

# *Mobile Payments*



## #cash

*text a friend to pay a friend*

Presentation to

Mobile Monday

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# *The next big thing?*

- Mobile Payments / Mobile Banking has been touted as the “next big thing” for 10 years.
- There is still no clear picture how mobile payments will eventually gain mass market appeal.
- More efforts have already failed than will probably ever succeed.



# *Flavours of Mobile Payments*

- Near Field Communications (NFC)
  - Scan your phone over a sensor to make a payment.
  - Requires a SIM swap out – an enormous logistical exercise.
- SMS based micro-payments
  - Text a vending machine to buy a drink.
- Mobile Internet
  - Make Internet banking fit on a mobile phone.
- Java Mobile
  - Ask the customer to download an applet to their handset.
- PayPal Mobile Model
  - Text a short code to pay a friend
- #cash
  - Put the complexity inside the operator



# *#cash at a glance*

- Text based P2P payments service.
  - Also applies for P2B and B2B.
- Simply “text a friend to pay a friend”.
  - To pay someone €50 simply send them a text message:

**“ #cash €50 ”**

- The mobile operator intercept this text and TR2 secure then process a payment of €50 between the sender and receiver.
- No software on the phone and uses existing consumer behaviour



# *2 Parts to a Mobile Payment*

- Any payment service is divided into 2 parts:
  - 1. The customer *asks* for money to be moved to the receiver:
    - At the counter, over the internet, texting a shortcode, using software on their phone etc.
  - 2. Money is moved from sender to receiver.
    - Almost exclusively banks move money.  
(with the obvious exception of Western Union, Moneygram etc.)
- Non cash payment service providers do not differentiate on how they move money.
- #cash is unbeatable in the simplicity of how the customer asks for money to be moved.



# *#cash business model*

- Medium Term:
  - TR2 to act as a messaging gateway between mobile operators and banks to enable “text a friend to pay a friend”
  - TR2 to be invisible to the customer.
  - Bank and operators promote the service.
- Short Term:
  - TR2 in partnership with operators to take the role of the bank as well.
  - Become regulated EU wide Payment Services Provider.

