



Empowering Social Financial Interactions with Smart Splitting Solutions

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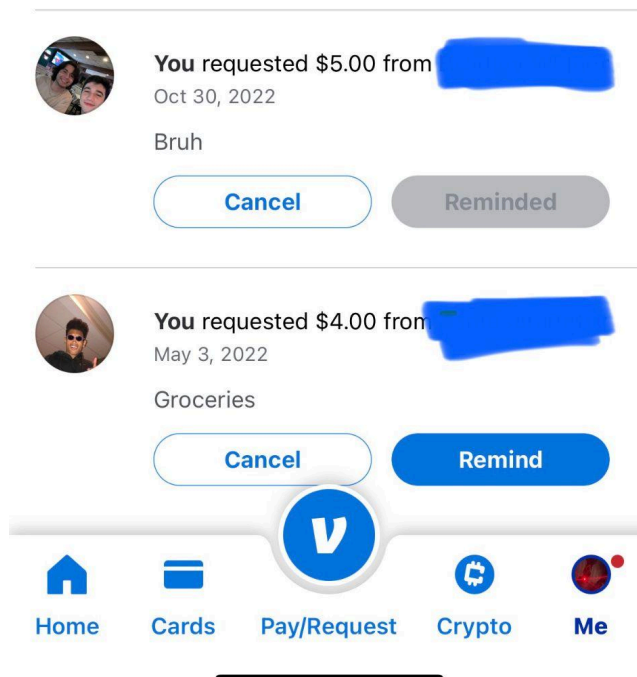
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Introduction

As we enter 2024, the mobile payment sector is poised for exponential growth, with an estimated market size of \$2.98 trillion. Consumers are seeking new solutions that enhance user experience while providing security and transparency. Despite the abundance of mobile payment processing solutions, a significant gap exists in features tailored for group transactions.

Consider a scenario where eight friends are dining together at a fast-food restaurant but order separately. The staff must process each order individually, slowing down the cooking process and causing delays in service. This inefficiency not only frustrates customers but also hampers the restaurant's ability to serve more patrons promptly. If the group could consolidate their orders into a single transaction, the process would be smoother and more efficient for everyone involved.

Now, suppose one friend pays for the entire group. The others might reimburse this person through bank transfers that take days to process or use social payment apps like Venmo, Cash App, or Zelle. Often, with larger groups, it's unlikely that the payer will receive all their money back promptly. While apps like Venmo and Cash App allow users to send payment requests, these requests can go unnoticed, unaccepted, or unaddressed for extended periods. This lack of accountability places an unfair burden on the initial payer, who must awkwardly remind friends to settle their debts.



Additionally, when transferring funds to a bank account, these platforms may charge a fee for instant processing, which users often pay to access their money immediately. This fee represents an additional cost not shared by the group, disproportionately impacting the

purchaser. The absence of collective billing features further complicates group transactions, highlighting the need for innovative solutions to enhance the group payment experience.

Problem Statement

The current landscape of mobile payment solutions fails to adequately address the complexities of group transactions. Key issues include:

- Inefficient Transaction Processing: Multiple individual payments slow down service in retail and dining establishments.
- Delayed Reimbursements: Payers often wait extended periods to be reimbursed, leading to financial strain and awkward social interactions.
- Lack of Accountability: Existing platforms do not enforce payment obligations, leaving payers vulnerable to unpaid debts.
- Additional Fees: Instant transfer fees disproportionately affect the initial payer, adding unnecessary costs.
- Absence of Collective Billing: No seamless way to manage and execute group payments efficiently.

Value Proposition

Slush is a mobile platform designed to tackle these challenges head-on. By utilizing a transaction-splitting API from Helcim, Slush revolutionizes group funding by enabling users to invite an unlimited number of friends to participate in a collective financial goal. Key features include:

- Secure Authorization: Each member's contribution is securely authorized upfront, ensuring that funds are only spent when the group's objective is achieved.
- Immediate Access: Upon reaching the goal, Slush loads the collected amount onto a prepaid Apple Wallet card, available as a virtual card for instant digital use or as a physical card for broader spending options.
- Transparent Tracking: Users can monitor the group's progress in real-time, enhancing engagement and accountability.
- Seamless Integration: Slush integrates with existing payment systems and digital wallets, ensuring a smooth user experience without the need for additional apps or platforms.

How Slush Works

1. *Initiate a Group Goal*: A user creates a new group expense and sets a financial target.

2. *Invite Participants*: Friends are invited to join the pool via contacts or social media integrations.
3. *Secure Contributions*: Each participant authorizes their contribution, which is held securely until the goal is met.
4. *Goal Achievement*: Once the collective contributions meet the target, funds are released.
5. *Access Funds*: The total amount is loaded onto a prepaid Apple Wallet card for immediate use.
6. *Transaction Completion*: The group can now make purchases efficiently, using a single transaction that benefits both the users and the merchants.

Features

- Unlimited Participants: Invite as many friends as needed for any group expense.
- Real-Time Notifications: Keep everyone updated on the funding progress with push notifications.
- Automatic Reminders: Gentle nudges ensure participants don't forget their commitments.
- Flexible Spending Options: Choose between a virtual or physical prepaid card based on spending needs.
- Security Compliance: Leveraging Helcim's secure API ensures all transactions are protected and compliant with financial regulations.
- User-Friendly Interface: Intuitive design makes managing group expenses straightforward and hassle-free.

Competition Differentiation

Venmo

Limitations:

- Lacks enforced accountability; payment requests can be ignored.
- Charges fees for instant transfers, burdening the payer.
- Does not support collective billing or pooled funds for group transactions.

Slush Advantage:

- Enforces commitment through secure authorization of funds.
- Eliminates the need for instant transfer fees by providing immediate access to pooled funds.
- Supports collective billing, streamlining group payments into a single transaction.

Cash App

Limitations:

- Similar to Venmo, it lacks mechanisms to ensure participants fulfill payment requests.
- Instant transfer fees apply, affecting the payer disproportionately.
- No feature for creating shared financial goals or pooled funds.

Slush Advantage:

- Securely holds authorized contributions until the group goal is met.
- Provides instant access to funds without additional fees.
- Facilitates shared financial goals, enhancing group collaboration.

Splitwise

Limitations:

- Focuses on expense tracking rather than payment processing.
- Users still need to settle balances through separate payment apps.
- No immediate access to funds or collective spending options.

Slush Advantage:

- Combines expense tracking with payment processing in one platform.
- Eliminates the need for multiple apps by integrating funding and spending.
- Offers immediate access to pooled funds via prepaid cards.

Marketing Analysis

The mobile payment industry is experiencing rapid growth, with a significant portion driven by peer-to-peer (P2P) payment apps. However, a gap exists in solutions that cater specifically to group transactions and collective spending. Slush targets this niche by offering:

- Target Audience: Social groups, college students, event organizers, and anyone involved in group activities requiring shared expenses.
- Market Entry Strategy: Leverage social media marketing and partnerships with universities and event platforms to reach early adopters.
- Competitive Edge: Unique combination of secure fund pooling, immediate access to funds, and seamless group transaction processing.
- Growth Potential: High, given the increasing trend of shared experiences and the gig economy, where group payments are common.

Security and Compliance

- Data Protection: Utilizes encryption protocols to safeguard user data and transaction information.
- Regulatory Compliance: Adheres to financial regulations, including KYC (Know Your Customer) and AML (Anti-Money Laundering) policies.
- Secure API Integration: Partners with Helcim for reliable and secure transaction processing.
- User Authentication: Implements multi-factor authentication to prevent unauthorized access.

Conclusion

Slush addresses a critical gap in the mobile payment industry by offering a smart, secure, and efficient solution for group transactions. By empowering users with tools to manage collective expenses seamlessly, Slush not only enhances the user experience but also brings tangible benefits to merchants through streamlined transactions. With its innovative features and strong value proposition, Slush is poised to redefine social financial interactions in 2024 and beyond.

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