

# kwachaCredit





# The Landscape

## Current Problem

Small Scale Businesses find it difficulty  
to collect payments from their customers  
using mtn mobile money. Some  
payments platforms available

they charge a lot of money for the SME's  
just to collect payments from their  
Customers. This enables SME's to lose profit  
and GRZ to revenue.



## Current Solution

## Our Solution

To create an online payment gateway for small medium enterprise businesses who sells goods online to be able to collect payments from mtn mobile money subscribers at a low cost. This will maximise their profits.

## The Product / Service

kwachaCredit is the Financial technology (Fintech) startup online payment gateway service that, when integrated with the e-commerce platform, is devised as the channel to make and receive payments. Unlike most payments gateway which only allow users to pay via their Bank Debit cards, kwachaCredit will allow customers with Mtn mobile money accounts to pay payments online, even if they don't have a bank account.

- How do customers value your Solution

Mostly customers who enjoy buying goods online are those customers with Bank debit cards. It is very difficult for a mtn mobile customer to buy goods and services online. With our system in place it will give a chance to almost anyone to enjoy the comfort of buying things online using their mtn mobile money accounts.

- How is your solution better than the existing solution? (Solution / UVP)

1. Low deduction from kwachaCredit
2. We will only deduct per month and not per transaction as opposed to famous payments gateways like flutterwave

# Market Validation

## How big can this get?

- Looking at the increasingly online shopping websites we are having right now in zambia like shoponlinezambia (<https://shoponlinezambia.com/>), shopeasy (<https://www.shopeasy.market>) and isampo (<https://www.isampo.com>) and looking at the overwhelming response they have received it will be a fast growing market business in zambia.



- What is your market size? (Talk in stats – people, money, etc.)

Our target market is online shopping businesses which sell their products and services online through their websites and mobile applications. Our business is business to business (B2B). We will be offering services which will be required for another business to continue being in operation and maximize their profits.



# Competition

## Where do you fit in the market?

- Who are your competitors? What are their strengths / weaknesses?

Our competitors as far as we are concerned who collect money on behalf of a certain business are flutterwave mostly and direct pay. Their disadvantage is that they charge a lot of percentage as commission.

- How are you better / different? (UVP / Unfair Advantage)

We are better because unlike flutterwave which charges 1.4% for each transaction locally we will be charging 1% per each transaction locally. And unlike flutterwave which charges per each transaction we will only be charging 1% per each disbursement monthly.



# Revenue Model

## How we make money...

- How do you make money?

We will be deducting 1% from the total funds we collected on behalf of a business per month. This will be done during disbursements of the funds.

- Who pays you?
- Describe how you get your product to your users – subscription, referral, retail, etc.

Any business enterprise that would like to integrate kwachaCredit on its platform will be required to come on our website and create an account there. To prove it is a legal business it will also be required to submit its PACRA registration business forms. Once accepted on our platform they will be given a unique ID, token and a link connecting to our site in the form of sample codes which they will then expose to their clients. Once payment is made on their website the money will come to us so

that we can deduct our 1.0% after that then the remaining money after deduction will be proceeded to their mobile money account number which they used during registration at the end of the month. All recent transactions of that business firm will be recorded on the kwachaCredit dashboard.



# API

## How are you going to use the API

- Why do you need the API?

API's will be used to collect payments from clients on behalf of a certain business and they will be used to disburse payments to a certain registered business.

- What will you use the API for?

Collections API will be used to collect payments from clients and disbursements API will be used to disburse payments to registered businesses





# Financials

## **Three Months Targets**

- Recongnized and trusted payment gateway platform for SME's.
- In three months time we should have at least 30 potential customers locally.



# Our Team

## Why are you the people for this?

- Our team consists of one software developer to structure the system and two marketing individuals to advertise and interact with our customers

- A software developer with 2 years experience will enable him to build a concrete trusted system with high security to gain our clients support.



## The Ask

- Do you need any other help? (introductions / funding/partnerships etc)?
- If you win the prize money what are you going to do with it

The only help we need is respect with fundings. If we win this project part of the money will be used to register our business with pacra as a legal limited company financial technology, renting a small office where our offices will be located and buying of a few laptops for our developer for the system maintenance, registration of our clients online and developing the mobile applications part of this money also will be used by our marketing agents to advertise on public medias of our services and products.



## Get in Touch (Contact us)

- Contact details (Email and Phone number)

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