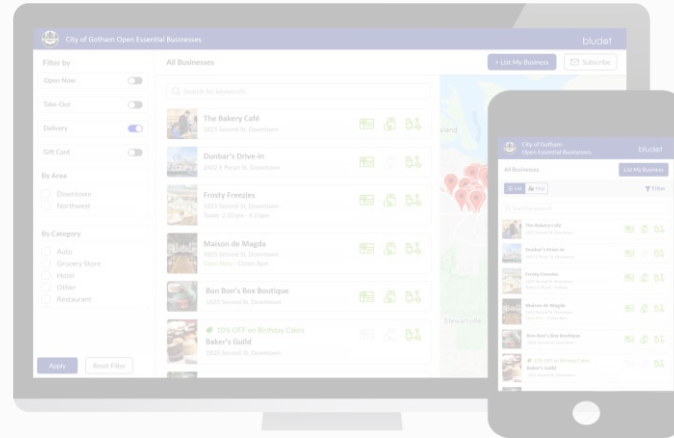




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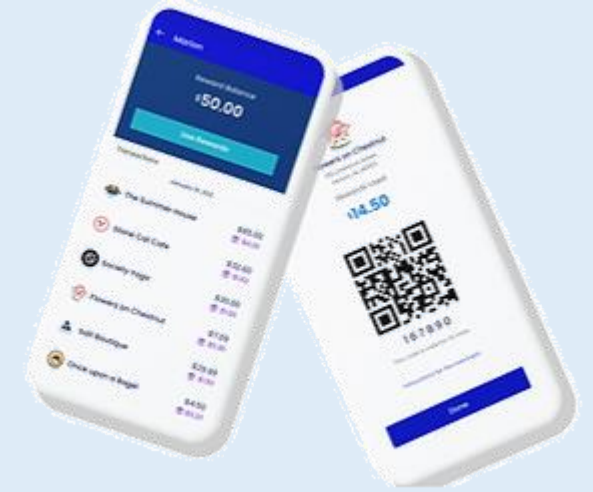
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City-wide rewards program to incentivize consumers to shop at local businesses in your city.

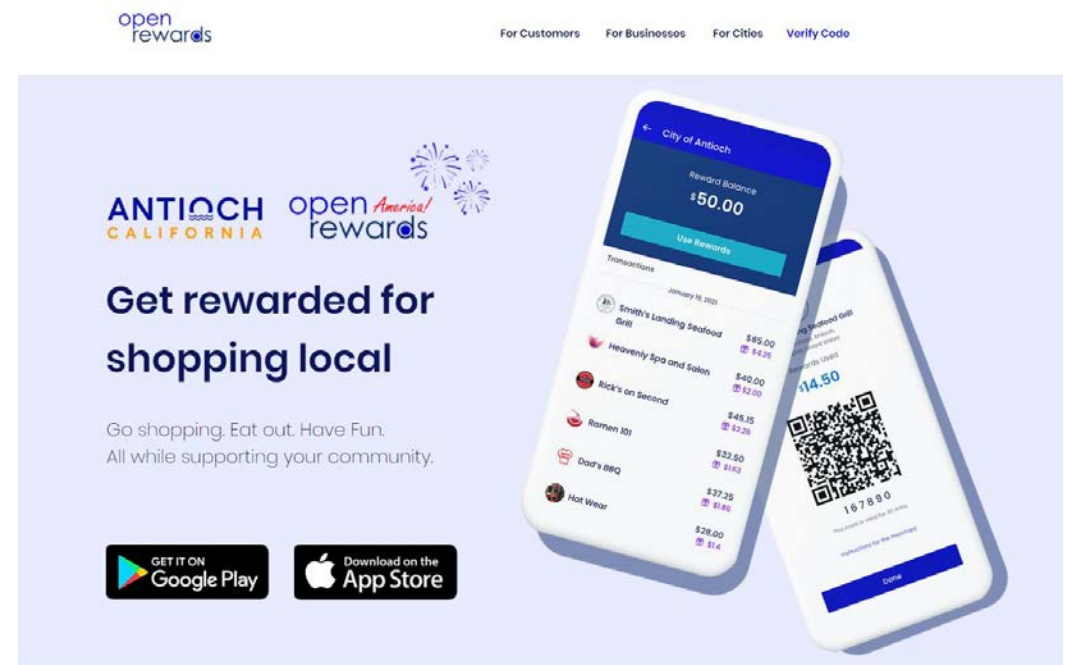
www.bludot.io/rewards



We have launched!



<https://youtu.be/7Jj7DYHrfiM>



Rewards.ShopAntiochNow.com



What is **open** *America!* rewards



City-wide rewards program to incentivize consumers to shop at local businesses within your city limits

- ✓ Directly stimulate your economy and speed up recovery
- ✓ Keep local dollars local
- ✓ Consumers love, businesses grow!



Consumer

Download the app and
create a free account!



Earn rewards no matter how they paid
Credit card, debit card, cash are all supported



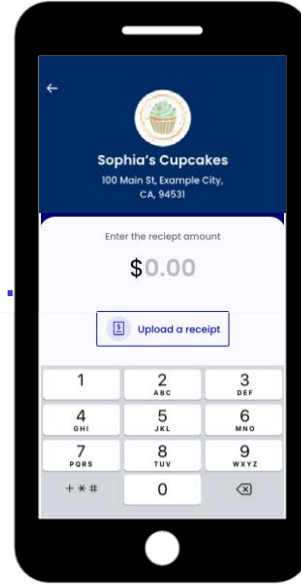
Use rewards anywhere in the same community
The flexibility is key to consumers' participation



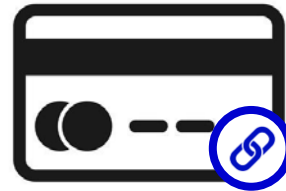
Consumer experience: how to earn rewards



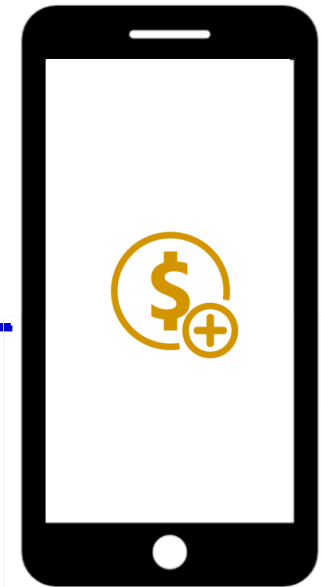
Pay for your purchases like you normally do



Select the business from the app and upload a photo of the receipt



If your card is linked with Open Rewards, you will earn rewards automatically.



The rewards earnings will be added to your account!

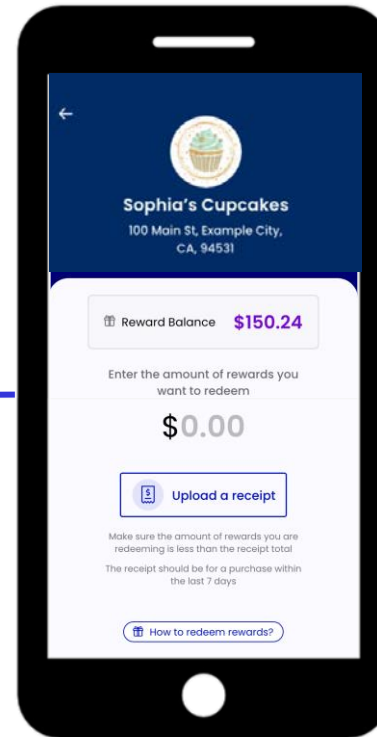


Consumer experience: how to redeem rewards

Let's say you want to redeem \$5 from your rewards balance for a weekend brunch



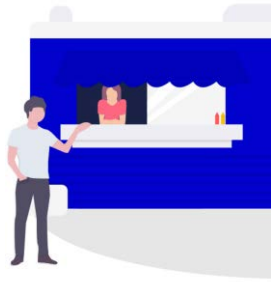
Pay for your brunch in full at the restaurant



Enter the amount of rewards you want to use (eg. \$5) and submit the receipt



You will receive the \$5 via your selected payout method.
That's it!



Business

Leverage the collective scale of the community



No action required

Businesses do not need to sign up, use any device, or train any staff. Just business as usual!



Free to participate

With your city's sponsorship, there is no cost to businesses



Attract customers

Listed in the app for customers to earn and redeem



Local consumer



Chose the locally-owned supermarket for groceries

\$99.5

+\$4.98



Picked up dinner for the family

\$71.64

+\$3.58



Bought a gift from the local mercantile

\$29.63

+\$1.48



Saved the rewards to treat ourselves to a Sunday brunch!

\$40.73

-\$5.04

Still got \$5 rewards left in the wallet.. maybe check out that new ice cream shop?

Investment from the city:

\$10.04

Economic Impact:

\$241.5

ROI: 24X



Zero administrative overhead

- No need to pound the pavement to enroll businesses
- No need to administer rewards issuing or rewards redeeming
- Everything is handled by the app!

Nudge customers to return

- The rewards in their wallets give people the extra nudge to come back to your city

Launch overnight

- App is already built, adding your city is instant
- Just let us know which businesses are eligible and your city will be live!

>20X Impact

- Every \$1 your city invests = \$20+ economic impact in your city
- Data dashboard tells you exactly where people are shopping and the impact of your investment



Every \$1 stays in
your community

Every \$1 your city funds goes to your local economy.

We do not charge any transaction fees from your city's sponsored funds so we can stay true to this statement.



How to promote?

Online

Online channels can reach a wide audience quickly. Bludot will provide the following:

- A city-branded webpage
- Templates for news releases
- Templates for social media posts
- Past videos for references

Offline

Offline promotions at storefronts where people shop will be critical to raise awareness and gain users. Bludot will provide the following:

- Flyers
- Stickers
- Posters
- Table and window displays



Proven data

92%

of consumers are influenced by rewards in their purchasing decisions

66%

of consumers modify their spending to maximize rewards benefits

75%

of consumers are likely to make another purchase after receiving an incentive

2.5X

Revenue growth of loyalty leaders compared to competitors

86%

of consumers made at least 1 purchase because of incentives over the last year

The new approach



Large brands' rewards programs work well partly due to their scale. While a single local business may not have the same scale, a whole city does.



Works with ANY credit card. Seamless experience for the consumers is key to a successful program.



Powerful incentive to motivate consumer behavior, in your city.



Tangible impact on where and how consumers shop

“ Open Rewards has definitely influenced my shopping decisions. The app tells me where I can earn rewards locally and I try to pick from one of those **whenever I can. I can't wait to** be able to earn from more businesses and more cities.

Jennifer
Local shopper
Rewards earned to date: \$19.71

“ My wife and I have been saving our rewards to take our family to check out that new local restaurant. The rewards money give us a nice nudge to splurge.

Michael
Local shopper
Rewards earned to date: \$15.53



Launch your city's Shop Local rewards program today!

openrewards.com | sophia@bludot.io

