

Colu's technology helps cities reward residents for shopping local.



COVID-19

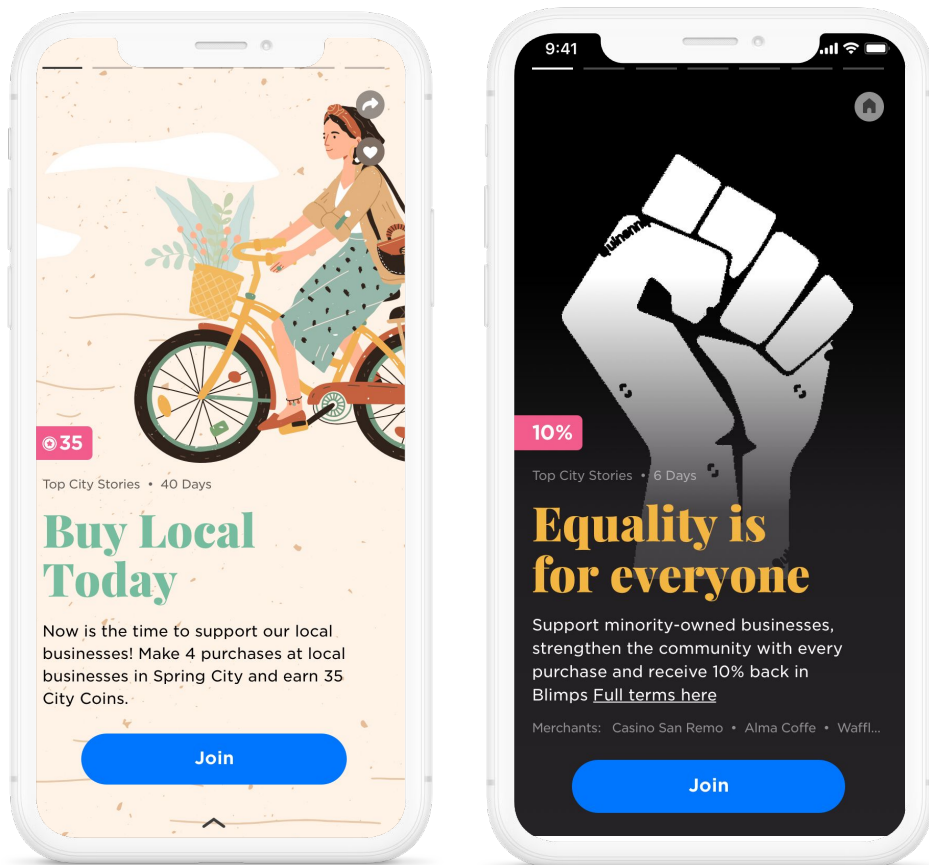
Cities offer rewards that create exponential returns for the local economy and encourage civic engagement

About us

Colu is a govtech company; we create a custom-branded mobile app and platform for your city that rewards behaviors that help achieve strategic municipal goals.

Rewards come in the form of a unique city branded coin, which can be redeemed exclusively at local businesses.

We're partnering with cities to support their efforts to: **drive traffic to small businesses, retain local jobs, increase city sales tax revenue and promote minority-owned businesses**



Discover how Akron, OH is thinking outside the box to support small businesses and promote diversity?

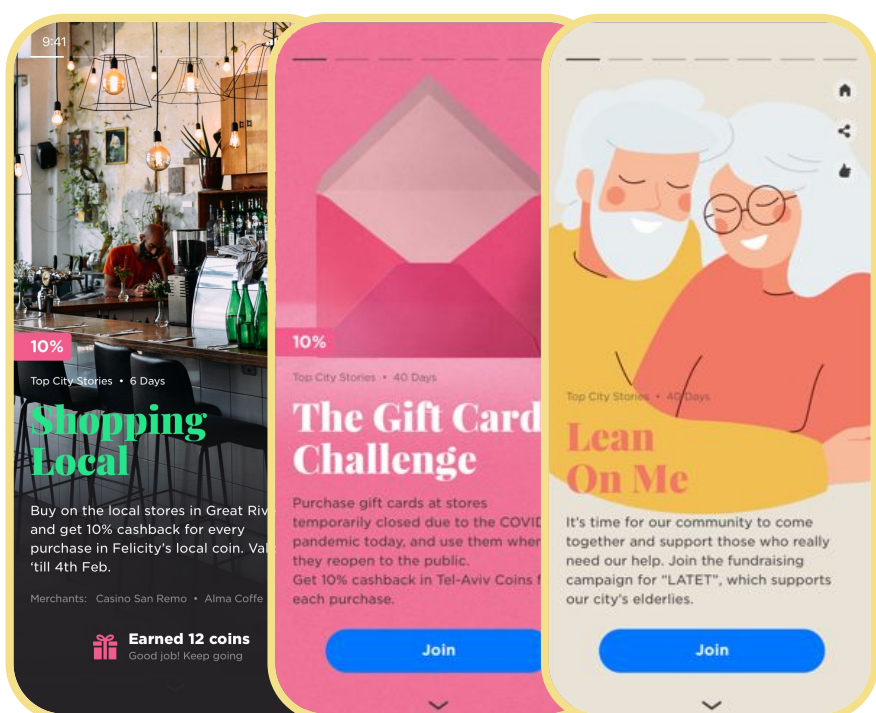
“Our locally owned **small businesses** are facing **enormous challenges** and we need out-of-the-box ideas that safely Connect them to consumers and **turn local spending into a source of pride** for residents. Our partnership with Colu will enable the city to reward customers for shopping local, **improving revenues for our**



small businesses while helping folks Stretch their Dollars.”
Akron Mayor, Dan Horrigan



Learn more about how Akron is supporting minority-owned businesses



COVID-19: Immediate Impact on Small Businesses in Tel Aviv

- **US \$145,000** in revenues for Small Businesses as part of the “COVID-19 Shop Local Initiative” (March 17-31, 2020)
- A total economic impact of **~\$4 Million** during April-May
- Business owners: **~30% of their economic** activity came from Colu users