

# PAYYA

**Voice Payments** (for merchants)

A Whitelabel SaaS  
For Mobile & Desktop

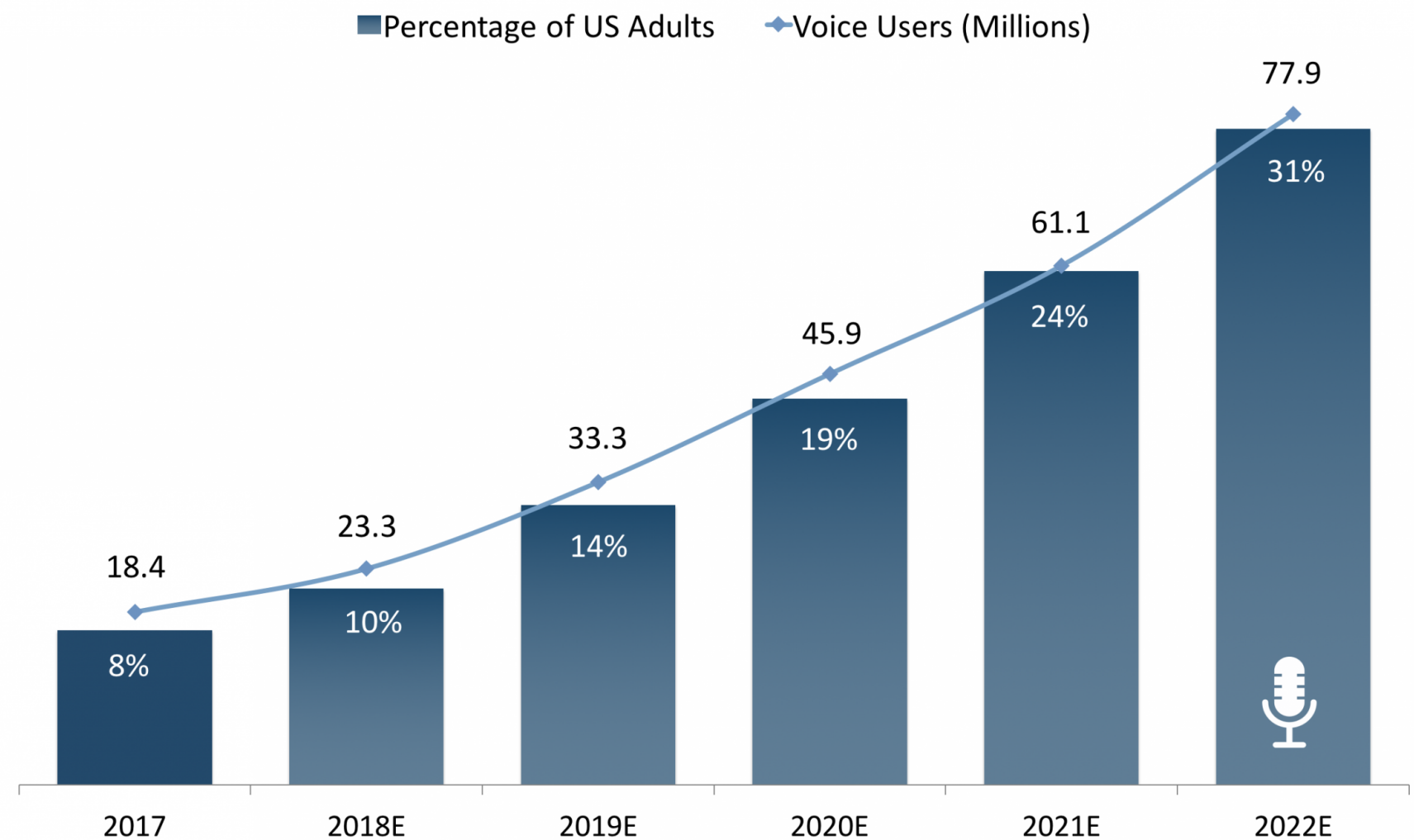
# Emerging Market Niche

## “Voice Payments”

Where voice-driven payment services have been an exclusive tool of the very large and technically sophisticated...

PAYYAP is among the first to deliver **“voice driven payment services”** benefiting **the average merchant.**

### FORECAST: US Voice Payments Adoption



Source: BI Intelligence survey (n=950), March to April 2017, analyst estimates

EXCLUSIVE DATA FROM  
BI INTELLIGENCE

# vs. E-Commerce

- ✓ In less time than it takes the average person to “log-in and fill-out” an online payment form, PAYYAP Voice Payment (IVR) server calls the card holder, and collects the payment via any standard telephone.
- ✓ PAYYAP Voice Payments secure **two (2) additional points of meta data** that can be used in strong defense against “friendly” (post-authorization) disputes:



- **Verified Telephone Number**

- *e-commerce does not deliver a “verified” telephone number of the customer*



- **Voice Biometric Authorization (Recorded)**

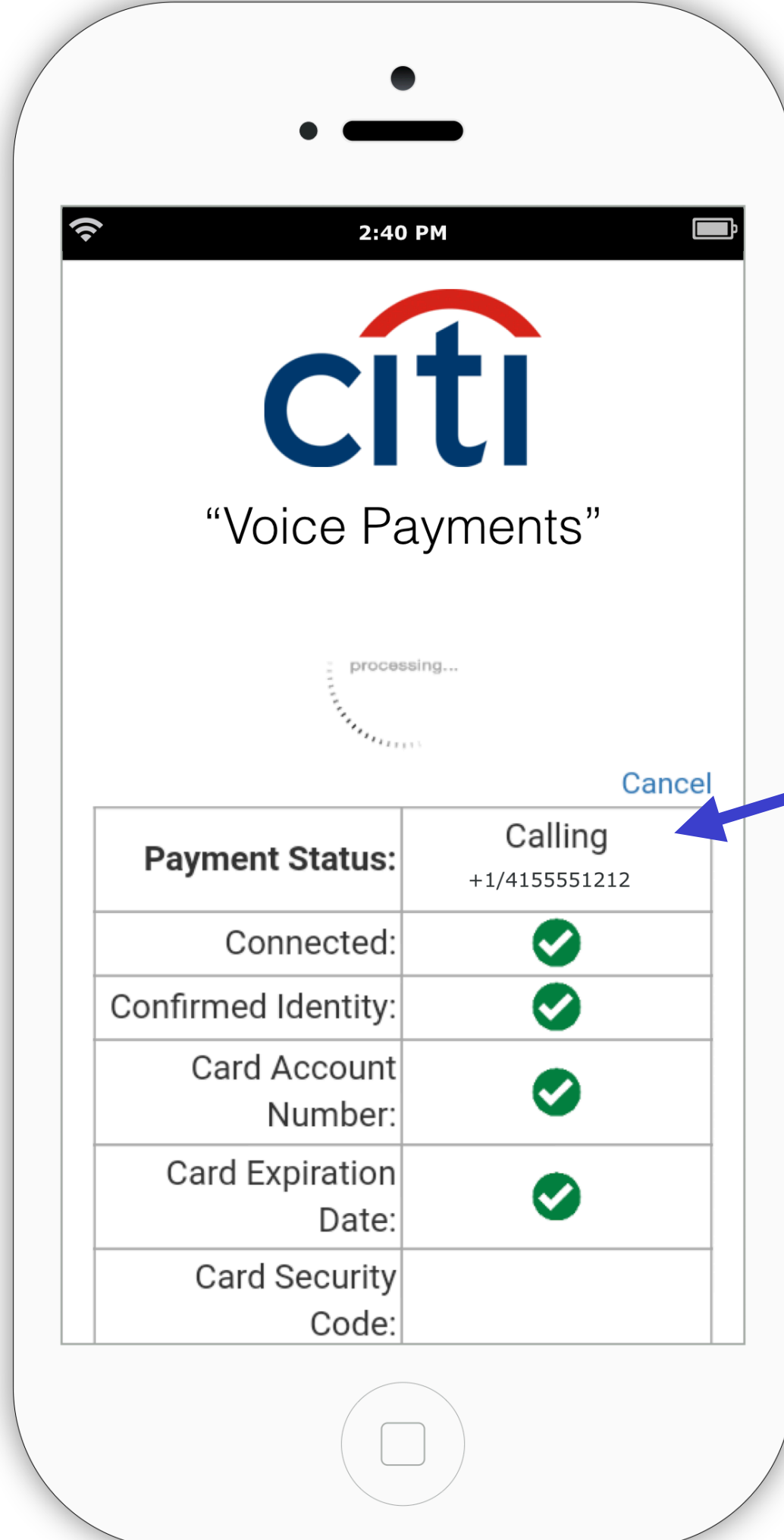
- *e-commerce does not deliver a “recorded” voice authorization*

# Opportunity:

- PROBLEM: E-Commerce fraud is skyrocketing due (in part) to the “success” of EMV (Chip & PIN) technology, which is simply pushing fraud from the physical POS ... to the internet (where EMV is not available).
- OPPORTUNITY: Ballooning demand for super convenient payment solutions is now driving business owners to investigate “mobile” and voice-driven payment solutions;
- SOLUTION: PAYYAP is the only "**pure app**", real-time merchant service:
  - voice-driven mobile merchant payments
  - no hardware "swipers" to carry / lose / replace
  - bank card-based (e.g., AMEX/MC/VISA, etc)
  - *real-time payment capture*
  - *built-in PCI/DSS-compliance*
  - *scaleable across all regional jurisdictions*

# THE PRODUCT

- The easiest way for merchants to capture mobile payments
- Voice-driven payment lowers transaction fraud by up to 90%
- Merchants monitor cardholder payment authorizations in realtime
- Built-in PCI/DSS-compliance
- No hardware “swipers” necessary
- Available for Android/iOS (shown) and as a “plugin” - compatible with most online shopping carts

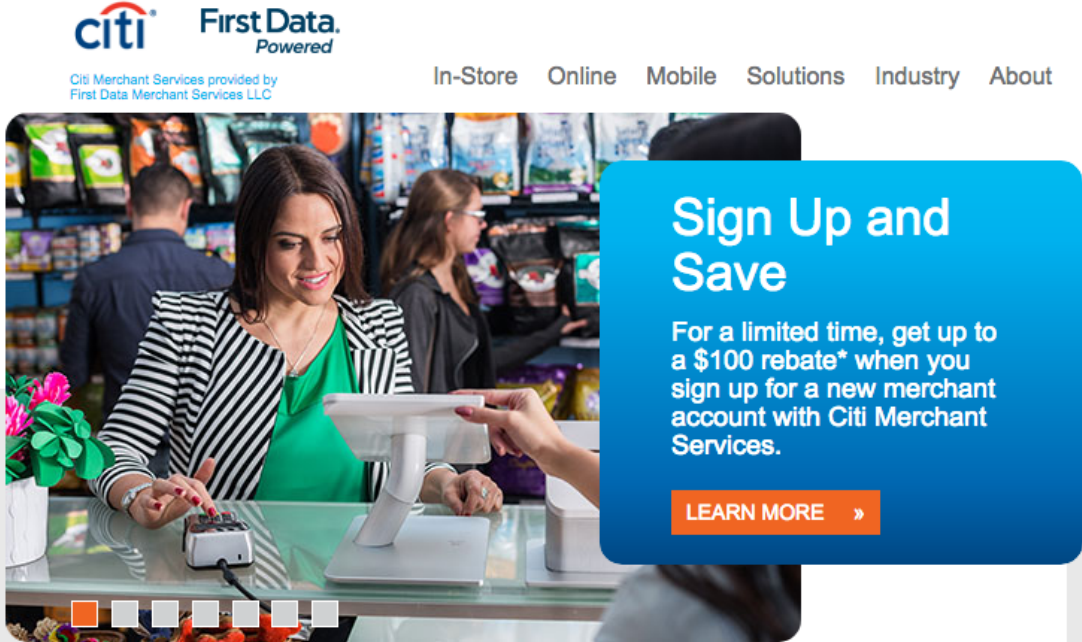


# PROPOSAL:

## Add **PAYYAP Voice Payments** to Citi® Merchant Services Tools:

### *“Voice-driven payments”*

- Booming new payment channel
- Scalable across all regional markets
- Lowers bank card payment fraud by up to 90%
- Drives new revenue with efficient repeat billing
- Voice-biometrically secured in partnership with IBM



The screenshot shows the Citi Merchant Services website. At the top, the Citi logo is next to 'First Data Powered'. Navigation links include 'In-Store', 'Online', 'Mobile', 'Solutions', 'Industry', and 'About'. A large blue banner on the right says 'Sign Up and Save' with a subtext: 'For a limited time, get up to a \$100 rebate\* when you sign up for a new merchant account with Citi Merchant Services.' and a 'LEARN MORE »' button. Below this, a headline reads 'Payment processing has evolved. Citi Merchant Services makes sure you're ready.' followed by a paragraph about the ever-changing marketplace. Another paragraph describes the suite of solutions for in-store, online, and mobile payments. A call to action says 'Call 800-319-3224 or CHAT WITH US.' At the bottom, three columns highlight 'In-Store Solutions', 'Online Solutions', and 'Mobile Solutions', each with a brief description and a 'LEARN MORE »' link.

**Sign Up and Save**

For a limited time, get up to a \$100 rebate\* when you sign up for a new merchant account with Citi Merchant Services.

[LEARN MORE »](#)

**Payment processing has evolved. Citi Merchant Services makes sure you're ready.**

In today's ever-changing marketplace, offering multiple payment options is no longer a luxury; it's a necessity. If your customers can't pay how, when, and where they want, they're bound to leave for a competitor that will offer that flexibility.

Citi Merchant Services provided by First Data offers a suite of solutions that allow you to accept virtually every possible type of payment—whether it's in-store, online, or through a mobile device.

Call **800-319-3224** or [CHAT WITH US](#).

**In-Store Solutions**

Improve your cash flow when you link your business checking account. Ask how your business can qualify for this great option.

[LEARN MORE »](#)

**Online Solutions**

Make your goods and services more accessible to more customers with our fast and secure online payment solutions.

[LEARN MORE »](#)

**Mobile Solutions**

Accept payments quickly, easily and securely on your Android, iPhone or iPad with these affordable mobile solutions.

[LEARN MORE »](#)

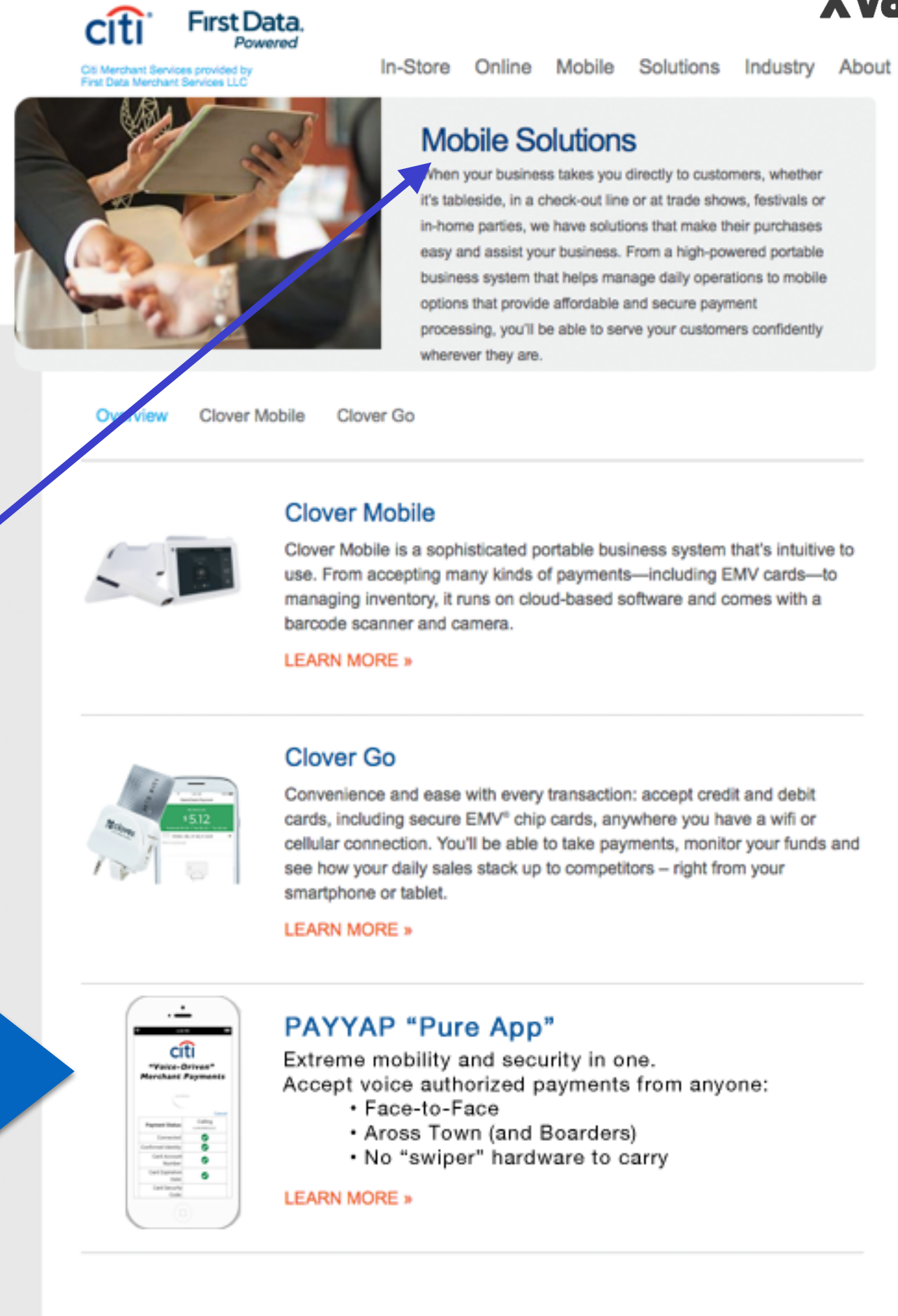
[Business Banking »](#) [Business Track »](#)



***...via MOBILE APP:***

In addition to Clover Mobile™ (and Clover Go™), **Citi® Merchant Solutions** would offer a ***3rd “Mobile Solution”***:

PAYYAP: A voice-driven merchant app - no hardware necessary.



The screenshot shows the Citi Merchant Solutions website. At the top, the Citi logo is next to 'First Data Powered'. Below this, a navigation bar includes 'In-Store', 'Online', 'Mobile', 'Solutions', 'Industry', and 'About'. A blue arrow points from the text '...via MOBILE APP:' to the 'Mobile' link in the navigation bar. Another blue arrow points from the text '3rd “Mobile Solution”:' to the 'PAYYAP “Pure App”' section. A large blue arrow points from the text 'no hardware necessary.' to the PAYYAP app image.

**Mobile Solutions**

When your business takes you directly to customers, whether it's tableside, in a check-out line or at trade shows, festivals or in-home parties, we have solutions that make their purchases easy and assist your business. From a high-powered portable business system that helps manage daily operations to mobile options that provide affordable and secure payment processing, you'll be able to serve your customers confidently wherever they are.

**Overview** Clover Mobile Clover Go

**Clover Mobile**

Clover Mobile is a sophisticated portable business system that's intuitive to use. From accepting many kinds of payments—including EMV cards—to managing inventory, it runs on cloud-based software and comes with a barcode scanner and camera.

[LEARN MORE »](#)

**Clover Go**

Convenience and ease with every transaction: accept credit and debit cards, including secure EMV® chip cards, anywhere you have a wifi or cellular connection. You'll be able to take payments, monitor your funds and see how your daily sales stack up to competitors – right from your smartphone or tablet.

[LEARN MORE »](#)

**PAYYAP “Pure App”**

Extreme mobility and security in one. Accept voice authorized payments from anyone:

- Face-to-Face
- Across Town (and Borders)
- No “swiper” hardware to carry

[LEARN MORE »](#)

***...via ONLINE “Plugin”:***

In addition to Clover Mobile™ (and Clover Go™), **Citi® Merchant Solutions** would offer a ***2nd “Online Solution”:***

PAYYAP - a PCI/DSS-compliant voice-driven merchant payment via “plugin”, where the customer never leaves the merchant’s website.



**citi** First Data  
Powered  
Citi Merchant Services provided by First Data Merchant Services LLC

In-Store Online Mobile Solutions Industry About

### Online Solutions

Now, more than ever, an online presence with quick and secure payment processing capabilities is vital to the success and growth of your business. We can help you stay on the cutting-edge of online sales with our seamless ecommerce solutions. Our solutions will open your business to an entirely new audience and help you stand out in today's ever-changing marketplace, so your business can reach its full potential.

#### Clover Online Store

### Clover Online Store\*

**It pays to dream big.**

With Clover Online Store you can create a smart and simple online store that makes it easy for customers to shop from any device, anywhere with an Internet connection. It's one of the simplest ways to accept payments and grow sales online, helping you reach your customers from almost anywhere and from any device.

### PAYYAP “Voice-Driven”

**Lower chargebacks, improve revenue**

- Customers never leave your website
- Lowers “payment disputes” by 50%
- Fast and easy repeat billing

- **Mobile ready.** From the get-go, your site adjusts to fit your customer's devices – online, tablet or smartphone.
- **Automatic upgrades.** Your Web site stays current with all the latest updates and upgrades automatically – no downloads required.

And since customers' buying habits are always changing, Clover Online Store is built to grow with your business.

**CONTACT US** to get Clover Online Store for your business.

\*These products are offered exclusively by First Data and are not offered by Citigroup or any of its affiliates.



# PAYYAP Real-Time Voice Payments: Merchants Start the Process

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

A screenshot of a smartphone displaying the Citi 'Voice Payments' app. The status bar at the top shows the time as 2:38 PM. The app interface includes the Citi logo, the title 'Voice Payments', and a 'Start Here' button with a link to 'demo\_account'. Below this, there is a section for '1. Total Sale Amount' with a text input field containing '75.00' and a green checkmark icon. A note indicates the 'Transaction Limit: USD 500.00 / customer / week'. The next section is 'Customer Identity' with a 'Select Contact' button. Underneath, there is a section for '1. Name On Card' with a text input field containing 'Name' and an example 'Example: Jane D. Smith'. At the bottom, there is a field for 'Cardholder Mobile Number'. A red circle with the letter 'A' is in the top right corner of the slide.

# PAYYAP Real-Time Voice Payments: The Customer Experience

B

CUSTOMER / CARDHOLDER RECEIVES A  
FRIENDLY, AUTOMATED TELEPHONE CALL...

## STEP 2 / 3:

- ☑ PAYYAP voice servers place an automated telephone call to the Cardholder/Customer
- ☑ The automated PAYYAP operator secures the customer's card data in real-time...
- ☑ PAYYAP confirm voice biometric security for extremely fast return customer billing.



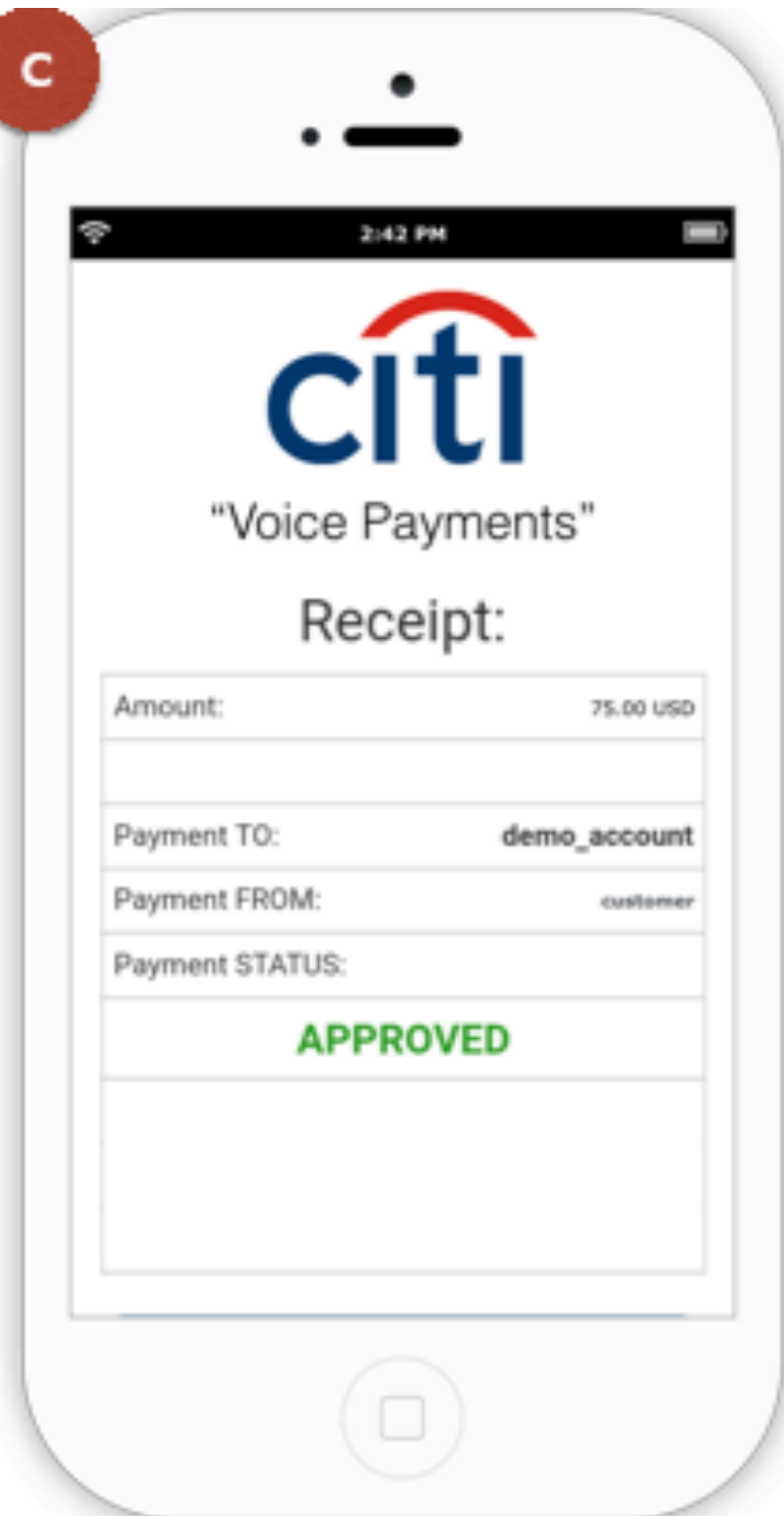
# PAYYAP Real-Time Voice Payments: Merchants Watch Real-Time Updates

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





# Value to Customers:

## FAST & EASY:

- **No desktop required** (nor laptop, nor tablet nor smartphone)
- **No internet required**, nor Apps to download
- Receiving an automated telephone call is **familiar & free**
- **Speak** (or use touchtone) to set and authorize transaction data
- **Voice biometric security** enables fast repeat use



# Value to Merchants:

- ~90% Lower Fraud + Higher Revenue •
- It is human nature to act more responsibly when it is known that we are being “recorded”.
- **Businesses under video surveillance experience “*22 percent drop in theft*, and *revenue increased by 7 percent*.” (Bloomberg)**
- **PAYYAP** voice-driven payment solutions add the value of recorded security to a traditionally “anonymous” (accountability-free) e-commerce process — delivering up to 90% fraud reduction.



- The easiest way to capture a payment
- Real-time payment completion
- Extremely mobile (no hardware to carry / lose / replace)
- Recorded voice authorizations massively reduce fraud and disputes



# Global Market:

## GLOBAL MOBILE PAYMENTS INDUSTRY

### **PAYYAP Positioning:**

- ✓ **First Mover**
- ✓ **Scalable** ... across multiple payment channels & languages.
- ✓ **High Convenience** ... addresses target customer needs.

The main drivers accelerating industry growth are lower cost, quick transactions, expansive consumer reach, ease of payment, and rising smartphone penetration levels.

Annual Transaction volume in billion U.S. dollars



### **PAYYAP's Initial Target Market**

Entrepreneurs and small businesses (especially those using online marketing and sales channels) who are looking for convenient ways to take payments from remote customers – immediately!

*Geographic Markets: Worldwide (English speaking)*

# Defendable Model KPIs

Market trial KPI's are as follows:

- Cost per PAYYAP download (known): **\$2.00**
- One-time acquisition cost per live merchant (est): **\$55.00**
- **Monthly revenue** per live merchant (est): **\$8.75**

All KPIs have been reasonably estimated from live market trials

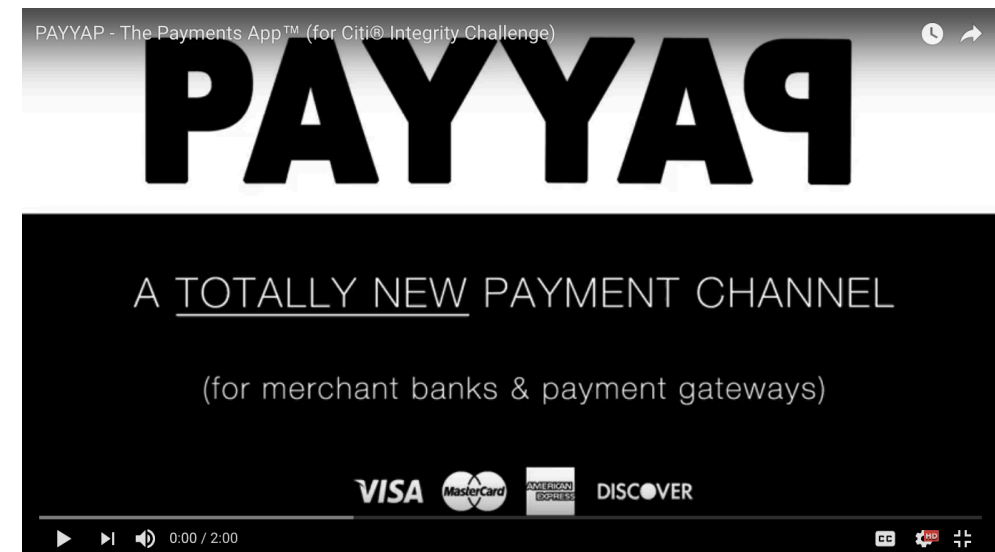
# Demo Videos:

## **PAYYAP™ Voice-Driven Payments (for merchants)**

“Official” Demo Video  
(for merchants)



A New Payment Channel  
(industry re-mix)



# Scaleable Across Industries

## DIVERSE CLIENT PIPELINE

### **MONTHLY BILLING:**

#### PHOA (CABO SAN LUCAS)

- The Pedregal Home Owners Association (PHOA) manages 400+ homes in the private, residential community of Pedregal (Cabo San Lucas, Mexico).
- Managing 400+ fluctuating monthly bills is time consuming and costly.
- PHOA has selected voice-driven PAYYAP payments to collect monthly billings in real-time -- naturally allowing the homeowners to easily update billing details at the time of the payment.

### **HIGH VALUE BILLING:**

#### LYKKE AG (ZURICH)

- Lykke AG is a Zurich, Switzerland-based bitcoin wallet and blockchain-based exchange.
- Lykke AG takes on significant financial risk when selling trading instruments over the internet.
- Lykke AG has selected PAYYAP to deliver voice-authorized bank card payments for higher transaction accountability.

# Core Processes

**PAYYAP performs three (3) “core” processes:**

## **1. Auto-Callback**



- Customer enters telephone number
- PAYYAP calls the customer's phone
- PAYYAP secures verified telephone number

## **2. Voice Biometric Authorization (Recorded)**



- Customer answers the incoming PAYYAP call
- Customer completes a familiar Interactive Voice Response (IVR)-based telephone transaction
- PAYYAP secures recorded voice biometric & transaction authorization

## **3. Transaction Trigger**

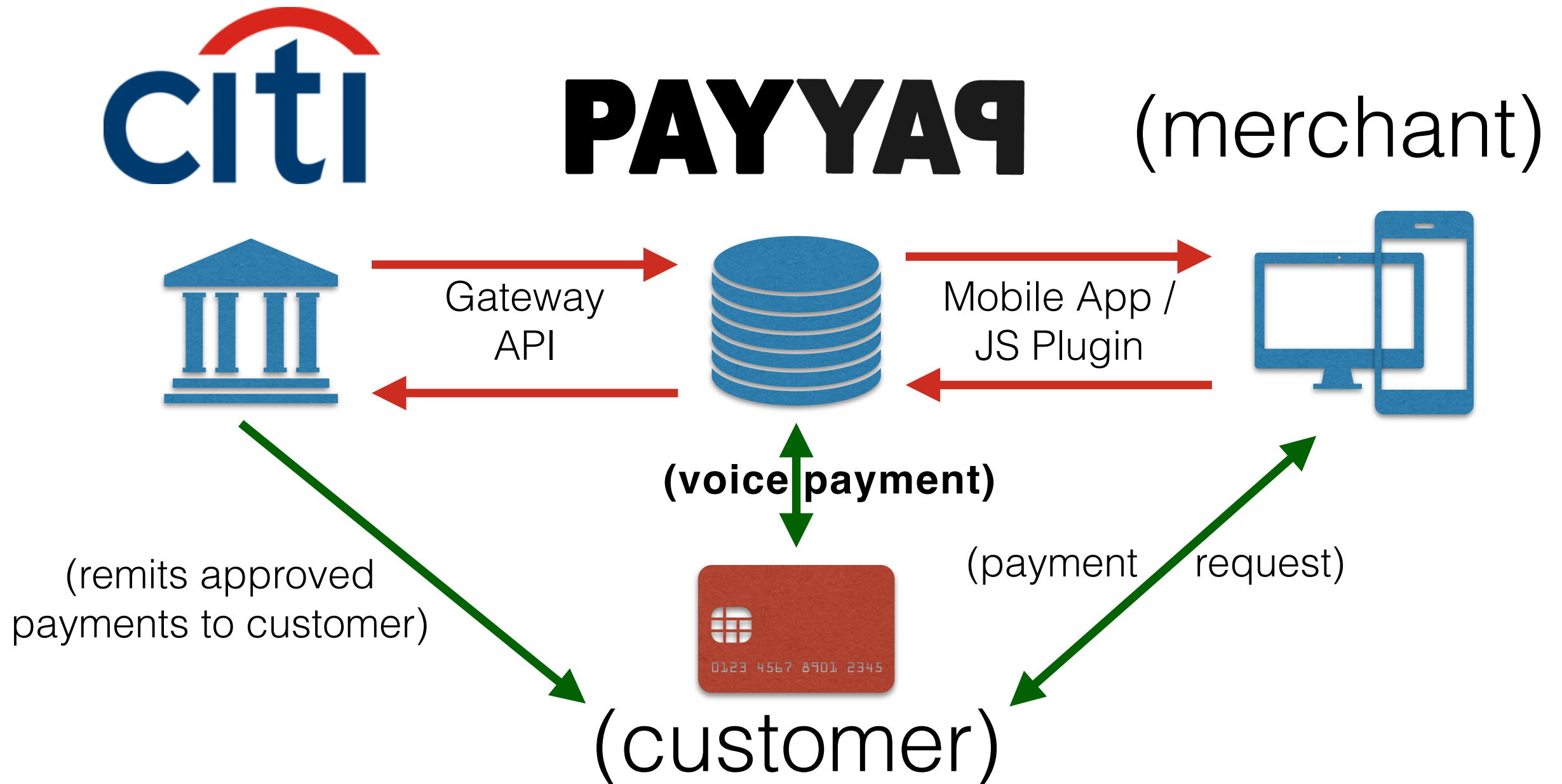


- Assuming the IVR process is successfully completed, PAYYAP is able to “trigger” the final transaction event (in real-time).



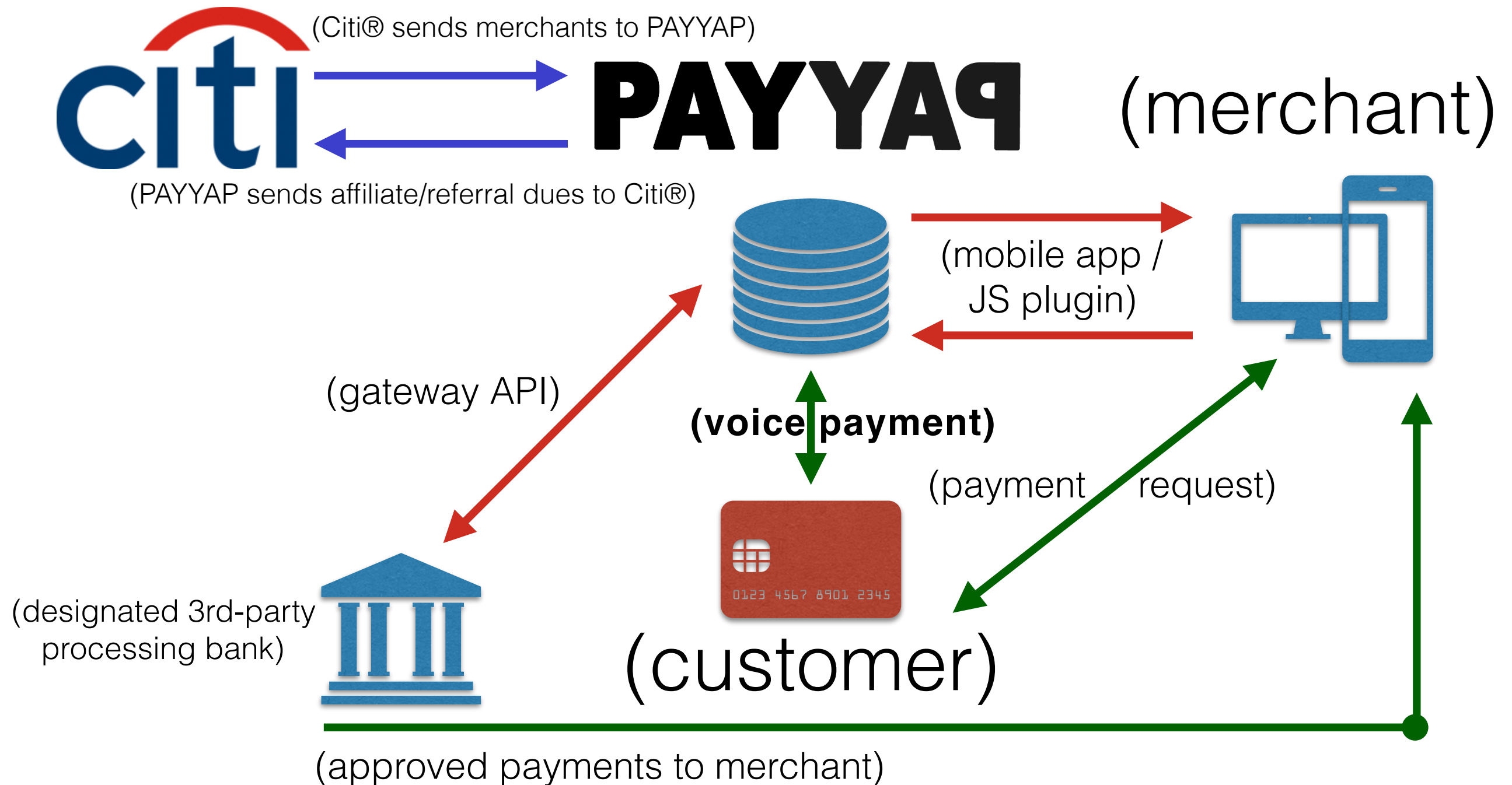
# Technical Option (1/2): Integrated

PAYYAP integrates directly w/ Citi® Merchant Services gateway:

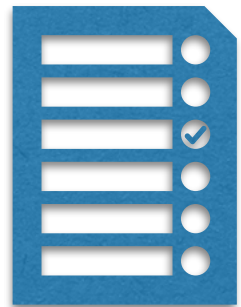


# Technical Option (2/2): Affiliated

PAYYAP integrates w/ a 3rd-party processing bank & Citi® refers merchants:



# Partnership Model:



- **LICENSING MODEL:** Citi® could pay PAYYAP LLC a license fee to host a Citi®-branded whitelabel version of PAYYAP voice payment services platform - to be used by Citi® merchants.



- **CLOVER™ MODEL:** Citi® already has a Merchant Services relationship with Clover™ (by First Data), and a similar relationship could be applied to PAYYAP LLC (operating as an integrated gateway for Citi® Merchant Services).

# PAYYAP

**Whitelabel Voice Payments** (for banks)

 Tech for Integrity Challenge Finalist (International Fintech Open)

Now available worldwide at your favorite app store:



LIVE DEMO ACCOUNT CREDENTIALS:

- USER: [demo@payyap.network](mailto:demo@payyap.network)

Homepage: <https://PAYYAP.network>

Email: [whitelabel@payyap.network](mailto:whitelabel@payyap.network)