

Pittsburgh Loyalty Bonds

Get the capital you need today, and keep your community engaged for years to come.

Raise Debt-Free Capital



The Urban Redevelopment Authority of Pittsburgh (URA) and Honeycomb Credit are partnering to create the Pittsburgh Loyalty Bonds program, a new way for local businesses to smooth out cash flow and engage your customers.

Loyalty Bonds allow you to sell gift cards at a discount right now and gives your customer more reasons to return to your business for years to come. The first 100 Pittsburgh businesses to be accepted into this program will get **\$0 setup fees and \$300 from the URA when you reach your funding goal.**

How It Works



Your customers, friends, fans, and the Honeycomb network of local investors purchase “loyalty bonds” via the Honeycomb platform. It’s safe, secure, and built by a team of small business experts and enthusiasts.



This bond works like store credit to your business, and customers earn 1.3x what they put in. So if a customer buys a \$100 bond in your business, they will receive \$130 in store credit divided into four equal disbursements over the next 24 months.



Customers are encouraged to come into your location to shop, eat, or play four times in the future to spend their matured credit (and more!)

Honeycomb Loyalty Bonds: FAQs

Why Loyalty Bonds?

With the uncertainty surrounding small businesses right now, Honeycomb partnered with the URA to create a way to smooth out business cash flow without having to take on more debt. A Loyalty Bond allows you to sell credit to your business at a discount right now, and gives customers a reason to return for years to come.

How does it work?

Think of a Loyalty Bond as a “maturing” gift card. A customer can purchase a bond to your business through the Honeycomb platform, and they will earn 1.3x that dollar value in credit over two years. So six months from now, when the first portion of the bond is “mature,” a credit will be issued to the customer to spend at your business.

Putting the Fun in Funding

We’re experts in community capital. We know that businesses that engage their friends and fans through crowd capital campaigns create more loyal customers and more community engagement, improving their business’ long term health.

Who Qualifies?

Businesses can apply via honeycombcredit.com/ura and will be selected based on need, community engagement, and other factors.

What does the campaign look like?

Like our traditional debt campaigns, business owners will engage their best customers and community through the Honeycomb crowdfunding platform. Combined with our robust network of users and our team’s expertise in marketing and community engagement, a loyalty bond campaign can help secure the long-term financial health of your small business.

Campaign fast facts:

All loyalty bond campaigns will have a minimum of \$1,000, no maximum, and will run for up to 30 days. Our team of experts will provide guidance and best practices along the way, and each campaign will be part of a URA marketing campaign to residents who are looking to support small businesses.

How will the bonds be fulfilled?

Credit will be delivered via emailed redemption codes or gift cards, depending on the Point of Sale of the business. Physical printed certificates can also be provided by Honeycomb for a small fee.

Loyalty Bond Details

Minimum bond amount:	\$50
Maximum bond amount:	\$2000
Multiple:	1.3x
Term:	24 mo.
Disbursements:	4
Campaign minimum:	\$1000
Campaign maximum:	none
Honeycomb Success fee:	6%



To get started, visit honeycombcredit.com/ura