



TAP

Thank and Praise Ltd

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What is TAP?

WHAT IS TAP?

TAP (Thank and Praise) is a platform on **WhatsApp** to thank and reward unsung heroes working in education and healthcare





What is TAP?

Thank and Praise Ltd (TAP) is a platform designed to allow the unsung heroes working in the public sector to be thanked by those they serve

It is initially aimed the public education and healthcare sectors

The system awards TAP points to registered public sector employees every time they are thanked

TAP points can be redeemed with participating retailers for coupons or vouchers to spend in store



How does it work?

Easy! Just send us a
WhatsApp

The message needs to tell us who you want to thank and what you want to say. Leave the rest for us!

TAP points are allocated when you give and receive thanks and can be redeemed with participating retailers

Example of **Whatsapp** screen:





How does it work?

TAP is the worlds first social thanking platform to run exclusively via WhatsApp. Users simply send a WhatsApp to TAP with their name to register

To thank someone you just WhatsApp TAP the name of the person you want to thank and what you want to say

We find that person, give them the message of thanks and reward them by adding 10 TAP points (redemption value £1) to their account

The system has end to end encryption, complies with all GDPR and will sit in a 100% secure non-public environment



How will it benefit me/my staff?



Has a positive impact on mental health



Scientific evidence that giving thanks improves health and happiness



Meets the basic human need for appreciation



TAP raises money for mental health charities



Better service delivery



Builds a culture of respect



Redeemable rewards for people who make a difference

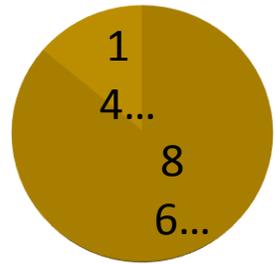


Positive use of social media



Research

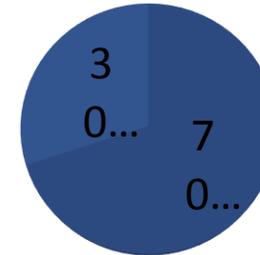
In May 2019 TAP carried out a consumer survey on over 150 people which yielded some real insight



86% of respondents loved the concept that unsung heroes working in the public sector could be thanked and receive points



70% of respondents admitted that they did not get a chance to give thanks to public sector employees that deserved it



In the moment

‘Thanking timeline’

Planned

Face to face, verbal and in person

This ‘gap’ is filled by TAP

Thank you cards, flowers and chocs



Direct quotes from our respondents



I'd like to voice my thanks to them, however sometimes I don't get the chance to as they move on to someone else

I would use it. Most of the time you don't have the time to go back with gifts and then you forget. Having this would really make it easy

The concept is an excellent idea. Remuneration in these professions is often not comparable to the private sector so thanking them is a great way to say how much their contribution is needed



They (the unsung heroes) work tirelessly with no thanks and go unnoticed. A job that not many of us could do and they look after the general public





Who is behind TAP?



Sandie Curtis

CEO

Sandie left school at 16 and pursued a career in sales but her entrepreneurial skills were soon evident. She owns and manages hotels in South Africa and the UK together with Philip and is the passionate driving force behind TAP.



Phillip Curtis

CFO

Philip started his career as a children's entertainer and magician in South Africa but quickly moved on to manage and own hotels in South Africa and the UK. He has created and managed leadership training schemes within his hotels and truly understands the value of giving thanks to employees



Matt Findel-Hawkins

Director

Matt enjoyed a successful two decade career in international advertising sales before changing direction four years ago after a health scare. He is now a part time lecturer, and invests and advises in a small number of successful tech startups including Bink and Stylepoints



Patrick Melville

Marketing Director

Patrick brings nearly 2 decades of experience from international marketing, advertising and consultancy. Through his consultancy (MMS) he has advised numerous publishers, agencies and startups and handles marketing strategy at TAP



Mylena Quiaper

Office Assistant

Born in São Paulo, Mylena studied Computer Information System at Unasp University in Brazil. Looking to further her career she moved to United Kingdom to learn English and study at City University of London. At TAP she is designing and building the website along with assisting as office assistant.





TAP is launching in October 19 in Ascot and Windsor

The TAP team introduces the platform into schools, doctors surgeries and hospitals to participate at zero cost

Those schools and hospitals market TAP to parents and patients using our marketing strategy and support

Parents and patients are encouraged by TAP to thank those teachers, doctors, nurses and staff who have done a great job

TAP points are awarded to everyone who is thanked and a smaller number of points to those 'Tappers' that are giving thanks



TAP Platform

16:02 Fri 31 May 📶 17% 🔋

Spreadsheets ↶ Categories 🔍 ⌵ + 📄 ⋮

+ Sheet 1

TAP Points

	Teacher	School		Amount	
School :					Subtotal:
▼ Charters School					63
	James Jones	Charters School	10	10	20
	Freddy Smith	Charters School	1	10	11
	Annie Brown	Charters School	1	1	2
	Maggie Baxter	Charters School	10	10	20
	Maria McVie	Charters School	10		10
▼ Magnolia House					68
	Dr James	Magnolia House	10	10	20
	Dr Humphries	Magnolia House	5	1	6
	Nancy James	Magnolia House	10	1	11
	Robert Cross	Magnolia House	10	10	20
	Amalie Smith	Magnolia House	1	10	11

Our proprietary system securely records employees and ‘Tappers’ names and allocates their TAP points and redemption activity. This data is not held on the WhatsApp platform



How do I join?

What Why Who Contact

WHERE TO FIND US

TAP is a limited company based in Ascot, Berkshire

Contact

We'd love to hear from you. Choose the most convenient method and we'll get back to you as soon as we can.

NAME

Email address

Message

Send Message

Find us

Thank and Praise Ltd
19 Kings Road
Sunninghill
Ascot SL5 9AD

+44 7871 064296

matt@thankandpraise.com

Register your interest by:

- Click on the Whatsapp icon on our website on your mobile phone
- Send the word 'INTERESTED' to our TAP Whatsapp Business page 07871 064296
- Contact us on our web page

Three WiFi Call 15:27 52%
thankandpraise.com



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Any Questions?

www.thankandpraise.com