

Mobile Contactless DP Payments Ecosystem

Presented by: Hana Abd El-Latif, Jessica Bratahani,
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Agenda

01 Introduction to the Ecosystem

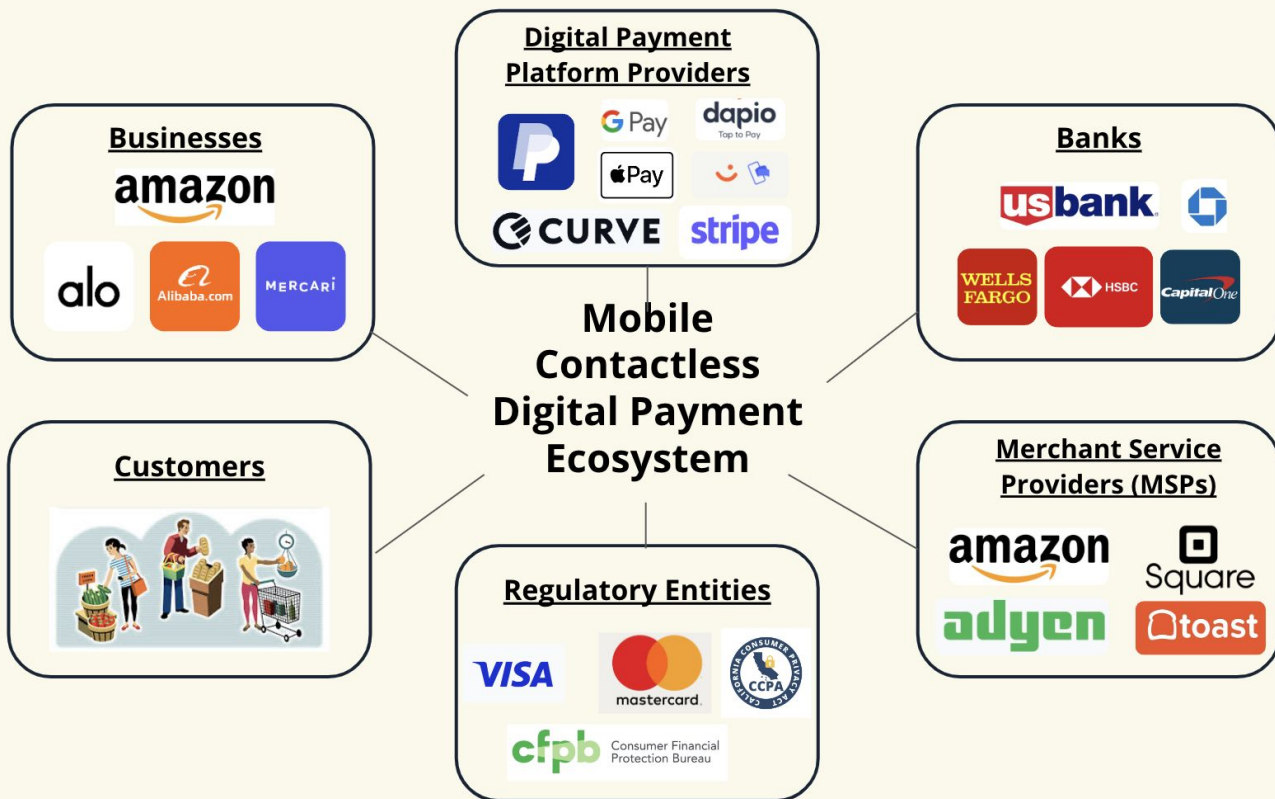
02 Ecosystem Health

03 Key Strategic Moves Taken

04 Key Strategic Moves Proposal

05 Integrative Summary

Who are the key players in this \$91B ecosystem?



Ecosystem Health Assessment is..

THRIVING AND GROWING!!

An Ecosystem's health can be evaluated by its:

1. Productivity

The network's ability to consistently transform technology and other raw materials of innovation into lower costs and new products.

2. Robustness

The capability of surviving disruptions such as unforeseen technological change.

3. Niche Creation

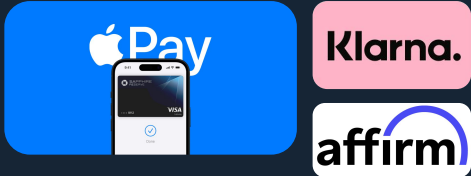
Ecosystem's capacity to increase meaningful diversity through the creation of valuable new functions.

Key Strategic Moves Taken: Dominant Players

Strategic Partnerships



Cost Reduction and increased network reach



Customer Base Diversification



Stripe tapped into the entrepreneur customer base

Foster Innovation + capture value



Service Expansion



Contactless payment wallets expand to virtual IDs

One stop solution allows for increased user engagement



Key Strategic Moves Taken: Minions

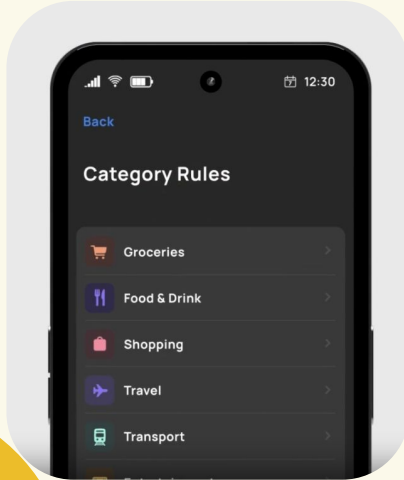


Increased Functionality

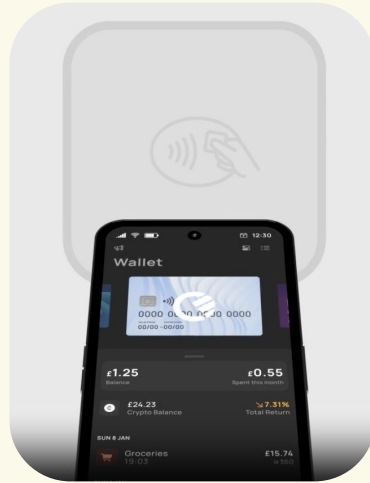
Improving user experience with intuitive design

Unified Platform Integration

Increased Functionality (Curve)



Smart rules
to control which
card is used when
you pay



“Time Travel” feature
to retroactively change
which card to charge



Rewards and cashbacks



Leverages outside
networks of participants
and increases
interoperability

Improving User Experience with Intuitive Design (Dapio)



Designed for Small Businesses

- Users need simplicity and efficiency
- Clean interface for accepting payments, tracking transactions and viewing insights

Commitment to customer satisfaction

- Reduces cognitive load, allowing merchants to focus on their core business
- Easy navigation and seamless payment process

Platform Revolution Book (Chapter 10)

- Focuses on core interaction
- Emphasizes simplicity and effectivity



Unified Platform Integration (Vipps MobilePay)



Vipps and MobilePay, originally from Norway and Denmark respectively, were founded with a shared mission:

send money as easy as sending a text



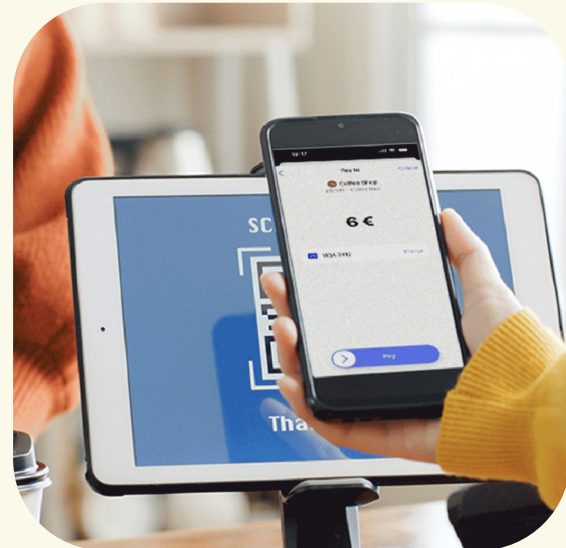
A Unified Platform

Vipps MobilePay



Network bridging

- inclusive, cross-border mobile wallet solution across the Nordic region (Denmark, Norway, Sweden, and Finland)
- enhanced ecommerce solutions and seamless mobile payments
- reducing cross-border transaction fees



(HBR's Why Some Platforms Thrive and Others Don't)

Key Strategic Moves Proposal: Dominant Players

**Digital Payments in
the Metaverse**



**Cross-Platform
Synergies and
Collaboration**



**Leveraging AI and
Machine Learning**



01

Metaverse

3D digital space combining
VR, AR and Internet
Technology



Digital Payments

- “McKinsey estimates that the metaverse may generate up to \$5 trillion by 2030”
- Digital payment wallets could incorporate blockchain-based payment solutions
 - Cryptocurrency and NFT payment in Apple Wallet

Cross Platform Synergies and Collaboration

Platform and User Benefits



- Platforms can collaborate
- Increased Network effects
- User incentives (Rewards)
- Membership options for upgrades

Merchant and Market Impact



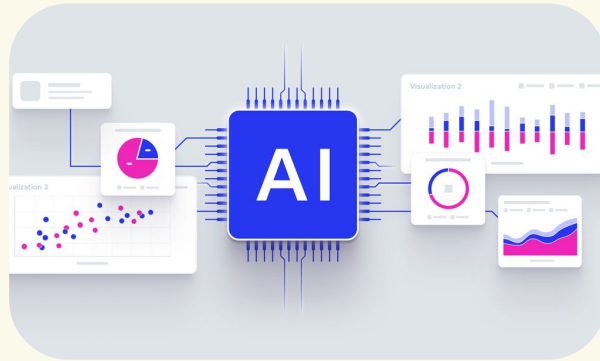
- Merchant attraction
- Reshaping market and sharing value
- Creating value and capturing it

Leveraging AI and Machine Learning



Partnerships

Partnering with OpenAI
in commercialization



AI Analytics

Auto-generated
dashboards or
Analytics chatbots



Value Creation

Additional features
attract more user base

Key Strategic Moves Proposal: Minions



Piggyback Approach

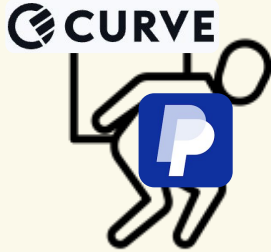
**Enhanced Personalization
using AI and Machine Learning**

**Gamifies Payment Experience
for User Engagement**

Piggyback Approach



Involves partnering with or “riding on top of” existing networks to accelerate market entry and growth.



Curve partnered with
UK PayPal in 2023

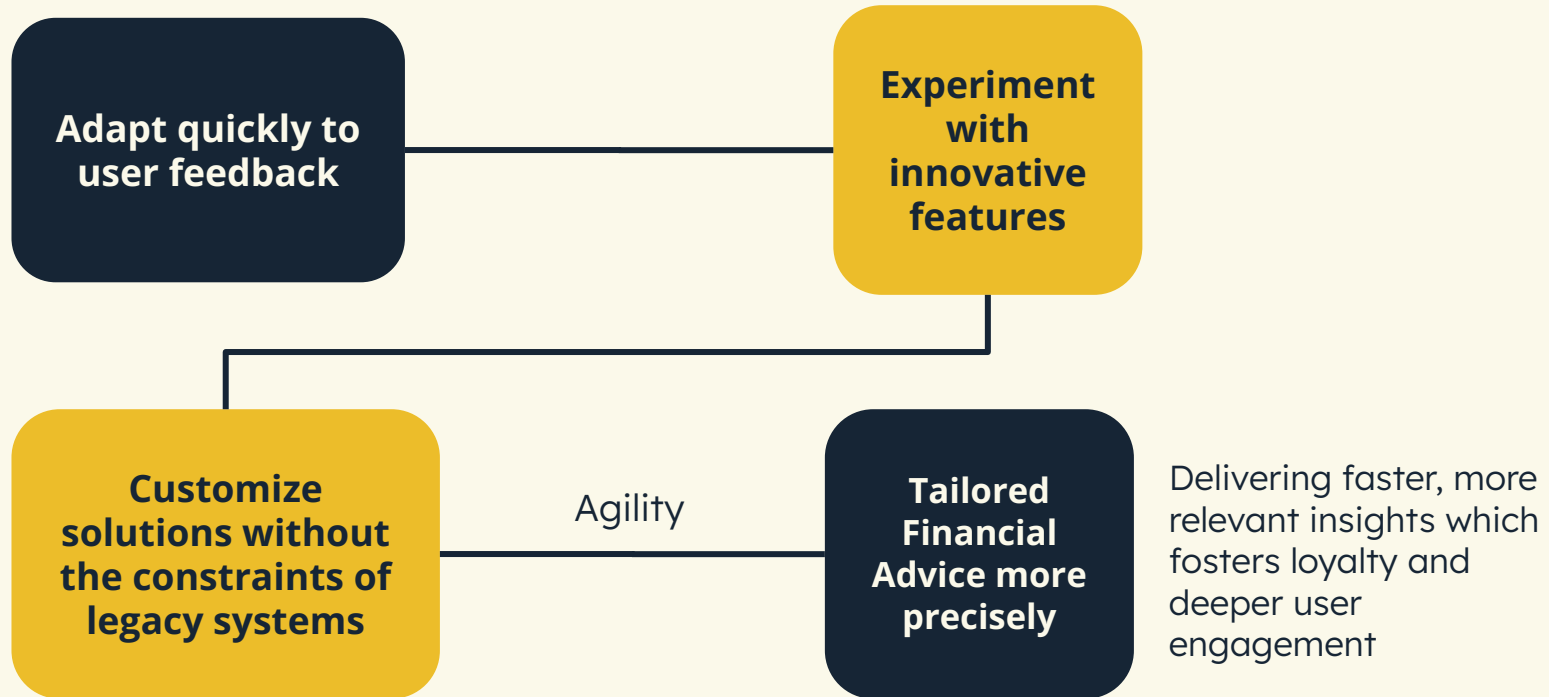


Use minion's flexibility to collaborate
beyond the financial sector and piggyback
on other customer-centric industry giants

Enhanced Personalization using AI and Machine Learning



Emphasis on: ***Flexibility to Implement***



Gamified Payment Experience for User Engagement



Boost Engagement and Retention

Transform routine financial tasks into an enjoyable experience

Appeal to young users

Interactive features make financial management approachable and fun

Create Habits

Motivate users to return to the platform regularly

Differentiation in a Crowded Market

Enhances loyalty and user connection

Integrative Summary

Dominant Players



1. Digital Payments in the Metaverse
2. Cross-platform Synergies and Collaboration
3. Leveraging AI and Machine Learning



Minion Players



1. Piggyback Approach
2. Enhanced Personalization using AI and Machine Learning
3. Gamified Payment Experience for User Engagement

By fostering collaboration between dominant and minion players, their respective strategies can be strengthened, driving growth and innovation in digital payments

Contactless Payment Solutions

Projected to grow significantly in the coming years, with an estimated increase of 221% by 2026, driven largely by mobile devices and wearables

78% of global consumers now use contactless payment, with notable growth in regions like Europe and Southeast Asia

The value of contactless payment transactions is expected to increase by 113% over the next five years, reaching \$15 trillion globally by 2029

Reader-Mode Payment, a software-based solution that turns smartphones and tablets into payment terminals via NFC, offers a cost-effective alternative to traditional POS systems, making it a key driver of contactless payment growth.

Environments where Contactless Payment Solutions can Thrive

Transit space



Open-loop ticketing, enabling seamless, multimodal travel, while adoption may be slower in cities lacking this infrastructure

Growing smartphone and internet penetration



Providing a cost-effective, accessible alternative to traditional banking, and promoting financial inclusion, as seen with Kenya's M-Pesa

Governmental and regulatory support



Seen in India's Digital India Program and Unified Payments Interface (UPI) and China's regulatory support, which have accelerated the adoption of digital payments and fostered cashless societies

Thank you!

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