



For Immediate Release

meed Launches Fundraising Campaign at Web Summit 2024, Showcasing Version 2.0 of its Universal Loyalty Platform to Customers and Investors

Lisbon, Portugal – November 11-14, 2024 – meed, the Universal Loyalty Platform, is kicking off its fundraising campaign at Web Summit 2024. After successfully bootstrapping to bring version 1.0 of the platform to market, meed now seeks investment to fuel its expansion into Europe from its base in Hong Kong. Version 2.0 of the platform, which will be showcased live at the summit, marks a significant milestone in meed’s growth journey.

Designed to streamline loyalty program management for businesses and simplify loyalty tracking for consumers, meed’s solutions allow for quick, seamless onboarding. Businesses can create rewards programs with ease, while consumers benefit from a consolidated loyalty experience under a single login, eliminating the need for multiple loyalty apps and accounts.

“Web Summit provides the perfect stage for the next chapter of meed’s journey,” says *Phil Ingram, Founder & CEO of meed*. “We’ve proven the platform in the market, and we’re now ready to bring on investors who share our vision for a universal loyalty solution. As we prepare to scale into Europe and showcase version 2.0’s enhanced capabilities, we’re excited by the growth potential this next phase represents.”

meed stands out from other loyalty solutions by offering easy-to-set-up programs without requiring point-of-sale integration, making it accessible for small and medium-sized businesses. Additionally, advanced voucher and reward mechanisms set it apart from basic digital stamp card solutions. meed’s design fosters network effects, amplifying value as more consumers and businesses join the platform.

The meed team, with leadership from Hong Kong and the UK, will demonstrate version 2.0 at the Web Summit 2024 Alpha Start-Up area on Tuesday, November 12. Strategic investors interested in joining meed’s first funding round are encouraged to visit and explore partnership opportunities for the platform’s ambitious European expansion.

For more information about meed, visit www.meedloyalty.com

About meed

Incorporated in Hong Kong and expanding into Europe, meed is a Universal Loyalty Platform connecting businesses and consumers through a streamlined solution for loyalty program management. meed’s mission is to simplify loyalty engagement by offering a single-platform experience that removes the need for multiple apps or logins, addressing key pain points for businesses and consumers alike.

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