

# Mobile Contactless Payments DP Ecosystem

**Presented by:** Hana Abd El-Latif, Jessica Bratahani, Samantha Sy, Jesslyn Noorjono, Michelle Lie



# Agenda

**01** Introduction to the Ecosystem

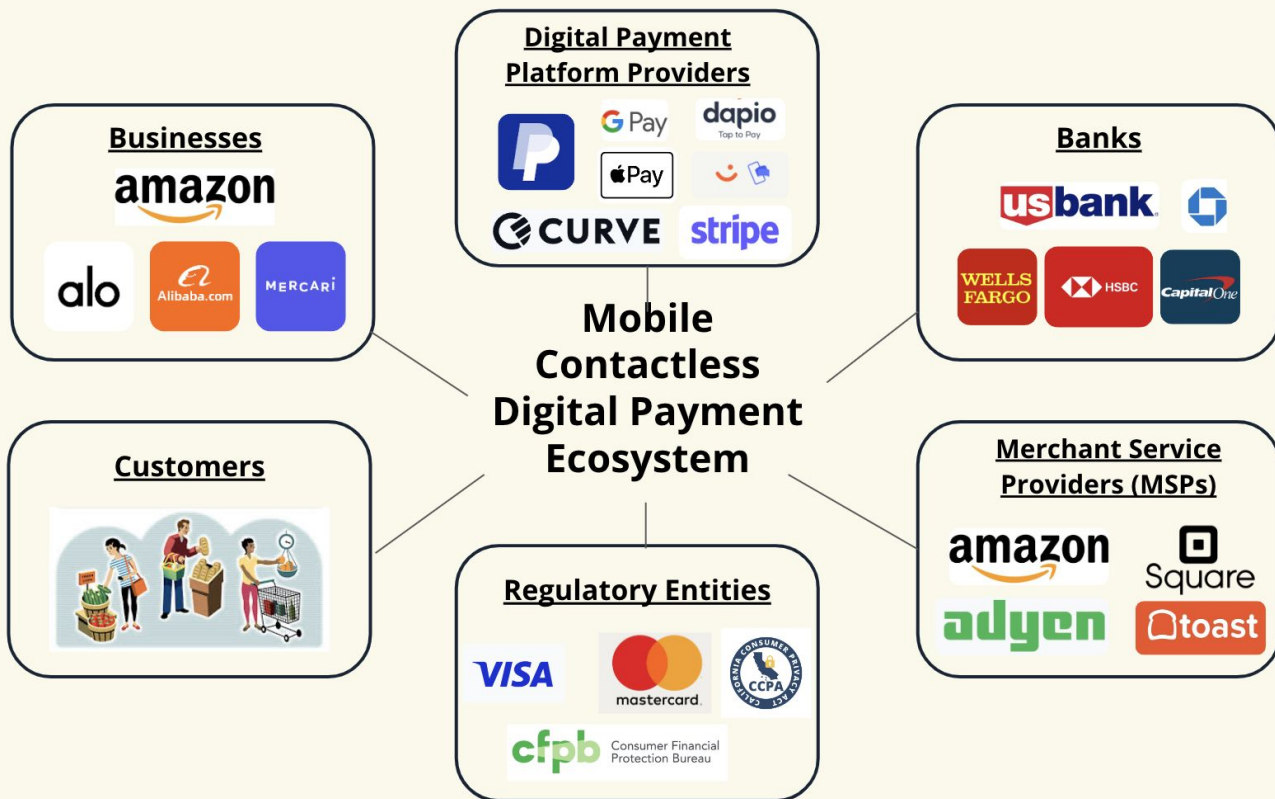
**02** Ecosystem Health

**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**

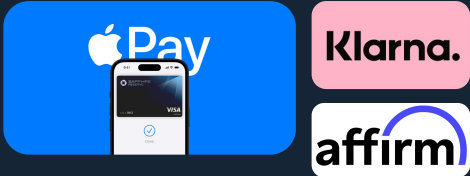
Ecosystem's capacity to increase meaningful diversity through the creation of valuable new functions.

# 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

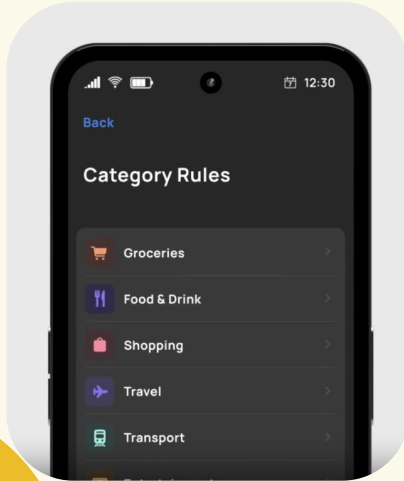


Increased Functionality

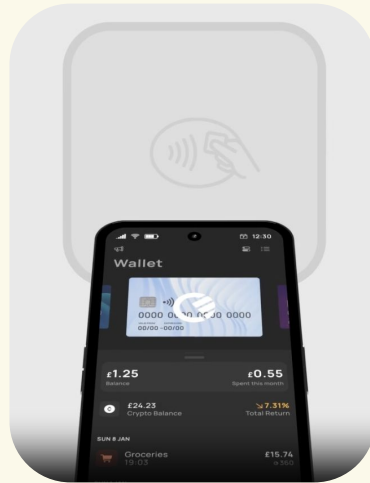
Improving user experience with intuitive design

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**



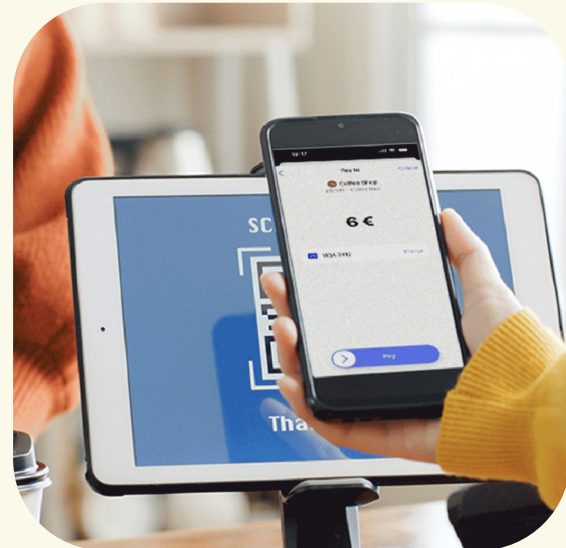
**A Unified Platform**

**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

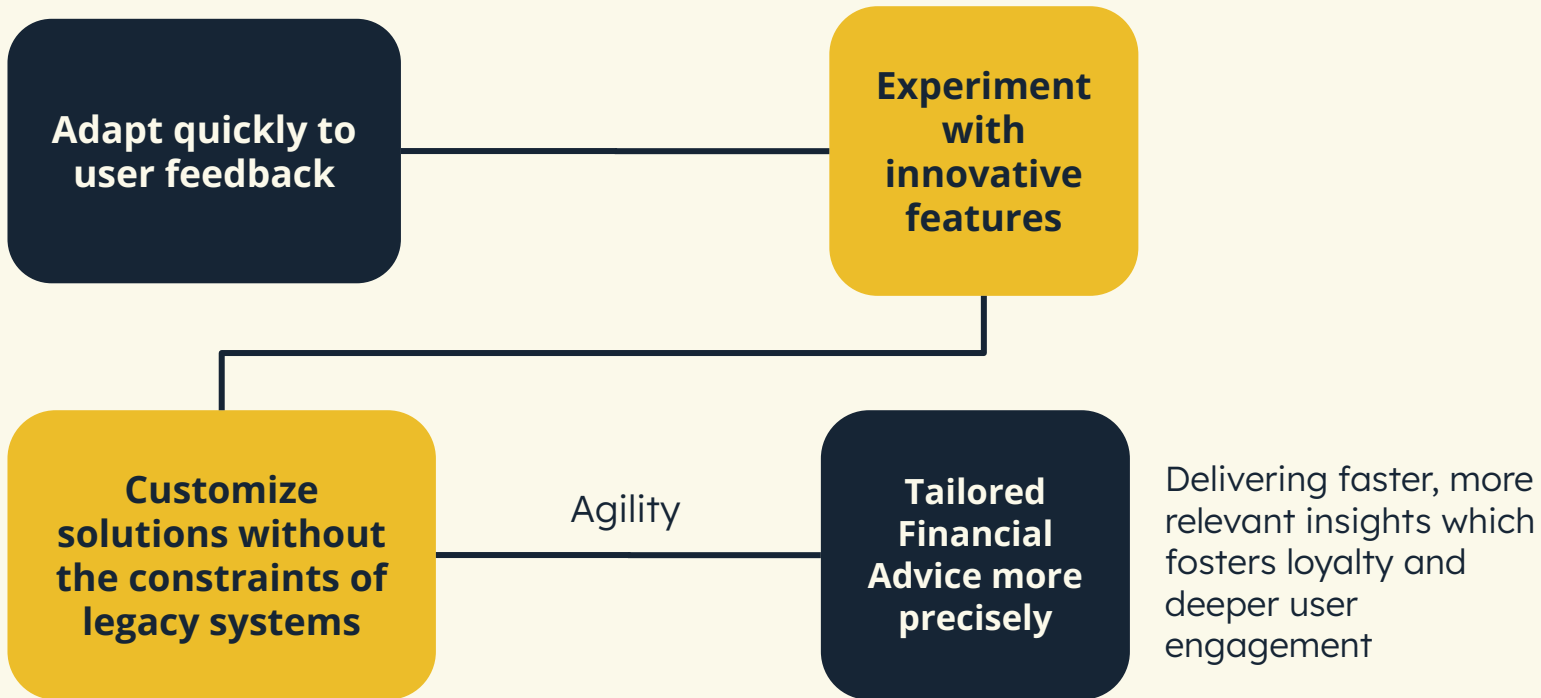


Use minion's flexibility to collaborate  
beyond the financial sector and piggyback  
on other customer-centric industry giants

# 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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