



Sendly

Leading mobile app for transferring money

Presented by – Group 2

Faster and Easier Money Transfer

Introduction to Sendly

- New product on the Circle technology stack
- Sends money to friends and family anytime across geographies.

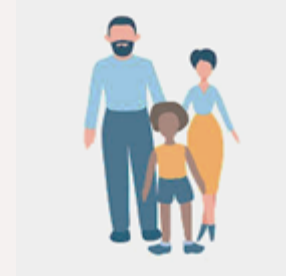


Personas

Millennials



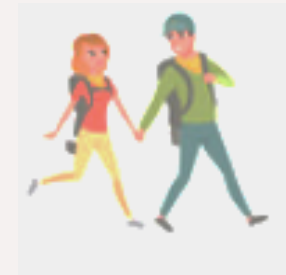
Parents



Working Professionals



International Travellers



Customer Segment: Parents

\$ 45 Billions – 2018

Pain Points

- Multiple trips to the bank for wire transfers
- Delays in money transfers
- Need to remember recurring transfers
- Need to remember bank details
- Fluctuating exchange rates

*<https://educationdata.org/international-student-enrollment-statistics>

Features/MVP

Sign up



Link Debit/Credit

Card details



Fast & Secure Money Transfer



Exchange Rates Alerts



Transaction History

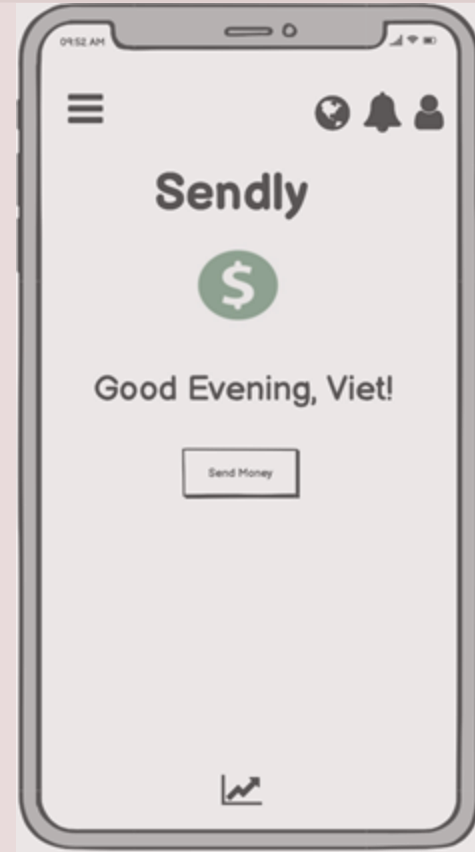


Multi-Language App



DEMO

<https://invis.io/75YZB8LC2Q3#/433621928> Home



Success Metrics



Percentage of application downloads.



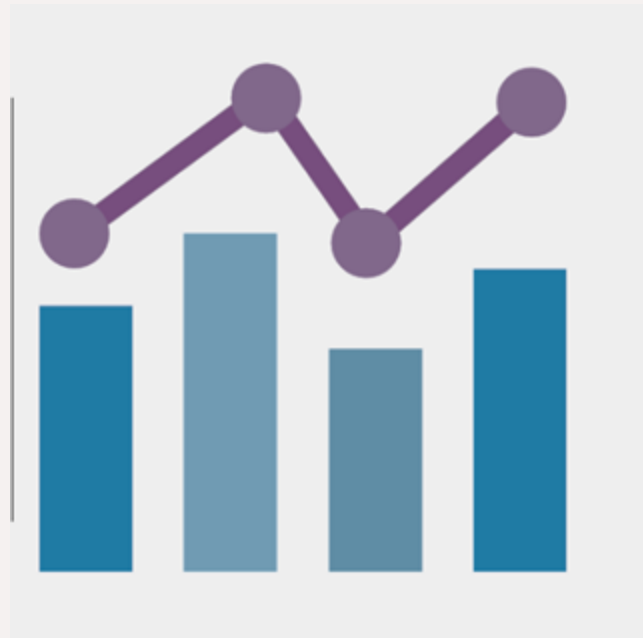
Percentage of successful signups.



Percentage of Weekly/Monthly active users.



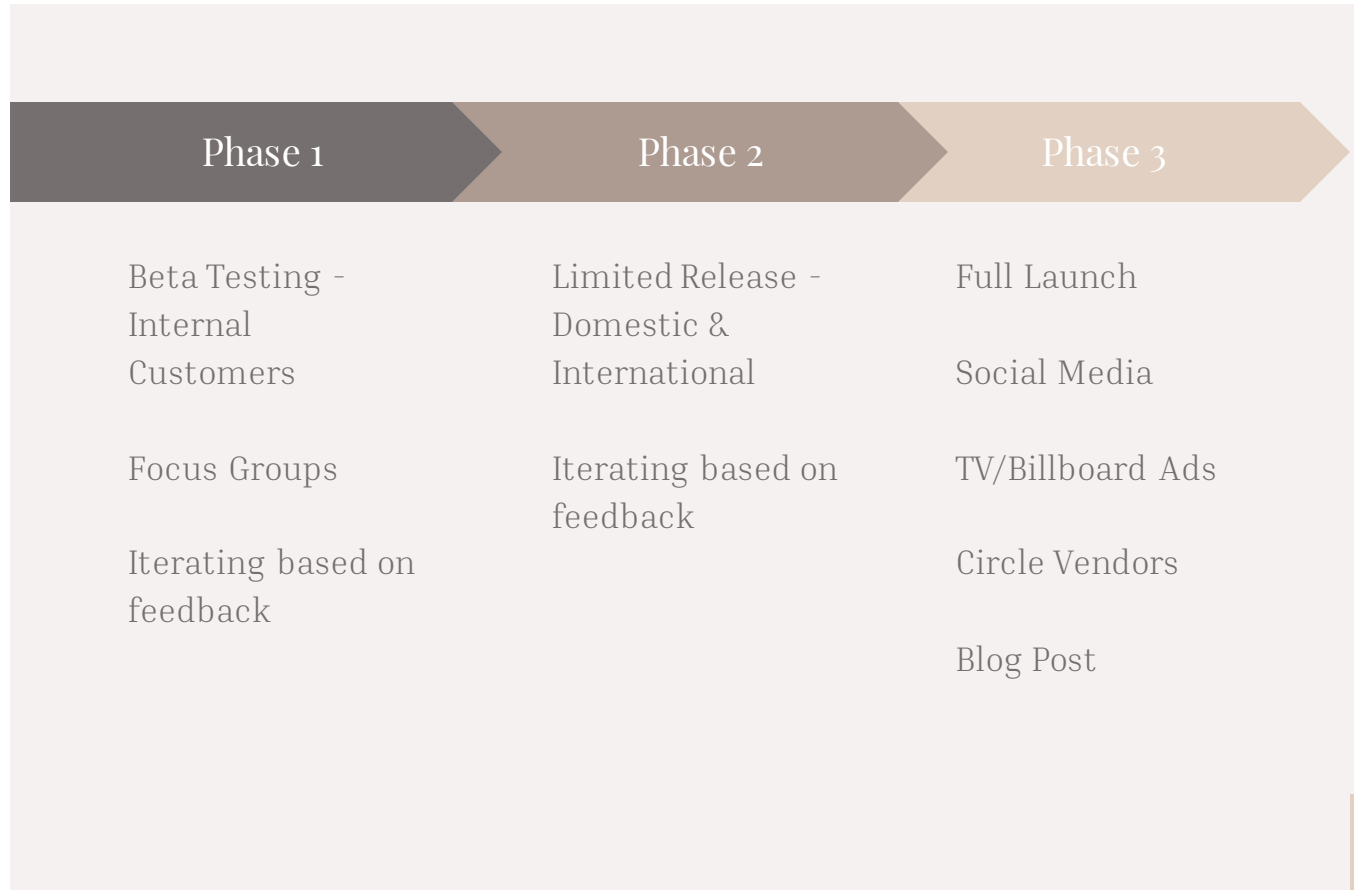
Frequency of transactions per user.



Major Geographies



Launch Plan



Thank you!

Any questions?

