

A background image showing three people sitting on a sandy beach, looking out at the ocean during a sunset. The scene is bathed in a warm, golden light, with long shadows cast on the sand. The person on the left is a man with dark hair, wearing a light-colored long-sleeved shirt and dark pants. The person in the middle is a woman with long, wavy blonde hair, wearing a white long-sleeved shirt and dark pants. The person on the right is a woman with dark hair tied back, wearing a light-colored long-sleeved shirt and light-colored pants. They are all sitting cross-legged or in a similar relaxed pose, facing away from the camera towards the horizon.

**Buy Now Pay Later**  
**Thanks to friends!**

## Problem

**Travel providers** do not allow payment upon use (save for limited exceptions).

**Cash availability** is a concern for customers booking travel online.

**No easy way** exist to pay late without putting the merchant at risk.

## Solution

**An online platform** where people can have friends backing them up to guarantee the final payment and make:

Customers

**Save money**

Best prices, No early disbursement

Merchants

**Make money**

Early sales, New customers inflow

# How does it work?

**I see a great €99 promo** for a flight leaving in three months.



**I want to buy** but don't have the cash readily available

**I get ten friends (my Pledgers)** to back me up for €20 each



**I qualify to pay with Pledg**, i.e. buy now pay one week before departure

# **Ideal for young people**

**Cash saver**

**0% interest**

**Usefull**

**Off bank**

**Collaborative**

**Trust based**

# Great trade-off for merchants

Deferred payment

**but**

Sales boost

Free ads

Cross selling

Image change

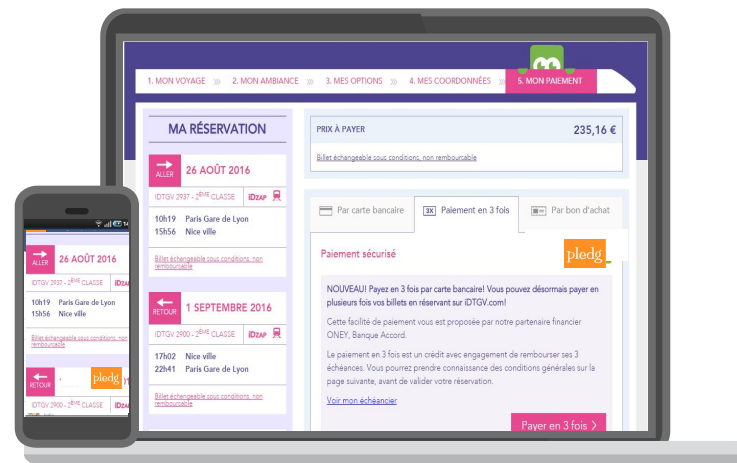
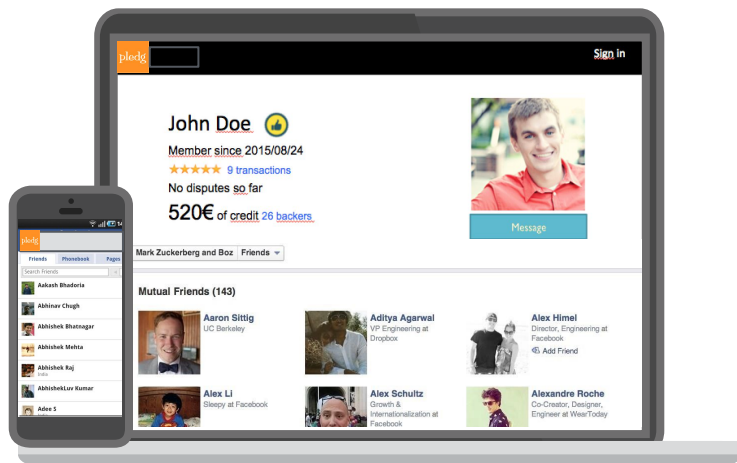
Spread risk

# Product

Find & recruit Pledgers



Pay with Pledg



## Market validation

1. **45 % of the 20-35 years old** are willing to book early to benefit from best offers
2. **And are prepared to do what is required** if flexibility is provided (280.000 iDTGV tickets paid in instalments at high rates)
3. **Companies not offering** payment flexibility suffer from late bookings / loss of customers



## Market size

**3,6 bn transactions (\*)**

Total Available Market

(\*) Worldwide airways, trains, bus, car rental, hotel, package holidays, vacation rentals, sport & music events booking

**1,3 bn online transactions**

Serviceable Available Market worldwide

**5 M transactions**

Pledg Market Share (7% of the french market)

# Market adoption

## 1- Launch pad



Voyages  
snCF.com

iDTGV



## 2- Viral loop


























Customers  
recruit Pledgers  
to pay with  
Pledg

An orange oval containing the text "Customers recruit Pledgers to pay with Pledg".

Pledgers buy  
with Pledg  
in turn

An orange oval containing the text "Pledgers buy with Pledg in turn".

# Competition

		Credit card pre-auth.	Costless credit card payment by instalment	Confirm. Down- payment	Revolving credit	SNCF & Airways Current offer
Interest rates						
Cash required						
Duration						
Security						

## Business model

**We take on average 1.5 % on each transactions**



**Pledg Market Share**

**Average fee / transaction**

1.5 % on € 333 avg transaction  
amount

**Revenues**

2017-2020

# Competitive advantages

**1st mover**

**0% revolving  
credit**

**Maximum  
Security**

**Designed for  
Millenials**

**Ease of use**

**Responsible**

**And not limited to travel !**

# Team

## Pascal Juin

- Came up with the idea and built concept
- Payment system expert
- Former CFO @Lafarge
- Founder @Niouport, @SimTrust & @Carte Blanche
- Product, marketing, legal and finance

## Nicolas Pelletier

- Successful BtoB experience
- Ex investment banker @Paribas and former co-founder CEO @Musiwave (sold in 2008 for €100m+)
- Bizdev / international deployment

## Benoît Liénart

- Secure transactions expert
- Former consultant @Bearing Point, R&D @Sagem, marketing @Safran
- Founder @Finstack, Lawcracy
- CTO



# Thanks!!

## Any questions?

You can find me at @pledgofficial &  
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