

Competitive Review

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