INSTA PAY

'Easy way to transact
through Instagram
powered by Visa'

No reliable way to make payments when Purchasing via social media (Instagram)

Problem

Existing methods long and tiresome
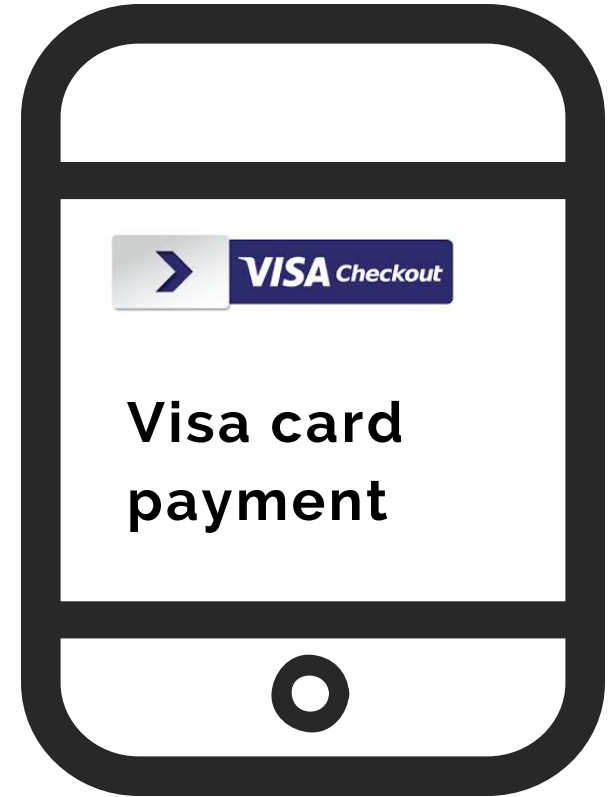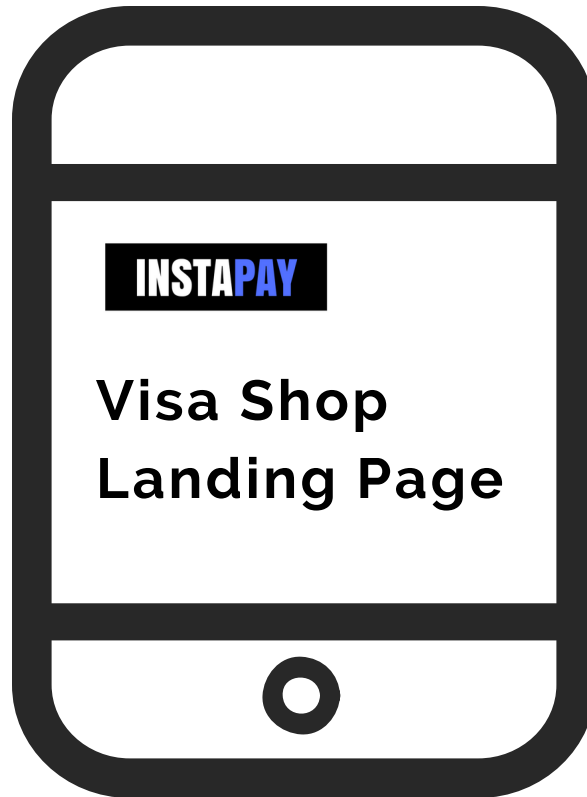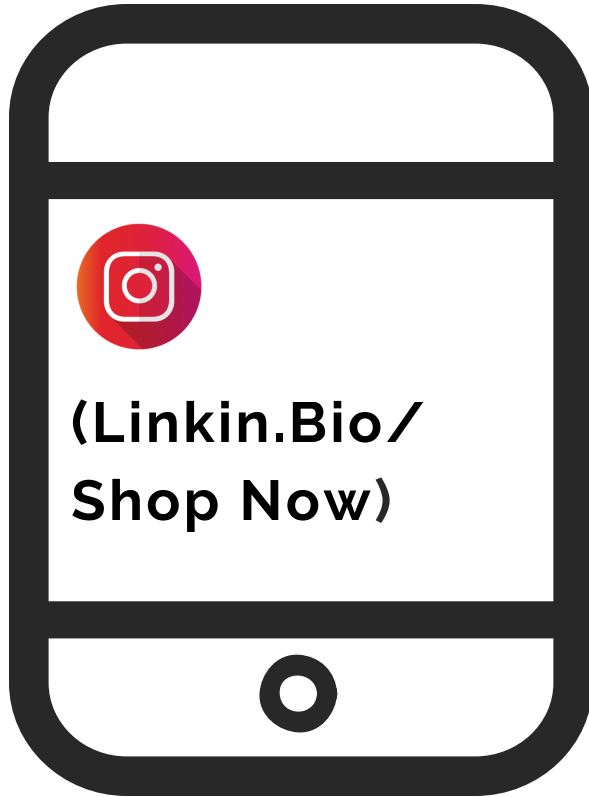
Back and Forth while making payment to purchase on IG

No trust

Risk of loosing the customer Half-way

Solution

Have a seamless Paying Platform - Cashless and Secure

(Linkin.Bio/
Shop Now)

INSTAPAY

**Visa Shop
Landing Page**

VISA Checkout

**Visa card
payment**
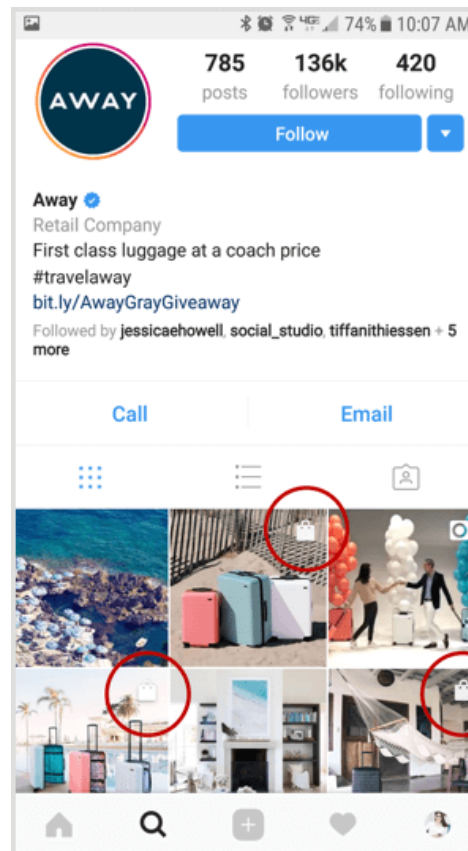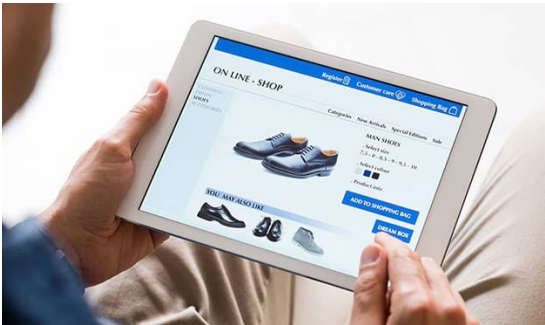
- **Profile of the store
owner,
Contact details
Use Instagram API to
fetch data**

Solution

See, Click , Pay, Get   INSTAPAY

How we intend to scale

Use bots on landing page to track customer journey and customer engagement

Integrate pin location to improve delivery

InstaPay

Value proposition

- **Easy way to buy Directly from Instagram from anywhere in the world**

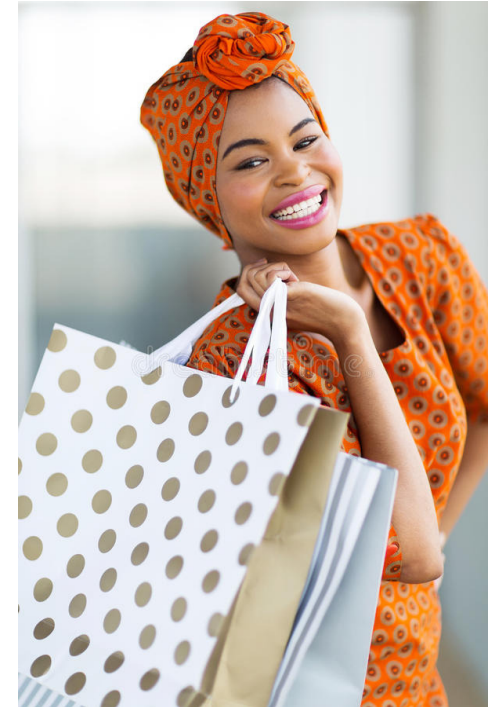- **Drive Traffic and make sales on Instagram by accepting digital payments from anywhere in the world**

Market size and opportunity

More Africans using social media to buy and sell

More small businesses in Africa to open up to a bigger market worldwide

Market size and opportunity

70% of the world connected via social Media ($30 B worldwide)

35% mobile penetration in africa

InstaPay

Get paid for using instagram