

WALT

Private tap-to-pay

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The Problem

APPLE PAY

~650M

users worldwide

Charges banks 0.15% on tap-to-pay transaction

~\$2.7B/year extracted from banks. Costs passed to consumers through higher fees.

GOOGLE WALLET

~520M

users worldwide

Harvests transaction data to deepen user profiles and train models

\$0 fees. You're the product. Every purchase is used to learn about you.

Every tap routes through American Big Tech

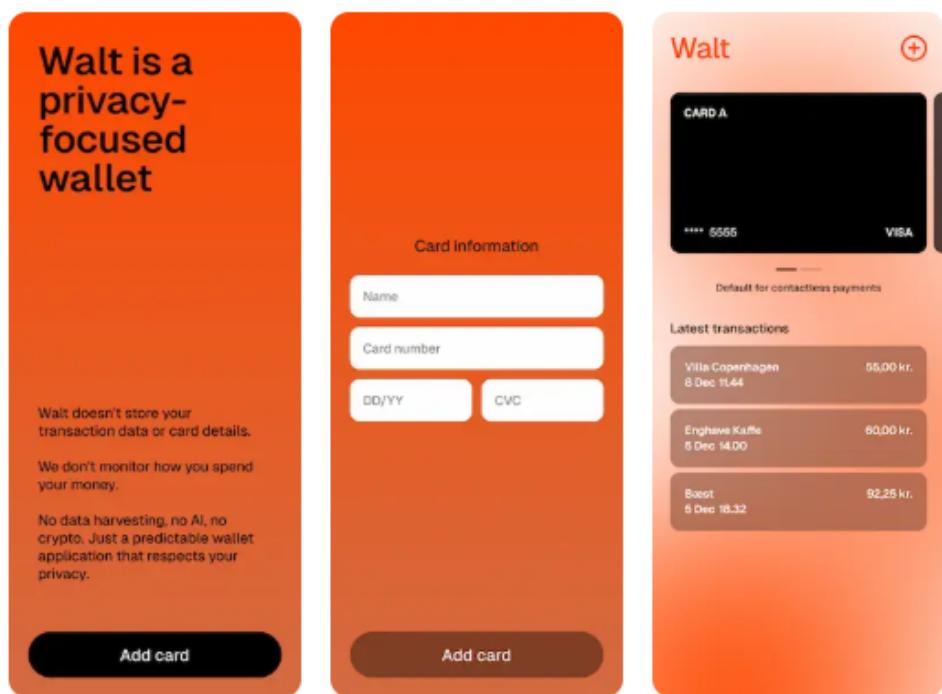
Apple extracts fees from your bank. Google extracts data from your life. 1.2B users. \$14T processed annually. 99.6% of smartphones. No alternative.

The Solution

Walt is the private alternative to Apple Pay and Google Wallet.

A tap-to-pay wallet for Android and iOS that treats transaction data as sacred. No collection. No storage. No selling.

- 1** Transaction data stays encrypted on your device. No server-side storage
- 2** Funded by users, not data monetization
- 3** No AI. No premium features. Load a card, set Walt as default wallet, start tapping to pay.



Business Model

Simple pricing that replaces the hidden costs of Big Tech wallets.

€10
/year

Privacy you can trust, funded by users who value it.

How Incumbents Make Money

Apple Pay: charges banks 0.15% per tap-to-pay transaction (~\$2.7B/yr)

Google Wallet: \$0 fees. Monetizes your data through ads

Walt: €10/year from you. No bank fees. No data. Ever.

No Premium Model

Expanding the product to include more features and a premium model bloats the target of the product and reduces the trust relationship the product is founded on.

Where It Goes

Salary - Founder and BDR / partnerships hire
Aggregator fees - Paymentology fees based on active users

Why Now?

PRIVACY AWARENESS SURGING

500K+

r/degoogle members. Wero reached 48.5M users in 18 months as Europe builds its own payment rails. Digital euro incoming.

TAP-TO-PAY EXPLODING

91%

of UK 25-34 year olds use contactless payments. 23.2B contactless payments in euro area, H2 2023.

LEGISLATION

July 2025

EU mandated NFC access (decided 2024). Apple and Google published wallet APIs and allowed default-wallet switching in July 2025.

Privacy Alternatives Winning

Google Search → DuckDuckGo, ChatGPT

Gmail → ProtonMail, Hey.com

Chrome → Firefox, Brave

WhatsApp → Signal

The Gap

Every major Big Tech product has a privacy-focused competitor. However, competition for both Google Wallet and Apple Pay was only unlocked in July 2025.

Market Size

TAM

\$18.7B

Global mobile wallet market (2024)

SAM

\$6.9B

European Android + iOS tap-to-pay users

SOM

\$34.5M

0.5% of European mobile wallet users willing
to pay for privacy

Market Tailwinds

- Euro area contactless payments growing 15.5% YoY to 29.5B transactions (ECB, H2 2024)
- Pro-European, anti-American sentiment accelerating and likely for at least the next 3 years
- European introduction of digital euro (potential product fit)
- Wero as penetration model for European-based payment solutions

1.2B Apple Pay + Google Wallet users

All potential Walt converts

Team



Cole Bittel
Founder

EXPERIENCE

Early engineer at Legora, Pleo, and Funding Circle

RESIDENCY

American citizen, Danish permanent resident (citizen in ~2 years)

LOCATION

Copenhagen, Denmark. 7 years

ENTITY

Embedded Engineering ApS

Key Hires

BDR / Partnerships

Unlocking relationships with banks, enabling bank cards across Europe to be loaded into Walt.

Marketing

Building brand awareness in privacy-conscious communities: Proton, Signal, Brave, and beyond.

Traction & Roadmap

H2 2025

Foundation

Public waitlist live. Aggregator partnership with Paymentology in place. Android application ready for card loading once banks are unlocked.

Q1 2026

Partnerships

Find co-founder. First bank contract to unblock card loads. Begin iOS development leveraging EU NFC access mandate.

Q2 2026

Launch

First cards loaded. First transactions processed. Geographic expansion begins.

Current Progress

- Paymentology partnership for aggregator
- Android application ready for beta group testing
- Public website and signup list created

Key Challenges Ahead

- First bank partnerships
- Nordic marketing and customer awareness
- Germany, France, Belgium penetration

The Ask

STATUS

Work in Progress

Still formulating the ask.

Immediate Needs

Networking and partnerships with bank representatives to unblock card loading and processing in Europe.

What We're Looking For

- Introductions to European bank partnership teams
- Guidance on EMI licensing and Visa/Mastercard signoff
- Strategic advisors with fintech and payments experience

WALT

Your daily spending reveals who you are.

Cole Bittel, Founder

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