

PAYSHARE

Project Brief – Problem, Differentiation and MVP

1. Context and Background

In many everyday situations (restaurants, group purchases, shared activities), a single bill must be paid by multiple people. Existing solutions often rely on one person advancing the money, which creates social friction, wasted time, and unnecessary complexity. Despite modern payment solutions, group payments remain largely unaddressed.

2. Identified Problem

Merchants lack a simple way to collect a single invoice funded by multiple customers. This is essentially a coordination problem involving multiple payments for one purchase intent.

3. Existing Solutions and Limitations

Informal solutions (cash, P2P transfers, post-payment reimbursements) are inefficient and poorly traceable. PSPs such as Paystack or Stripe are designed for one payer to one merchant and do not support group payment logic.

4. Differentiation from Paystack Multi-Split

Paystack Multi-Split distributes one payment among multiple recipients. Payshare, by contrast, coordinates multiple separate payments for a single invoice. Paystack splits a payment. Payshare splits an invoice.

5. Proposed Solution: Payshare

Payshare is an orchestration layer built on top of Paystack that enables merchants to collect a single invoice funded by multiple customers, without holding funds and without replacing the PSP.

6. How It Works (Flow)

- The merchant creates a group invoice
- Payshare generates a payment link
- Each customer pays their share via Paystack
- Payshare tracks payments via webhooks
- Once 100% is collected, the invoice is marked as completed

7. Value Proposition

Payshare delivers functional value (coordination and tracking), experiential value (simplicity and reduced friction), and strategic value by filling a gap not addressed by PSPs.

8. MVP Scope

The MVP includes a mobile-first web interface, equal-split group invoices, individual Paystack payments, and basic tracking. Excluded features: wallet, refunds, advanced split logic, and mobile application.

9. Key Assumption

Merchants are willing to accept coordinated multiple payments for a single invoice if the experience is simple and transparent.

10. Core KPI

Percentage of invoices reaching 100% collection.