Vanilla Pay

International fintech – Digital transaction to financial inclusion

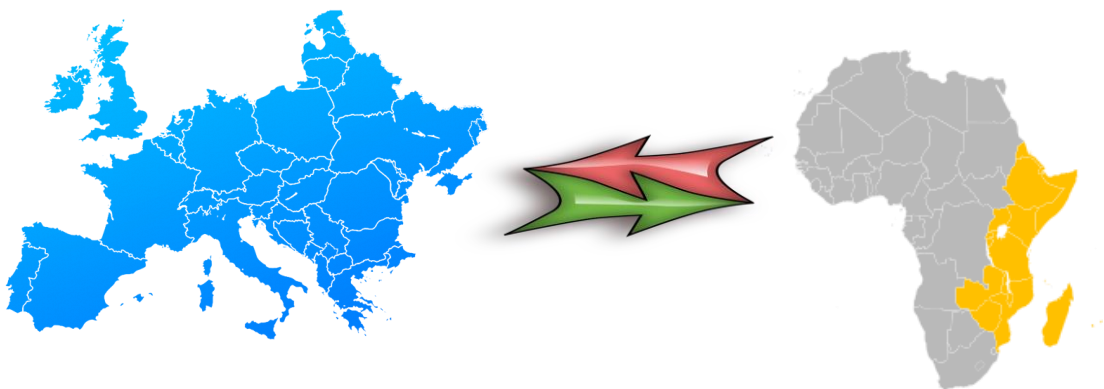EXECUTIVE SUMMARY

CONFIDENTIAL

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[Mai 22]

PRESENTATION

Activity : international digital payment and financial inclusion

Countries : Europe to East Africa region

TEAM : 15 (2021) in Madagascar

Awards :
- Best Fintech Startups in Southern Africa, 2019.
- Tony Elumelu Foundation, 2019

Incubation :
- ✓ Orange Fab Madagascar, 2019
- ✓ Bond'Innov **France**, 2021
- ✓ Program PASS of France Embassy in Madagascar.

Label in France :
- ✓ Enrich-in-Africa
- ✓ Euroquity.com

Network member :
- ✓ French Tech International
- ✓ African Fintech Association

Pointbreak (profit-making) :
2021.

Fund raising :
2M euros for international expansion

CONTEXT :

Vanilla Pay has launched in 2018, an online payment platform linked to a mobile money. We promote online payment and e-commerce in Madagascar as an aggregator of mobile money. With our secure platform, businesses can receive digital money automatically online. Final user can pay with his ewallet or with his mobile money account.

We always bootstrap until now and we start to make profit. With this dynamic, we want to expand internationally.

PROBLEM :

Mobile money in Africa is working on a 2G cell phone, with no internet.

African people are used to pay and receive with mobile money every day. **But TOURISTS don't.**

Tourists are used to exchange money at the airport or withdraw at the ATM, and they pay cash everywhere. Which is not really secure.

More than 1.4Billion€ are paid cash in only East Africa region every year. **This money is not valued as is.**

The main issue is to link the card payment (from tourists) to a mobile money payment (to local tourism operator). And cash payment does not allow an optimal financial inclusion. And one thing leading to another, the development of tourism services.

SOLUTION :

The solution is our easy-to-use and secure app based on our own private blockchain (not crypto), which allow tourists to put money in and to pay directly to an African mobile money. They just enter the phone number of the local tourism operator.

Benefits for our customers are their spending history and refund of unspent money at the end of their holiday.

For african countries, Vanilla Pay will offer **financial inclusion** based on machine learning technology. With data from digital tourist payments, African tourism providers could benefit from a professional credit service to develop their markets and services.

Vanilla Pay

ACTIVITIES

Vanilla Pay, a fintech startup, aims to facilitate the payment by card of international tourists to African mobile money through a service with a strong social impact and high added value using blockchain technologies and machine learning.

Our main activities are :

- ✓ online and in store digital payment for tourists and business travellers coming to Africa,
- ✓ financial inclusion (loan service) for local tourism operators,
- ✓ and remittances from diaspora.

Values for tourists are the innovation in the process and its security for less cash in Africa.

Value for local tourism providers is the social impact with the innovative lending services (based on private blockchain and machine learning), powering them to growth.

And **value** for diaspora is the lower fee for sending money home in real time (SDG 10).

INTERNATIONAL EXPANSION :

In sub-Saharan Africa, the eastern region and Indian Ocean Islands have the best growth for mobile money use. We plan to reach 2 countries per year in this target region.

Our strategy is to register our HQ in Europe, to be near of our customers : European and international tourists.

STRATEGY :

First of all, we need an european fintech licence. Then, all high management team and strategic decisions will held at headquarter.

Marketing strategies will be :

- For international tourists, a cash back system and also refund of unspent money.
- Partnership with world T.O and flying company which promote East Africa destination.
- In Africa, Partnership with National Association of tourism industry for each country. All local tourism providers will invite tourists to use our app. In return, we will share statistics (without personal data) to them.

After one year, with data of transactions, we will establish a loan service to local tourism operators to build loyalty.

MARKET :

East Africa region and Indian Ocean islands get around 10 million tourists per year with a receipt of 7 billion euros of GMV.

20% of tourists expenses are for little restaurants and various activities. More than 1.4 billion euros are paid cash.

We plan to reach 1 billion euros of turnover within 5 years.

COMPETITION :

Cash payment, VISA and Mastercard payment, international remittances working with mobile money operators, Hotels.com, Airbnb, …

ADVANTAGES :

Our solution allows online and face to face digital payment in real time from euro to local currency.

Our main advantage is the local and social impact of our solution, with financial inclusion propelling local tourism providers towards growth.

www.vanilla-pay.net

THE FOUNDER TEAM

Andry RANDRIAMANAMIHAJA, CEO, certified in Digital Money, and managed a $30M World Bank IT financial project in 2005.

Liva ANDRIAMARO, COO, worked as Senior mobile money project manager during 15 years in the biggest mobile money operator in Madagascar.

Sandrine RAMAROSON, CTO, IT Master degree in Nice Sophia Antipolis University (France) and actually follow a MBA courses.

Our future CFO (Finance), our CCO (Compliance) and our sales and marketing manager will be hired in Europe (with the support of our future investor