



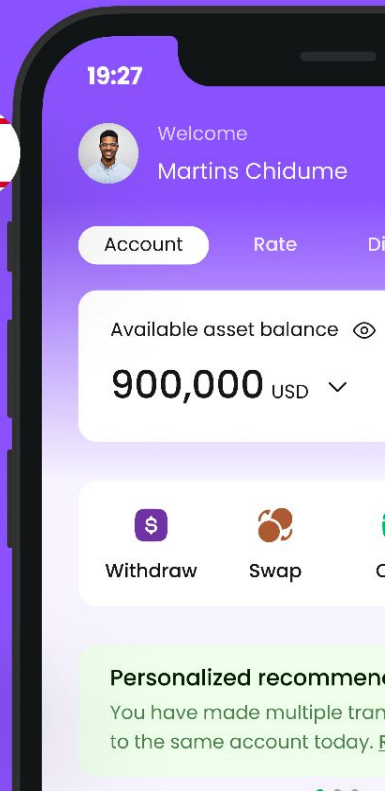
17th January, 2025

The SFX money app

Banking on Blockchain

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Purpose

SFx: Who are we?

SFx is a Financial Technology startup, providing access to compliant Stable-coins for millions of foreign residents, students, and businesses in Turkey

Coverage Map



South-Africa



Zambia



Uganda



Tanzania



Kenya



Rwanda



Ghana



Cameroon



Congo



Botswana



Malawi



Nigeria



DR Congo



Gabon

Team

Meet the team and Advisors



Martins Chidume

CEO, head of operations
and product

with 2 years OTC
Trading experience

[Linkedin](#)



Kolawole Muqaddis

Head of design

Artificial Intelligence, CIU

[Linkedin](#)



Peter Japhet

Head of engineering

Full-stack Engineer

Best Graduating Student Eastern
Mediterranean University, Faculty of
Information Technology, 2023

[Linkedin](#)



Chuck Lam

Advisor

CEO Ripe Money inc
Alumni Stanford University

[Linkedin](#)

Banking Abroad in Turkiye and TRNC sucks

 Expensive



 Inconvenient
& Inaccessible



 unreliable



 What works now?
Hawala, P2p, Crypto

Market Size

TAM

- International students
- Foreign Expats in Turkey
 - Turkish Locals

\$95 Billion

SAM

International students and
Foreign Expats in Turkey

\$8.5 Billion

SOM

African Students
in Turkey

\$1.04 Billion

African students in Turkey and TRNC is our initial target market
\$1.04 Billion market size and 130,000+ students.

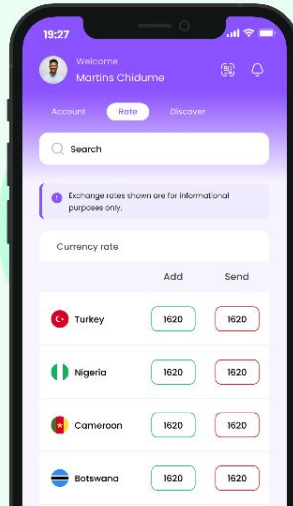


4% of Turkish GDP was invested into Stablecoins in 2024.
Our Analysis

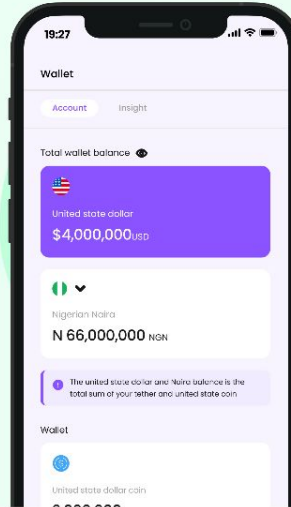
The SFx Money App : Key Features

Available on
IOS, Play Store and on
the worldwide web

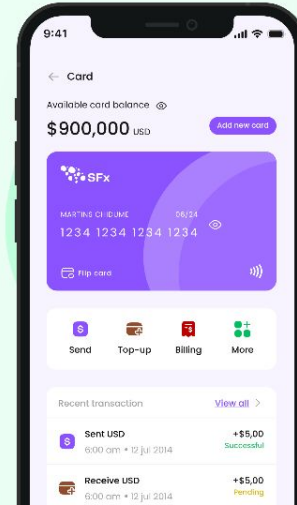
**Make currency exchange
Send money
Receive money**



**Save securely in compliant
Stable-coins**



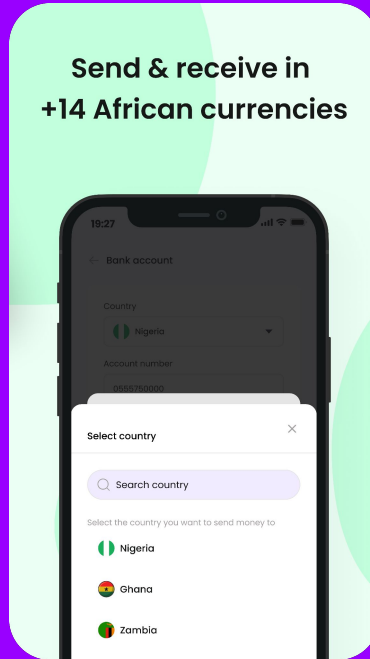
**Create multiple virtual cards
and track all your spending**



[The SFx Money app](#)







Business Model

**We charge 1%
commission on all exchange.**



- ➡ **Free money transfers with stablecoins**
- ➡ **Save money in stablecoins**
- ➡ **Signup, Refer the money app and get rewarded**

Traction

-  \$600,000 TTVL. In 2023 \$190,000 and in 2024 \$405,802 total transaction volume.
TTVL Growth: 113.58% YOY, Revenue Growth: 82.5% YOY.
-  **YellowCard**
 **SmileID**  **bitpower**
5 deals including YellowCard for Stablecoin implementation for Africa.
-  **CYPRUS
INTERNATIONAL
UNIVERSITY**
3rd Place Cyprus International University Pitch Competition.
-  **AMERICAN
UNIVERSITY
OF CYPRUS**
Current Payment partner: processed over \$85,000+ in Tuition from Sep 2024 - January 2025.

[Our Admin Dashboard](#)

Competition

Competitor analysis							
Competitor	Pros	Cons	Focus	Card	Receive Money	Send Money	Save in USD
SFx money app	Easy to use, cost-effective		Sending, spending, receiving money from anywhere	✓	✓	✓	✓
Türkiye İş Bankası, Ziraat Bankası	Established, trusted	Slow and Expensive	Traditional banking	✓	✓	✓	✓
LemiFi, Chipper Cash, Minipay, Yellow Card	Africa-focused	Unavailable in Turkey	Diaspora remittance	✗	✓	✓	✓
Redot Pay	Easy to use	Only supports card payments	Crypto/card spending	✓	✗	✗	✓
Binance TR, Paribu , BTcTurk	Cost-effective	supports local payments in Türkiye, complex	Crypto Buy/Crypto Sell	✗	✓	✓	✓

SFx Product Roadmap (Q1 2025 - Q2 2026)



Key Metrics Target

- Users: 700+ → 30,000 in 18 months
- TTVL: \$500k+ → \$135M
- Coverage: Comprehensive TRNC & Turkey Integration

Legend: ■ Payments ■ Expansion ■ Infrastructure ■ University ■ Features

FINANCIAL PROJECTIONS

KEY SUMMARY DATA	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
NEWLY ACQUIRED USERS	19,400	10,000	30,000	30,000	30,000
TOTAL NUMBER OF USERS	20,000	30,000	60,000	90,000	120,000
AVERAGE ANNUAL TOP-UP	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500
GROSS REVENUES	\$900,000	\$1.350.000	\$2.700.000	\$4.050.000	\$5.400.000
EXPENSES	\$269,528	\$500,000	\$810,000	\$1,000,000	\$1,000,000
EXPENSES ARE PAYROLL, OPERATIONAL COST AND USER ACQUISITION COSTS					
NET PROFIT	\$630,472	\$850,000	\$1,890,000	\$3,050,000	\$4,400,000

1. Partnerships

early adopter

Turkish Universities

Student Societies

Local Banks

[American University of Cyprus x SFx](#)

2. Social Media

Instagram, Whats app

1K

engaged students in our
communities

[Instagram with AIESEC](#)

3. Value

Discover Pharmacies
in Turkiye

Our Ask

We are raising **\$1,000,000** to scale the SFX money app to \$1M ARR in 12 months , prepare for a large financing round and build the key infrastructure required for global expansion over the next 18 months.

18-Month Roadmap & Use of Funds

- **Wallet Infrastructure Development:**

Build the blockchain wallet infrastructure tailored for crypto non-natives, offering secure digital asset management and enabling SFX to scale across global markets, Türkiye, and WhatsApp.

- **Turkish Lira On/Off-Ramp:**

Develop Turkish Lira – Stablecoin on/off ramps for both the SFX money app (Global) and SFX money app TR, enhancing access and usability.

- **Governance and Compliance:**

Secure a Turkish CASP license for the Turkish Holding Company to ensure regulatory compliance and establish robust corporate governance and operations in TRNC.

- **Launch the SFX Money app TR**

Launch SFX Money App TR to empower Turkey and TRNC's underbanked youth by providing secure digital asset custody and MICAR-compliant USD and EUR stablecoins (EURC, EURI, USDC), enabling them to hedge against inflation and currency devaluation while earning competitive yields.

- **AI-Powered SFX Money App Agent:**

Create and deploy the SFX AI agent on WhatsApp, extending secure digital asset management and yields to cooperatives, merchants, treasury programs (Ajo or Akwo), businesses, and daily WhatsApp users.

- **Talent & Liquidity Support:**

Fund payroll for 7 key team members and onboard 3 additional critical roles, while supporting liquidity operations for TRY-Stablecoin transactions.

Thank you, we are happy to work with you.



Contact

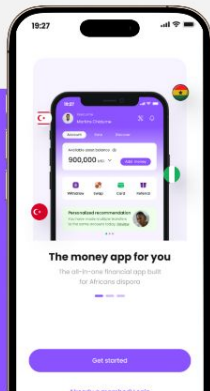
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Website

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The Global Money app

Appendix

2


Esther Howard
Kenyan student
in the TRNC



In TRNC,
receiving money
from abroad is difficult.

1

3



Esther opens an account
on the SFX Money app
She gets a USDC wallet

4



on the SFX money app
Esther requests money
From home in **KSH**.

5

Esther's Parents
Sends money to
SFX KSH account

6

Here where the
Magic Happens



SFX swaps **KSH to USDC**
and deposits into her
SFX USDC wallet.

7



10

Or create a SFX
virtual card to pay
online or at a POS



9

Visit 100+ Crypto
locations in the
Turkish Republic
of North Cyprus
and get cash



With **USDC on SFX**
Esther Can

8

With USDC SFX is able to build an Onchain Bank for Türkiye and the TRNC

GLOBAL



Manage your savings worldwide. USDC is available in 180 countries and counting.

ACCESSIBLE



If you have access to an internet connected device, you have access to USDC in supported countries — with or without a bank account.

STABLE



USDC holds a steady value at \$1, and is backed by US dollar and cash equivalent reserves.

SECURE



USDC is stored on the cryptographically immutable blockchain, ensuring the safety of your assets.

24/7



Access your savings anytime, without the limitations of traditional banking hours.