

# PAYYAP, LLC

Shea Writer, *Founder & CEO*

<https://payyap.network>

(p): 917.310.0864 (e): [shea.writer@payyap.network](mailto:shea.writer@payyap.network)

# PAYYAP

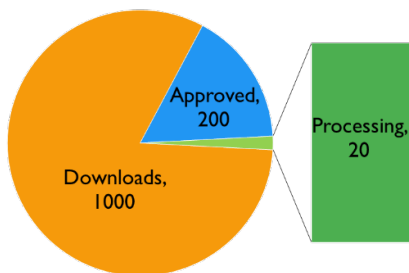
## Business Description

PAYYAP is revolutionizing consumer payments with biometrically secured, voice-driven AMEX, VISA, MasterCard & Discover payments in real-time via “6th Channel” technology!

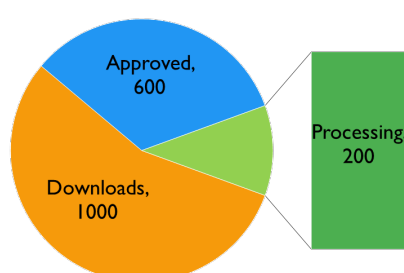
## Pilot Metrics

The initial pilot program that PAYYAP rolled out internationally resulted in 1,000+ registered vendors (downloads), 200+ verified IDs, and \$200,000 in total payment volume. After partnering with TSYS/ProPay (top 10 merchant bank in North America), the International Pilot was paused to focus specifically on penetrating the US market. User metrics from both pilot programs are shown below:

### USA METRICS (LIVE)



### INT'L METRICS (PAUSED)



## Management Team:

**Shea Writer, Founder & CEO**

**M. Shahid Ulla, Senior Software Engineer**

**Peter Malliaras, Senior Customer Support**

## Industry:

**Global Mobile Payments**

## Financing-to-date:

**\$378,500** invested by Founders to design and develop the software and bring it to market.

## Financing Sought:

**\$500,000** for 20.00% Equity

## Use of Funds:

The funds will be used to expand marketing and advertising efforts, hire technical and customer support personnel, and for working capital needs.

## Business Opportunity

Mobile devices are increasingly used for payment processing, but current solutions still require the use of supplementary hardware before being able to take payments. To make the process easier, PAYYAP has created a revolutionary payment app that offers faster payments and safer e-commerce without the use of Squares, dongles, or hardware plugins of any kind. PAYYAP has solved the adoption and security issues that have (until now) prevented real-time bank card transaction processing via telephone. As a result of solving these issues, PAYYAP is first-to-market with merchant-initiated, interactive voice response payment processing – a “6<sup>th</sup> distribution channel” for bank card transactions.

## How it Works:

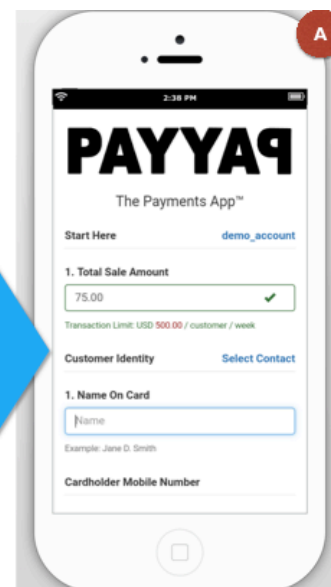
SIMPLY, MERCHANT-DRIVEN



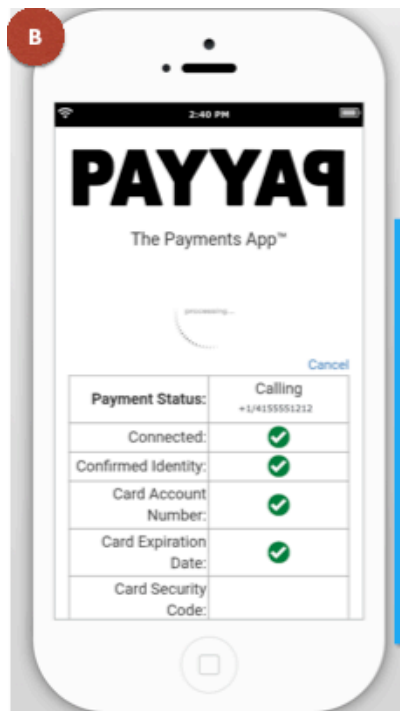
### STEP 1 / 3:

Merchant “opens” the PAYYAP mobile App and sets the Customer's information:

- ☒ Amount to be Paid
- ☒ Name
- ☒ Telephone Number



○ And then:



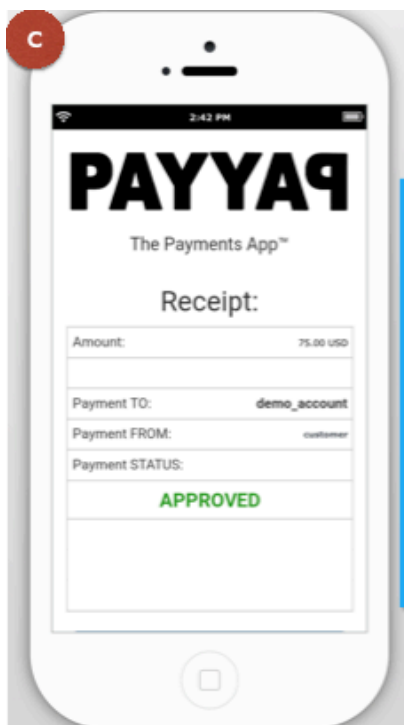
CUSTOMER RECEIVES A FRIENDLY, AUTOMATED TELEPHONE CALL...

**STEP 2 / 3:**

- ☑ PAYYAP voice servers place a call to the Customer's phone
- ☑ The automated PAYYAP operator secures the customer's card data in real-time...
- ☑ Customer uses any normal telephone, and is still within a fully PCI/DSS-Compliant security environment



○ And finally:



MERCHANT RECEIVES VOICE AUTHORIZED, REAL-TIME PAYMENTS

**STEP 3 / 3:**

- PAYYAP Payment Features:
- ☑ Real-time status display
  - ☑ Voice-recorded (digitally signed) payment authorizations
  - ☑ Payment receipt when transactions are approved



- ✓ PAYYAP breaks the “Payments Catch-22” by appealing intently to a fresh, high-demand niche of SMB’s that are looking for a “100% APP-based” (i.e., no additional squares, “swipers” or scanners) billing solution – a “6<sup>th</sup> payment channel”:

- 100% “built-in” PCI-DSS security compliance;
- Zero security obligations for the merchant (cuts account application time);
- Immediately intuitive for customers to receive a simple, automated telephone call;
- Simple and attractive merchant interface displays real-time transaction status updates.

## Competitive Analysis

|               | Pricing                                   | Markets        | "Payer" Considerations                               | Advantage  |
|---------------|---|----------------|--|--|
| PayPal        | 3.1% + \$0.30<br>(+ \$30.00 / month)      | Global         | Must have access to the internet                     | Economy of scale; Ability to quickly buy innovators      |
| PAYYAP        | 2.60% - 3.35%<br>(+ \$1 bank deposit fee) | Global         | Any telephone  | Easiest way to get paid – via app; First mover advantage |
| Square        | 2.75% - 3.75%                             | AU, JP, US, UK | Regionally limited; Must have access to the internet | It was a first mover in the mobile "card swipe" market   |
| venmo         | 3.0%                                      | US             | Must have venmo App; Regionally limited              | Free bank-to-bank transfers                              |
| Western Union | 5% - 50%                                  | Global         | Time consuming; Expensive                            | Cash-In / Cash-Out                                       |

## Value Proposition

| The easiest way to get paid – via "APP"  |   |
|--|---|
| Value to Businesses  | Value to Customers  |
| <ul style="list-style-type: none"> <li>• The absolute easiest way to get paid via APP</li> <li>• Recorded voice authorizations (per payment) reduce fraud and disputes</li> <li>• Real-time payment completion</li> <li>• Auto-payment receipts (email or SMS when available)</li> <li>• Globally viable, and quickly</li> </ul> | <ul style="list-style-type: none"> <li>• No desktop / laptop / tablet required</li> <li>• No internet required / no Apps to download</li> <li>• Receiving an automated telephone call is familiar &amp; free</li> <li>• Payments are completed quickly, by speaking to an automated operator (or using the telephone keypad)</li> <li>• Voice biometric security enables fast repeat use</li> </ul> |

## Go-to-Market Strategy

### Phase 1 - Completed

Before a payment processing company can begin offering services, it must partner with a merchant bank so that it can handle customer transactions. There are three types of merchant banks: International (extremely conservative lending practices), U.S. Domestic (Conservative lending practices), and Off-shore / grey area (least conservative lending practices). PAYYAP's initial market launch was done through an off-shore bank because the Company did not have the necessary collateral or existing track record to partner with a more conservative bank. Even with interest rates between 7.9% - 9.9%, and terrible transaction approval rates, PAYYAP was still able to process a total payment volume of \$200,000 from international vendors during its pilot program.

Once PAYYAP began generating revenue and creating a customer base, a partnership with TSYS (a U.S. merchant bank), was established. Upon entering into an agreement with TSYS, PAYYAP paused its international pilot program to focus on the U.S. market. Even though the plan is to focus initially on the U.S. market, the real value in PAYYAP's business model comes from the international market where vendors are largely underserved and have limited to no access to payment processors!

### Phase 2 - Next Step

After securing investment funds, PAYYAP will immediately begin developing PAYYAP - The Payments App™ in additional languages: first Spanish, then Chinese (etc... according to population of speakers). This will speed up the international adoption rates, as merchants will be offered their choice of language to use. In order to penetrate international markets with competitive rates, PAYYAP will partner with regional banks so that the international transaction cost will range from 2% - 5%, where PAYYAP will charge a service fee between 2.9% - 9.9% (depending on the regional and individual merchant considerations). PAYYAP will focus on penetrating the international markets because of the overwhelming lack of competition that exists. This was evidenced during our pilot program that shows the international marketplace to be at least 10x more lucrative (more populous w/ stronger demand & higher margins) than the U.S. market.

## Products & Distribution Channels

### **1. PAYYAP – The Payments App™ (Business-to-Business)**

- Appeals to Small & Medium-sized Businesses looking for a “pure app” merchant solution
  - Fast account registration / activation;
  - No additional hardware swipers / plugins / Squares necessary;
- Compatible w/ all current mobile device platforms:
  - Android (Samsung, Google, Sony, etc.)
  - iOS (iPhone, iPad)
  - Kindle (Amazon)
- Free for download at all major App stores:
  - Amazon App Store
  - Apple App Store
  - Google Play Store
- Available for US Businesses
- Quickly Globally Viable

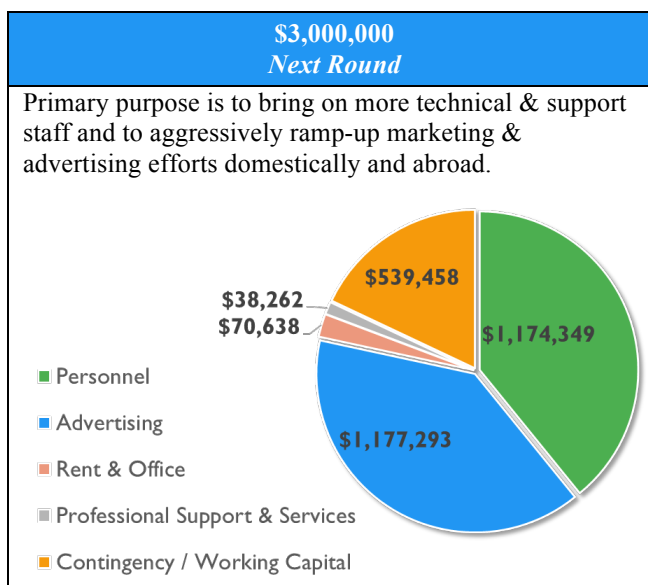
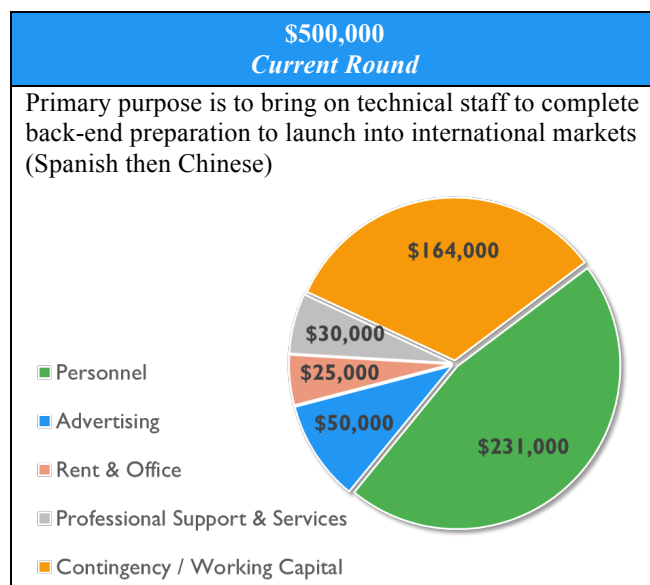
### **2. PAYYAP™ for E-Commerce (Business-to-Business)**

- Appeals to e-Business
- Web-Enabled PAYYAP™:
  - Payments via Automated Callback (6<sup>th</sup> Channel Payments)
  - Built-in PCI/DSS-Compliance
  - Voice Authorized & Recorded Payments
- Free to download & install via PAYYAP.network
- Available for US Businesses
- Quickly Globally Viable

### **3. Whitelabel PAYYAP™ (Business-to-Business)**

- Appeals to Government, Institutions & Enterprise
  - Better Payment Security
  - Greater Processing Efficiency
- Co-Branded (and Full-Branded) 6<sup>th</sup> Channel Payments
  - Voice Driven Payments; via
    - IVR Telephone Callback
    - IVR WebRTC (audio over browser)
  - Biometrically Verified (Uniquely IBM Partnered)
  - Recorded Audio Authorizations
  - Built-in PCI/DSS Compliance
- Mobile Ready
  - Full & partial Android & iOS SDKs
  - Easy for banks and payment gateways to add 6<sup>th</sup> Channel Payments to existing online (Web and App) environments.
- Compliments the other “standard” bankcard payment channels:
  - Online Shopping Cart
  - Email Invoicing
  - Mobile “Swiper” Dongle
  - POS Terminal
- Full Administration Options:
  - Merchant-Boarding
  - Account Management
- Available for US Businesses via PAYYAP.network
- Quickly Globally Viable

## Use of Funds



## Financial Summary & Investor ROI

|                    | Year 1                | Year 2              | Year 3               |
|--------------------|-----------------------|---------------------|----------------------|
| <b>NET REVENUE</b> | \$ 140,468            | \$ 6,105,983        | \$ 26,234,168        |
| Operating Expenses | 1,701,665             | 5,103,360           | 5,013,360            |
| <b>EBIT</b>        | <b>\$ (1,561,197)</b> | <b>\$ 1,002,623</b> | <b>\$ 21,130,808</b> |

|                                   |                   |                     |                      |
|-----------------------------------|-------------------|---------------------|----------------------|
| Investment Amount                 | \$ 500,000        |                     |                      |
| Investor's Equity Position        | 20.00%            | 14.00%              | 14.00%               |
| EBIT Acquisition Multiple         | 10.0              | 10.0                | 10.0                 |
| Market Value of PAYYAP            | \$ 2,500,000      | \$ 10,026,231       | \$ 211,308,081       |
| <b>Investor's Market Value</b>    | <b>\$ 500,000</b> | <b>\$ 1,403,672</b> | <b>\$ 29,583,131</b> |
| <b>Investor ROI (year 3 exit)</b> |                   | <b>58X</b>          |                      |