

A photograph of a classroom. In the foreground, the backs of several students' heads are visible as they sit at wooden desks. They are wearing blue and white checkered school uniforms. In the background, a teacher in a white shirt is standing and writing on a chalkboard. The room is brightly lit, likely by natural light from a window on the left.

Business model and revenue stream

MoJambo!

whitepaper

MoJambo!

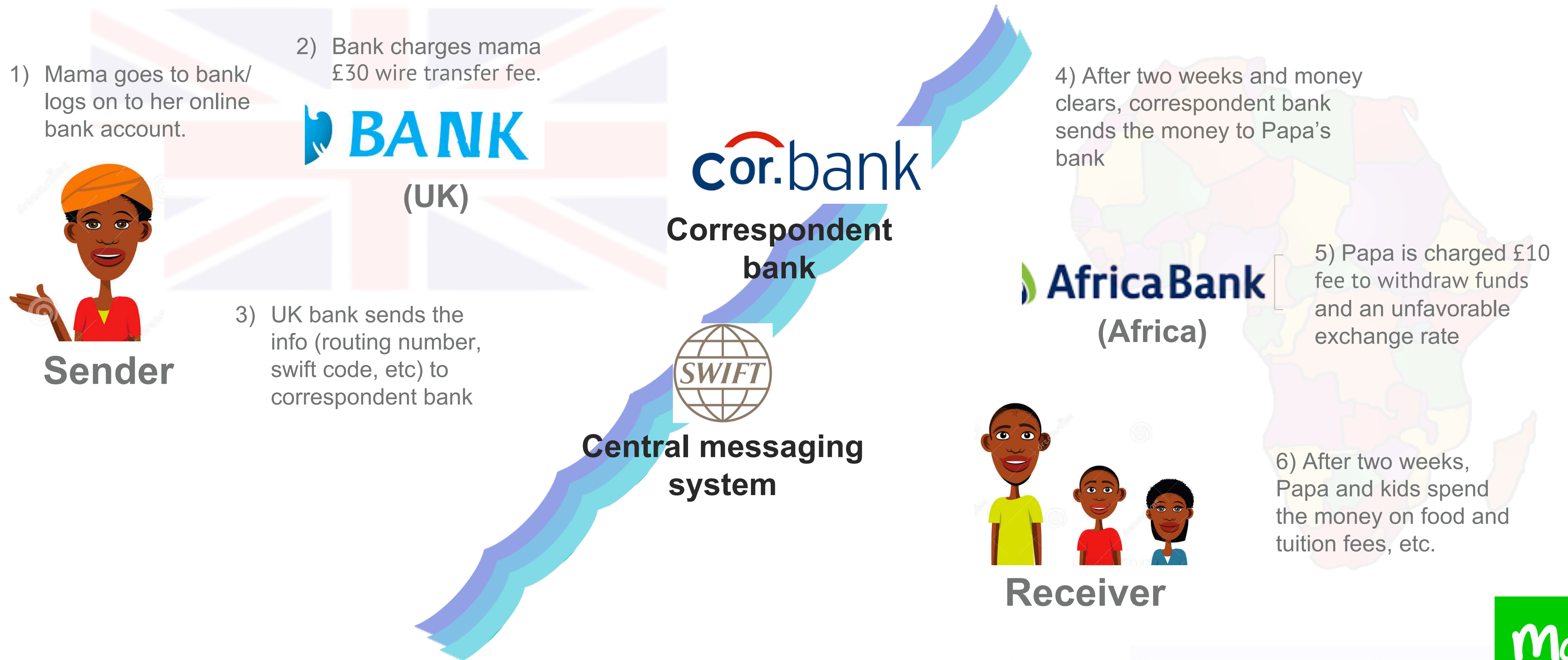
is a **cross-border payment platform** which allows UK residents to sponsor an African student's education expenses. Instead of a person-to-person money transfer, funds are transferred **directly to the school**, which improves the **speed and transparency** of the transaction. By eliminating the middle man, **costs are reduced** and users gain more value for the service.

Sponsor a African child's education from the UK



Approach comparison

Bank-to-bank wire transfer



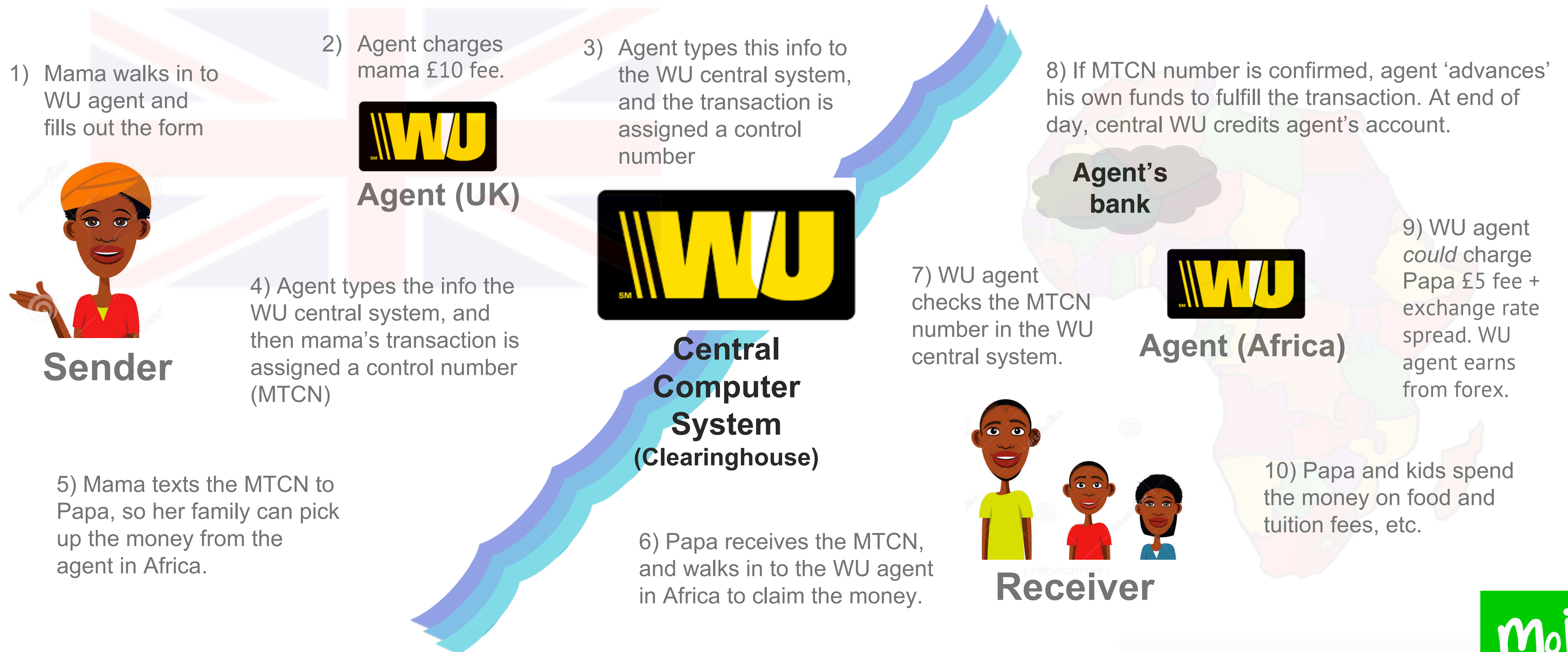
Sponsor a African child's education from the UK

moj

Approach comparison



Traditional walk-in



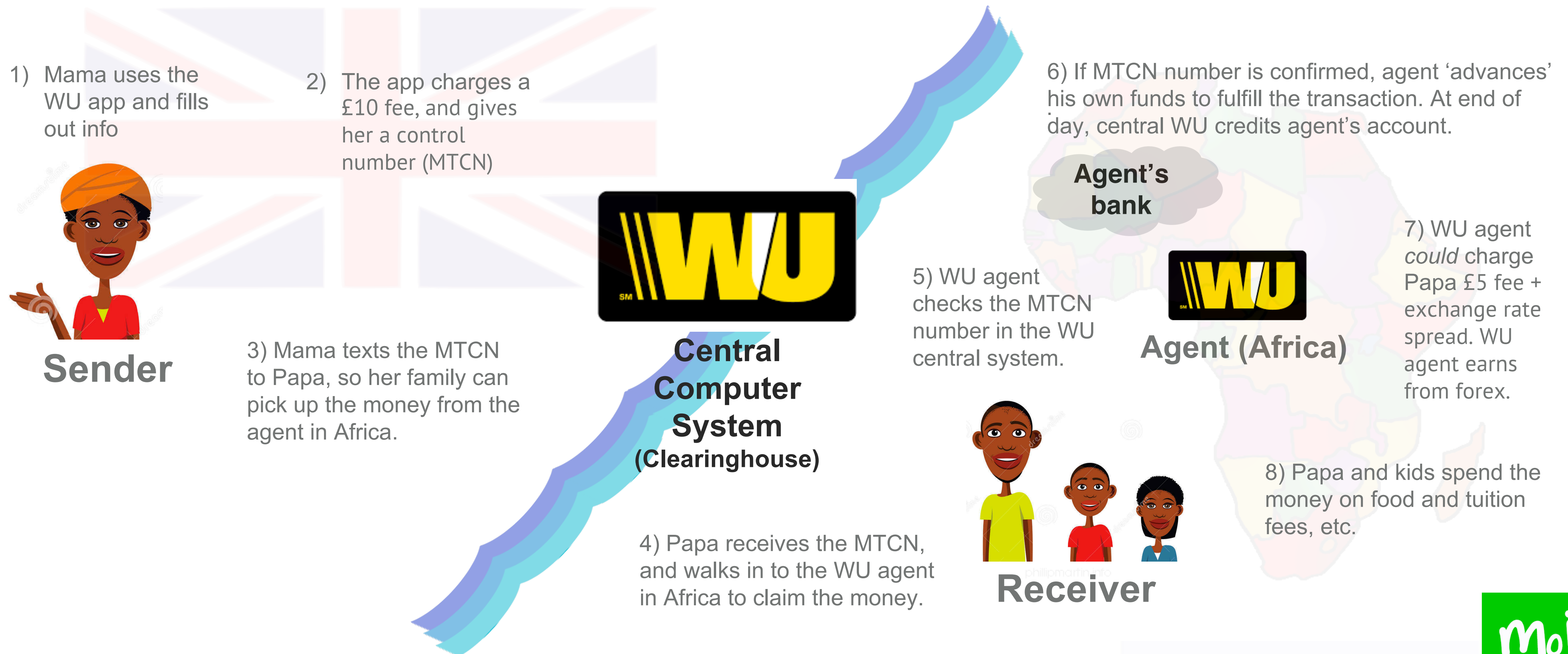
Sponsor a African child's education from the UK



Approach comparison

**WESTERN
UNION** **WU**

Mobile



Sponsor a African child's education from the UK

moj

Approach comparison

MoJambo!

- 1) Mama receives a text from mojambo.co.uk and fills out info



Sender

- 2) There are no fees when paying by debit card / bank account (5% for credit card), and information is sent to MoJambo system.

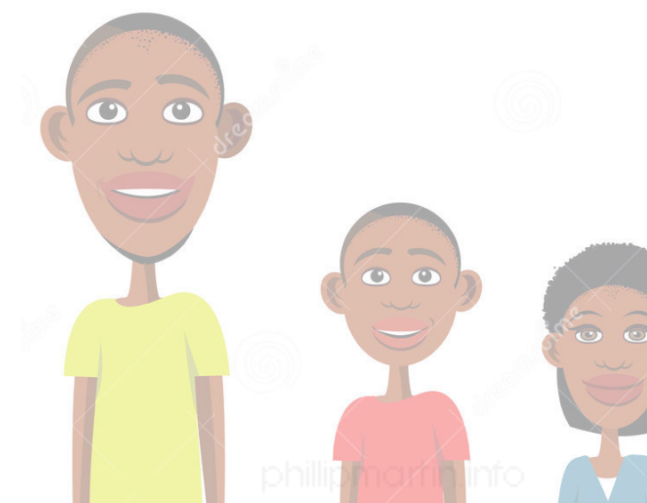
MoJambo!

**Central
Computer
System**

- 3) MoJambo sends the money directly to the school using a predetermined exchange rate, set in step 1



- 4) Papa receives a text that the tuition has been paid.



Receiver

Sponsor a African child's education from the UK

moj

Approach comparison matrix

	Total Fees (sender + recipient)	Total time to recipient	# of counterparties
Bank-to-bank transfer	£40	14 days	3-4
Western Union	£15	1 day	3-5
MoJambo!	£0	10 mins	1

- Less counterparties imply less operational costs
- Benefits to the model are shared with the customers

Sponsor a African child's education from the UK



Revenue stream

- **Important:** Tuition fee remittances are **seasonal**. Heaviest cash flow in **August – September** (start of school year is October), and **January** (2nd semester enrolment).
- **Revenue is derived from:**
 1. Cryptocurrency position (buy/sell)
 2. Exchange rate spread
 3. Capital Gains
 4. Commission on credit card transactions
 5. Text messaging charges

Revenue stream

Leveraging the **seasonality of cryptocurrencies**

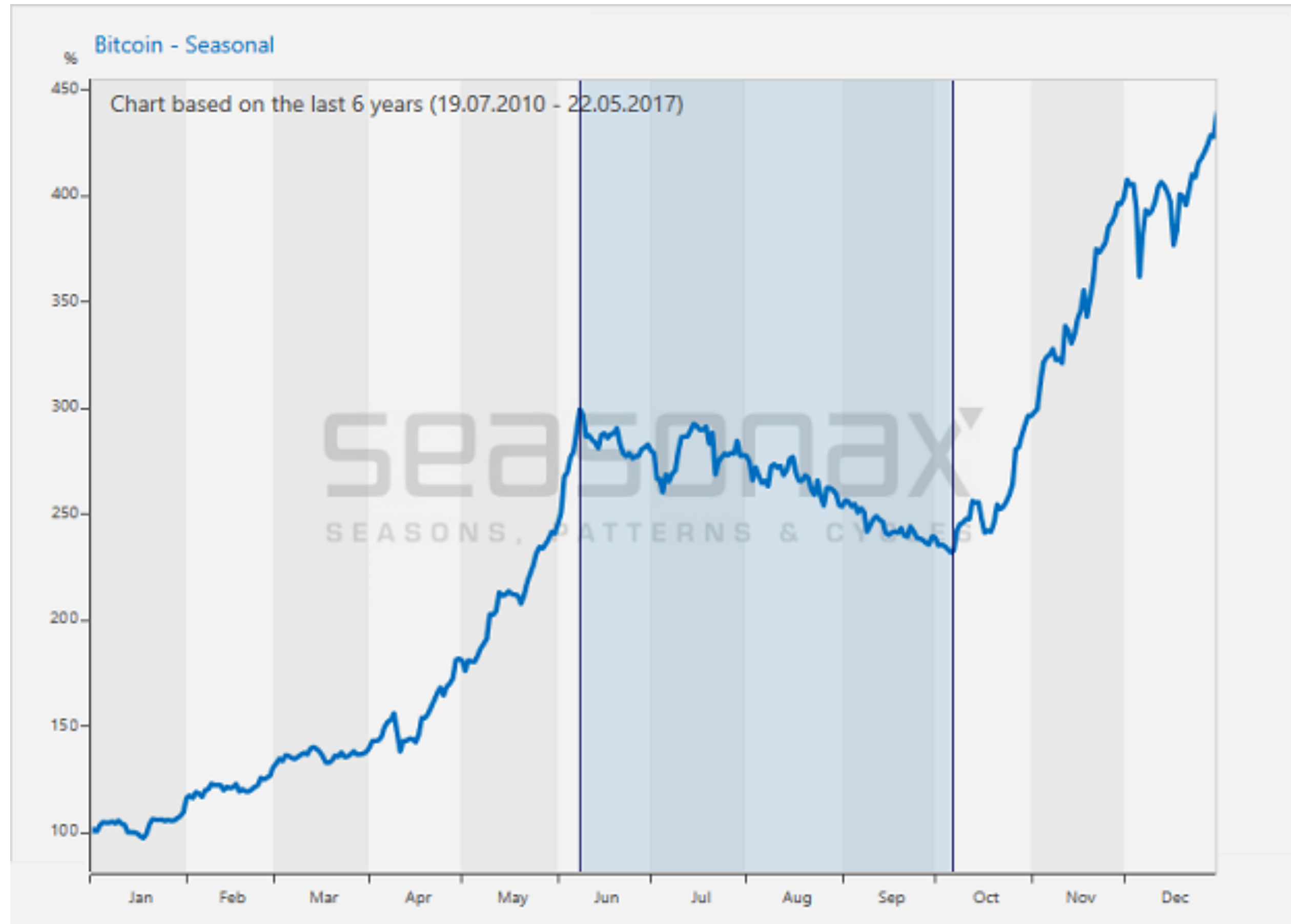


Chart on the left illustrates the **seasonality of cryptocurrency prices** (e.g. Bitcoin) consistent for the past 6 years.

Bull period:

June and December

Bear period:

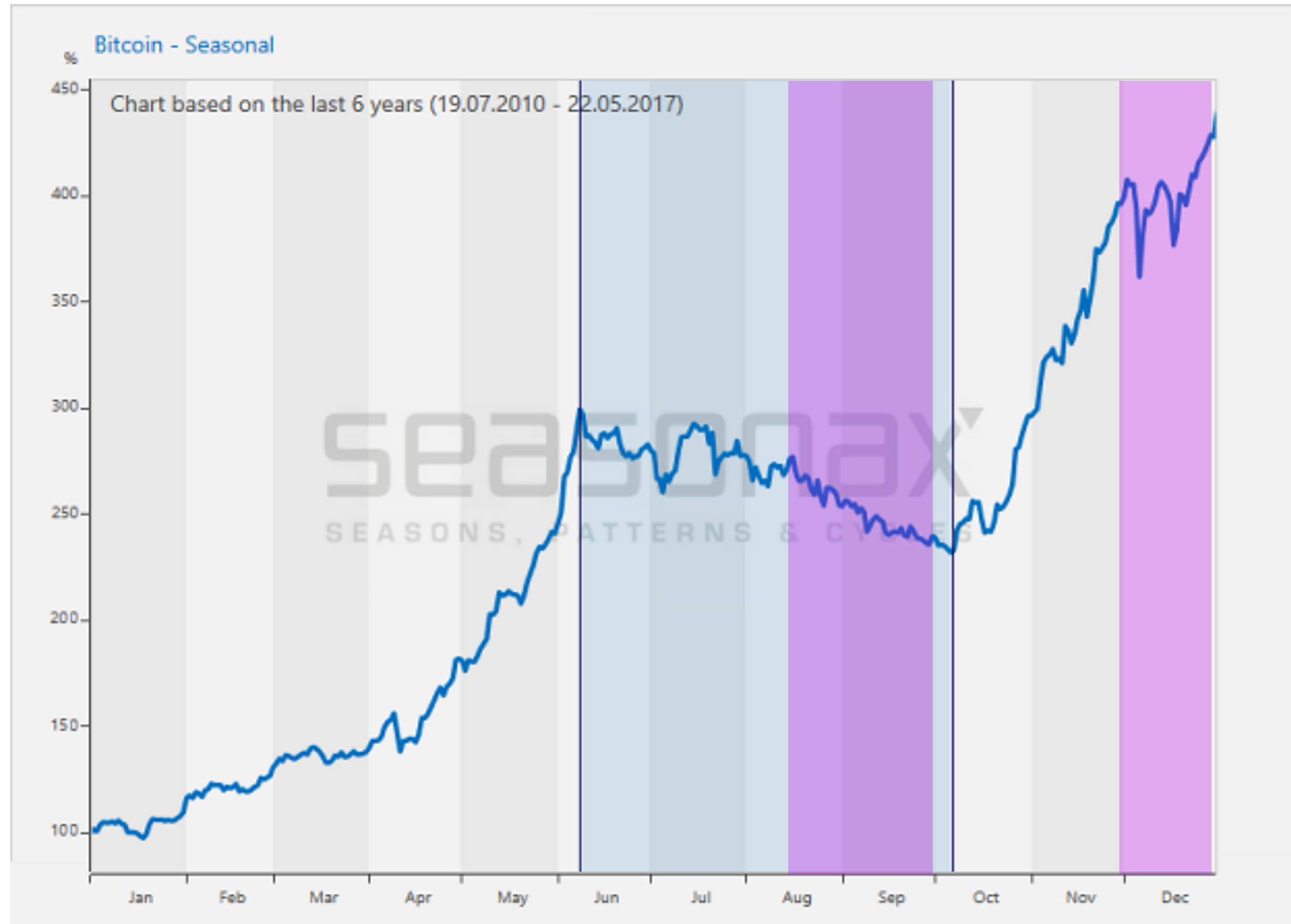
January and October

Sponsor a African child's education from the UK

moj

Revenue stream

Leveraging the seasonality of cryptocurrencies with tuition season



Superimposed, in purple highlight, the periods where cash flow is high for MoJambo!

Bull period:

Mid-August to September;
December

Bear period:

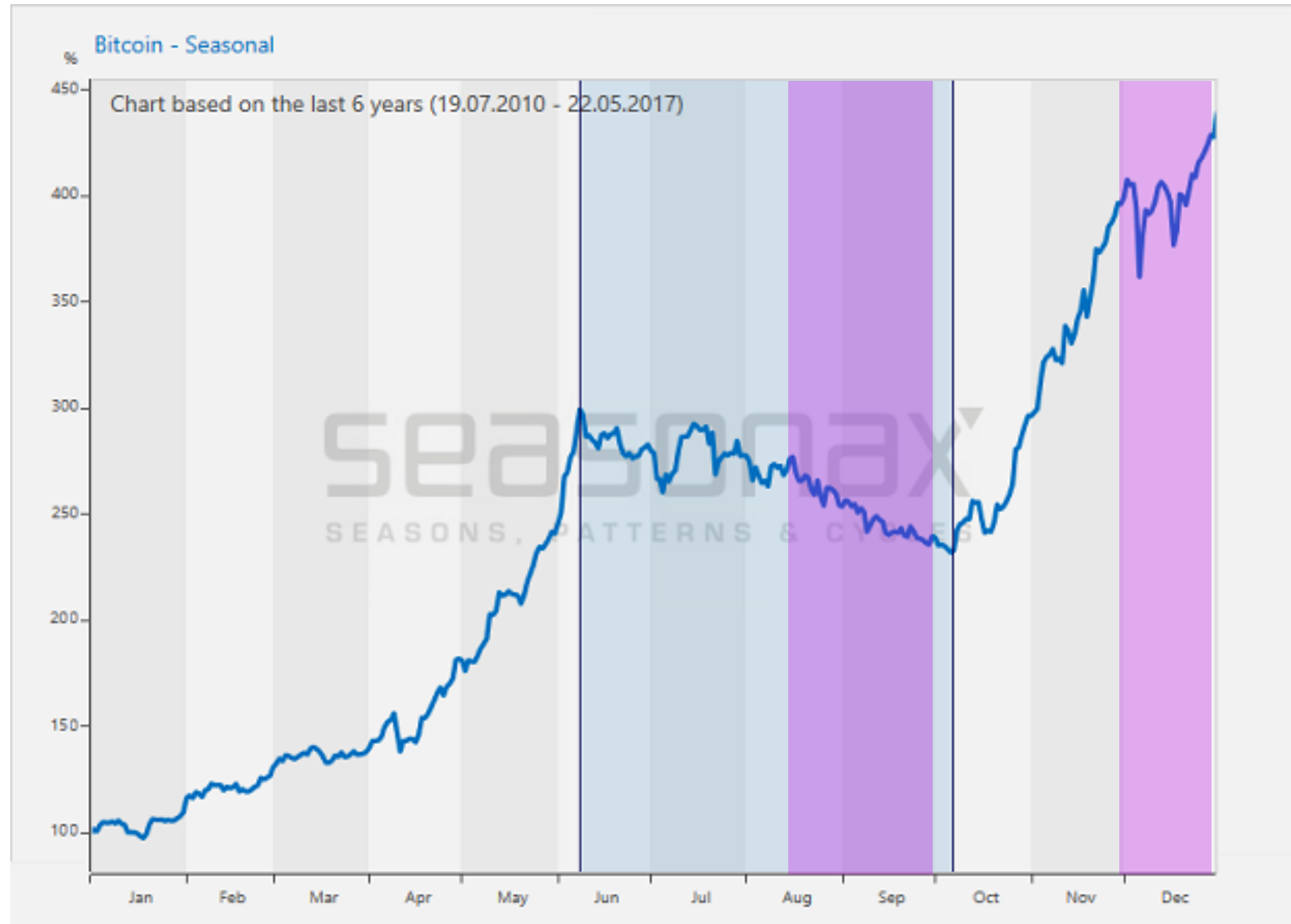
Rest of the year

Sponsor a African child's education from the UK



First trading rule: Buy low, sell high

The unique seasonality of tuition fee payments enables MoJambo to position itself well in the currency market.



Trading strategy

Sell position in June: to prepare enough liquidity for tuition fee payouts

Buy position in Aug-Sept: when tuition remittances come in

Profit-taking in December: to prepare liquidity for 2nd semester tuition payouts

Buy position in January: using 2nd semester tuition remittances

Sponsor a African child's education from the UK



Cost

- Due to seasonality of the business, **MoJambo** operates in line with the school year.
- **Full-scale operations** from June to January
- **Minimal operations** from February to May
- Staggered operation system allows for cost flexibility

Staffing requirements

Full-scale operation (9)

- 4 Currency traders
(2 UK-based, 2 Africa-based)
- 2 Developers
(1 in-charge of systems;
1 in-charge of mobile)
- 1 Marketing Manager
(Africa-based; liaison with schools)
- 2 Executives
(Can do most functions if not all;
attends meetings with investors)

Minimal operation (5.5)

- 1 Currency trader
(0.5 UK-based, 0.5 Africa-based)
- 1 Developer
(0.5 in-charge of systems;
0.5 in-charge of mobile)
- 0.5 Marketing Manager
(Part-time; answers emails)
- 1 Accountant
(To reconcile books)
- 2 Executives
(Can do most functions if not all; attends
meetings with investors)

Sponsor a African child's education from the UK

