

Fact Sheet 2020

Offices

Website

Team

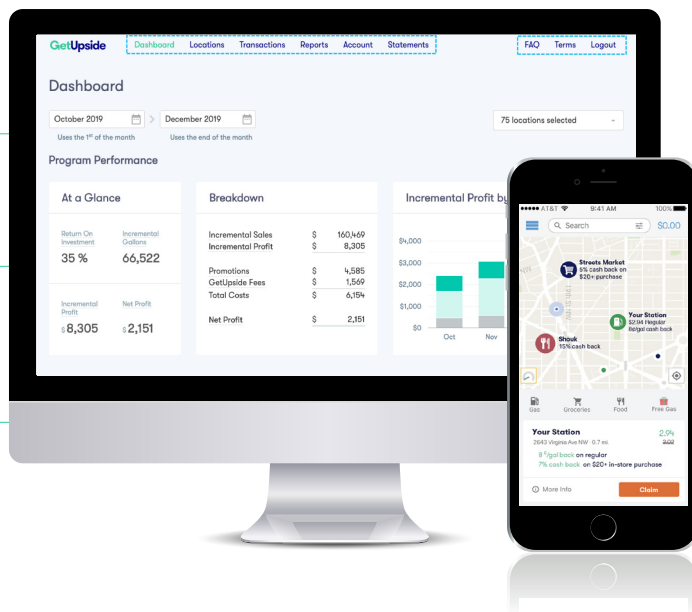
Product Groups

Washington, D.C.
Austin, Texas
Chicago, Illinois

www.getupside.com

100 people worldwide,
and growing

Fuel stations
Convenience stores
Restaurants
Grocery stores



Company Profile

GetUpside is a platform that personalizes brick-and-mortar commerce to help communities thrive. Given the modern, hyper-efficient shopping experiences we have online, it's natural to ask if brick-and-mortar businesses have become obsolete. GetUpside was created to level the playing field.

Consumers use our mobile app for their everyday purchases, merchants use our digital platform to earn more profit without changing their business models, and as a result the offline world is made more efficient. More than leveling the playing field, that makes a difference for our communities. GetUpside is the digital layer making change you can see.

We help **consumers** earn real cash back on daily purchases, across many verticals.

We inspire **employees** to improve brick-and-mortar commerce every day, working for the long-term greater good of our communities.

We show **merchants** exact changes in incremental profit daily, without requiring any incremental work.

Executive Management



Alex Kinnier
Co-Founder &
Chief Executive Officer



Wayne Lin
Co-Founder &
Chief Operating Officer



Joanna Kochaniack
Co-Founder &
Chief Technology Officer



Daryl Ribeiro
Chief Financial Officer



Rick McPhee
Co-Founder &
Head of Engineering