

Introducing!!!

PAY ESCROW

**“Trust is a huge setback for online
business transaction”**
e-commerce CEO

65% of online businesses acknowledge *Pay on Delivery (POD)* and *Cash on Delivery (COD)* as one of the biggest problems.

90% of customers that once patronized an online business confessed their doubt about payment before delivery transactions.

96% of respondents would prefer a better solution than (POD/COD).

58% of respondents prefer online transactions if a trustworthy solution is available.

Source:-Primary data



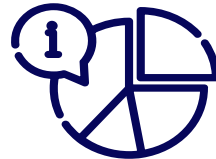
Product Vision Board

Target Group



- Online/Office Merchants
- E-Commerce
 - Individuals
 - Corporate
- Freelancers

Needs



- Buyer- Safe and secure payment system to stay in control of order
- Seller- Reduce rate of abandoned orders, guarantee customer commitment, save logistics cost, increase conversion rate and boost sales

Product



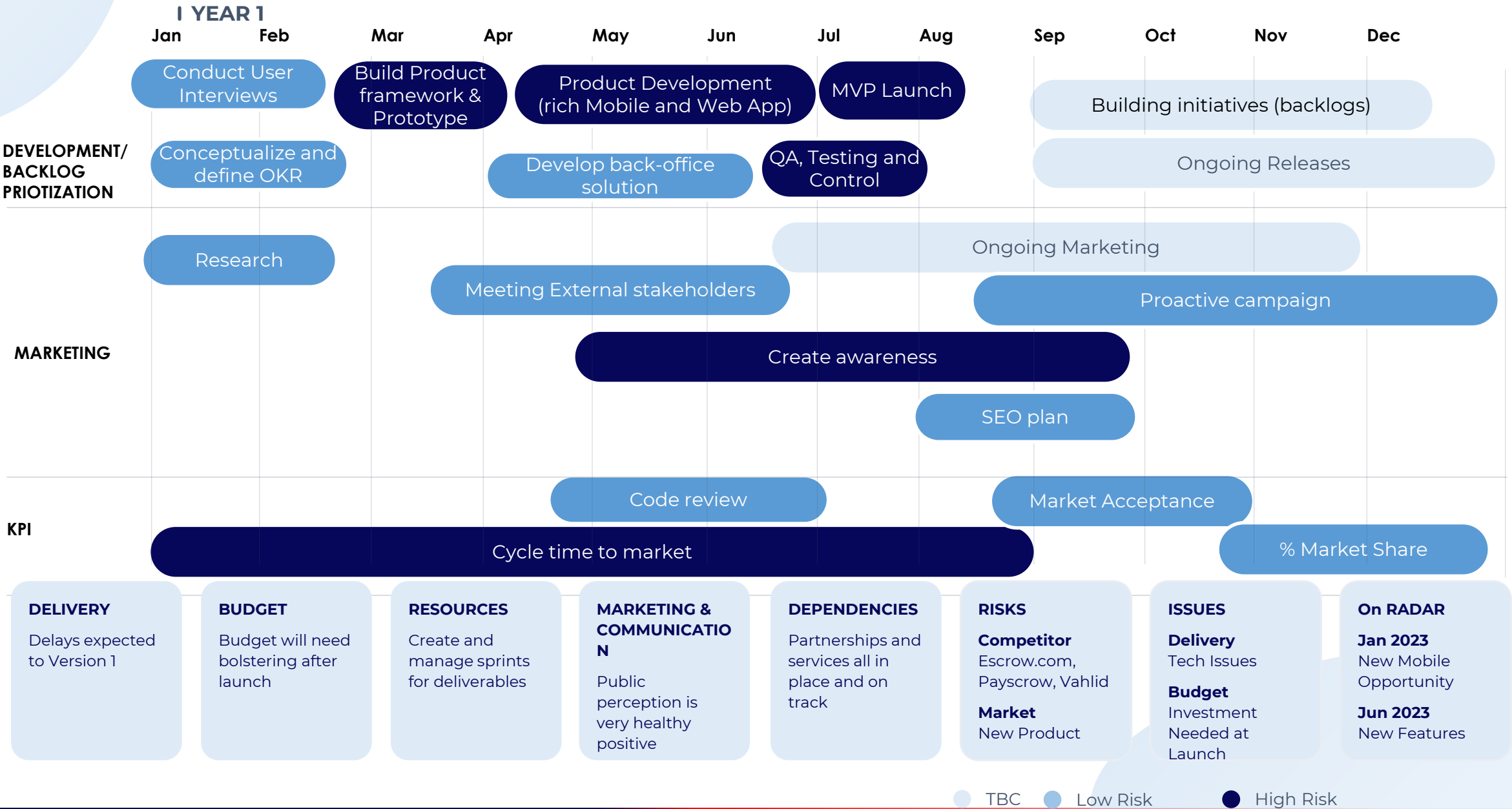
- Safe, secure and swift payment system
- Transaction tracking dashboard
- Real time notification

Business Goals

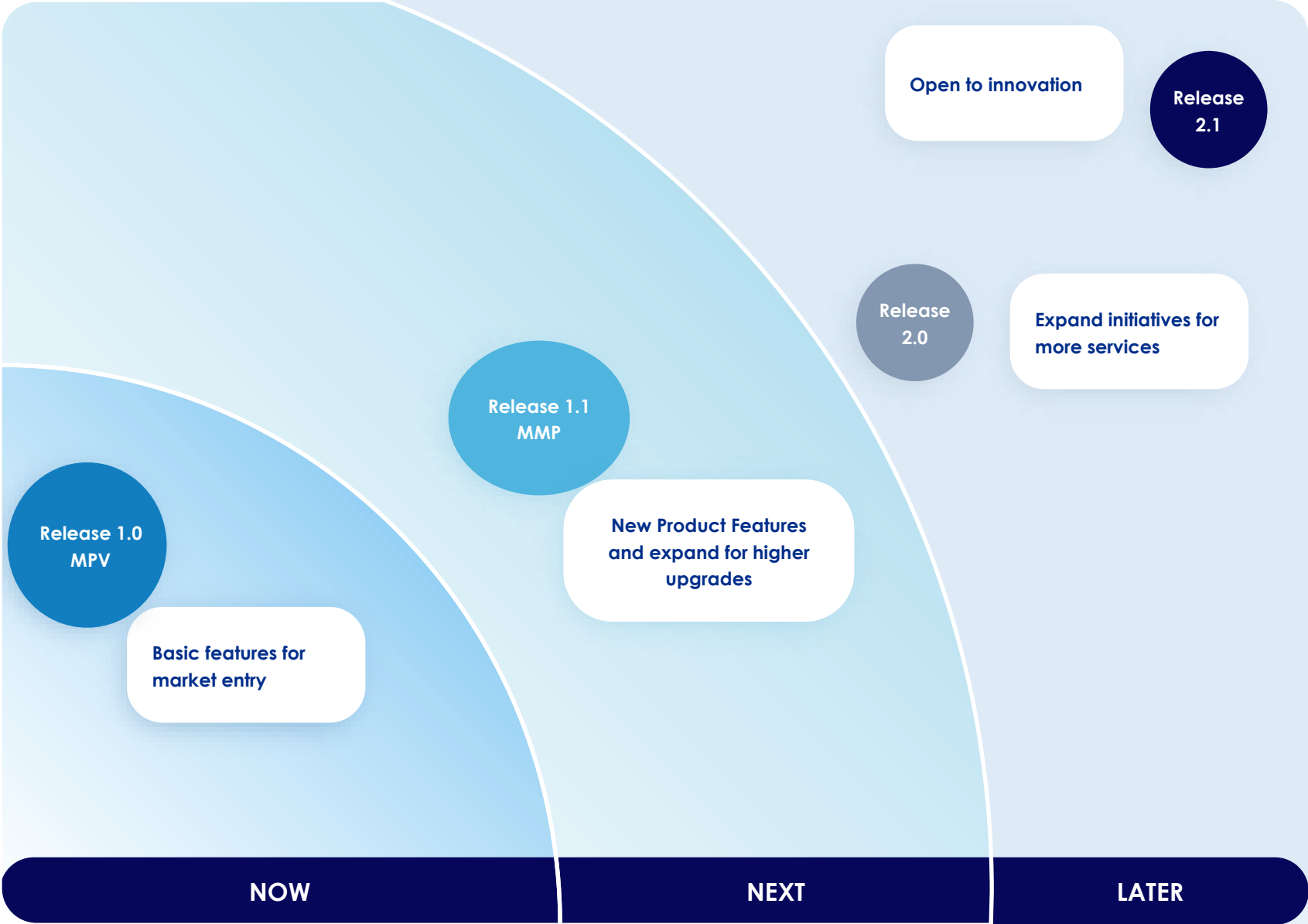


- Acquire market share with 3 million subscribers in the first year
- Complete 200 million counts of transactions in the first year
- Generate \$4 billion revenue in the first year

Product Roadmap



NOW-
NEXT-
LATER
ROADMAP



Customer Success and Product Engagement

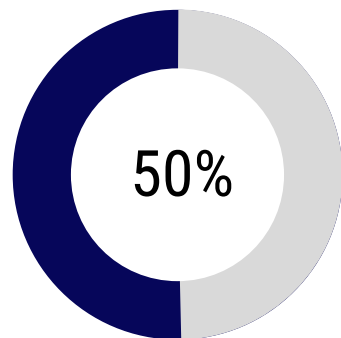
- Product Usage (Sign in frequency etc.)
- Retention and Churn rate
- % of Users who take a specific- action that matters
- Type of customers using certain features
- Response time to service assistance
- Quarterly Net promoter Score
- Dispute resolution

Business Oriented

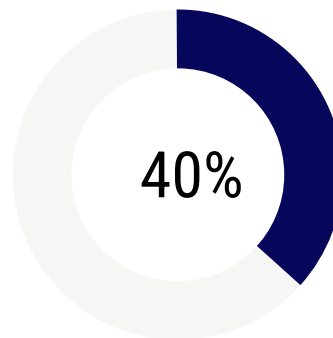
- Customer Acquisition Cost
- Customer lifetime value
- Monthly, Quarterly Recurring Revenue
- Average Revenue per User
- Conversion rate from adverts

Revenue Model

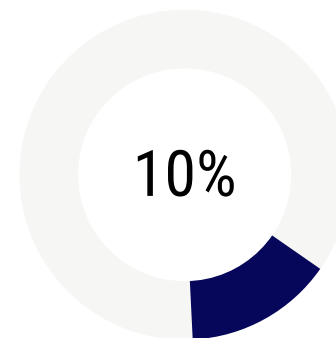
**Fee-for-Service
(Pay-per-usage)
Merchants and Buyers**



**API Subscription for
FIs, Large SMEs and
Corporates**



**Commission on
Contract Agreement**



Go-To-Market Strategy



Distribution and Outreach Channel

- Brand Positioning
- Email/Messaging
- Social Media
- Newsletters
- PR services
- Third-party awareness

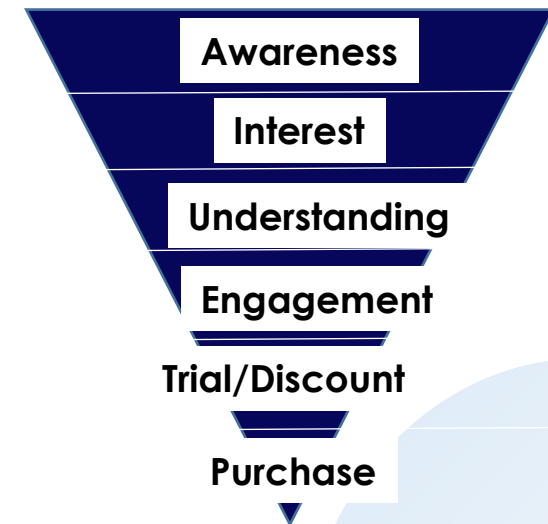
Target

- Online Merchants
- Large e-Commerce
- Banks and Fintech
- Existing Customers
- Freelancers

Action

- Focus on target groups to get traction
- Pay attention to feedbacks and reengineer

Marketing and Sales Cycle



Product Development Team (Core)

Product Management Team

- Set product vision, lead road map, conduct user test, lead the cross functional team, plan and deliver release, idea management, evaluation and feedback curation

Engineering Team

- Write codes, provide application infrastructure, assist to organize best API plugins

QA Team

- Test for Quality of product and features

Project Management Team

- To coordinate product build-up as a project alongside BA

Control/Audit/Compliance Team

- Ensure compliance with CBN policies and internal policies including PCIDS

Management

- Approval for adoption and buy-in to provide high sense of priority across product development team

Design Team

- To promote usefulness, usability, desirability and accessibility of product through design

Settlement/Clearing/Dispute Resolution Team

- Provide knowledge on existing process and how new product feature can sync.

On a journey to build full confidence
With doing business online.

THANK YOU!!!