

SmartCards:

A Vision for a Secure & Fully Programmable Retail Currency

**Revolutionizing
Gift Cards and Loyalty
with Solana**

Abstract

Today, we introduce a bold vision for the programmable currency era: a decentralized infrastructure for branded stored value that reconnects retailers directly with their customers. The global gift card industry surpassed \$1.24 trillion in activations in 2025 and is projected to reach over \$2.3 trillion by 2030 [\[11% global CAGR\]](#). Despite this explosive growth, the industry remains deeply fragmented, plagued by inefficiencies, fraud, misaligned incentives, and outdated rails. Billions are lost to breakage and theft each year. Consumers face clunky user experiences. Retailers are burdened by intermediaries that charge fees while limiting access to data and customer control.

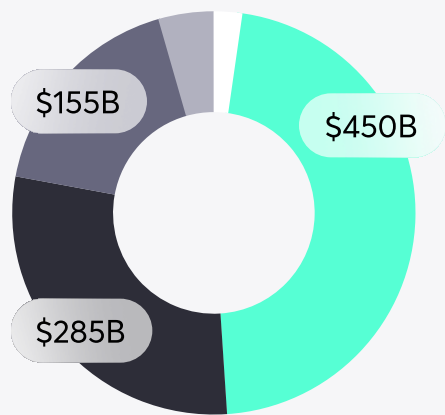
Raise is changing that. Built on Solana, Raise SmartCards are programmable, transferable, and transparent gift cards natively issued and settled on-chain. They combine the stability of a dedicated dollar-denominated token (USDR) with the ecosystem-wide utility of \$RAISE, used for governance, rewards, and incentive alignment across stakeholders. SmartCards empower retailers with control, traceability, and the ability to set dynamic rules.

Consumers regain ownership of their value. Fraud becomes trackable and reversible. And the infrastructure becomes composable, cost-efficient, and global by design.

This is not theory—it's execution. Raise has already processed billions in volume, powers programs like Citibank's Thank You Rewards to BILT Rewards, and is backed by over \$260 million from leading institutional investors, including Accel, Haun, NEA, PayPal, Solana, the Web3 Foundation, and many others. With this next chapter, we're extending those capabilities into a fully open, programmable, and performant architecture that redefines how value is issued, redeemed, and exchanged.

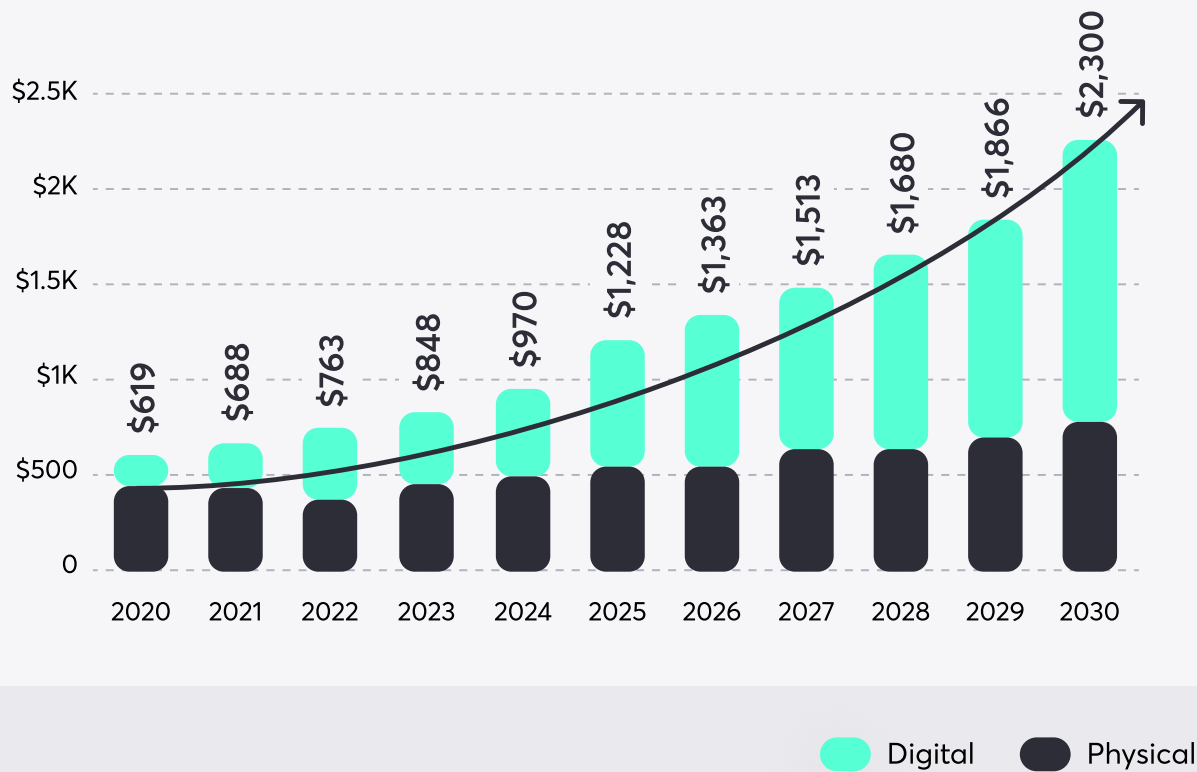
Global Gift Card Market Share

Global Market Share



REGION	CAGR
North America	14.5%
Asia-Pacific	17.94%
Europe	9.25%
MENA & Africa	6.0%
Latin America	9.10%

Gift card industry projection



Introduction: A Century of Gift Cards, Mostly Unchanged

Gift cards have always been about stored value. In the 1930s, they emerged as simple paper certificates during the Great Depression, issued by department stores to encourage repeat visits and improve cash flow. By the 1990s, retailers such as Neiman Marcus and Blockbuster had popularized the physical plastic gift card, transforming it into a mainstream consumer product. In the decades since, little has changed: most digital gift cards today are still static instruments sent via email or text, offering no programmability, no transferability, and little utility beyond a barcode.

And yet, the category has exploded. Gift cards are now one of the largest sectors in the consumer payments industry. In the U.S. alone, gift card sales have exceeded \$500 billion annually. Globally, that number has crossed \$1.24 trillion in 2025, with forecasts expecting it to nearly double by the end of the decade. But this growth masks underlying structural dysfunction: value goes unused, fraud is rampant, and brands have little visibility into how, where, or why their products are redeemed.

As digital payment infrastructure advances, the expectations of consumers and retailers have evolved—but the underlying systems that govern branded currency have not. We are still living in a legacy world of plastic and PDF attachments, marked by intermediaries and misaligned incentives. This is the core problem Raise aims to solve.

Gift Card History and Milestones

1970-1980

McDonald's and other retailers introduce widespread adoption of gift certificates.

2009

Starbucks adopts a new *digital gift card* that can be managed, reloaded and redeemed via their mobile application. The first step to launching a loyalty based gift card offering.

1930s

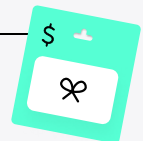
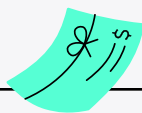
Paper gift certificates debut in department stores.

1994-1995

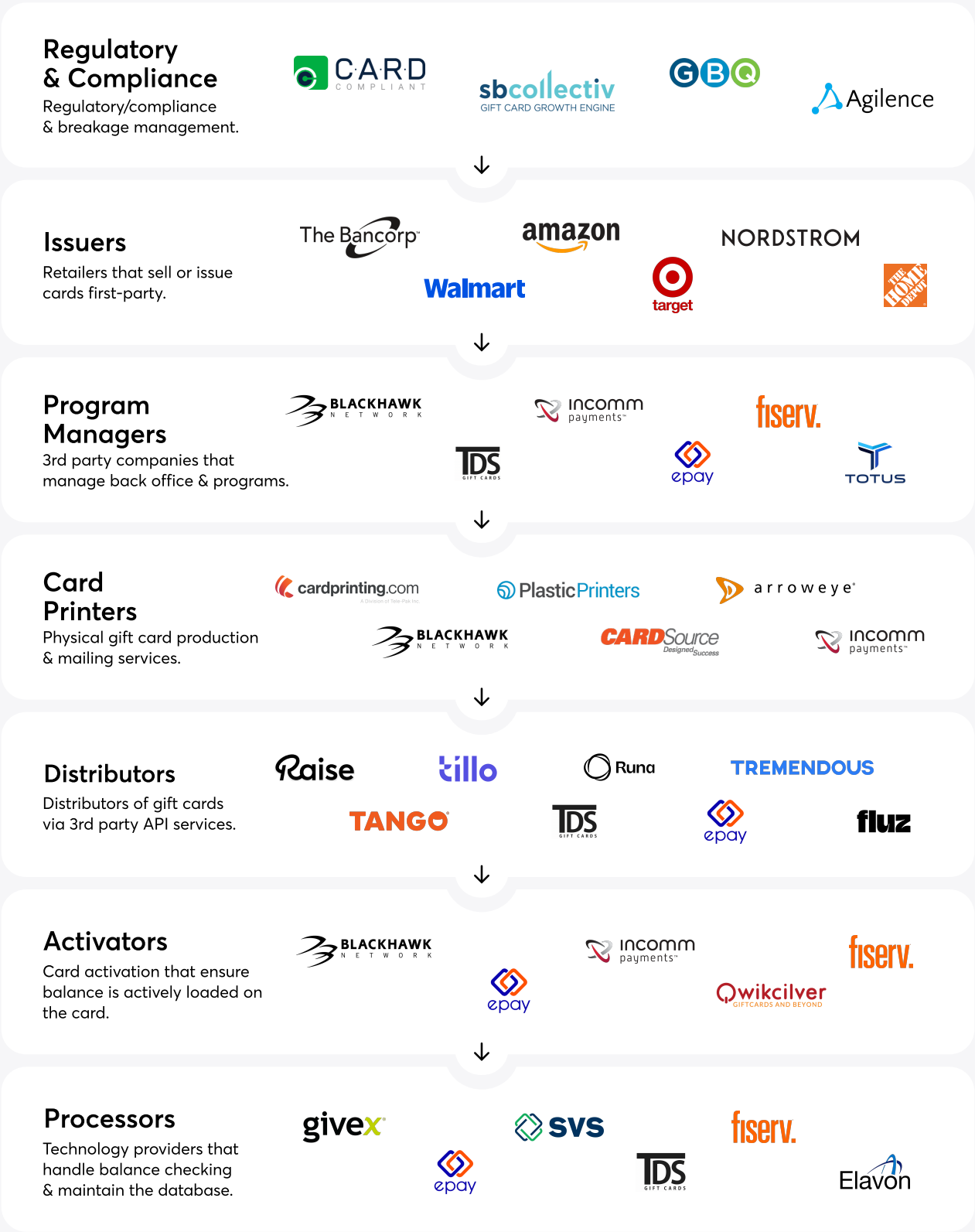
Neiman Marcus and Blockbuster launch the *first plastic gift card with POS integration, loadable balance, and balance check capability.*

2015

Raise begins exploration of blockchain for gift cards (BFG) use case to combat fraud and give brands more tools to engage with their customers.



Gift Card Ecosystem



Systemic Challenges: Scale Without Efficiency

Despite its scale, the gift card market remains plagued by systemic inefficiencies that hinder value creation and erode trust among all participants.

1. Breakage and Unredeemed Value

A staggering \$21 billion in U.S. gift card value goes unspent each year, accounting for roughly 19% of annual gift card issuance. Since 2020, over \$100 billion in total value has gone unused globally. For brands, this breakage represents short-term profit but masks a deeper issue: missed engagement, lost customer insight, and eroded loyalty. Starbucks alone reported \$1.77 billion in unredeemed gift card balances in 2024. Target, another large, publicly traded retailer, disclosed over \$1.3 billion in gift card liabilities on its balance sheet.

2. Misaligned Incentives and Innovation Stagnation

The existing infrastructure incentivizes stasis. Brands issue cards for upfront revenue and customer acquisition, but lack tools to evolve the experience.

Intermediaries take cuts while hoarding data. Customers receive rigid instruments they can't share, split, or transfer—leading to frustration and underutilization. Loyalty engagement is suffering: with 43–50% of rewards ever redeemed, and over 20% of loyalty budgets wasted on ineffective programs. The result is a fragmented, costly system with no incentive to innovate.

3. Fraud: A Growing Epidemic

Gift cards are a top target for scams and money laundering. Between 2023 and 2024, U.S. consumer losses from gift card fraud exceeded \$12.5 billion, marred by a 30% increase during the holiday season alone. Tactics such as “card draining,” phishing, and resale fraud are difficult to trace and often push the cost onto the retailer or the consumer. Legacy systems lack the traceability, security, and recourse mechanisms to combat these attacks at scale.

The rise of quantum computing presents a risk for traditional gift cards. Many cards use short PINs and/or serial numbers with limited entropy. These can already be brute forced today and with quantum compute power it would take a fraction of the effort. This can be solved by removing the reliance on serial numbers and PINs being kept secret. When a card is tied to a cryptographic wallet and requires a signature to be issued prior to redemption, this attack

vector is effectively mitigated - without the approval of the owner the serial and PIN are useless information.

4. Settlement, Speed, and Currency Friction

Traditional gift card rails involve delayed batch settlements, costly processor fees (up to 4%), and currency conversion FX challenges in international contexts. There's no interoperability between card programs, and little ability to track or tailor promotions in real-time. This makes gift cards unsuitable as instruments of modern loyalty and cross-border commerce, despite their global scale.

SmartCards — A Programmable Currency Infrastruc- ture for Brands

SmartCards represent a new class of digital asset: programmable, branded, stored-value cards issued, distributed, and redeemed entirely on-chain. Designed for speed, scale, and configurability, SmartCards transform the static gift card into a dynamic, rules-based instrument that unlocks brand loyalty, promotes engagement, and empowers consumers—all while reducing fraud and operational overhead.

At their core, SmartCards are native Solana programs that enable retailers to deploy customized logic—encoded as smart contracts—to govern the issuance, transfer, sharing, and redemption of value. Unlike traditional cards, every SmartCard is traceable, flexible, and interoperable by design.

Key Capabilities:

- **Rule-Based Redemption:** Brands define expiration logic, eligible products, location restrictions, dynamic pricing, limited-time bonuses, and more. Rules are programmable, updatable, immutable, and enforceable at protocol level.

- **Transferability and Sharing:** SmartCards can be shared or co-owned across wallets, enabling features such as family gifting, shared balances, and peer-to-peer payments with custom conditions.
- **Fractional Ownership and Balance Consolidation:** Users can split cards or combine multiple small balances into one, removing a long-standing frustration for consumers.
- **Brand Control:** Every SmartCard is tied to a unique, brand-controlled smart contract. This eliminates reliance on third-party processors or aggregators, ensuring full ownership of data and behavior.
- **Embedded Analytics:** Merchants gain real-time visibility into card usage, breakage rates, redemption velocity, and consumer patterns, enabling more efficient budget allocation and targeted marketing.
- **Seamless Consumer UX:** Users receive, store, and redeem cards directly in a wallet (or through partner channels) with intuitive interfaces, instant settlement, and no sign-up friction.

- **Fraud Resistance:** On-chain traceability, signature verification, and redemption logic eliminate common attack vectors, like draining, spoofing, and laundering.

Raise SmartCards plug directly into the broader Solana ecosystem—benefiting from ultra-low latency, negligible transaction costs, and composability with

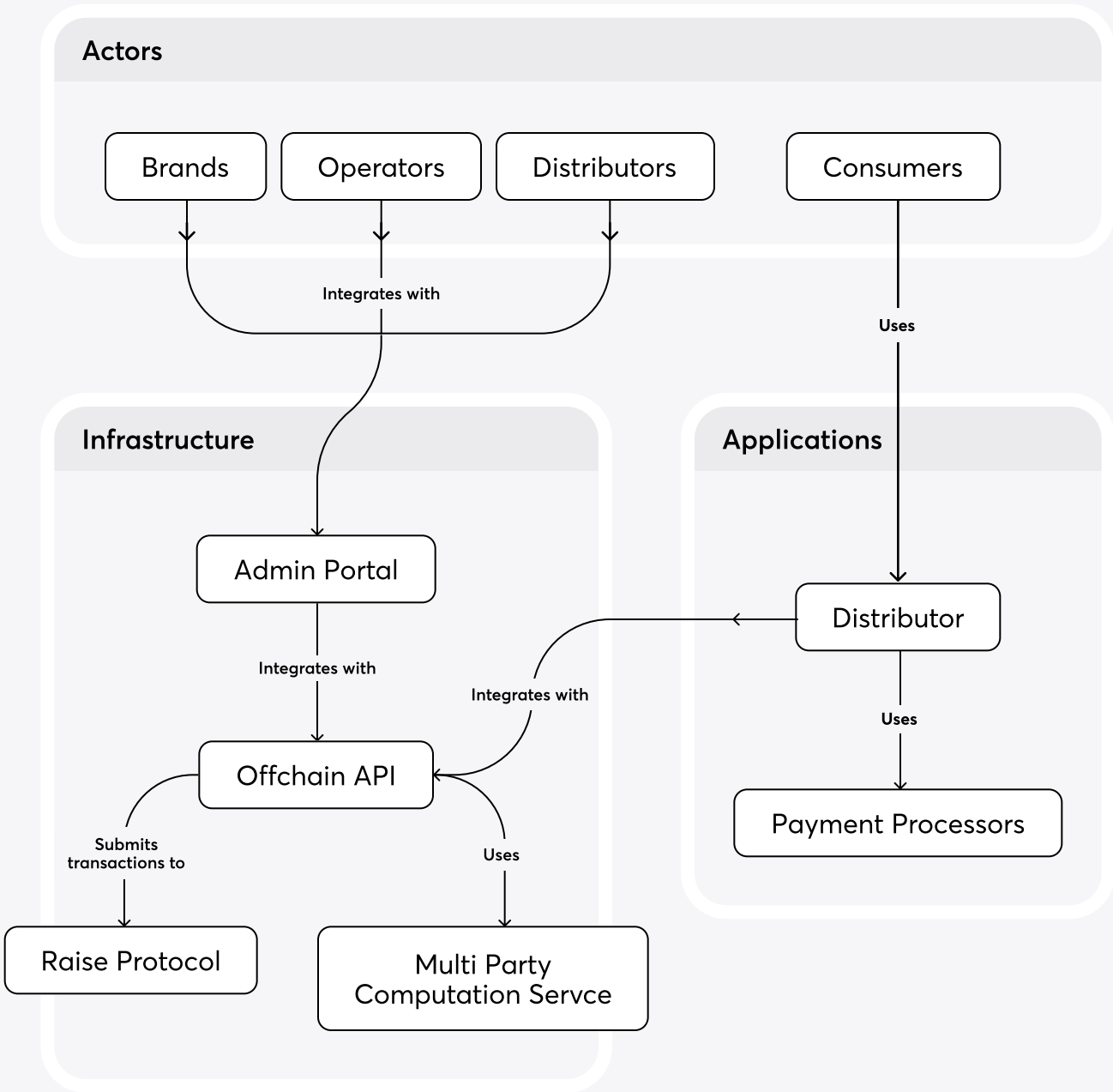
wallets, point-of-sale systems, loyalty apps, and payment rails like Solana Pay.

SmartCards aren't just better versions of gift cards. They are building blocks for a more transparent, interoperable, and efficient branded payments infrastructure, where merchants regain control and consumers regain trust.

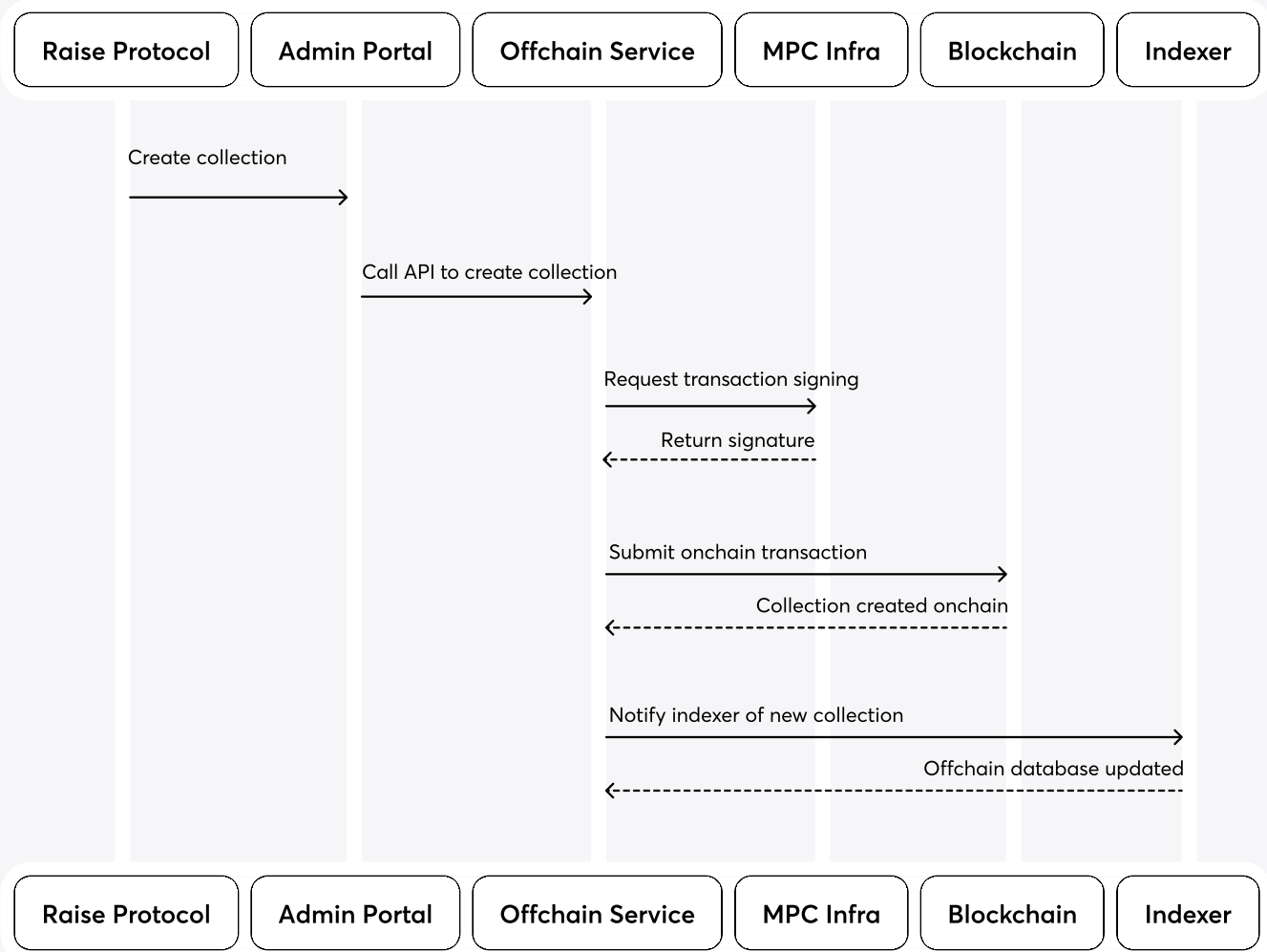
The screenshot shows a mobile app interface for creating a new SmartCard collection. The title is "Create new collection" with a close button (X) in the top right. Below the title is a progress bar indicating "3 of 3 steps". The main section is titled "SmartCard properties:". Under this, there is a "SmartCard schedule" section with a "Need help?" link. It includes a "Collection start-date" field set to "17 Jul, 2025" with a calendar icon. Below that is a toggle for "Collection has expiration date" which is currently turned on. Under the toggle, there is a "Collection expiration" field set to "21 Oct, 2026" with a calendar icon, and a "Validity after expiry" dropdown menu set to "1 month". Below the schedule section are three toggle switches: "The SmartCard can be locked" (turned off), "Can be reloaded with additional balance" (turned on), and "The SmartCard can be gifted" (turned on). At the bottom of the form is a "Select Terms & Conditions" section with the text "Default Brand T&Cs" and a right arrow. At the very bottom are three buttons: "Back" (left arrow), "Save draft", and "Create collection" (right arrow).

New SmartCard collection settings

System Overview Architecture



"Create Collection" Flow



Built on Solana: Infrastructure for Programmable Commerce

The decision to build Raise SmartCards on Solana was deliberate and grounded in technical necessity. To support a truly global, high-throughput branded stored-value network, the underlying infrastructure must be fast, low-cost, resilient, scalable, and support Defi primitives. Solana delivers this on all fronts.

With hundreds of thousands of transactions per second (TPS), sub-second finality, and fees measured in fractions of a cent, Solana is purpose-built for consumer-scale applications. Its high-performance architecture supports real-time settlement, even during periods of peak demand, such as holidays or viral campaigns – crucial for ensuring reliability across retail, gifting, and loyalty use cases.

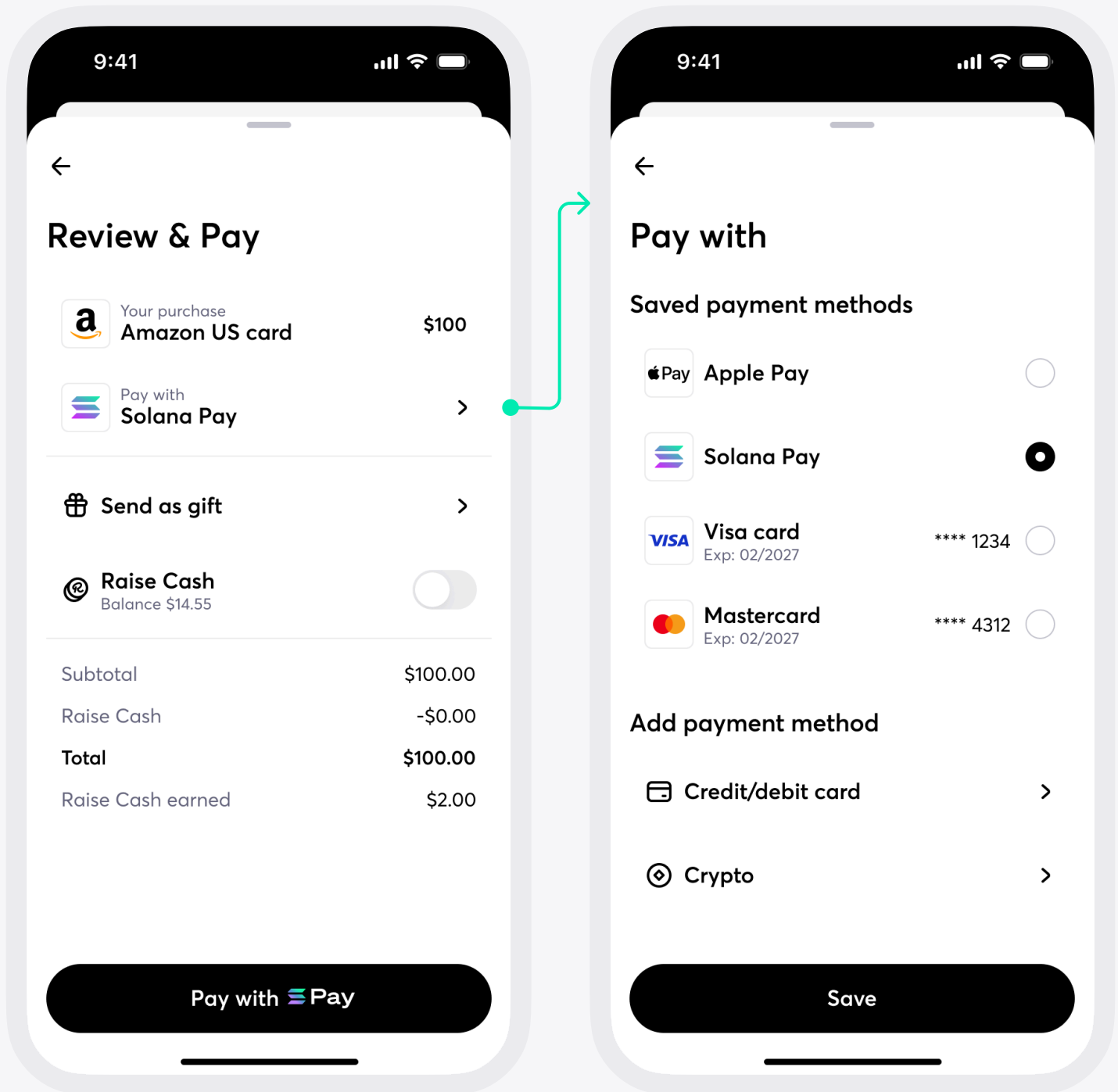
Solana's parallel processing architecture enables the simultaneous execution of thousands of SmartCard programs without congestion or degraded performance. This ensures a seamless experience for both retailers managing large campaigns and consumers redeeming cards in real time.

Native Solana Integration:

Raise SmartCards are not just on Solana—they are native Solana programs, meaning they inherit the chain's performance and security while maintaining composability with its broader ecosystem. That includes:

- **Wallet Compatibility:** Users can store, send, and receive SmartCards in any Solana-compatible wallet—no proprietary interfaces required.
- **Solana Pay Integration:** SmartCards can be used as direct payment instruments at participating merchants using QR codes, NFC, in-app full-drain, or POS-linked solutions.
- **On-Chain Transparency:** Each SmartCard's lifecycle is recorded immutably, providing auditability and eliminating the black box mechanics of traditional gift card processors.

By leveraging Solana's open, modular design, Raise builds a system that is not only future-proof but also deeply interoperable with the rest of Web3, while remaining invisible and intuitive to the end consumer.



Solana Pay integrated natively in the Raise app (illustrative example)

Token Architecture: Utility, Settlement, & Incentives at Scale

To support a dynamic, interoperable SmartCard ecosystem, Raise employs a dual-token model that separates settlement from governance and rewards, providing clarity, stability, and alignment across all stakeholders: brands, consumers, developers, and partners.

1. USDR – The Stable Settlement Layer

USDR is a fiat-pegged stablecoin used for denominating and settling all SmartCard transactions. It ensures predictable value, eliminates FX volatility, and enables instant, borderless redemption across jurisdictions.

Why it matters:

- **Stability for Retailers:** Brands avoid exposure to crypto market volatility while still benefiting from on-chain speed, authentication, and automation.
- **Instant Payouts:** Merchants can access funds immediately upon card activation, without waiting on card processors or delayed bank transfers.

- **Global Compatibility:** Consumers can use USDR-backed SmartCards anywhere, with seamless on- and off-ramps through partner exchanges and wallets.

USDR acts as the foundational currency for all on-chain value transfers within the Raise ecosystem, ensuring consistency, compliance, and trust.

2. \$RAISE – The Incentive and Governance Layer

\$RAISE is the native utility and governance token of the Raise platform. It powers community participation, unlocks special rewards, and fuels long-term network growth.

Token utilities include:

- **Staking & Yield:** Users can stake \$RAISE to earn a share of network fees paid via rewards, promotional bonuses, or access to exclusive partner offers.
- **Programmatic Rewards:** Retailers, or partnered distributors, can airdrop \$RAISE as cashback, tiered incentives, or engagement bonuses to drive loyalty and retention.
- **Governance:** \$RAISE holders participate in protocol decisions—ranging from platform upgrades to grant allocations and partner onboarding.

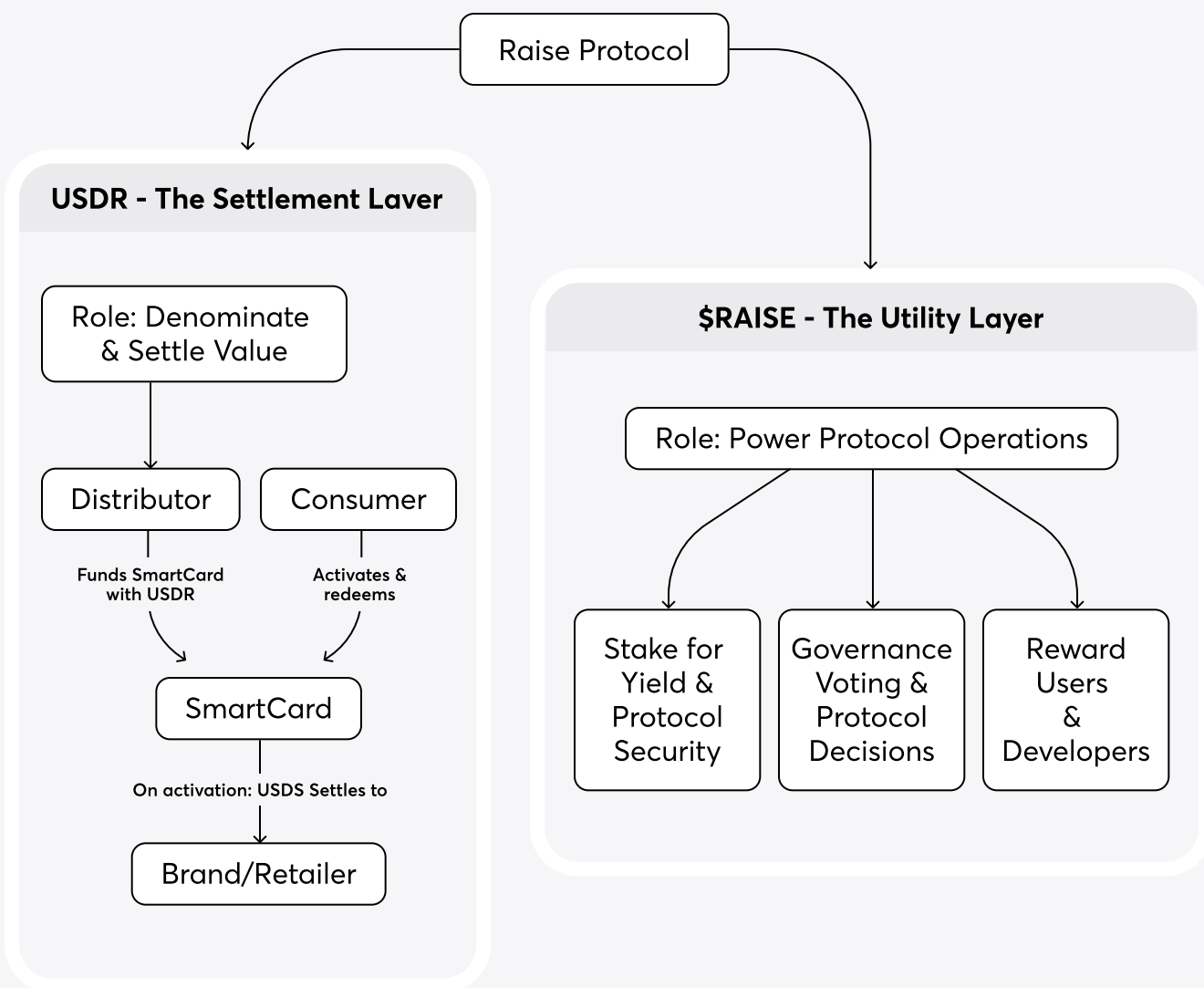
- **Developer Incentives:** Builders creating sub-apps, rulesets, or analytics on the Raise platform are rewarded in \$RAISE for contributions that enhance utility.

This bifurcated architecture ensures that stable, real-world value flows efficiently via USDR, while \$RAISE serves as the incentive

flywheel that aligns ecosystem participants and powers composable innovation.

Together, these two tokens underpin a scalable, programmable financial layer for brand currency—one that's grounded in stability, but designed for flexibility, participation, and exponential growth.

Dual-token Infrastructure & Overall Architecture



The Raise Network Platform Stack: Tools for Brands to Build, Launch, and Grow

Raise Network is not just a SmartCard protocol—it's a complete, vertically integrated platform that empowers brands to design, deploy, and manage their own programmable currency with unprecedented control. At its core is a robust stack of interoperable tools purpose-built to abstract away complexity and unlock real-world utility.

1. SmartCard Issuance Engine

At the foundation is Raise Network—a programmable asset standard that allows brands to issue cards with customized rulesets, including:

- Transferability controls
- Expiration windows
- Partial or tiered redemption logic
- Geographic or merchant-specific restrictions
- Promotional unlock conditions

Brands can create these rules via a no-code interface or advanced developer SDKs

2. Rule Engine & Offer Framework

Raise's proprietary rule engine makes every SmartCard dynamic. Using a simple set of condition-and-action logic, marketers can define how value is unlocked based on:

- Spend thresholds
- Time-of-day or event triggers
- Inventory levels or promotions
- User behavior or engagement history

This engine transforms each SmartCard into a living, adaptive product—customizable by the brand and personalized for the customer.

3. AI-Powered Agent for Marketers

Raise includes an AI-native agent that allows marketers to create, test, and optimize campaigns using natural language prompts. For example:

"Reward \$10 bonus to first-time users who refer a friend and redeem within 7 days."

The co-pilot automatically translates this into code that can be compiled into a SmartCard rule. It also suggests optimizations based on historical campaign performance across the network.

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4. Real-Time Analytics & Insights Dashboard

Brands get end-to-end visibility into card issuance, redemption, usage patterns, fraud indicators, and campaign effectiveness — all through a unified dashboard. This transparency enables faster iteration, better targeting, and more informed decisions regarding ROI.

5. Modular Integration Layer

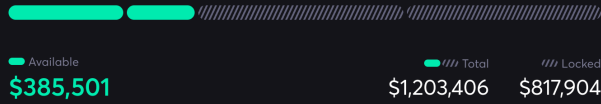
- Raise's APIs, SDKs, and plug-ins support seamless integration with:
- Existing POS systems and loyalty CRMs
- E-commerce storefronts and mobile wallets
- Solana-native tooling (DEXs, Solana Pay, etc.)

This modular design ensures that SmartCards are not only programmable but also pluggable—deployable across any retail touchpoint without friction or migration risk.



Welcome back, Katie

Balance overview



Balance health

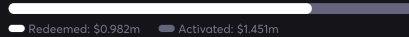
Your balance is in good health with enough funds available to support unbound collections.



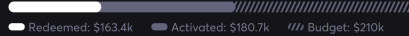
Active collections

To Collections →

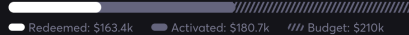
Base-line everyday gifting ∞



Limited drop in June ⏰



International Woman Day in March ⏰



Activation vs Redemption, overall ▾

USD Volume Num. of cards



Activations in June: **\$82,563** \$15,056 more than last month

Redemptions in June: **\$69,015** \$11,975 more than last month

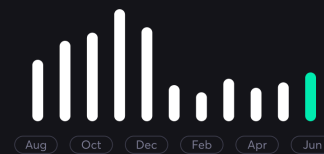
Today's activity, overall ▾

See all →

Transactions: **491** Activations: **294** Redemptions: **197**

Time	Collection	Transaction ID	USD	Type
10:34:51	Base Line Everyday...	Sdxs 432d sd21 5d5x Ho98 ↗	100	Redemption
10:34:45	Limited drop in June	Sdxs 984z nm45 2a7b Xc39 ↗	75	Activation
10:34:45	International Woma...	Sdxs 337d ty88 9p4v Qe10 ↗	45	Activation
10:34:30	Base Line Everyday...	Sdxs 123a ab12 6f5g Tq78 ↗	90	Redemption
10:34:20	Base Line Everyday...	Sdxs 567h kl89 3g2b Wm56 ↗	150	Promotion
10:34:10	Base Line Everyday...	Sdxs 890j xy34 7h8k Vb12 ↗	200	Redemption
10:34:00	Limited drop in June	Sdxs 234f op45 2b3v Zm99 ↗	17	Activation
10:33:50	Limited drop in June	Sdxs 456g cd78 9n1x Hu45 ↗	45	Redemption
10:33:40	International Woma...	Sdxs 321f gh12 8k4v Jw88 ↗	110	Activation
10:33:30	International Woma...	Sdxs 654k rq56 5u2t Px23 ↗	130	Promotion
10:33:20	Base Line Everyday...	Sdxs 789d fg45 4j6i Qt44 ↗	1,100	Redemption
10:33:10	Base Line Everyday...	Sdxs 890y mn78 3d2f Zg11 ↗	250	Activation
10:33:10	Base Line Everyday...	Sdxs 890y mn78 3d2f Zg11 ↗	250	Activation

Average order value, overall ▾



\$116

average order value across all collections, for all time

Jun ▾

\$1,064,831
unredeemed volume

Top 5 brands purchased

Home Depot **21.8%**
Amazon **12.2%**
Uber Eats **7.6%**
Ebay **6.8%**
Playstation Store **3.1%**

23,950 / 11,004
Smart Cards activated vs # of card holders

\$2,098,303

Funds left in collections wallets

7,920

Smart Cards transferred to other users

14,077

Number of gifted Smart Cards

Real-Time Analytics & Insights Dashboard

Add rule



 From
1 Sep, 2025



To
30 Nov, 2025



"If" condition

 Trigger group
Weather condition



Weather trigger settings:

Weather trigger
Rains, at least 15m



Trigger time
Now or last 3h



Trigger Location
User geolocation, whole city/town



"Then" result

 Result group
Prices discount



Rain weather results settings:

Discount, %
10

Notify user
In-app push



Push notification text
Hey \$Username, Rainy days pay off. 10% off when you pay with a gift card — valid while it's still raining!

Summary: When it rains for at least 15 minutes now (or within last 3 hours), then discount all prices by 10% and notify users with push.

Cancel

Save draft

Create rule



Expanded Use Cases: Unlocking New Possibilities Across the Ecosystem

The Raise SmartCard protocol is designed to extend far beyond traditional gift card functionality. With programmable logic, composability, and Solana-native scalability, SmartCards open new applications across payments, loyalty, commerce, and even financial services. What begins as a stored-value product becomes a programmable currency primitive.

1. Shareable and Collaborative Cards

SmartCards support multi-user functionality with configurable permissions, enabling new behaviors like:

- Family cards with spend limits per member
- Group gifting with pooled balances and expiry rules
- Corporate-issued employee rewards with department-level tracking

By encoding access logic directly into the card, value becomes **shareable** and **governable**—a breakthrough in how stored value is distributed and controlled, virtually.

2. Loyalty, Promotions, and Tiered Rewards

SmartCards can function as **loyalty carriers** that evolve over time. Brands can dynamically embed:

- Tier upgrades based on usage
- Event-based bonus unlocks
- Rewards linked to external on-chain or off-chain activity

For example, a consumer who completes five purchases in a month may automatically receive an upgraded card with bonus perks, without needing to download the app or register for an account.

3. Refundable and Recallable Value

Raise allows brands to issue **recallable value**, introducing new trust models:

- Merchants can refund balances dynamically after returns
- Cards can be paused or reissued in case of fraud or theft.
- Escrow logic enables time-locked redemptions for high-value transactions

These features mirror credit card-like functionality, without the fees, intermediaries, or chargeback risks associated with traditional credit cards.

4. Affiliate and Partner Network Incentives

Brands can issue SmartCards through distribution partners like banks, credit card issuers, messaging apps, rewards programs, exchanges, payroll platforms, or even browser-based non-custodial wallets. Rules can be embedded in:

- Reward partner conversions or usage
- Provide partner-specific bonus structures
- Track redemptions across the channels

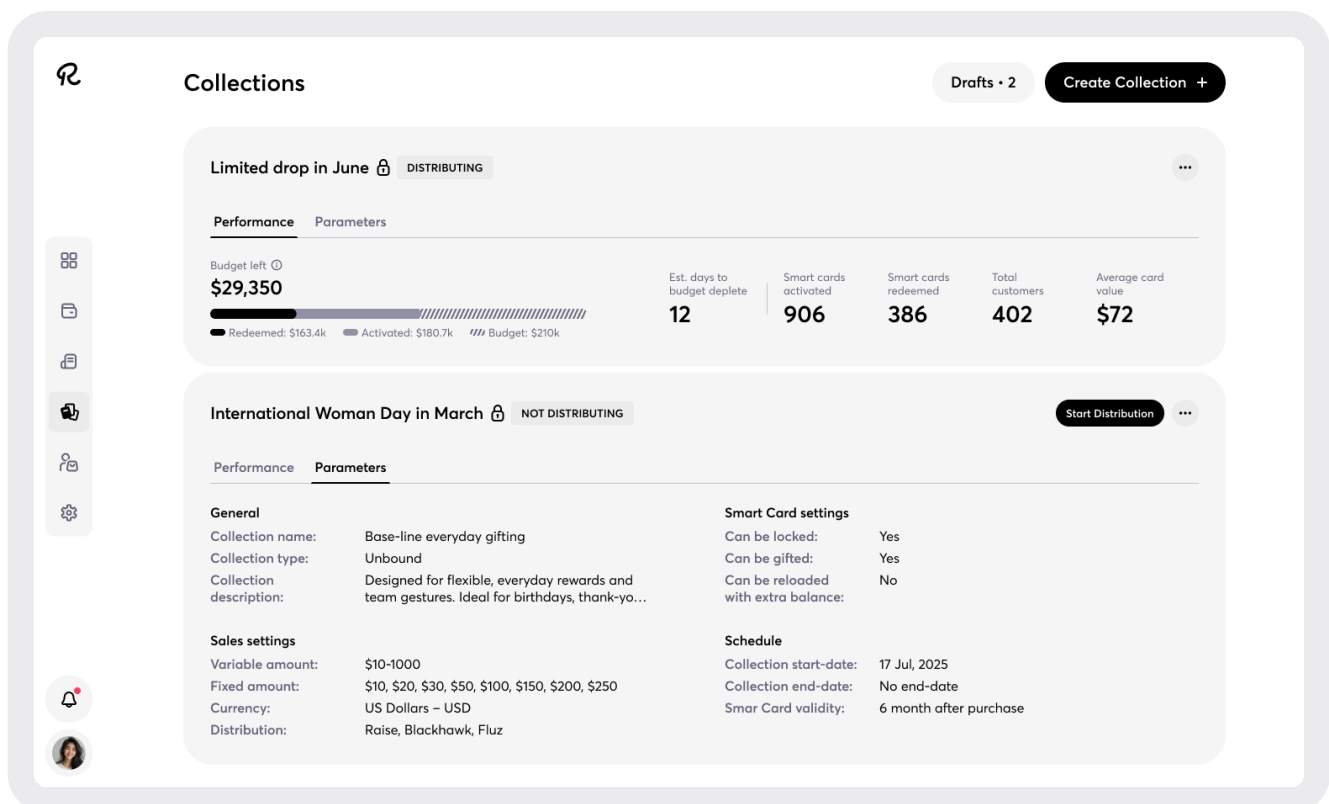
This makes Raise an effective vehicle for network-based growth, where distribution partners benefit from increased velocity and performance-based earnings.

5. Prepaid and Controlled Payouts

Raise enables structured disbursement of funds for:

- Payroll incentives or contractor perks
- Promotional cashouts tied to campaign performance
- Travel, per diem, or insurance claim allocations

SmartCards act as a programmable "checkbook," reducing administrative overhead and fraud risk while improving recipient flexibility.



Distribution Strategy & Network Effects: Building a Ubiquitous Layer for Retail Currency

No currency—digital or physical—can thrive without distribution. Raise was architected from day one not just as a product, but as a platform designed to plug into the vast ecosystem of retailers, banks, wallets, and marketplaces that shape consumer spending. Our go-to-market strategy focuses on **broad-based distribution, embedded value**, and network-driven incentives, ensuring SmartCards are not just available but in demand.

Strategic Distribution Channels

- **Banks and Card Networks** to integrate SmartCards into points and cashback programs
- **Fintech apps, payroll providers, messaging applications, and exchanges** for disbursements and earned value programs
- **Retailers and loyalty programs** are to issue branded cards with full control over rules and offers

- **Web3-native wallets and protocols** to embed value and expand utility across crypto ecosystems

Today, Raise already powers programs for **Citi's ThankYou Rewards, BILT, and Polkadot's wallet** infrastructure—proof that this model works. We are now scaling this partner playbook with global institutions, aiming to reach over 1 billion users.

User-Centric Incentives

Consumers are rewarded for engaging with Raise-powered SmartCards across the network. Our ecosystem will unlock value through:

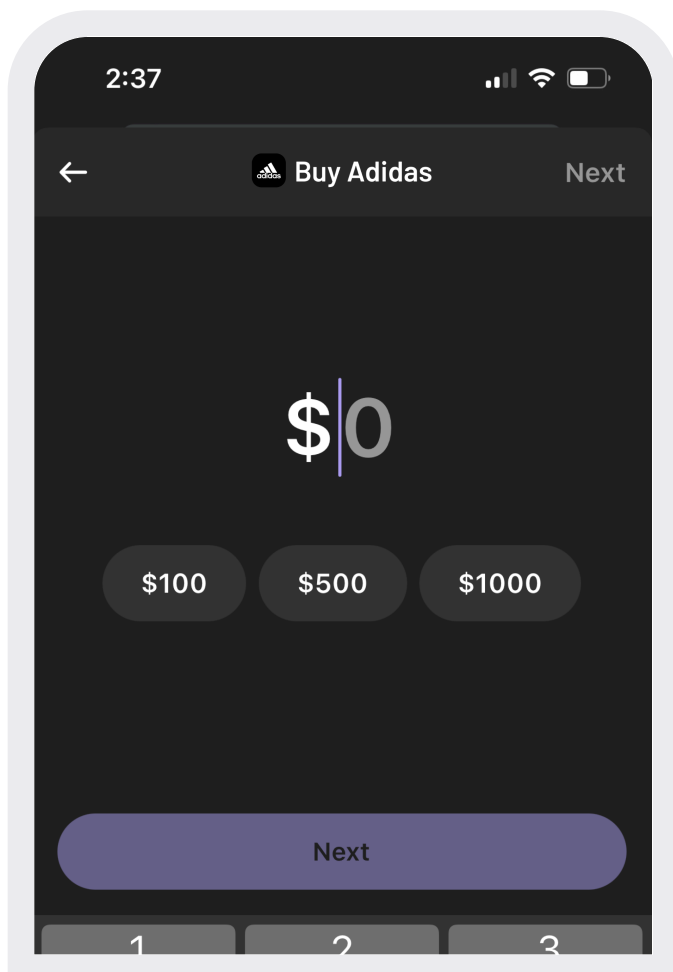
- **Rewards** for purchasing cards through partner channels
- **Bonus offers** for referring new users or redeeming at participating merchants
- **Staking \$RAISE** to access exclusive promotions or **higher-yield cashback rewards**

This creates a flywheel where usage grows organically across both crypto-native and mainstream audiences.

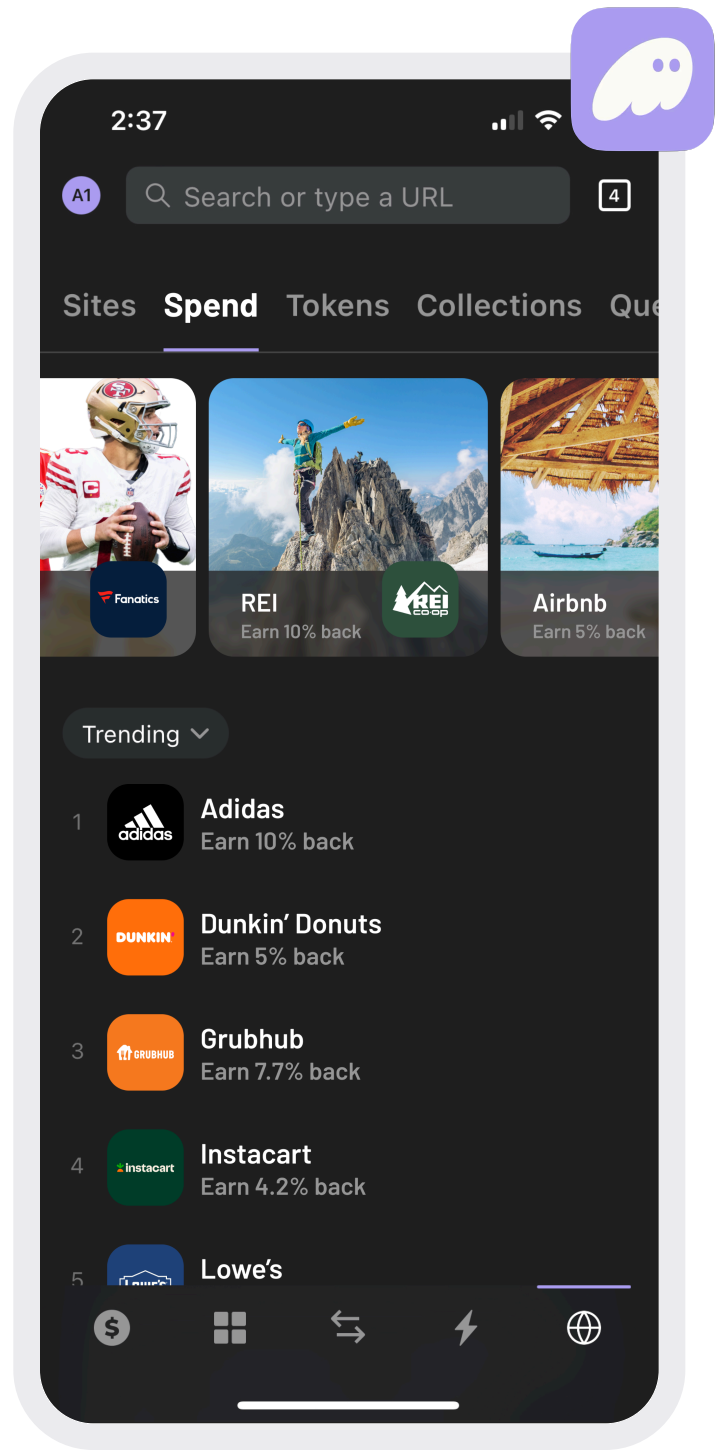
Plug-and-Play Distribution

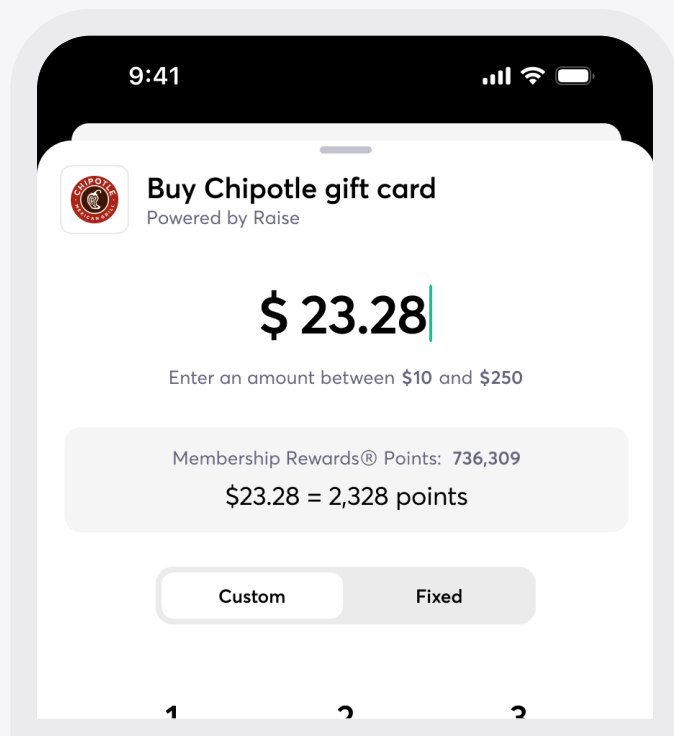
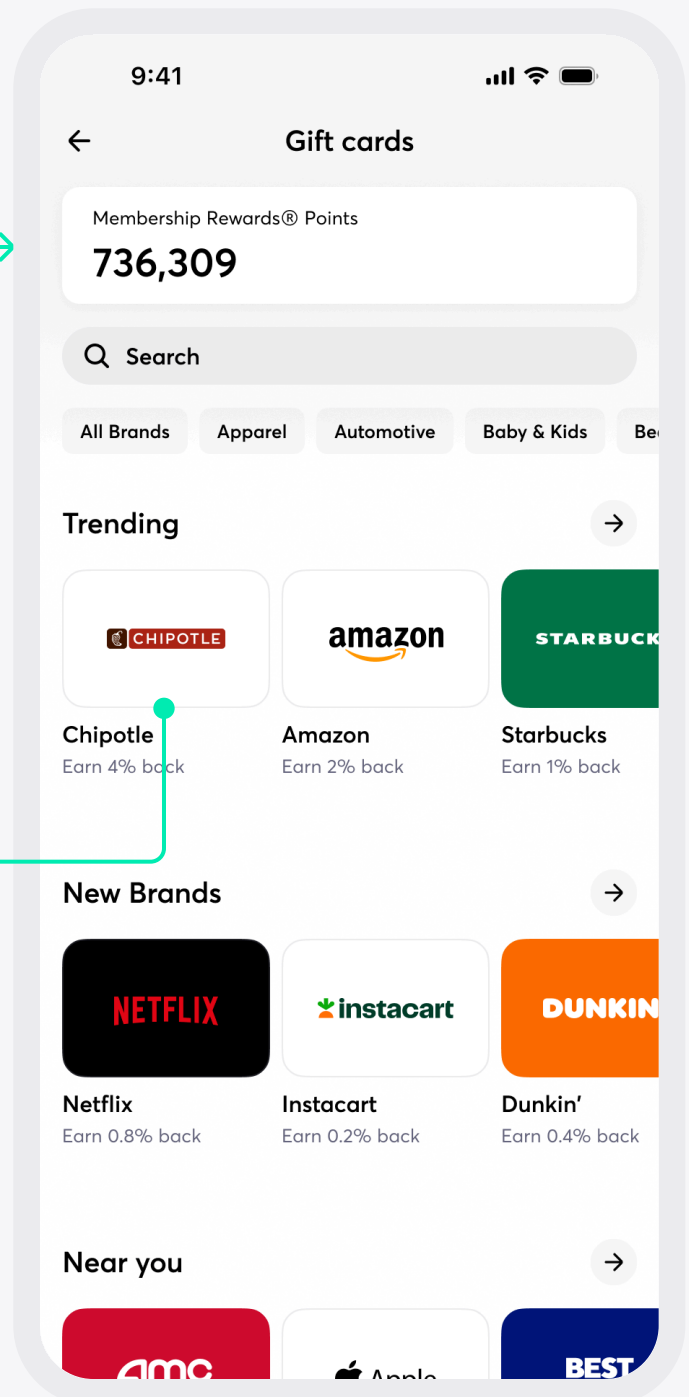
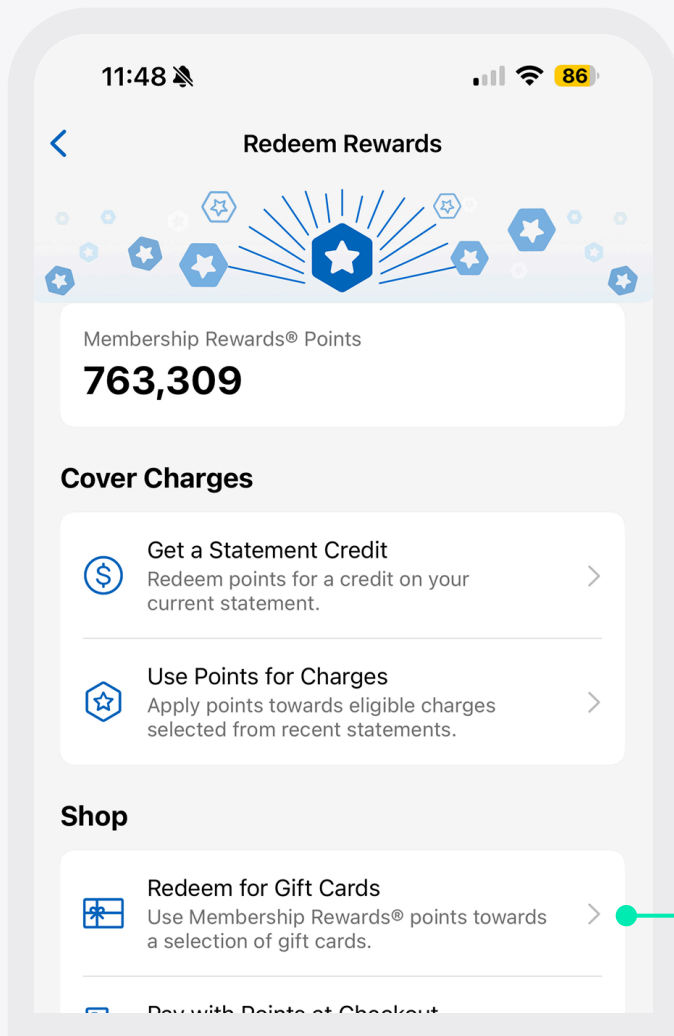
Raise's architecture supports rapid partner onboarding with minimal technical lift:

- SmartCards can be deployed as **white-label APIs**, **embeddable widgets**, or native **token contracts**
- Settlement, reconciliation, and reporting are handled through a **unified analytics dashboard**
- Partners can co-brand or fully white-label the experience, retaining complete control

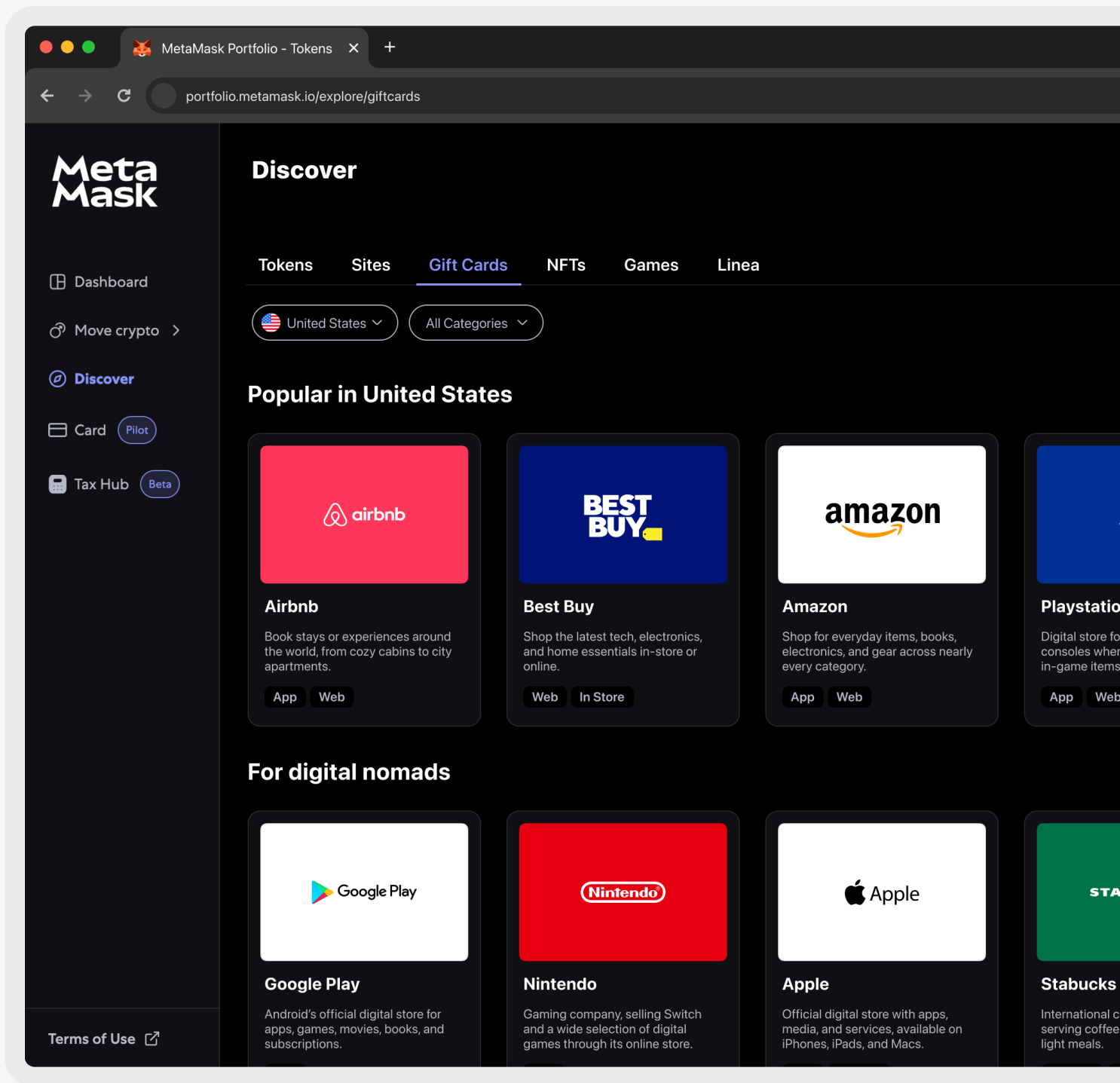


By making it easy for partners to integrate—and rewarding them to do so—we accelerate reach, adoption, and recurring value creation.

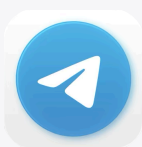




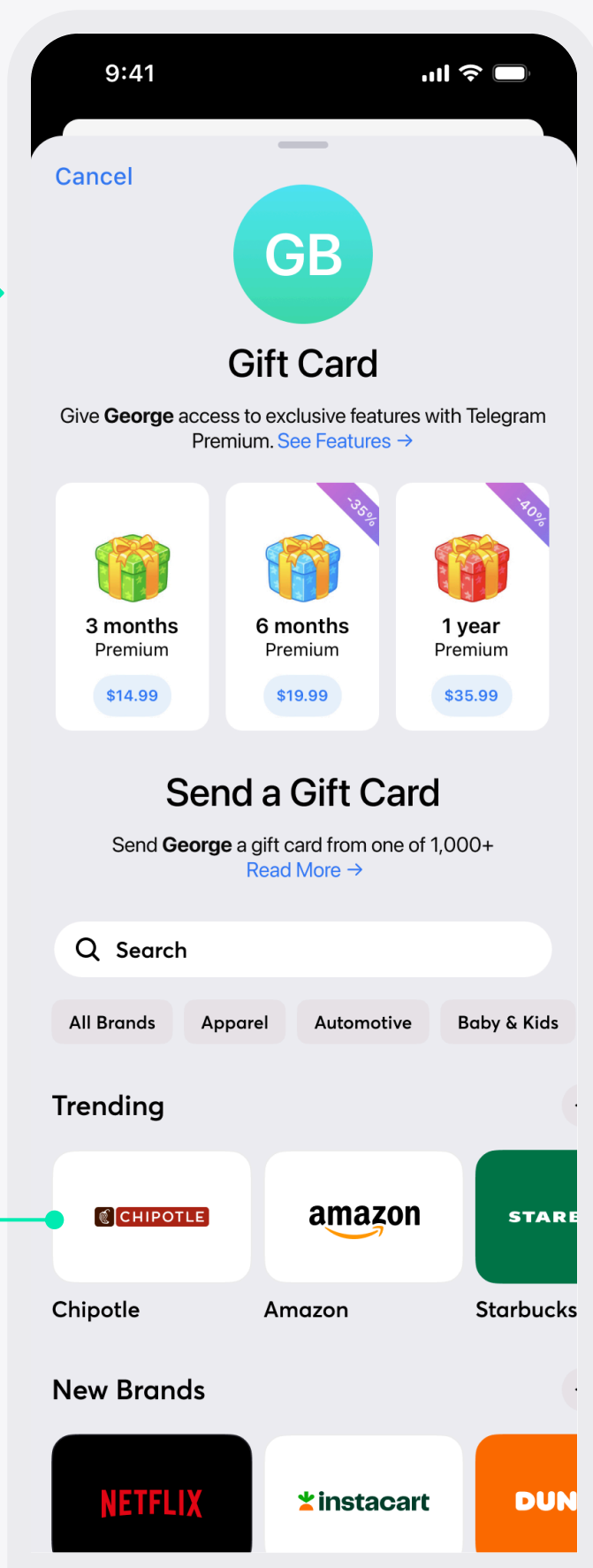
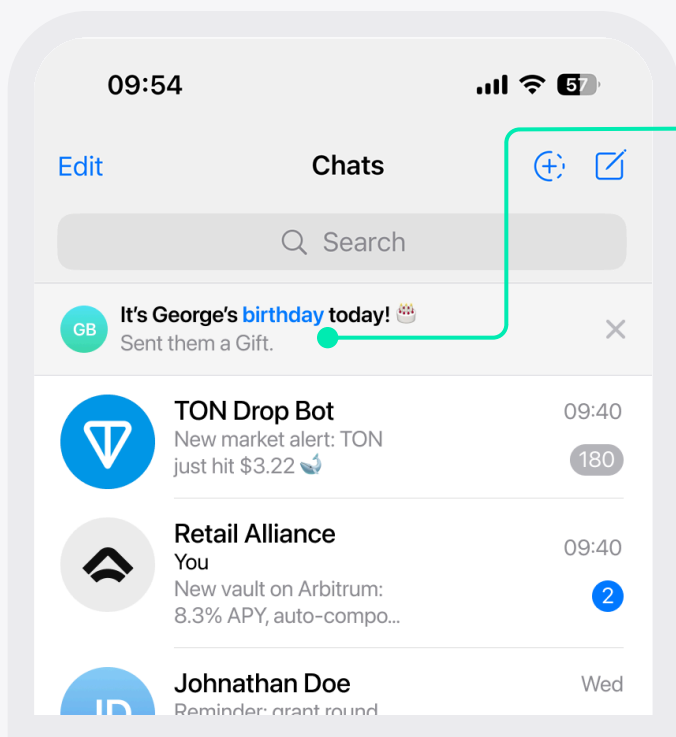
Illustrative AMEX integration: users redeem Membership Rewards® Points directly for SmartCards



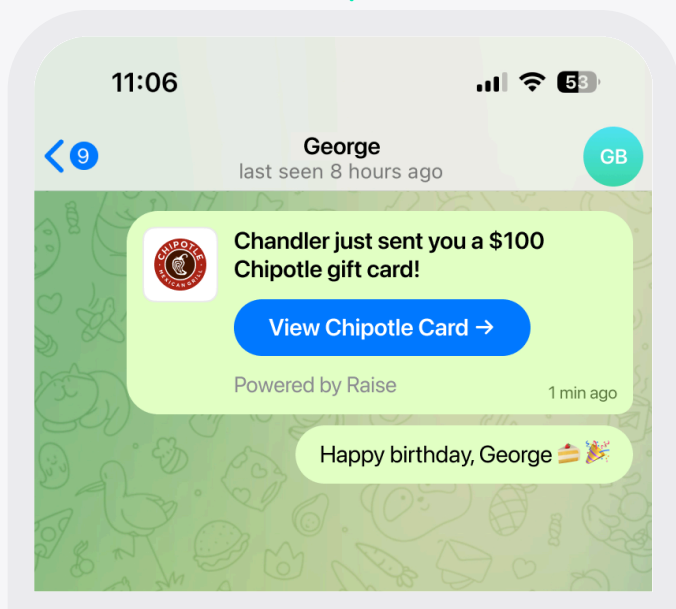
SmartCards surfaced in MetaMask's Discover
(illustrative integration)



SmartCards surfaced in Telegram
(illustrative integration)



purchase flow



Vision & Roadmap: Redefining the Loyalty Economy

At its core, Raise is not just reinventing gift cards—we're unlocking an entirely new category: **programmable retail currency**. Our vision is to replace one-size-fits-all incentives with dynamic, personalized, and interoperable currencies that adapt to context, consumer behavior, and market conditions.

We believe loyalty is earned—not bought—and that value should flow directly between brands and customers without being siphoned by opaque middlemen or inefficient legacy processors. The rise of smart contracts, open protocols, and composable financial rails makes this possible for the first time.—and that value should flow directly between brands and customers without being siphoned by opaque middlemen or inefficient legacy processors. The rise of smart contracts, open protocols, and composable financial rails makes this possible for the first time.

2025: Core Infrastructure and Design Partners

- Launch of Raise SmartCards on Solana mainnet
- SmartCards dApp audited by external auditors
- Design of the dual-token system (stablecoins for settlement, \$RAISE for rewards/governance) with settlement in USDR in 2026
- Live programs with Tier-1 partners across banking, loyalty, and Web3
- Release of merchant-facing analytics and rule engine dashboards
- Beta testing of SmartCards with initial retailer design partners
- Open SDKs to build on top of SmartCards
- Start development of POS integration

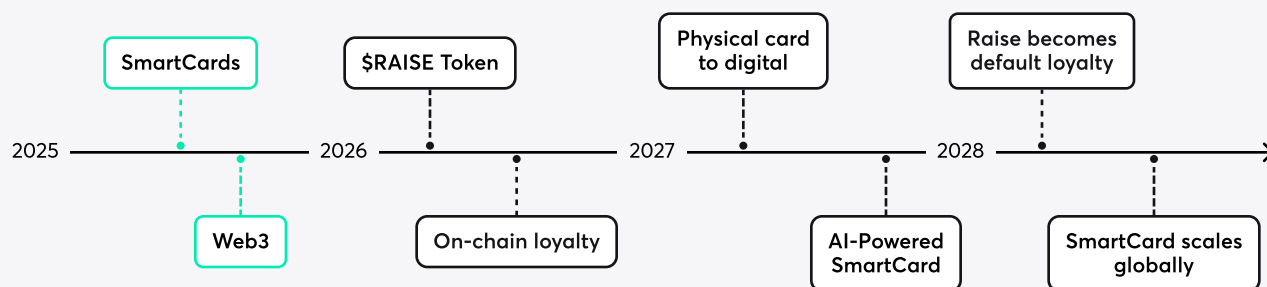
2026–2027: Network Expansion and Developer Ecosystem

- Launch \$RAISE token and USDR
- Start beta testing POS integration with select retailers
- Wallet infrastructure to support Merchandiser Credits
- On-chain loyalty program
- Explore (POC) physical gift card to digital SmartCard transformation
- Deeper integrations with third-party partners: credit card networks, payroll platforms, and wallets
- Launch \$RAISE staking and dynamic rule-based loyalty offers
- AI-powered SmartCard agent deployed to all enterprise partners

2028 and Beyond: Full Loyalty OS for Retail

- Expansion to support multi-chain compatibility and EVM layer integrations
- Raise becomes the default loyalty and gift solution across on-chain and off-chain commerce
- Open marketplace for third-party incentive logic and branded campaigns
- SmartCard-as-a-Service licensing model drives platform scale globally
- \$RAISE token powers a self-sustaining ecosystem with billions in circulating value

Vision & Roadmap Timeline



Conclusion: Raising the Bar for a Programmable Retail Future

The gift card industry was born nearly a century ago as a simple tool for stored value. It has grown into a \$1.2+ trillion global market, yet it remains largely untouched by the digital transformation that reshaped every other corner of commerce. What should be a powerful instrument for loyalty and connection has instead become a byword for waste, inefficiency, and consumer frustration.

Raise is here to change that.

With programmable SmartCards, we're not just fixing a broken system—we're **redefining what retail currency can be**. Powered by Solana's scalable and low-cost infrastructure, our platform enables brands to control issuance, logic, and engagement, delivering seamless experiences to customers. From real-time redemptions and fraud-resistant architecture to loyalty aligned with actual behavior—not hope—Raise unlocks the next chapter in incentive-driven commerce.

Our dual-token structure ensures trust and flexibility:

- **USDR**, a stablecoin for seamless, borderless settlement.
- **\$RAISE**, a utility and governance token to align the ecosystem and reward participants.

We're not just theorizing. We've been building since 2015, with a proven track record of powering programs for Citi, BILT, and major partners across both traditional finance and Web3. And we're just getting started.

Raise isn't about speculation—it's about substance. It's about **delivering value where value is overdue** and **helping brands connect directly with their customers**. It's about **restoring trust, driving loyalty**, and **eliminating inefficiency** across one of the largest, most outdated sectors in global commerce.

We're opening the door to a programmable loyalty economy—one where consumers, brands, and developers all win.

So let's raise the bar.

After all, everyone deserves a Raise.

