



PROBLEM...



WHAT IS YPAY?

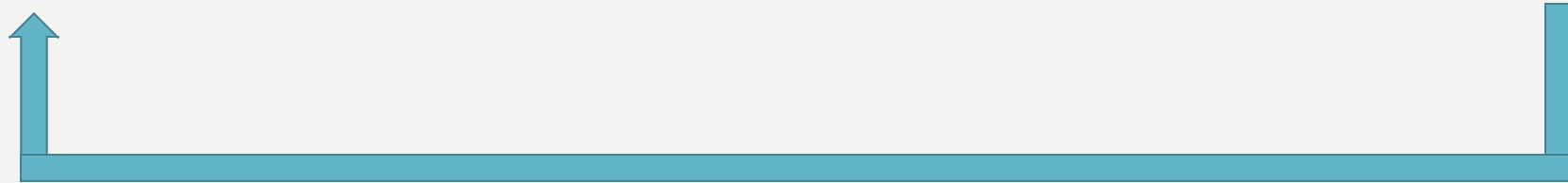
Add money
in YPay



Use Ypay



Get exclusive
discounts



WHO'S AND WHAT'S...

- What's YPay?

- Today:



A Digital Wallet

- Tomorrow:



An automated Payments System

- Who's YPAY for?

- Students:



OUR PILOT PROJECT

- We started a pilot project at **Habib University, Karachi.**
- Launched **YPay for Android** and across cash counters of the campus

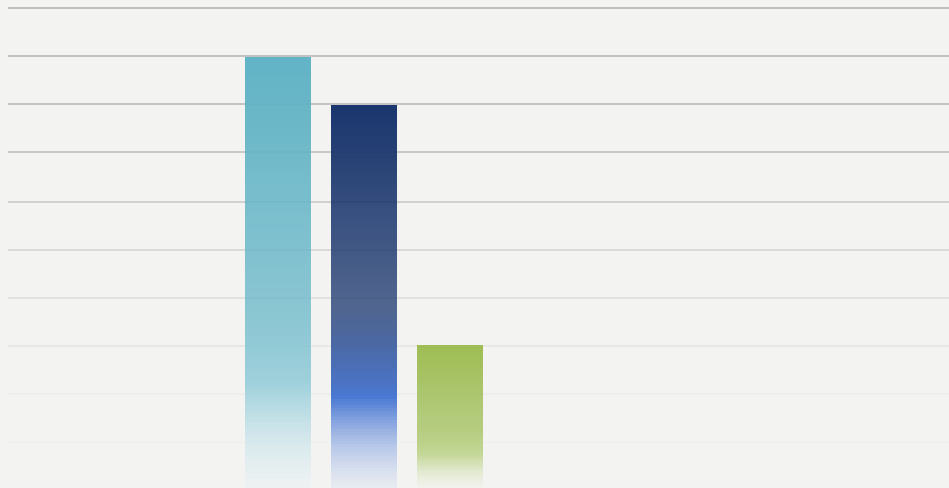


>300

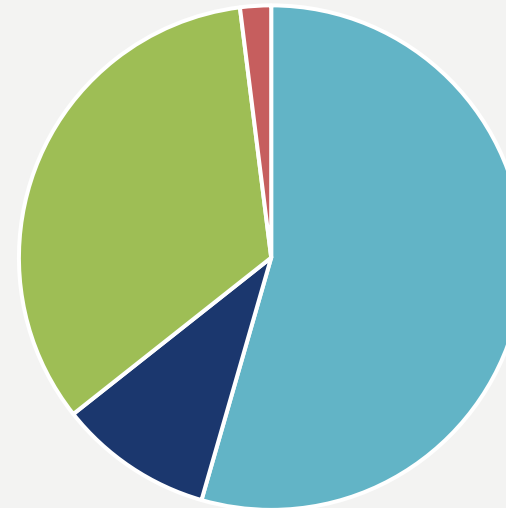


>50/Day

NET TRANSACTIONS @ VENDORS



Market Share of Pilot



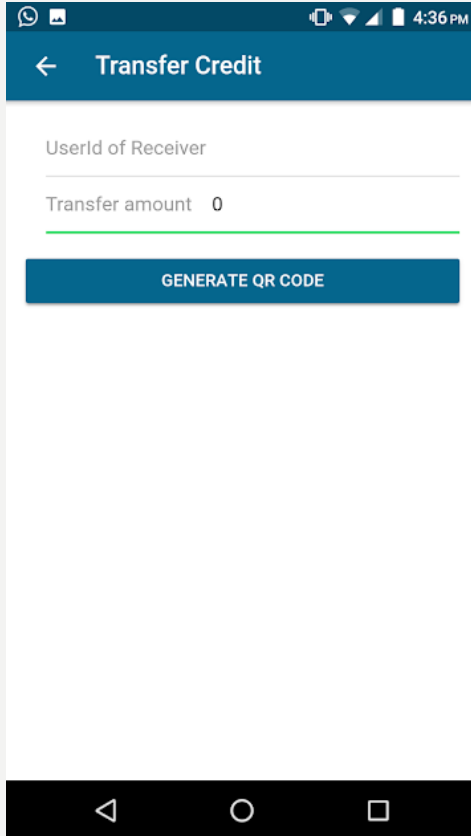
■ Main Cafeteria ■ Snacks Counters ■ Café 2 G ■ YPay Users ■ Non YPay Users ■ iOS Users ■ no smartphones

SIMPLE & FAST...

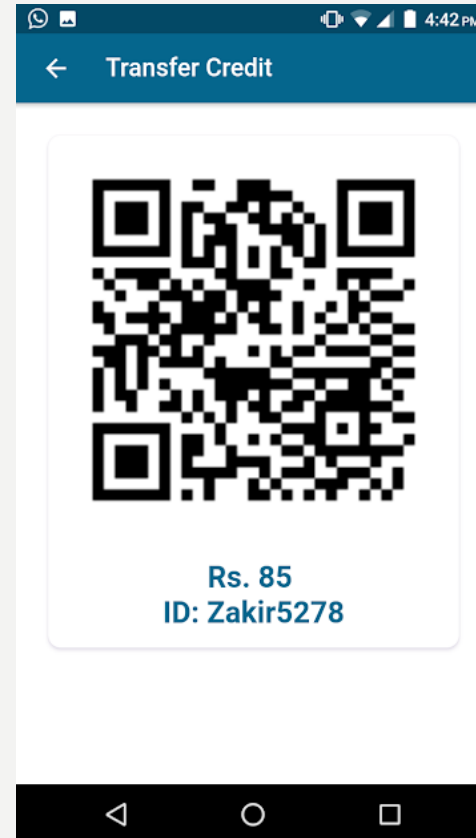


10 seconds (avg.)

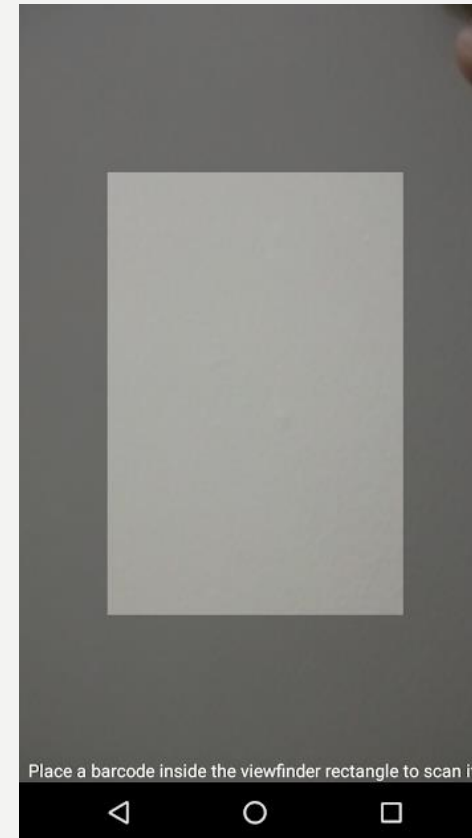
Add Amount



Generate Code



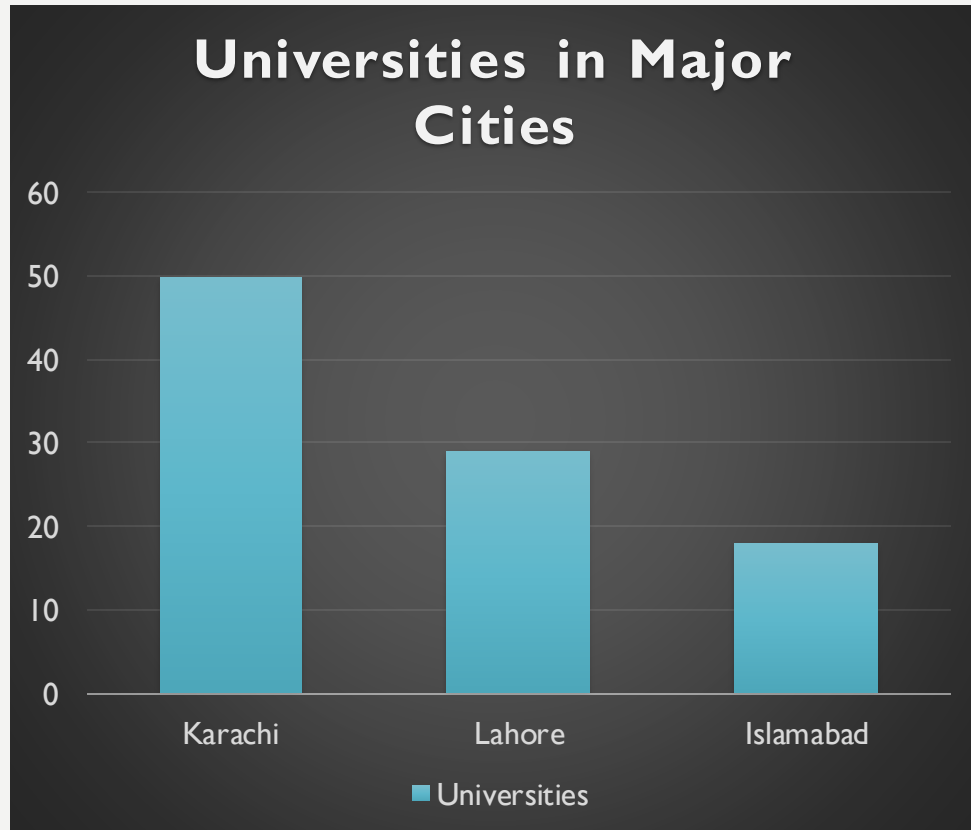
Scan code



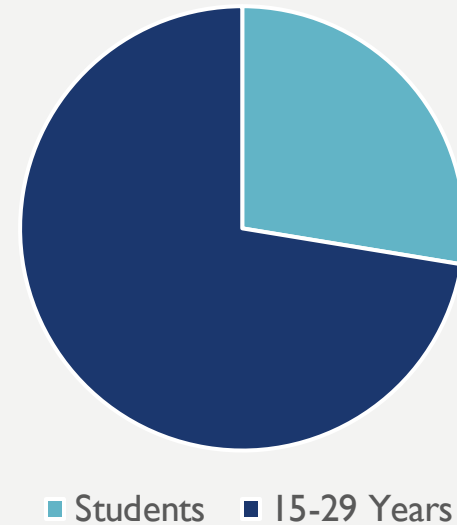
REVENUE MODEL

- **Subscription Revenue Model:** Charge the vendor according to a plan.
- **Transactional Revenue Model:** Charge a fee for each transaction.
- **A Hybrid Model...**

FINANCIAL OPPORTUNITY



Youth Demographics



Covering major institutes and charging only rupee per transaction

- 2.0 million rupees P.A (@ 50 trans /day)
- 3.5 million rupees P.A (@ 100 trans /day)

COMPETITION



And more...

FOCUS FOR FUTURE?

Transferring Money through Instant Messaging platforms.



Platform Independent payments for users of other app services.



Automating payments through our services, recurring bill payments, mobile credits etc.



ABOUT US



Facebook Group:

<https://www.facebook.com/ypaypk>



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TESTIMONIALS

99

Saad Saleem



I now prefer YPay over cash payments while buying food from the university. The reason is, its quick, and it lets me keep a record of my transactions.

99

Aiman Khan



I am in love with this app. Its such a great way of paying for my food.

User reviews



A Google user

★★★★★ March 23, 2019



In love with this app. Super helpful in making my payments faster. And thanks for giving 10% discounts on all products through ypay

Anomoz March 15, 2019

Thank you for using YPay and taking out time to give feedback!



Muhammad ijlal

★★★★★ April 24, 2019



it really saves you a ton of money. plus you get free coupons on your every purchase.



MAXimus Gaming

★★★★★ March 15, 2019



Really easy and efficient. Allows to make quick payment. Convinient to use.

Anomoz March 16, 2019

Thank you Maaz for using YPay and taking out time to give feedback!



Faizan Dilawar

★★★★★ March 25, 2019



really helpful app. has made my payments easier. thanks ypay.



Syed Fazl ur Rehman

★★★★★ May 4, 2019



Great initiative Love the idea

Anomoz March 15, 2019

Thank you Fazl for using YPay and taking out time to give feedback!



Aiman Ahmed Moin

★★★★★ April 11, 2019



wonderful idea to protect 💰

CONCLUSION

- **What is YPay?**
 - YPay is a digital payments platform currently focusing on digitizing transactions
- **Who is it for?**
- **Students...** Capturing our target audience successfully, we'd have a chance of securing lion's share in the Pakistani Fintech Market.

LIKED YPAY?

Our app on Google Play Store.



<https://goo.gl/ZbUUJM>