

SuperCloudPay

The Privacy Preserving Wallet in cloud era

Supervisor: Dr. K P Chow

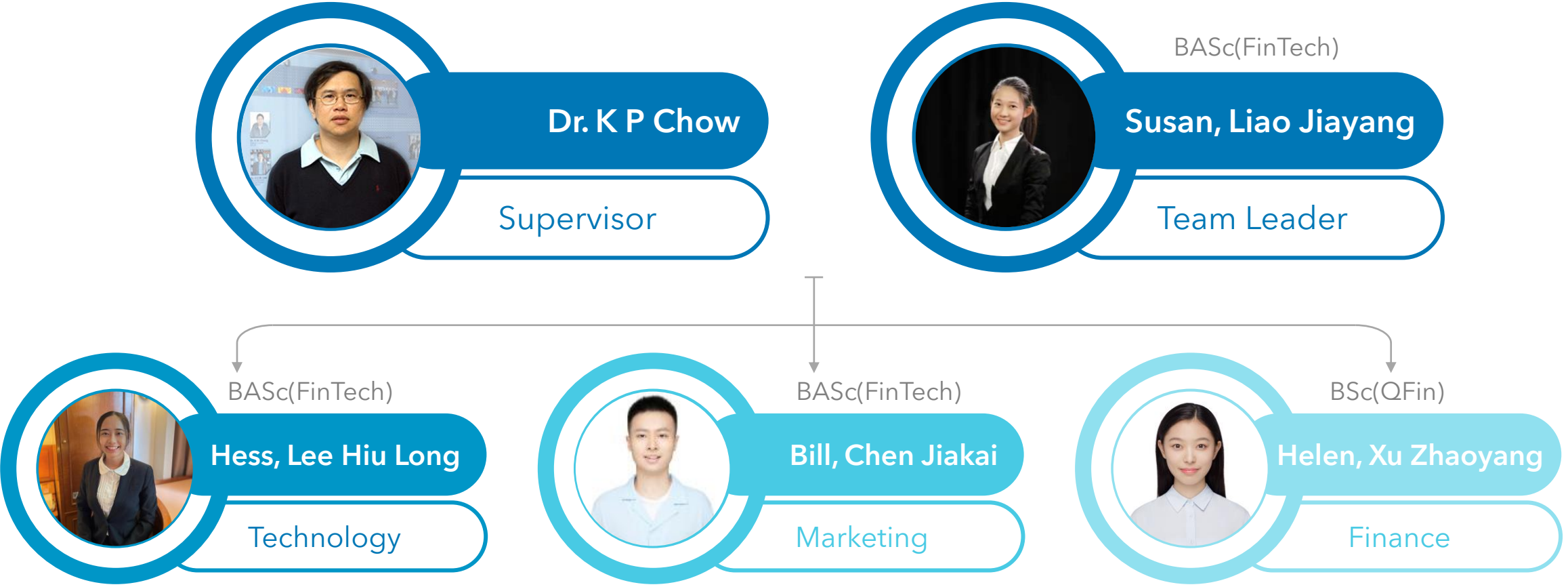
Team Members

Liao Jiayang, Susan
Chen Jiakai, Bill

Lee Hiu Long, Hess
Xu Zhaoyang, Helen

14th April 2022

Team Structure



Our Mission

Next Generation Wallet

New Trends in FinTech



数字人民币
E - CNY





Biden orders CBDC report from Fed and other agencies
© 11 MAR 2022



Markus Brunnermeier on the need for CBDCs
© 08 MAR 2022



Stablecoin risks raise need for CBDC research – Brainard
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Global
CBDC
Challenge

Organised by:  Ministry Authority of Singapore

Powered by:  

e-HKD



CBDCs



EUROPEAN CENTRAL BANK
EUROSYSTEM

Report on a digital euro

Cryptos



Clients' attitude towards privacy: WhatsApp criticism

WhatsApp fined \$266M by EU privacy watchdog over data breach

Ireland's Data Protection Commission said it found violations in the way WhatsApp explained how it processed users' and nonusers' data and how data was shared between WhatsApp and other Facebook companies.



The European Data Protection Board, a panel of European Union authorities, said in July that Facebook's practices linked to WhatsApp data should be examined 'as a matter of priority' by the Irish privacy watchdog [File: Bloomberg]

Telegram

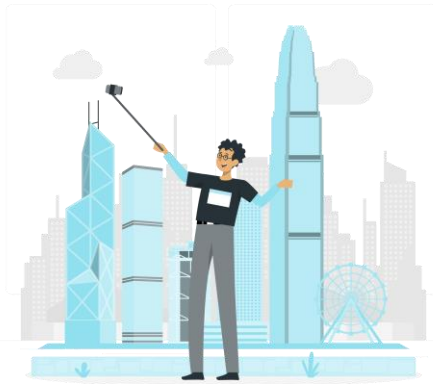


Signal

Demand of Cloud Synchronization: Trends to Multi-devices



Target Group



Hong Kong

Expand from the youth in Hong Kong to all Hong Kong people.



Greater Bay Area

All potential customers with cross-border payment demand and those who care about financial privacy.



Global

Cross-border merchants and customers all over the world.

Strong Demand for Digital Wallets & Improvements



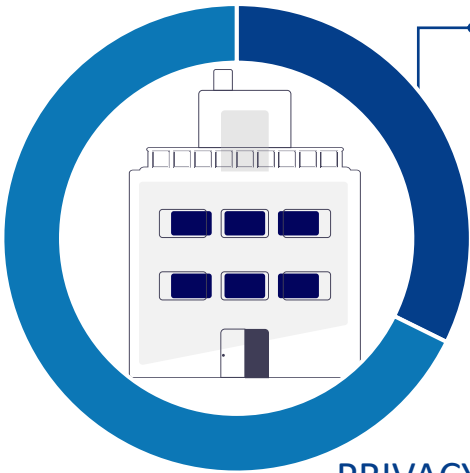
274 respondents



1st used payment method



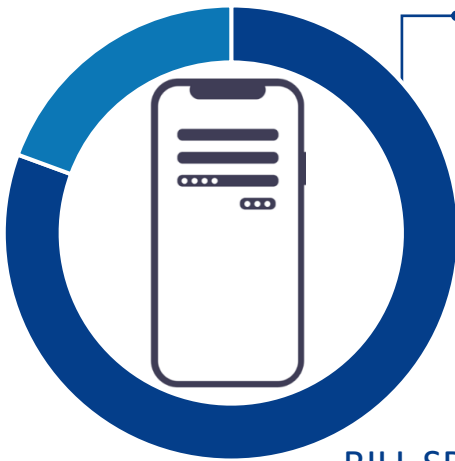
47.4% demands improvement
in mobile payment



32.3%

Among the respondents
who call for improvements,
one-third of them are
focusing on privacy and
security aspects.

PRIVACY



80.6%

of them highly value the
auto-bill splitting functions
provided by e-wallets.

BILL SPLITTING

Our Proposed Product

SuperCloudPay

Basic Functions

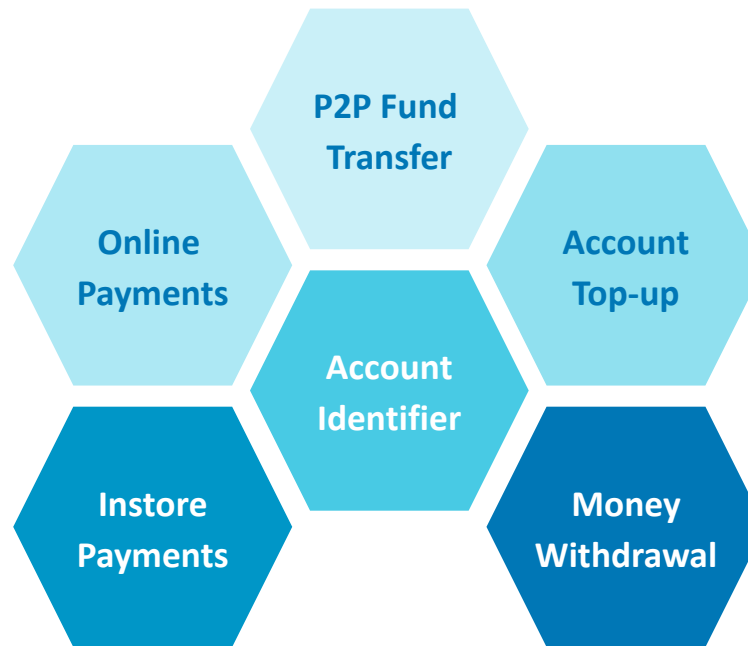
- Transfer by
 - Phone Number
 - Account Number
 - One-Time Identifier



- In-App
- Web (QR code)
- Bill payment



- User-Presented Mode
- Store-Presented Mode
- Dynamic Code
- Static Code



- Encrypted personal identifier
- Decrypt only for compliance needs



- Multiple Top-up offered
- Card, Octopus, FPS, etc.



- Capital refund offered
- Zero fee for small amount withdrawal



Unique Value Proposition



Privacy



Security



Convenience



Collaboration

Privacy Protection	Cloud-based	Financial Planning	Promise	Decentralised Authorisation	Bill Splitting
<ul style="list-style-type: none">• End-to-end encryption• Anonymized account for data storage	<ul style="list-style-type: none">• Seamless synchronisation across multiple devices• Resilience & security	<ul style="list-style-type: none">• Budget planning & management• User-friendly & Privacy preserving	<ul style="list-style-type: none">• Auto-payment by conditions <p><i>Never overdue your payment!</i></p>	<ul style="list-style-type: none">• Decentralised consensus logic in e-wallets• Offering shared wallet for user groups	<ul style="list-style-type: none">• Facilitate social activities by auto-bill splitting with friends

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Social Implications

Privacy

Security

Convenience

Collaboration

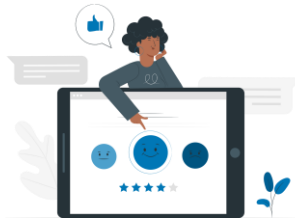


I



Strong Privacy
Protection for Users

II



Enhanced Payment
Experience

III



Decentralised
Collaborative Wallets

IV



Public Transparency for
Community Groups

V



Social Inclusion for
Unbanked Population

Industry Overview

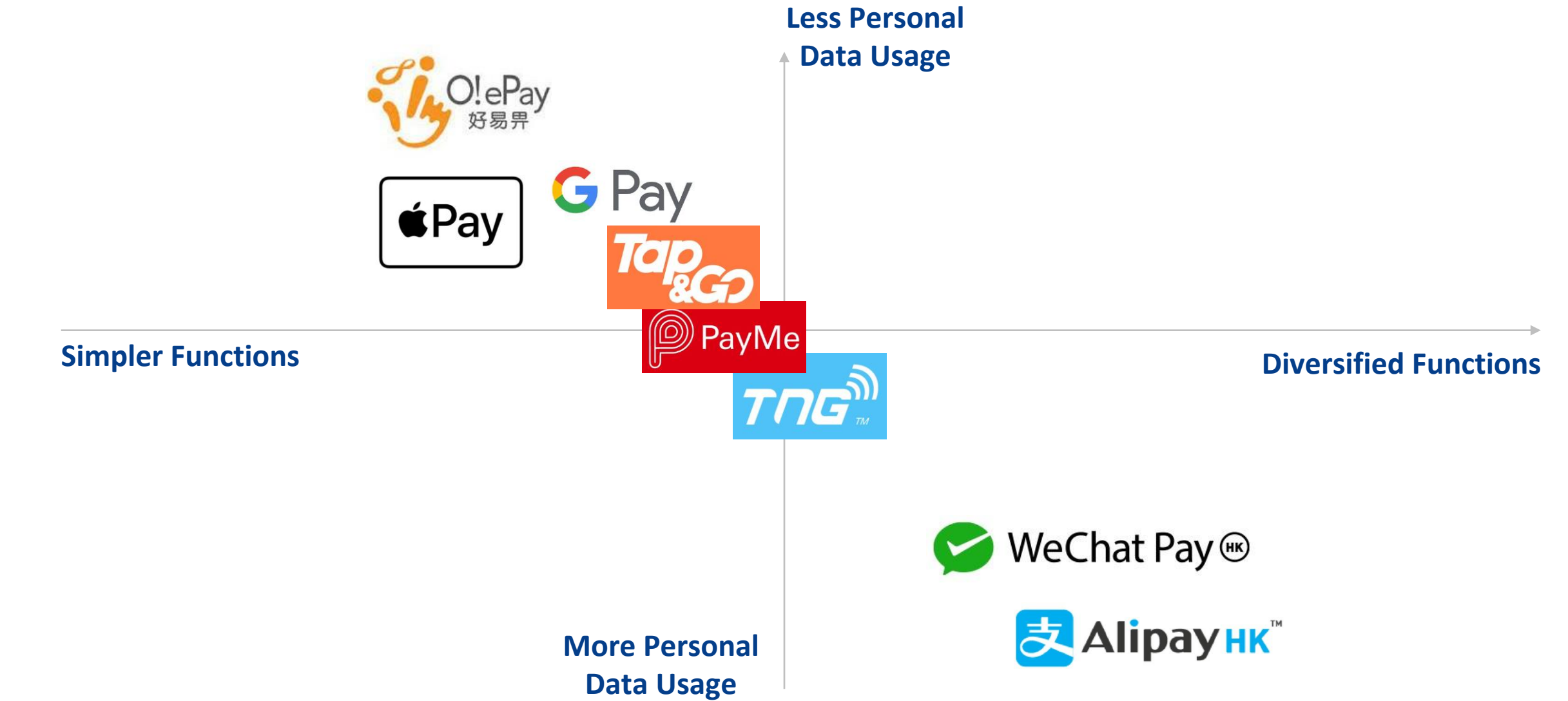
Competitor Analysis

Functionality Comparison with Competitors

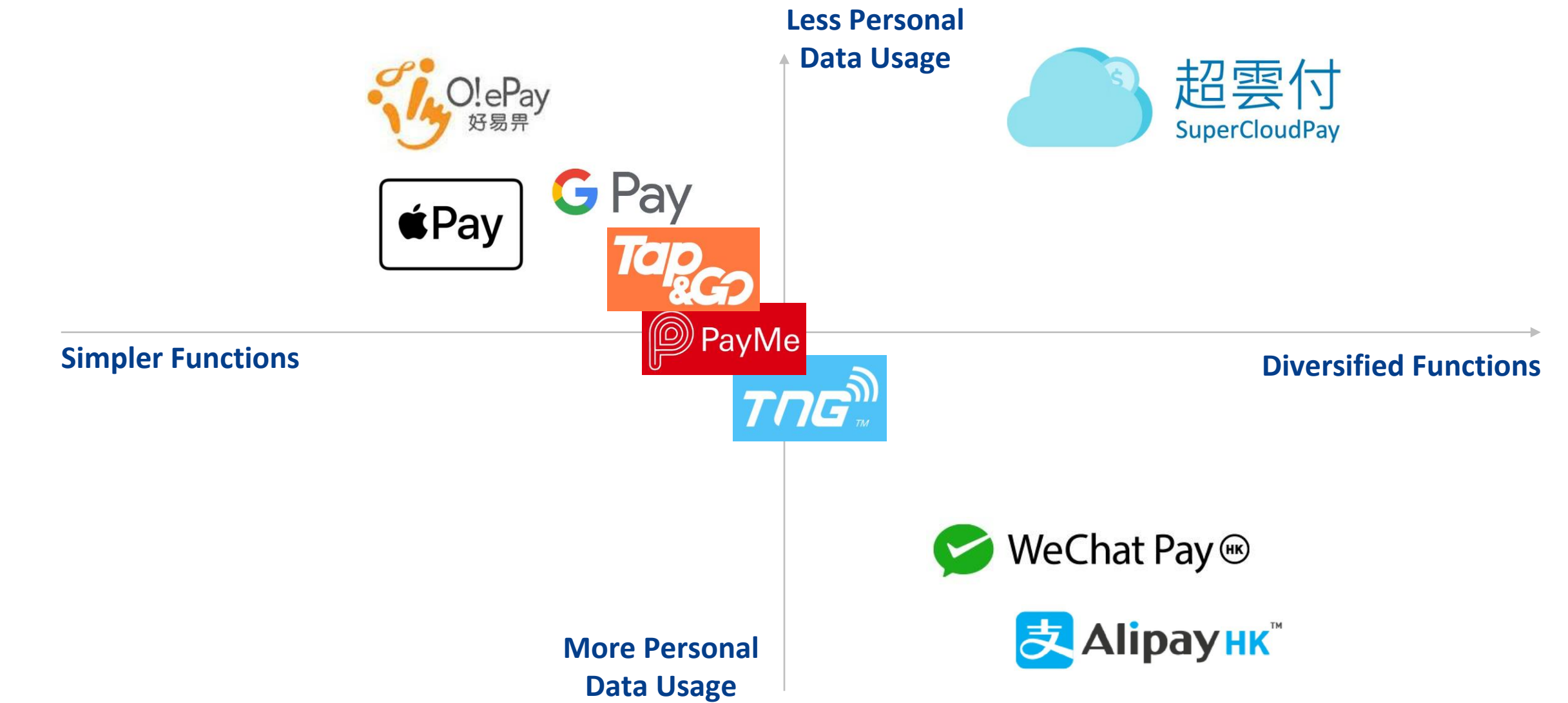


Basic Payment Functions					
Global Transfer					
Bill Splitting					
Cloud-based					
End-to-End Encryption					
Collaborative Wallet					
Financial Planning					

Positioning Map



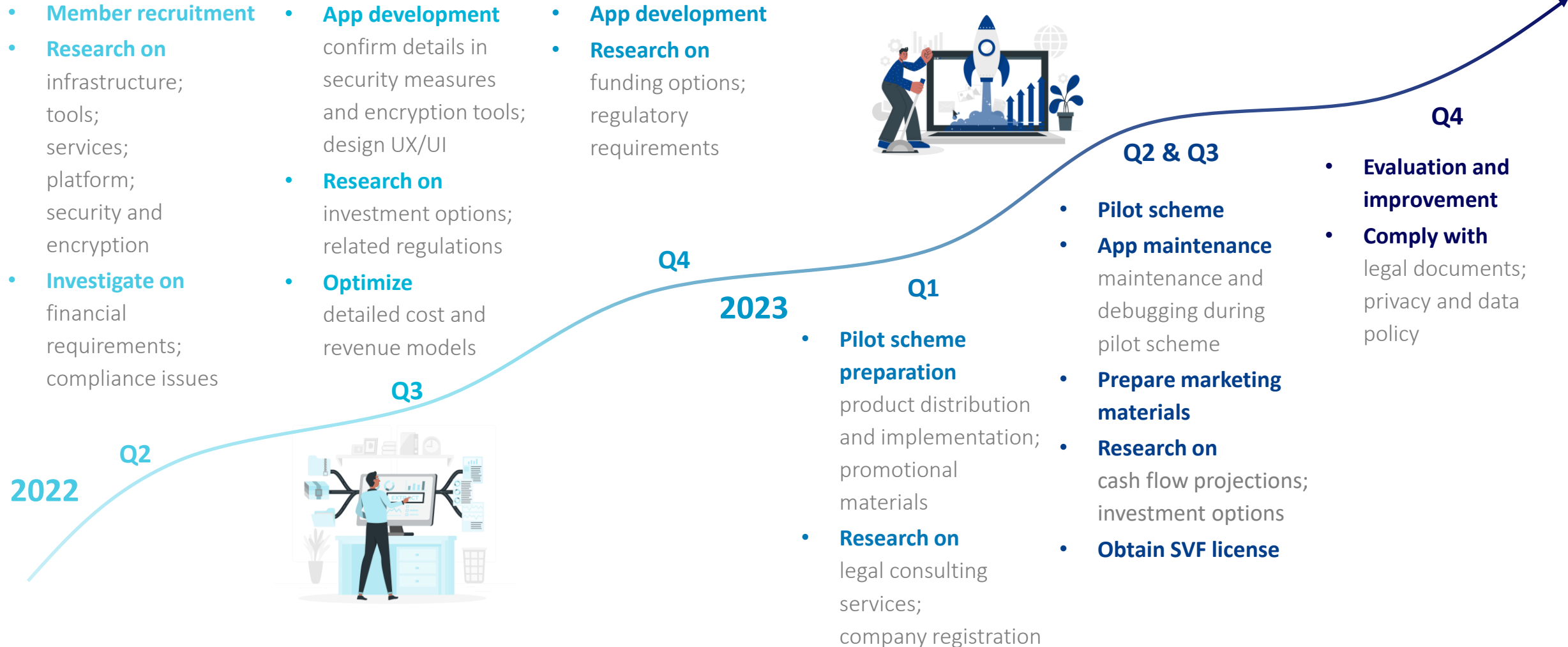
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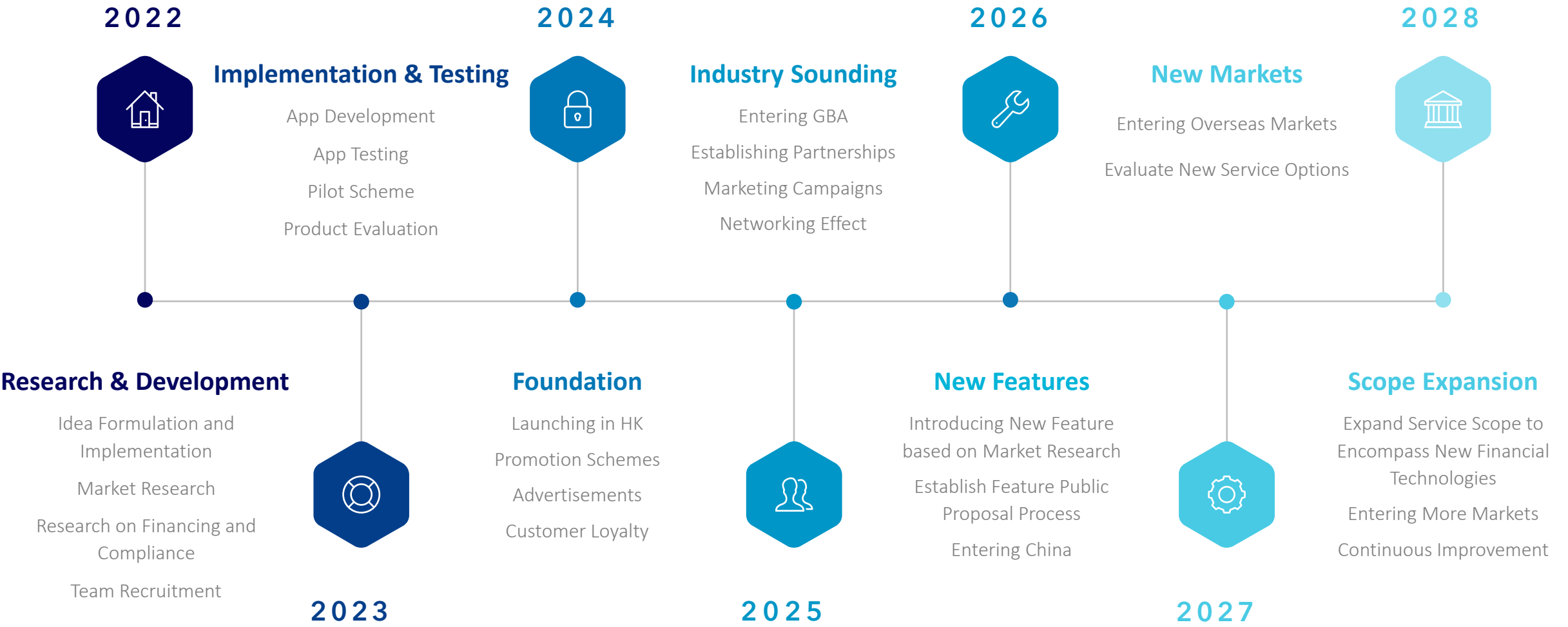
SuperCloudPay

Deployment Plan

Implementation Timeline



Milestones

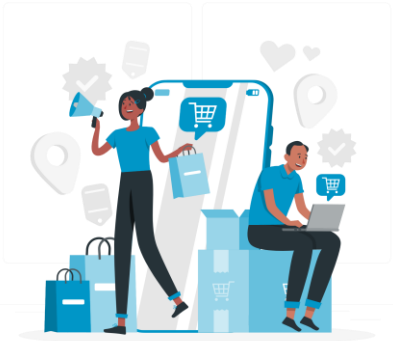


Marketing Plan

Promotional Stage

(2024 - 2025)

Give up parts of profit in exchange of customer loyalty



Individual customers

- One-time reward
- Mission-driven rewards
- Coupons
- Zero transaction fee

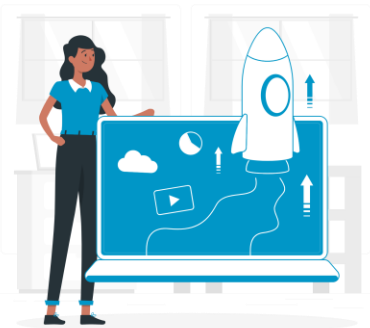
Merchants

- Zero or low fee
- Free customer data analysis and advisory services
- Free advertisement

Mature Stage

(2026 onwards)

Balance profitability and long-term subscribers



Content Marketing

- Customer education on privacy protection and e-wallet's benefit

Cobranding

- Advertise together with possible partners

Viral Marketing

- Social network advertising with the help of Internet celebrities

Direct Selling

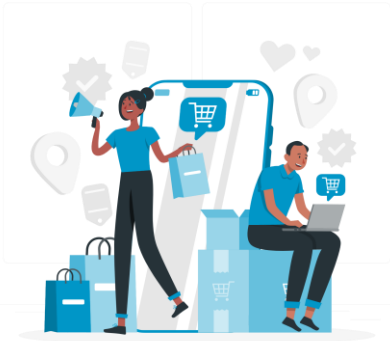
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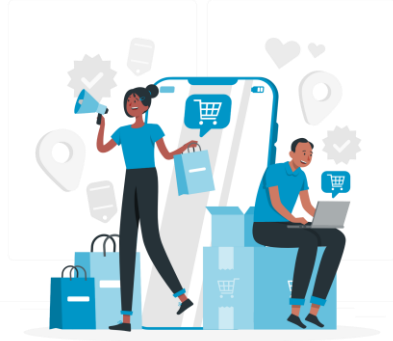
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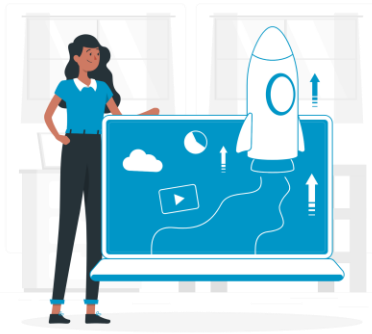
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Pilot Scheme

A six-month real-life implementation test on all functions of the product



Participants

- **Customers:**
HKU students and Staff
- **Merchants:**
Shops and restaurants in and around HKU and other potential partners



Benefits

- **Customers:**
Task-driven rewards;
All functions free to use
- **Merchants:**
Zero transaction fee;
Free data analysis service



Evaluation Scheme

- **Retrieving data:**
Feedback forms;
Optional user data submission
- **Analysis:**
Performance and security of the system



Follow-ups

- **Remaining balance:**
Refund to bank accounts
- **Personal data:**
Clear all data containing personal information
- **Rewards:**
Reward participants upon official launch

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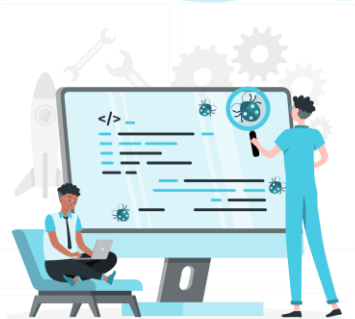
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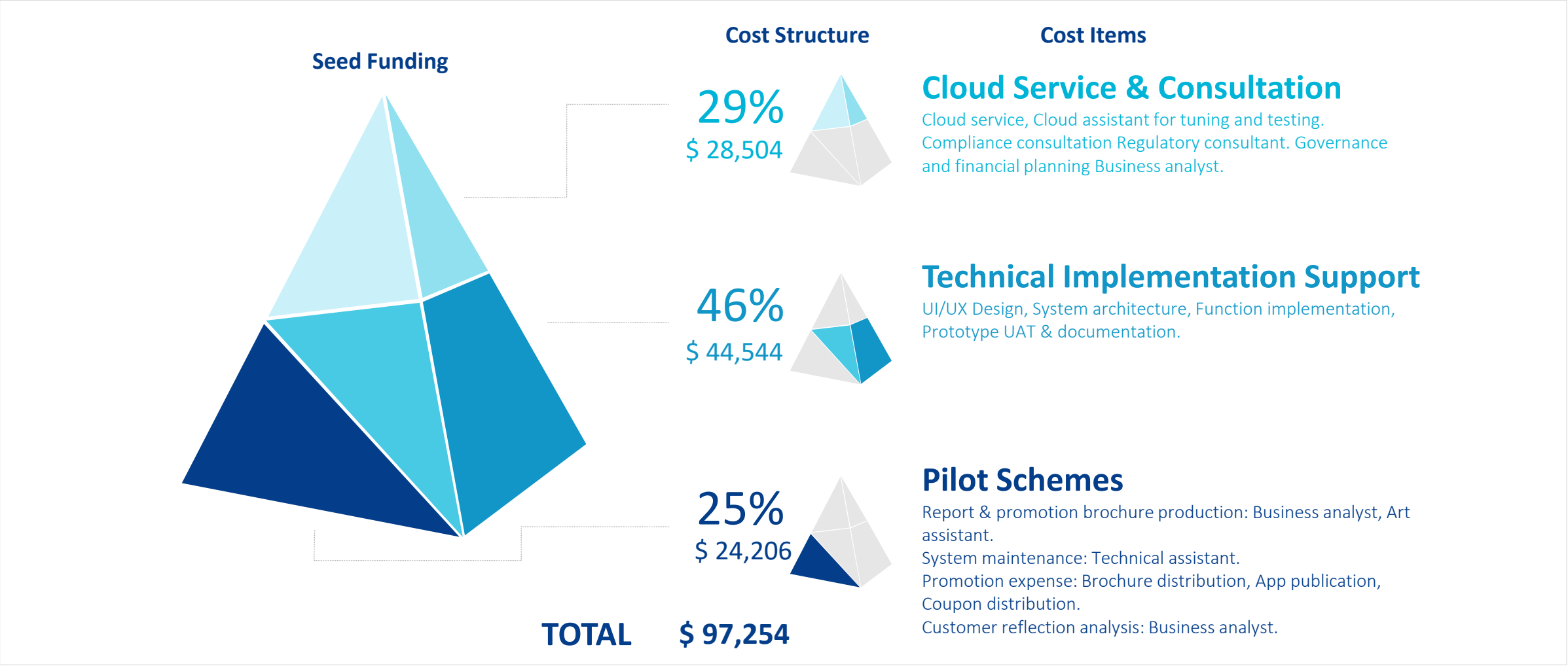
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SuperCloudPay

Financial Plan

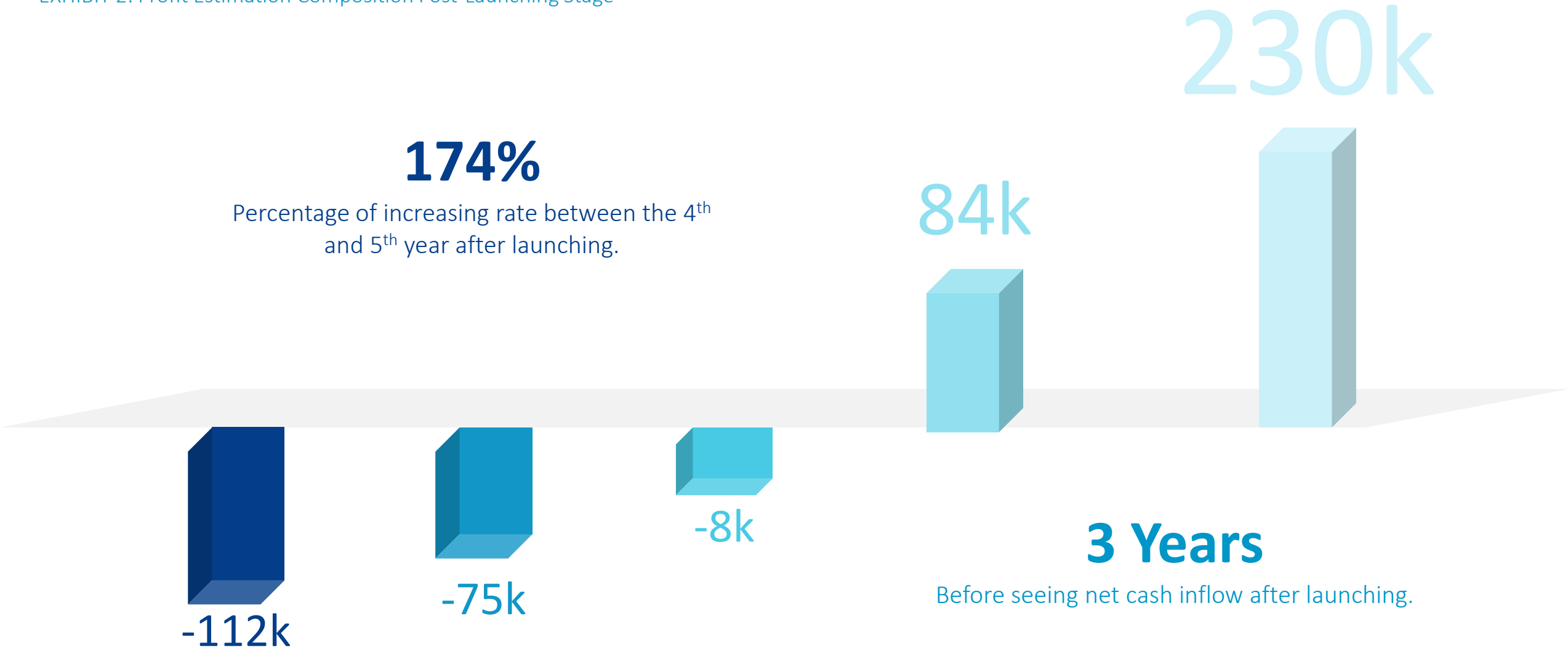
Budget Allocation

EXHIBIT 1: Cost Estimation Composition Pre-Launching

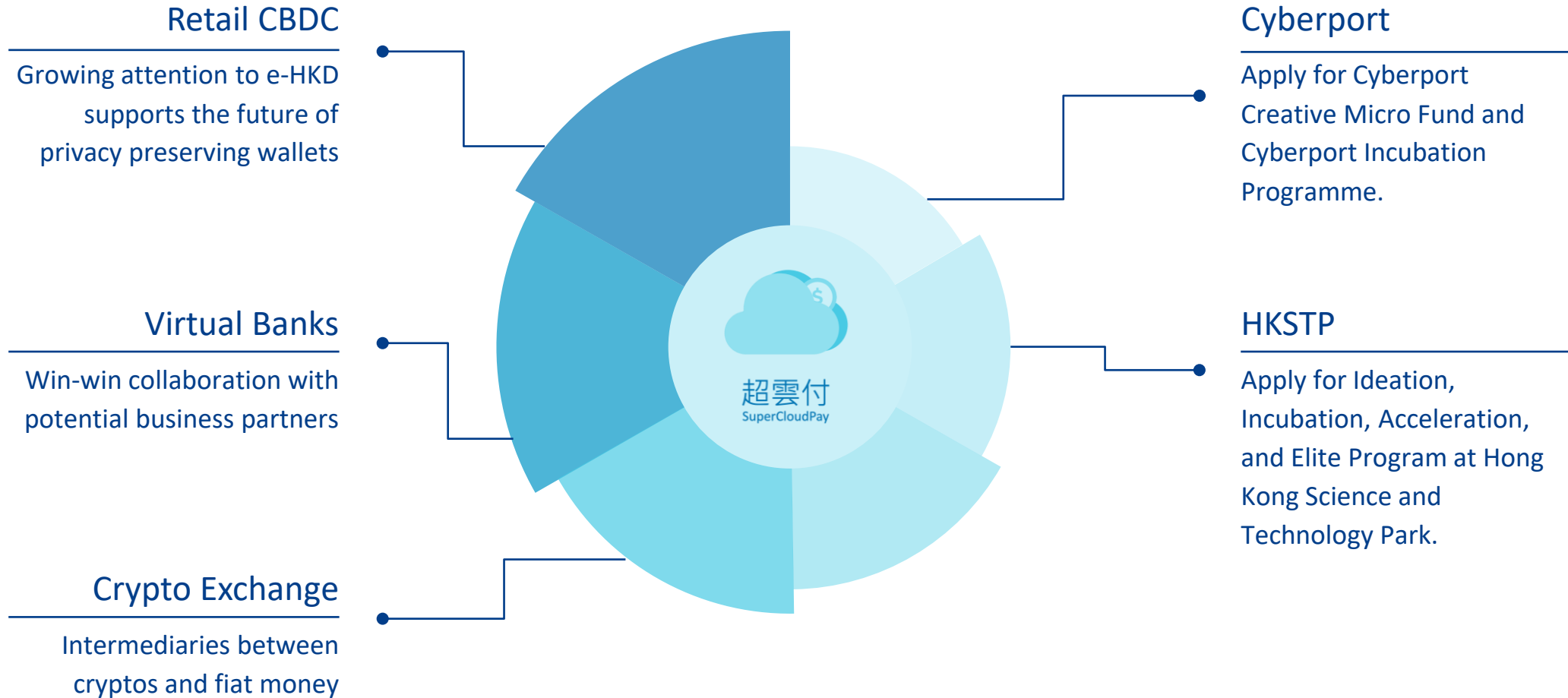


Profit Estimation

EXHIBIT 2: Profit Estimation Composition Post-Launching Stage



Future Plan



Thank you for listening!



Privacy



Security



Convenience



Collaboration

Q&A Session



Cost Estimation

Item	Position / Item Name	No. of Months/Units	Monthly Rate / Unit Price (HKD)	Subtotal
Technical implementation support of prototype				
UI/UX Design	UI developer	1	6,413	6,413
	Art assistant	1	6,066	6,066
System architecture	System architect	2	6,413	12,826
Function implementation	Software developer	3	6,413	12,826
Prototype UAT & documentation	Test Engineer	1	6,413	6,413
	Subtotal			44,544
Consultation and Financial Planning				
Compliance consultation	Regulatory consultant	0.5	9,360	4,680
Governance and financial planning	Business analyst	1	9,360	9,360
	Subtotal			14,040

Cost Estimation

Item	Position / Item Name	No. of Months/Units	Monthly Rate / Unit Price (HKD)	Subtotal
Cloud services adoption (2022 Q3-Year2 Q4)				
Cloud Service	Cloud service for pilot scheme	7	273	1,911
	Cloud assistant for tuning and testing	2	6,413	12,826
	Subtotal			14,464
Pilot schemes				
Report & promotion brochure production	Business analyst	0.5	9,360	4,680
	Art assistant	0.5	3,033	3,033
System maintenance	Technical assistant	1	6,413	6,413
	Subtotal			24,206
Total				97,254

Profit Estimation

	Promotional Stage		Mature Stage		
	2024	2025	2026	2027	2028
Total Revenues	120,000.00	180,000.00	240,000.00	360,000.00	540,000.00
Total Expenses	232,056.00	255,261.60	248,537.76	273,391.54	300,730.69
Net Profit	-112,056.00	-75,261.60	-8,537.76	86,608.46	239,269.31