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 e-commerce 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, aiming to improve the online trading in Southeast Asia by creating an escrow payment solution and logistical services. We will constantly seek to innovate features to enhance these services.

Consumer behavior in SEA shows that, hands on inspection 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 confirmation. 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.