# Florin makes payments fun.

Bitcoin enables us to do so.

Visit us at florinapp.com

WHY

## Problem

We’ve gone digital. Current banking systems are old school. And our needs to transfer value today has changed.

## Solution

We are in the business of conditional payments; peer-2-peer betting, monetize challenges, conditional donations and easy payback.

## Product

Florin is a conditional payment app for friends, making payments easy and fun (using bitcoin).

**This is a conditional payment.**

You define the rules. We make money codeble.

CONDITIONAL PAYMENT

# if this then that

**“You run the NY Marathon”**

**+**

**“Under 04:00”**

**“I donate $10”**

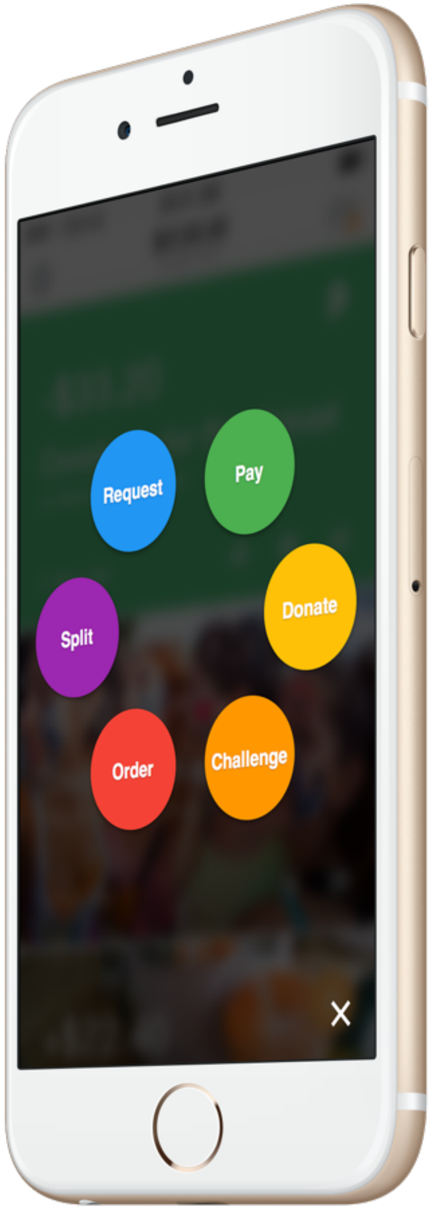
10 THINGS NOBODY TOLD YOU ABOUT BEING CREATIVE
AUSTIN KLEON
Request
Pay
Split
Donate
Order
Challenge

HOW IT WORKS

# FLORINS

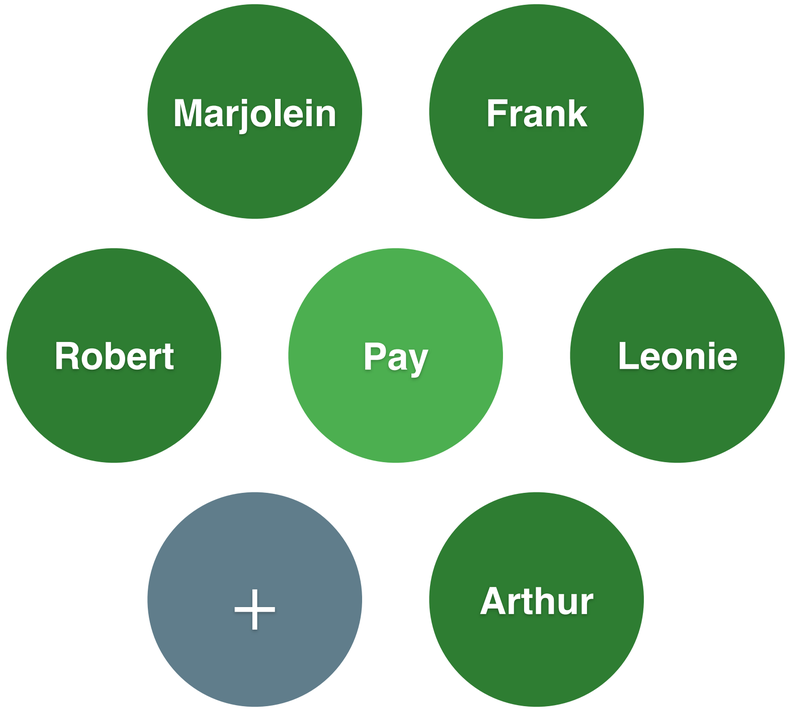
There are six types of Florins: Request, Pay, Donate, Challenge, Order and Split.

The first four are basic payment options. Order and Challenge are forms of conditional payments.



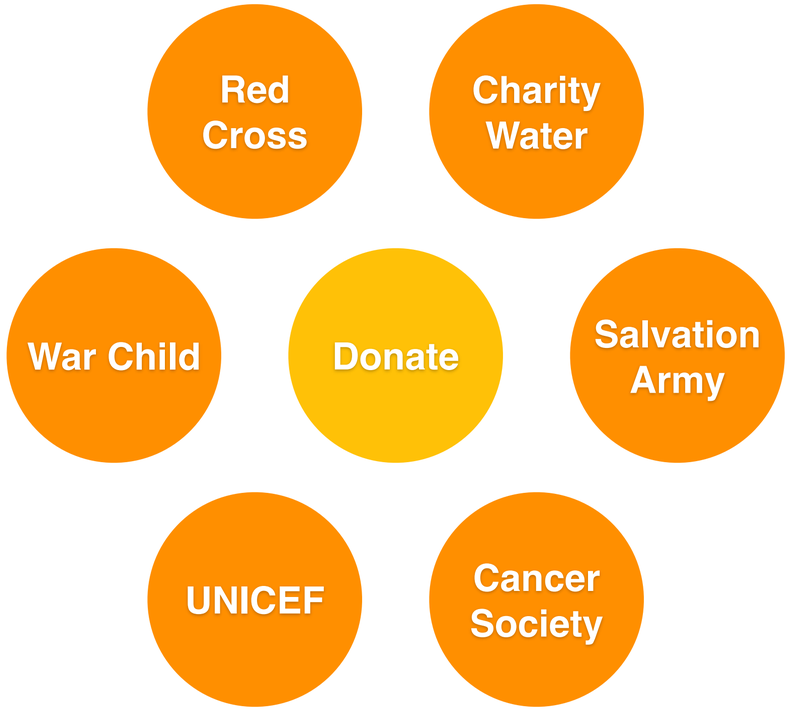
# PAY

Pay people in your inner circle even faster. The user chooses the people they want to have in their inner circle.



# DONATE

We create BTC wallets for a selected group of charities. Periodically we transfer all donated BTC to the respective charity.

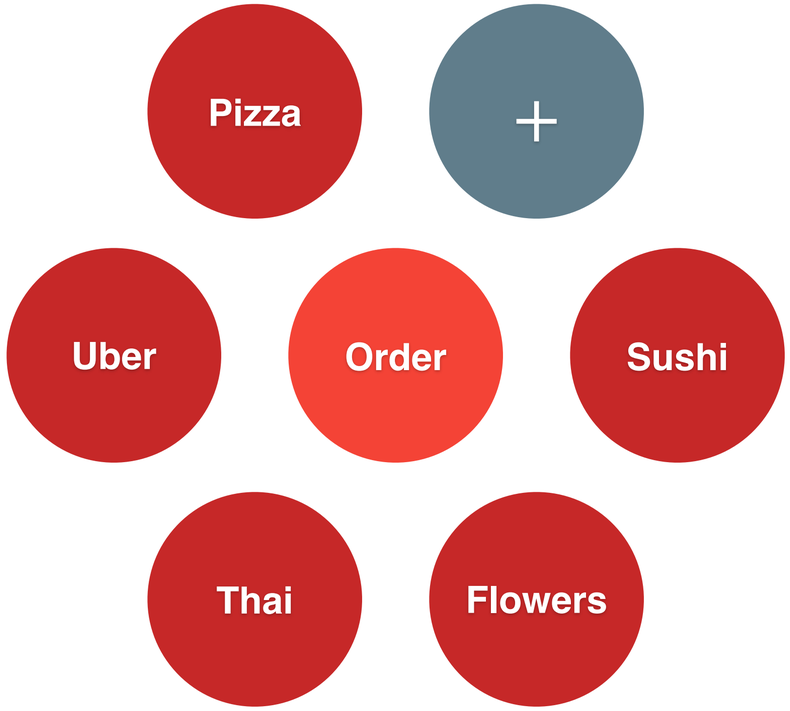


# CHALLENGES

Motivate friends to create positive habits by challenging them. Or simply have more fun while playing a game.

# ORDER

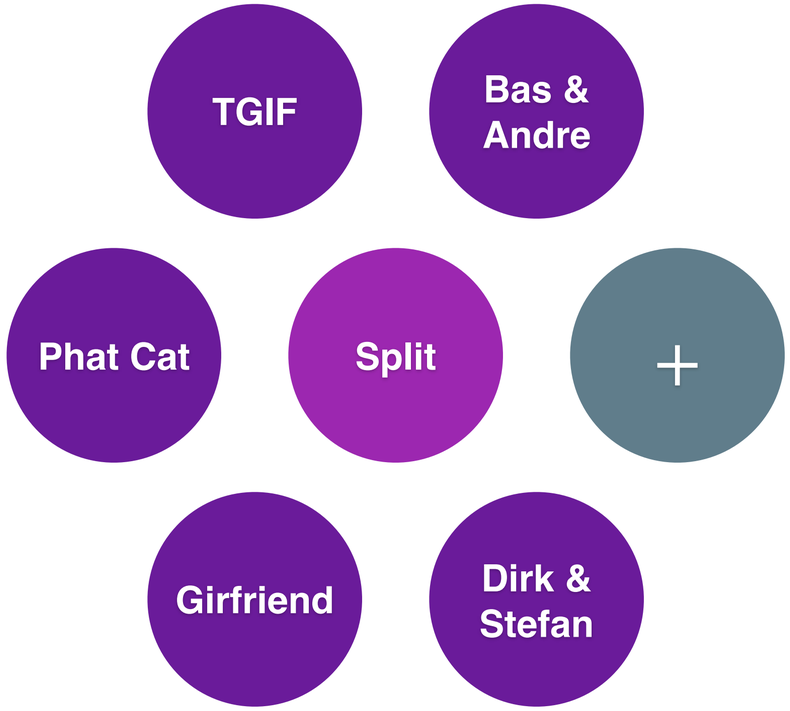
From payment to delivery; it takes only one tap to order your favourite pizza, sushi or flowers.



HOW IT WORKS

# SPLIT

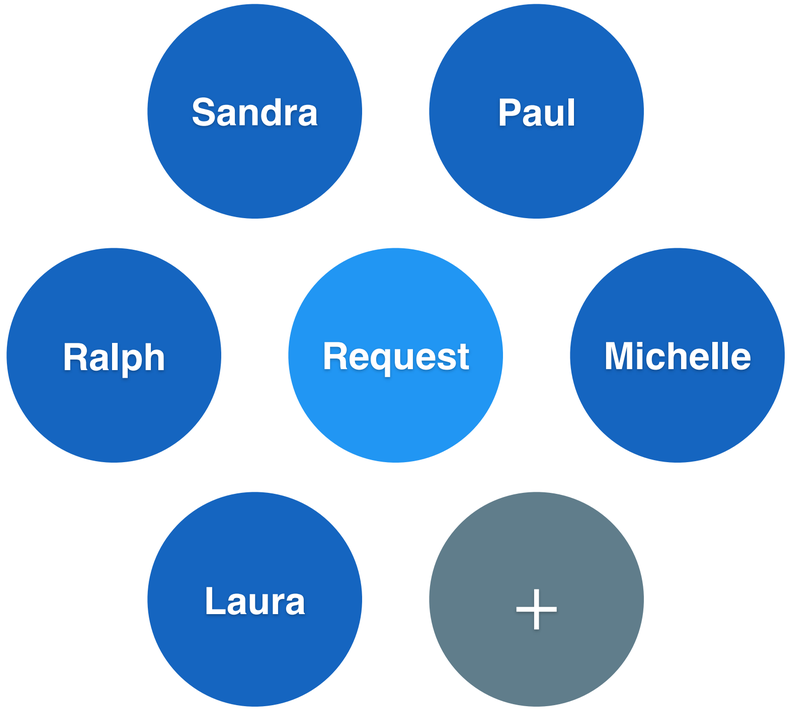
Split the bill with pre-defined groups. Like your weekly TGIF* drinks with colleagues.



HOW IT WORKS

# REQUEST

Request payment(s) from people who need a friendly reminder. The user chooses the people they want to have in their inner circle.

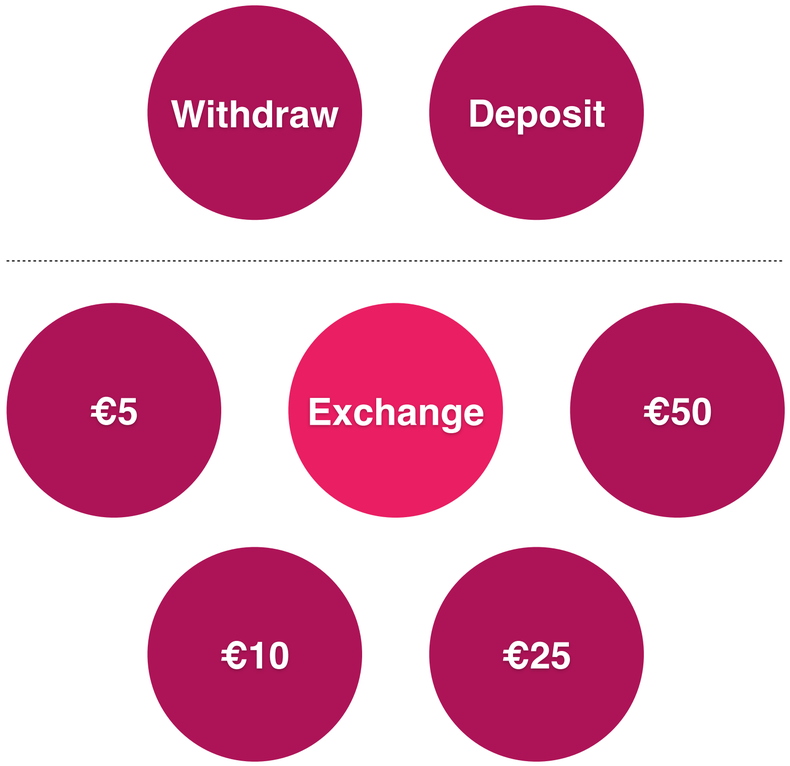


# EXCHANGE CURRENCIES

Exchanging ¥€$ for BTC (or the other way around) should be simple and fast. Almost as if it is like owning fictional ¥€$. So there are no boundaries for the user to use the block chain.

# EXCHANGE

Exchanging €25 from your bank account to your wallet in Florin. All the user should do is tap once.



HOW IT WORKS

## Florin App

USER #1 → €25.00 → USER #2

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## Blockchain

BlockTrail
BitmyMoney
Coinbase
Circle
etc.

BTC WALLET → BTC 0.0956 → TX → BTC 0.0956 → BTC WALLET

## Exchange

Coinbase Exchange
BL3P (by Bitonic)
etc.

€$¥ → BTC

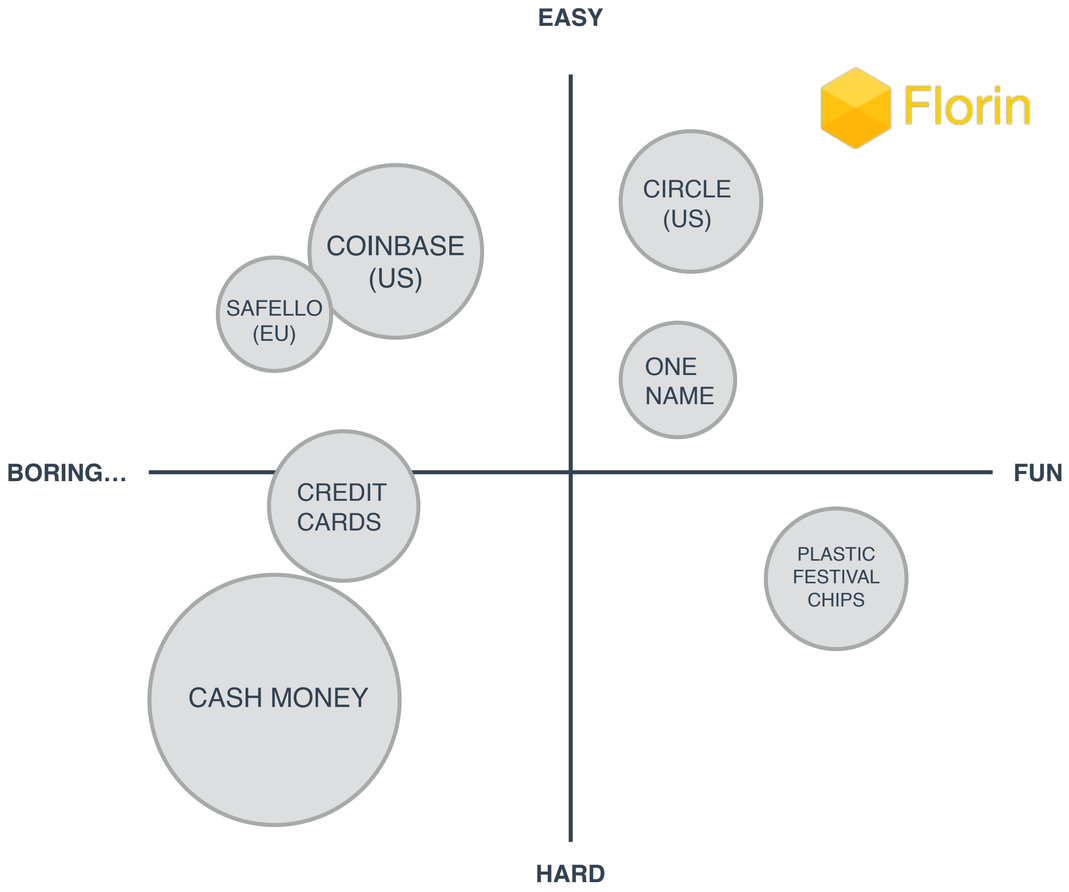
BTC → €$¥

COMPETITION

# FLORIN vs. **FINANCIAL SYSTEM**

The current financial system simply can’t build tools like this on their old school infrastructure

Bitcoin is like cash, but with digital benefits.
This new protocol enables us to truly innovate in the payments industry. A distributed network that nobody owns, which can transfer value between unique digital entities.



COMPETITION

# FLORIN vs. **BITCOIN COMMUNITY**

## Interfaces & Application vs Wallets

We don’t compete in the ‘War of the Wallets’, we build interfaces on top.

## User Experience first, then technology

We focus on great designed interfaces, not just on the technology.

*“Florin is the IFTTT for payments and will make impact because of their design- and mobile-first approach.” - Jeff Garzik*

MEET THE TEAM

| | |
|---|---|
| Frontend developer | **Bas de Vries** |
| Backend developer | **Andre Woons** |
| Strategy & Funding | **Arnoud Haverlag** |
| Growth hacking | **Jons Janssens** |
| Product & UX | **Roy Abbink** |
| Design | **Tijn Hoyng** |

*“Two digital natives added with 25 years of industry experience”*

MILESTONES

## MVP WITH BETA GROUP
Q1 2015
250 USERS
1000 TRANSACTIONS

- Launch in Appstore
- Invite “fans” for beta
- Connect Coinbase wallet
- Contacts overview
- Enable payments via Florins
- Add photo to payments

## FIRST RELEASE
Aug 2015
1.000 USERS
10.000 TRANSACTIONS

- Add Challenges, Donate
- Upgrade Onboarding
- Connect other wallets
- Buys/Sell BTCs
- Filter Activiy overview
- Build team
- Launch website + blog

## SECOND RELEASE
NOV 2015
10.000 USERS
100.000 TRANSACTIONS

- Add Split, Order,
- Florin for Retailers (B2C)
- API for Developers (M2C)
- In app purchases
- Popular & Featured Challenges
- Multiple languages
- Short Term Loans
- Android

MAKING MONEY

## Investigate business models:

- Commission on Conditional Payments, e.g. Challenges
- Short term loans at 5-15% interest rate
- Featured & popular Florins

## Cash in Europe:

14 billion euro bills in circulation.

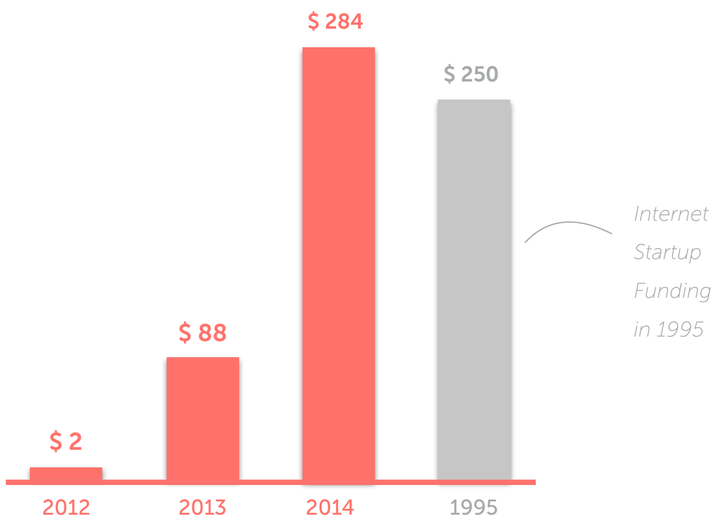
This represents a value of 850 billion euro.

## Digital payments in NL

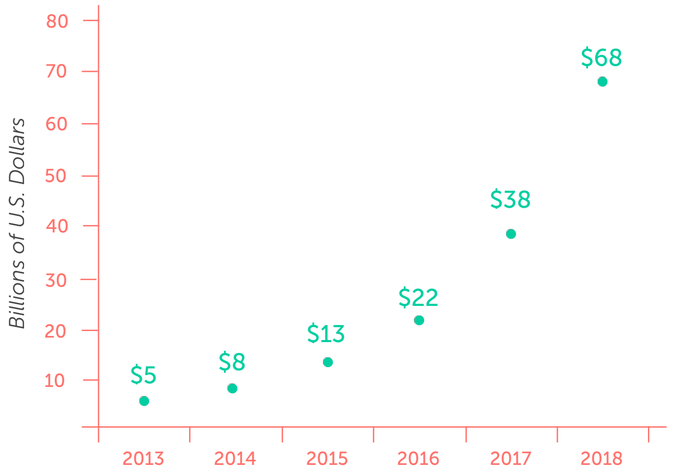
2,6 billion digital payments per year.

The average payment amount is 30 euro.

This represents a value of 85 billion euro.

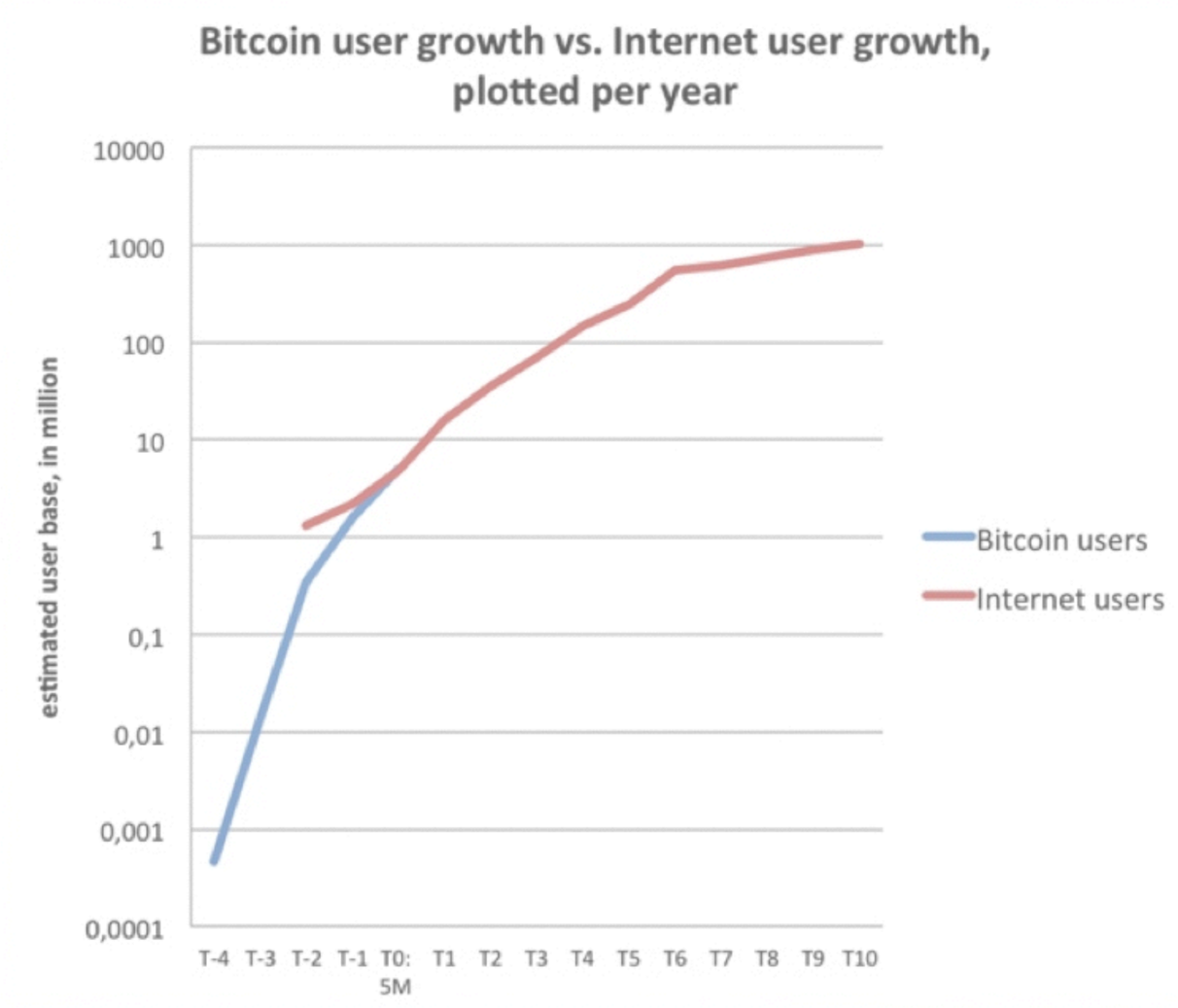



*Bitcoin Startup Funding*




*US mobile Peer-2-Peer payments*

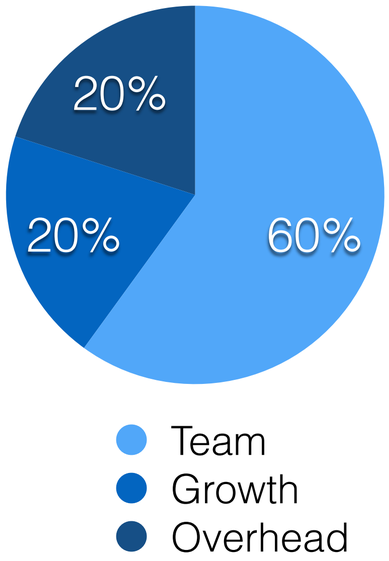
DISRUPTION


Bitcoin user growth vs. Internet user growth, plotted per year
estimated user base, in million
10000
1000
100
10
1
0,1
0,01
0,001
0,0001
T-4
T-3
T-2
T-1
T0: 5M
T1
T2
T3
T4
T5
T6
T7
T8
T9
T10
Bitcoin users
Internet users

FUNDING

“Grow userbase, Build team, Improve product, Validate business models.”

| | |
|---|---|
| Funding: | **250k** |
| Runway: | **15 months** |
| Type: | **Convertible note** |
| CAP: | **€1.5 mio** |
| Discount: | **20%** |
| Interest: | **5%** |



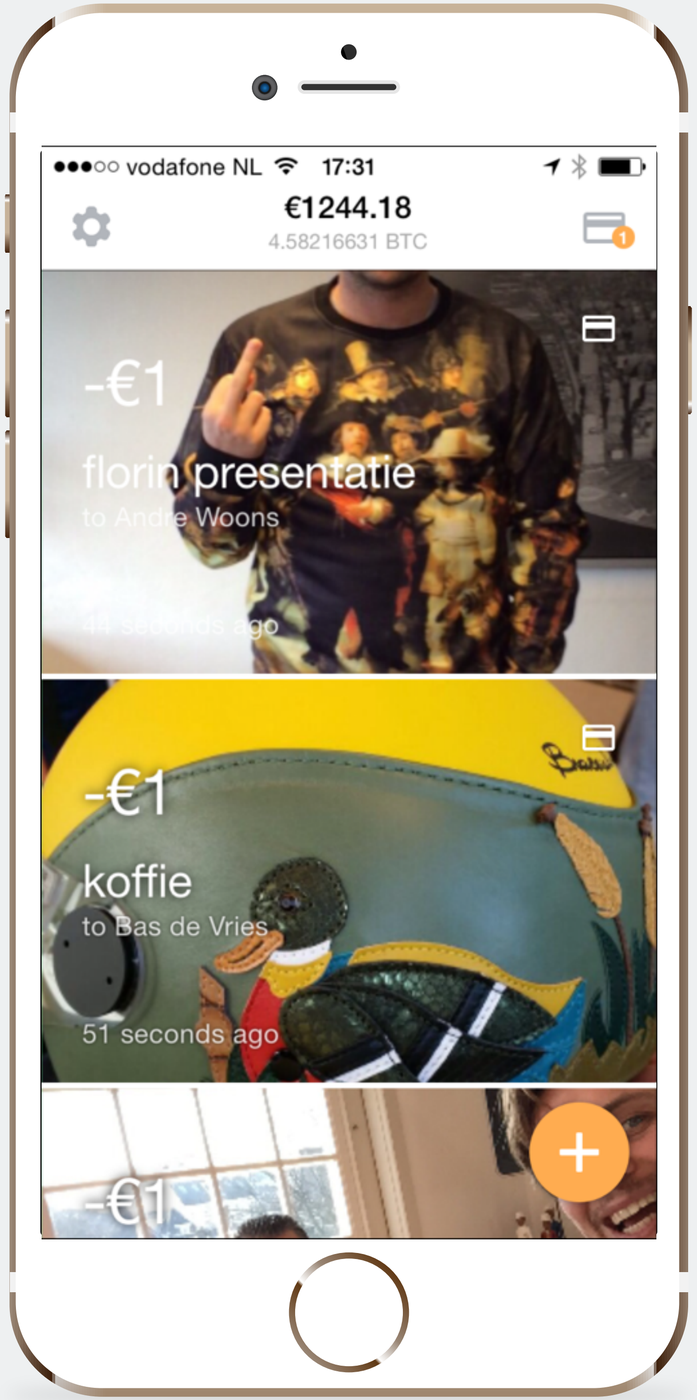
Karma
09:41 AM
I'm paying Bas de
Vries $ 9.00
for Bier voorschieten

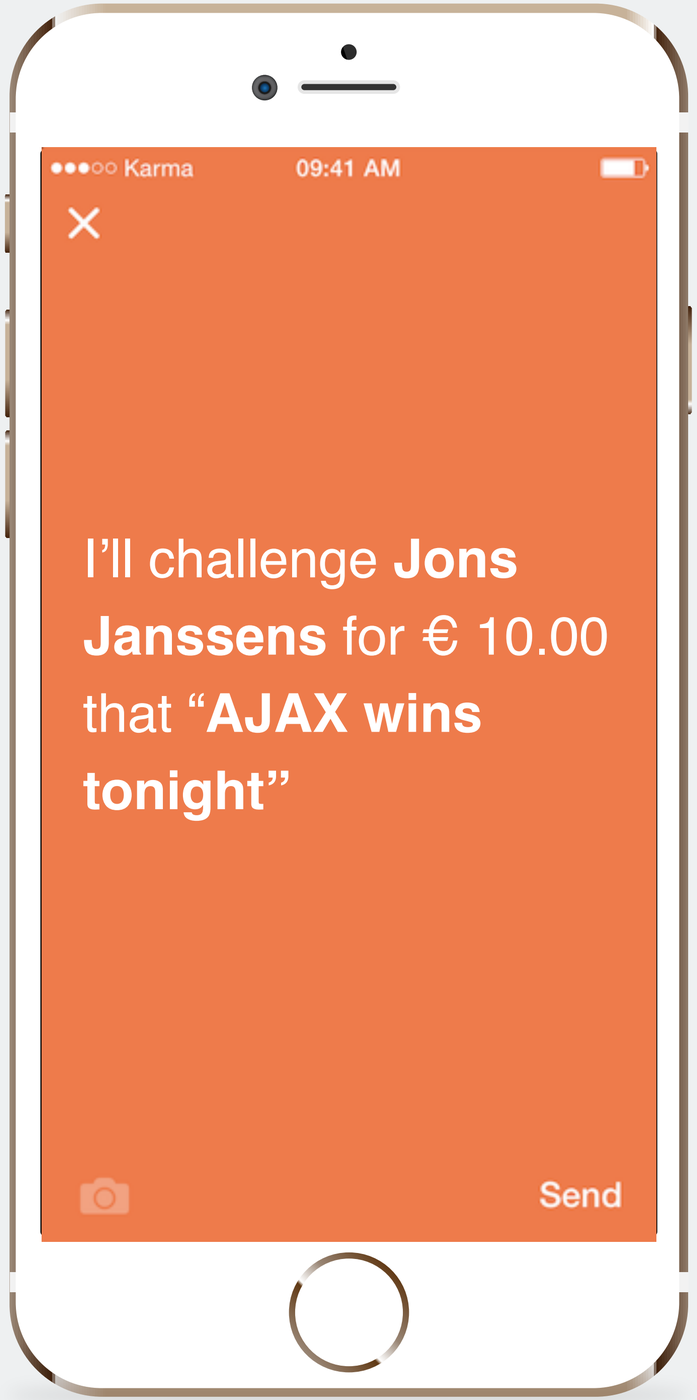
# THANKS!

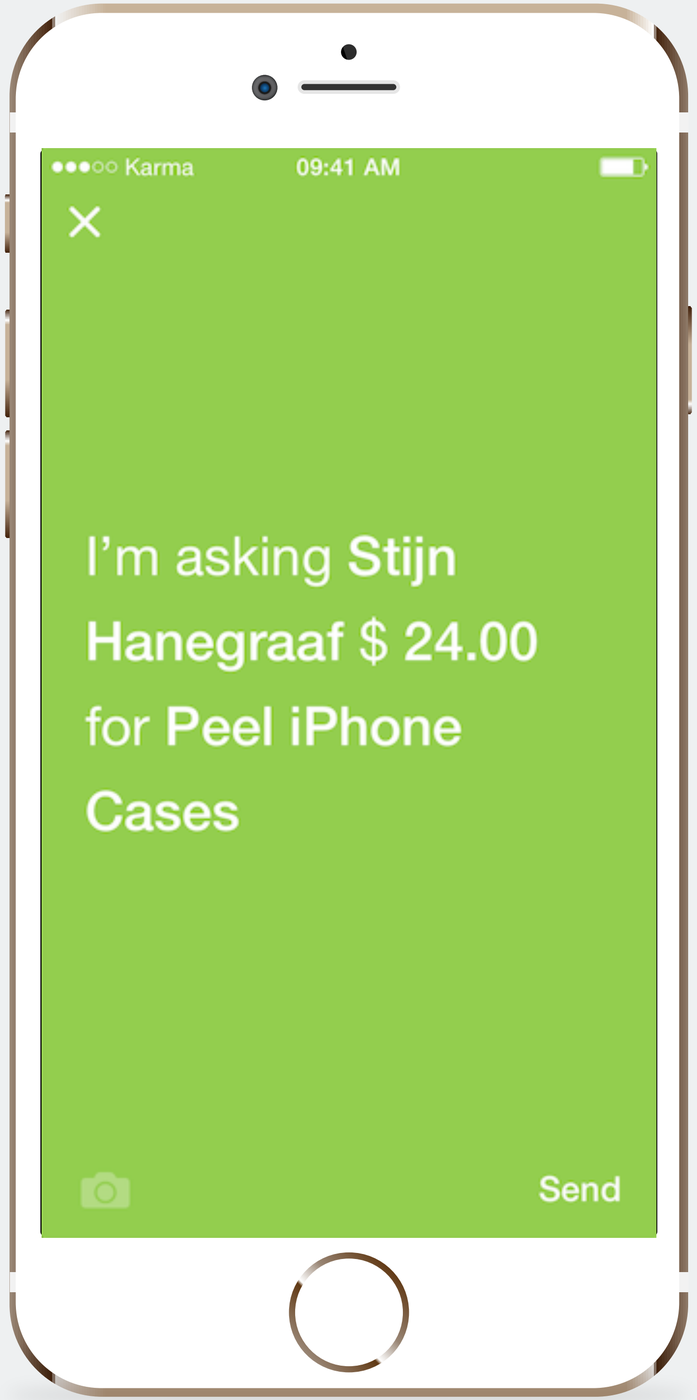
# Let’s collaborate

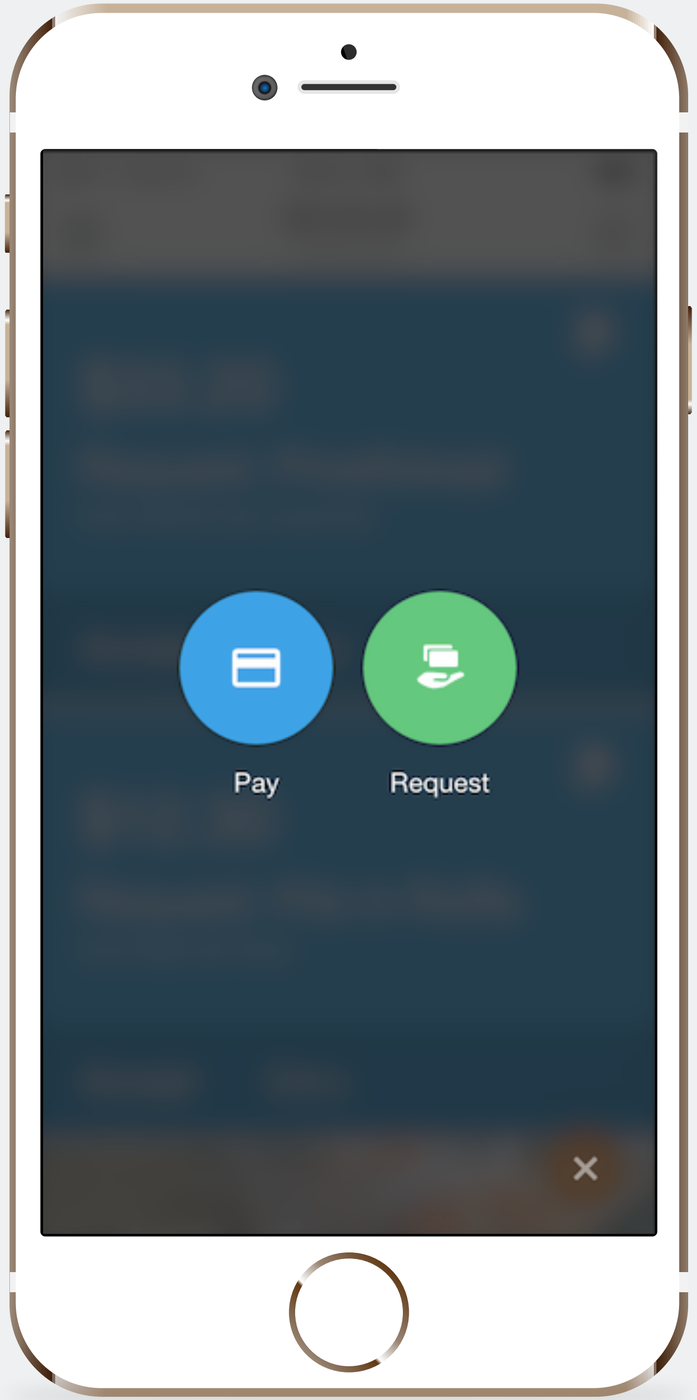
Visit us at florinapp.com

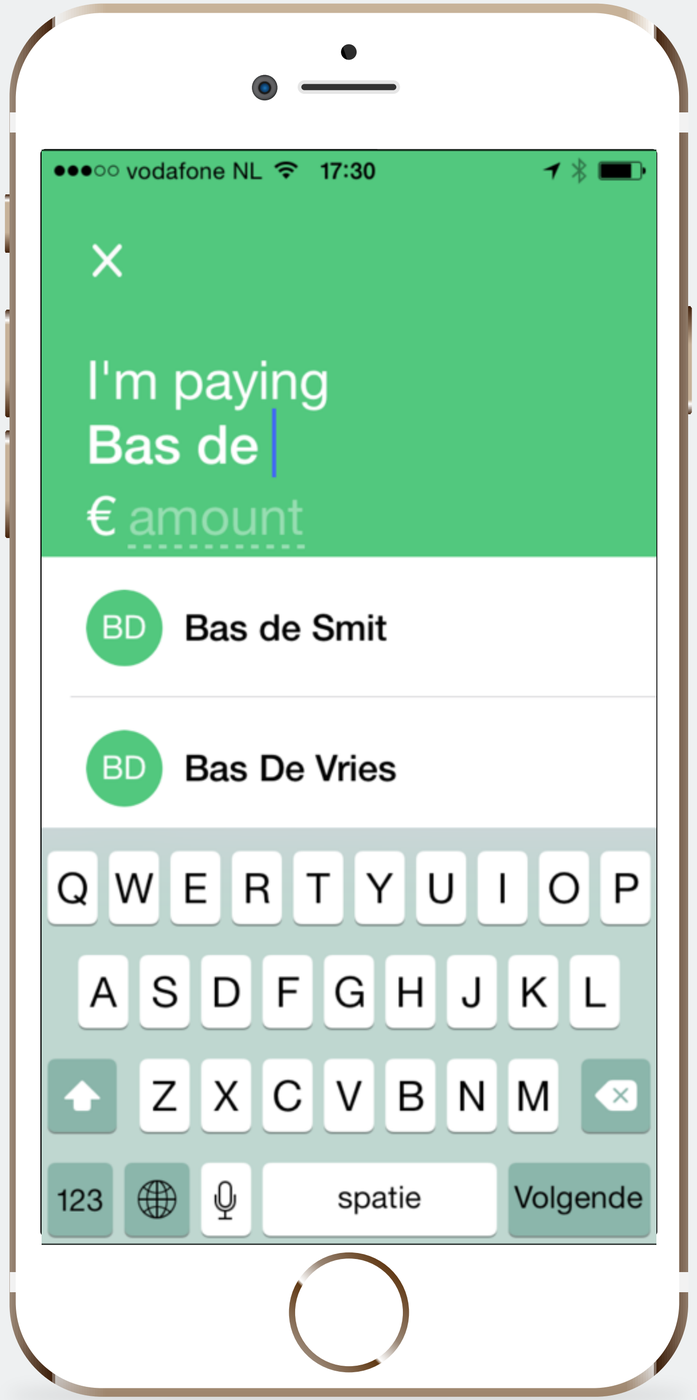
BACK SLIDES


vodafone NL
17:31
€1244.18
4.58216631 BTC
-€1
florin presentatie
to Andre Woons
44 seconds ago
-€1
koffie
to Bas de Vries
51 seconds ago
-€1


Karma
09:41 AM
I'll challenge **Jons Janssens** for € 10.00 that "**AJAX wins tonight**"
Send


Karma
09:41 AM
I'm asking Stijn Hanegraaf $ 24.00 for Peel iPhone Cases
Send


Pay
Request

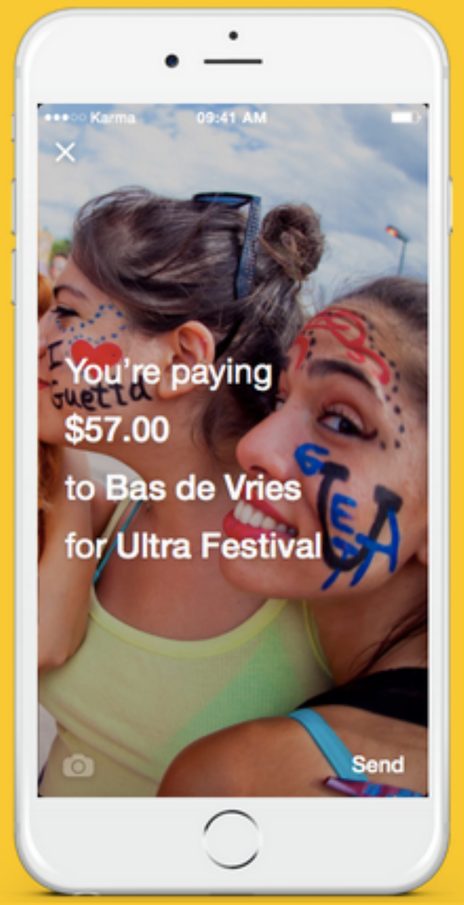

vodafone NL
17:30
I'm paying
Bas de
€ amount
BD
Bas de Smit
BD
Bas De Vries
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
spatie
Volgende

# Why Bitcoin matters.

No transaction costs. No middle man. No boundaries.

FLORIN

# Bitcoin payments made fun

Pay your friends or send them a request to pay you back. All you need is their phone number.

Download on the App Store