



paybyface

MAKE PURCHASES WITH YOUR SELFIE

Market Size and Market Pain

- Total purchase transactions on global cards in 2017 was: VISA 147.9 bil, MC 75.8 bil, UnionPay 58.6 bil, AMEX 7.5 bil, JCB 3.4 bil, Discover 2.5 bil – **that's almost 300 bil transactions!**
- Every time you leave the house you have to remind yourself to take your wallet, keys and phone.
- We spend a lot of time “waiting” to pay for goods and services.
- One of the biggest costs of goods sold is the credit card processing fees, equipment rental fees and banking fees for merchants.

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Innovative Solution

- PayByFace allows consumers to simply use their selfie to authorize buying goods and services.
- Consumers don't need to carry cash or credit cards to make purchases at participating merchants.
- And merchants can upgrade to our simple PayByFace platform for cheaper transaction fees and they can replace all their antiquated card reader devices.

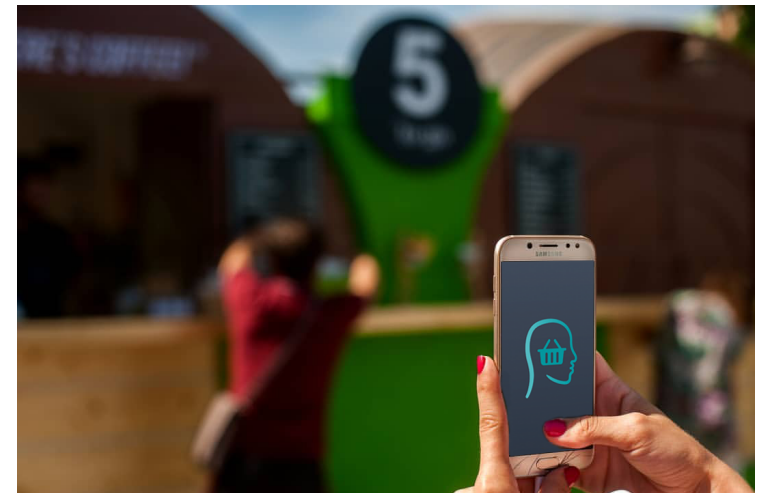
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Customer Use Cases

- When you are done eating at a restaurant, take a selfie to pay the bill and just go.
- Order and pay for your coffee with a selfie on the way into work during your commute, and it's waiting for you when you arrive at the coffee shop near the office.
- Checkout at the supermarket and pay with your selfie to get instant discounts applied to your total price.
- Give your kids temporary access to purchase items using your account at a specific location, time of day, and dollar amount limits...without ever having to tell anyone your ATM PIN.



IP Status and Assets

- Trademark granted “PayByFace – Make purchases with your selfie” in Europe (EUIPO).
- We also own www.paybyface.io and www.bankconnect.io domains.



Tech Status and Strategy

- Prototype iOS application is done and we are working towards an MVP.
- We are in discussions with several **Bucharest banks, accelerator programs and local merchants to begin pilot testing programs on Open Banking APIs.**
- Our B2B backend clearing and settlement processing system is called BankConnect, a proprietary cloud-based AWS open banking api developer portal.

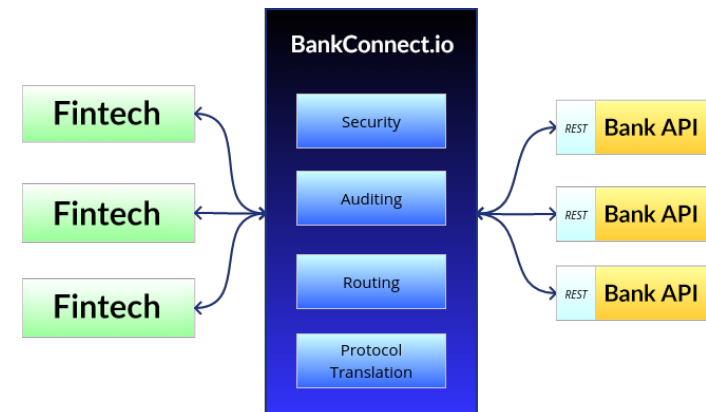
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Funding Request & Use Of Funds

- We want to complete our MVP biometric app for both iOS and Android and offer this app as our “kitchen sink” for FinTechs to use to accelerate adoption into BankConnect and add our trademarked biometric payment component into their product offering.
- We want to build out our BankConnect API Developer Portal and offer FinTechs a simple and scalable API integration solution.
- After stabilization and an early adopters feedback program in Romania first, we plan to officially release the app and developer portal throughout the **entire European fintech marketplace**.
- We have pitched to VW Group to integrate our biometric payment platform into their connected vehicles to create a in-car marketplace solution.
- **We need 500,000 euros to accomplish these goals.**





Revenue Models

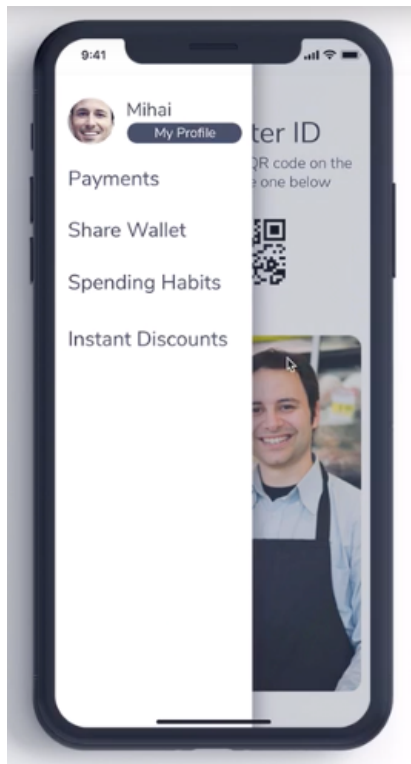
- PayByFace will be free-to-use and free-to-download for all consumers.
- We plan to offer our PayByFace module to integrate into proprietary banking apps for SaaS / Pay-Per-Use licensing model.
- There is an optional one-time setup fee of \$299 for a merchant to migrate to our BankConnect platform and integrate their point-of-sale system and banking information.
- BankConnect Developer Portal will cost \$99/year for a developer license to build and deploy fintech apps on our fintech ecosystem which aggregates banking APIs.
- Our BankConnect platform will charge the merchant a \$0.05 flat fee per payment transaction.

Founding Members

- **Mihai Draghici – Founder/CEO**
<https://www.linkedin.com/in/mihai-radu-draghici/>
18+ years of entrepreneurship and software engineering experience launching startups in USA, India, Canada, Mexico and Romania.
- **Radu Jibotean – Co-founder/COO**
<https://www.linkedin.com/in/radujibotean/>
Cards and Payments enthusiast with a decade experience in payments environment, strong expertise in Merchant Acquiring Sales and Relationship Management as well as Cards Product Management and Operations.



PayByFace App Demo Video



<https://www.youtube.com/watch?v=PA2XuKC5WWc>

Contact:

Mihai Draghici
Founder & CEO
RO +40 733 402 219

mihai@paybyface.io



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