



Mission & Vision

Every city connected · Marketing that only charges for real visits

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Lucilla — Mission & Long-Term Vision

Mission

Connect every city's businesses and customers directly — and make marketing something a local business pays for only when it works.

Online advertising was built for companies with media budgets and data teams. A local restaurant bidding against national chains in an ad auction loses by design: they pay for impressions and clicks, can't tell which ad produced which customer, and the platforms keep the customer relationship. Most small businesses we talk to have tried it, spent real money, and can't say what they got.

Lucilla inverts that. Demand comes first: real people telling an agent what they want, right now, near you. Supply answers: the business that has it makes an offer. And the only billable event that matters is a **redemption — a human being physically inside the store**. Marketing spend becomes indistinguishable from revenue share on real visits.

What we're building, concretely

- **An agent both sides can talk to like a person** — customers by text, WhatsApp, or the app; businesses the same way. No dashboards to learn, no integrations to buy. A business owner's entire marketing stack becomes one phone number.
- **A city's demand, made visible** — every ask ("where's cheap pad thai open now?") is a data point no ad platform has: real purchase intent with location and time. Businesses see what their neighbourhood actually wants, anonymized and aggregated, and answer it with offers the same hour.
- **Value that settles instantly to people** — cashback lands in the customer's own wallet in seconds, no bank account required. That last part matters more than it sounds: it works for students, new arrivals, and the underbanked — exactly the people local cash economies run on.
- **A learning loop that compounds** — every conversation, claim, and redemption teaches the system which offers work, for which businesses, at which hours, for which customers. Reward placement literally tunes itself. The more a city uses Lucilla, the better Lucilla gets at growing that city's businesses.

Where this goes

This year: hundreds of businesses onboarded in our first city, thousands of consumers talking to the agent — the loop proven end to end: ask → offer → visit → repeat visit.

Then: city by city. The playbook is repeatable because onboarding is one text message. Each new city starts with the agent already fluent — it speaks the customer's language, learns the local businesses in days, and the demand data compounds from the first conversation.

The long-term picture: every city, every country. A global network where any local business — a taquería in Hamilton, a bakery in Bogotá, a barbershop in Manila — has the same marketing power as a chain: direct connection to nearby demand, paying only for real visits, owning a consented relationship with its customers. And where any person, banked or not, gets real value back for supporting the businesses around them.

The same rails serve people in crisis. Our geofenced reward technology has a second life: disaster relief. A funded zone plus a phone means aid can reach people directly — no bank account, no pre-registered list, every transfer publicly auditable. We're building a relief coalition on exactly the infrastructure that drives foot traffic on a normal Tuesday. Infrastructure that helps a city grow should also help it recover.

Why it's good for a city

- **Money circulates locally.** Every redemption is revenue for a local business, not ad spend leaving the city.
- **The little guys get the good tools.** Win-back campaigns, loyalty ladders, demand analytics — capabilities that once required an agency and five figures — delivered through a text message, priced at zero until they produce visits.
- **Foot traffic is the point, not a proxy.** Streets with busy storefronts are safer, livelier, and worth living on. We measure ourselves on humans walking through doors.
- **People who couldn't afford to participate, can.** Both sides: businesses that can't afford ad platforms, and customers who benefit from every visit being worth something.

What we believe

1. **Proof beats promises.** Reviews only from verified visitors. Analytics only from real redemptions. A business's reputation on Lucilla is built from things that provably happened.
2. **Consent is the product, not a checkbox.** Customers choose which businesses can reach them, per channel, revocable in one tap or one STOP text. A clean, willing audience outperforms a bought list every time — and it's the only kind we'll build.
3. **The agent serves both sides honestly.** It recommends what fits the ask — the trust of the customer side is exactly what makes recommendations valuable to businesses.
4. **Technology should disappear.** Wallets, escrow, AI — the customer sees "show this QR, get \$2 back." The business sees "50 people came in." That's the whole interface.

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