

RATING CERTIFICATE // PAYYAP



EARLY METRICS' RATING

72 / 100

Rating conducted in May 2017

CONTACT

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FUND RAISING

\$ 500 K on a pre-money valuation of \$ 2.5 M

MANAGEMENT

Shea - CEO and CTO

United World College - International Bachelorette (1991)
Founder, Director; NSDB* (12y)

Management, strategy, technical development & fundraising

Peter - Head of Customer Relations

Monash University - Bachelor of Computing (1996)
Online Investigator / Profit Protection Advisor, Myer (4 y)

Customer support, business development & fraud

PROJECT

PAYAPP is the first merchant mobile application with interactive voice response payment processing. The American startup aims at fighting against fraud by the use of voice biometrics but also at improving convenience: the app doesn't require the use of squares, dongles, or hardware plugins of any kind.

CHRONOLOGY

August 2016

« Alpha » version of the application ready

September 2016

TSYS partnership secured

January 2017

Live market study

May 2017

Citi Group Fintech Accelerator Finalist

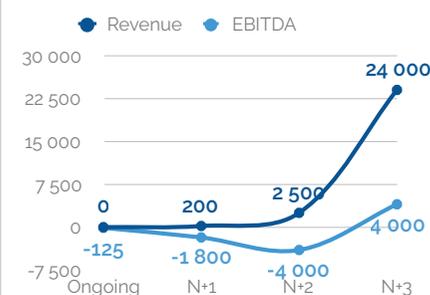
MARKET

Key players	Square	Venmo	Paypal
Creation date	2009	2009	1998
Key metric	IPO in 2015	Acquired by Braintree in 2012	Acquired by Ebay in 2002
Country	US	US	US

BUSINESS MODEL

- Transaction fee :
 - USA : **2.60 % - 3.35 %**
 - Internationally : **2.9 % - 9.9 %** (depending on the regional and individual merchant considerations)
 - Bank deposit fee : **\$ 1**

FINANCIALS (K\$)



SWOT

<p>1 Strength</p> <p>First mover advantage : Payapp is the first merchant-initiated delivery payment by app</p>	<p>1 Weakness</p> <p>Lack of internal marketing skills, key here for the online acquisition of clients on a niche market</p>
<p>1 Opportunity</p> <p>Excellent <i>time-to-market</i> : positive market drivers for the mobile payments industry</p>	<p>1 Threat</p> <p>Big dependency on partners : TSYS for the transaction risk mitigation, IBM for the voice biometrics technology</p>

KEY METRICS

\$ 10 000

Revenue generated (4 months)

~ \$ 55

Estimated Acquisition cost / merchant

~ \$ 8.75

Estimated Monthly revenue / merchant

* NSDB PTY LTD is a boutique, internet services incubator. The company specializes in network security, remote identity authentication, remote identity verification, and remote data management.