

Liquid Bonus® Loyalty, the global, interoperable, loyalty blockchain platform, launches its Early Bird Crowd-Sale

The Liquid Bonus® Loyalty is announcing its first Initial Coin Offering (ICO) in order to grow and develop its business worldwide.

MOSCOW, RUSSIA, January 25, 2018 /EINPresswire.com/ -- Moscow, 25 January 2018 - The [Liquid Bonus®](#) Loyalty is a global business targeting the loyalty and discount industry, eliminating country borders to serve retail customers around the world. With a successful proof-of-concept already in place and a number of essential partnerships underway, Liquid Bonus® Loyalty is announcing its first Initial Coin Offering (ICO) in order to grow and develop its business worldwide. This Early Bird Program expires on February 18, 2018.

Liquid Bonus® Loyalty

The Liquid Bonus® Loyalty is a global, decentralized intermediary working to facilitate existing loyalty and discount programs, by:

- Overcoming the growing pains caused by the inability for customers to manage effectively more than 5-7 loyalty subscriptions;
- Developing a smart way to get rid of excessive liability caused from expiring proprietary loyalty points by converting them into interoperable LiqBo® tokens;
- Uniting loyalty and reward programs into a distributed, secure and unified medium;
- Allowing instant transfers of proprietary bonus points to interoperable LiqBo® tokens, and back, for an optional loyalty providers' conversion fee;



Liquid Bonus ICO

What we bring to businesses



Higher customer involvement, thanks to unified mobile application



Save on rollout & OPS. of your loyalty and reward program



Earn on conversion of points miles and other instruments to/from LiqBo®



Extend your customer base, thanks to a new level of cooperation eliminating a need of complex partnership agreements with other loyalty and reward programs

What Liquid Bonus Loyalty brings to business

What we bring to consumers



Lower complexity of sign-up for reward



Single entry point for numerous Loyalty and Reward programs



Smooth earn & reward around the world



Friendly cross-border rewards for tourists and business travelers

What Liquid Bonus Loyalty brings to consumers

- Enforcing strict anonymity of all loyalty providers' data;
- Providing the highest level of security to protect transactions and data;
- Providing a common user-friendly mobile interface for every participating loyalty program.

All of these valuable features have been combined in one system, using the modern blockchain approach, while responding to retailer's demands for fast transaction throughput. The use of state-of-the-art "SIDECHAIN with 2-WAY PEG" implementation means that the Liquid Bonus® Loyalty solution is a main contender for becoming the loyalty application of the future.

The unique Liquid Bonus® Loyalty tool for end-users fulfills all major social and reward needs of retail customers. With its comprehensive functionality and user-friendly mobile interface, it presents valuable advantages over other loyalty applications for retail users.

The Early Bird Program is a unique opportunity for those excited by this project and willing to support its rapid development. Early Bird Contributors in the crowd-sale will benefit from the exclusive option of issuing fixed discount coupons to their followers thus increasing their Liquid Bonus stakes until the end of the ICO. These favorable conditions are limited to this offer which ends on February 18, 2018. Following this, our loyalty and discount conditions for acquiring interoperable LiqBo® tokens will downgrade in subsequent stages of the ICO.

"All raised funds will go to the development of the best in class blockchain-based, decentralized, intermediary ecosystem for loyalty, aimed at serving retail customers all over the world", said Julius Kuznetsov, founder and CEO of [FINSTICK Innovations LLC](http://www.finstick.net), the initiator of the Liquid Bonus Loyalty project. "The Liquid Bonus Loyalty system will not be owned by FINSTICK Innovations or by any other Party. Instead, it will be operated based on consensus of participating brands and retailers forming a unique, global, loyalty infrastructure based on distributed ledger".

According to the latest loyalty report, provided by Bond Brand Loyalty in collaboration with VISA, "Loyalty memberships are up while member engagement is at capacity." They add, "The cumulative points liability for all U.S. Programs is estimated to be valued at roughly \$100 billion." This shows a tremendous market potential which Liquid Bonus Loyalty aims to address with its original blockchain solution answering retailers' demand for fast transactions. For further questions about Liquid Bonus Loyalty offerings or features, please visit www.liqbo.com or search for LiqBo®.

FINSTICK Innovations is searching for partnerships to expand this technology internationally by initiating efforts in countries that will lead the distributed loyalty space. Please contact marketing@finstick.net to register your interest, or call Juli Kuznetsov on +7 499 677 5883.

About FINSTICK Innovations: FINSTICK Innovations LLC (www.finstick.net) is a startup aimed for advanced developments in the emerging fintech and blockchain industry. Incorporated in 2017, FINSTICK Innovations is backed by highly motivated professionals in cryptography, mobile payments, smart-cards, telecommunications and value-added services. With our average 20+ years of field experience and several invention patents, our team is bearing the best practices of software design and development, optimization of algorithms, conceptualization and integration of complex IT systems.

About Liquid Bonus®: The Blockchain driven Liquid Bonus® Loyalty Aggregation Medium (www.liqbo.com) is a complementary loyalty system aimed at unlocking the loyalty market potential by "activating" dormant customers who are subscribed but don't participate. The LiqBo® utility token works with a user-friendly mobile interface, is interoperable and has no legacy loyalty program holding it back. As such, it will unite the fragmented loyalty market into a single, healthy eco-system.

Julius B. Kuznetsov
FINSTICK Innovations, LLC
4996775883
email us here

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