



Trust Pay

B2B2C

Our add-on works in financial institutions: NGOs receive and spend donations, publicly showing transactions on UI in real-time. Donors gain confidence and immediate feedback on their causes.

Founder Team —

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Developer
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+10 years' joint experience working in NGOs related to social and environmental causes, with Graduate, Master, and Doctoral experience in Engineering, Sociology, and Physics

We show the end-destination of donors' funds. We solve users' lack of confidence around faceless institutions with a FIAT UI solution with blockchain in the backend.

Problem

Donors don't feel confident when sending donations.

Donors feel that their funds are poorly managed because they don't know what is happening with the money and are not fully notified through each step.

In Argentina, people trust local institutions that receive donations less every year. In the past 7 years, confidence went down from 58 % to 39 %.

Solution

Trust Pay uses blockchain technology to trace donations in and out of NGOs to give confidence and ease of use to donors.

Our platform registers and tracks every movement of information around FIAT in the NGOs' account, replicating these movements on blockchain, without the costly need of converting money to a crypto-token. This guarantees that donations are traceable and delivers confidence to donors.

A landing page shows detailed information on funds donated and how the money moves in real time.

Business Model

Trust Pay is an intermediary between donors and NGOs. Our business model is based on strategic associations with NGOs, financial institutions, and companies.

- Each transaction has a 1 % commission fee
- Premium. Personalized assistance to NGOs to use Trust Pay
- Crowdfunding. 100 % of revenue to Trust Pay

Market

- TAM: \$ 449.64 billion
- SAM (Latam): \$ 60 Million/Year
- SOM (Argentina): \$ 600K/Year

Awards

- Scholarship for pre-seed Web3 accelerator: Speezard
- 4th prize to best code in National Web3 Hackathon: Think and Dev

Roadmap

1. Prototype & User Validation
2. MVP
3. Blockchain Transactions: Ramp-on & Ramp-off implementation
4. Smart contracts to re-distribute funds
5. Seeking advisors
6. Seeking business partnerships