

Seed

Slip.

THE PROBLEM

Unified commerce is really hard

Customers aren't talking about omnichannel. They don't think in terms of online or offline, they just shop at a brand and expect a unified experience, everywhere they go.

Capturing in-store, permissioned customer data is a critical challenge for retailers.

Omnichannel experiences should be data-driven, but existing technologies are underperforming.

90% of retailers agree that an omnichannel strategy is key to success.

Without omnichannel data, they lose the ability to offer cross-channel, targeted personalisation.

The post-purchase experience has been designed for digital journeys.

Yet, the majority of retail still occurs in-store, creating a huge gap in the customer experience.

THE RECEIPT EVOLUTION

The most under-appreciated asset in the retail world.

Like most products, receipts have evolved over the years.

They have evolved from a simple transaction record to email receipts. This only delivers basic customer visibility.

The digital receipt may be more mobile optimised, but still involves friction at checkout, lengthy sign-up processes, poor design and a lack of post-purchase capability.



The Day 1 Receipt



The Email Receipt PDF



The 'Digital Receipt'

THE SOLUTION

Meet Slip: We Love Receipts

Born from a simple idea, to transform the way people perceive and use receipts.

It started with a pair of broken trousers.

We wanted to unlock the value in offline data, through receipts, turning them from transactional records into a tool for insight and sustainability.

And led to the question: why do receipts, look like receipts?

Receipts are not just about the transaction; they're about the interaction, the engagement, the connection between a physical retail brand and its shopper.

So, let's push the boundaries of what receipts can be.

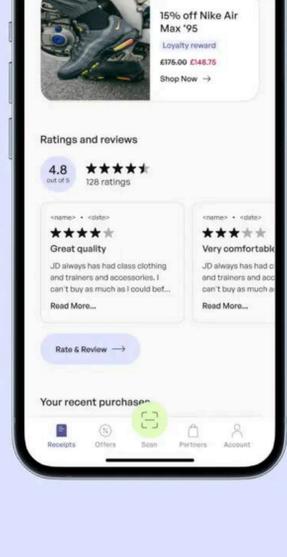
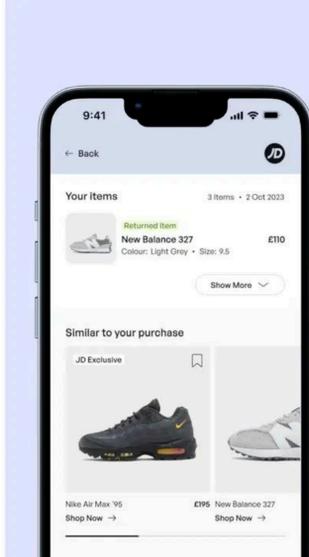
We're reimagining receipts, making them the ultimate shopping assistant. Slip brings simplicity into the palm of the shopper's hand.

THE FUTURE OF RETAIL ENGAGEMENT

Reinvented & Reimagined.

We're not just changing the game; we're creating a new one. We are reinventing the receipt to deliver a ground breaking marketing channel.

- Personalised recommendations
- Ratings & reviews
- Loyalty enrolment
- Gift receipts
- Warranties
- Subscriptions
- Gift Cards
- Refer a friend
- Cross-Sell & Upsell Opportunities
- Insurance
- Circular Economy
- Gamification
- E-commerce
- Credit Options
- Renewals



HOW SLIP WORKS

The customer unique ID is attached to their order ID

A customer scans their QR code or provides their phone number at checkout



Slip sends an itemised digital receipt to the customer in real-time

Slip sends the SKU and customer data to the retailer dashboard in real-time

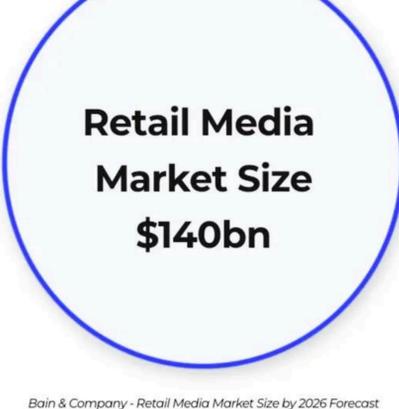
OUR MARKET VISION

Extracting the value in shopper data

Whilst our current focus is on reinventing receipts and the physical post-purchase experience (both \$billion opportunities), behind the scenes, we're building something so much bigger.

By aggregating and anonymising data across the Retail Industry, we can begin to build a shopper data pool that would be accessed by retailers, CPGs, marketers, financial institutions and research bodies.

We want Slip to become a leader in Retail Media, being a trusted source of omnichannel shopper data.



THE TEAM

Meet the team, who love receipts.

Tash Grossman - Founder & CEO
A passionate entrepreneur & shopaholic with a love for retail technology. Her management consultant background from KPMG & Gate One equips her to work with senior stakeholders. She's been recognised as a retail-tech influencer and awarded the Innovate UK Young Entrepreneur Award.

Eddy Herman - Co-Founder & CTO
He is passionate about technology with a broad understanding of technology landscapes. His experience at Darktrace strengthens his understanding of security principles and his engineering experience for The Hut Group advanced the technical knowledge required to build scalable retail technology.

Myles Dawson - CCO
Joining the team in January 2024, Myles brings decades of experience across SaaS and Fintech. Having previously held the role of Managing Director at Amden, he has joined Slip to lead the go-to-market strategy, build repeatable sales process and scale.

Supported by a team of Software Engineers & Commercial Executive. Headcount: 6

An industry leading investor-advisory team with decades of experience across retail & technology.

RetailWeek
Start-up of the Year | Data & Insight
Start-up of the Year | Omnichannel

TechRound
Top 10 | 2nd under 29 Entrepreneurs
Top 10 | Women in Tech

UK Innovator Award
UK Young Innovator Award

OUR RAISE

£2M Seed Round

The funds will be divided into three main spending categories.

Product Growth

We want to focus on our consumer app and bringing receipts to life through a stellar post-purchase experience. We're prioritising our integrations into POS & our partnerships with CRM, CDP and other marketing technology solutions.

Hiring

Our key hires will be across sales and technology, growing our in-house capability with mobile-app developers, engineers and sales leaders. Over time, we'll bring in growth marketing & social media specialists.

Sales & Marketing

We have ambitious sales targets. We'll attend and host leading industry events. We're targeting both Enterprise and Mid-Market retailers, to allow us to acquire millions of shopper records, before we directly target shoppers.

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Love Receipts

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