

Supporting Local Businesses

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Why Shop Local Independent Businesses?



- Locally-owned independent restaurants return twice as much per dollar of revenue to our local economy than chain restaurants.
- Independent retailers return more than three times as much money per dollar of sales than chain competitors.
- Independent businesses employ more people directly per dollar of revenue.
- Small businesses donate more than twice as much per sales dollar to local non-profits, events, and teams compared to big businesses.

<http://www.amiba.net/resources/>

How Does Princeton Support Local Independent Businesses?



Princeton Merchants' Association

- Networking & collaboration organization of merchants and restaurants
- Sponsors public and members' events, monthly meetings, and professional development and networking opportunities
- Brings Shop Local message to community
- Addresses major issues that impact merchants, such as parking and road closures

PRINCETON
MERCHANTS
ASSOCIATION
BUSINESS & COMMUNITY. THRIVING TOGETHER.



Princeton Regional Chamber of Commerce Independent Business Alliance

- Networking events and opportunities
- Publicity in *Times of Trenton's* SHOP LOCAL Friday edition
- Free membership in *myHINT*, an online wellness tool to ensure happier, healthier, and productive employees



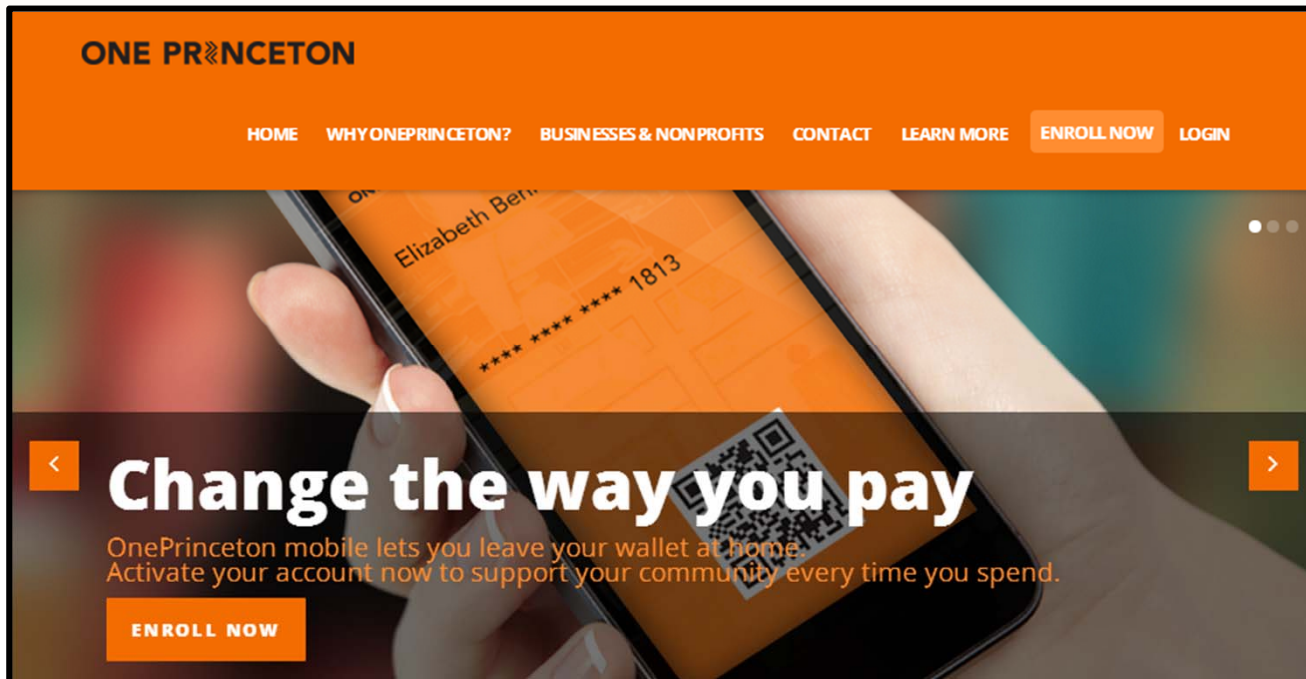
OnePrinceton Community Card

- Part of the Heartland Direct Debit Network

ONE PRINCETON

ONE PRINCETON

Your Community Way to Pay



The screenshot shows the OnePrinceton mobile app interface. At the top, there is an orange navigation bar with the text "ONE PRINCETON" on the left and a menu of links: "HOME", "WHYONEPRINCETON?", "BUSINESSES & NONPROFITS", "CONTACT", "LEARN MORE", "ENROLL NOW", and "LOGIN". Below the navigation bar is a large image of a hand holding a smartphone. The phone screen displays a card with the name "Elizabeth Bern...", a masked card number "**** * 1813", and a QR code. Overlaid on the bottom half of the phone image is a white text box with the heading "Change the way you pay" and the subtext "OnePrinceton mobile lets you leave your wallet at home. Activate your account now to support your community every time you spend." Below this text is an orange "ENROLL NOW" button. Small orange arrows on the left and right sides of the text box indicate it is a scrollable section.

What is OnePrinceton?



- Community-focused Payment Network launched October 8, 2013
- Developed with input from Princeton Merchants' Association
- Available only to local merchants and restaurants
- Eliminates credit/debit card fees
 - \$.05/transaction
 - No interchange fees
- Supports local nonprofits
 - Merchants donate 1% of purchases to nonprofit of consumer's choice (distributed monthly)
 - Receipts specify the nonprofit the consumer has chosen, along with the amount being donated by the business

Why OnePrinceton?



Good For Merchants

- Savings on Fees
- Marketing opportunities: print, website, Facebook, etc.

Good For Nonprofits

- Donations they wouldn't otherwise receive
- Additional visibility

Good For Consumers

- Loyalty to local merchants and nonprofits
- Money stays in the local community
- Special offers and discounts
- All locations are mobile-enabled

Direct Debit: Not a Credit Card, Not a Debit Card



Not A Credit Card:

- Not associated with the card brands (MasterCard, Visa, American Express, Discover)
- No Credit Card/Interchange Fees

Not a Debit Card:

- Flexible: Can be attached to any bank Demand Deposit Account (checking, savings)
- Not issued by the Bank to which the account is attached
- No Interchange Fees

How Consumers Set Up Accounts



Step 1: Email Address

Confirmed by clicking email link.

Step 2: Bank DDA Source

Confirmed using online banking credentials or microdeposits

Step 3: Card-Based Settings

1. PIN (Entered and confirmed via phone for security)
2. Alerts
3. Transaction limit

Direct Debit Security



- DDA bank account confirmation
 - Online Banking credentials (Yodlee instant verification)
 - Microdeposits (24- to 48-hour delay)

- Consumer card controls
 - PIN set by phone: Cannot be done online
 - Alerts: Knowledge of transactions immediately after a batch closes (manual or automatic)
 - Limits: Transactions cannot exceed designated amount

- Point-of-Sale Security
 - PIN is encrypted
 - Account, PIN and limit are verified before transaction is approved

Sample OnePrinceton Activation



The screenshot shows a web browser window with the URL https://www.oneprinceton.com/card_activations/new?card%5Bmobile%5D=true. The page title is "ONE PRINCETON" and the navigation menu includes "DASHBOARD", "BUSINESS & NONPROFIT DIRECTORY", and "HELP".

Card Activation

Enter Card Information

Cardholder first name
Only alphabetic characters, apostrophes and dashes allowed.
No periods, commas or other special characters.

Cardholder middle initial

Cardholder last name
Only alphabetic characters, apostrophes and dashes allowed.
No periods, commas or other special characters.

Cardholder suffix

Date of birth

Last 4 digits of SSN

Zip code

Card Summary

OnePrinceton Card

Name on Card	
Date of Birth	Not set
Zip Code	Not set
Last 4 SSN	Not set

Bank Account
Not set.

Nonprofit
Not set.

Transaction Limit
Not set.

Alerts

Alert type	none
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0% complete

Terms Privacy Help

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How is it going?



- 65 Businesses
- 28 Nonprofits
- 900 OnePrinceton Members
 - 300 Active Purchasers
- 5,589 Transactions Completed
 - \$258,106 Spent

\$7,743 Saved
\$2,646 Donated

Counts as of July 14, 2014

Questions?

Email me at adrienne.rubin@e-hps.com

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