



Ripple

BLOCKCHAIN BANKING PITCH DECK

GOALS OF RIPPLE

- ☀ Cross-Country Payments.
- ☀ Crypto Liquidity.
- ☀ CBDC.
- ☀ Payroll.
- ☀ Domestic Consumer Payments



HELLO THERE!

I'm Harshdeep, and I'll be demonstrating to you our banking solution.

Follow us at [@rippleorg.com](https://rippleorg.com) to learn more.



PROBLEMS AND EXISTING ALTERNATIVES

Current Banks have tracking issues that international transactions.	Ripple is a solution that provides transparency in international transactions.
International transactions are slow that they take time to clear.	Ripple transactions are very fast like they happen in seconds.
International transactions have fees that are charged by banks.	Ripple is more cost-effective than traditional banking services.

Cross Border Payments

Enable dramatically better cross-border payments with Ripple's payments solution and network.

Liquidity

Support your ability to make and accept crypto payments with our crypto liquidity solution, Liquidity Hub.

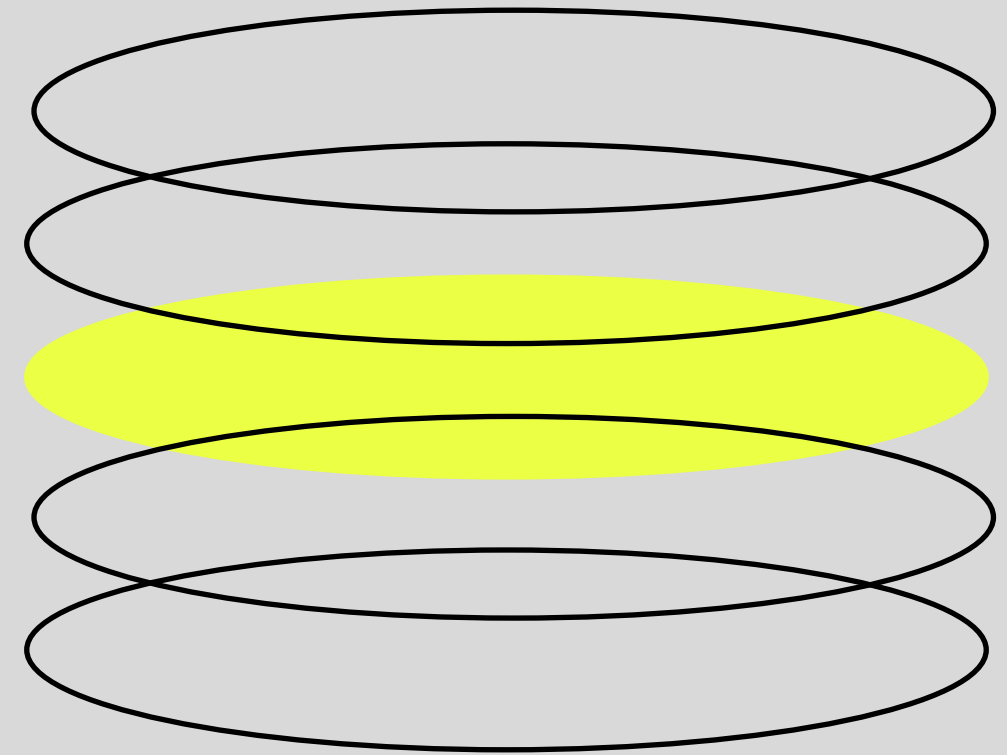
Central Banking

Help governments' central banks to mint, manage and transact CBDCs and help commercial banks to mint, manage and transact CBDCs.

SOLUTION



KEY BENEFITS



Transparency

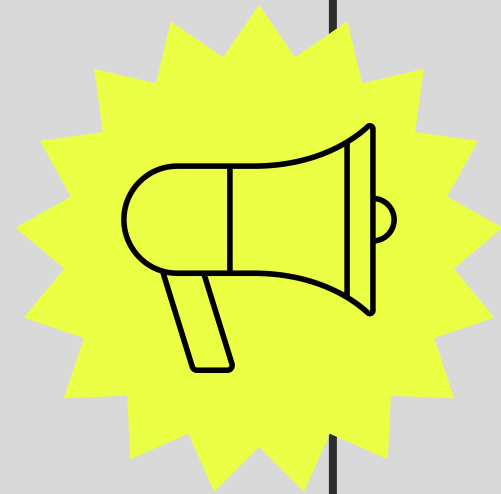
Transparency is really important at what we consider our core values at Ripple so our customers can always track their transactions.

Speed

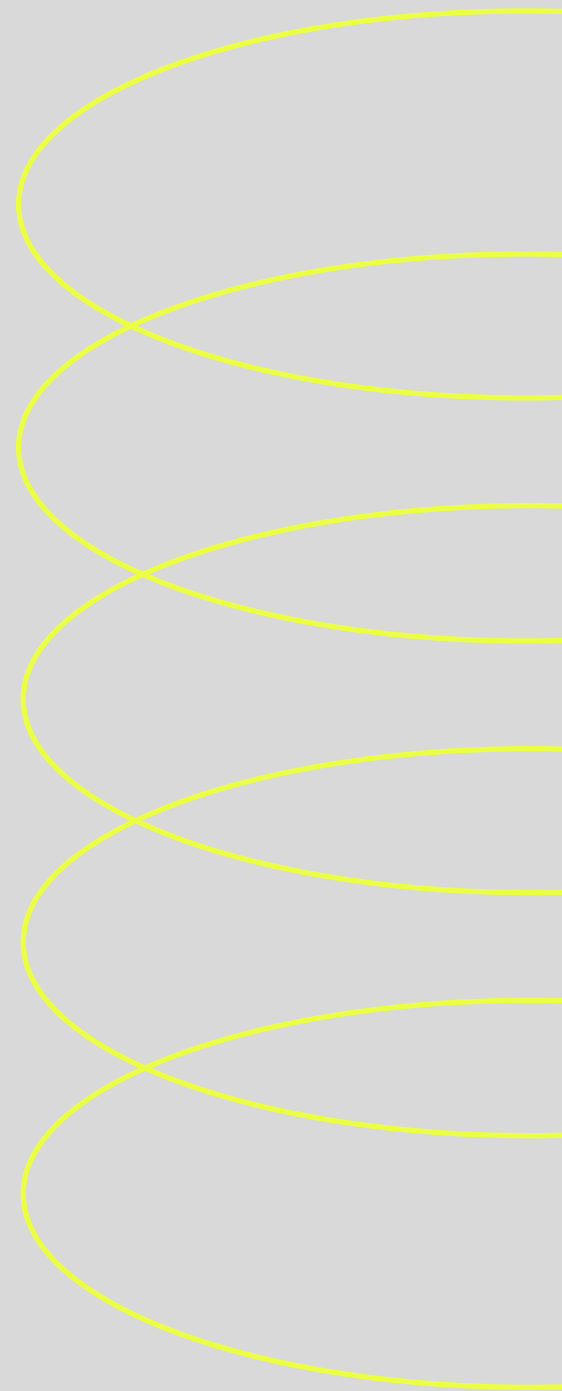
Speed is really quick with our solution in way that our transaction fell instantaneous known as real-time settlement.

Cost Effectiveness

Costs lower than what other financial system could offer.



**WE OFFER OUR CUSTOMER THE
OPPORTUNITIES TO LEAD IN
FINANCIAL OPPORTUNITIES BY
OFFERING FAST, COST-EFFECTIVE
AND TRANSPARENT SYSTEM.**



Ripple And Token XRP



II.				
	S	W	O	T
	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
	<p>What are you doing well?</p> <p>We are providing fast, transparent and low cost solution.</p> <p>What sets you apart?</p> <ul style="list-style-type: none">That it is simple, fast and cost-effective.XRP is a deflationary cryptocurrency, which means that it will increase in purchase power because currency single use control, where those tokens are destroyed once used and no longer redistributed.At release, the public received more than 90% of the XLM. The currency's founders possess around half of the XRP tokens. Their primary goal is to maintain	<p>Where do you need to improve?</p> <ul style="list-style-type: none">The amount of xrp tokens that could be issued unknown to investor, which means that large amount of tokens could flood the market therefore hard to track value of tokens.Less Decentralized than competition due to it offering a default transaction validator list. <p>Are resources adequate? What do others do better than you?</p> <p>No, the resources are not adequate because our competitor Stellar can use consensus protocol to achieve</p>	<p>What are your goals?</p> <p>To stabilize the value of xrp token, while still maintaining reasonable growth of currency with consistency.</p> <p>Are demands shifting?</p> <p>Yes, the demand is shifting towards decentralized banking platform where stellar currently shines.</p> <p>How can it be improved?</p> <p>I could help ripple improve their network by introducing a more decentralized and open model.</p>	<p>What are the blockers you're facing?</p> <p>The threat factor is that if ripple does not agree with this new model now then it cannot be implemented and cause them future losses which are not being comprehended properly by their management.</p> <p>What are factors outside of your control?</p> <p>Convincing Ripple enough to adopt this model is a difficulty for me right now.</p>

UNFAIR

ADVANTAGE

Permissioned Network

Permissioned and centralized payment network.

Custom Token

XRP as its own cryptocurrency

Fixed Supply

Ripple has fixed supply of 100 billion XRP.

**Paul**

Paul is an advocate for decentralized and open source solution that can be maintained by someone to extent that of proprietary solution.

**David**

David wants a more versatile cryptocurrency that can have a stable pricing and can be easily traded without losses incurred when price of crypto going up quickly or going down rapidly.

**Anna**

Anna wants a cryptocurrency that is not deflationary and grows at a steady rate.

CONSUMER SEGMENTS

CHANNELS

Brand Storytelling

researchers have proven that storytelling is the best way to capture people's attention, bake information into their memories, and resonate emotionally with them. The human brain is programmed to crave, seek out, and respond to well-crafted narrative -- that'll never change.

If you have an About page on your website that functions only to say what you do and who you do it for, crafting a compelling narrative is a great way to uplevel that page and resonate with your readers. For maximum effectiveness, consider following a storytelling framework such as Simon Sinek's Find Your Why methodology, Donald Miller Storybrand, or the classic Hero's Journey.

The Pillar-Cluster Model

Google must comprehend the purpose and context of each and every search because consumers today greatly rely on it to deliver precise and pertinent replies to the majority of their concerns.

To accomplish this, Google has developed to identify subject links between users' queries, review prior searches for comparable queries, and display the information that best addresses them. Google will therefore present the information that they believe to be the most reliable on the subject.

The pillar-cluster concept is essentially a topic-based content strategy. This implies that you come up with and categorise blog post ideas by topic.

You can let Google know that your pillar page is an expert on the subject by establishing a single pillar page (an ultimate guide, for example) that offers a broad overview of a topic and linked to cluster pages (subtopic blog posts) that go in-depth on the topic's subtopics.

Since all of the cluster pages are linked to the pillar page, this spreads domain authority throughout the cluster, giving your cluster pages an organic boost if your pillar page ranks higher. If your cluster pages start ranking for the targeted keywords, they may even help your pillar page rank higher.

Video Marketing

The most popular type of media utilised in content strategy is video, which has surpassed blogs and infographics (HubSpot).

There are a few causes for this:

It is adaptable. You can make videos for YouTube, your blog, social media, and other platforms.

It is an alternative form of organic play. Within the SERPs, Google displays videos (search engine results pages). The second most popular website after Google itself is YouTube, which functions as a search engine in and of itself (Alexa).

The interaction is satisfying. In addition to outperforming television in terms of consumption, video is also more successful at spreading information (Biteable).

Customers therefore seek both audio and video information in addition to the former. Smart marketers are also obtaining ROI in the in the form of engagement and repurpose-ability.

RIPPLE PURCHASE USING GREAT BRITAIN POUND

How to Buy
Ripple XRP
Online with GBP

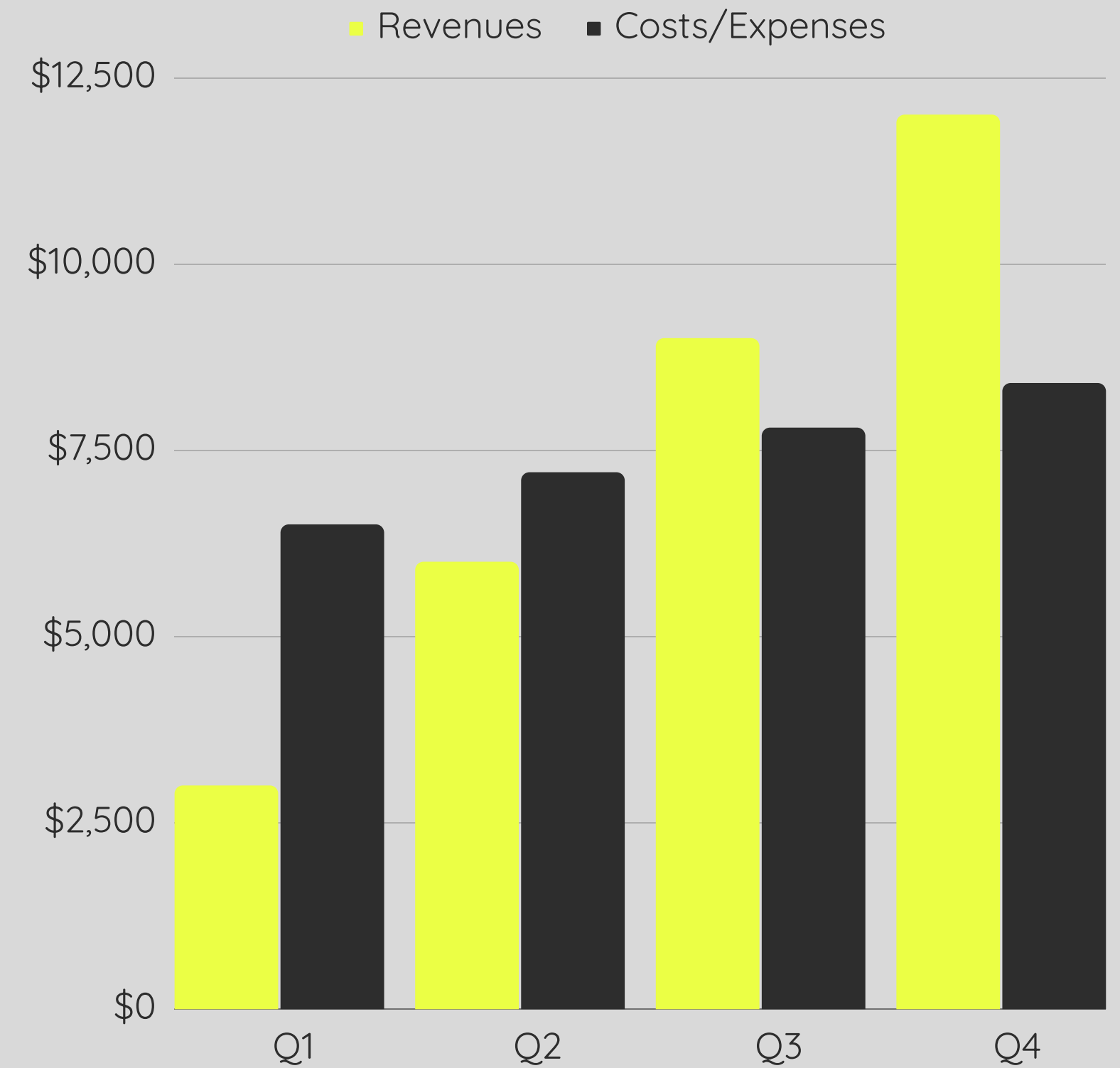


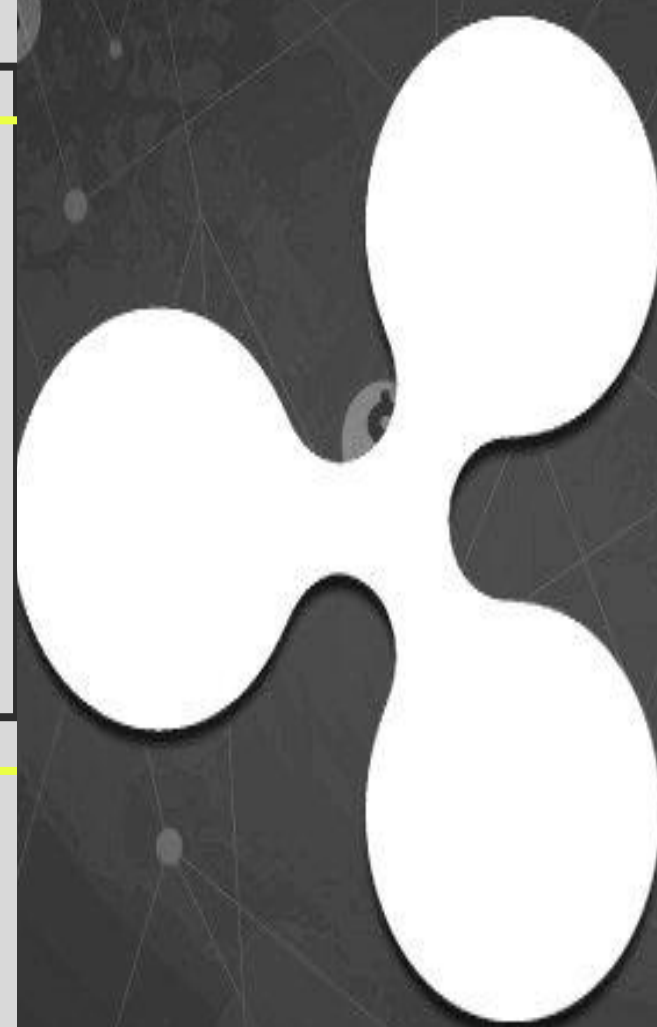
CryptoxBureau

COST STRUCTURE AND REVENUE STREAM

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Income Statement				
Revenue Add the product of your average sales price and the number of units sold with your other sources of revenue	\$ 000	\$ 000	\$2,819.63	\$2,964.28
Fixed Costs Add your fixed costs, such as salaries, insurance, and rent, among others	\$ 000	\$ 000	\$ 000	\$ 000
Variable Costs Add your variable costs, such as materials, labor, and insurance, among others	\$ 000	\$ 000	\$ 000	\$ 000
Total Costs Add your fixed and variable costs	\$ 000	\$ 000	\$2,508.95	\$2,737.97
Profit Deduct the total costs from your total revenue	\$ 000	\$ 000	\$ 000	\$ 000

COST STRUCTURE AND REVENUE STREAM

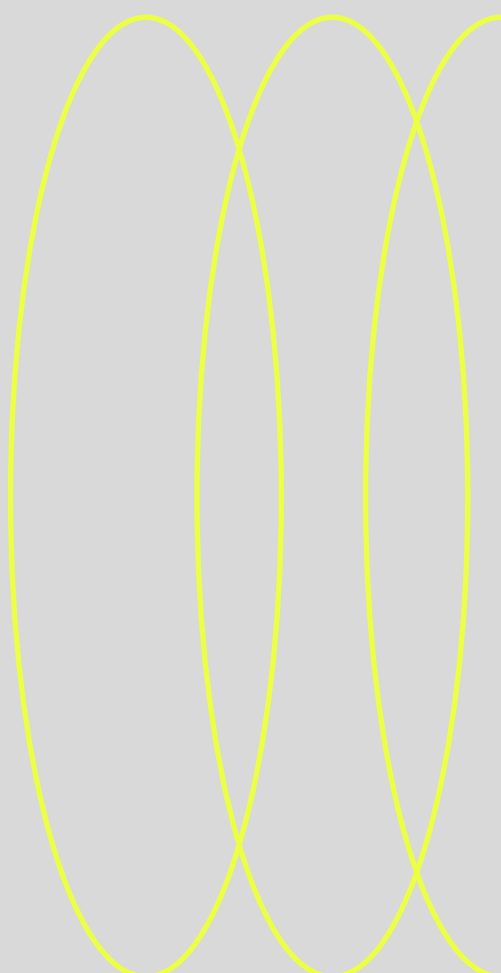




Ripple
for
Cross-Border
Payments



Ripple is planning on collaboration with paypal and would be using Great Britain Pound as a supported currency.





THANK YOU!

I would like to thank all of you to attend this presentation and showing interest in our project.



XRP BANKING SOLUTION

Email

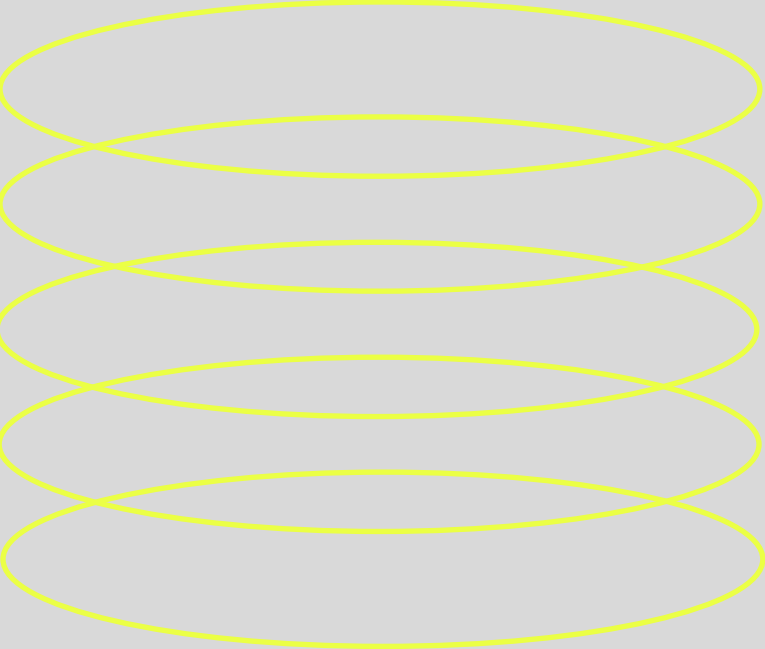
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Happy designing!

