

# PAYYAP

The easiest way to get paid.

## *PROBLEM:*

Taking MC, VISA, AMEX, etc. payments is tedious & time-consuming.

\* Uniquely vendor-driven, PAYYAP breaks-thru the “adoption catch-22”

## *SOLUTION:*

**PAYYAP** simplifies real-time card payments — via App!



# Value Proposition

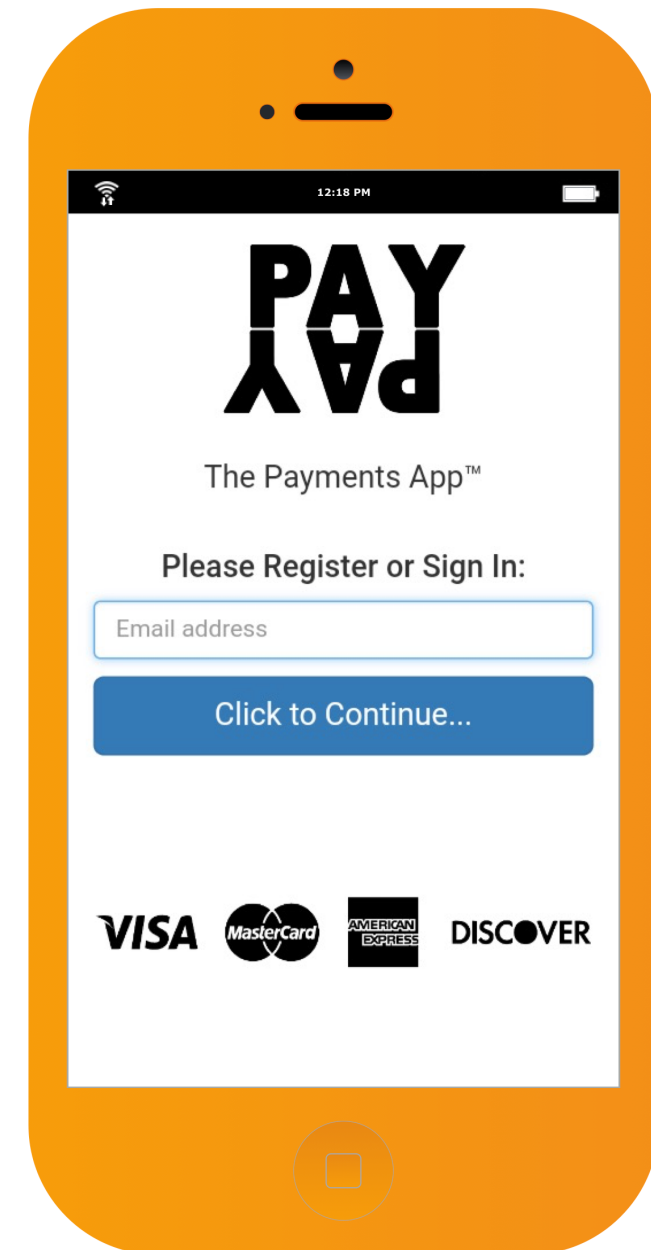
## First to market w/ “8th Channel” Payments

### Value to Business:

- The absolute easiest way to get paid
- Recorded voice authorizations (per payment) reduce fraud and disputes
- Real-time payment completion
- Auto-payment receipt (via email or sms when available)
- Optional worldwide

### Value to Customers:

- No desktop, nor laptop, nor tablet required
- No internet required, nor Apps to download
- Receiving an automated telephone call is familiar & free
- Quickly complete payments by speaking to an automated operator (or using the telephone keypad)
- Voice biometric security enables fast repeat use



# Get Paid w/ **PAYYAP:** vs. PayPal App.

<b>REQUEST FOR PAYMENT</b>	<b>PAYYAP</b> "Payment Request Process"	Start	<b>PayPal, etc.</b> "Payment Request Process"
STEP 1:	Open PAYYAP App	Full Payment Cycle	Open PayPal App
STEP 2:	Enter Invoice Data: • Name • Amount • <b>Telephone Number</b>		Enter Invoice Data: • Name • Amount • <b>Email Address</b>
STEP 3:	(Click to Submit Payment Request)		(Click to Submit Payment Request)
<b>CUSTOMER PAYMENT</b>	<b>PAYYAP</b> "Payment Process"		<b>PayPal, etc.</b> "Payment Process"
STEP A:	Customer receives / answers telephone call		Customer logs into her/his email account
STEP B:	<i>N/A - payment process has already begun</i>		Customer navigates to the PayPal email invoice; and clicks to "pay the invoice"
STEP C:	Automated payment operator takes credit card details over phone ( <u>voice-driven</u> )		Customer completes an online payment form at paypal.com ( <u>manual key-entry</u> )
STEP D:	Payment is complete; Customer hangs-up ( <b>PAYYAP</b> displays real-time payment status)		Vendor receives an email notification when the customer has successfully paid the invoice
REAL-TIME	<b>Yes.</b> The payment is Vendor-driven; <u>Business moves forward</u>	Finish	<b>No.</b> The payment occurs at the leisure of the Customer; <u>Business is paused</u>
TIME TO COMPLETION	<b>~2 mins.</b>		<b>(unknown)</b>

# Product & Use Case

- **Work has been completed, and Designer wants to get paid.**

A. Designer simply opens **PAYYAP** (on his Android/iOS device), selects Sara's details (Amount to be Paid, Name & Telephone Number).

B. **PAYYAP** voice servers place an *automated* call to Sara's telephone.

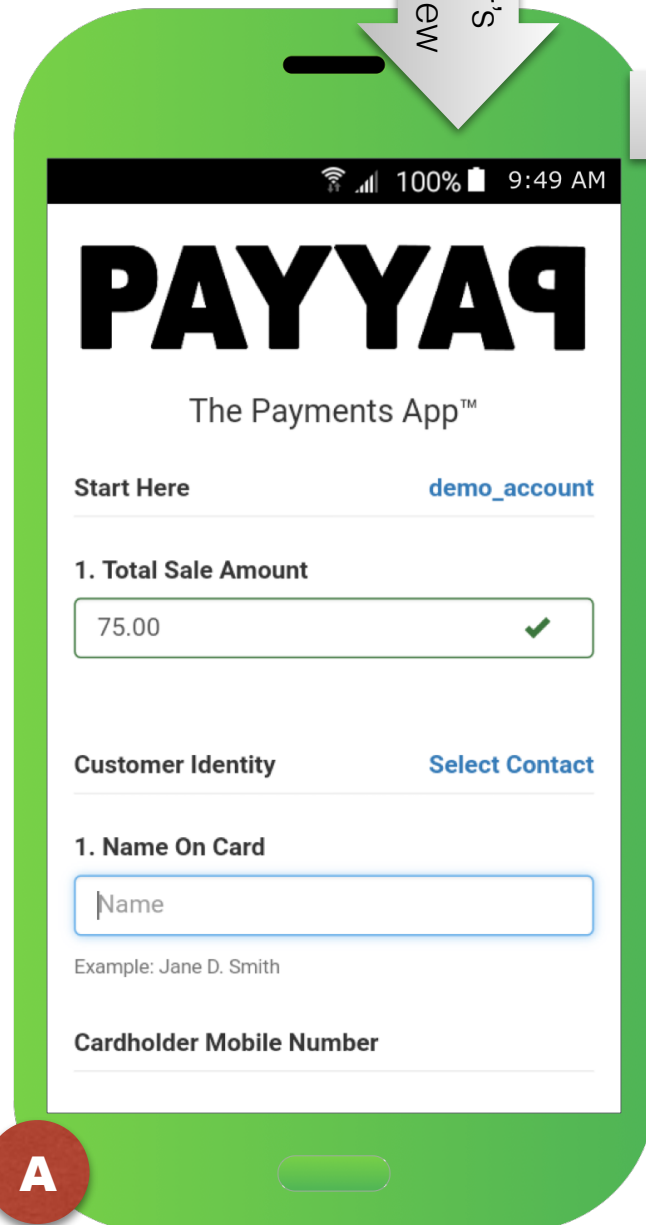
C. Sara answers the call & follows *automated* instructions to complete the payment over the telephone.

D. **PAYYAP** displays Sara's real-time payment processing status to Designer.

"Designer"

Designer's  
**PAYYAP** View

Designer's **PAYYAP** View



**PAYYAP**  
The Payments App™

Start Here [demo\\_account](#)

1. Total Sale Amount

75.00 ✓

Customer Identity [Select Contact](#)

1. Name On Card

Example: Jane D. Smith

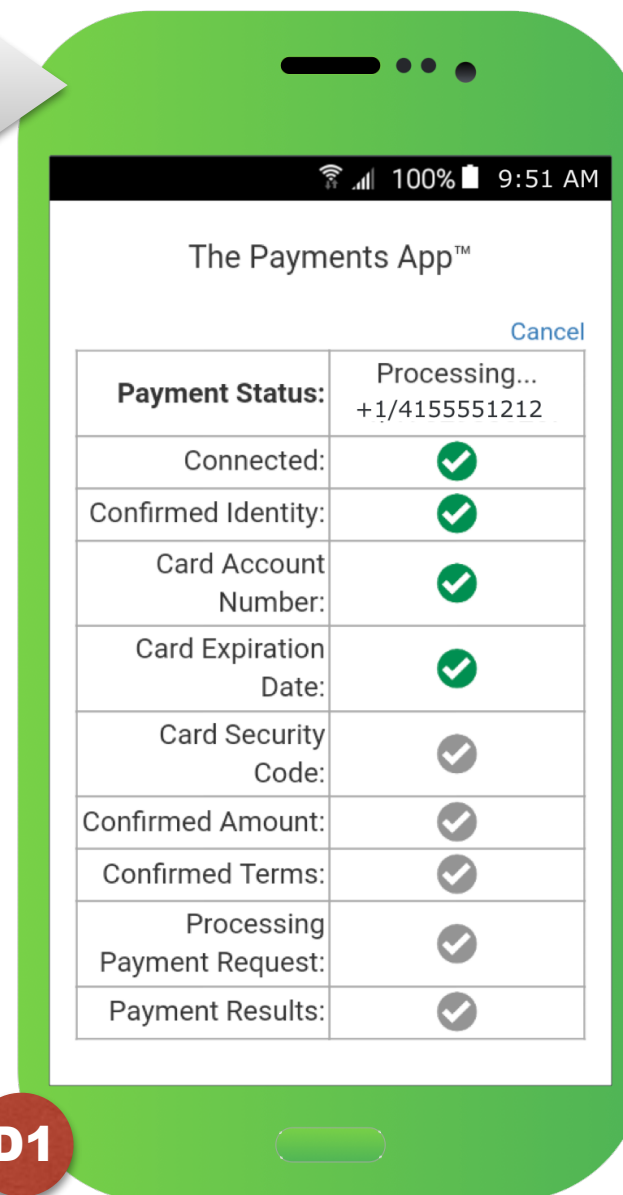
Cardholder Mobile Number

**A**



**B/C** "Sara"

Sara receives **PAYYAP**'s automated telephone call and completes the payment while Designer watches.

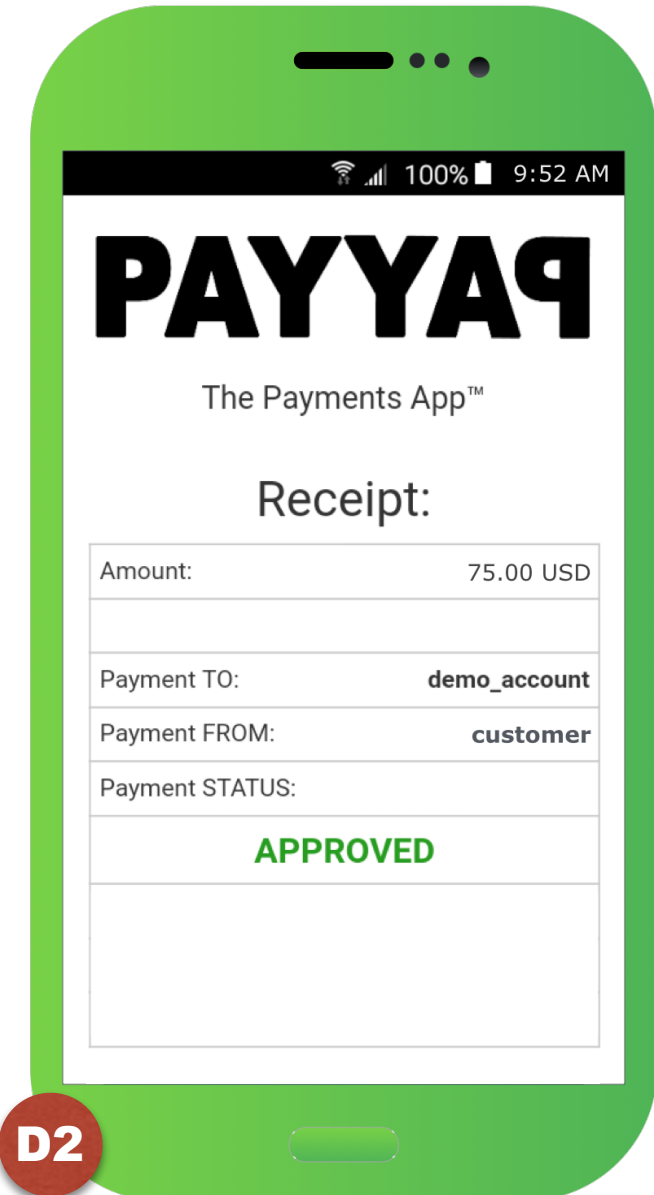


The Payments App™

[Cancel](#)

<b>Payment Status:</b>	Processing... +1/4155551212
Connected:	✓
Confirmed Identity:	✓
Card Account Number:	✓
Card Expiration Date:	✓
Card Security Code:	✓
Confirmed Amount:	✓
Confirmed Terms:	✓
Processing Payment Request:	✓
Payment Results:	✓

**D1**



**PAYYAP**  
The Payments App™

Receipt:

Amount: 75.00 USD

Payment TO: **demo\_account**

Payment FROM: **customer**

Payment STATUS:

**APPROVED**

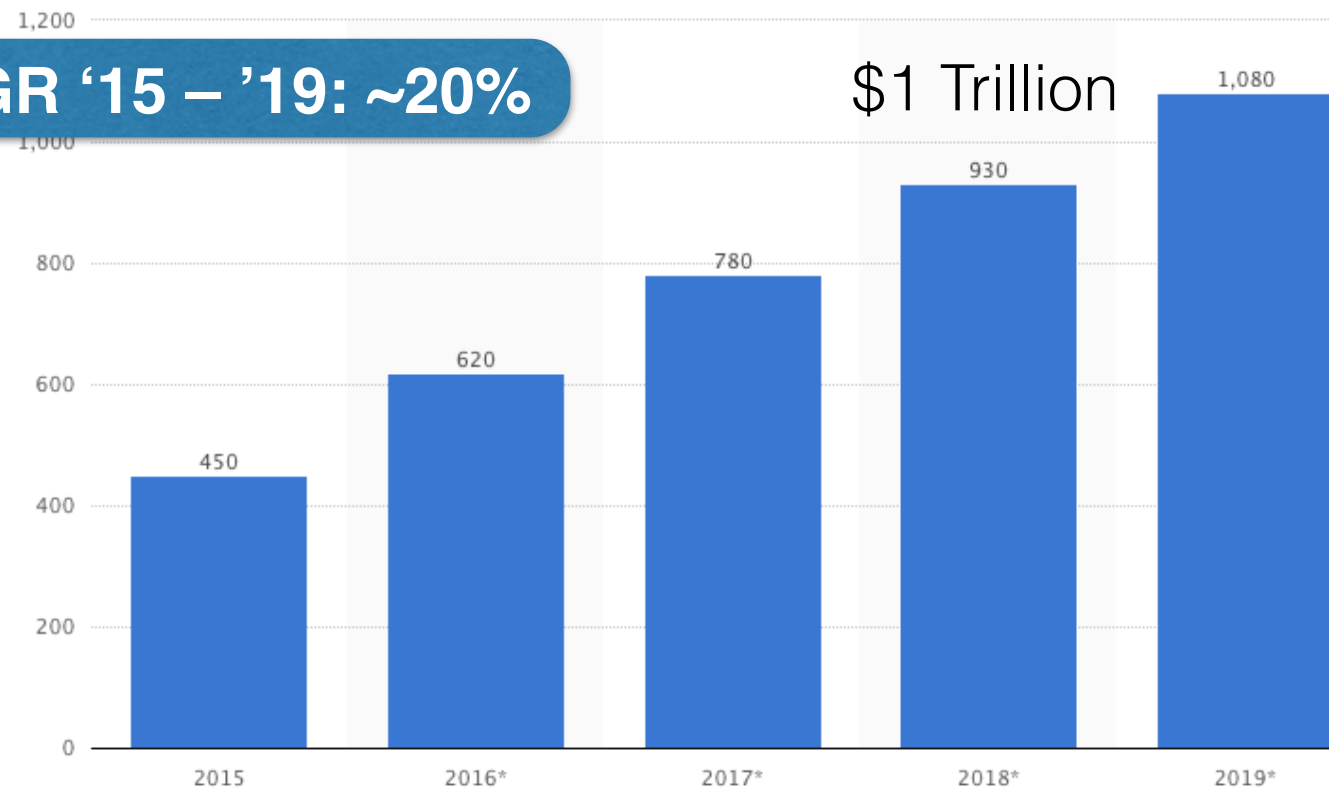
**D2**



# The Market

*“Global mobile payments” is a massive, rapidly growing but underpenetrated industry.*

**CAGR '15 – '19: ~20%**



Dollar amount of global mobile payment market. (billions)\*

## **PAYYAP Positioning:**

- **First mover** advantage.
- **Scalable** across multiple payment channels & languages.
- **High convenience** addresses target customer needs.

## **Live PAYYAP User Profile**

- International entrepreneurs (especially those using Craigslist™, Instagram™, Facebook™, Skype™, etc. as marketing and sales channels) who are looking for convenient ways to take payments from remote customers - immediately
- Market: worldwide (English speaking)
- PAYYAP's Cost: gaining customer awareness

# Competitive Review

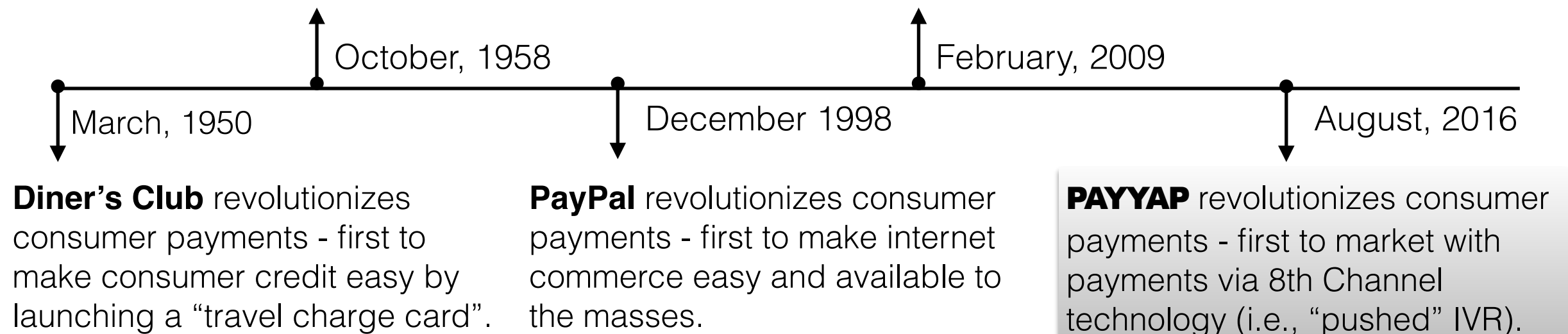
	Pricing	Markets	“Payer” Considerations	Advantage
<b>PayPal</b>	3.10% + 0.30 (+ 30.00 / month)	Global	Must have access to the internet access	<ul style="list-style-type: none"> <li>• Economy of scale;</li> <li>• Can to quickly buy innovators</li> </ul>
<b>PAYYAP™</b>	<b>3.35% + 0.00</b> (+ 0.00 / month)	<b>Global</b>	<b>Any telephone</b>	<ul style="list-style-type: none"> <li>• <b>Cheaper than Square™;</b></li> <li>• <b>Easier than PayPal™;</b></li> <li>• <b>First mover</b></li> </ul>
<b>Square-Up</b>	3.75% + 0.00 (+ 0.00 / month)	AU, JP, US, UK	Regionally limited; Must have access to the internet access	It was a first mover in the mobile “card swipe” market
<b>venmo</b>	3.00% + 0.00 (+ 0.00 / month)	US	Must have venmo App; Regionally limited	Free bank to bank transfers
<b>Western Union</b>	5% - 50%	Global	Time consuming; Expensive	Cash-In / Cash-Out

# Consumer Payments Timeline

## American Express

*“revolutionizes”* consumer payments by charging \$1.00 more for the same service offered by Diners Club (and calling it a “business card” instead of a “travel card”).

**Square** revolutionizes consumer payments -- first to make "swiped" (card present) transactions easy and available to the masses -- with mobile hardware.



# Business Model

## PAYYAP U.S. Pricing:

- Buy Rate: 2.00% +0.10 **(LIVE)**
- PAYYAP's "8th Channel" Service Rate: 3.35% + 0.00
- Net Profit Margin: 67.50bp

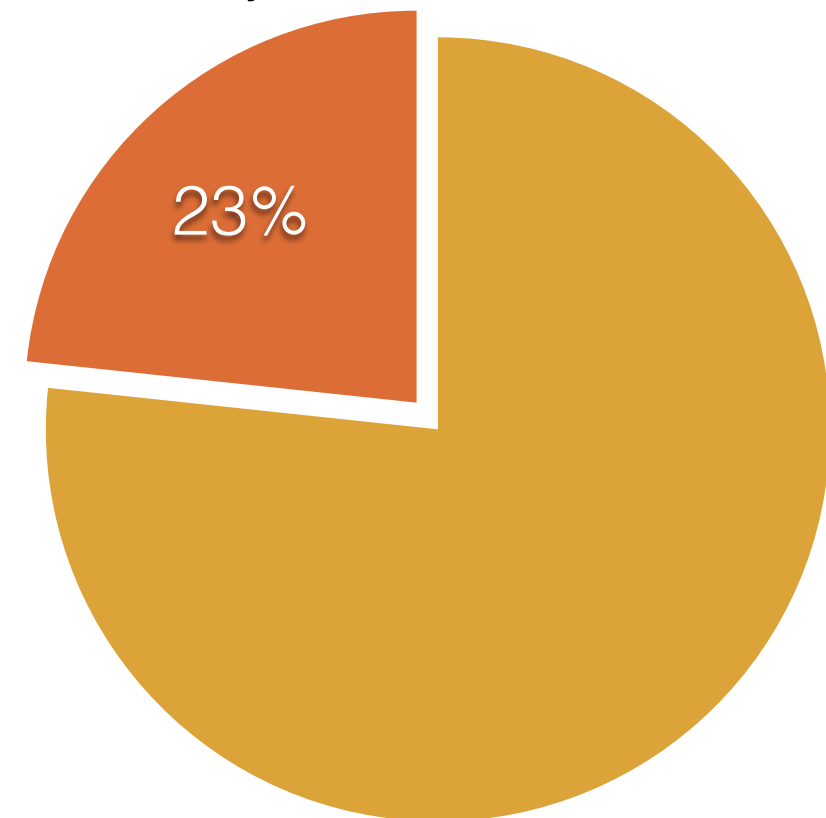
## PAYYAP E.U. Pricing:

- Buy Rate (est): ~3.00% + 0.00 (coming soon)
- PAYYAP's "8th Channel" Service Rate (proj): 4.6% + 0.00
- Net Profit Margin (proj): 67.50bp

## PAYYAP Global (regionally generic) Pricing:

- Buy Rate: 5.00% (coming soon)
- PAYYAP's "8th Channel" Service Rate (proj): 6.50%
- Net Profit Margin (proj): 1.50bp

- Cost of Service
- Projected Gross Profit Margin



### vs. PayPal:

- Buy Rate: < 2.50%
- U.S. "Ecommerce" Sell Rate: 2.90% + 0.30 USD
- U.S. "Card Swipe" Sell Rate: 2.90% + 0.30 USD
- U.S. "Virtual Terminal" Sell Rate: 3.10% + 0.30 USD (+ 30.00 / month)
- International Sell Rate: Add 1.00% to the above (+ 2.90% FX Fee)
- 8th Channel Service ("Automated via Telephone") Sell Rate: **(none)**



# Terms of Offer

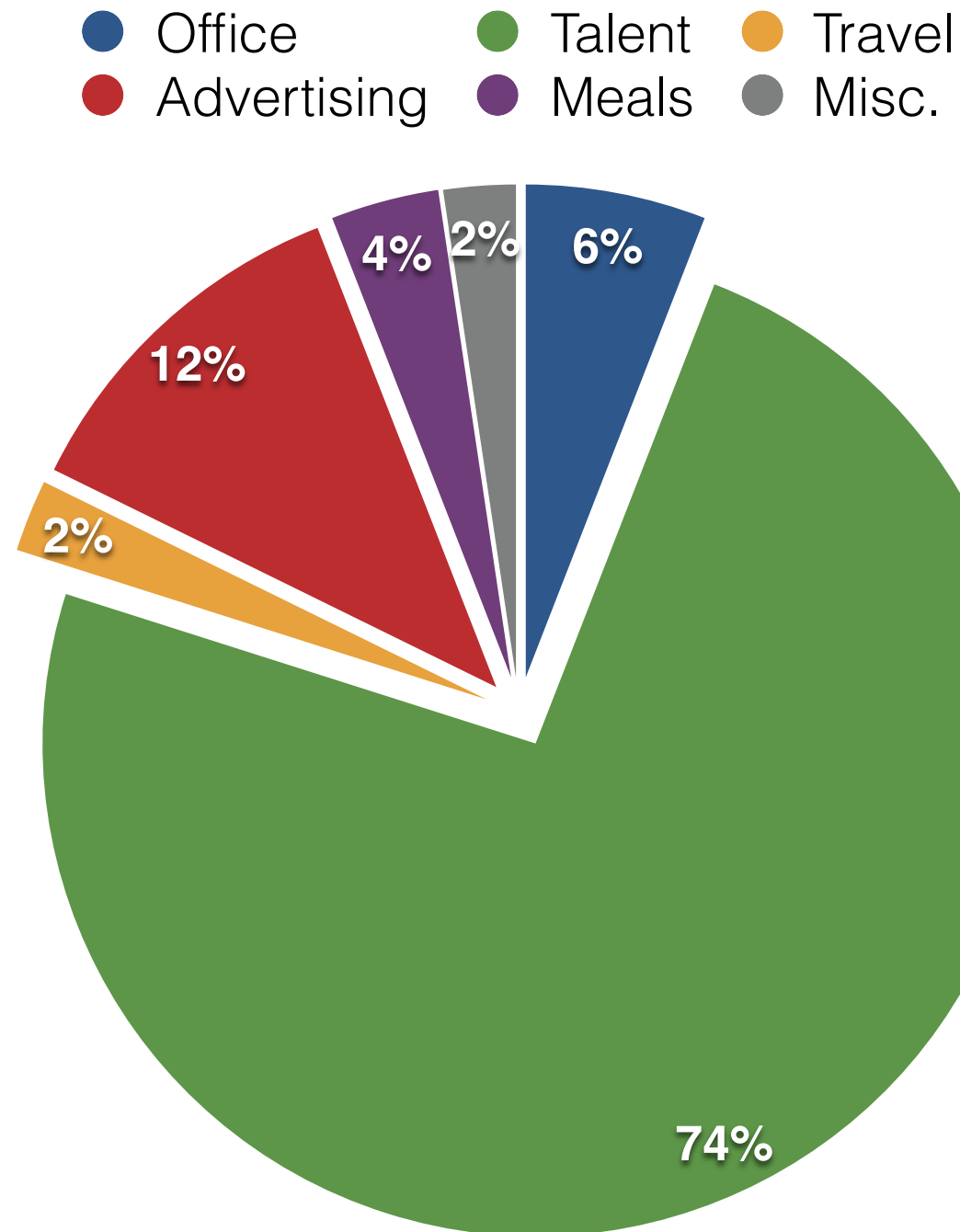
USD 500k note on a 2mm  
pre-money capitalization

**PAY  
YAP**

PAYYAP LLC (USA)

- Established SEP 2016

# Use of Funds



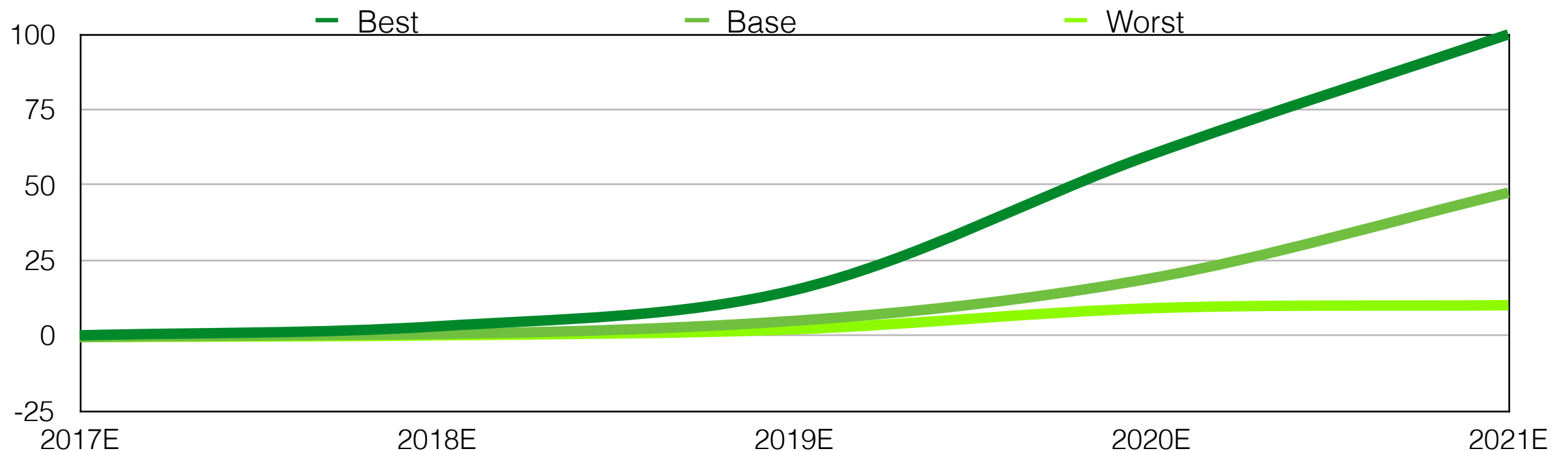
## Immediate Hires Include:

- Sr. Network Architect
- Sr. Voice Developer
- Sr. App Developer
- Sr. WWW Developer
- Dir. Customer Support

# Financial Projections

*PAYYAP will make for a lucrative investment even with conservative projections*

By Year End	2017E	2018E	2019E	2020E	2021E
Payments Processed Per Month (\$mm)	1	100	500	2000	5000
<i>Growth Rate</i>	10	10	5	4	2.5
<b>Annual Revenue (\$mm)</b>	<b>\$0.59</b>	<b>\$5.92</b>	<b>\$29.60</b>	<b>\$118.40</b>	<b>\$296.00</b>
<b>EBITDA</b>	<b>-0.137</b>	<b>0.95</b>	<b>4.736</b>	<b>18.944</b>	<b>47.36</b>
<i>EBITDA Margin</i>	—	0.16	0.16	0.16	0.16



# PAYYAP

(pronounced: “pay app”)

## The Payments App™

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: [investor.relations@payyap.network](mailto:investor.relations@payyap.network)