



MADHOUSE WALLET

BRAND
POSITIONING
AND
STORYTELLING





SECTOR OVERVIEW

Kenya's digital payments sector is no longer emerging. it's evolving.

Over 8.5 million Kenyans transact digitally every month, and the space grows at 17% YoY.

M-Pesa built the infrastructure. Flutterwave globalized it. The next race is *emotional*. Who makes digital wallet feel *human, social, and alive*.

Digital natives, freelancers, and borderless SMEs now demand speed, simplicity, and self-expression from their wallets. Digital remittance isn't just about moving money, it's about *moving people*.



TARGET AUDIENCE

Primary



The Digital Hustler (Under 35)

Freelancers, content creators, gig workers paid by global clients. They don't want a financial institution; they want a financial wingman.

Insight: They move fast, so their money better move faster.



TARGET AUDIENCE

Primary

The Global Giver (Remittance Families)

People sending love across borders like Kenya, Ghana, Tanzania, UK, US etc.

Insight: Every transaction is emotional. They're not just sending money; they're showing up.



TARGET AUDIENCE

Secondary



SMEs with remote teams who want seamless, multi-currency payroll.



Unbanked users who want access without intimidation.



COMPETITOR ANALYSIS


LOCAL GIANTS



KopoKopo

Announcing Move Money

**Simple, Instant
business payments
are here!**



network

How Settlements Take Place

- 1 Customer makes a payment via card or mobile money
- 2 Payment is processed (via a safe & secure processing system)
- 3 Merchant is settled as per their preferred selections either via bank or mobile money transfer.



VISA

The Virtual Card that connects to your M-PESA Wallet

How to Activate your M-PESA GlobalPay Virtual Visa Card

- 1 Download the M-PESA App
- 2 Under global payments, select GlobalPay M-PESA Visa Card
- 3 Select Opt In and confirm with your M-PESA PIN
- 4 Get confirmation message and view your Card details to start paying globally

Download the M-PESA App today

GET IT ON Google Play | Download on the App Store

SAFE | SECURE | RELIABLE

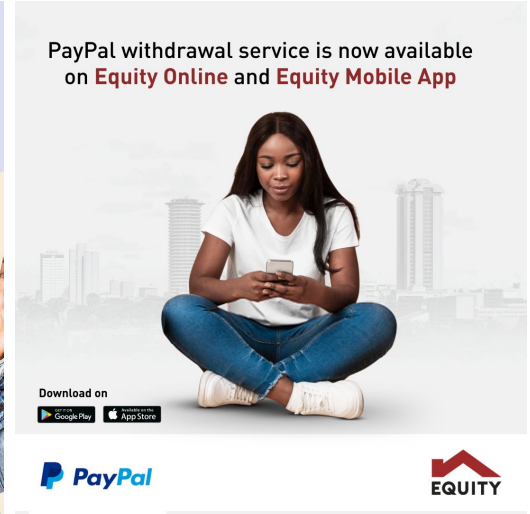
Positioning:

Trust, convenience, empowerment and compliance.



COMPETITOR ANALYSIS

GLOBAL PLAYERS



Positioning:

Global access, security, strong design, instant reliability.



Key Takeaway:

Everyone sells “secure.” Few own
“simple + borderless + human.”



TRUTHS & TENSION

Brand Truth

Madhouse Wallet is built to make money move easily, safely, and instantly.

Category Truth

People don't care about fintech innovation; they care about seeing their balance update now.

The Tension

The industry overcomplicates what people need to feel: control, speed, and confidence.



STRATEGIC OPPORTUNITY

A woman with short blonde hair, wearing a colorful patterned shirt and blue jeans, is walking towards the camera. She is holding a black smartphone in her right hand and a white shopping bag filled with green vegetables in her left hand. She is smiling. The background is a city street with several buses, including a red one on the left and a green one on the right. The image has a dark overlay.

Establish Madhouse as the human digital wallet with rhythm, built for real people and real motion.

Instead of selling “features,”
We sell freedom.

Instead of talking “systems,”
We speak simplicity.



OUR PROPOSITION

For digital hustlers, global earners, and everyday doers, Madhouse Wallet is the wallet that understands your pace.

It's quick to start, easy to trust, and made for the way you actually move money.

Making Money Move Like You Do.



CREATIVE TERRITORIES

BIG IDEA 1

Enter the Madhouse

Creative Platform: The home of fearless movers.

It's not just a wallet, it's a world built for people who make things happen their way.
This is an invites users into a bold ecosystem where control and creativity collide.

Emotion

Rebellion, pride, belonging.

Core Message

This is where energy meets money.
Where the unconventional thrive.



BIG IDEA 2

Move Like You Mean It

Creative Platform: Empowering deliberate motion.

Every tap, transfer, and payment is an act of intent. Madhouse stands with those who move with purpose.

Emotion

Determination, ownership,
control

Core Message

Not just movement, its, meaningful
movement





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