

bonuz

FOR BUSINESS

The Future Upgrade Guide

What bonuz can do today for brands, venues, properties, and the partners who recommend them.

Edition One, May 2026

This guide is for the brands, venues, and operators who want their customers to keep what they earn — and who want simpler tools to make it happen. It is for everyone who runs something real.

— bonuz

Most brands today rent their customers from someone else's database. Email lists they don't own. Loyalty cards trapped on plastic. Memberships that walk out the door when staff turns over. We built bonuz so every brand can hand their customer a real digital pass: one the customer owns, one that travels with them, one that updates automatically.

bonuz is a wallet at its core. It's the wallet built to put the customer relationship back where it belongs: with the brand.

Customers don't need to understand any of this. They just need to scan, tap, and they're in. Operators get the outcome. Customers get the experience. Both get to keep what they earn.

Mende, founder

Contents

01	Cover
02	Foreword
03	Founder letter
04	Contents
05	Why now? Why the Human Layer.
06	Five things every brand keeps trying to fix
07	What the Human Layer means

CENTERFOLD

08	Capability × Industry matrix
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DIVIDER

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14	Nightlife & Clubs
15	Hospitality & Hotels
16	Real Estate
17	Private Members' Clubs

TWO READING PATHS

Operator — chapters 4–6
(industry spreads + matrix).

Ambassador — pp 02
foreword, pp 03 founder
letter, pp 37 trust block, pp
38 Dubai story.

*If you have 5 minutes, read
your column on the matrix (pp
8–9) and the closing CTA (pp
39).*

Why now? Why the Human Layer.

Every decade has its layer. The 1990s gave us the internet of pages. The 2000s gave us the internet of apps. The 2010s gave us the internet of platforms: companies that grew by owning the relationship between a brand and its customer.

The next decade is going to be different, because the relationship is moving back to where it belongs: with the brand and the customer. Not with the platform that sat in the middle.

bonuz calls this the Human Layer. It is the layer that makes a customer's loyalty, membership, and identity portable, survivable across software changes, staff turnover, and the next platform that wants to own the middle. It's the layer where what a customer earns travels with them, and where what a brand builds with that customer is recognized everywhere.

This catalog is for the operators who want to start building on that layer today. The technology is invisible. The outcomes are not.

The work most software ignores.

Customers drift to whichever venue is loudest this month.

BONUZ FIX

A membership in their phone reminds them why they came back the first time.

Paper punch cards get lost or forgotten.

BONUZ FIX

Digital punch cards that auto-redeem on the 6th visit. No plastic, never lost.

Email lists you don't own die when the platform changes.

BONUZ FIX

Customer relationships that stay yours, whatever tools you switch to.

Campaigns need a marketing team you don't have.

BONUZ FIX

Set the rules, hit go. "Visit 5 times, get a free dessert" in 30 seconds.

Your best regulars walk in unrecognized.

BONUZ FIX

Their member card tells your team who they are and what they've earned.

Four pieces. One pass.

The Human Layer is what turns a scan into a relationship — and a relationship into something both sides keep.

- 01 **Identity**
Who the customer is, owned by them.
- 02 **Pass**
What they hold — membership, ticket, perk.
- 03 **Action**
What they do — visit, buy, refer, attend.
- 04 **Outcome**
What they earn — recognition, rewards, status.

From the customer's side.

- 01 **Open**
A scan, a tap, a link.
- 02 **Tap**
No download, no signup wall.
- 03 **Use**
The pass works the way they expect.
- 04 **Earn**
Visits, purchases, attendance count.
- 05 **Recognized**
Staff see who they are next time.

From the operator's side.

- 01 **Set rules**
Pick the program. Type the perk.
- 02 **Launch**
Share a link or a QR code.
- 03 **See activity**
Live feed of who used what, where.
- 04 **Adjust**
Tune rewards from the dashboard.
- 05 **Grow**
Repeat what works. Drop what doesn't.

□ core, available today

□ supported, light setup

— not applicable / advanced setup

Member Pass × Credentials & Proof — issuer side, not pass

Loyalty Points × Real Estate — multi-property setup

Loyalty Points × Healthcare & Clinics — data-rule constraints

Loyalty Points × Credentials & Proof — issuer reputation

Vouchers × Real Estate — not voucher-shaped

Tickets × F&B & Restaurants — f&b doesn't ticket

Tickets × Retail & Boutique — retail doesn't ticket

Tickets × Hospitality & Hotels — not ticket-shaped

Tickets × Real Estate — not ticket-shaped

Tickets × Private Members' Clubs — for member events

Tickets × Wellness & Spa — class-pack not ticket

Tickets × Salons & Beauty — not ticket-shaped

Tickets × Healthcare & Clinics — appointment, not ticket

Tickets × Credentials & Proof — credential not ticket

Tickets × Creator & Talent — perk, not ticket

Tickets × Digital Brands — via advanced setup

Tickets × Web3 Digital Brands — via advanced setup

Visibility × Real Estate — relocater targeted

Visibility × Private Members' Clubs — members only

Visibility × Healthcare & Clinics — data-rule constraints

Visibility × Corporate & Employee — internal directory

SECTION ONE

Hospitality & Property

Where members walk in, stay over, and come back.

WHAT THIS SECTION COVERS

01 F&B & Restaurants

02 Events & Entertainment

03 Retail & Boutique

04 Nightlife & Clubs

05 Hospitality & Hotels

06 Real Estate

07 Private Members' Clubs

F&B & Restaurants

Cafés, restaurants, ghost kitchens, food trucks.

Replace paper punch cards with a member card that lives in their phone.

LOYALTY

Visit tiers that auto-upgrade.

REWARDS

Points that work here and across the bonuz network. Tipping built in.

CAMPAIGNS

"Visit 5 times, get a free dessert."

VISIBILITY

Featured for hungry locals nearby.

WHAT YOUR DASHBOARD SHOWS YOU

- Active members today
- Top 10 regulars + visit count
- Live campaign redemption
- Cross-network referrals + first visits

📄 [START ONBOARDING AT APP.BONUZ.MARKET](https://app.bonuz.market)

Events & Entertainment

Cinemas, arcades, event spaces, festivals.

Theft-proof tickets, post-event perks, returning-guest tiers.

LOYALTY

Returning-guest tiers earn discounts.

REWARDS

Post-event perks delivered automatically.

CAMPAIGNS

"Come to 3 shows, get the next free."

VISIBILITY

Featured for event-goers in-market.

WHAT YOUR DASHBOARD SHOWS YOU

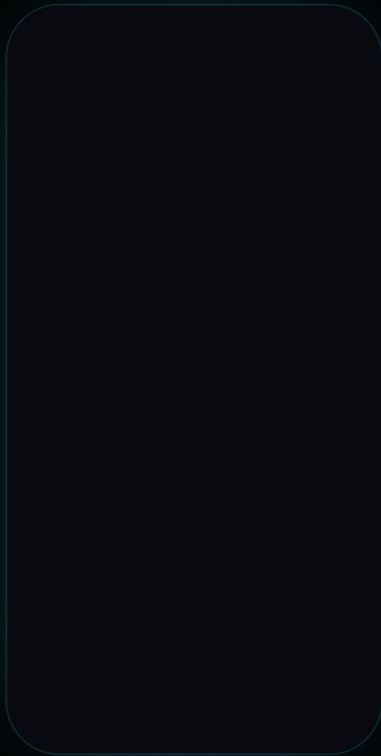
- Tickets sold today
- Returning attendees by show
- Quest completion rate
- Cross-event member overlap

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Retail & Boutique

Stores, drops, fashion brands.

Member cards, early drop access, referrals that convert.



LOYALTY

Spend tiers and birthday perks.

REWARDS

Members get drop access first.

CAMPAIGNS

"Refer a friend, both get 15%."

VISIBILITY

Featured in bonuz Events drops.

WHAT YOUR DASHBOARD SHOWS YOU

- Active members + spend
- Top customers this month
- Drop attendance
- Referral conversion rate

START ONBOARDING AT [APP.BONUZ.MARKET](https://app.bonuz.market)

Nightlife & Clubs

Clubs, bars, late-night venues.

Guest list, VIP tiers, promoter tracking with attribution.



LOYALTY

VIP tiers based on attendance.

REWARDS

Member-only bottle service. Cash-free tips to the team.

CAMPAIGNS

"Bring 3 friends, table on us."

VISIBILITY

Discovered by night-out crowd.

WHAT YOUR DASHBOARD SHOWS YOU

- Guest list tonight
- Promoter performance
- Returning regulars by night
- Cross-club member crossover

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Hospitality & Hotels

Hotels, resorts, serviced apartments, B&Bs.

Guest loyalty, returning-stay perks, concierge cross-referrals.

LOYALTY

Returning-guest tier upgrades.

REWARDS

Stay perks: late checkout, room upgrades, cash-free guest tipping.

CAMPAIGNS

"Book 3 stays, the 4th is free."

VISIBILITY

Featured for travelers in-market.

WHAT YOUR DASHBOARD SHOWS YOU

- Active loyalty members
- Returning vs first-time stays
- Concierge referral activity
- Room-upgrade redemptions

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Real Estate

Developers, agencies, brokerages, towers.

Buyer tiers, off-plan priority, resident access passes for every tower.

LOYALTY

Buyer tier escalation across projects.

REWARDS

Off-plan priority and broker incentives.

CAMPAIGNS

"Refer a buyer, both earn."

VISIBILITY

Featured for relocating professionals.

WHAT YOUR DASHBOARD SHOWS YOU

- Active buyer leads
- Resident pass-issuance per tower
- Broker referral rankings
- Off-plan interest velocity

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Private Members' Clubs

Invite-only memberships and sister-chapter networks.

Nomination lineage, cross-chapter recognition, the club's experience on a member card.

LOYALTY

Membership tiers and nomination tree.

REWARDS

Cross-chapter visit recognition.

CAMPAIGNS

"Sponsor a new member, earn a perk."

VISIBILITY

Members find sister clubs worldwide.

WHAT YOUR DASHBOARD SHOWS YOU

- Active membership roster
- Nomination lineage tree
- Cross-chapter visits
- Member-event engagement

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SECTION TWO

Lifestyle, Care & Learning

Where habits, families, and skills are looked after.

WHAT THIS SECTION COVERS

01 Wellness & Spa

02 Sports & Padel

03 Family & Kids

04 Salons & Beauty

05 Healthcare & Clinics

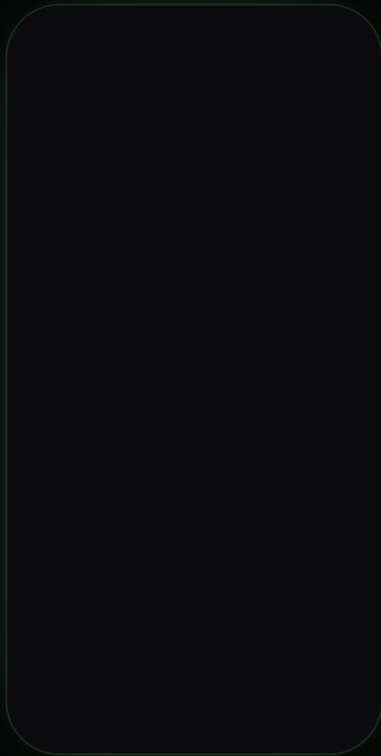
06 Conferences

07 Education & Academies

Wellness & Spa

Gyms, studios, spas, retreats.

Membership cards, class packs, attendance-based perks.



LOYALTY

Class packs auto-tier on attendance.

REWARDS

Attendance streaks unlock perks.

CAMPAIGNS

"Attend 10 classes, get a free massage."

VISIBILITY

Discovered by wellness seekers in-market.

WHAT YOUR DASHBOARD SHOWS YOU

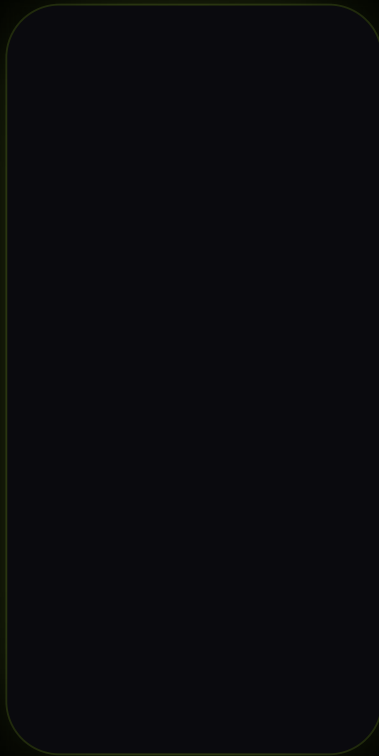
- Member check-ins today
- Class attendance heatmap
- Streak achievement rate
- Cross-studio overlap

START ONBOARDING AT [APP.BONUZ.MARKET](https://app.bonuz.market)

Sports & Padel

Padel courts, tennis clubs, sports academies.

Member cards, match history, league standings, verified coaches.



LOYALTY

Tiers driven by matches played.

REWARDS

League winners earn perks.

CAMPAIGNS

"Book 5 sessions, the 6th is on us."

VISIBILITY

Discovered by players and parents.

WHAT YOUR DASHBOARD SHOWS YOU

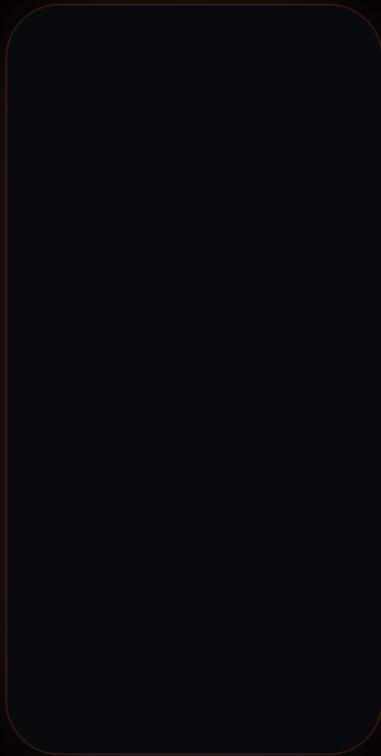
- Bookings today
- League standings
- Coach verification status
- Member retention by court

📄 [START ONBOARDING AT APP.BONUZ.MARKET](https://app.bonuz.market)

Family & Kids

Indoor play, family attractions, kids venues.

Sibling discounts, birthday-party bundles, zero child data stored.



LOYALTY

Family-tier cards, sibling-aware.

REWARDS

Birthday-party perks built in.

CAMPAIGNS

"Bring the cousins, all eat free."

VISIBILITY

Featured for parents in-market.

WHAT YOUR DASHBOARD SHOWS YOU

- Active family memberships
- Birthday calendar (next 30 days)
- Sibling-discount usage
- Repeat family visits

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Salons & Beauty

Hairdressers, barbers, nail & beauty studios.

Buy-6-get-1 punch cards, review quests, the stylist-client bond stays yours.

LOYALTY

Punch-card auto-redeem on the 7th.

REWARDS

Review quests earn discounts. Cash-free tipping to stylists.

CAMPAIGNS

"Bring a friend, both get 20% off."

VISIBILITY

Featured for in-area beauty seekers.

WHAT YOUR DASHBOARD SHOWS YOU

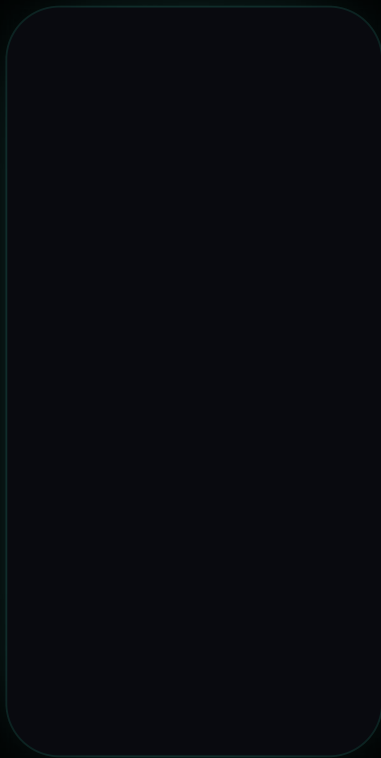
- Active members + visit count
- Stylist-specific repeat rate
- Review quest completions
- Weekly traffic by service

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Healthcare & Clinics

Clinics, pharmacies, dental practices, insurance.

Loyalty and family linkage. Zero clinical data ever leaves your system.



LOYALTY

Visit-based loyalty. No clinical data shared.

REWARDS

Family linkage for shared discounts.

CAMPAIGNS

"Refer family, share a perk."

VISIBILITY

Limited. Data privacy first.

WHAT YOUR DASHBOARD SHOWS YOU

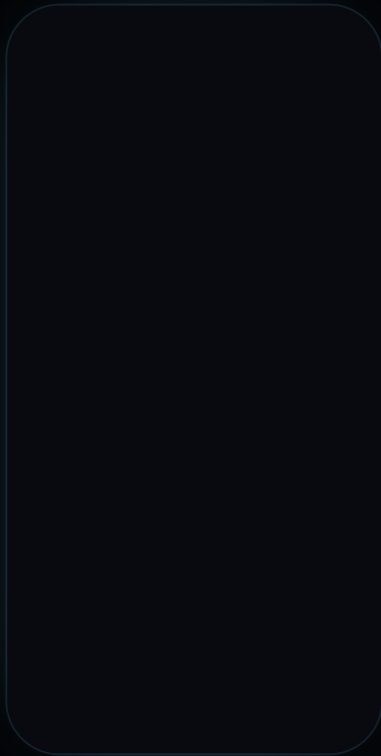
- Active loyalty members
- Family-link adoption
- Referral source tracking
- Renewal-due reminders

START ONBOARDING AT [APP.BONUZ.MARKET](https://app.bonuz.market)

Conferences

Professional events, summits, expos.

Theft-proof tickets, verified booth passports, CPD credits.



LOYALTY

Returning-attendee tiers across editions.

REWARDS

CPD-credit auto-issuance.

CAMPAIGNS

"Attend 3 sessions, earn a badge."

VISIBILITY

Featured for professional audiences.

WHAT YOUR DASHBOARD SHOWS YOU

- Tickets scanned at door
- Session attendance heatmap
- Sponsor-booth passport visits
- CPD credits issued

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Education & Academies

Schools, language academies, kids classes, holiday camps.

Course certificates, attendance cards, parent referrals.

LOYALTY

Course-completion tier badges.

REWARDS

Attendance cards earn camp perks.

CAMPAIGNS

"Refer a parent, sibling discount."

VISIBILITY

Featured for parents and learners.

WHAT YOUR DASHBOARD SHOWS YOU

- Enrolled students by class
- Attendance card progress
- Course-certificate issuance
- Parent-referral chain

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SECTION THREE

Digital Upgrade

Where reputation, credentials, and creators travel.

WHAT THIS SECTION COVERS

01 Corporate & Employee

02 Credentials & Proof

03 Creator & Talent

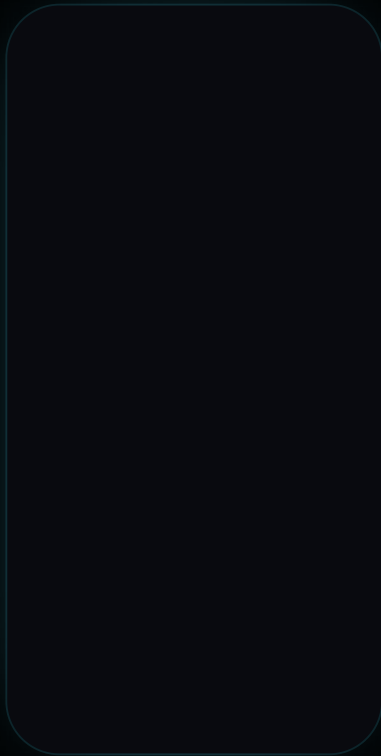
04 Digital Brands

05 Web3 Digital Brands

Corporate & Employee

Companies that want to recognize their teams and clients.

Employee perks, internal events, partner-company benefits.



LOYALTY

Tenure-tier employee passes.

REWARDS

Partner-company perks bundle.

CAMPAIGNS

"Hit a milestone, unlock a perk."

VISIBILITY

Internal directory and partner network.

WHAT YOUR DASHBOARD SHOWS YOU

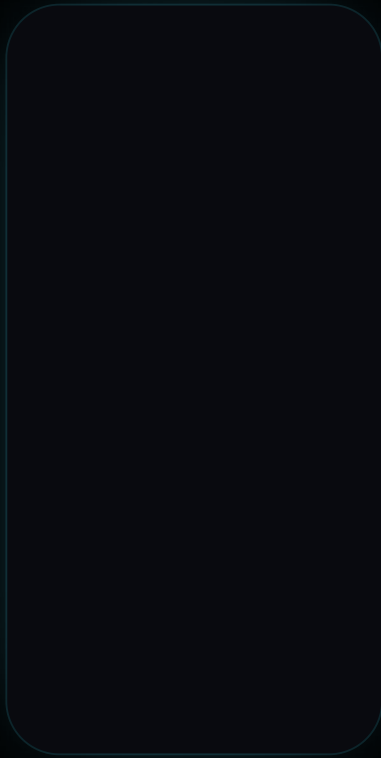
- Active employee passes
- Perk redemption rate
- Partner-company crossover
- Tenure milestone alerts

START ONBOARDING AT [APP.BONUZ.MARKET](https://app.bonuz.market)

Credentials & Proof

Issuers of certificates, badges, verifiable credentials.

Tamper-proof certificates that travel with the holder.



LOYALTY

Issuer reputation grows with verified holders.

REWARDS

Holders unlock perks across the bonuz network.

CAMPAIGNS

"Complete the program, earn the badge."

VISIBILITY

Public verifiable credential index.

WHAT YOUR DASHBOARD SHOWS YOU

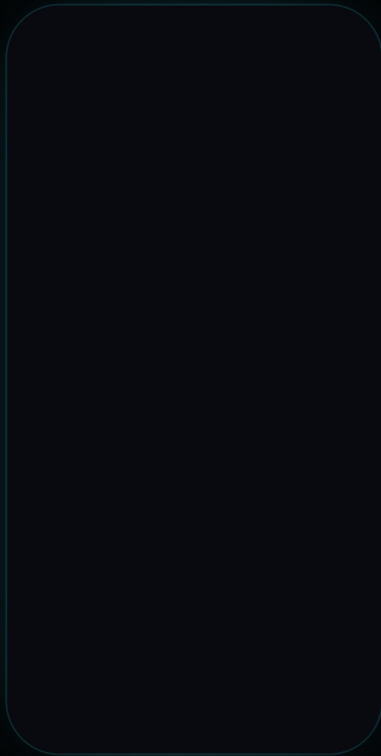
- Credentials issued
- Verification queries
- Holder activity
- Cross-issuer recognition

START ONBOARDING AT [APP.BONUZ.MARKET](https://app.bonuz.market)

Creator & Talent

Creators, talent platforms, agencies.

Verified handles, fan tiers, revenue-share-ready membership.



LOYALTY

Fan tiers based on engagement.

REWARDS

Tier-gated content and perks.

CAMPAIGNS

"Top 100 fans get backstage access."

VISIBILITY

Featured across creator feeds.

WHAT YOUR DASHBOARD SHOWS YOU

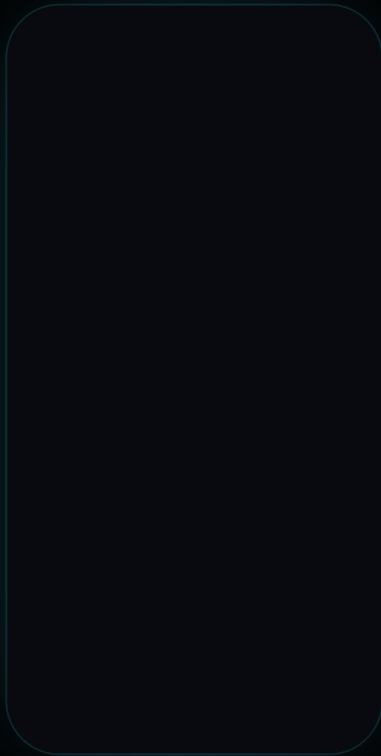
- Top-tier fans
- Engagement-driven tier shifts
- Perk redemption activity
- Cross-creator collab signals

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Digital Brands

Online brands, e-commerce, communities.

Membership for the digital-only brand, without the platform lock-in.



LOYALTY

Spend / engagement tiers.

REWARDS

Cross-brand reciprocity.

CAMPAIGNS

"Spend \$100, unlock the next tier."

VISIBILITY

Featured in the bonuz network.

WHAT YOUR DASHBOARD SHOWS YOU

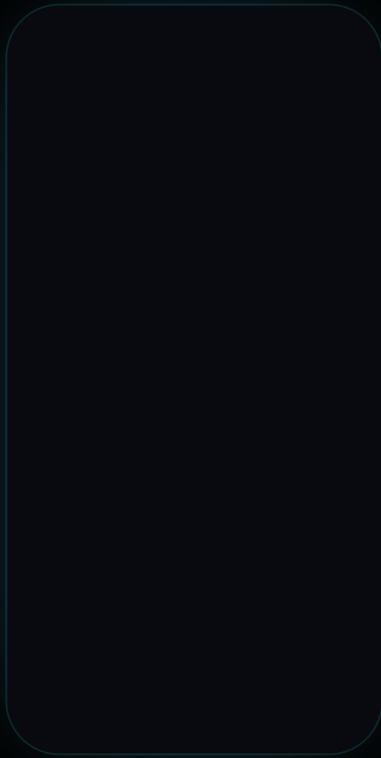
- Active members by tier
- Cross-brand reciprocity rate
- Campaign ROI
- Member churn signals

START ONBOARDING AT [APP.BONUZ.MARKET](https://app.bonuz.market)

Web3 Digital Brands

Web3 brands, fan communities, digital-native projects.

Membership for Web3 brands that need retention beyond the drop.



LOYALTY

Holder + engagement tiers.

REWARDS

Cross-community perks.

CAMPAIGNS

"Hit the streak, unlock a perk."

VISIBILITY

Featured across Web3 community feeds.

WHAT YOUR DASHBOARD SHOWS YOU

- Member tier distribution
- Engagement velocity
- Cross-community visits
- Perk redemption rate

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A simpler tool, in plain numbers.

Side-by-side against the four categories operators usually weigh against us. Cost and per-redemption rows are sourced to vendor pricing pages (accessed 2026-05-11); setup-time still varies too widely to commit to a verified number.

AXIS	BONUZ	LOYALTY SAAS	CRM / EMAIL	MEMBERSHIP PLATFORMS	TICKETING
Cost / month	\$0 per user	From \$79/mo (Smile.io ≤1k orders)	From \$13/mo (Mailchimp ≤500)	From \$39/mo + 5% per sale	No monthly; fee per ticket sold
Customer ownership	Customer owns the pass	Vendor owns the DB	Vendor hosts the list	Vendor hosts subscribers	Platform owns attendee data
Cross-business reach	Yes, points travel	No	No	No	No
Identity verification built in	Yes	No (extra cost)	No	No	Partial
Per-redemption fees	None	None within order tier	n/a	1–5% per sale	3.7% + \$1.79/ticket + 2.9% PP (US)

LOYALTY SAAS

Smile.io Standard runs \$79/mo for up to 1,000 orders, with \$20 per +100 over. Yotpo Pro starts at \$199/mo for ≤500 orders. Both bill the volume, not the result. bonuz: the operator pays nothing per active member.

smile.io/pricing · yotpo.com/pricing (accessed 2026-05-11)

CRM & EMAIL

Klaviyo is free at ≤250 profiles and steps to roughly \$30–\$45/mo by 1,000. Mailchimp Essentials is \$13/mo at 500 contacts. Both bill on list size, not on revenue earned. bonuz has no per-contact fee.

klaviyo.com/pricing · mailchimp.com/pricing/marketing (accessed 2026-05-11)

UAE TABLE-QR

Table-QR pay/order products like Qlub layer per-transaction fees on top of POS. The tipping rail is half the reason operators adopt them: Qlub reports up to 3× more tips left vs. cash. bonuz folds membership, points, and tipping into one pass.

qlub.io · Caterer Middle East profile · ExploreTech.io product page (accessed 2026-05-11)

FOR YOUR CUSTOMER

You own the pass. It's yours forever.

Points work at one venue and at the next.

Same login everywhere; nothing to remember.

Recognized as a regular, not as an email address.

Birthday and milestone perks find you, not the other way around.

FOR YOUR BUSINESS

No per-customer fees. Ever.

Customer relationship survives any platform change.

Set rules once, run forever. No marketing team required.

Real-time member analytics; no quarterly reports needed.

Reach the next customer through the bonuz network, not by paying ads.

PROOF

Real, in production, today.

Every link below is something you can open right now. Built by us, running on the bonuz stack, used by real people.

bonuz: Lifestyle Wallet

Consumer wallet for passes, rewards, memberships, identity.

www.bonuz.xyz

bonuz Events

Event discovery, check-ins, quests across the network.

app.bonuz.xyz

bonuz ID

Identity, biolinks, verified social handles.

bonuz.id

Brand / Partner Dashboard

Where operators set up campaigns, passes, quests, analytics.

app.bonuz.market

Built on bonuz, by other teams.

Each entry below ships with a short, honest description of how much of bonuz it actually uses. No overclaiming.

Habibi Pass

Membership product running on bonuz: pass auto-issued, quests + vouchers active, customer wallet hidden behind a friendly UI.

habibipass.bonuz.xyz

UAE 971 Social

Creator index using bonuz for social-login and verified-handle linkage. Identity layer only.

uae971.social

Onchain Chess

PVP chess game using bonuz wallet for game state. Wallet integration only.

onchainchess.com

swapz

Web swap interface — fun in-network demo product.

swapz.bonuz.market

What's coming next

Future directions we're building. Not today's product — that's the previous 35 pages.

01 The world becomes the interface

Augmented reality is bonuz's most exciting frontier for brands. Quests in the streets. Memberships activated by where you are. Tests already running across cities. The technology becomes invisible; the experience becomes physical.

02 AI that works for your brand

An MCP server for brands is being built. Easier setup, more interoperability, instant integrations with the AI tools your team already uses. The brain layer of bonuz, getting smarter.

03 Same login, every screen, every device

One bonuz identity across

04 A bigger ambition

We built bonuz so people, brands,

Audited, backed, covered.

The third-party paper trail behind bonuz. Every logo is a real relationship; every link goes deeper than this catalog can.

AUDITS & SECURITY

Hacken (10/10)

CertiK

Cure53

Kudelski Security

SOC 2 Type II

INVESTORS & ECOSYSTEM

Google Cloud

NEAR

DMCC Crypto

Cypher Capital

Crypto Oasis

IN THE PRESS

Cointelegraph

NewsBTC

The Paypers

Arabian Business

Inventiva

GO DEEPER

Whitepaper

Full technical whitepaper, January 2026 edition.

bonuz.market

Protocol and ecosystem overview, brand kit, investor info.

bonuz.tech

Enterprise integrations, white-label builds, SDK support.

A Dubai story

Why bonuz was built here, and built for here.

Matthias Mende has lived in Dubai for 19 years. bonuz wasn't built abstractly. It was built by someone who watched the city become what it is, and bet it would keep going.

Dubai's brand-economy is one of the densest in the world: hundreds of restaurants per square kilometer, every imaginable tier of hospitality, retail concepts that rotate monthly, professional events year-round, communities that span 200 nationalities. And almost every operator in that economy faces the same handful of problems: losing customers to the next venue, paper punch cards, email lists they don't own, no easy way to recognize a loyal regular when they walk in.

bonuz was built to fix those problems for those operators, in their language, on their phones. The choice to build it as a wallet isn't an aesthetic. It's the only structure that lets a customer's loyalty survive a venue closing, a staff change, a database migration, or a ten-year gap. It's how customers keep what they earn.

The choice to build it in Dubai isn't an accident. The free zone where bonuz Technology DMCC is incorporated, the DMCC itself, is also our first ambassador for this catalog. That partnership isn't promotion. It's

GET STARTED TODAY

Self-onboard at app.bonuz.market.

Or, if you'd rather talk it through, book a [15-min setup chat with concierge](#).



<https://app.bonuz.market/concierge>

Or write to concierge@bonuz.market.

bonuz

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