

Deben

P I T C H / D E C K



/ Cross-border Payments

PROBLEM

Accessing wealth isn't always easy.

If you have a Credit Card, it won't work everywhere, specially while traveling to underdeveloped countries. It's a big pain traveling knowing that you might not have easy access to money, hence the need to risk and carry cash.

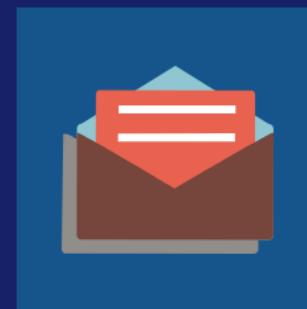
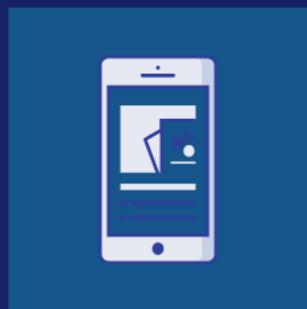
On the other hand, underdeveloped countries have high unbanked ratio, depriving majority of population from connecting to modern financial services.

A big gap exist between financial services in developed and underdeveloped countries.

SOLUTION

Deben envisions closing this gap by making blockchain and cryptocurrency more accessible to underdeveloped countries and unbanked population.

Deben works on providing simple applications and building a network to enable users to crypto technologies and financial freedom without any crypto knowledge; making it appealing to users in third world countries with low education level.



M-POS

Enable sellers with low education level to easily accept crypto-payment and settle in local currency

Remittance

Enable workers to send money crossborder with less friction without any crypto knowledge

MARKET VALIDATION



vendhq.com

18,000

Stores

transferwise.com

£8M

Monthly Revenue

*Data from <https://www.geektime.com/2016/12/22/new-zealand-startup-vend-gets-9-million-investment-from-movac-square-peg/>
<https://techcrunch.com/2017/05/16/fintech-unicorn-transferwise-reaches-profitability-planning-new-financial-services/>

MARKET SIZE



1.2
TRILLION

Global Tourism Revenue

More than \$1.2 trillion are spent by tourists annually

429
BILLION

Third World Remittance

remittances to low- and middle-income countries reached \$466 billion in 2017, an increase of 8.5 percent over \$429 billion in 2016

*Data from <https://www.statista.com/topics/962/global-tourism/>
<http://www.worldbank.org/en/news/press-release/2018/04/23/record-high-remittances-to-low-and-middle-income-countries-in-2017>
<https://news.gallup.com/poll/154340/credit-cards-formal-loans-rare-developing-countries.aspx>

P R O - D U C T

03

Send Anywhere

Send money to
anyone faster
and cheaper



04

Receive Money

Receive money from anyone
crossborder fast and easy



Mobile POS

Accepting crypto payments is as
easy as accessing a website.
Settle in local currency



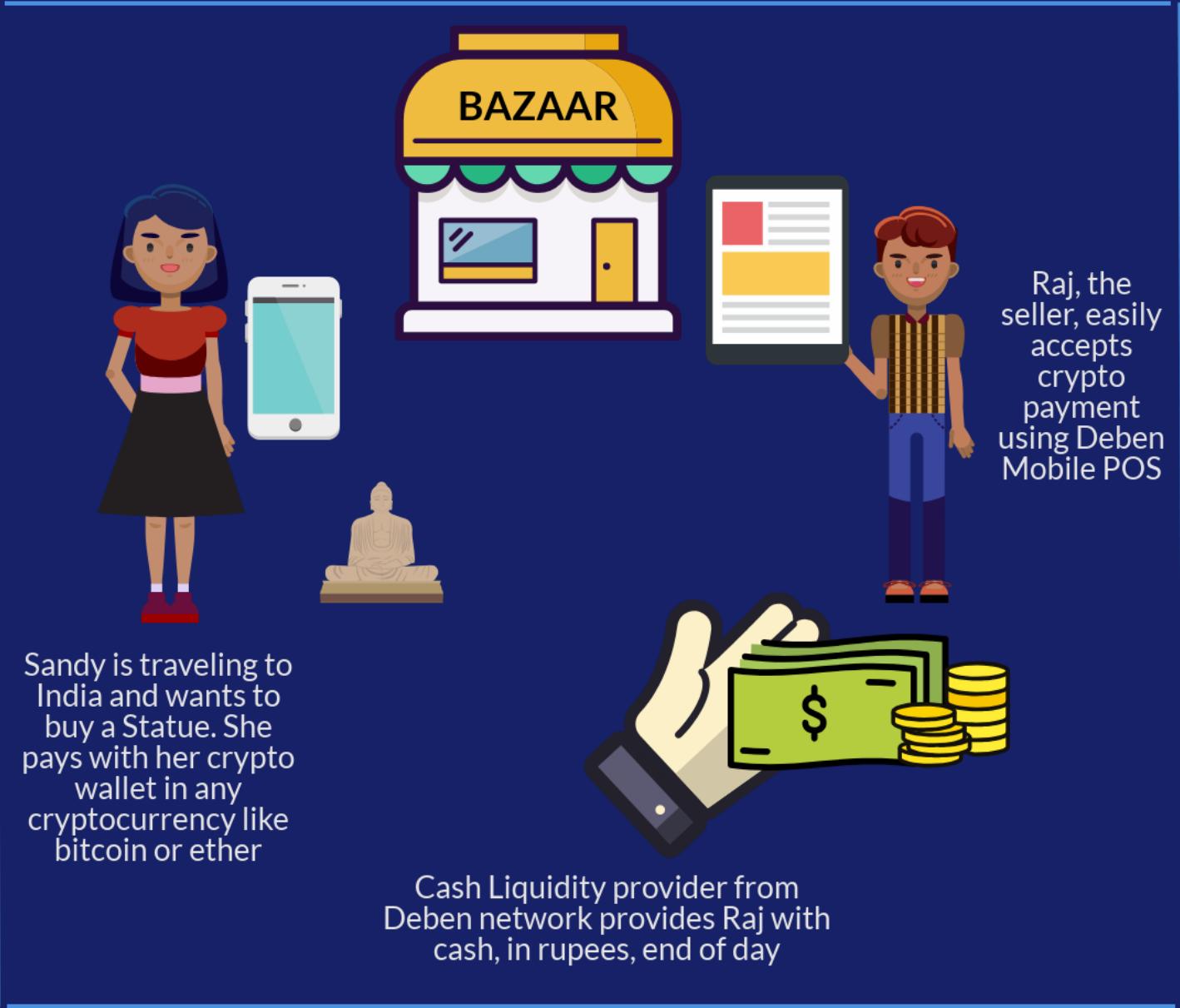
02

Travel at Ease
Pay anywhere using
your crypto wallet



Crypto Mobile POS

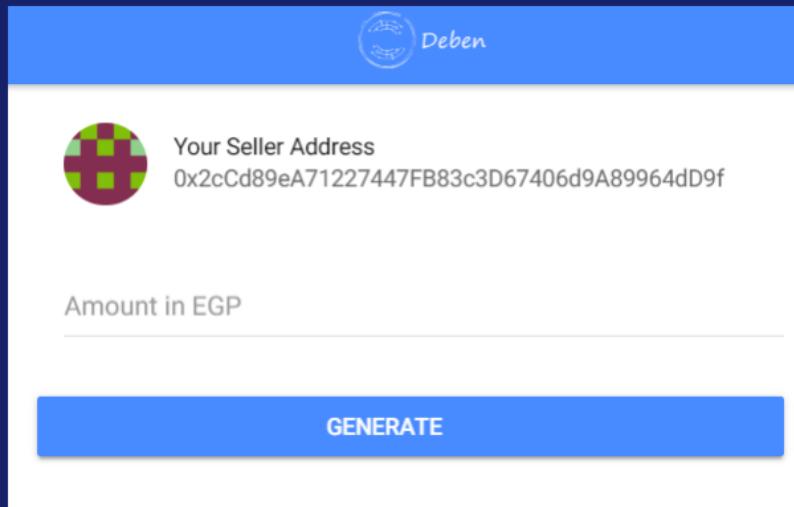
Accept payment
in crypto and
settle in local
currency to
seller's bank
account or cash



Proof of Concept

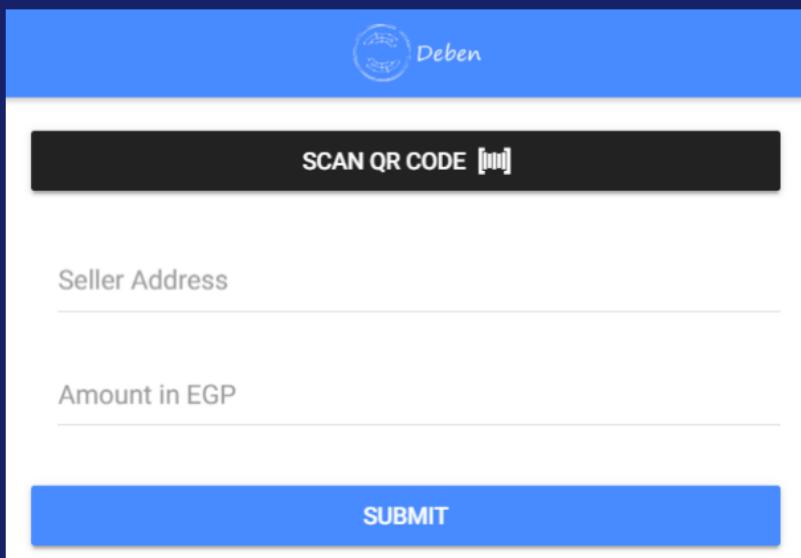
We built a proof of concept that is working on the Ropsten Test Network. The POC consist of MPOS and Buyer interface.

1



Seller enters receipt amount in local currency generating a QR code for the buyer to scan

2



Buyer Scans QR code and pays equivalent ether amount from his crypto wallet

3

Ether is converted to DAI using Kyber and transferred to Deben smart contract

Price	State	Payed at	Buyer
1000 EGP	Paid	13 Jan 2019 - 12:18PM	0xBE806EAeF64A4B69bf
500 EGP	Paid	13 Jan 2019 - 12:48PM	0xBE806EAeF64A4B69bf
450 EGP	Paid	13 Jan 2019 - 1:06PM	0xBE806EAeF64A4B69bf
700 EGP	Paid	13 Jan 2019 - 1:21PM	0xBE806EAeF64A4B69bf
400 EGP	Paid	13 Jan 2019 - 1:34PM	0xBE806EAeF64A4B69bf
50 EGP	Paid	13 Jan 2019 - 3:36PM	0xBE806EAeF64A4B69bf

4

TODO: Release DAI from Deben Smart Contract to Cash Provider once seller confirms receipt of cash

User Feedback



10 Tourists and 6 Bazaars in Touristic locations have been interviewed

Carry Cash

10 out of 10 Tourists
Carry Cash while
traveling and they
prefer not to

Credit Cards Usability

10 out of 10 Tourists
find Credit Cards not
fully usable
everywhere

Cryptocurrency Awareness

10 out of 10 Tourists
heard about bitcoin
and 7 out of 10
purchased
cryptocurrency before

POS

5 out of 6 Sellers don't have a POS, listing
process complexity, upfront cost, delay in
receiving funds and high commission
amongst reasons for not using POS

Lost Sales

4 out of 6 sellers acknowledge
lost sales for high ticket items
happen regularly

Ticket Size

Ticket size ranges from
50 EGP (2.5USD) to
10K EGP (600USD)

Education

6 of 6 sellers have a basic college
degree with little or no technology
understanding. 6 of 6 have smart
phones with Social media apps

M A R K E T A D O P T I O N

Go-to-market strategy revolves around onboarding sellers, raising buyers awareness and establishing cash liquidity providers

On boarding Sellers

Touristic locations:

- Bazaars
- Entertainers

Motivation:

- Referral Commission
- Better Visibility (on sellers map)

Buyers

Early Buyers include:

- Tourists
- Crypto Enthusiasts

Motivation:

- Token Reward on first purchase
- Referral Tokens Bonus

Cash Liquidity Providers

Establish connection with crypto sellers in target locations. Early cash liquidity providers will be exempt from the staking token condition in addition to other rewards.

T O K E N M O D E L

Debens would be issued as tokens to help scale and grow the Deben network

20%

in Deben Token

Cash Liquidity

20% of the amount of cash liquidity provided by liquidity managers for settlement, needs to be staked in Deben Tokens

4%

Forex Commission

Forex Rate per payment

A commission of 4% would be charged on the buyer (esque credit card), to be divided between Deben and liquidity provider

5%

Crypto Commission

Selling Crypto

A commission of 5% is charged from selling crypto to buyers in local markets, to be divided between liquidity provider and Deben

Easy to use
Receive cash with zero fees



Receive Crypto



Crypto Awareness
Needed

C O M P E T I T I O N

Receive Local Currency



No Crypto
Awareness Needed



High Entry Barrier
High Cost for receiving cash



Partnerships & SME Validation



We contacted Mehdi and Abdelhamid from Dether to use their protocol and validate our model. They confirmed that we can build on top of their protocol and were interested in the abstraction layer we were providing. We explained our needs and they confirmed that features we need would be part of the protocol. We're following with Dether to use their protocol once its released to help us focus on building more application abstractions and build the Deben network.

GRAND VISION



Local Currency

Seller receive cash in their local currency



Remittance

Isn't limited to payments.
Anyone can send money anywhere without any crypto knowledge



No Crypto Awareness needed

Seller doesn't need any knowledge about crypto



Unbanked Credit Score

Unbanked receive credit score based on transaction history



Third world

Suitable for sellers in third world with low level of education



Loyalty

Enable business to low cost customer engagement and loyalty programs

OUR TEAM



Karim Imam

CEO

Business and Blockchain
Advisor. Compiler,
Programming Language &
SDK Expert

Abdelrahman Mamdouh

Marketing Head

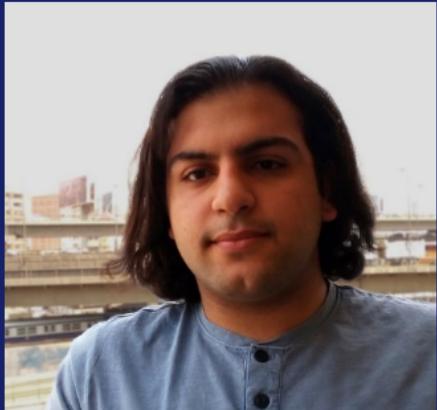
Technology Evangelist
and Prior Student Union
President

Ranjitha Raghavendra

Technical Manager

Experienced Banking
Technical Manager and AI and
Blockchain Developer

OUR TEAM



Marc William

Full Stack Developer

Blockchain Developer with
previous experience in
developing startups
applications

Abdelrahman Mohamed

Full Stack Developer

Technology and Software
Enthusiast and Full Stack
Developer

T H A N K / Y O U

