



Morty

# Pitchdeck

Algorand Build-A-Bull • November 2023

## SUMMARY

# Table of contents

1. Problem Statement
2. Solution
3. Product
4. Fact Page
5. Business Model
6. Market
7. Tools and Integrations
8. Team Morty
9. Conclusion

The Algorand Solution  
for your business



## PROBLEM STATEMENT

# The Core Problems



### Traditional banking inefficiencies

- "80% of African youths are unbanked (360 million people)", WHO.
- Chargebacks and accessibility.



### Breaking Changes in Web3 and overwhelming Documentations

- Compatibility of Web3 infrastructures with Web2.
- Web3 Developer experience, The early adopters challenge.

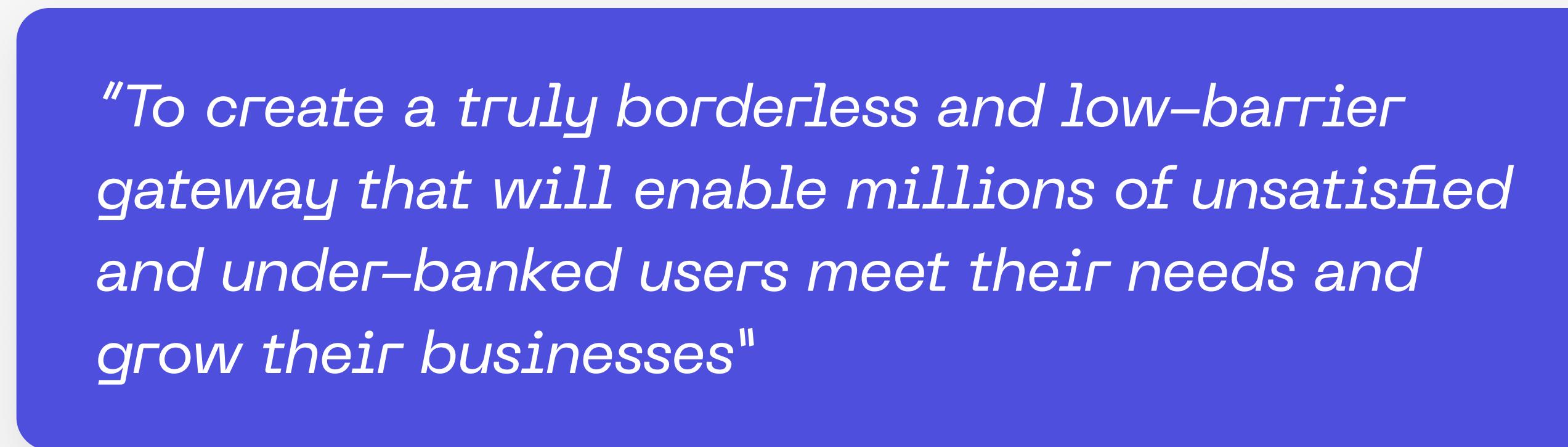


### Inter-Bank, Inter-Wallet (Cross-chain) Speed & the hindrance to exploring real life use cases

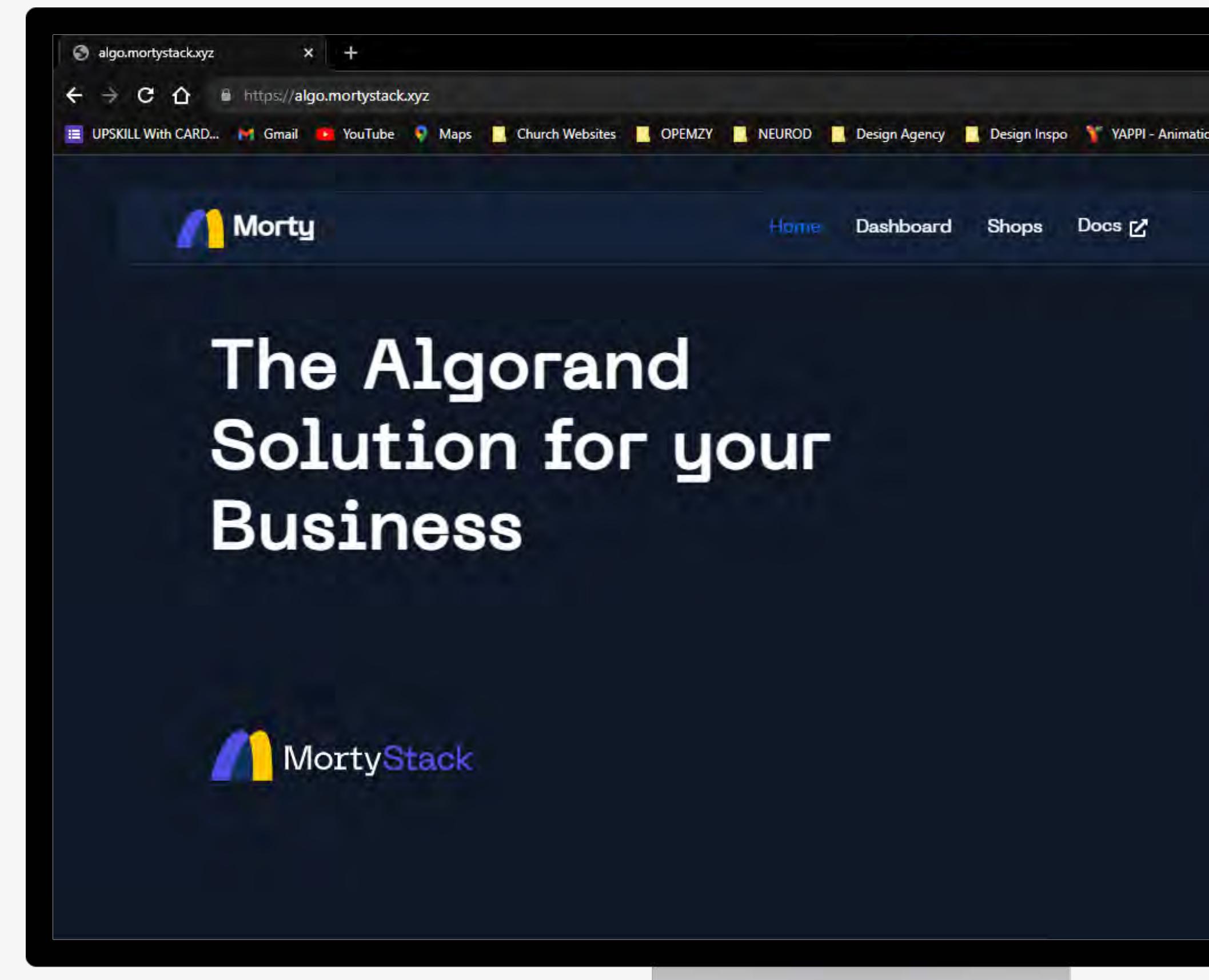
- Mass Adoption of Cross bridge and Interoperability in real word use case, beyond trade-fi and community defi protocols.

## SOLUTION

**At MortyStack, our mission is to commonize tokenized payments in real life Point of Sales**

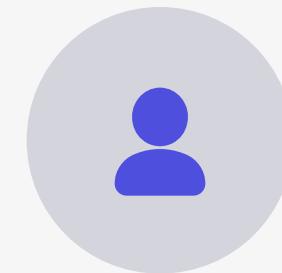


We're achieving this by bundling Algorand tools and smart-contract abstractions into a one-click button and a standalone dashboard for low-code integrations.

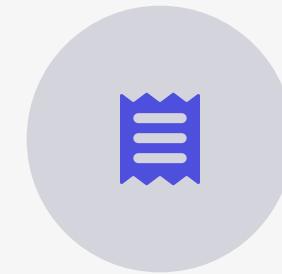


## SOLUTION

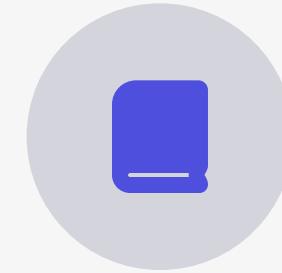
# We've delivered:



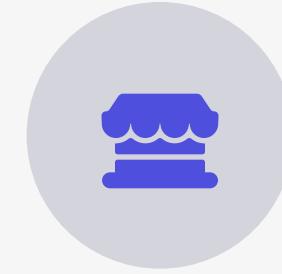
A Beginner-friendly SDK for self-hosting options



Quick invoice link-generator and POS Checkout pages on our website



Smart-contract controlled Assets: for multi-purpose use-cases, including NFT receipts and loyalty tokens. Deployed on Alogrand Testnet



Instant Morty-integrated-shops with sub-domains



## FACT PAGE

# Do you know?



During the Naira redesign in Nigeria,  
**millions of businesses  
and over a hundred  
million people**

were forced to find electronic ways  
to manage finances due to the chaos  
that ensued with most banking inter-  
bank processors.



## BUSINESS MODEL

# Competitive advantage

*"A disruptive token management smart contracts that prevents double debit/chargebacks, attests for pending offline transaction and opens a cross chain communication layer."*

Mortystack is delivering a fraud-proof system.

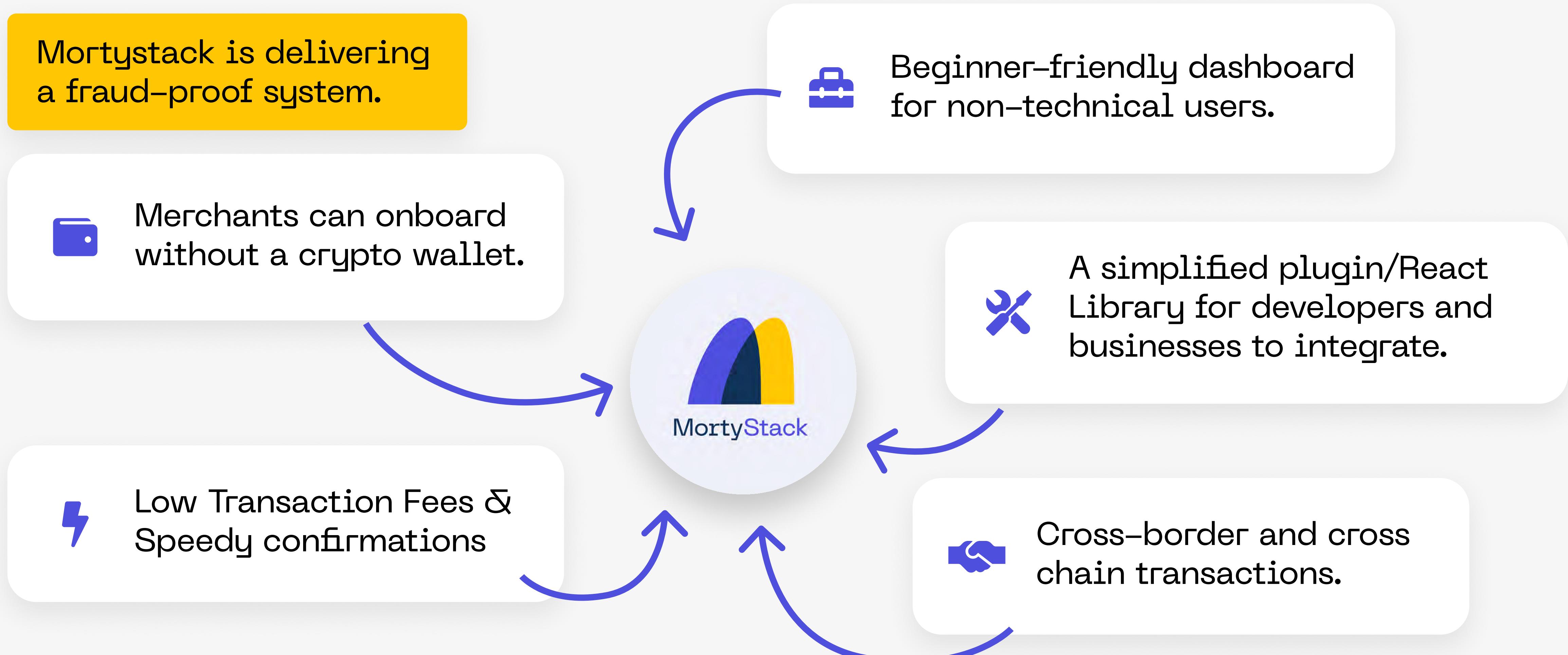
Merchant can onboard without a crypto wallet.

Low Transaction Fees & Speedy confirmations

Beginner-friendly dashboard for non-technical users.

A simplified plugin/React Library for developers and businesses to integrate.

Cross-border and cross chain transactions.



## BUSINESS MODEL

# Subscription plan

## Lite

- ✓ Email Notification
- ✓ Custom Indexer
- ✓ One Sub-domain shop
- ✓ 1000 requests limit/month
- ✓ Maximum of 3 custom assets aside Morty's registered assets (USDC, WETH, WMATIC)

Free

## Pro

- ✓ Opt-in Services (Email Notifications, Offline Caching Storage)
- ✓ Custom Indexer
- ✓ One Sub-domain shop
- ✓ Up to 5000 requests within a month
- ✓ Unlimited Custom assets integrations, including NFTs, loyalty tokens.

\$10/month

## MARKET

# Why invest in Africa?

Having a significant amount of team members from the continent. Sufficient to claim our payment model is uniquely appropriate for the African market, and for the following reasons more so we understand better.

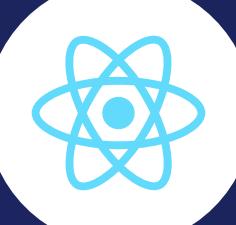
1. Most foreign payment systems appear to lack cultural humility when it comes addressing poverty in Sub-Saharan Africa and **what businesses in Africa needs to survive.**
2. We believe the world's poorest should be given opportunities and not inevitably bad loans.
3. Cryptocurrency adoption in Africa has been impressive.
4. Social equity in finance for the underbanked in Africa and similar developing regions in the world: Being able to access goods and services should be a fair share of human dignity.
5. Sub-Saharan Africa boasts the fastest-growing smartphone market in the world, with mobile phone adoption in Africa waxing strong. Sub-Saharan Africa has 747 million SIM cards, making up 75% of the continent's population and 6.6% of global smartphone sales.

*"Africa the cradle of mankind and the future civilization."*



## TOOLS AND INTEGRATIONS

TEALScript



AlgoKit

## TEAM MORTY

# MortyStack is championed by well-rounded builders

MortyStack is a Global Solution that's started from the heart of Africa, Nigeria and is hoping to continue its spread to more regions with similar constraints



TECH LEAD

### **Godson Ani**

Full Stack Developer, Co-founder Dreampiper community (Web3)  
*Previous Algorand experience-* (Morty Wallet, Algorand Chaincraft)



RESEARCH & MARKETING LEAD

### **Hawgaaa**

Msc Student,  
University of Bristol



DESIGN LEAD

### **Blossom David**

Brand/Product Designer,  
Architect, (First-class honours)



PRODUCT LEAD, AUTHOR  
(MORTYSTACK'S WHITEPAPER)

### **Chibuzor Martins**

Radiographer, Blockchain and contemporary writer.  
*Previous Algorand experience-* Algoperfee (Elevating Algorand NFT Space)

*"No one understands and knows Africans more than Africans. We have the capacity to solve our own problems."* –Kofi Annan

FINAL WORDS!

# Conclusion

To compete on a global scale, businesses in every region should be given a model that puts their cultural backgrounds into perspective.

Cultural diversity and traditions make up the complexity of every multi-faceted environment. All this should never be overlooked when serving the people.





# Morty



[admin@mortystack.xyz](mailto:admin@mortystack.xyz)



+234 810 908 0074



<https://mortystack.xyz/>

# Thanks for your attention !