



FinTech Evolutions

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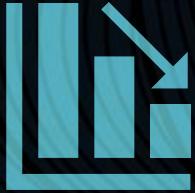


SUMMARY

- ❖ With a \$900B market cap in 2023 and little regulations, retail gift-cards are a niche and untapped FinTech market estimated to grow to \$2T by 2030.
- ❖ We offer a blockchain based gift-card issuance and wallet management solution targeting both individual customers and retailers.
- ❖ Customers enjoy a centralized, secured, integrated, all-in-one app to manage all their gift-cards without any age restrictions even for adolescents.
- ❖ Retailers have access to the most secured SaaS API to issue and manage their gift-cards with zero frauds and no maintenance hassle.



FACTORS



TRANSACTION COST

Lowering information and search transaction cost by leveraging real-time free bank transfer services—like Zelle—and automated platforms managing transactions.



CYBERSECURITY

Incorporating high-end authentication and biometric methods to secure access, and blockchain technologies to secure transactions.



TECHNOLOGY

Smartphones allow reaching wider customer range, and blockchain technology allows attracting more vendors.



ECOSYSTEM



LOW-SCALE TECHNOLOGY

Helping vendors digitize and modernize their gift-card services.



LOW SCALE FINANCIAL SERVICES

Offering gift-card wallet and financial services to customers and vendors.



MAJOR TRENDS

Payments, blockchain, cryptocurrency, robo-accounting and advertisements.



VALUE PROPOSITION

- ❖ Individuals will have access to a unified wallet for all of their gift cards right on their smartphone which is quick, easy, centralized, free, and verifiable.
- ❖ Eliminate the need to carry or store physical gift-cards, lose them in drawers, or forget to bring to stores, with proper reminders and popups for expiration dates.
- ❖ Easy transfer of digital gift-cards to someone else or family members, or exchange them with other members' cards through digital contracts.
- ❖ Easing retailers' pain-points of modernization, maintenance, fraud, and integrations with current systems. Higher network effects, new revenues, and lowering cost of capital by customers crowdlending their money.



STRATEGY



STRATEGIC SCALING NETWORK EFFECTS

Customers create a rich network effect that can expand beyond gift-cards, and retailers will benefit from that.



FOCUS ON PEOPLE

Prioritizing services to put customers first and empower them with better finances, making sure no gift-card is lost.



MULTIPLE TRUST ASPECTS

Transparency, transaction integrity, security, fraud-detection, ML/AI enhancements, privacy, and reporting.



TECHNOLOGY

- ❖ Cloud-computing backend for customers-facing app will reduce server costs and maintenance fees with faster response times in different regions.
- ❖ Blockchain ensures transaction integrity, security, and transparency for both customers and retailers, and exchange platform allows digital contracts.
- ❖ AI/ML will monetize the data and offer new revenue and advertisement streams for vendors and enhance customers lives with relevant products.
- ❖ Easy to manage, maintain, and reporting SaaS API platform addresses vendors' major pain points.
- ❖ Easy to use smartphone app increases customer satisfaction and network effects.



EVALUATION METRICS



CASHFLOW AND BALANCE SHEET

The ultimate metrics to measure success are cashflow, income, and balance sheet of the startup.



VENDORS & RETAILERS PARTICIPATION

Prioritizing services to put customers first and empower them with better finances, making sure no gift-card is lost.



ACTIVE CUSTOMERS NETWORK EFFECTS

Scale of the network can also be used to evaluate the success of the application.



FINANCING STRATEGY

- ❖ **Financing:**
 - ❖ Seeking venture capitals (VCs) seeding and series A, B, and C.
 - ❖ Persuading big retailers to invest in the platform in exchange for shares.
 - ❖ Crowd-funding the project from major websites.

- ❖ **Returns:**
 - ❖ 10-30% shares for VCs and retailers, and ICOs for crowd-funding.
 - ❖ Revenue sharing structure.



MANAGING RISKS

- ❖ Early stages require raising capital to start the company, therefore prototyping and making proof of concept can attract more funding.
- ❖ Network effect deficiency can be addressed by allowing customers to add their existing physical gift-cards as well as future digital ones.
- ❖ Competition: lower fees and agile development can address this.
- ❖ **Later Stages:**
- ❖ Little compliance or regulation regarding gift-card purchases and exchange.
- ❖ Compliance is addressed when ready to enter financial arena and offer more services by hiring experts with credentials and financial literacy.



BUSINESS MODEL CANVAS [BMC]

Key Partners <ul style="list-style-type: none">◊ Retail Stores◊ Restaurants◊ Department Stores◊ Clothing Stores◊ Electronics Stores◊ Small Shops◊ Furniture Stores◊ Medical Providers◊ Investors◊ Regulators◊ Government	Key Activities <ul style="list-style-type: none">◊ Enhanced Security◊ App Development◊ B2B SaaS API◊ Blockchain & Servers◊ Legal and Marketing◊ Machine Learning & AI Key Resources <ul style="list-style-type: none">◊ Smartphone App◊ Social Network Features◊ SaaS API Integration	Value Propositions <ul style="list-style-type: none">◊ Quick, easy, centralized, free, and verifiable unified gift-card wallet.◊ Eliminate the need for physical cards or risk losing them.◊ Expiration reminder◊ Transferrable and Exchange Friendly◊ Reduced pain points for vendors, ad revenues, transparency, and better network effects	Customer Relationships <ul style="list-style-type: none">◊ Social Network Aspects◊ Easy all-in-one wallet app with expiration reminders◊ Faster Transactions Channels <ul style="list-style-type: none">◊ Apple's AppStore◊ Google Play Store◊ Social Media◊ Retailers POS◊ Word of Mouth	Customer Segments <ul style="list-style-type: none">◊ Smartphone Users◊ Age Groups:<ul style="list-style-type: none">◊ 9-11◊ 12-14◊ 15-18◊ 19-21◊ 22-26◊ 27-35◊ 36-45◊ 46-60◊ 60+s
Cost Structure <ul style="list-style-type: none">◊ Patents registration, branding, accounting, regulatory compliance, IT infrastructure, data security, sales, marketing, B2B API maintenance, B2B relations, and customer service.◊ Transaction fees for debit and credit cards processing	Revenue Streams <ul style="list-style-type: none">◊ Fixed monthly fee structure for big vendors and interest from collateral of small shops◊ Ad revenues from AI/ML targeted advertisements◊ Offer traditional financial services to customers			



FinTech Evolutions

Berkeley Fintech: Frameworks, Applications, and Strategies

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