
TASK I

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WALKTHROUGH

- Worldwide crypto companies solving problems related with financial growth
 - Banks and fin-tech giving account on crypto
 - Emerging fin-tech blockchain product
 - Segmenting
 - Comparison based on fee, regulations..
 - Market positioning in terms of adoption and conclusion
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- Traditional Banking systems have Multiple stages to process our transactions.
 - Which also charges more to process our transactions.
 - Some Interchanges charges our transaction just to transfer the bits (Informations) across the channels.
 - Middle man can be removed.
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ANT FINANCIAL - ALIPAY HK



- One of the Eldest Blockchain based cross border remittances.
- Users of AlipayHK can send remittances to GCash of the Philippines.
- first remittance was completed in just **three seconds**.

- Gcash is an E wallet of Philippines.
- In this remittance, the distributed ledger technology of blockchain gets used for cross-institutional collaboration among AlipayHK, Standard Chartered Bank (Hong Kong and Singapore), and GCash.
- Ant Financial provides Round the clock remittances on the phone (Not limited to banking hours)
- Lower transaction fees and Exchange rates.
- Updates same copy across the network.
- Cost of Reconciliation and settlements can be reduced.
- **Challenges -**
 - How to define a consortium blockchain where all users can participate and in business scenario how banks will cooperate?
 - In Ant Financial, The cryptocurrency-based cross-border remittance service is also available, but it is not possible to put it into mass commercial use as the demand and supply of cryptocurrency, and the currency value may fluctuate wildly in short time.

LITECOIN



- Litecoin is an Internet Currency which near real time transactions with near Zero cost payments
- Designed for use primarily in means of Payments
- Meant to serve as a digital Money.

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- Litecoin covers a part of the digital global remittance and the contactless payment markets, which are expected to grow significantly by 2025. Specifically, the global remittance market is expected to reach \$8.59 billion by 2025, while the contactless payment market is expected to reach \$801.4 billion by the same year.
 - Can process 156 tps.
 - Block time is of 2 Minutes
 - Uses PoW and Lightning Network
 - competitors have greater community support and wider merchant networks, which is a **threat** to Litecoin.
-

STELLAR (XLM)



- Transactions on the decentralized Stellar network resolve in 2-5 seconds.
- Stellar connects Banks, Payment channels
- Open sourced financial network open to Everyone.

- Consensus Protocol - Federated sets of Independent Nodes. **Federated Byzantine Agreement (FBA)**
- It currently has over 75 big banks on its network, including big names like Bank of America, RBC, Standard Chartered, and UBS.
- **You need to spend Lumens(XLM) to use the Stellar blockchain network.** This gives the token immense inherent value. On the other hand, financial institutions don't need to spend XRP to use Ripple's network. If those clients don't adopt the coin, it becomes practically worthless.
- has the ability to process 800-1000 tps.
- You will be charged for your transactions only with **0.00001 XLM.**
- **Deloitte** has announced a partnership with Stellar in 2016.
- Stellar is itself a Distributed Exchange
- It also serves Multi Currency Transaction. Stellar allows you to freely send money across borders without the hassle of formal banking procedures or currency exchange.

XRP(RIPPLE)



- Global Payment Network.
- Ripple (XRP) is a cryptocurrency.
- Where RippleNet is a realtime settlements for banks.
- XRP can work Independently without RippleNet.

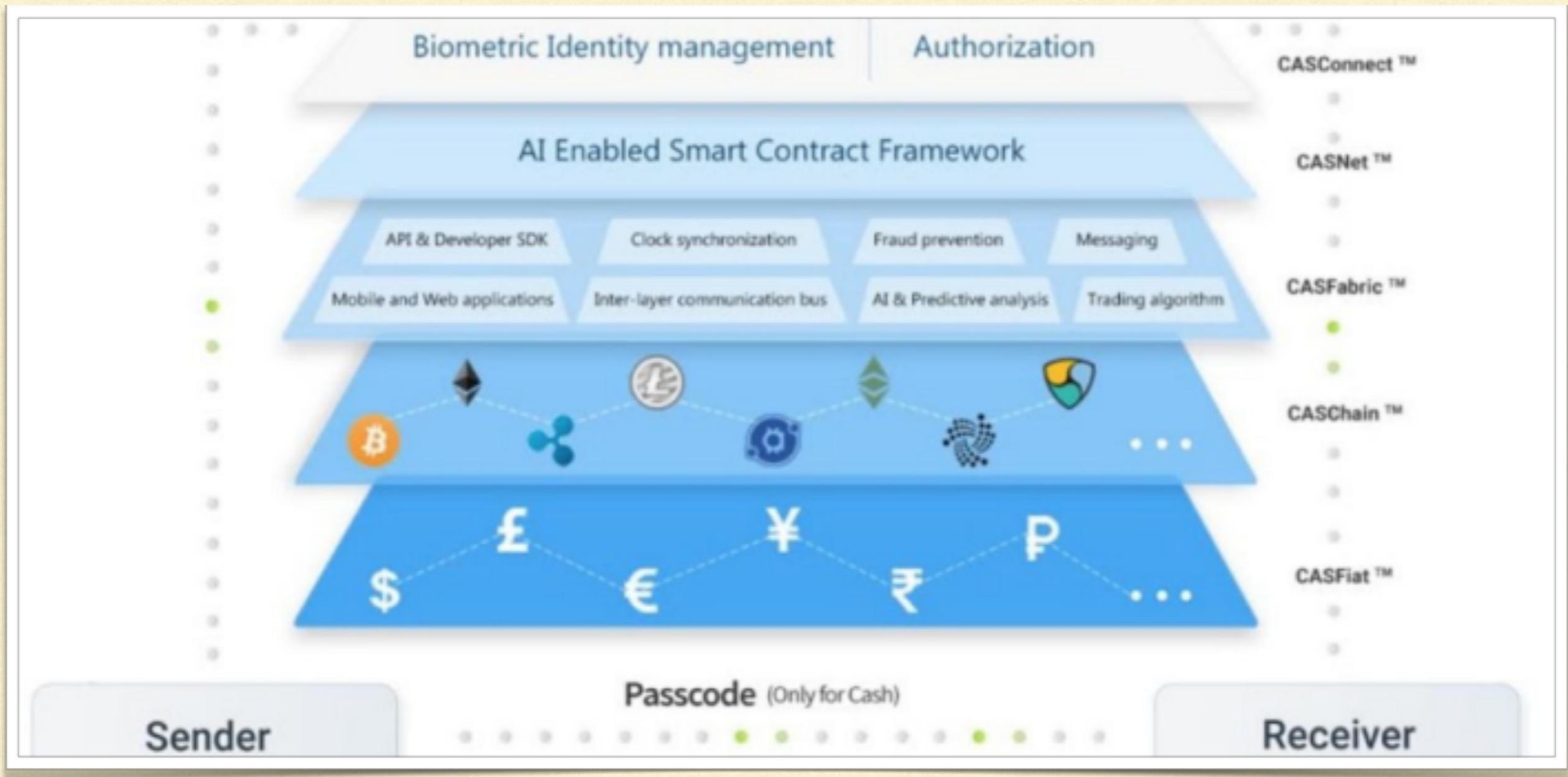
- Consensus - RPCA. (No need to Mine. It is pre-mined)
- There are 100 billion of them out which around 40% are in market circulation while rest are in Ripple Labs' possession.
- It's already been in use by some banks including Standard Chartered, Axis Bank, Bank of Tokyo Mitsubishi, Westpac etc.
- Ripple is not truly decentralised.
- Ripple is not trying to replace the banking sector. On the contrary, its B2B products are architected to fit within banks' existing infrastructure, resulting in minimal integration overhead and business disruption.
- In 2017, SWIFT has launched its GPI payments service which makes interbank payments faster, cheaper and more efficient. SWIFT GPI promises payments within 30 minutes or within 24-hour time. **However, Ripple confirms payment within seconds.**
- The current minimum transaction cost required by the network for a standard transaction is **0.00001 XRP**

CASHAA



- Powered by Inter Ledger (AuxLedger)
- BTC2BID is the prototype version
- Offers Exchange and Money Transfers between FIAT and Cryptos
- Covered 141 Countries and 97 Currencies in beta launch
- Uses EIP-20

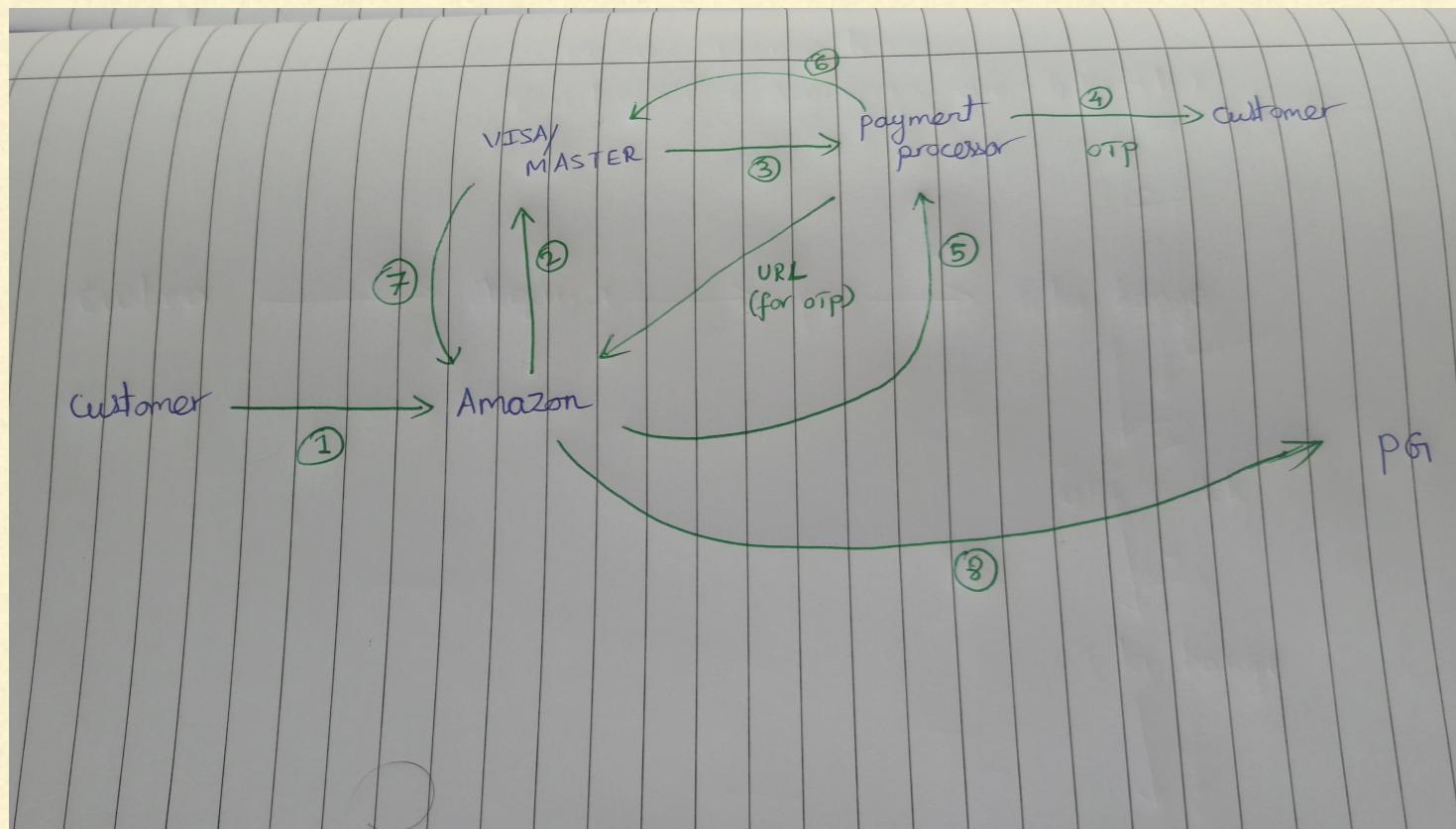
- Supports MultiCurrency Model.
- Cashaa has Deep learning techniques to Identify Fraudulent transaction near Real time.
- CAS Connect which helps in regulations based on countries (KYC and clearing Anti Money Laundry).
- CASNet for P2P networks.
- CASFabric is a middle layer where admin users can add new crypto pairs in the market.
- CASChain makes the Network layer Interoperable.
- CASFiat is the endpoint which will be Integrated with Banks
- **Unique Feature in Cashaa:**
 - Each Cashaa wallet includes Physical cards (Cashaa Prepaid Cards) which complements cashaa wallets.
 - Using physical card, Realtime Conversion from Crypto to FIAT at PoS.
 - Micro Lending.



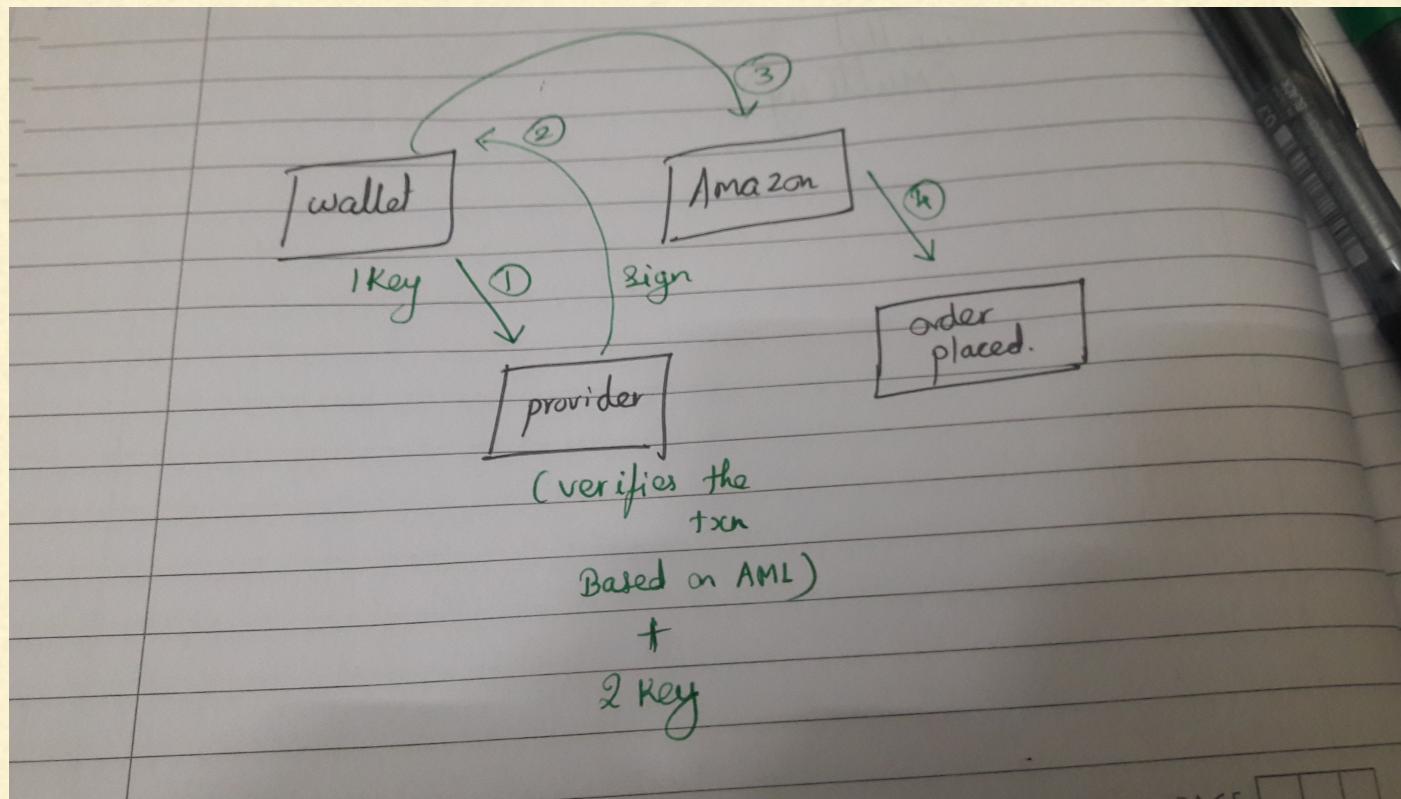
THIS WILL REPLACE TRADITIONAL TRANSACTIONS

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- Cashaa Banking the Unbanked (No need of Bank accounts or Credit/Debit Cards)
 - P2P transfer and Exchange
 - Cashaa abide by The Financial Conduct Authority (FCA)
 - Zero transfer fee within and across the country
 - Multi Sig Wallet (No single point of failure)
-

TRANSACTION IN TRADITIONAL vs MULTI SIG



CASHAA has Multi sig enabled by default



COMPETITORS FOR CASHAA

■ Monaco card (MCO)

- visa card backed by crypto. we can use the card in ATMs and PoS just like any other card to connect crypto to FIAT.
- you would deposit cryptocurrency into their Monaco account. After that, you can spend the cryptocurrency using the Monaco card. Monaco takes care of the exchange and conversion.
- Since Monaco cards are backed by cryptocurrency, they don't have border issues like fiat currencies. As a result, you can use your Monaco card anywhere you go. The card will automatically default to the local fiat currency when you make a purchase.
- **one of the good use case is an international traveler who needs to easily make purchases in various currencies.**
- **But the problem here is, it still depends on Interchanges like VISA to process our transactions**
- The financial industry is highly regulated and cryptocurrency-backed payments is a complex issue, even if Monaco's solution seems to make it simple and user-friendly.

COMPETITORS FOR CASHAA

■ ABRA

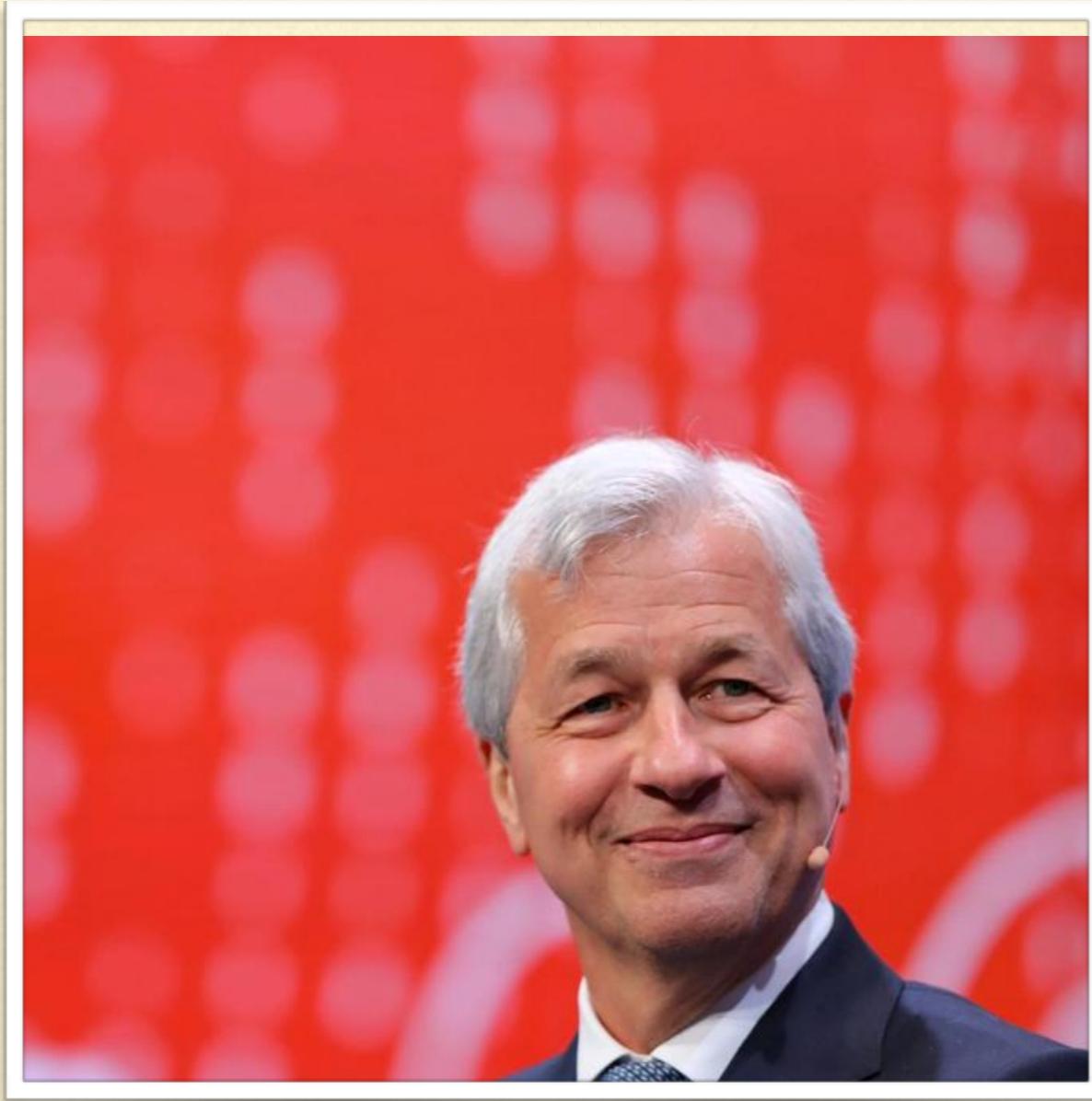
- One app using which we can Initiate global payments
- works on Bitcoin. allows each user to turn themselves as their own banks.
- Also acts as exchange (where a FIAT can be converted to BTC and BTC will be covered to USD)
- DRAWBACK :
 - Charges the Receiver in Remittances.

COMPETITORS FOR CASHAA

■ Tenx

- Tenx aims to make use of their own protocol (COMIT Routing Protocol), using which we can spend our cryptos Instantly
- You can make transactions by using either the TenX app or a physical TenX debit card. all of your coin assets remain as crypto up until the time you actually make a transaction.
- Advantages - Decentralized Security Smart Contracts (DSS)
 - Using a DSS, one can set spending rules for his card and have further control of his funds. One can set **purchase limits, daily spending limits, and withdrawal limits.**
 - operates across blockchains and provides liquidity to the exchanges between the different currencies.

BANKS GIVING ACCOUNT ON CRYPTO

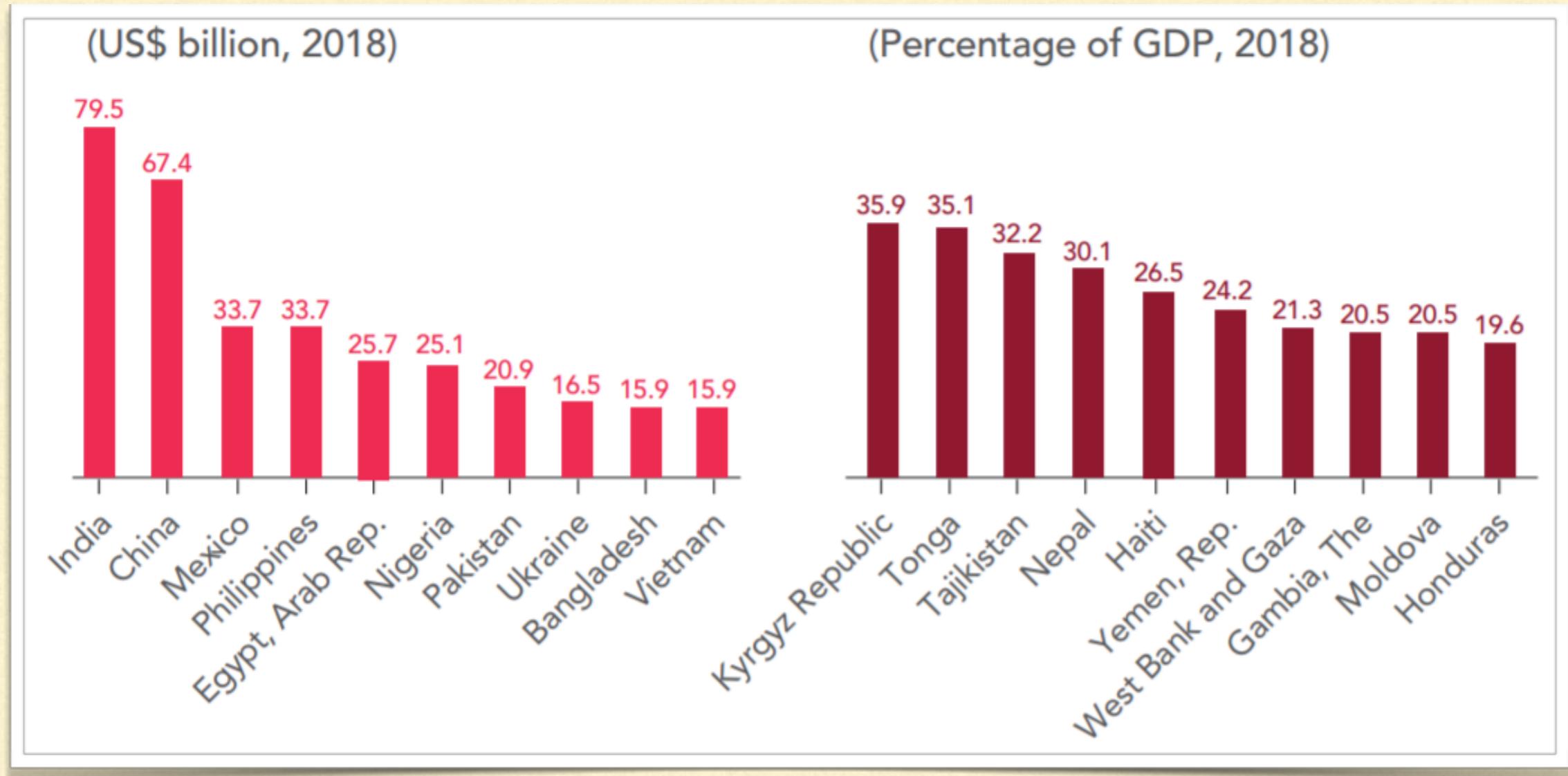


- JPM Coin
- Issued by JP Morgan and Chase
- Only Institutional customers passing JPM KYC can able to transact with these coins

- Currently, JP Morgan clients are using SWIFT and Fedwire to transfer money within the bank.
- JPM Is not a cryptocurrency, instead it can be called as a centralised crypto currency.
- JPMCoin which will be used for settling transactions in real-time among clients of the bank's wholesale business.
- Value always tethered to USD.
- My Thoughts on JPM,
 - JPM is developing a stable coin for own clients where only the holders of JPM can able to participate. where Ripple (XRP) is more like a digital asset and anyone can participate targeting the cross border payments.If there is a fund transfer (remittance) using JPM, Why would a bank holds JPM unless they wanted to settle using JPM ? How JPM will survive on Cross border payments? In case of Ripple, a bank can liquidate XRP using payment service providers and exchanges.

CASHAA IS UNDOUBTEDLY A **EMERGING FIN-TECH BLOCKCHAIN PRODUCT** WHICH IS DISRUPTING GLOBAL REMITTANCES

This could be a nightmare for Western Union and Moneygram, as they charges 17-20% for a cross border Transaction and takes 3 working days to process the Transaction.



- Remittances represent around \$0.7T in transfer volumes and \$40 billion in revenues with 20% going to just two countries and providing a massive lifeline for others

- CASHAA has its own Multi sig wallet
- Cashaa aims to become a financial service provider and therefore it must abide by the regulations and be authorised by the Financial Conduct Authority (FCA).
- You don't need a payment Instrument to Initiate a Transaction.
- In fact, Creating a cashaa wallet would be good enough to mover your funds across border.
- No Middleman to hold/freeze your funds.
- you are in full control and can keep track of your money.

cashaa
Personal

Welcome Thangaraj

Profile Completion

Blue
Your current plan
[View or Upgrade](#)

Balances (£ 0)

EURO
0
0%

Please note: 10 G will be released to you when converting the E avoid exposing C

Send Money To

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- Dashboard
- Send
- Receive
- Trade
- Euro Wallet
 - Deposit
 - Withdraw
- GBP Wallet
 - Deposit
 - Withdraw
- Spendable CAS
- Reports
- Mastercard
- Get Verified
- Subscription Plan

GBP Wallet

Deposit

Withdraw

Spendable CAS

Reports

Mastercard

EURO
0
0%

CAS

0 £0 ↑

BTC

0 BTC £0

ETH

0 ETH £0

GBP

0 GBP

Euro

0 EURO

result in the loss of your deposit.

KYC Verification



Get Verified

Cashaa requires additional user information before any deposits or withdrawals can be made in order to meet KYC/AML legal requirements. There are multiple tier levels of funding limits, each with increasing amounts of deposit/withdrawal limits.

TIER 1

TIER 2

TIER 3

Fill out the form below to get Tier 1 verified. All fields marked (*) are required.

IMPORTANT: Once submitted, full name cannot be changed. Please ensure the spelling is correct.

First Name*

Thangaraj

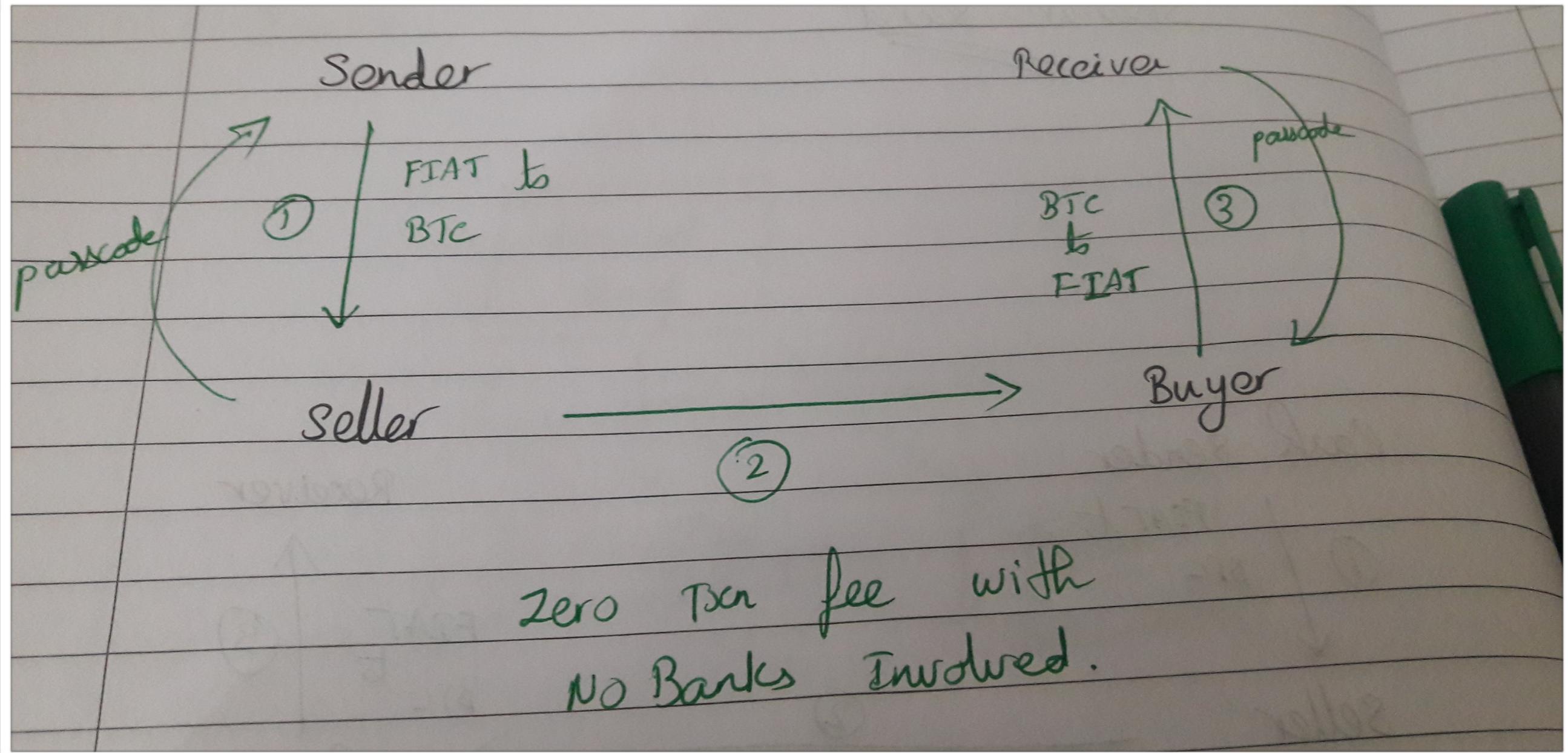
Last Name*

M

IMPORTANT: Once submitted, your date of birth cannot be changed. Please ensure the correct date is selected.

ONE OF BEST THING IN CASHAA..
FOLLOWING THE REGULATIONS (**KYC/AML**)

Very few crypto follows the regulations. Since, countries like India, **banning** the crypto space.
Cashaa Outsmarted the market space. More countries will try to adopt cashaa.



HOW CASHAA WORKS ON REMITTANCES ?

Matching the Buyer and Seller

CASHAA VS ABRA

■ FEE

- Abra charges 2% fee (withdrawing at Abra teller)
 - Sending 100\$ from US to India, Abra charges 2\$ for this remittance.
 - Sender won't get charged, on contrast, receiver who receives the Money will be charged.
 - Adding funds via US based AMEX Cards charges 4%. (In cashaa, you won't be charged)
-

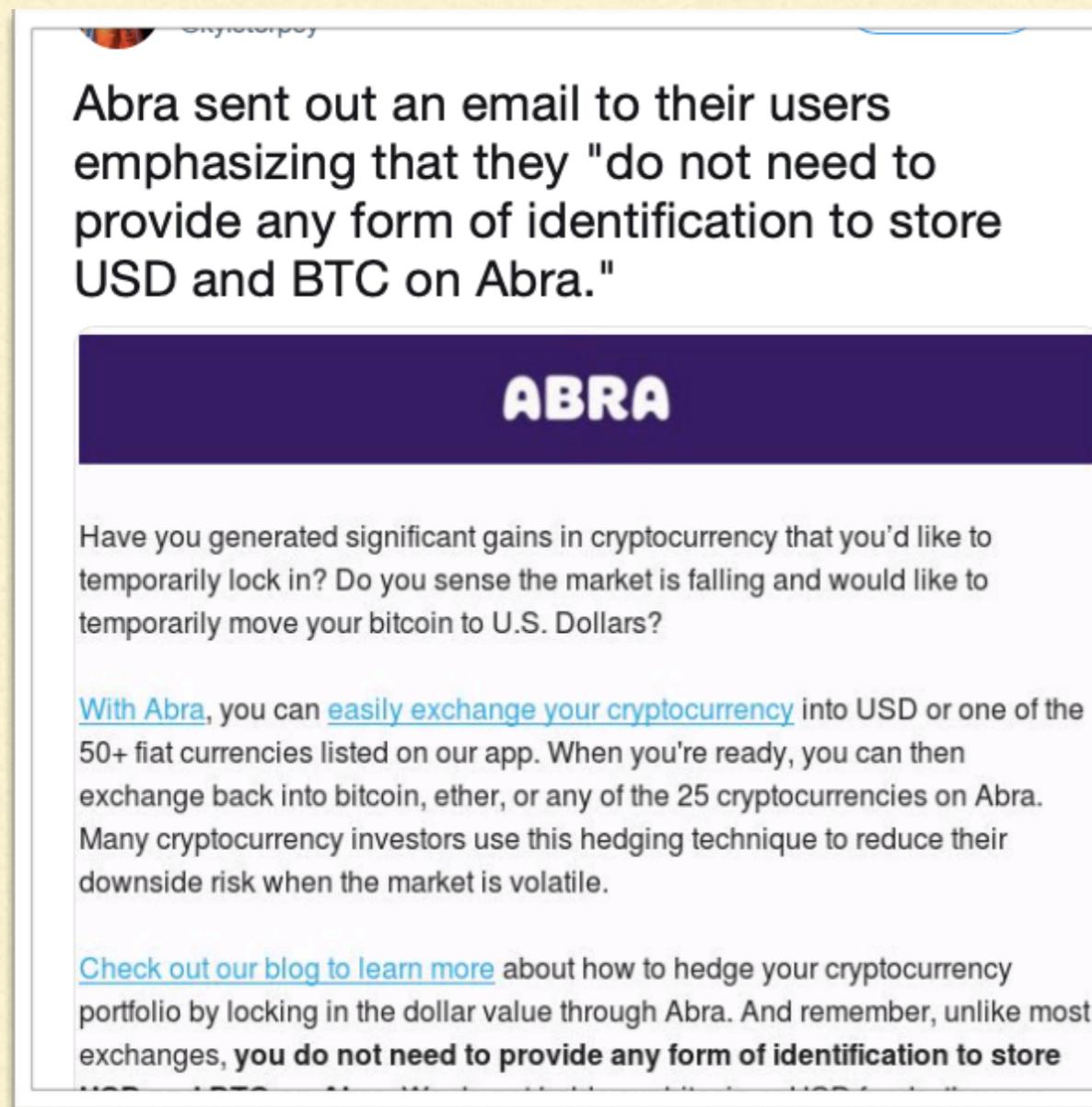
CASHAA VS ABRA

■ FEE

- Cashaa charges Zero fee on Remittances.
- Sending 100\$ from US, Receiver will receive same denomination of INR with Zero transaction Fee.
- Cashaa will only take part of % from Crypto we are trying to exchange. (If I want to transfer My 1 BTC to Seller, I will be charged 0.2 BTC or GBP tokens)
- 1.49% flat fee for trading cryptocurrencies.

- Cashaa is Serving 200+ Countries.
- 97+ Currencies.
- More than 60 Million customers on boarded.
- More than 13000 Traders.
- Cashaa has Inter ledger (AuxLedger) which has Involved in various Government Projects in India.
- Cashaa has a Multi sig facility in which end receiver need not to have a bank account. yet, he can able to receive money. [Banking for the Unbanked]

TERMS AND CONDITIONS



Abra sent out an email to their users emphasizing that they "do not need to provide any form of identification to store USD and BTC on Abra."

ABRA

Have you generated significant gains in cryptocurrency that you'd like to temporarily lock in? Do you sense the market is falling and would like to temporarily move your bitcoin to U.S. Dollars?

With Abra, you can [easily exchange your cryptocurrency](#) into USD or one of the 50+ fiat currencies listed on our app. When you're ready, you can then exchange back into bitcoin, ether, or any of the 25 cryptocurrencies on Abra. Many cryptocurrency investors use this hedging technique to reduce their downside risk when the market is volatile.

[Check out our blog to learn more](#) about how to hedge your cryptocurrency portfolio by locking in the dollar value through Abra. And remember, unlike most exchanges, **you do not need to provide any form of identification to store**

- ABRA not looking for KYC.
- Countries may **afraid** to adopt.
- **ABRA is not Regulator friendly.**
- **<https://bitcoinexchangeguide.com/abra-cryptocurrency-investing-app-says-no-kyc-identification-requirements/>**

TERMS AND CONDITIONS

KYC Verification

Get Verified

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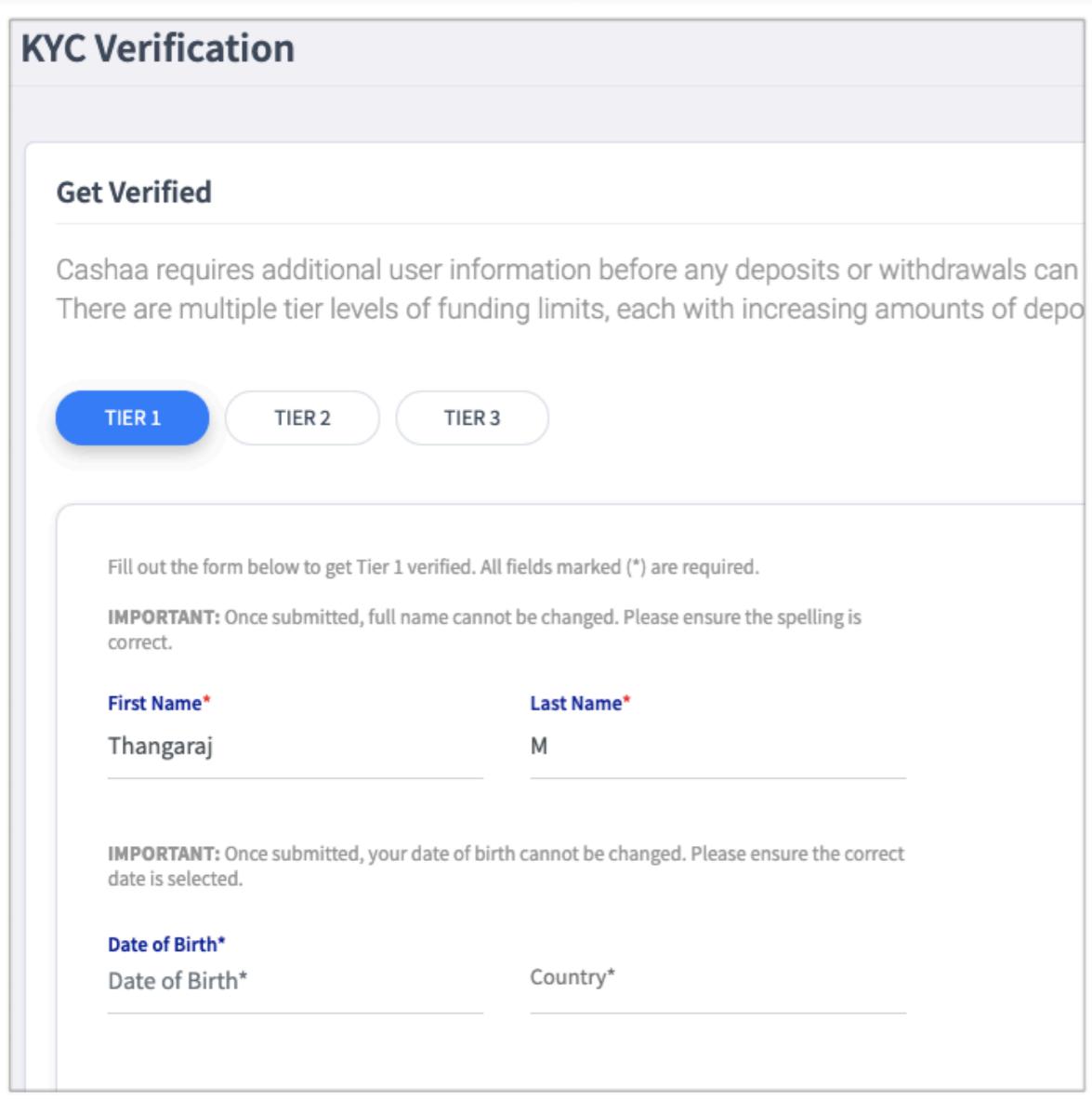
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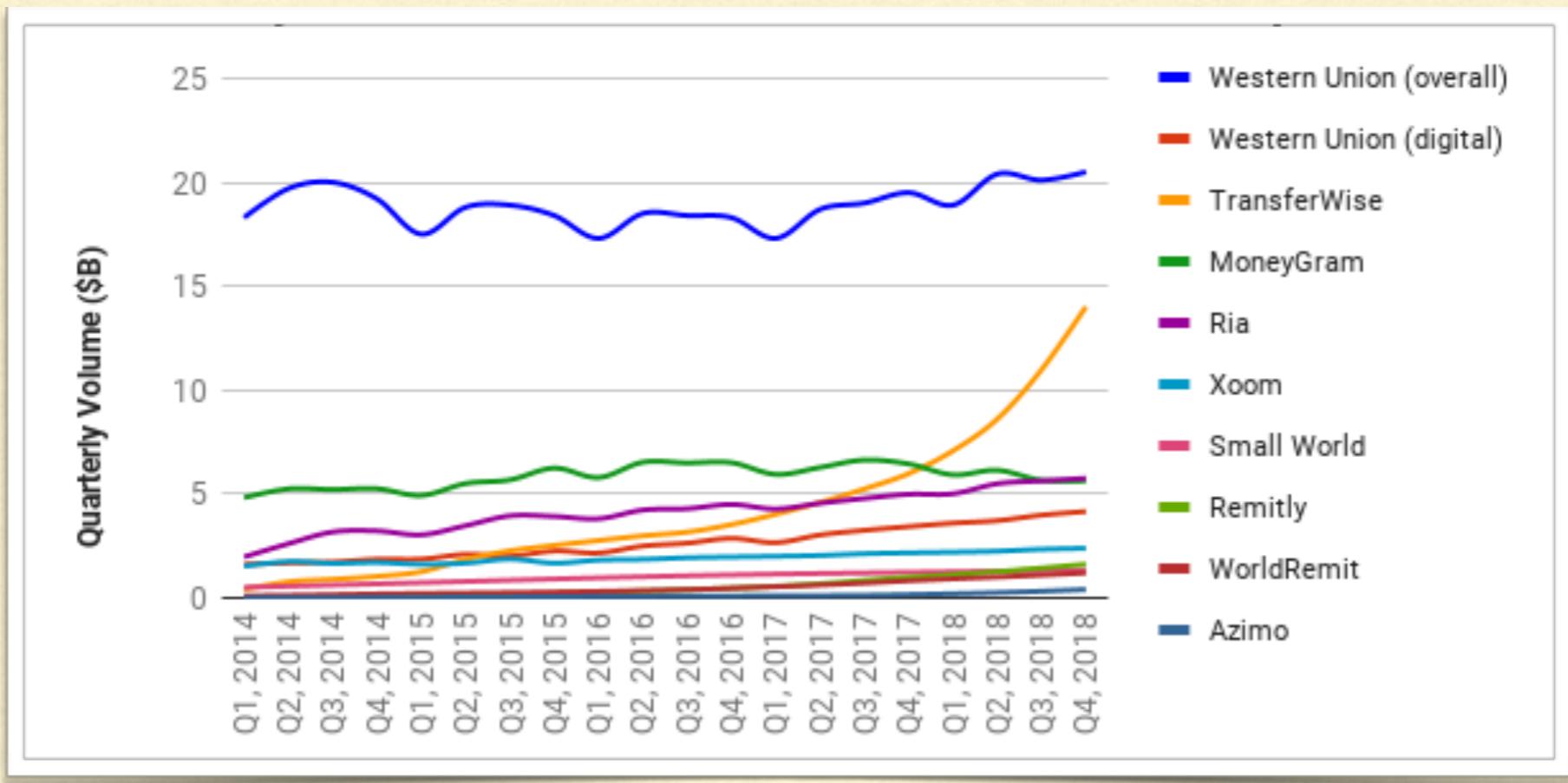
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Date of Birth* Date of Birth* **Country*** Country*



- **Cashaa requires KYC to go through the wallet services. (which is a good move)**
- **Cashaa is regulator Friendly.**
- **More Countries and Government Org will look forward to adopt.**
- **Transparent AML Process.**

MARKET POSITIONING



- Among remittance startups, TransferWise is a particularly interesting company – 6 years after launch surpassing monthly volumes of MoneyGram and of all other large money transfer startups combined.
- Bitcoin based remittances have just started.

The Real Game changer in Global Remittances

CASHAA



- CASHAA has already serving for 200+ Countries.
- Exchange is Possible over 97+ Currencies.
- Governments and Banks are being friendly and looking to adopt Cashaa as it has transparent KYC and AML Procedures.
- Cashaa charges almost Zero fee transfers on Remittances (which will attract the global market)
- Cashaa Team is more available on Fin-Tech events than Crypto events, which shows they are transparent on what they do and what governments want from them.
- Cashaa is a clear night mare for Western union and Moneygram.

Global non custodial banking app

ABRA

ABRA

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- Abra only server 50+ Currencies worldwide.
 - Since there is no proper regulations, fin-tech companies may not be friendly with Abra, which will affect their global position.
 - Abra doesn't have its own token.
 - Abra is not regulator friendly.
 - Since there is no KYC needed, Money Laundering may take place with the help of Abra, which Government strictly want to avoid
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CONCLUSION

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- Cashaa will Undoubtedly Disrupt Global Remittances
 - Cashaa is one of the best real time use cases which shows how a crypto can be a regulator friendly. Countries like India banning cryptos, by considering cryptos as “**Ponzi scheme**”. **Cashaa is really transparent in KYC and AML Process.**
 - If I were a government, or If I were a customer who wants to consider crypto for the ease of payments across countries, I wouldn’t give a second thought on choosing **Cashaa** over any other unregulated services.
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“Thank you Nilesh !”

I am really great to be a part of Cashaa team to learn
On the ease of payments.

I work in Finance sector (Payment Gateway).

I am sure I will learn most out of this opportunity

—THANGARAJ M

Executive Data Analytics

Financial Software & Systems

Chennai
