

Visa Direct: VSPs Sharing Economy

October 03, 2017

Sharing Economy

Capture emerging sharing & gig economy opportunities with real-time payments

Get started with Visa Direct >

Visa Direct elevates payments to a new standard in speed

Explore how push-to-card payments meets the speed and convenience demanded by users of the sharing economy



Payment speed to match the pace of opportunity in the sharing economy

Increase engagement when you make access to earnings as fast and convenient as the rest of your gig or sharing economy marketplace



Explosive Growth

24 X projected growth in the sharing economy between 2014 (\$14 billion) and 2025 (\$335 billion)¹

New modes of work

Freedom and Flexibility are the number one cited reasons for engaging in freelance contracting²

Sharing in the innovation

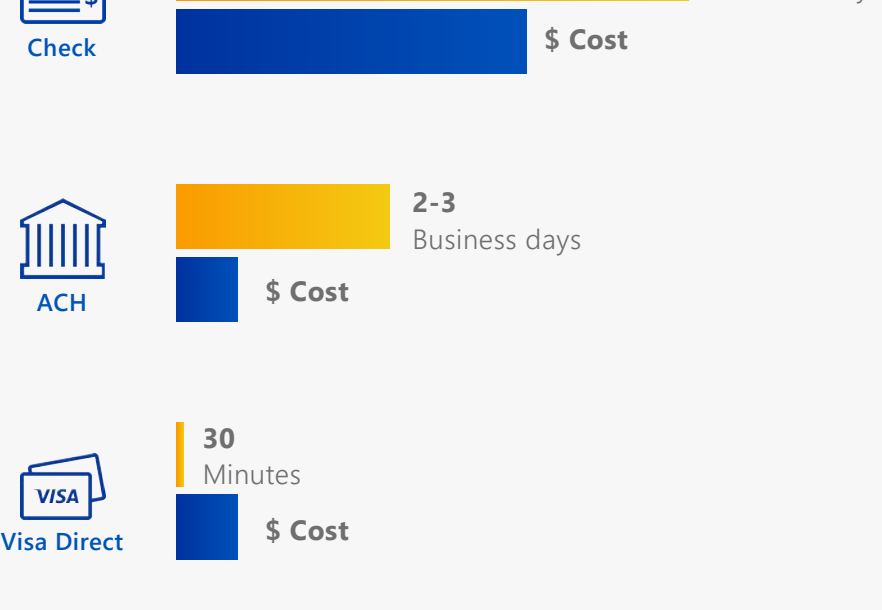
77% of people surveyed said they'd do more gig work if they got paid faster³¹ Source: Brookings Institute, The Current and Future State of the Sharing Economy 2017.² Source: Upwork, Freelancing in America 2016.³ Source: PYMNTS, Gig Economy Index 2017.

Capture market share by eliminating payment delays

Enable rapid resolution of any payment need with real-time payments

Attract and retain providers by offering payment solutions that fit their lifestyle. Compared to ACH and checks, Visa Direct enables rapid payment in a fraction of the time. Funds are available to debit or prepaid cards within 30 minutes.

- 95% of debit and prepaid cards in the U.S. already enabled
- Transactions & notifications process in real time
- Don't just compete on industry rates, lead the industry on customer experience



Leverage the speed of Visa Direct to enhance brand differentiation in the sharing and gig economy

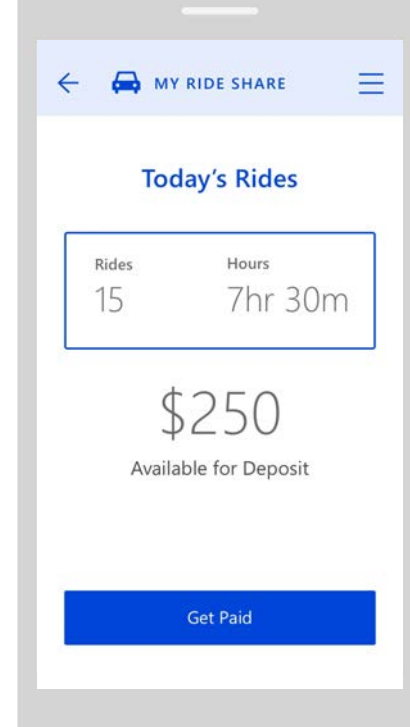
Convenient payment solutions expands your opportunity to exceed customer expectations

Build innovative new payout solutions

Visa Direct enables completely new payout solutions for any peer-to-peer resource sharing or gig work businesses. From rapid refunds to instant payouts to your providers, Visa Direct real-time payments instantly notify and rapidly deposit funds to bank accounts. Offer your users convenience and create new revenue opportunities when you introduce real-time payment solutions never before possible, using Visa Direct.

Benefits

- New use cases**
Visa Direct enables new and innovative real-time payment experiences in the sharing economy
- New revenue opportunities**
These use cases open up the real-time payments market to you, opening up new revenue opportunities.
- Brand differentiated services**
Stand out from the competition with features that meet the demands of mobile device users.

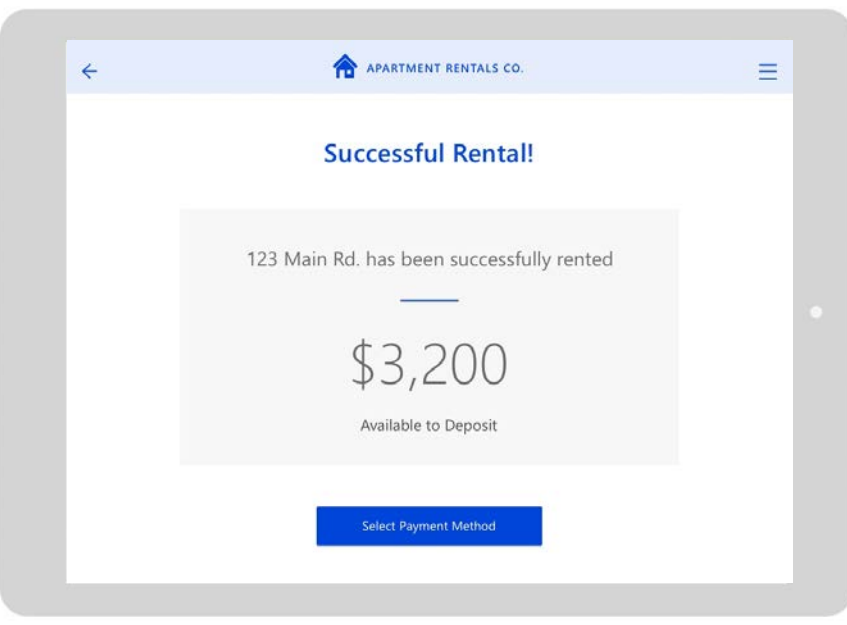


Add real-time payment options to existing payouts

Improve user satisfaction and reduce administrative expenses by adding convenient, real-time payment options to your payouts flow with Visa Direct. Exchange yesterday's payment methods for today's digital speed while offering your providers or users more flexibility than your competitors.

Benefits

- Reduce paper admin costs**
Provide electronic payments and reduce the costs of administering paper payments.
- Improve user convenience**
Provide your users with more convenient payment choices and improve your brand experience.
- Brand differentiated services**
Provide differentiated services and remain ahead of your competition.

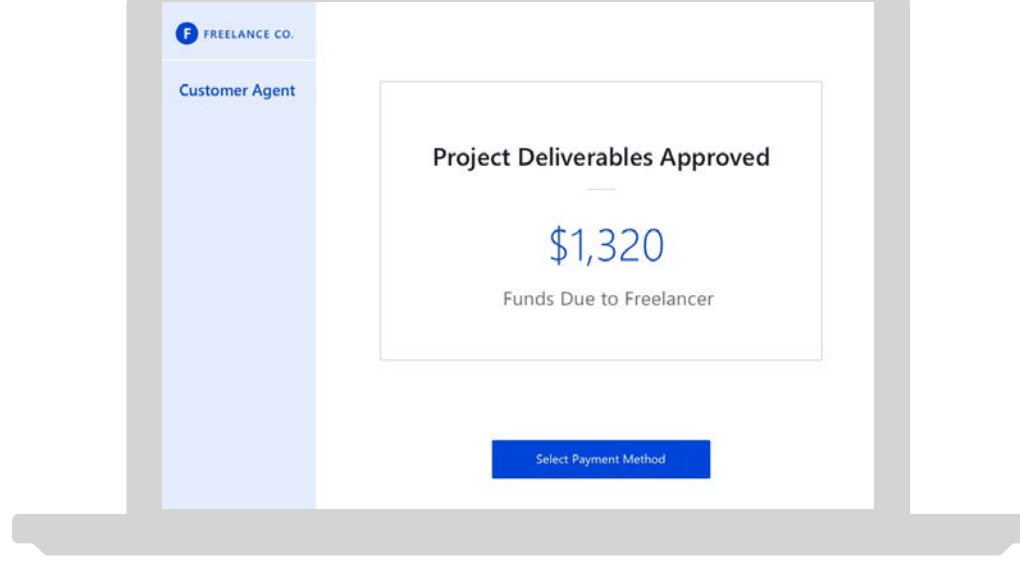


Enhance customer service operations

Seize optimal customer outcomes by resolving customer service issues quickly. Customer service representatives are enabled to offer customers real-time payment options while resolving their issues. Differentiate your organization's brand by saving your customers both time & money.

Benefits

- Reduce probability of losing customers or contractors**
Visa Direct will enable instant resolutions of customer issues, improving positive outcomes.
- Mitigate negative PR risk**
Cut the chance for poor PR with instant resolutions at the point an issue arises.



Enhance payments options with Visa Direct

Meet the varied needs of customers with simplicity and convenience



Rental earnings withdrawals

Collects earnings on-demand or on a schedule.



Rental deposit refunds

Traveler recoups security deposit as soon as management confirms rental is undamaged.



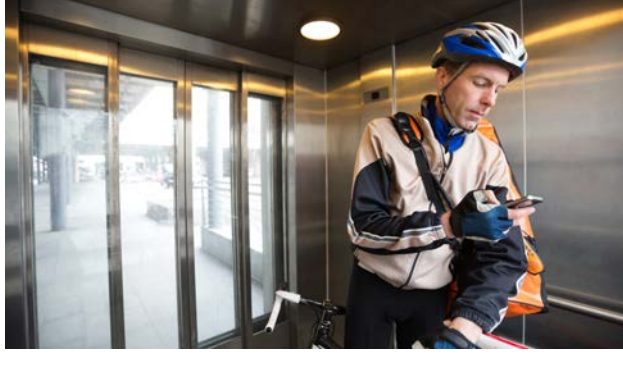
Remote maintenance & caretaking payments

Pay professionals for urgent and ongoing property maintenance from anywhere to keep properties rentable.



Automatic freelance payout

Freelancer completes project, initiating the payment through delivery of project.



Multi-device real-time payments

Enable wearable devices to initiate payout for services rendered while on the go.



White label merchant payments

Enable small businesses to subcontract merchandise or services, concurrently paying out multiple payees in real time.

¹Actual fund availability varies by financial institution. Visa requires U.S. issuers to make funds available to its cardholders within a maximum of 30 minutes of approving the transaction.

Get started with Visa Direct

Begin capturing new opportunities today

Get Started with Visa Direct >