



The World Needs an 'Internet For Value'

Information Exchange
“world is flat”



Value Exchange
“world is curved”



Payment networks are more valuable when they can operate with other payment networks.



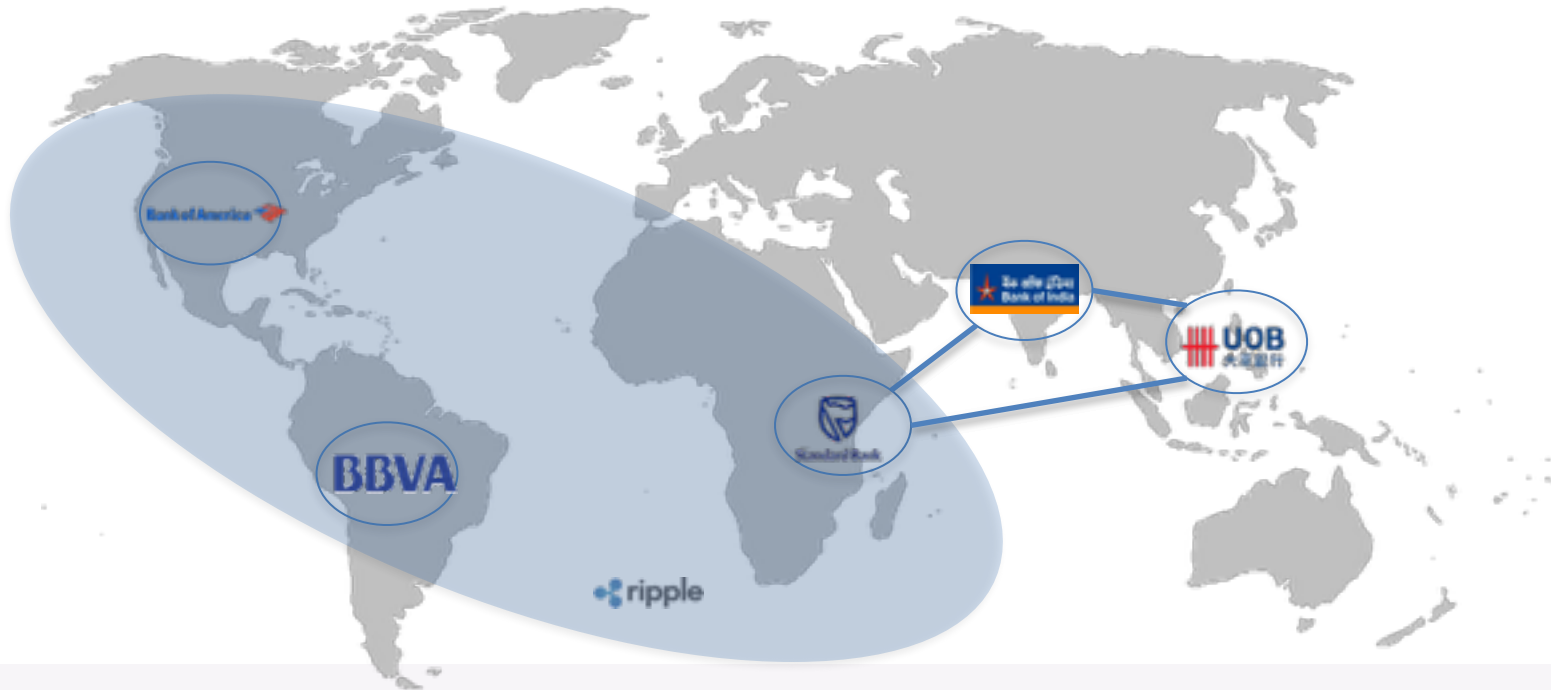
...but interoperability requires centralized payment rails. These rails can be slow and expensive to use, and costly to integrate and maintain.



Ripple is a decentralized payment system that does not rely on a centralized operator to create fees and delays.



...and provides a single interface enabling networks to interoperate.



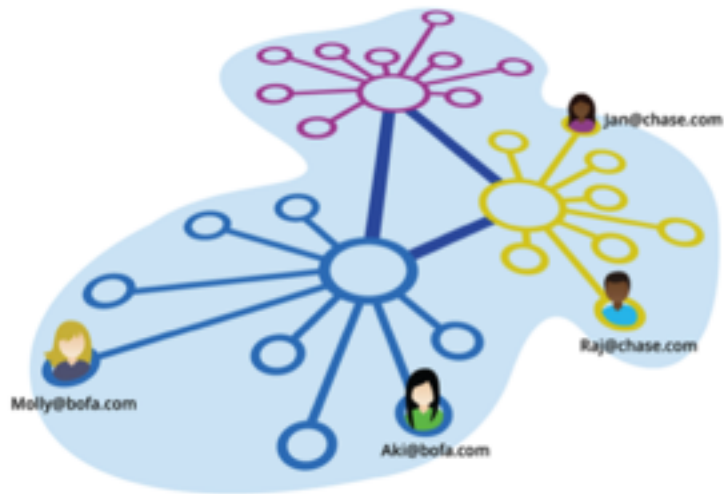
Resulting in a simple, open system for payment networks to exchange instant, free payments in any currency.



What Is Ripple?

Ripple Is a Protocol for Moving Value

- a distributed payments protocol
- a new currency - ripples (XRP)
- the world's first distributed currency exchange



HTTP: the information web ::
RTXP: Ripple: the value web

Benefits as a Payment Protocol



Any Currency



Global



Final



Fast



Free

ACH settles in 3+ days vs. **5 seconds** on Ripple.

Wire transfers cost \$15+ vs. **\$0.00003** on Ripple Protocol.

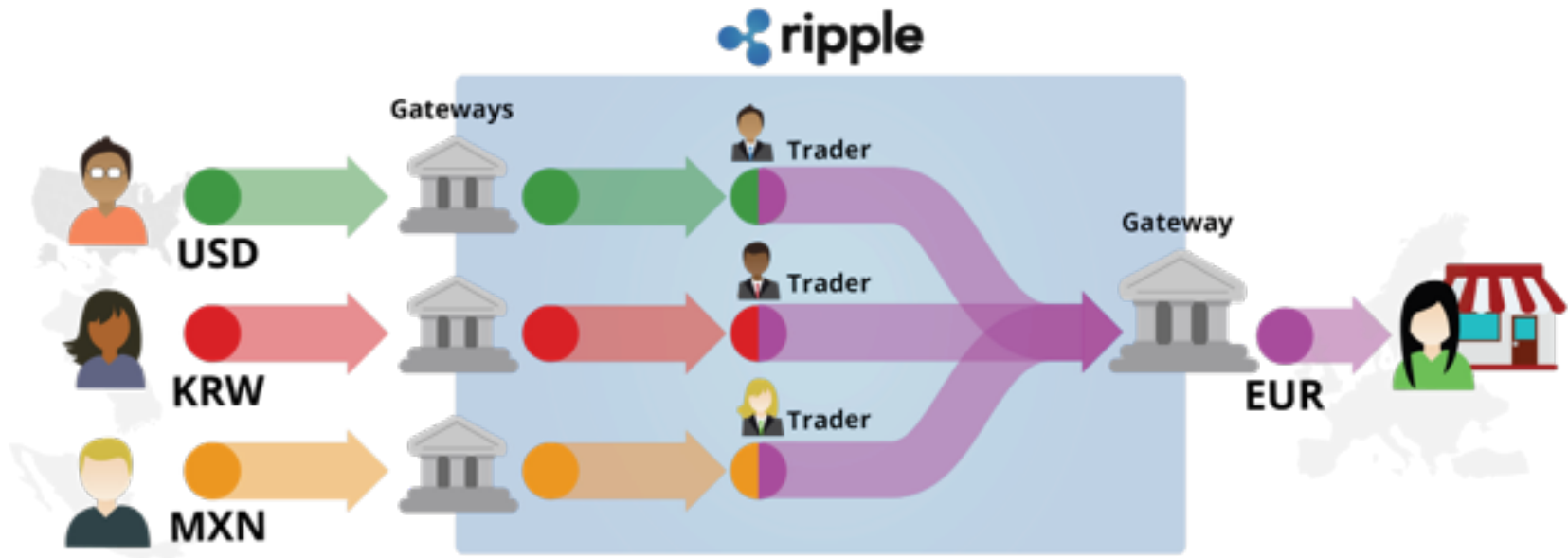
Gateways

Cash in, Cash out

- gateways issue local currency balances on Ripple
- balances can be transferred across the ledger without intermediaries
- gateways earn fees as they wish



Transaction Map



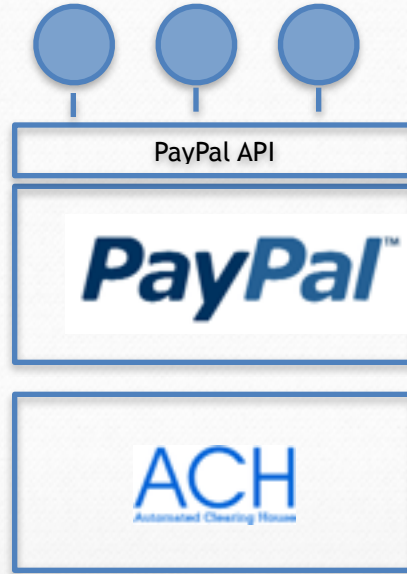
TRADITIONAL PAYMENT ECOSYSTEM

Traditional Rails



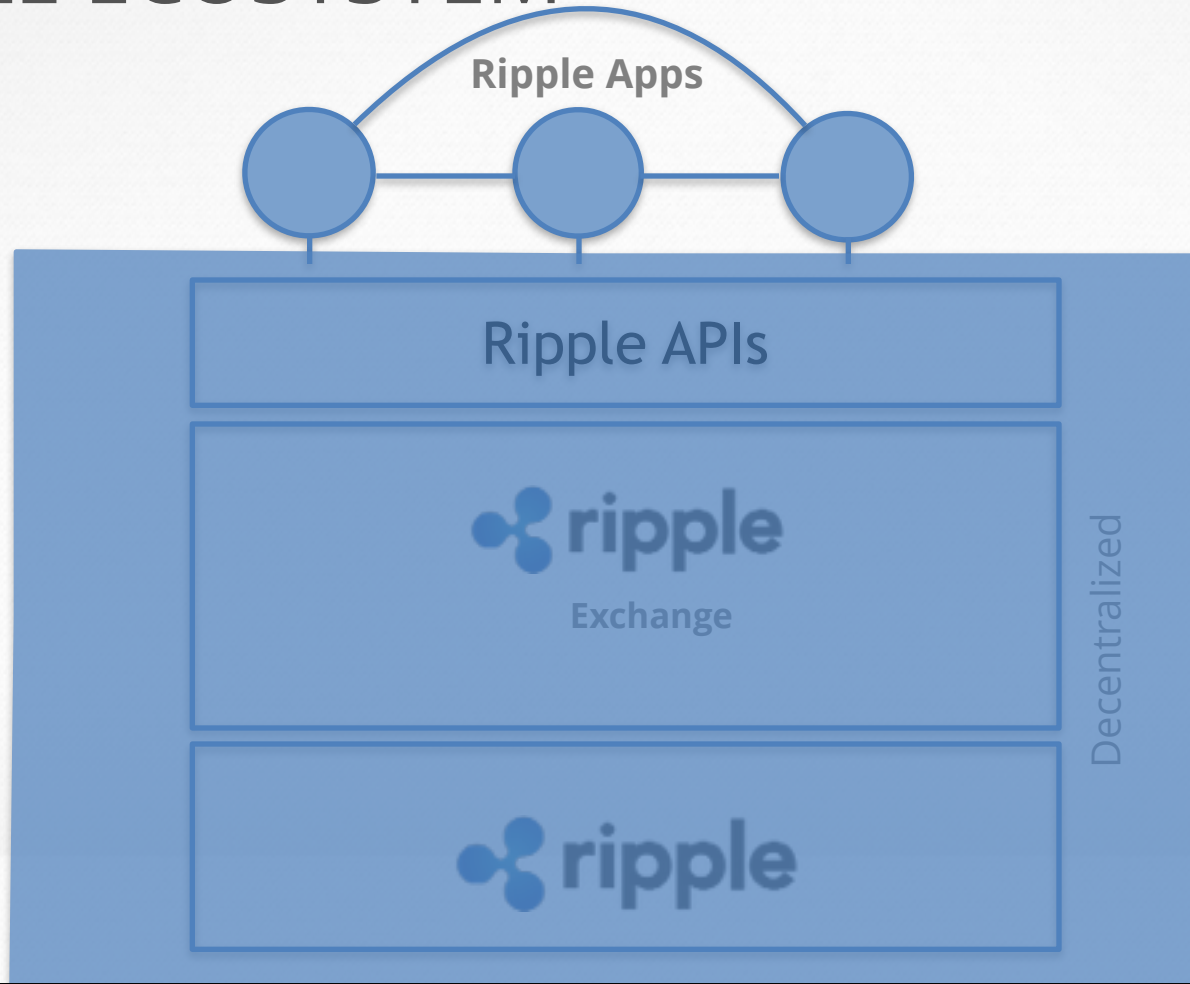
Single Currency
Expensive
Complex
Slow

PayPal Apps



Single Currency
Centralized
Fragmented Ecosystem

RIPPLE ECOSYSTEM



What's the Opportunity for Developers?

- Build on a distributed, open-source, multi-currency payment network – a completely new environment affords new possibilities
- Quickly and easily bring your idea to life – Ripple's platform connects apps to any payment system, any related apps, and any end user globally
- Use simple APIs to easily build apps that plug into the existing payments infrastructure without worrying about the complex details