**KASHOUT PROPOSAL**

**OVERVIEW**

Kashout is a fintech application geared towards Payment facilitation especially in the unpredictable courier/ delivery service.

The motivation behind the conceptualization and development of the system is the trust based business model that is currently ongoing in the market.

You either have to pay on delivery(trusted on part of the seller) or pay on order(trust on part of the buyer)

My application/system aims to eliminate the need for trust but rather to develop a full proof payment gateway centred around the order-delivery kind of business.

This is achieved by development of an modified escrow kind of business which alienates the need for verification of payment on either the buyer or the seller.

**IN-DEPTH BUSINESS MODEL**

1. A buyer makes an order on any site of her choice which has integrated the Kashout E-Commerce API/Gateway on their platform.
2. This then notifies the system on our end that an order has been placed and a unique order identifier is System-generated. This is also coupled with a prompt to the user to select their preferred Delivery/Courier Agent. This agent also has API access to the Kashout platform. A deadline for delivery is also selected at this juncture based on the couriers terms ( such as distance, location etc). The TILL/PAYBILL/PHONE number of the seller is also populated at this point.
3. After the suitable delivery agent has been selected, the order is automatically sent to their systems for their normal business flow to ensue.
4. During delivery, the delivery agent asks for confirmation of payment by asking the buyer to read out the unique number generated by the specific payment provider they used. If this matches what is in our database, an OTP is generated and sent to the buyer via Text or Email.
5. The buyer then reads the password to the delivery agent. On confirmation, the payment can now be sent over to the seller. This is because confirmation of delivery on the side of the delivery agent also results in an asynchronous API call form their system verifying delivery.

This is the last step in the delivery process.

**END POINTS**

*Already integrated;*

MPESA STK

*Pending integration;*

*Equity*

*COOP*

*Paypal*

*Visa*

*Mastercard*

**REVENUE STREAMS**

1. **A commission from facilitation of payment based on pre-determined ranges. -. main revenue stream**
2. Advertisements on the application(both android and web)
3. API integration to delivery agents
4. API integration to e-commerce websites
5. Preferential ranking of delivery agents and e-commerce websites

**PROJECTED GROWTH/DIVERSIFICATION AREAS**

* Development of E-commerce websites for businesses
* Development of Delivery applications for businesses
* Bulk SMS provision
* Web hosting and domain registration
* Courier service by Kashout
* Hedging of goods imported from abroad

**JUSTIFICATION FOR FUNDING**

1. Mentorship
2. Hire a full time UI/UX designer( A front end developer would also be highly preferred).
3. Outsource Graphic designs
4. Acquisition of VPS and domain registration
5. Advertisement fees

KEY POINTS

Development finalisation currently stands at 45%

**GRAPHICAL REPRESENTATION OF BUSINESS FLOW**

