



From an idea to a £1.5million valuation

How Boardroom Advisors supported LUX Rewards



www.LuxRewards.co.uk

"Boardroom Advisors bring vast business experience as well as strategic insight to help any small or medium-sized business looking to grow. The strategy that they helped to form has had a significant impact on LUX Rewards' valuation and ability to scale"



**Boardroom
Advisors**

Summary

LUX Rewards is a premium rewards scheme that helps high-quality restaurants to attract and retain high-spending customers. They are a scalable tech startup and were looking to identify sustainable and cost-effective customer acquisition strategies.

Challenge

LUX Rewards' consumer advertising to acquire app users was far too expensive, so they were looking for alternative channels to reach their target market cost-effectively.

Solution

Boardroom Advisors helped LUX Rewards with a strategic plan to acquire users using a B2B2C strategy: selling their product to credit card companies, who would then distribute it to their customers. This method allows LUX to sign up thousands of customers, without spending a penny on marketing.

Result

LUX Rewards have signed up two credit card companies in the last month. These deals are estimated to bring in hundreds of thousands of pounds in revenue.

Company Profile

LUX Rewards was created to help restaurants to ditch the discounts, as they devalue brands and attract lower spending customers. The LUX app is a premium alternative to discounting, helping restaurants to attract higher spending corporate and affluent customers.

LUX was launched in February 2017 and in the three years since has won multiple awards and expanded from Bath, to Bristol, to London and now across the UK. They successfully raised £250,000 on Crowdcube on a £1.5m valuation.

Catalyst for change

LUX Rewards' consumer advertising to acquire app users was far too expensive, so they were looking for alternative channels to reach their target market cost-effectively. They were spending thousands of pounds on digital marketing with an acquisition cost of over £10 and a low retention rate.

They chose to work with Boardroom Advisors as they needed an experienced business strategist to help them with their go-to-market strategy and implementation plan.

Creating the strategy

Boardroom Advisors helped LUX Rewards with a strategic plan to acquire users using a B2B2C strategy: selling their product to credit card companies, who would then distribute it to their customers. This method allows LUX to sign up thousands of customers, without spending a penny on marketing.

Boardroom Advisors helped to create the value propositions for the credit card companies: what measurable benefits LUX could provide which would incentivise the card companies to distribute LUX to their customers.

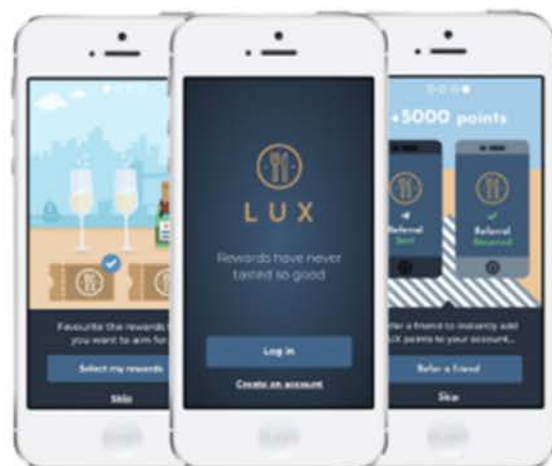
The answer: LUX Rewards could give their customers 10% of their spend back in rewards, at no cost to the card companies. For card companies charging monthly fees, they could see a marked increase in retention rate if they provide additional value in this way.

Results that exceed expectations

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A further three firms have signed Letters of Intent, which have the potential to get the LUX app into the hands of millions of customers within the space of one year.

LUX Rewards has completely stopped all consumer advertising and has pivoted the business towards this B2B2C strategy, all thanks to the strategic insight of Boardroom Advisors.



"Sometimes you need an outside perspective to bring fresh ideas to the table. The Boardroom Advisors team have successfully run their own businesses, so they know what works and gave us a short-cut to successful growth"

