

FOR IMMEDIATE RELEASE: February, 2022

Yalty Software Inc.

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## **Yalty Software Chosen for Newchip's Intensive Global Pre-Seed Accelerator Program**

*E-commerce SaaS platform to increase conversion rates using gamification among top applicants selected for Newchip's online accelerator*

**VANCOUVER, February, 2022.** Yalty Software aims to improve online retailer conversion rates using demographic specific games that generate multi-store discount codes for their online marketplace. Their first game was coined the "Roam Game." The Roam Game helps parents educate their children safely and responsibly when using mobile devices and gives parents online shopping discounts. Recently, Yalty Software was accepted into Newchip's renowned global accelerator program. Designed to provide all the skills and tools founders need to rapidly fund, build and scale their companies, past accelerator cohorts averaged more than 17.5 times the average funding amount. The equity-free, fully digital accelerator has helped over 1,500 founders from more than 50 countries and 250 cities raise over \$450 million in funding with an estimated portfolio of over \$9 billion.

"Newchip evaluates a diverse number of companies across all industries from around the world, selecting a small percentage to join our accelerator," says Armando Vera Carvajal, Vice President of Product at Newchip. "This strict selection process makes us an ideal partner for investors looking for promising start-ups. E-commerce companies like Yalty Software can scale quickly with proper funding and guidance. We are excited for Yalty Software and believe they will do well at Newchip."

Yalty's platform and the Roam Game have recently started to onboard e-retailers and Roam Game users. "We have initially developed our retailer app for Shopify store owners and will target other store builder platforms soon. We help bring converting customers to retailers and at the same time, help parents manage screen time responsibly," says Doug Buchanan, CEO of Yalty Software.

"Being accepted into the Newchip Accelerator, we are excited to learn from the deep pool of expertise that will be available to us and have assistance to reach our short term funding goals," says Doug Buchanan, CEO, "we are positioned to scale, and with Newchip's support we are confident we will hit our targets."

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### **About Yalty Software**

Yalty Software was founded to solve several problems of customers and retailers in the e-commerce ecosystem. Using games that generate multi-store discount codes for Yalty's online marketplace, partner retailers will receive customers who are at the "intent to buy" stage of the

purchase cycle. Online retail has been growing at an astounding and accelerated rate. Since 2014, global e-commerce has grown 400% and in 2021 there were over 12 million online shops with global sales of \$4.9 trillion.

### **About Newchip**

Newchip is an online, global startup accelerator led by a world-class team of entrepreneurs and investors. It was designed to provide founders with the tools needed to rapidly fund, build, and scale. Since its inception in 2019, the equity-free, remote accelerator has enabled over 1,500 startups from 50+ countries to raise over \$450 million in funding with an estimated portfolio of \$9 billion. It has three distinct six-month accelerator programs based on company stage: Pre-Seed, Seed, and Series A. Its vast network of global investors, strategic partners, and mentors guide companies from team building and prototype development, to securing high-profile VC investment, corporate partnerships, and everything in-between. To learn more, visit <https://launch.newchip.com/>.