Word choices from Cherry Credits:

<http://www.cherrycredits.com/sg/pages/aboutus/company-profile>

Cherry Credits Pte Ltd provides a Global Micropayment Solution to assist Online Content Developers, Aggregators and Publishers **penetrate** into **untapped** consumer bases worldwide. Innovating payment convenience via Cherry Credits Physical **Scratch Cards**, Cherry Credits **empowers** Merchants and Consumers with a global **transaction alternative** to the dominant use of Credit Cards.

Cherry Credits provides the world's first Unified Global Virtual Credit (UGVC) to **facilitate** commerce and connects international content to the global consumer.

Headquartered in Singapore, Cherry Credits provides a reliable and secure, 24/7 **real-time payment solution** to **bridge the transaction barrier**, monetizing merchants' products globally.

With our billing system and proven track records, Cherry Credits will **revolutionize** micropayment solutions for the digital age.

Quan’s markups in red

Executive Summary

SeenPay specializes on improving the online trading experience in the fast growing retail market of Vietnam. Serving as both an escrow payment system and logistics platform. We provide the best convenience and safety to anyone that want to trade online through online marketplaces, i.e. social media sites and forums.

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It is a simple process that gives assurance to the seller receiving the payment while the buyer receiving the product. We hold the money when the buyer requests a transaction with the seller. Once the product is delivered and the buyer has **seen** it and is satisfied (and the buyer is satisfied,(avoid 2 “and”)(satisfied=already seen it)). . The money is then **paid(**deposited) to the seller. If for any reason the buyer is not satisfied, the product is returned to seller and the money **goes back** (refunds) to the buyer.

**or**

By holding transactions between two parties as an escrow, we give assurance to the seller receiving the payment while the buyer receiving the product.

It is a simple process involving the buyer having seen the product and agreeing, which in turn allows the seller to receive the payment protecting the buyer. In the situation where the buyer returns the product and does not meet the terms and conditions, the seller receives protection and gets a percentage of the money in escrow before releasing back to the buyer.

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Our subsidiary logistics, offers pick up, packing, shipping and tracking. Fulfilling the gap in Vietnam’s logistics advancement, we provide fast and reliable deliveries that complement the payment system whenever an item needs to be transported from sender (seller) and receiver (buyer). Our logistics not only function as a general delivery system but also aids the online trade from any location to another. Thus curbing the restriction of buying things locally. SeenPay’s model has not yet been offered in Vietnam. We are the quintessential for online trade and payments, a resourceful tool for individuals and business instilling in consumer confidence and changing the cash dominant mindset.

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Problem intro

The reliance on cash for everyday use is the norm in developing Vietnam, ultimately preferring to pay cash on delivery. This puts its people out in public at risk. According to the United States Department of State Bureau of Diplomatic Security (OSAC), pick pocketing, snatch and grabs, and petty thefts are the most frequent types of crime, which are steadily increasing in Ho Chi Minh City (HCMC). In addition, traditional businesses remain the main method of trading in Vietnam. People from different parts of the country do not have easy access to products over an average of 500 mile radius. Mainly due to the lack of a dependable and efficient delivery systems. Under these circumstances, SeenPay has planned out a target market by appealing to the younger generations who are more susceptible to change. The rise in technological usage is evident especially among this group. Statistics show that 36% of the population owns a smart phone and 81% of internet usage is used on social media.

**Executive Summary**

**Southeast Asia (SEA) is set for an e-commerce boom, a region of great untapped potential. Sources indicate that the region’s underdeveloped ecommerce infrastructure and logistical services pose as an impediment. These are just some of the masked potential - an area of much needed improvement constituting as an opportunity for anyone who is truly determined to seize it.**

**SeenPay is that determined group of people, aimming to improve the online trading experience by creating an escrow payment. We will constantly seek to innovate features to enhance this experience.**

**Consumer behavior in SEA shows that, hands on inpection of the product is the main determining factor before making the decision to buy. Mainly due to the lack of trust between the seller and the buyer. SeenPay resolves this by placing the money as an escrow between the two parties. We provide assurance to the seller for payment, and the buyer for desired product.**

**The process is simple, we hold the money when the buyer requests a transaction with the seller. Once a satisfied buyer has seen it , the money is then deposited to the seller after comfirmation. If for any reason the buyer is not satisfied, the product is returned to seller and the money goes back to the buyer. Simulating the quintessential sensation of shopping in a physical store, making us different.**

**In short, SeenPay is the ideal for online trade and payments. A resourceful tool for individuals and business. We instill online consumer confidence, revolutionizing the cash dominant consumer mindset in SEA.**