

Not a Bank

Implementação do projeto regulamentar
do PIX



01

Qual problema resolvemos?



Dores do Cliente:

01

Lentidão

Transferências demoradas, limitadas por horário bancário tradicional.

03

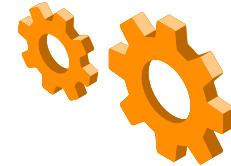
Exclusão

Dificuldade de acesso a serviços financeiros modernos.

02

Recebimento

Pequenos negócios dependentes de maquininhas caras e lentas.



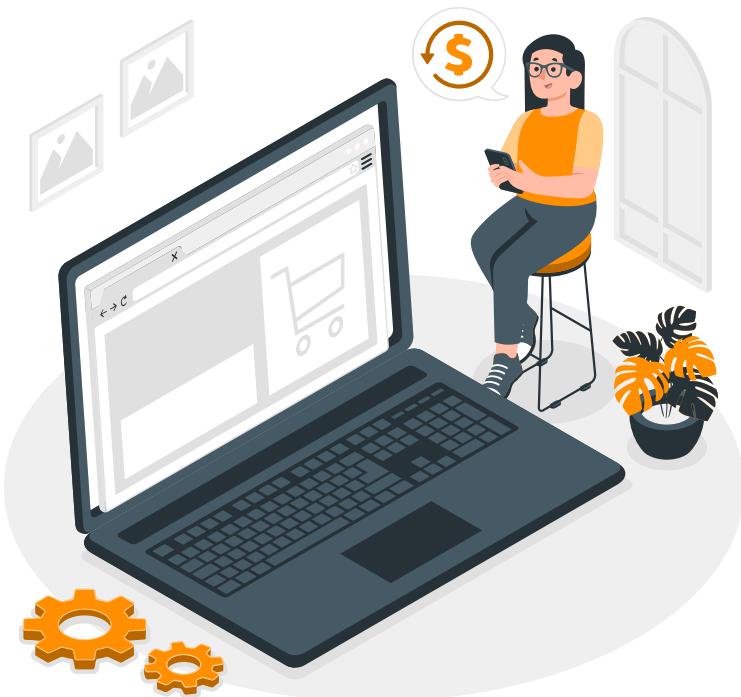
3



02

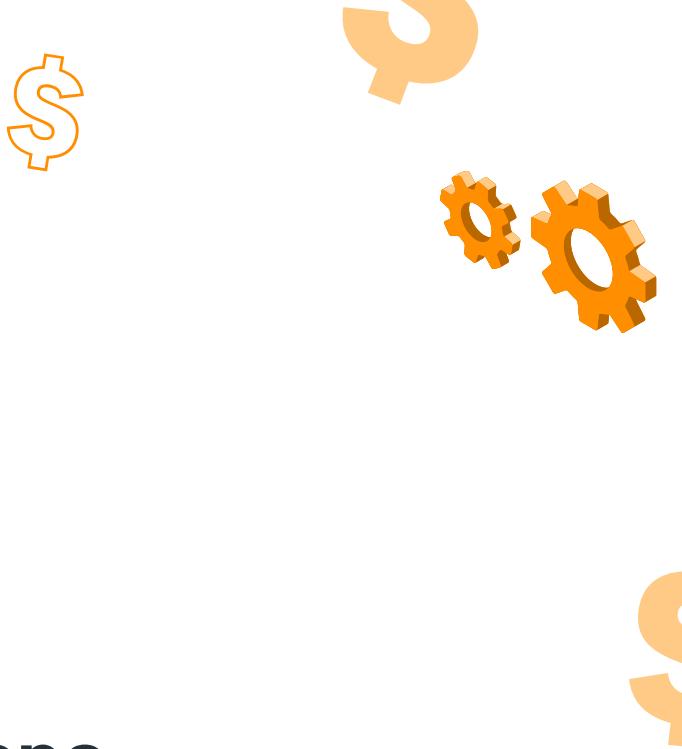
Overview e Requisitos





O que é o pix?

O Sistema de Pagamento instantâneo Brasileiro (PIX) visa o rápido envio e recebimento de dinheiro de forma instantânea.



Escopo

O projeto será dividido em ondas para a primeira entrega é necessário apenas que o usuário seja capaz de realizar transferências

Requisitos Funcionais



Chave PIX

Chave que identifica o usuário



Integração

Deve haver integração com Banco Central



Segurança

Dados criptografados

Requisitos não funcionais



Velocidade

SLA de dez segundos para conclusão de transação



Flexibilidade

Adaptabilidade a diferentes cenários de uso e evolução tecnológica



Disponibilidade

Operação ininterrupta 24/7, garantindo acesso contínuo



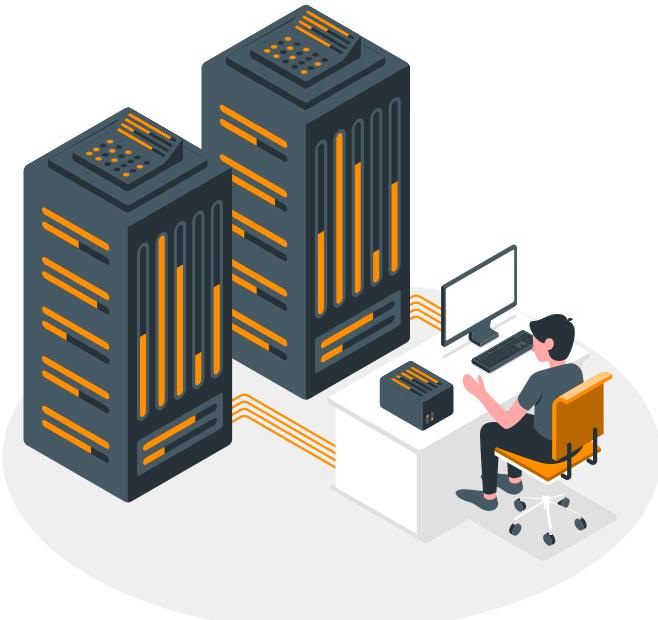
Escalabilidade

Suporte a grandes volumes de transações sem perda de desempenho

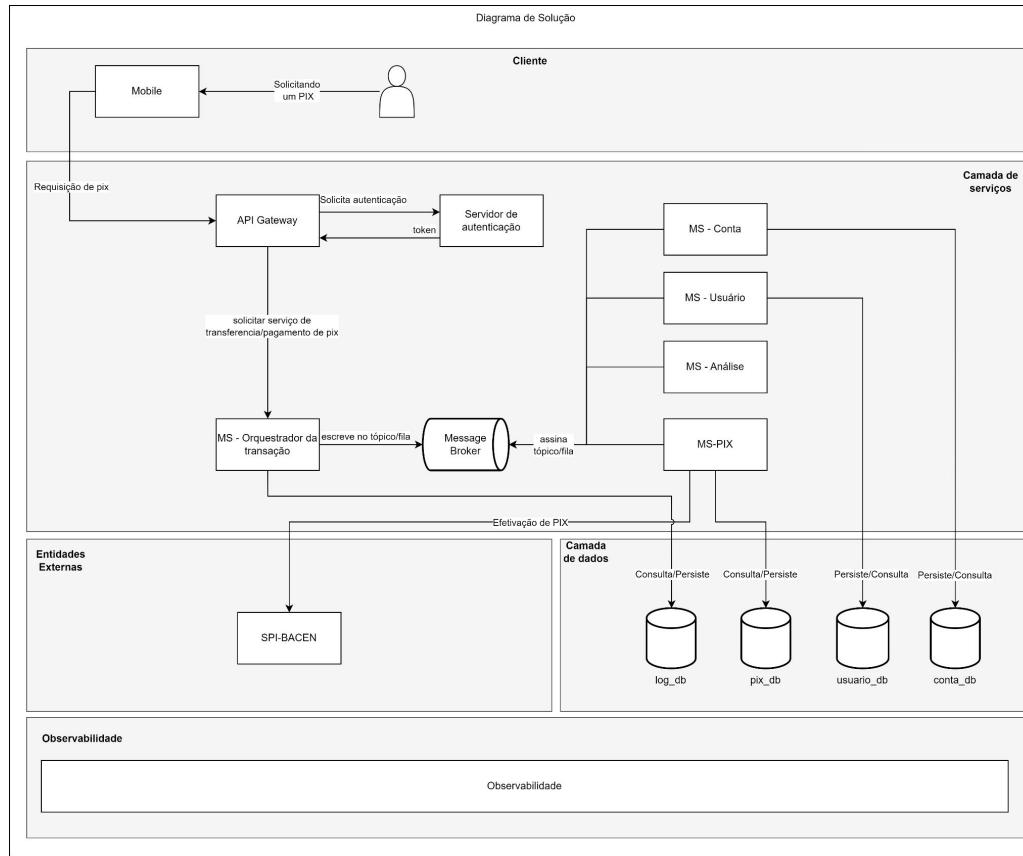


03

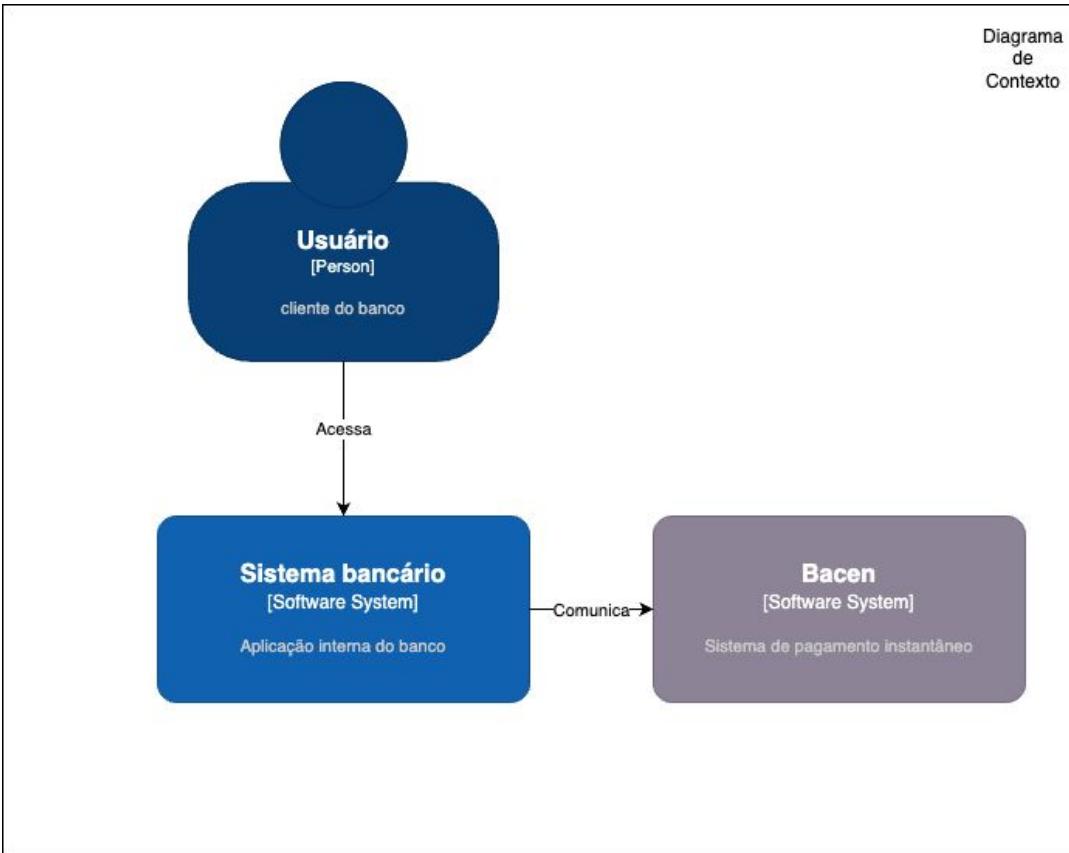
Como faremos?



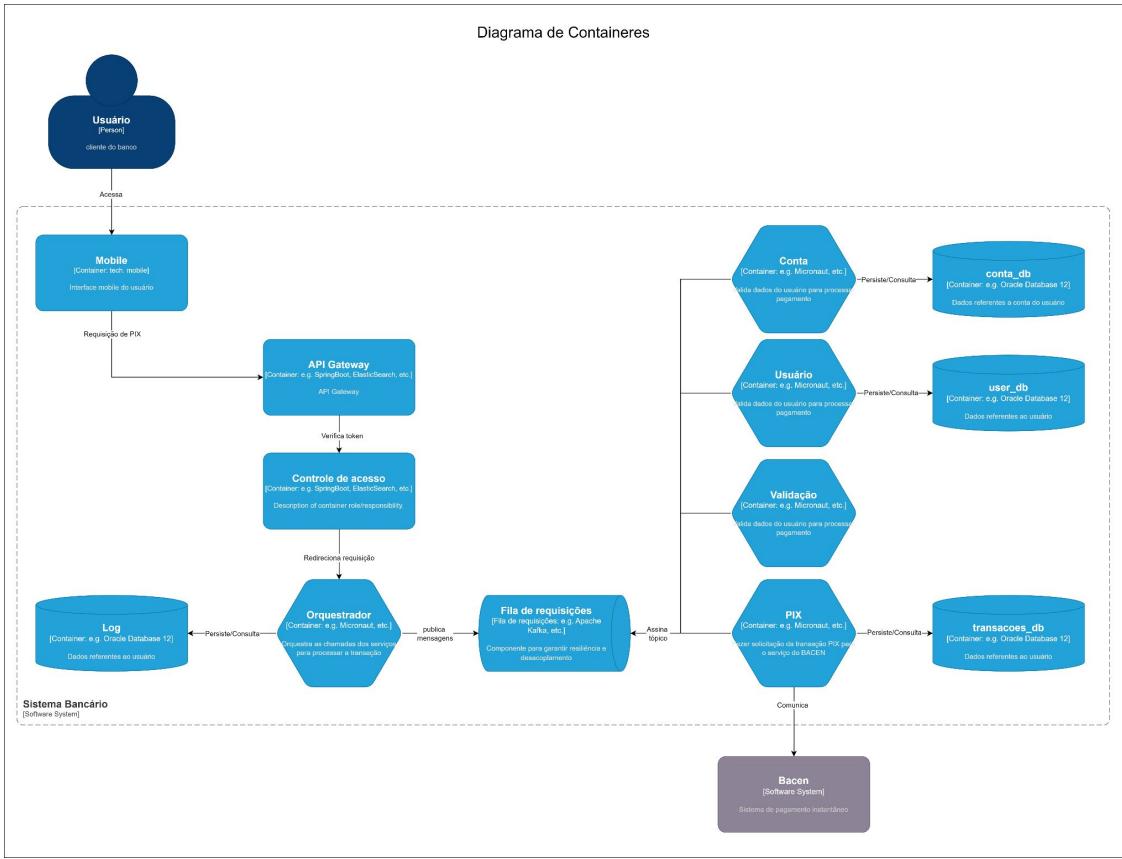
Arquitetura de Solução



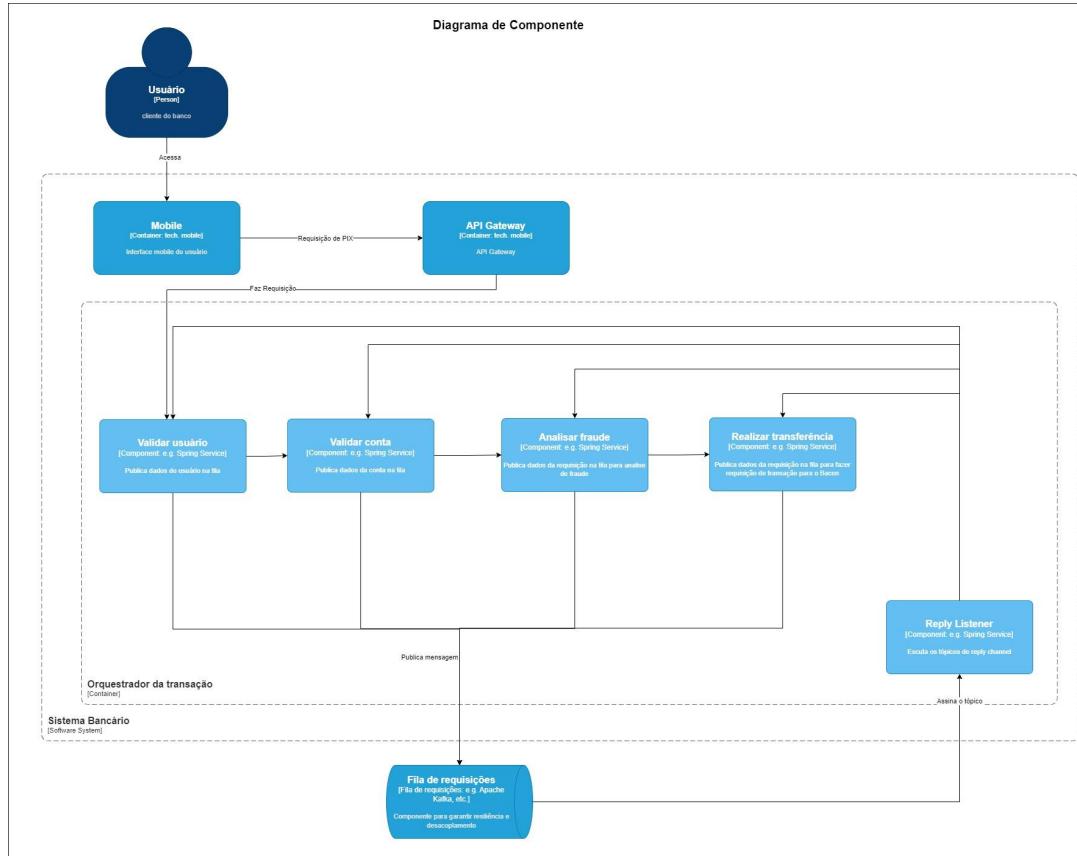
C4 - Contexto



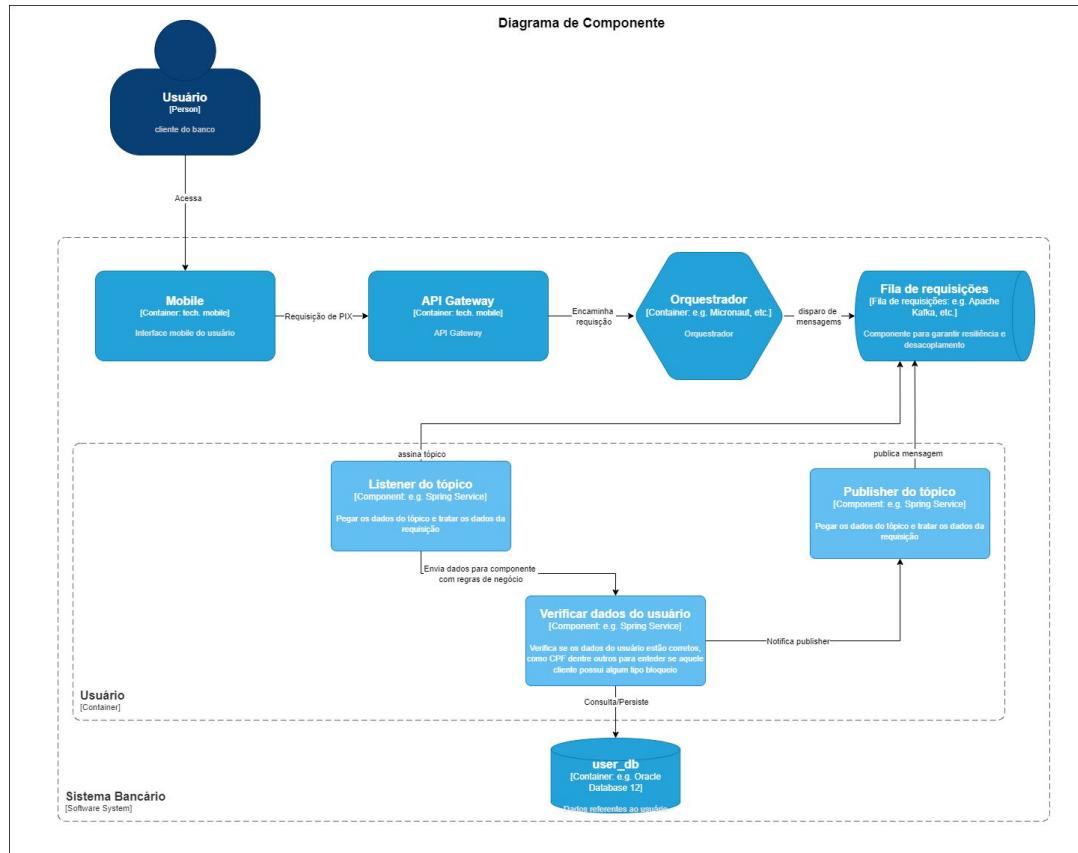
C4 - Container



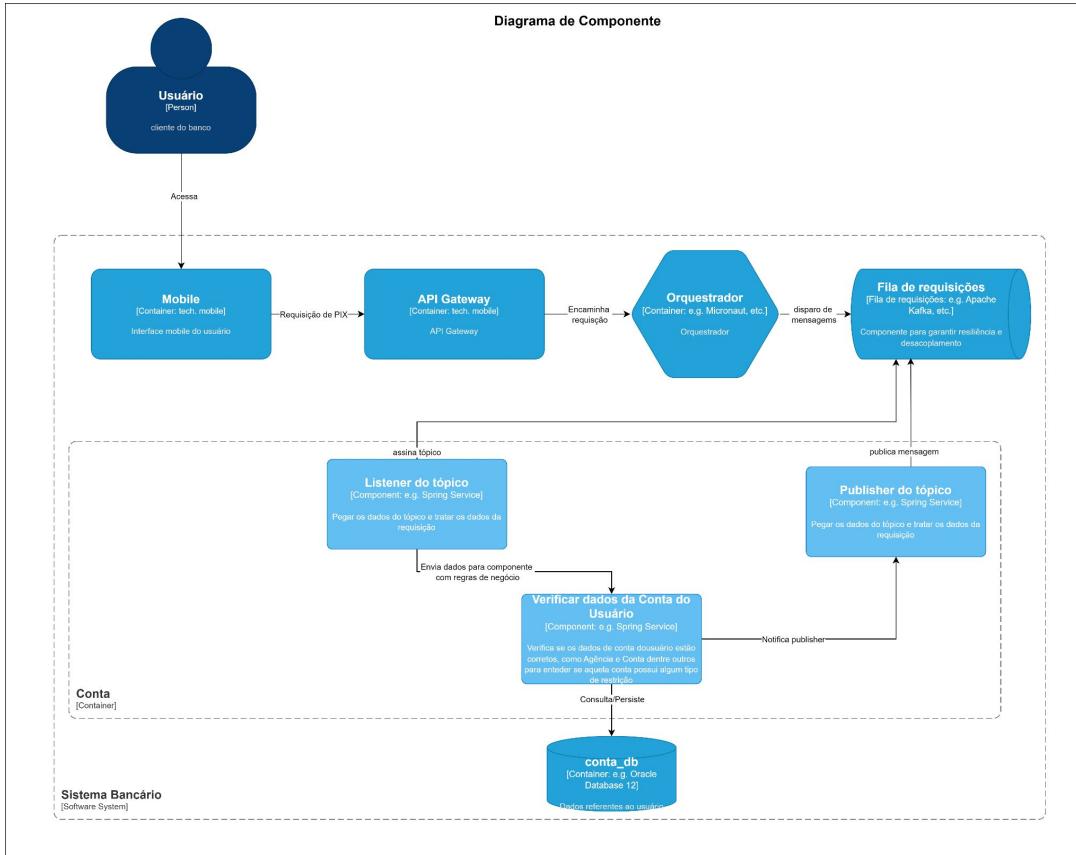
C4 - Componente Orquestrador



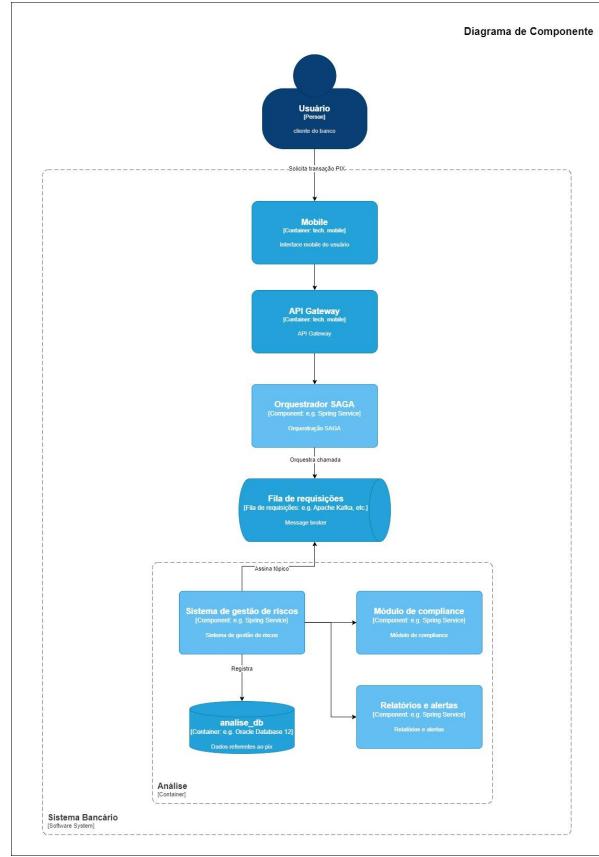
C4 - Componente de Usuário



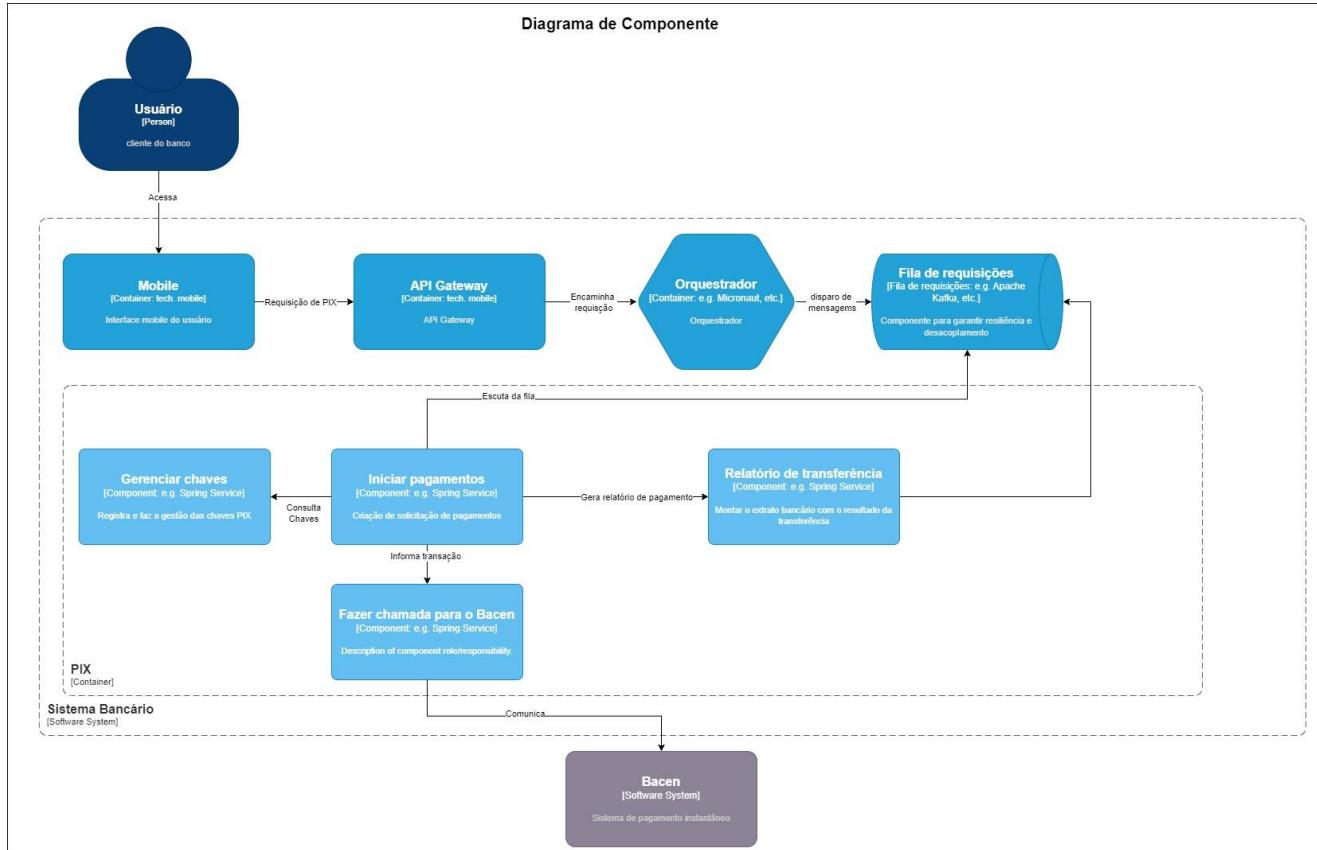
C4 - Componente de Conta



C4 - Componente Análise



C4 - Componente Pix



Obrigado !

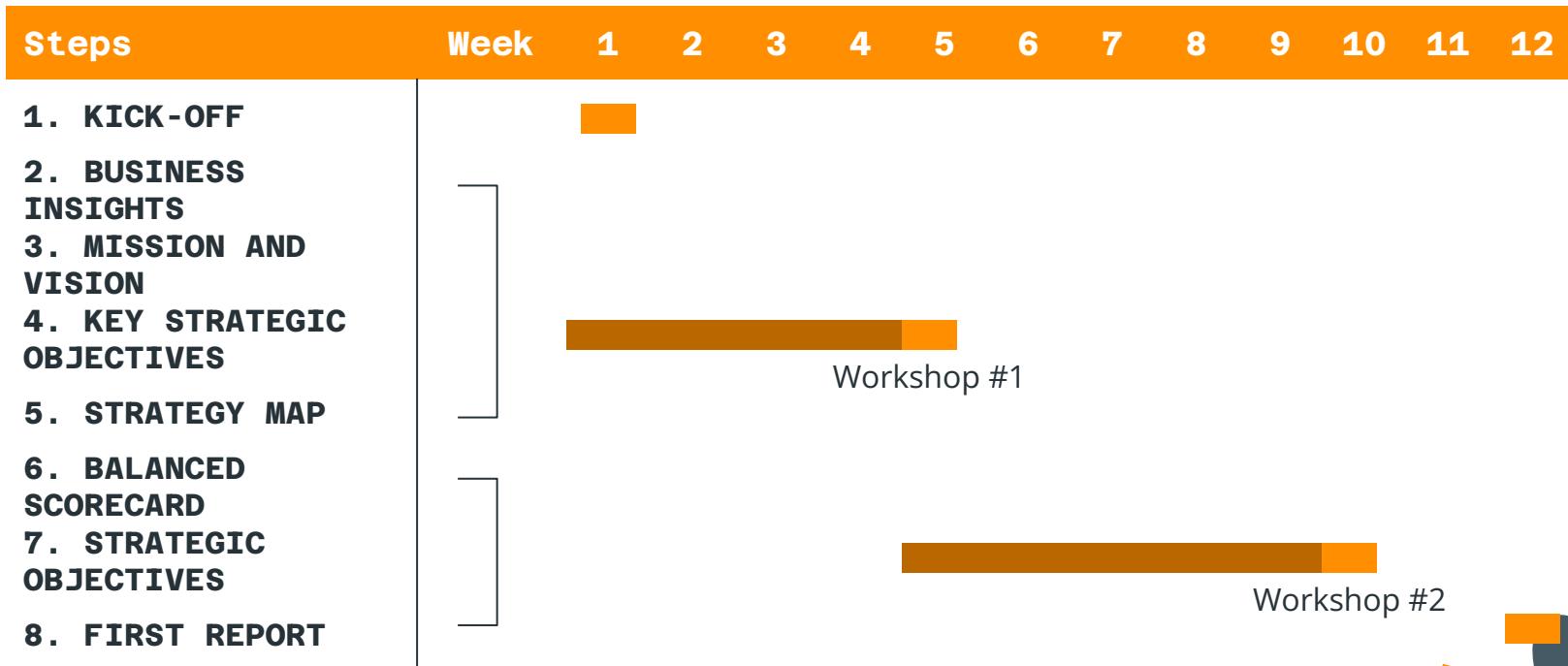




“Nunca penso no futuro, ele chega rápido demais.”

— Albert Einstein

Strategic planning project plan



Strategy map & balanced scorecard

Perspectives	Strategic objectives			
Financial	F1 - Insert your own text	F2 - Insert your own text	F3 - Insert your own text	F4 - Insert your own text
Customer	C1 - Insert your own text	C2 - Insert your own text	C3 - Insert your own text	C4 - Insert your own text
Internal process	I1 - Insert your own text	I2 - Insert your own text	I3 - Insert your own text	I4 - Insert your own text
Learning & growth	L1 - Insert your own text	L2 - Insert your own text	L3 - Insert your own text	L4 - Insert your own text

Strategic options: risks



Use a different color for the strategic option you recommend the company to choose

Requisitos Funcionais

Chave PIX

O usuário poderá usar CPF, Telefone, e-mail e chaves aleatórias



Expenses

Jupiter is the biggest planet in the Solar System



Integração

Deve haver integração com Banco Central



Segurança

Despite being red, Mars is actually a cold place



Materials

Saturn is composed of hydrogen and helium



Terms

Neptune is the farthest planet from the Sun



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An assortment of graphic resources that are suitable for use in this presentation

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Impact of the risks

5%

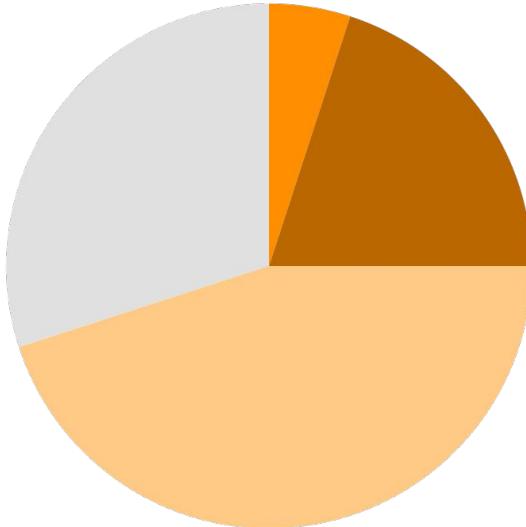
Saturn

Saturn is a gas giant and has several rings

45%

Jupiter

Jupiter is the biggest planet of them all



20%

Venus

Venus is the second planet from the Sun

30%

Mars

Despite being red, Mars is actually a cold place

* Follow the link in the graph to modify its data and then paste the new one here. For more info, click [here](#)

Corporate strategies



Mars

Despite being red, Mars is actually a cold place. It's full of iron oxide dust



Venus

Venus has a beautiful name and is the second planet from the Sun



Mercury

Mercury is the closest planet to the Sun and the smallest in the Solar System



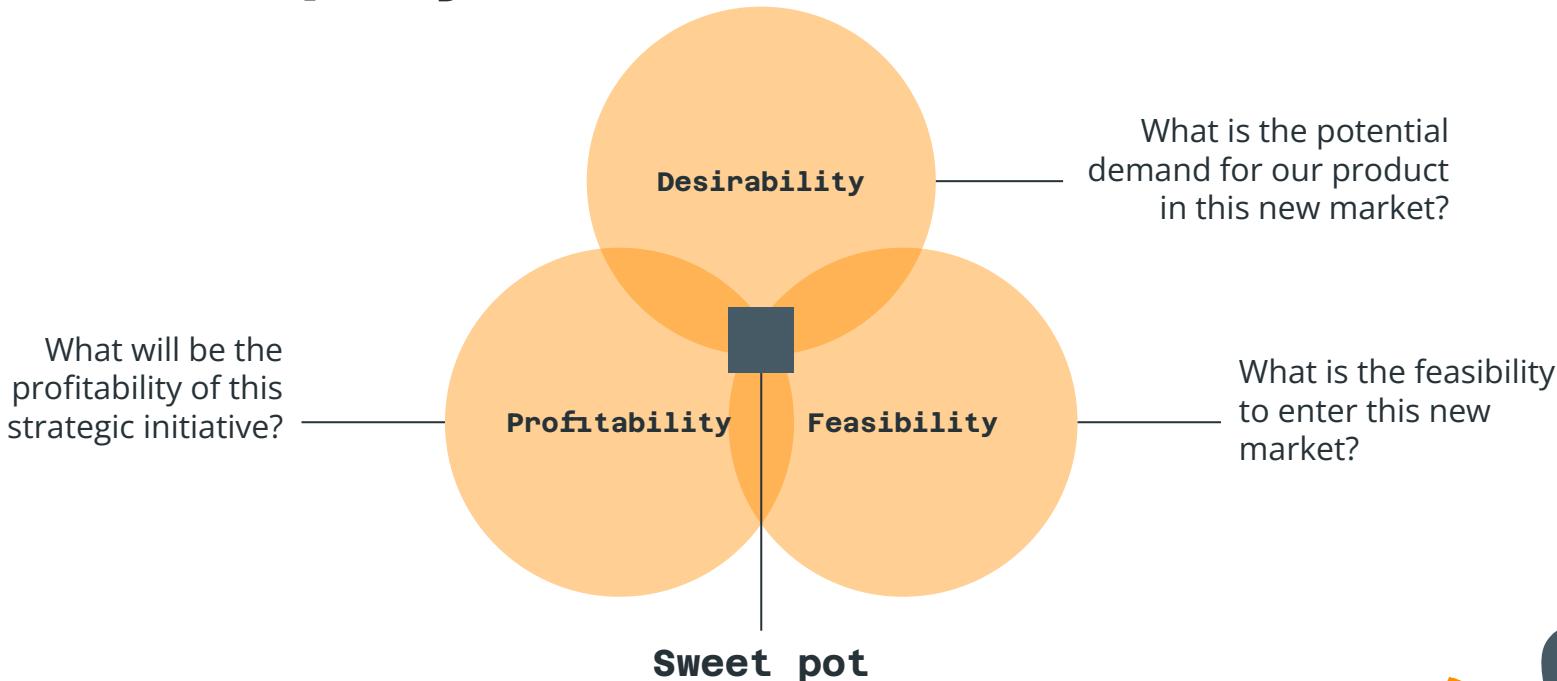
Key drivers of the profit



	Description	Example
The situation	You need to provide a neutral description with facts that you know your audience will agree on	Our company has been selling its products in the US for 10 years, with an annual profit growth above 10%
The complication	The complication is a desired change of the current situation	With a market share already above 40%, profit growth will be limited in the US
The question	The question that implicitly results from the complication	Should we enter the European market now?



Decisions: new market, new product, new company



Strategic perspectives



Jupiter

Jupiter is a gas giant and the biggest planet of them all



Venus

Venus has a beautiful name and is the second planet from the Sun



Mars

Despite being red, Mars is actually a very cold place



Mercury

Mercury is the closest planet to the Sun and the smallest of them all



Awesome words



Strong business plan



Political

Replace the text with
your own text

Technological

Replace the text with
your own text

Economical

Replace the text with
your own text

Legal

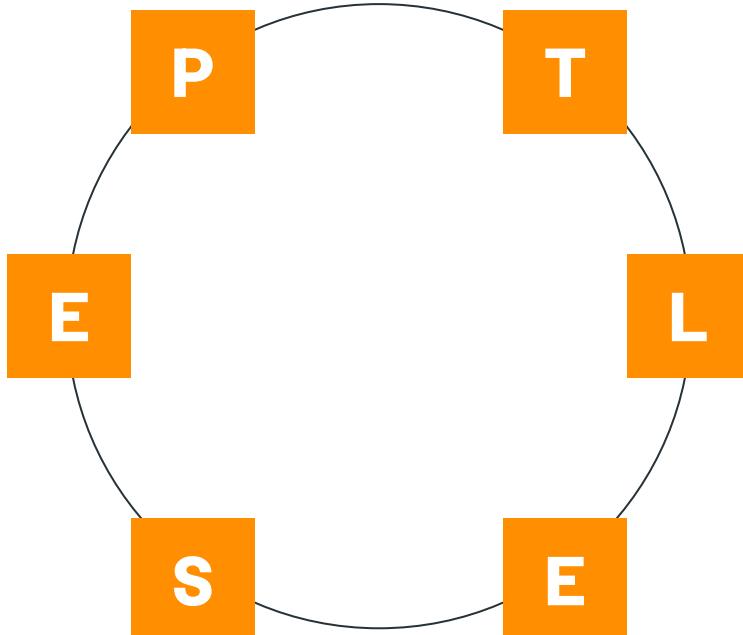
Replace the text with
your own text

Social

Replace the text with
your own text

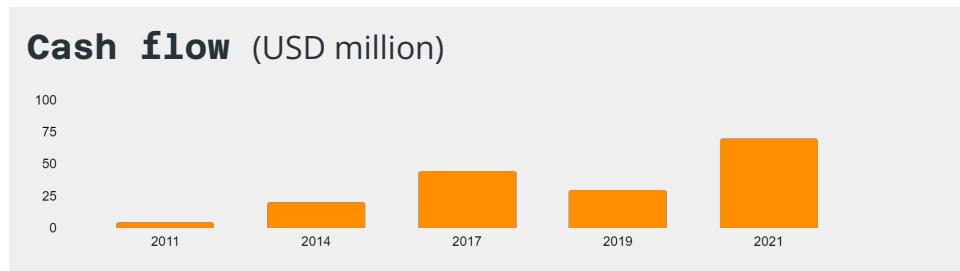
Environmental

Replace the text with
your own text



Strong business case

Project costs	\$4M	Tangible benefits	\$14M	Net present value	\$8M
---------------	------	-------------------	-------	-------------------	------



Intangible benefits
Insert your own text here

Strategic alignment
Insert your own text here

Resources
* Follow the link in the graph to modify its data and then paste the new one here. For more info, click [here](#)

Sponsor Sponsor name

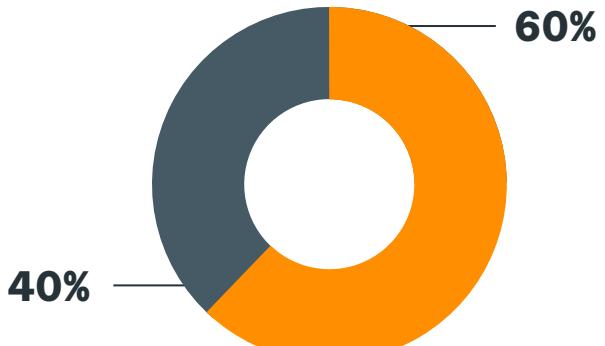
Manager Project manager name

Financial model

Inc model	Historical results					Forecast period			
	2014	2015	2016	2017	2018	2019	2020	2021	2022
Balance sheet									
Assets									
Cash XX XX XX XX XX XX XX XX XX Accounts XX XX XX XX XX XX XX XX XX Inventory XX XX XX XX XX XX XX XX XX Current assets XX XX XX XX XX XX XX XX XX Property XX XX XX XX XX XX XX XX XX Goodwill XX XX XX XX XX XX XX XX XX Total XX XX XX XX XX XX XX XX XX									



Financial model



Venus

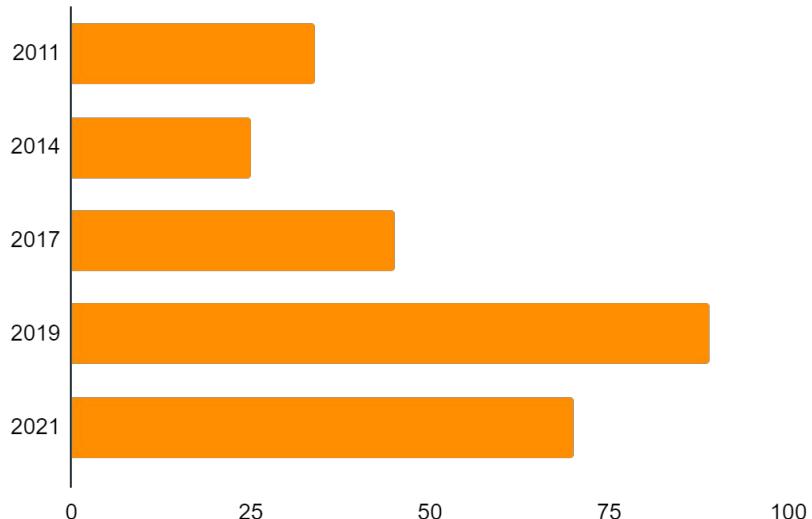
Venus is the second planet from the Sun

Mars

Despite being red, Mars is a cold place



Venus



* Follow the link in the graph to modify its data and then paste the new one here. For more info, click [here](#)



Pricing strategy

	Basic	Standard	Advanced	Leading
Level	1	2	3	4
Percentage	20%	70%	9%	1%
Description	- Insert your description here - Insert your description here - Insert your description here	- Insert your description here - Insert your description here - Insert your description here	- Insert your description here - Insert your description here - Insert your description here	- Insert your description here - Insert your description here - Insert your description here

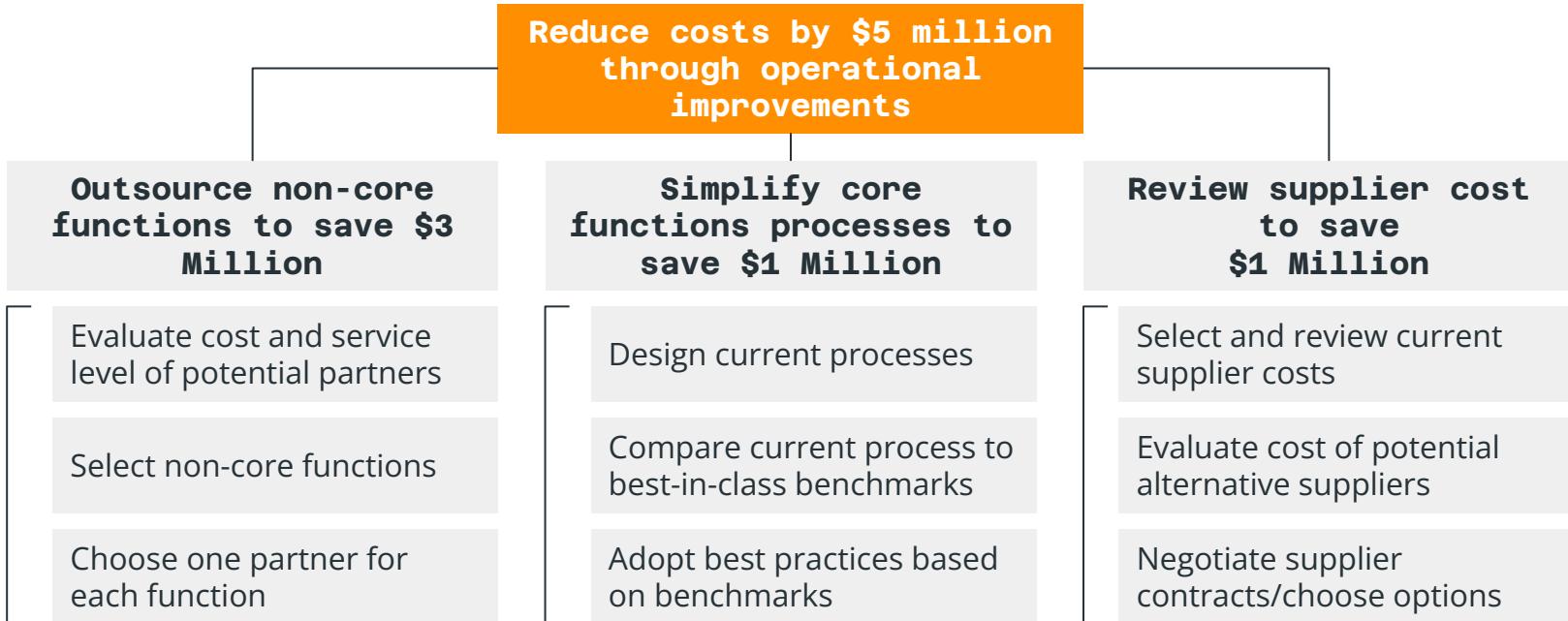


A picture is worth a thousand words



Answer and supporting arguments

How can the company reduce its cost by 10%?



Initiative prioritization matrix: impact & effort

Impact

An initiative with a high impact would mean one of the following:

- The initiative needs to happen in order to achieve the desired future state
- The initiative will significantly reduce the cost or increase our revenue

Effort

The “effort” criteria is assessed based on the following concepts:

- Ease of implementation
- Time frame required
- Resources required (number of people, capital investment, etc.)

Prioritization matrix

	Initiative	Impact	Effort		
1	List all your potential initiatives				Very high
2	List all your potential initiatives				High
3	List all your potential initiatives				Low
4	List all your potential initiatives				High
5	List all your potential initiatives				Very high
6	List all your potential initiatives				High

Change management approach



Do you know what helps you make your point clear?

Lists like this one:

- They're simple
- You can organize your ideas clearly
- You'll never forget to buy milk!

And the most important thing: the audience won't miss the point of your presentation



Business case



- | | | |
|--|--|---|
| <p>1 Mercury is the closest planet to the Sun</p> <p>2 Jupiter is the biggest planet in the Solar System</p> <p>3 Venus is the second planet from the Sun</p> | <p>Business name</p> <p>Company logo here</p> <p>xx/xx/xx</p> | <p>4 Saturn is composed of hydrogen and helium</p> <p>5 Despite being red, Mars is actually a very cold place</p> <p>6 Neptune is the farthest planet from the Sun</p> |
|--|--|---|



Competitor comparison table

Attributes	Competitor A	Competitor B	My business
Price	\$360	\$320	\$300
Quality	Low	Medium	High
Customer age	20-40	18-45	18-50
Reputation	Bad	Average	Good
Location	Spain	Italy	USA

Buyer persona



Name Anna Wilson

Age XX years old

Occupation Lawyer

Hobby 1 XX%

Hobby 2 XX%

Hobby 3 XX%

Hobby 4 XX%

Mars

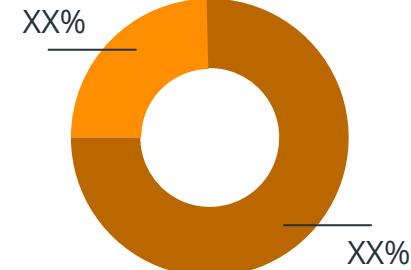
Mars is actually a cold place

Mercury

Mercury is quite a small planet

Venus

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot, even hotter than Mercury, and its atmosphere is extremely poisonous. It's the second-brightest natural object in the night sky after the Moon

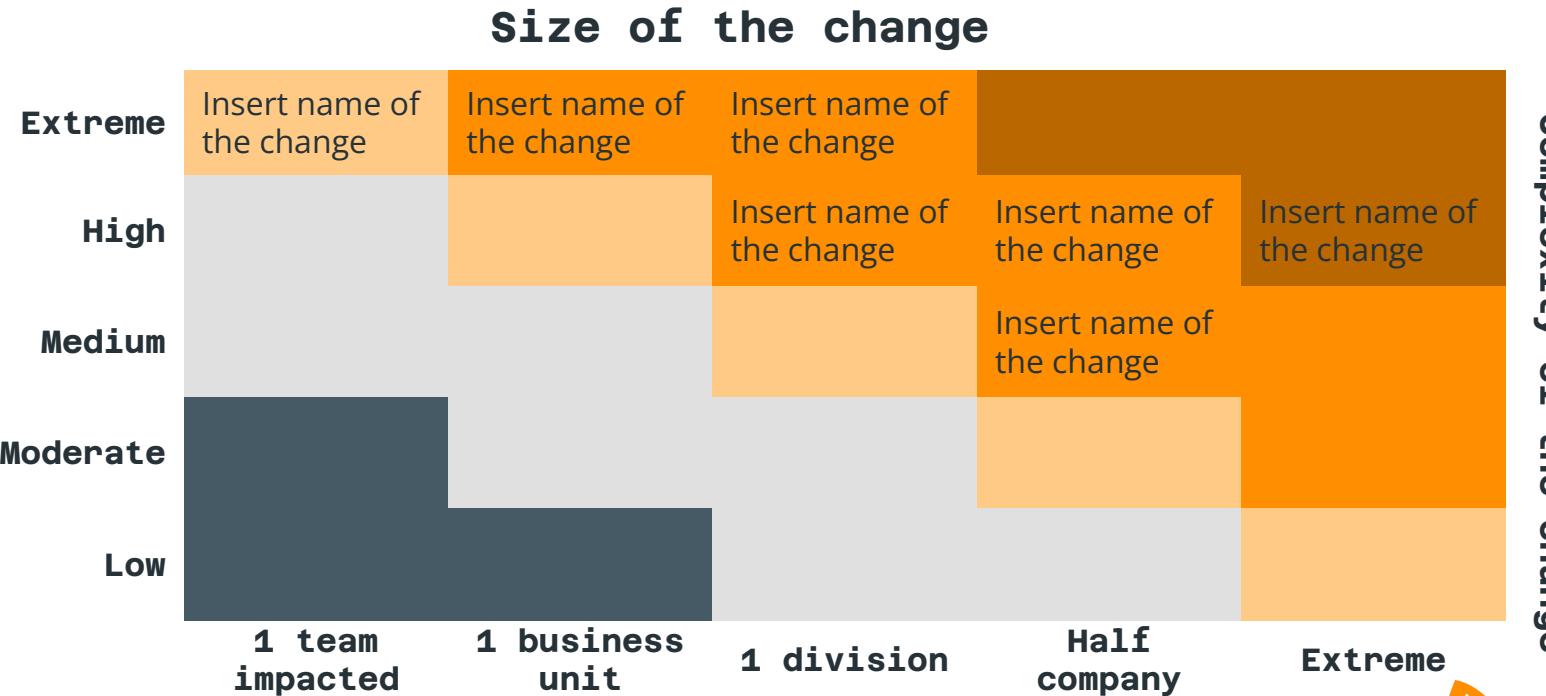


Implement, track & manage progress

Manage progress

	Progress	Status	Link
Venus	<div style="width: 40%;"></div> 40%	 	www.yourlinkhere.com
Mars	<div style="width: 35%;"></div> 35%	 	www.yourlinkhere.com
Neptune	<div style="width: 70%;"></div> 70%	 	www.yourlinkhere.com
Jupiter	<div style="width: 15%;"></div> 15%	 	www.yourlinkhere.com
Earth	<div style="width: 85%;"></div> 85%	 	www.yourlinkhere.com
Ceres	<div style="width: 60%;"></div> 60%	 	www.yourlinkhere.com

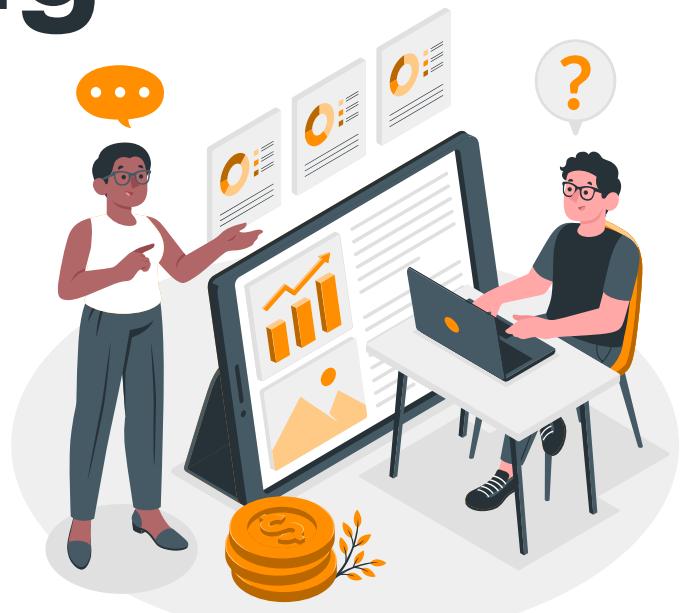
Change management strategy & plan



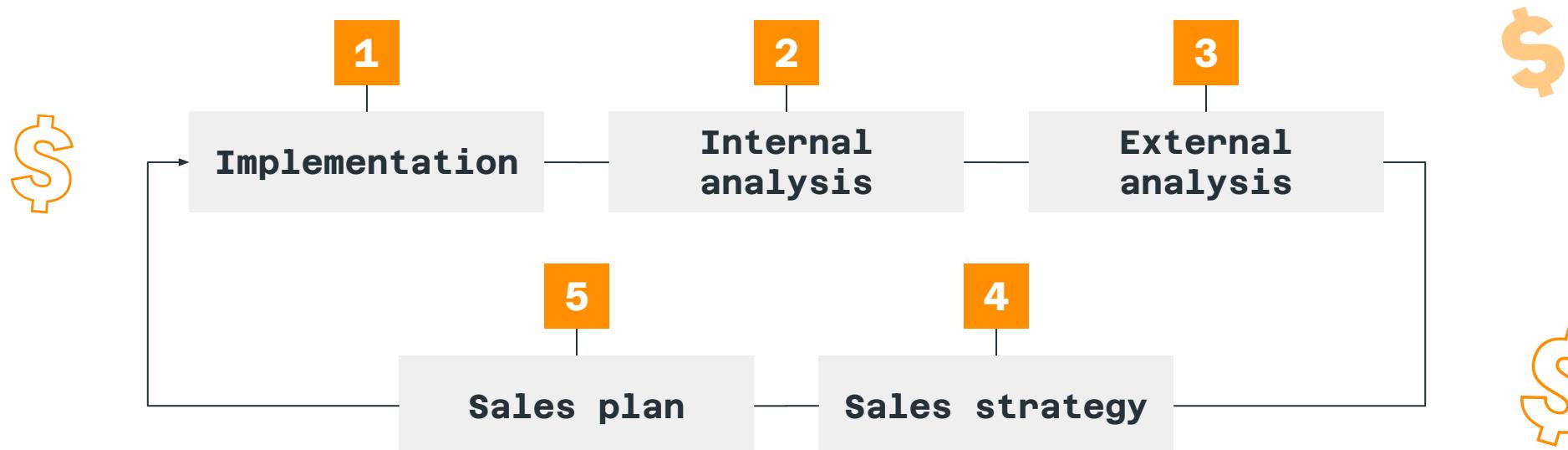
04

Implementing changes

You can enter a subtitle here if you need it



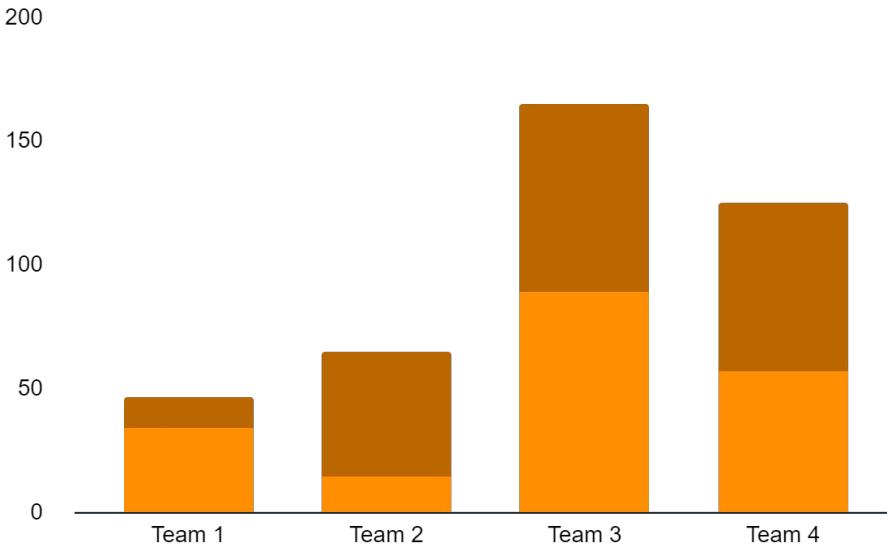
Sales and strategy plan



\$489,300

Big numbers catch your audience's attention

About the terms of the agreement



Venus

Venus is the second planet from the Sun

Mars

Despite being red, Mars is actually a cold place

* Follow the link in the graph to modify its data and then paste the new one here. For more info, click [here](#)



\$20 , 000

Mars is actually a cold planet



\$15 , 000

Venus has a beautiful name



\$10 , 000

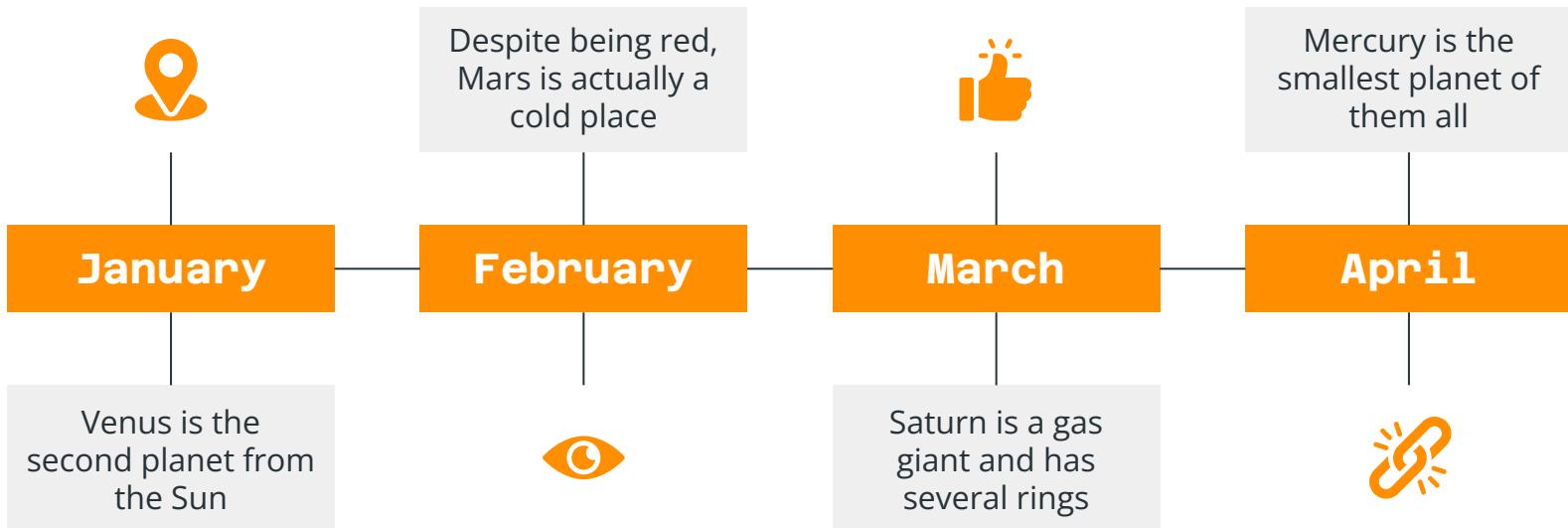
Mercury is a very small planet



\$45 , 000

Saturn has several rings

Management approach



Strategic alliances



Venus

Venus is the second planet from the Sun and has very high temperatures



Answers and arguments

Write your question

Write your answer

Saturn

Saturn is a gas giant and has several rings. It's composed of hydrogen and helium. It was named after the Roman god of wealth and agriculture

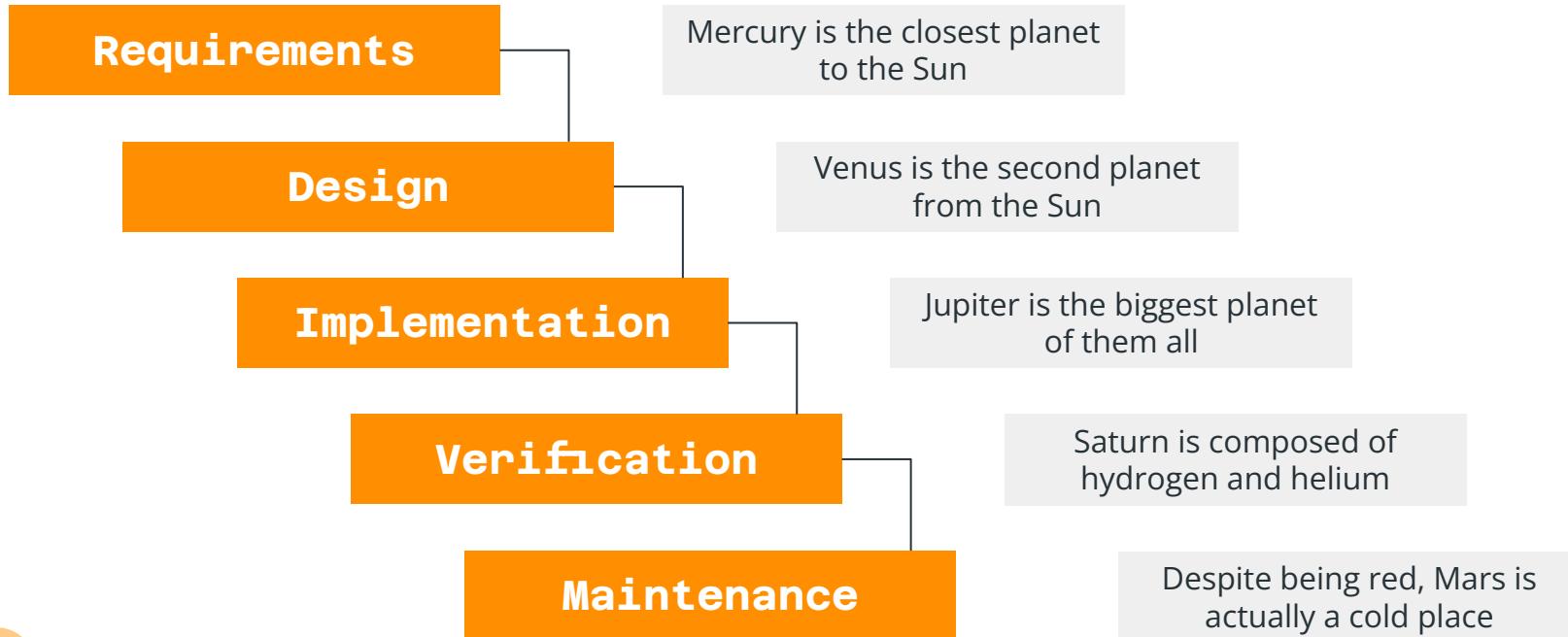
Venus

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot, even hotter than Mercury, and its atmosphere is poisonous

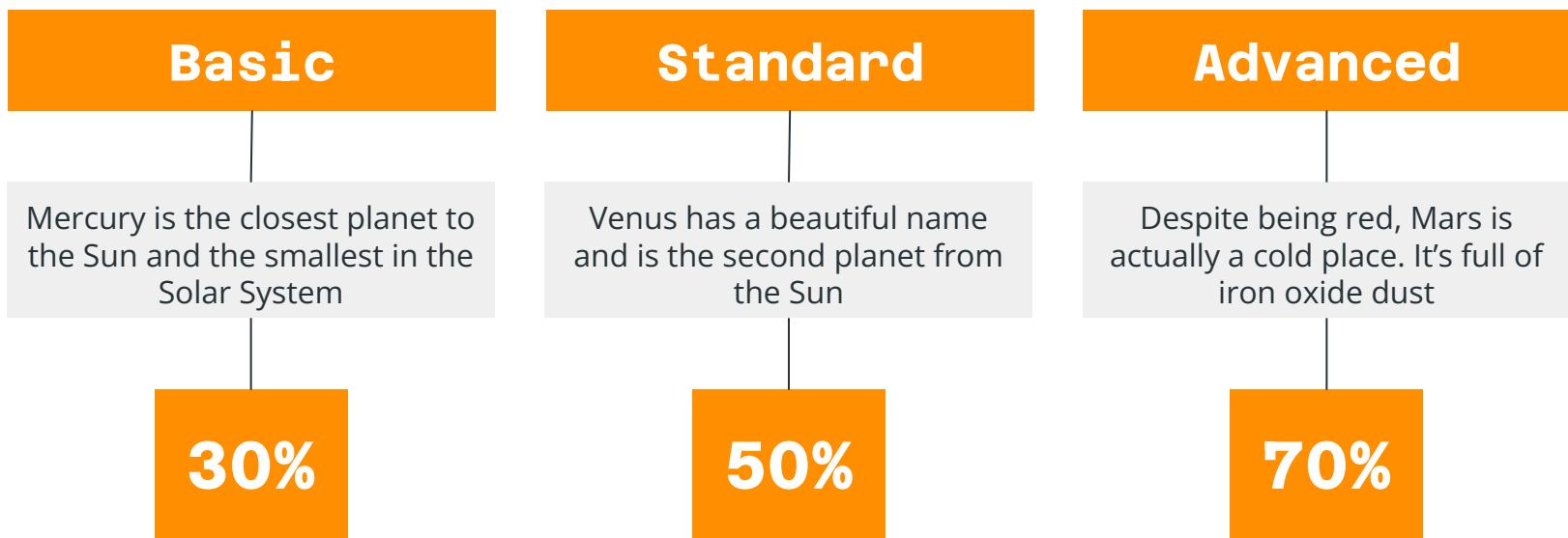
Mars

Despite being red, Mars is a cold place. It's full of iron oxide dust, which gives the planet its reddish cast. It's the fourth planet from the Sun

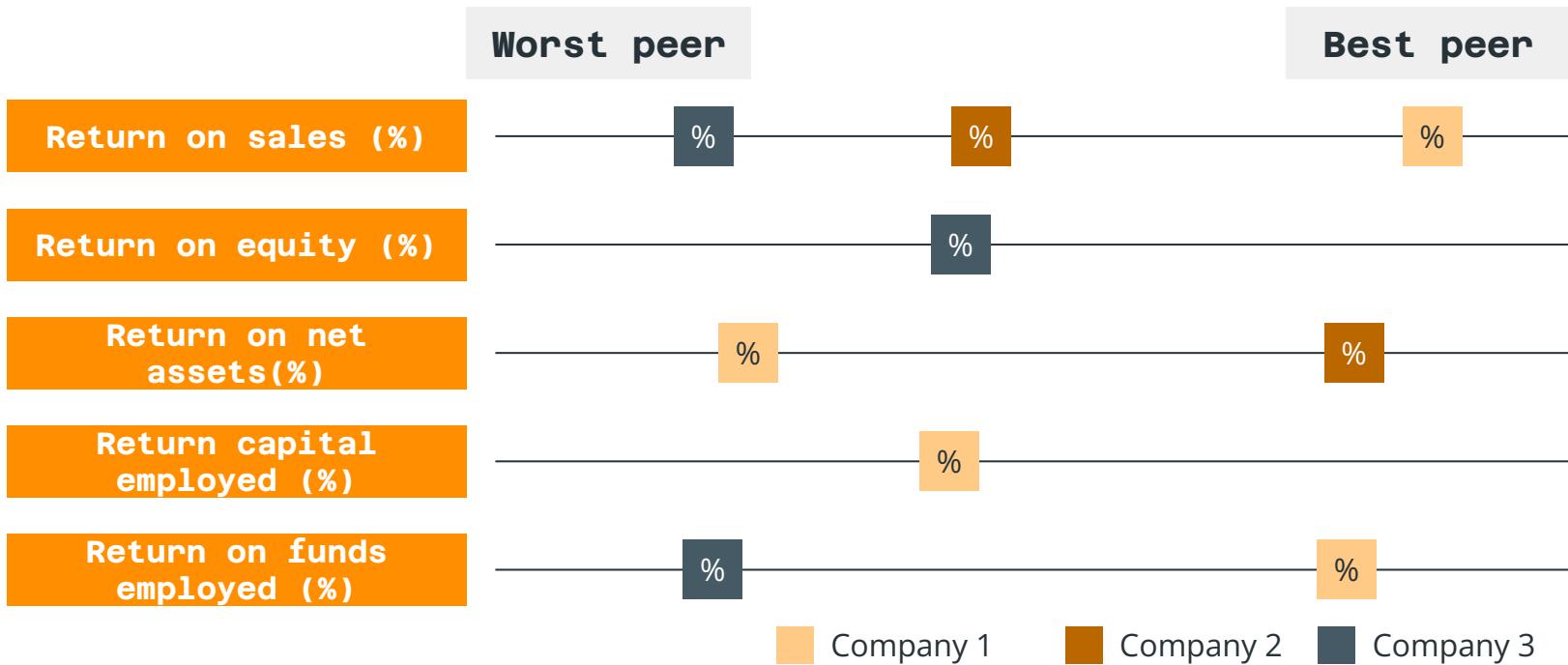
Waterfall management plan



Maturity model



Profitability ratios



Top 10 questions of business plans

1

What is your situation?

6

Who are the key players?

2

What is your vision?

7

How to make a difference?

3

How to reach your vision?

8

What is your marketing plan?

4

What do you offer?

9

What are your economics?

5

How big is the market?

10

What do you need to start?

Demo software & app

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Digital Banking Consulting

Here is where your presentation begins!



Our team



John Jimmy

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Jenna Doe

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Vectors

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- E-Wallet Isometric Illustrations
- Construction costs Isometric Illustrations
- Downfall Isometric Illustrations
- Generating new leads Isometric Illustrations
- Credit assessment Isometric Illustrations
- Finance leaders Isometric Illustrations
- Business solution Isometric Illustrations
- Business vision Isometric Illustrations
- Money stress Isometric Illustrations

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- Server Isometric Illustrations
- Investment data Isometric Illustrations
- Finance Isometric Illustrations
- Bitcoin P2P Isometric Illustrations
- Bitcoin Isometric Illustrations

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Photos

- Portrait of a young businesswoman holding eyeglasses in hand against gray backdrop
- Smiley man posing for cv medium shot
- Front view woman writing on notebook
- Businessman holding a bitcoin close-up

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(<https://fonts.google.com/specimen/Open+Sans>)

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#ffffff

#ff8e00

#ffca86

#ba6700

#e0e0e0

#455a64

#efefef

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Pana



Amico



Bro



Rafiki



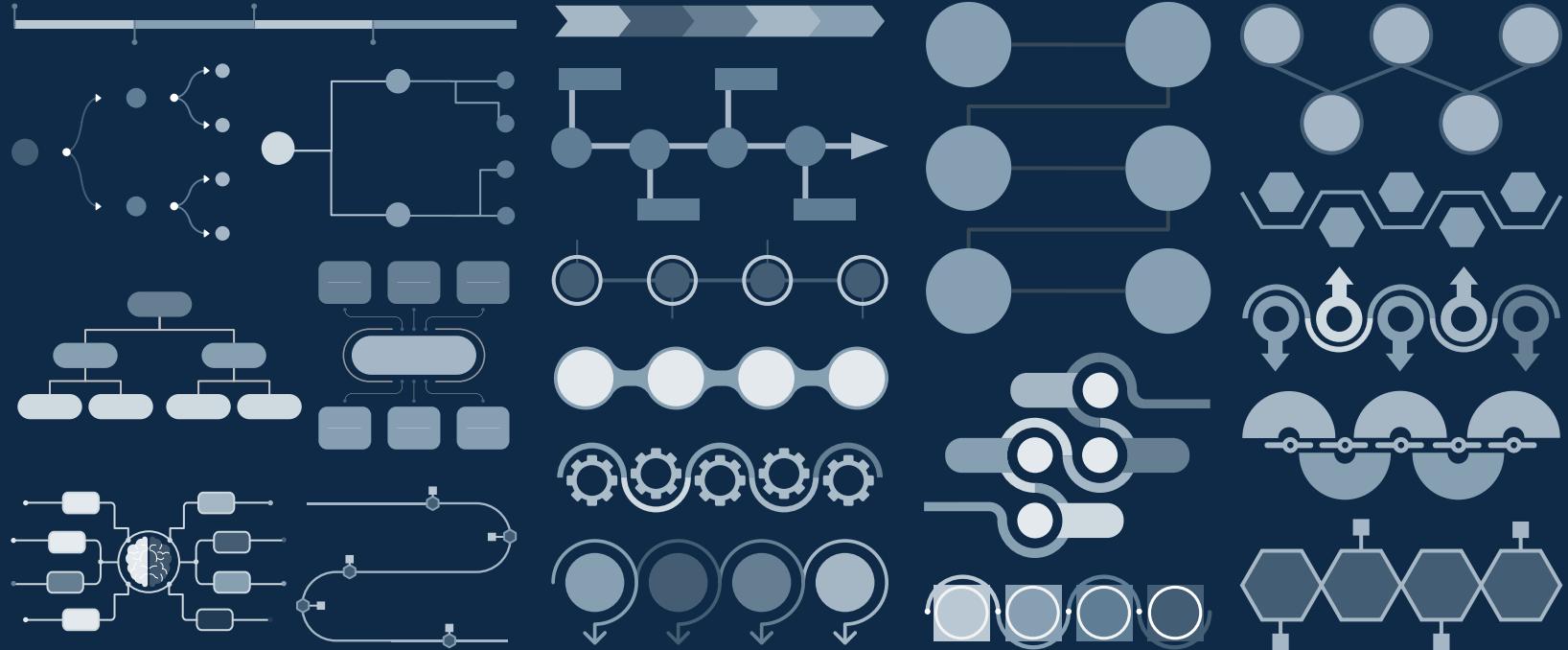
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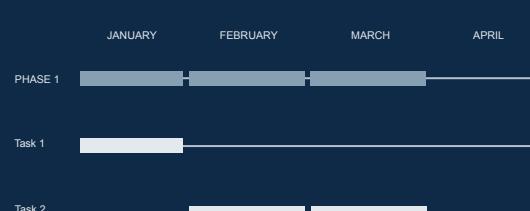
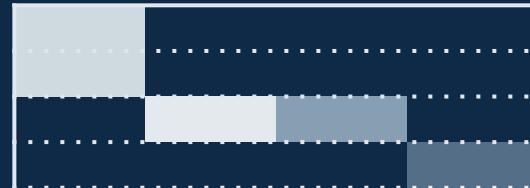
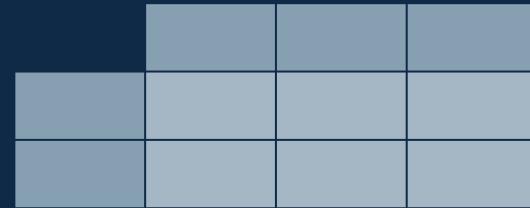
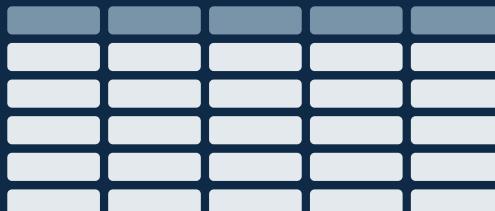
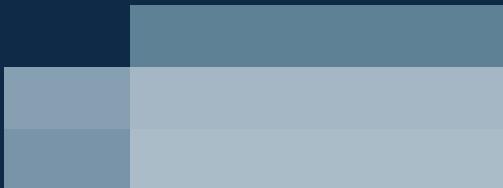
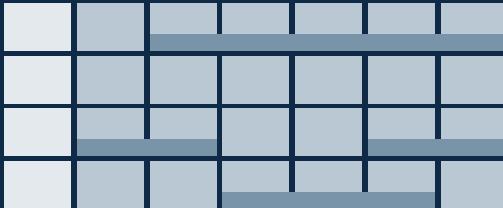
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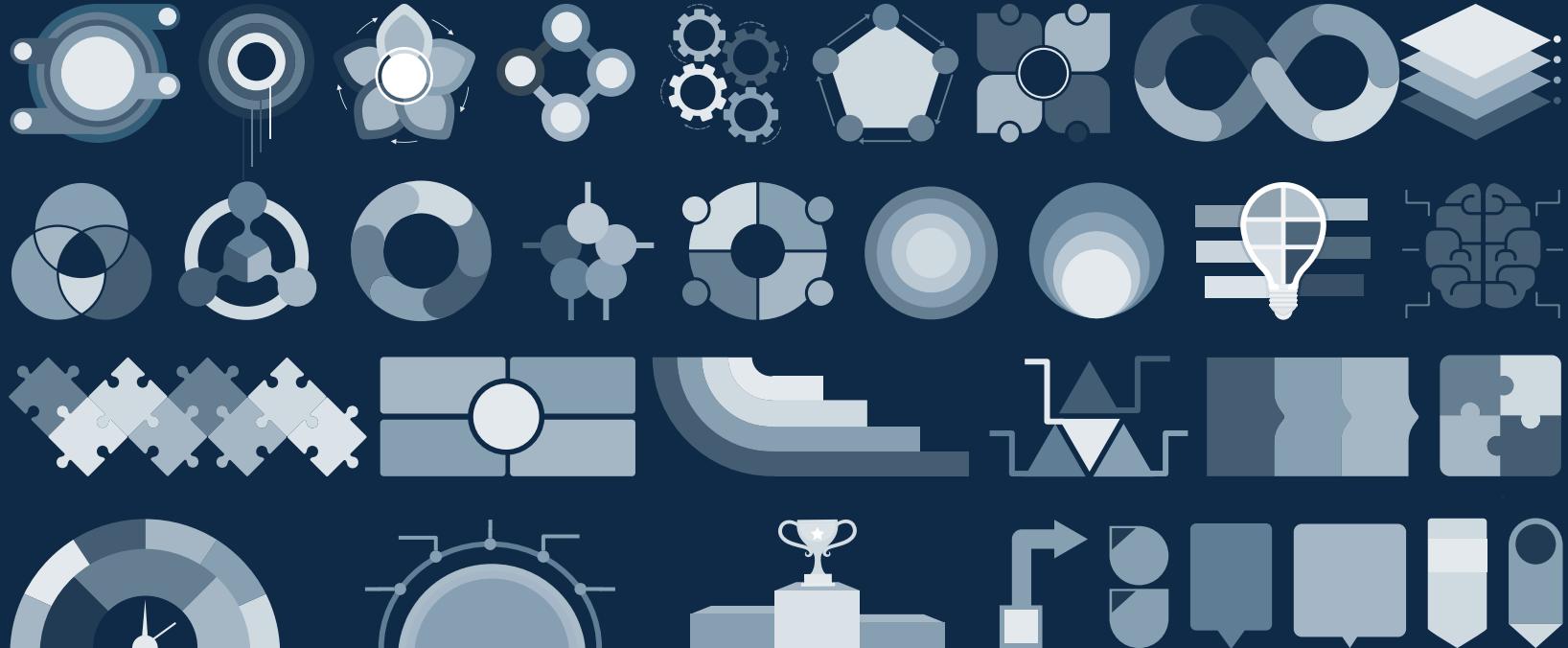
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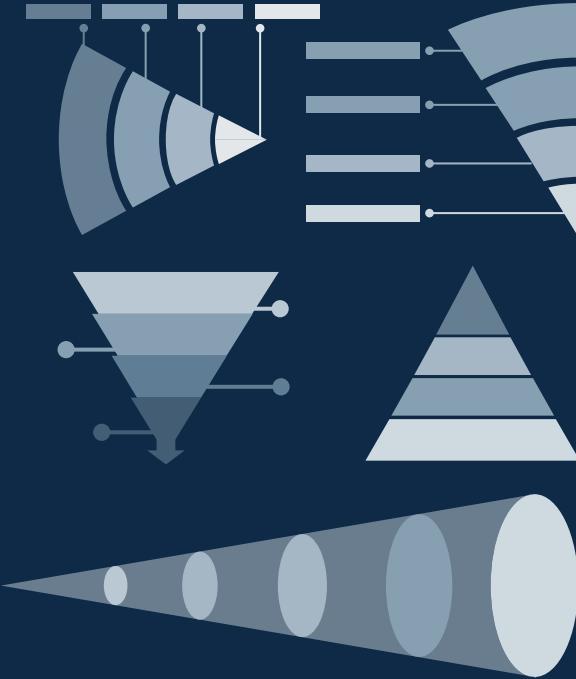
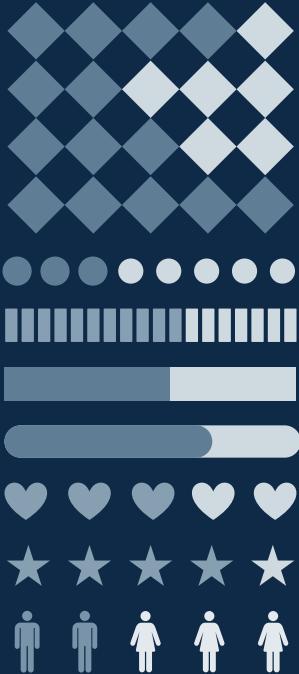
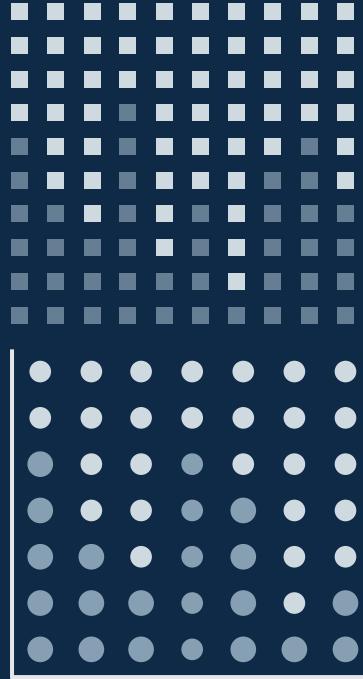












...and our sets of editable icons

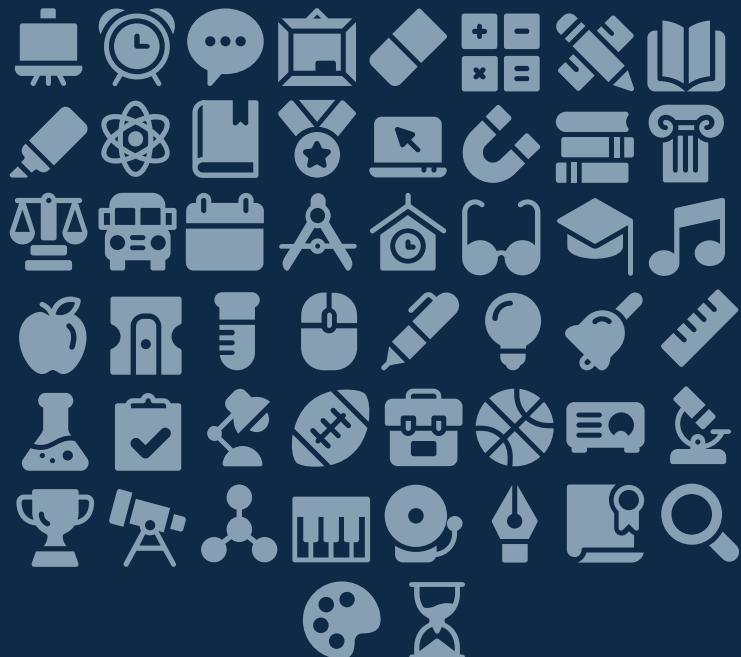
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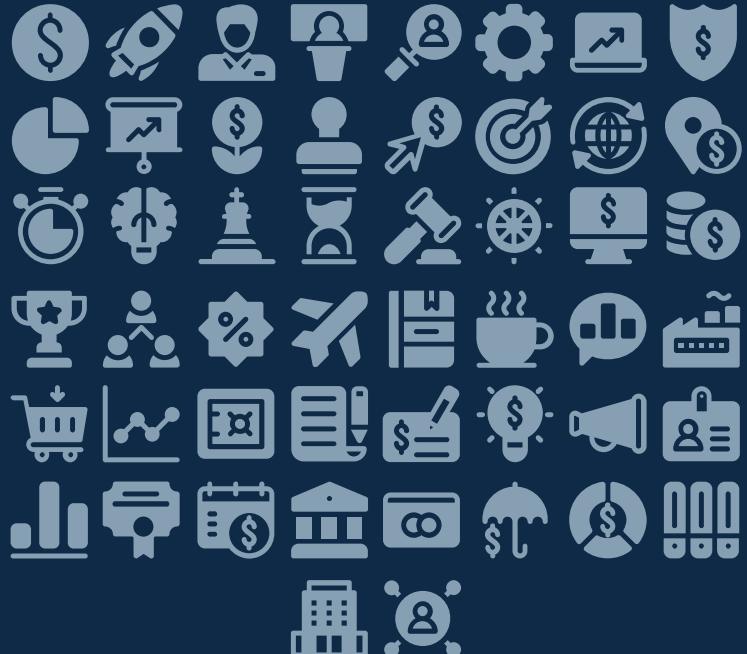
Educational Icons



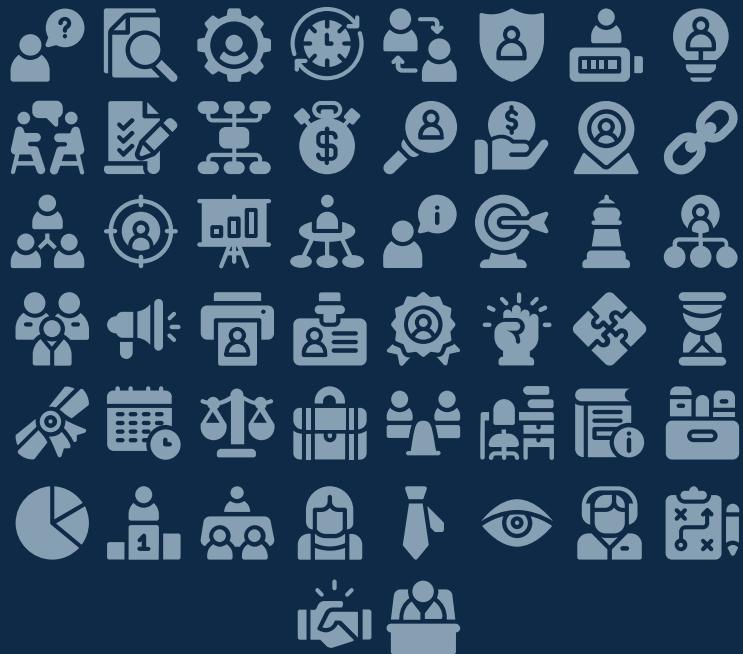
Medical Icons



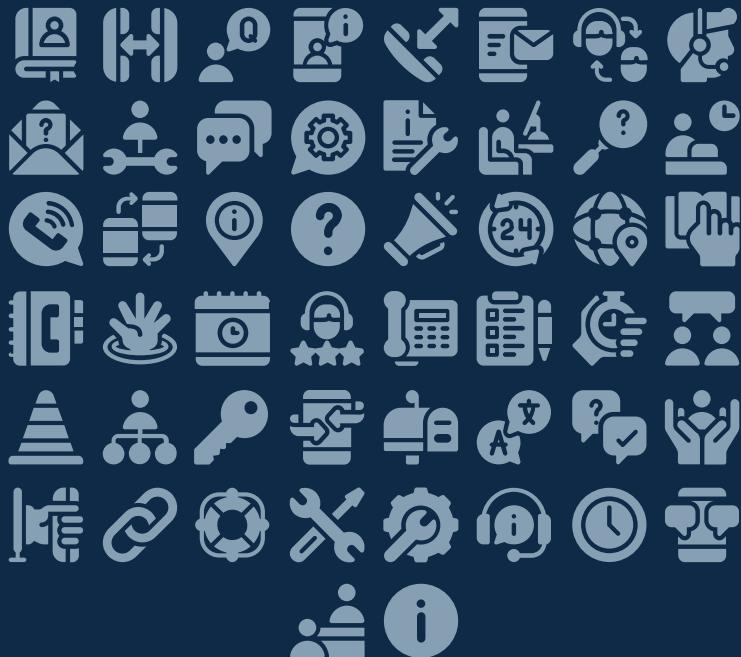
Business Icons



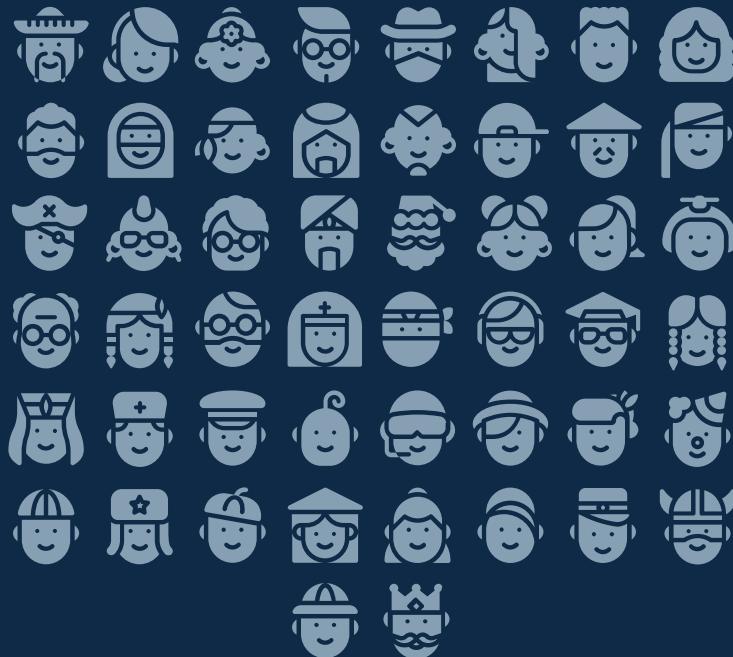
Teamwork Icons



Help & Support Icons



Avatar Icons



Creative Process Icons



Performing Arts Icons



Nature Icons



SEO & Marketing Icons



