

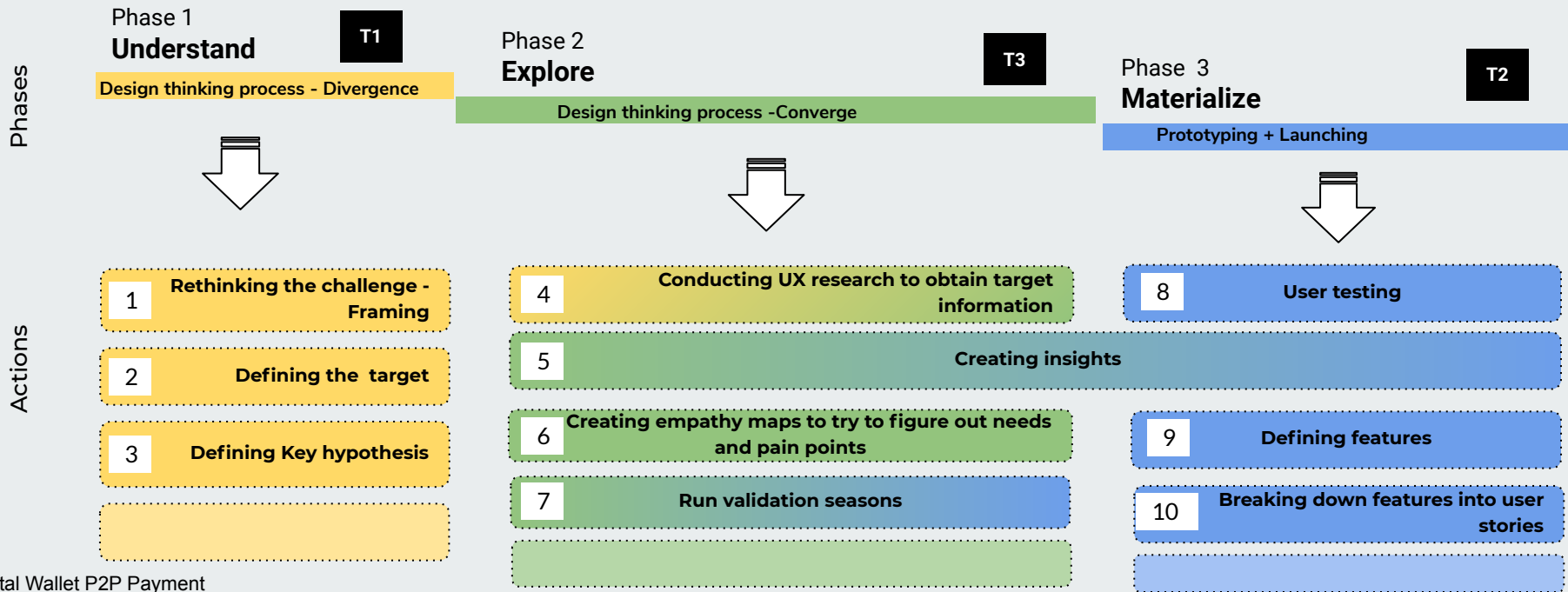
Product Roadmap to victory



Primary goal: Connecting all users, banked and unbanked.

The challenge: Develop a peer-to-peer payment solution that would have online money transfer

Outcome: Minimum sellable product



Go-to-market strategy

“Stay safe, pay contactless”: Transfer credits without contact pay at OXXO and find special offers.



We will promote the use of the app by combining social distance and rewards as a claim of war. We will use the buyer's journey to frame our G2MS.

Awareness

Advertising on Social Media, and OXXO

Interest

Creating Videos
Advertising on local stores

Consideration

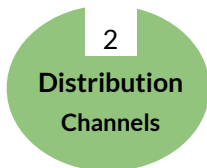
Ads on Local News
Live streaming

Decision

Sharing user reviews, pricing, and special offers

Buying

Free registration, transfer by using a phone #, in-app offers

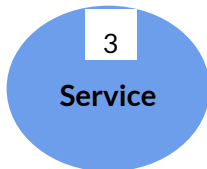


For partner stores, the payment commission fee should be less than the one from the payment gateway.

Phase 1

OXXO: transfer credits to your friends, receive a reward at OXXO.

Local business: transfer credits with the app, commission fee below payment gateway fee.



We will implement success metrics to track our performance; we will use this data to improve the buyer's journey and distribution channel. **ROI, ROAS, KPI (sales by week) and PI (down time/shutdown)**

Key Hypothesis to be validated



¿ Do we selected the correct target?



¿ Can the selected target live without cash?



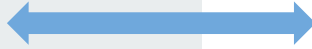
¿ Do other convenience stores will be interested in joining our platform?



Key risks

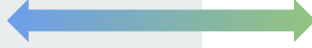
mitigation techniques

The designed solution is not successful.



We can try to pivot and focus on trying to solve another hypothesis or target segment.

Fraud & authentication.



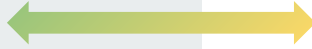
KYC - Fraud and loss prevention provider.

Prioritizing features.



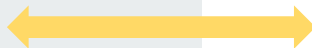
We can use the Cost of delay method.

Process, management, scalability.



We can implement an IT capability maturity framework.

Law, Governance, Anti money laundry compliance.



We can review the Fintech Law, regulators, and do legal diligence.



