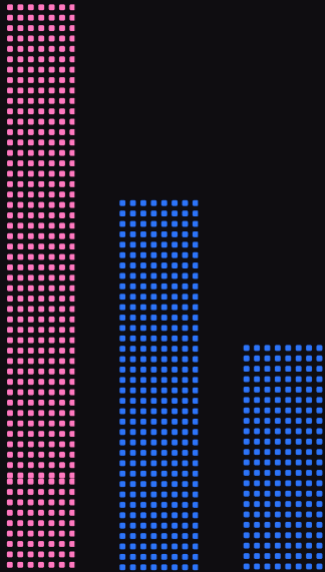
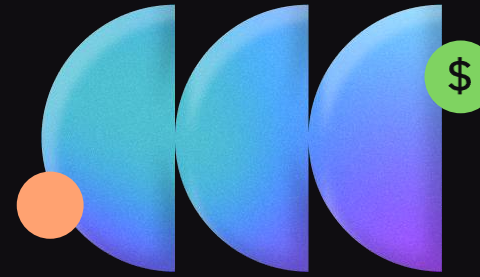




Simplifying fair  
tipping in a  
cashless society



TipTag is a **modern, compliant tipping platform** that bridges the gap between guests and staff in cashless environments



It uses tap-to-tip RFID tags and a dynamic app to empower customers and reward exceptional service instantly

# Why tipping is broken



63%

of UK consumers find it harder to tip fairly in cashless environments



The Employment (Allocation of Tips) Act 2023 requires that all tips be distributed fairly, creating new operational burdens



57%

of hospitality workers say fair tip distribution is essential for job satisfaction

Tipping has become confusing and unfair in a cashless society.  
TipTag brings transparency back.

# How we fix tipping

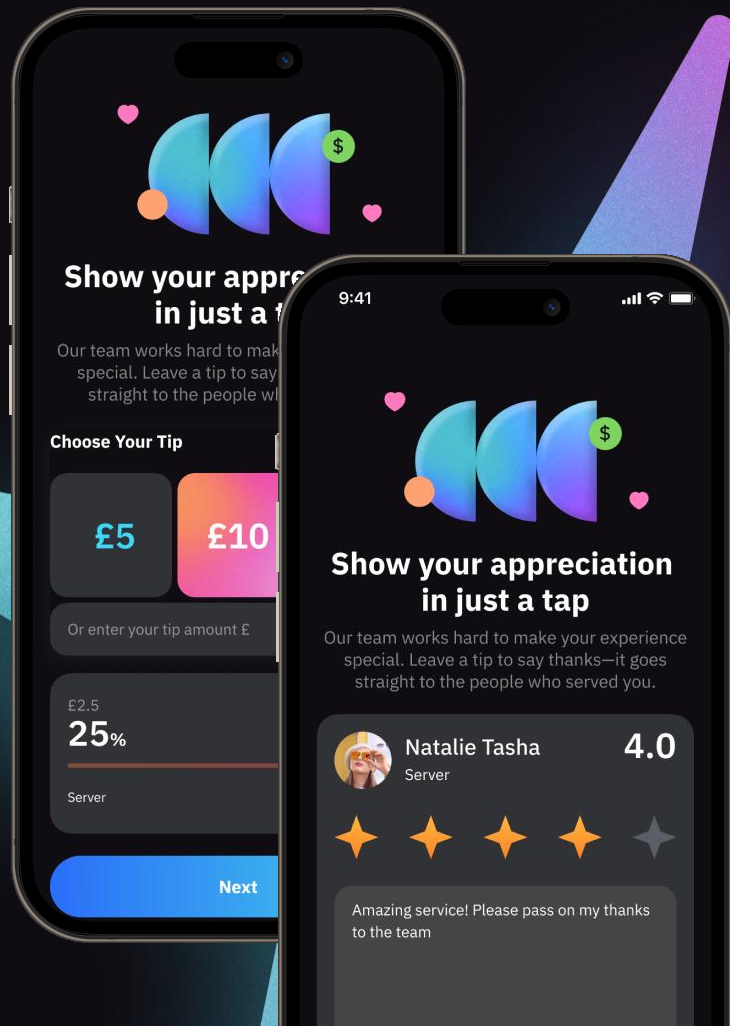
Tiptag is a hybrid hardware and software platform that empowers fair, direct tipping through RFID staff tags and a simple app, even in cashless environments

1.

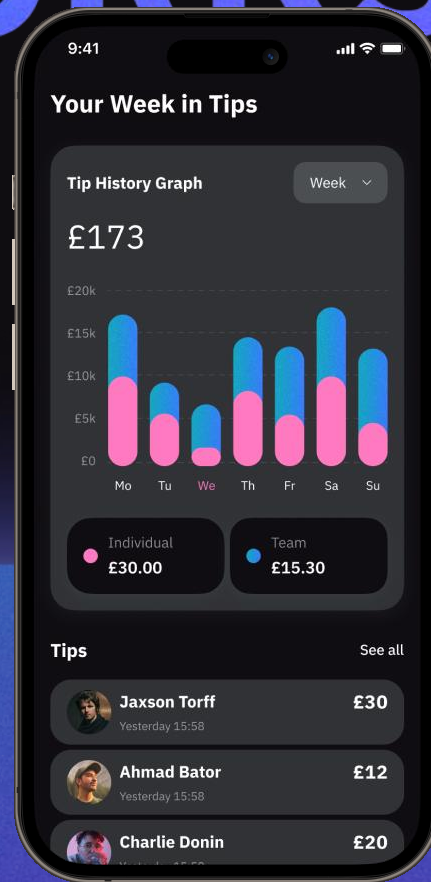
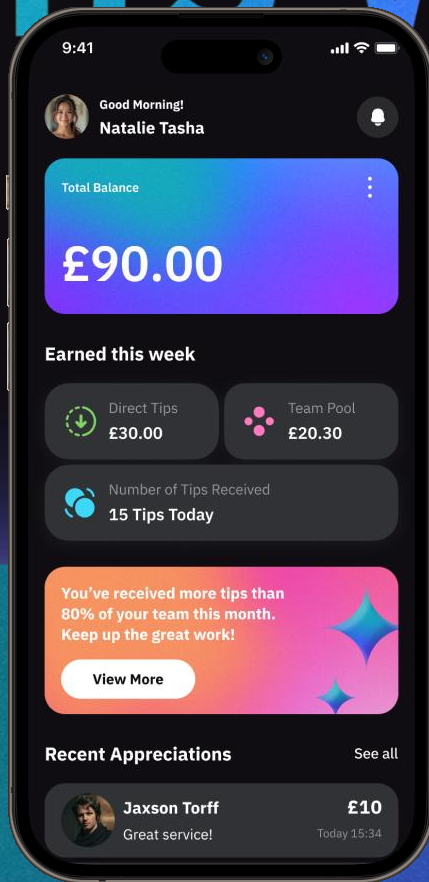
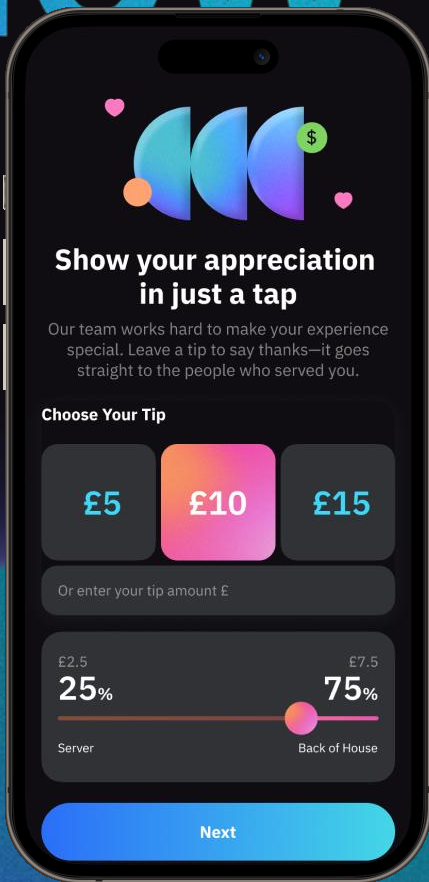
Customers tap an RFID tag to launch the tipping interface

2.

They choose how to split the tip between front- and back-of-house teams



# HOW THIS WORKS?



# Multiple revenue streams

## Per-transaction Fee

A small percentage is taken from each tip processed via the platform. This aligns revenue with platform usage.

**The more tips processed, the more Tiptag earns.**

## Venue SaaS subscriptions

Monthly or annual fees for venues to unlock premium features such as performance dashboards, advanced reporting, legal compliance tools, and staff management.

## Insights & Analytics services

Aggregated, anonymised tipping and service data can be sold as benchmarking insights to HR teams, trade associations, or analytics firms.

**Always ensuring GDPR compliance**

The total estimated annual tipping volume across the U.S. hospitality industry (restaurants, bars, hotels, salons, etc.)

£78B

## US market size

4.3M

workers in tipped occupations

Tipping touches 700K+ restaurant venues, 128K bars, ~55K hotels, and 450K+ personal care outlets

# Competitive landscape

	Tap to Tip	Individual Staff Tipping	Tip Split (FOH/BOH)	Real-Time Dashboards	Compliance Tools
TipTag	✓✓	✓✓	✓✓	✓✓	✓✓
TIPJAR	✓		✓	✓	✓
Urocked <small>Powered by Paynt</small>	✓	✓	✓		✓
Gratuity Solutions	✓			✓	✓

# Progress to date:

## Current Investment

Over £50,000 invested by founder

## Letters of Intent

Over 30 LOI's in just 3 weeks

Representing over 50 establishments

Representing over 200 employees

## Product Development

Full Front End for MVP Complete

Demo Software and Tags available

Development Partners Identified

Tiptag turns a  
broken, overlooked  
system into a  
scalable, data-rich  
revenue engine



Founder

## Chris Gillibrand

- Managing Director at Halex Engineering with 25+ years in tech-driven manufacturing.
- Led major projects across aerospace, automotive, and energy sectors.
- Expert in operations, automation, and process optimisation.
- Holds a Master's in Advanced Manufacturing from University of Liverpool.
- Focused on delivering cost-effective, scalable engineering solutions.



Launch Team Member

## Sandy Jenkins [Sandy Jenkins | LinkedIn](#)

Sandy has an extensive background in hospitality as well as system development and analysis having played a leading role in a number of technical solutions. Sandy brings a sense of vibrancy and youth, as well as expertise to the team from his work with clients such as CENSIS and Pernod Ricard



Launch Team Advisor

## Stasi Nychas [Stasi Nychas | LinkedIn](#)

A serial entrepreneur with over 15 years' experience at C-suite level, Stasi has built and exited ventures across FMCG, hospitality, and infrastructure. He has raised and structured financing deals - both directly and via strategic partnerships - across equity, venture, and debt. Blending commercial acuity with a hands-on builder mindset. This includes the launch of Neat Burger backed by Lewis Hamilton and Leonardo Di Capreo



Other Launch Team Members

## Mandy Robinson

Mandy is a driven and experienced Head of Safeguarding within the Healthcare environment. Mandy brings a strong strategic awareness of the needs of teams and individuals. Mandy is joining the TipTag team prior to launch with responsibility for developing our fair tipping, People focused culture.



Strategic Advisor

## Joe Dove [Joe Dove | LinkedIn](#)

Joe is an experienced Operating Partner in the Private Equity industry. He works with Boards, CEOs and their leadership teams. His focus is on taking strategic investment decisions and driving transformation programmes for top and bottom-line growth. More broadly, he has supported investment teams on pre-deal diligence, Board-level governance and exit processes



Backed by Hyper

## HYPER

The founding team completed a competitive 3-month process with a startup studio in 2025. They continue to receive support and mentorship.

# The ask

Investment

# £250k

Under SEIS tax relief

SEIS

£10k = £5k

Min investment

Tax relief





# Thank you

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