

## We're developing the most commonly used cryptocurrency in the MENA Region

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### Summary

MenaPay is the first, fully backed blockchain-based payment gateway in the Middle East and Africa.

MenaPay replaces traditional payment methods with a blockchain-based fully backed cryptocurrency.

This provides a secure and transparent payment gateway to enable transactions for every aspect of daily life.

The MenaPay project was started in November 2017 to serve 420 million people, across 18 countries, as their primary payment method.

MenaPay will distribute 75% of total revenue and profit amongst holders of MenaPay.

It is creating a new standard in the crypto industry for the level of participatory returns, beyond the regular incentives for users and investors.

### Solutions for Using Cryptocurrency as a Payment Method

Cryptocurrencies cannot be used in daily life transactions because of their price fluctuations and cash-out concerns. MenaCash, which is 100% backed by USDs, will be used as the currency for transactions under the MenaPay platform.

1 MenaCash will always be equal to 1 USD and merchants will be able to make cash-outs from the MenaPay foundation. MenaPay also brings easy-to-use solutions such as desktop and mobile wallets, integration APIs and SDKs, reporting and a management dashboard for merchants, all with Arabic user interfaces.

### Solutions to Real Life Problems

Regular banking tools are largely not used in the Middle East and Africa Region due to the conservative practice of Islam and the poor banking system. The region also has a very fragmented structure with multiple currencies.

MenaPay brings a 100% Islamic, non-bank digital solution, using blockchain to create a single currency to be used in everyday and cross-border transactions.

### How to reach 1 Billion USD Market Cap by Mid-2019

Onboarding premium merchants who are offering special discounts only for MenaPay.

Reaching 5million active users thanks to premium merchant campaigns and strong local marketing .

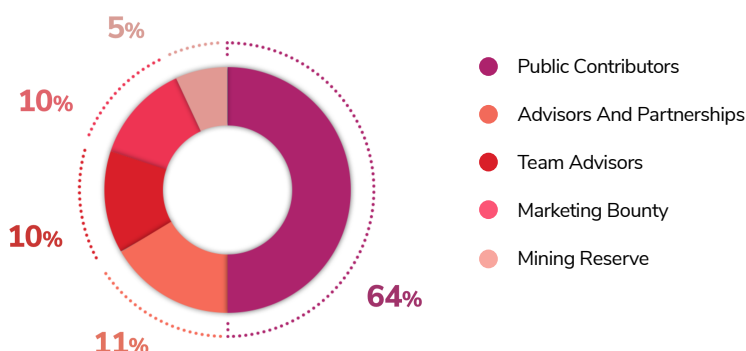
Building an offline reseller network to allow easy entry to the cryptocurrency world.

Acquiring the support of influence creators in the region, such as women in the tech industry, politicians, artists and social entrepreneurs.

### Establishing Public Adoption of Cryptocurrency

Apart from accepting 30 major cryptocurrencies, you can buy tokens via bank transfer and credit card or you can pay on the door.

### Token Distribution



Tokens To Issue: **400M Mpay**

Tokens For Sale: **256M Mpay**

Estimated ICO Price: **\$0,165**

Target Soft Cap: **\$5M**

Target Hard Cap: **\$25M**

Token Standard: **ERC-20**

Unsold tokens will be burned

## Innovative Crypto System Solution

The stable cryptocurrency "MenaCash" will work via a private blockchain solution to eliminate volatility and to assure transactions faster than old-fashioned financial instruments, such as credit and debit cards.

The tradeable MenaPay token will utilize ERC20 and will be used to distribute the majority of the revenue and profit of the MenaPay platform and will be available for crowd sale.

Generating revenue from the fees from P2P (peer to peer) and P2M (peer to merchant) transactions and cash-out fees from M2F (Merchant to Foundation).

Green Mining: Every MenaCash transaction between Peer to Merchant may be awarded by a MenaPay token.

MenaPay tokens will be distributed from mining reserve. A certain ratio of the transaction fees will be used to fill the mining reserve with MenaPay tokens.

## Welcome to Blue Ocean of Opportunity

### THE MOST GENEROUS REVENUE AND PROFIT SHARE SCHEME

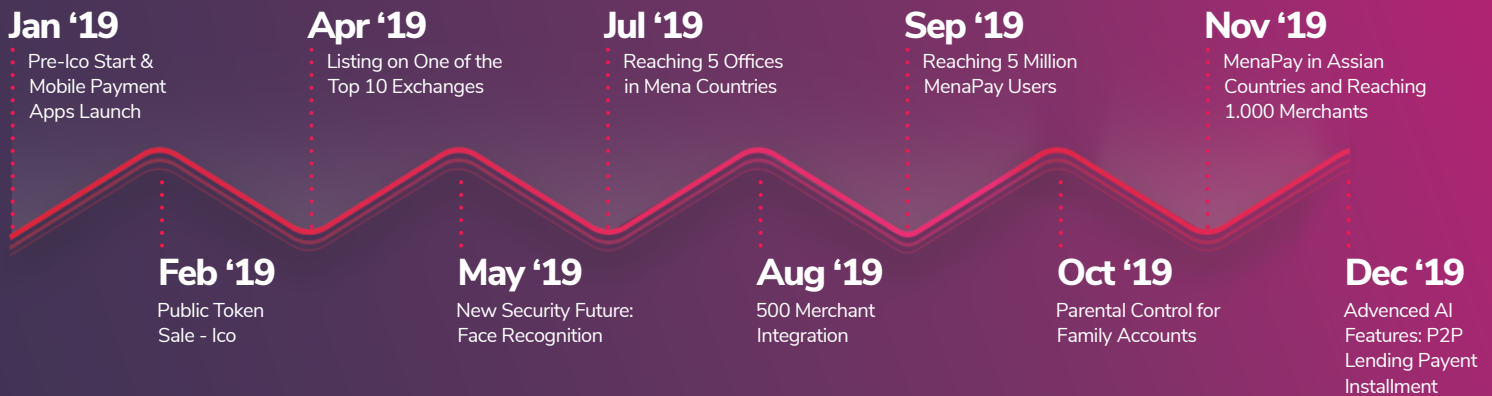
MENA Population: **420 M**

Arabic: 4th most commonly spoken language in the world.

**86%** unbanked population.

Untouched market space for blockchain technology.

## Roadmap



## Selected Founders & Advisors



**BURAK BALIK**



**KAZIM AKALIN**



**FÜSÜN NEBİL**



**BURAK GÜNSEV**



**BARİŞ ÖZİSTEK**



**AYKUT SANVER**



**LAWRANCE DU PRE**



**KAMAL AL BOURNO**

## The Team



**Managing Director**  
**TOLGA ODOĞLU**



**CMO**  
**İLKER ÇIKRIKÇILI**



**CTO**  
**TUNA ORBAY**



**CPO**  
**ORHAN BAYRAM**



**Software Architect**  
**ALİ İŞİK**



**Project Director**  
**ÇAĞATAY KARABULUT**



**Development Manager**  
**ERDEM LAFÇI**



**UX / UI Manager**  
**ERTAN DEMİRALP**



**Business Development Manager**  
**BURAK ERDİR**

See our website for profile information