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Startup Application Form

Summer 2015

COMPANY **Company name:**

MoboBank

Company url, if any:

http://mobobank.com

If you have an online demo, what's the url?

(Please don't password protect it; just use an obscure url.)

http://

What is your company going to make?

MoboBank is a cloud-based service that enables consumers as well as businesses, especially those without bank account or credit card, to participate in electronic

If this application is a response to a YC RFS, which one?

Financial Services ▼

Where do you live now, and where would the company be based after YC?

Hebron, Palestine ==

CONTACT **Email address we should contact you at:**

zakiya.tamimi@gmail.com

Phone number(s):

+970-599-548-966

FOUNDERS

Please provide an email address for each founder in the startup, including yourself. Founders must have at least 10% equity in the company. We will send an email to each founder to fill out additional information about themselves.

Your Email Address

zakiya.tamimi@gmail.com   **Edit Your Profile**

Email Address of Cofounder

Add Cofounder

Please enter the url of a 1 minute unlisted (not private) YouTube video introducing the founders. (Instructions.)

http://

Please tell us about an interesting project, preferably outside of class or work, that two or more of you created together. Include urls if possible.

N/A.

How long have the founders known one another and how did you meet? Have any of the founders not met in person?

N/A.

PROGRESS **How far along are you?**

In progress:
(1) mobile app prototype.
(2) provisional patent.
(3) landing page.

If you've already started working on it, how long have you been working and how many lines of code (if applicable) have you written?

code wise: approxima
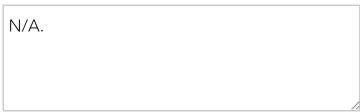
Which of the following best describes your progress?

Prototype ▼

How many users do you have?

Zero

Do you have revenue?

No ▼

What is your monthly growth rate?

(in users or revenue or both)

N/A.

If you've applied previously with the same idea, how much progress have you made since the last time you applied? Anything change?

N/A.

If you have already participated or committed to participate in an incubator, "accelerator" or "pre-accelerator" program, please tell us about it.

N/A.

IDEA   **Why did you pick this idea to work on? Do you have domain expertise in this area? How do you know people need what you're making?**

Originally, I moved back to my hometown in September 2013, in order to work on my initial startup idea which has nothing to do with MoboBank. A visit to a local fair that showcases farmers products, was my inspiration. Most of those small businesses where home-based and run by women. The products, whether, food or crafts, where organic, hand-made, high quality, and reasonably priced. That was the first spark toward MoboBank business idea, called ePay at the time. A year and many iterations later, the details of the service including market and monetization model became clear.

Along the way, I sought the feedback of individuals in my inner circle: brothers,

What's new about what you're making? What substitutes do people resort to because it doesn't exist yet (or they don't know about it)?

The goal of MoboBank is to enable consumers and small businesses, with limited access to electronic financial services-- to electronically pay and transfer money with minimal setup overhead. Taxis and food carts are examples of non-stationary businesses that can take advantage of a mobile-based electronic payment system. Students, especially those away from home-- and their parents need an instantaneous, 24/7 money transfer service. In many regions of the world, people are desperate to expand their market and access online products and services. MoboBank can serve many people as their daily electronic petty cash.

MoboBank is a cloud-based service where customers initiate and manage transactions: payment, money transfer, deposit, and withdraw. The client-side is a mobile- or web- app that is connected over the Internet to the server-side that handles users' registration, authentication, and data storage. In addition, MoboBank depends on its resellers, who are independent independent stores offering cash deposit and withdraw services to MoboBank costumers.

In order to reach wide-range of users, MoboBank was designed as lightweight

Who are your competitors, and who might

become competitors? Who do you fear most?

Biggest competitors are debit cards.

What do you understand about your business that other companies in it just don't get?

Competitors differ from MoboBank on two fronts: target market, and monetization model.

Those institutions offer vast number of financial services including investing and lending and because of that becoming a client is conditional to some approval process. MoboBank on the other hand, is intended for payments and money transfer transactions and thus anyone can have an account. There are other significant differences as well such as the monetization model. The aforementioned institutions

How do or will you make money? How much could you make?

(We realize you can't know precisely, but give your best estimate.)

MoboBank monetization model includes:
(1) Ads: advertisement bar is included in the client-side app in order to make revenue on 'personal' accounts which are free.

(2) Subscription: annual subscription fee is charged for premium business account.

(3) In-Kind Services: businesses can opt out of subscription fee, and still get premium

How will you get users? If your idea is the type that faces a chicken-and-egg problem in the sense that it won't be attractive to users till it has a lot of users (e.g. a marketplace, a dating site, an ad network), how will you overcome that?

MoboBank app is similar to messaging apps in the way each transaction requires two parties. In addition, each user interacts with a limited number of other users. The resulting network resembles existing social networks in the way they overlap and spread.
We plan to exploit the social networks

EQUITY **Have you incorporated, or formed any legal entity (like an LLC) yet?**

No ▾

If you have not formed the company yet, describe the planned equity ownership

breakdown among the founders, employees and any other proposed stockholders.

(This question is as much for you as us.)

N/A.

Please provide any other relevant information about the structure or formation of the company.

LEGAL **Are any of the founders covered by noncompetes or intellectual property agreements that overlap with your project? If so, please explain.**

No.

Was any of your code written by someone who is not one of your founders? If so, describe how can you legally use it.

(Open source is ok of course.)

No.

Is there anything else we should know about your company?

(Pending lawsuits, cofounders who have left, etc.)

No.

OTHERS   ## Are any of the following true?

- You're the only founder.
- You're a student who may return to school next term.
- Half or more of your group can't move to the Bay Area.
- One or more founders will keep their current jobs.
- None of the founders are programmers.

(Answering yes doesn't disqualify you. It's just to remind us to check.)

Yes ▾

If you had any other ideas you considered applying with, please list them. One may be something we've been waiting for. Often when we fund people it's to do something they list here and not in the main application.

(1) mobile gaming console: is a web-based mobile app that enables a user to join a table game (e.g. Poker, Scrabble,) and make moves using their smartphone as the "hand".

(2) TV remote: the TV part is a web page with embedded youtube player and a

Please tell us something surprising or amusing that one of you has discovered.

(The answer need not be related to your project.)

CURIOUS

What convinced you to apply to Y Combinator?

YC has great reputation among angel investors.

How did you hear about Y Combinator?

hacker news.

Please ensure all **founders have been added** to your application and each founder has filled out their profile before submitting for review.

Save for Later   Submit Application