

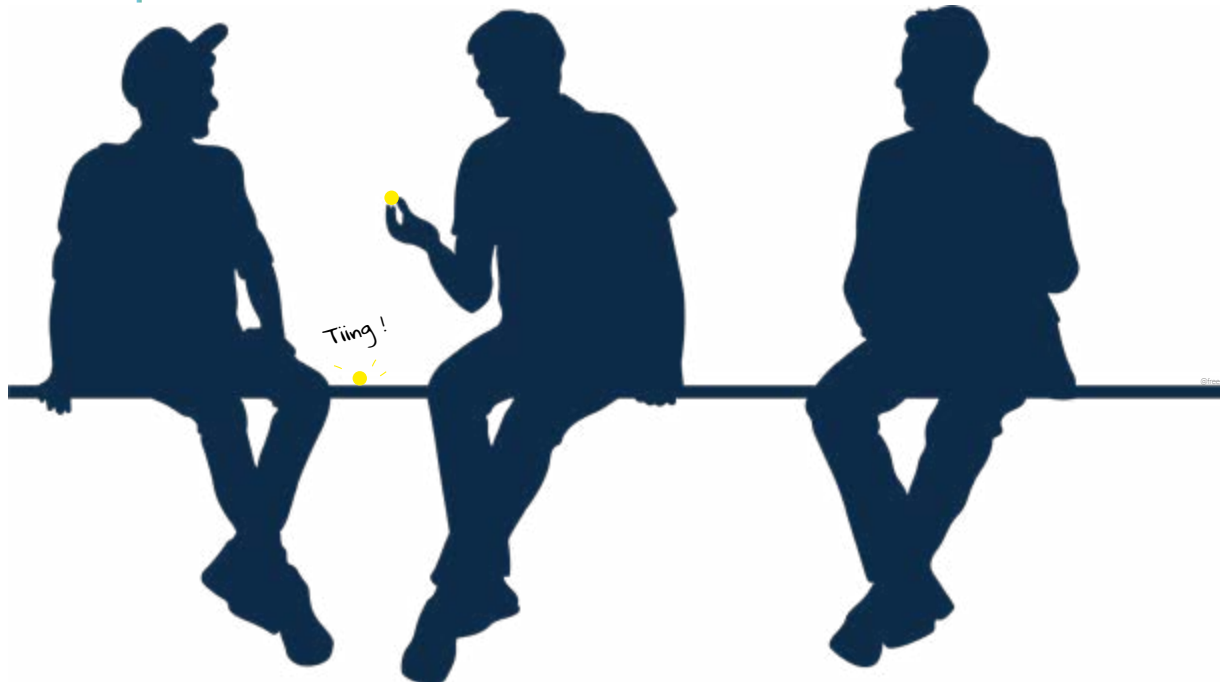
**tiiing**®  
Sharing is caring

Press Kit 2024

## Why Tiing !?

Can you hear what a coin falling into the ground sounds like?

So, now you know what Tiing was named after!



Tiing was founded in 2019 by a trio of friends and entrepreneurs! Tiing was then the only online Money pool on the Canadian market. This digital platform makes collecting money very easy for a group. Thanks to a very simple, quick and secure process, groups of people can collect money whether to finance a gift, organize an event, or support a cause.

## It all started with one dream : a bike

Montreal, Spring 2018, someone is dreaming of a bike... But not just any bike... [Nicolas Goutaudier](#) decides to spoil his wife the bike of her dreams for her birthday. Only one solution : ask for all friends and family to collect money. But disillusionment was around the corner : the gift became a real headache for Nicolas who was never able to collect all the participations.

## Observation + Idea = Tiing

And this is how Nicolas shared his experience with [Lucas Rivoire](#) and [Guillaume Goupil](#), both friends, and respectively entrepreneur and web technical expert. In 2018, there was no online Money Pool. But Europe, yet an old continent, already counted a few successful options that had been around for almost 10 years. Determined to fill in this gap, the 3 friends then founded Tiing in Montreal, an innovative Fintech platform! A simple, effective and secure tool to create Money pools for groups to celebrate any type of occasion.





- **June 2018**

The idea was born

- **End of 2018**

The first version of the Tiing platform is online

- **2019**

Launch of Tiing

- **September 2019**

Winner of Start-up in Montréal (formerly Fondation Montréal Inc). A grant + mentorship : a great spring-board to get started

- **May 2022**

Awarded at the Paytech in Canada Challenge. Integration of Desjardin's Start-up accelerator : a grant, 10 experts to support us : a boost for growth

- **July 2023**

First fundraising finalized. Tiing brings investors into its capital in order to accelerate its growth.



## First

Online Money pool website in Canada !

1st

\$50

Average contribution amount

\$600

Average Money pool amount



70.000

Users

15.000

Monthly visits on the website



**+\$4M collected since the launch**



## Today

**Tiing is a major player** when it comes to online Money pools in Quebec and is now expanding across Canada. More than **70,000 people** have already used Tiing to raise funds whether for private professional, festive or solidarity occasions. Tiing has become a partner of choice to make almost any dream come true.





© Comp sur flexion

**We were the first and are still the only online Money pool on the Canadian market. You'd think it'd be enough for us to be full of ourselves, but that's definitely not our style! At Tiing, we work seriously but we do not take ourselves seriously. Our ambition is to make collective online payment accessible to all. To make collecting money more fun, simple, functional and secure.**



## Responsibility

For us, responsibility is like maple syrup: we don't take it lightly. From confidentiality to security, from trust to accessibility, we are committed to doing things right. With complete transparency and no hidden costs, we work rigorously to offer a quality service.



## Facilitator

Generosity, mutual aid, connection. Tiing provides users with a platform where everyone can support a cause, participate for a gift, allow a little moment of happiness... Available to everyone, whatever the project of the Money pool. We manage each Money pool as if it were unique.



## Welcome

On our platform, human beings are at the center of what we do. No cold robots here, but a warm and friendly experience with "real people" behind the screens. Our team is available to verify payments, to guide users, to answer their questions...

# Tiing : the 4 stages to create an online money pool

## Creation

### Creation of the online Money pool

In just a few clicks, and in less than a minute, the user creates their personalized money pool

## Sharing

### Sharing the online money pool

The user collects the money by inviting their friends, family, colleagues, contacts to participate to their online money pool

## Secure participation

### Secure payment, no account needed

All participants will securely contribute online by credit card, and they do not need to create an account.

## Enjoy !

### The money collected is transferred within 48 hours

The money is wired to the organizer's account or to the person the money pool was created for







**No hidden fees with us!**

**\$0**

**No account creation fees**

**\$1**

**A flat fee of \$1 is charged for each contribution**

This dollar does not go into Tiing's pocket, but it helps cover financial charges to ensure the security of the transactions.

Ex: Camille wants to give 20 dollars for Zoe's baby shower. Tiing will charge 21 dollars. 20 dollars for the baby shower money pool, 1 dollar to cover financial costs.

**4%**

**4% commission charged upon closing the money pool**

Ex: Zoe's baby shower money pool contributions amount to 600 dollars. The total amount transferred to Zoe will be 576 dollars. An amount to indulge in a nice gift!

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## Maximum security !

Thanks to payment partners like Stripe, National Bank of Canada, Desjardins, RBC.



# stripe

Stripe is a US company that specializes in online payment. Their motto: secure transactions and protecting their users against fraud. Stripe currently is the world's leading e-commerce solution and offers the most rigorous PCI Level 1 certification in the online payment industry.



## No need to create an account!

In only a few seconds and just a few clicks you can participate to the money pool

## Quick & very-simple!

With its very simple interface, even a web rookie can create their online money pool.



Tiing's key strengths

## A worldwide solution!

Regardless of the currency and country where the user resides, they will be able to participate in a Tiing money pool.

## Top notch customer service!

Behind the screen, real human beings are based in Montreal, they are available to answer users' questions.





## At Tiing, we see two types of money pools

### Solidarity pools

They allow an individual, a group, an association, an NPO (Non-Profit Organization), a company to raise funds to achieve a specific objective. The objective can be humanitarian, entrepreneurial, personal... Like for example attaining a threshold, launching a new product, helping someone, raising awareness about a cause... For this type of money pools, each click is synonymous with generosity.

### Festive pools

There are as many money pools as there are possible occasions. Group gift for birthdays, births, baptisms, bar mitzvahs, going away parties, etc. Group gifts to organize a unique event such as a wedding, a bachelorette, a bachelor party, or a baby shower, etc.

## Beautiful Stories

### A massively generous money pool!

In April 2020, a security guard working at the Fleurimont Walmart was violently struck by a car. The accident caused him to be hospitalized in a serious condition. His moving story quickly spread on the Internet, sparking an exceptional outpouring of solidarity. In just 4 days, more than 6,000 participants contributed to a money pool that quickly exceeded \$150,000. All the funds were given to his family, who had planned to share them with associations.

### A health fund to support Lyna

Lyna, a 2-year-old little girl, suffers from a serious illness that requires very expensive care. Faced with this situation, her loved ones initiated a solidarity fund to provide financial support to Lyna's parents and to help them cope with significant medical expenses in Algeria and Tunisia. They were able to count on the generosity of 70 participants and raise nearly \$5,000 to help Lyna in her fight against the disease.

### Caregiver solidarity money pool in the midst of a pandemic

This fundraiser was created in March 2020, during the COVID-19 pandemic, by individuals concerned about the well-being of healthcare workers. Their ambition: ensuring care unit workers would have meals delivered directly on their work site. A great initiative that allowed to raise almost \$4,000 from 53 generous participants.

& many others ...



2024

- **V2 of the site** : the site is getting a makeover and will offer a new, simpler version, with better accessibility and a re-designed UX path for an even more intuitive use.
- Becoming the reference tool in Canada: with strong business development of Tiing throughout Canada.
- **Tiing NPO** : launch of an offer dedicated to Canadian non-profits and charities.

2025

- **Tiing opening in the US.**
- **Pay by Bank** : to offer a model that ensures minimum financial costs for users.
- **Partner Affiliation** : launch of a program that will allow users to spend the money collected directly at Canadian and American merchants and brands such as :  
**Best Buy - Simons - Hudson's Bay - Apple - Sport expert - Rona - Decathlon**
- **Tiing Company/Business** : launch of a white label platform that allows the personalisation to a company branding. A solution to allow employees to create the online money pool directly on their company's platform.

2026  
2028

- **Launch of the Tiing application.**
- Second fundraising.
- **Tiing Tips** : launch of the Tiing Tips platform for streamers, YouTubers and influencers.
- Expansion of Tiing in **Central America** and **Latin America.**



And tomorrow!?

**Tiing** was founded in 2018 in Montreal under the leadership of the 3 founders. 3 entrepreneurs with complementary skills...



**Lucas Rivoire CMO**  
(Chief Marketing Officer)

**Nicolas Goutaudier CEO**  
(Chief Executive Officer)

**Guillaume Goupil CTO**  
(Chief Technical Officer)

## The digital Guru

With 16 years of experience in digital in marketing and business development positions, Lucas is a digital marketing specialist. His career within various startups zilok.com/Ouicar.fr, Ooreka (sold to Pages Jaunes), All You Can Post.com... allowed him to develop great agility, a necessary and very useful strength for him to support the growth of Tiing.

Mission : Product Owner, acquisition de trafic, gestion.

## The Sales Guru

With more than 15 years of experience in sales, marketing and business development, Nicolas is experienced in brand launch and development. He worked at Decathlon and we owe him the launch of the Canadian subsidiary of Yellow Korner. Versatility, dynamism and rigor make him a more than effective CEO.

Mission : 1er Ambassadeur de la marque, direction des opérations, gestion, marketing, communication et compliance.

## The Tech Guru

For more than 20 years he has accumulated technical experience as a lead developer, Guillaume is a web expert. Chief architect of web and mobile projects, he masters different Internet languages and codes. He bridges the gap between technical teams and business teams, he facilitates communication between these two entities so that everyone at Tiing advances in the same direction.

Mission : Direction technique, Symfony, HTML, CSS, Javascript.



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**Download the visuals here !**