

<p>PROBLEM</p> <p>#MoneyTransferOperators currently need to contract with separate distribution networks in each country</p> <p>#RecipientsAndSenders have a lot of friction and high transfer fee when sending money abroad</p>	<p>SOLUTION</p> <p>Unique API, generating a unique code that allows recipients to get their money at any retail location or on their digital wallet</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Fully digitalised money transfer aggregator with a physical network and partnerships in 11 countries in Africa</p>	<p>UNFAIR ADVANTAGE</p> <p>Existing physical network across 11 countries in Africa</p>	<p>CUSTOMER SEGMENTS</p> <p>#MoneyTransferOperators</p> <p>#RecipientsAndSenders</p>	
<p>EXISTING ALTERNATIVES</p> <p>Classic money transfer services like Western Union and MoneyGram with high friction, complex KYC and high transfer fees</p>	<p>KEY METRICS</p> <p>Transaction volume per partner per country</p> <p>Self serve transaction volume</p>		<p>CHANNELS</p> <p>#MoneyTransferOperators Direct B2B partnerships</p> <p>#RecipientsAndSenders digital marketing for a self serve platform/mobile app</p>		<p>EARLY ADOPTERS</p> <p>Fully digital banks and remittance services (Wise, remitly...)</p>
<p>COST STRUCTURE</p> <p>Salaries fixed (Software team, partnerships team, admin, finance back office)</p> <p>Servers (Scalable, depending on transaction volume)</p>			<p>REVENUE STREAMS</p> <p>Commission fee on any transfer processed through our API</p>		

