

NFBP Brilliance in Business Awards 2019

The ExxonMobil
Award for Innovation

ExxonMobil

Gifted to You

Business Contact: Wendy Carter

COLLECTIONPOT

Collection Pot is a new way of collecting money for any occasion online. It simplifies and streamlines collection funds for job leavers, birthdays, engagement, weddings or the arrival of a new baby. The Collection Pot recipient can spend their pot online via the catalogue which offers a wide range of gift cards, ecodes and physical gifts from many high street retailers.

From a practical perspective, the service seeks to solve a number of problems. The impracticality of passing envelopes around the office, fewer people now carrying cash and remote working, removes the requirement for an individual to purchase a gift on behalf of the recipient.

Commercially the business receives income from a range of sources including an admin fee on donations, discount on the face value of the discount card and advertising support from the catalogue retailers.

The business has set ambitious growth targets but is working on proposals to expand the business across the Atlantic. At the same time however, the business is working to attract a wider range of retailers including adding a layer of local retailers.

There are also plans for technical development of the service including the introduction of a video messaging function allowing for the recipient to post a thank you message, to build and launch a mobile app and to introduce a pre-paid MasterCard.

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