

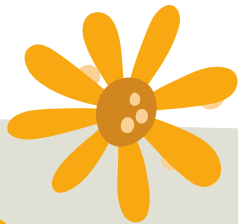
HoneyBli – A rewarding example



HoneyBli uses Veribli technology to tell the story of their brand. They are a unique company with a great story to tell, environmentally conscious and working to protect the endangered British Honeybee.

Customers tap the honey jar that they have just bought and are delivered content including the story, videos of the bees and how they are cared for, along with the health benefits of the honey and how the brand is working to save the British honeybee from extinction.

They sell their honey through small independent retailers, farm shops and farmers market. They also sell online and wish to promote follow-on direct sales through to their website and build a community around their brand.



Give it a try



How they use tokens for the system use

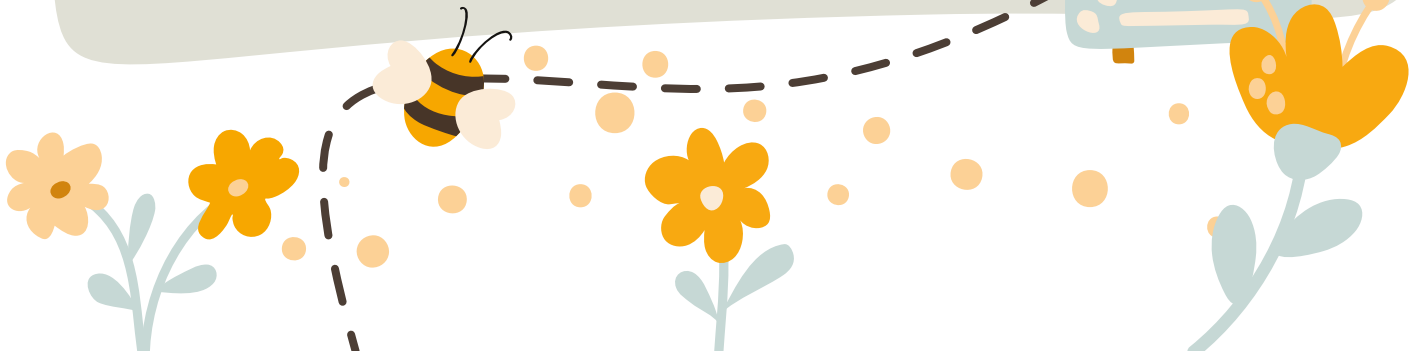
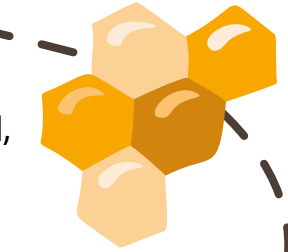
HoneyBli purchases tokens each month. Rather than paying a subscription they exchange some of those tokens to use the system.

They have only one person who needs to access the Veribli system so they purchase 1 seat.

They have 3 different honey products that they want to promote, so they want 3 pages, one for each SKU. They pay a set number of tokens per page every month.

They also pay a small fraction of a token for each page view and may want adhoc tokens for utilities such as push notifications to customers, posting questionnaires or many other functions that Veribli offers.

They also use tokens as rewards for their customers.



How they use tokens to reward their customers



HoneyBli uses some of the Veribli tokens they have purchased to reward customers (making micropayments to customers) in the following ways:

1. To access customers data – who they are, name, age, sex, location, social media accounts, occupation – they offer 5 tokens, automatically transferred IF the customer agrees.
2. Micro payments for liking/following their social media – they offer 0.1 token for each follow on Facebook, Instagram, Twitter etc, paid automatically through Veribli auto detection system.
3. Micro payments for mentioning the brand on social media, paid automatically through Veribli autodetection system.
4. 'Affiliate' payments for referrals (unique encoded tracked link for each customer), tracked by Veribli 'affiliate' tracking code integrated into their website.
5. Payments for answering questionnaires, transferred automatically by Veribli system upon completion of questions in the app.
6. Payments for submitting user content to their website, content such as recipes, pictures etc, tokens automatically transferred after manual approval by HoneyBli that they are using that content on their site.
7. 'Host a Hive' – customers who have an allotment or large garden can host a hive and in return HoneyBli pay them monthly token.



HoneyBli customers can use tokens to:

1. Access to premium content – token holders can access recipes.
2. Adopt a bee – token holders can pay to adopt a bee which will be cared for by Honeybli keepers.
3. Buy limited edition honey jars – lavender honey.
4. Buy limited edition t-shirts, baseball caps and car stickers.
5. Buy bespoke labelled jars – your name or a message.
6. Get discounts for direct purchases.
7. Get access to buy farm visits to see the bees.
8. Access to events, cooking demonstrations, mead sampling or just community gatherings.

