



**MY TIP
LIFE**

MEDIA KIT



MyTipLife Media Kit

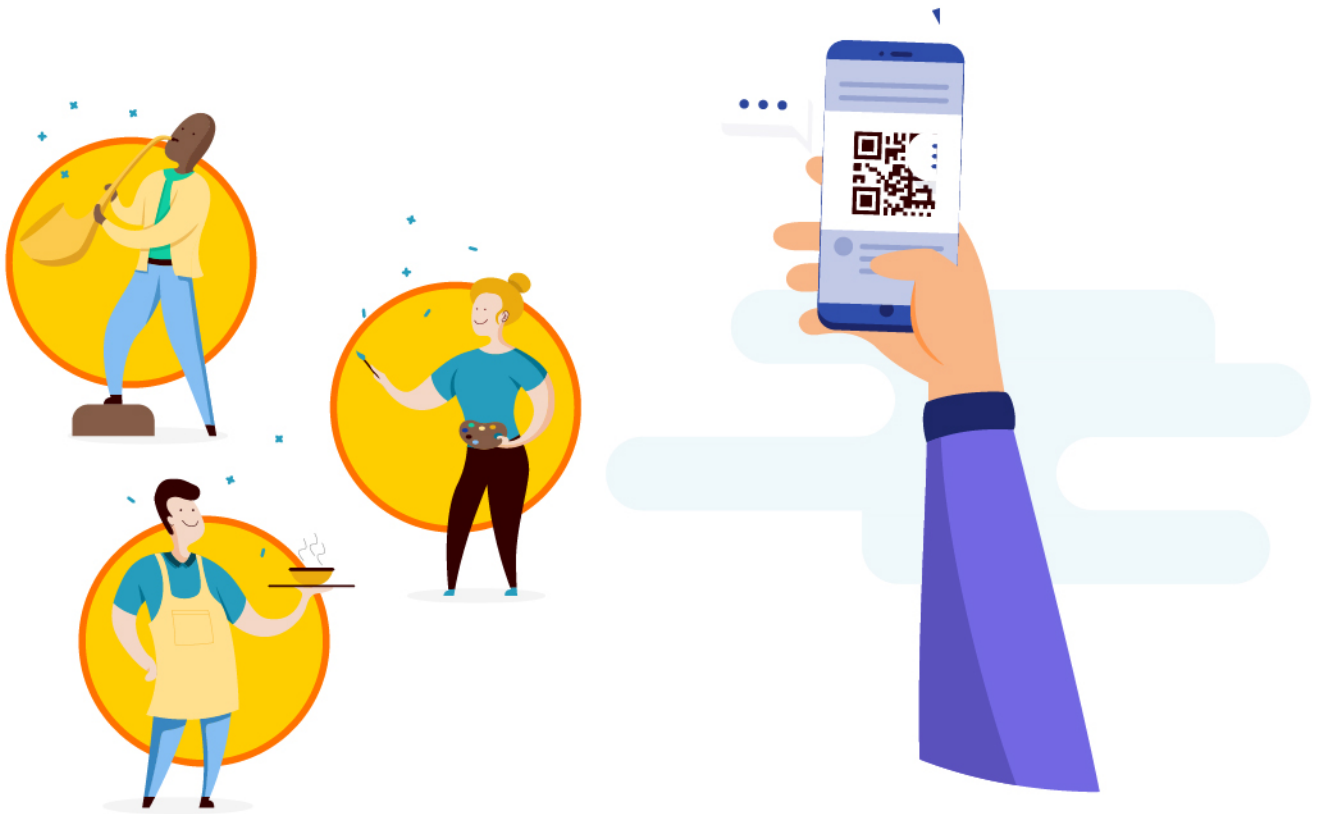
Our society benefits immensely, and is virtually nonexistent without, the efforts of our society's tipped workers. Tipped workers supply some of the services that it's difficult to do without, including food service, haircuts, and more. However, particularly throughout the coronavirus pandemic, tipped workers have suffered significant loss of wages despite being on the front lines of the virus.

MyTipLife offers a convenient, contactless, and cash-free way to support the tipped workers in our communities and offer our appreciation for their services.



What is MyTipLife?

MyTipLife is a digital tipping platform that is designed to allow customers to provide tips without using cash. This platform can be utilized both by individual customers as well as establishments themselves to benefit tipped workers, including waitstaff, street performers, hair stylists, baristas, bartenders, and others.



Customers are able to easily use MyTipLife to support any tipped worker that they may visit. Establishments can also utilize MyTipLife by running gift card campaigns that allow customers to purchase gift cards directly through our platform.

Market Opportunity

In 2019, it was reported that more than 4.4 million workers in the United States relied on tips to earn a living. Thanks to the wide range of tipped workers in our society, working everywhere from restaurants and cafes to tattoo parlors and hair salons, it's likely that the vast majority of America's approximately 260 million adults could benefit from a service such as MyTipLife.

The coronavirus pandemic has brought entirely new challenges to the lives of tipped workers. More than 80% of tipped workers have reported a decline in their tips throughout the pandemic, and of those, 66% claim that their tips have decreased by at least 50%. MyTipLife presents an easy and contactless way to bring some of these tips back to these hardworking individuals.



Why Partner with MyTipLife

Tipped workers have continued to be the backbone of our society during the coronavirus pandemic, and yet they are some of the most impacted by our current circumstances. Customers can utilize MyTipLife to support their local tipped workers, and establishments can take advantage of the service to bring more business through the door and keep their workers paid fairly.



How to Get Involved

MyTipLife can be beneficial in virtually every industry that has service at its forefront. A few of our target audiences include restaurants and other hospitality establishments, hair salons and spas, music and performing arts venues, and “gig” companies such as ridesharing and grocery delivery services.

Customers can get involved with MyTipLife simply by receiving services from tipped workers and supporting them with digital tips. Restaurants and other establishments can purchase gift cards through MyTipLife. Establishments and individual donors alike also have the opportunity to be permanently recognized on our website by meeting an initial Kickstarter donation threshold of \$250 and \$150, respectively.



Contact

For more information about MyTipLife or how to support our Kickstarter campaign, please visit mytiplife.com or contact:



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