Elevator & Differentiators

15-second elevator

We're a regulated cross-border payments platform that moves money across 100+ countries using stablecoin rails and 250+ local payment methods. We give clients lower costs, faster settlement and one single API to handle collections, payouts and fiat↔crypto on-ramps — with institutional wallets and 24/7 local support.

Core value props — what I want the team to lead with

- **Lower cost & faster settlement:** our stablecoin rails cut FX/rail fees and speed up settlement.

- **Single API + full stack:** one integration to do collections, payouts, on-ramps, wallet management and white-label widgets.

- **Global reach, local conversion:** coverage in 100+ markets and 250+ local methods, plus local-language 24/7 support to lift conversions and reduce disputes.

- **Institutional custody & integrations:** Circle and Fireblocks wallets integrated out-of-the-box.

- **Regulated & credible:** licensed across jurisdictions and Series A funded — enterprise-ready compliance posture.

1-minute pitches (pick by buyer type)

Large corporates / marketplaces
Pain: high cross-border costs, poor reconciliation, slow settlements.
Pitch: I give you named IBANs and multicurrency accounts for collections, high-conversion local APMs, a single dashboard + API for reconciliation — reducing routing/Fx costs and delivering faster, transparent settlements.

Exchanges / wallet aggregators
Pain: building local rails, custody and time-to-market.
Pitch: Use our white-label widgets or API to add fiat on-ramps/off-ramps across 100+

countries, settle in crypto or fiat, and rely on institutional custody (Circle/Fireblocks) from day one.

Remittance / FX players
Pain: local payout complexity and compliance.
Pitch: Access 250+ local payout rails, local support and regional expertise (strong in SEA, LATAM, Africa) to lower costs and improve end-customer conversion.

Fintechs / PSPs needing liquidity rails
Pain: fragmented liquidity and many integrations.
Pitch: One API to access multi-rail liquidity, convert between stablecoins and fiat, and manage programmatic settlements and accounts.

Quick differentiators / rebuttal bullets

- One integration vs many point solutions.

- Stablecoin rails = real cost & speed improvements (not a crypto bet).

- Institutional wallets included (Circle, Fireblocks) — custody & compliance ready.

- Regulated + funded — enterprise confidence.

- 24/7 local support + 250 APMs for better conversion.

Objections & scripted responses

- **"How secure is the money?"**
  We use Circle/Fireblocks for custody and operate under multiple licenses; I'll share our compliance pack under NDA.

- **"Can you show performance?"**
  Yes — sandbox access and demo dashboards. We show settlement traces and T+1 examples during demos.

- **"Who are your customers?"**
  We respect NDAs, but I can present anonymized case studies and vertical examples that map to your use case.

- **"What's the integration effort?"**
  Single API for collections, payouts and wallets + API docs, sandbox credentials and

a dedicated onboarding owner to accelerate trials.

Demo agenda — what I want Sales to show (fast)

1. 20-second tailored elevator.

2. Dashboard: collections/payouts + settlement traceability.

3. API: auth, payout example, on-ramp example.

4. Wallet & conversion: Circle/Fireblocks + stablecoin flow.

5. Coverage map and sample local methods for the prospect's corridors.

6. Onboarding checklist: pricing request format, KYB needs, sandbox access.

Pricing & onboarding — what to request before pricing

Ask the client to send a single formatted note with:

- Company name / legal entity

- Primary use case (collections, payouts, on-ramp, settlement)

- Monthly volumes (currency + avg ticket)

- Target corridors / countries

- Required SLAs / payout timing preferences

Onboarding flow: pricing review → coverage confirmation → contract → KYB → sandbox → production credentials.

Quick recap

- Who we are: Regulated cross-border payments platform, 100+ geographies, Series A funded.

- What we do: Single API for collections, payouts, on-ramps; institutional wallets; 250+ local methods.

- Why it matters: lower fees, higher conversion, faster settlement, enterprise compliance.

- Next step: send the pricing request (entity, use case, volumes, corridors) → sandbox demo.

Quick enablement checklist for BD

- Memorize the 15-second elevator.

- Use the persona-specific 1-minute pitch.

- Always offer sandbox + demo; assign an onboarding owner.

- Submit formatted pricing requests to pricing before escalation.

- Log outreach in HubSpot and use tokenized email templates.