

About the company

Upside is a technology company that increases the financial power of people and businesses in the real world. Since 2016, Upside has helped millions of people get more purchasing power on the things they need, and tens of thousands of brick and mortar businesses earn measurable profit — all while contributing to important sustainability initiatives.



Offices

- Austin, TX
- Chicago, IL
- New York, NY
- San Francisco, CA
- Washington, DC (HQ)



Team

300+ people and growing



Fundraised

\$127 million in equity financing



Valued at

\$1.5 billion



GMV

\$5 billion annually

Our reach and impact to date

100K

locations nationwide

30M

people with access to offers

\$1.3B

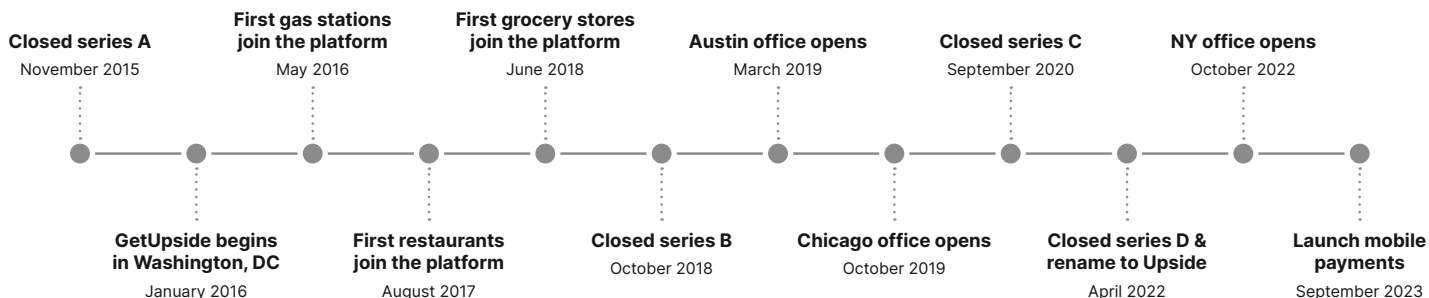
in profit for our retail partners

1%

of all revenue directed to sustainability initiatives

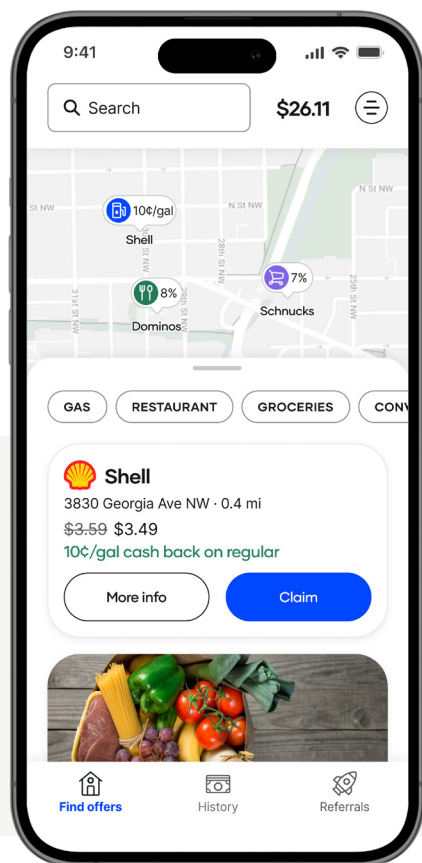
\$600M

in cash back to our users



How it works for users

With Upside's free, top-rated app, users can earn cash back every time they shop, making the most out of their everyday purchases. Whether it's gas, groceries, or dining out, Upside gets users real cash back on the things they need.



4.8 ★★★★★
421k+ ratings

Where it works



Gas stations & C-stores

Users can earn up to 25¢/gal & 22% cash back on gas & food



Restaurants

Users can earn up to 45% cash back at restaurants



Grocery stores

Users can earn up to 30% cash back on groceries



Home improvement

And more categories coming soon!



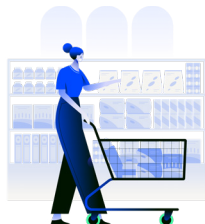
- **100,000+** participating merchants nationwide
- Users have earned **\$600M+** in total cash back to date
- Frequent users earn an average of **\$340** every year

How it works



Claim an offer

Open the free Upside app and claim a cash back offer near you



Shop as usual

Make your purchase and pay with a credit or debit card



Earn cash back

Cash out your earnings directly to a bank account, PayPal, or gift card



Data & security

Upside never sells user information, minimizes data collection, and prioritizes anonymization.

How it works for retailers

Upside is a digital marketplace that connects retailers with nearby Upside users to drive them through their doors. Upside's approach centers on delivering retailers incremental profit by filling retailers' spare capacity — like empty gas pumps, checkout lanes, or dining tables — with new, profitable transactions.



30+ million users reached through the Upside app and our partner platforms



The platform propels over **\$5 billion of GMV** annually to over 55,000 retailers through the Upside app and API partner apps.



\$1.3+ billion new, incremental profit to retailers to grow their business.



How the platform works for businesses

1. Retailers sign up and operate normally
2. Upside generates personalized offers based on customer insights
3. Retailers earn new, incremental profit
4. Retailers track results on their dashboard

How it works for API and co-marketing partners

Strategic marketing and tech partnerships have drastically increased the number of consumers with access to Upside offers. Different tech platforms, apps, and Fintech and banking applications have opted to co-market Upside offers to their customers, and even provide Upside's personalized offers inside their own app environments. These partnership provide more value to more users, and allow retailers to gain access to more consumers at no additional cost to their business. Our partners trust Upside to improve their own user's experience.

