Digital Money Presentation

March 2012



Trends and challenges in Mobile POS

- Lessons learned from the United States in Mobile POS

- Challenges for Europe

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Game changers in the US…..



- Explosive growth in Mobile computing devices



- With software moving to the cloud



- Explosive growth in free, easy apps

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....making it possible to reach the smallest merchants with a great value proposition....



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Fee	Rate
Start Up	$0
Monthly	$0

- Your Phone
- Free Reader
- Pay as you go model

Key Customer Benefit = Affordability and Ease

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Enabling Mobile POS to take off….







Over 1 Million merchants processing $Billions in transactions

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Free, iconic readers that create WOM



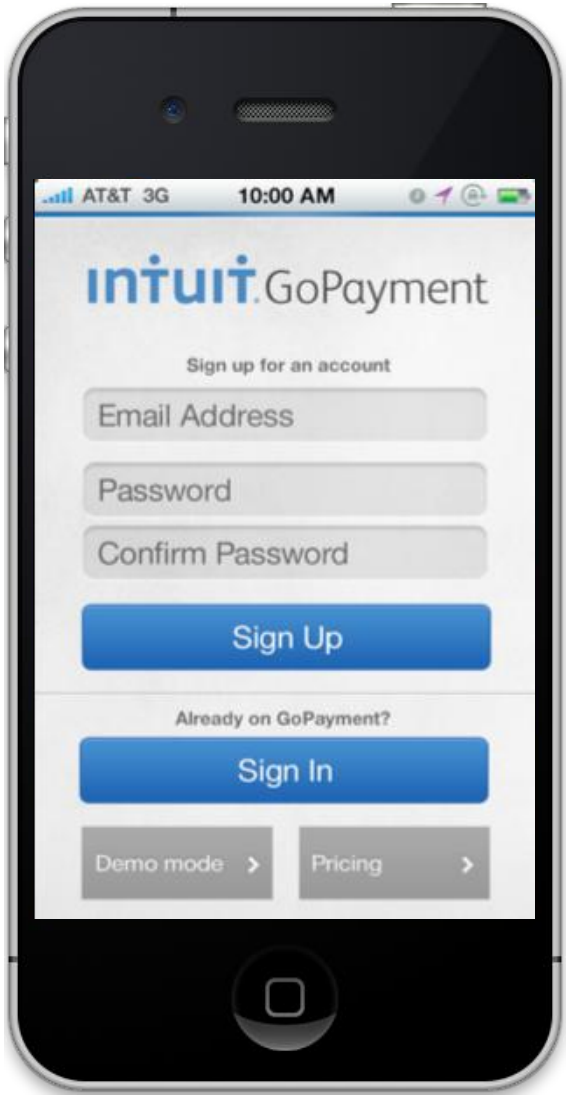




- FREE removes barriers to adoption
- "Social Object" creates word of mouth and efficient acquisition – A marketing engine
- Low cost enabled by magstripe requirement

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Easy = Start-up experience, design, pricing



- Make it easy to sign up and start taking payments
  - Few fields
  - Instant decisions
  - Instant activation to begin taking payments
- Pricing: One rate
- Design: Jack Dorsey states Square is a "design company."

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Going Up Market to Point of Sale



- Free POS applications
- Free reader
- Inventory management
- Rewards & loyalty
- Analytics & reporting
- Wireless connectivity to peripherals

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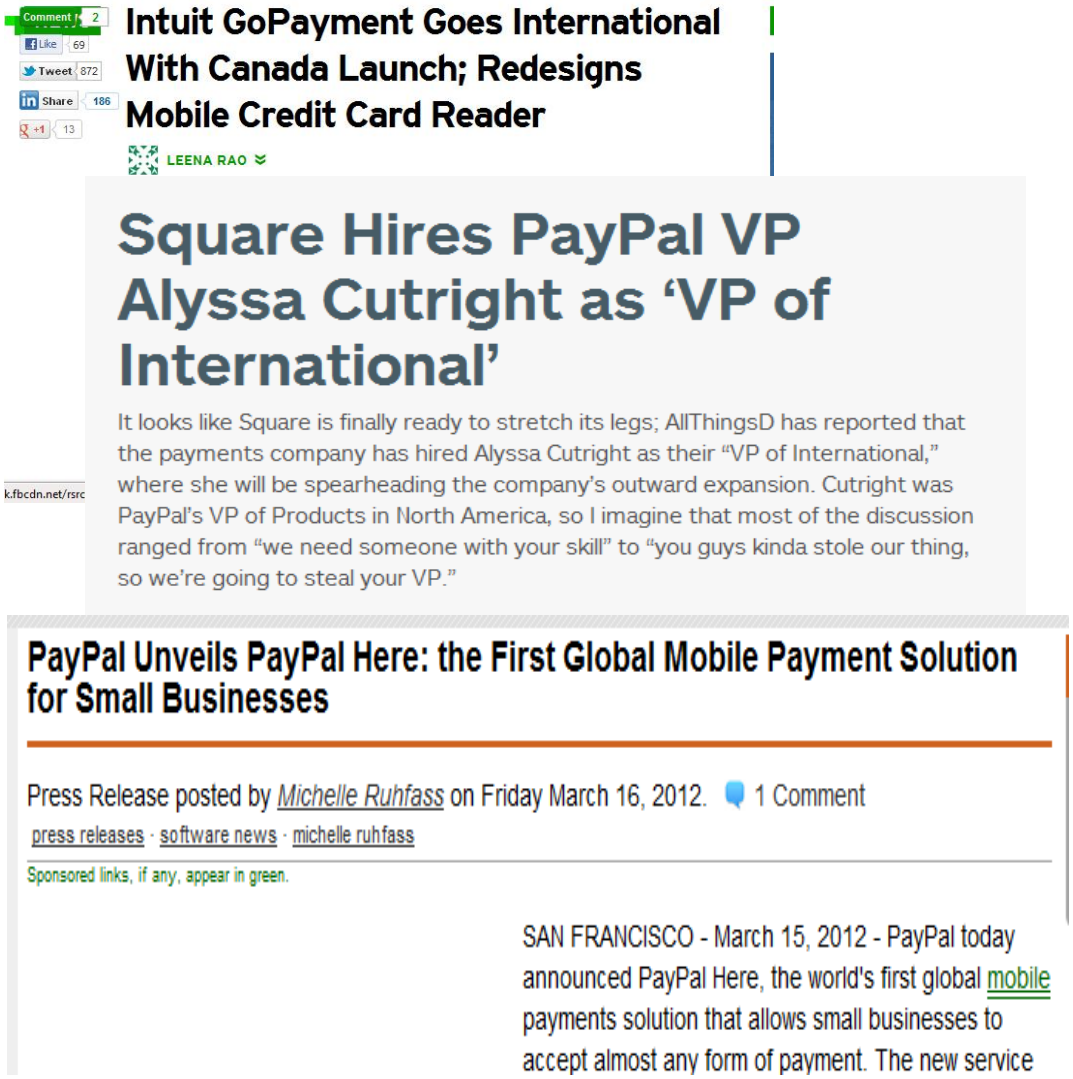
Displacing the card reader with the wallet



- "Card on File" payments
- Links merchant and consumer to provide personalized sale experience – Personalized offers and coupons
- Geo-location Services

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Going global



Intuit GoPayment Goes International With Canada Launch; Redesigns Mobile Credit Card Reader

LEENA RAO

Square Hires PayPal VP Alyssa Cutright as 'VP of International'

It looks like Square is finally ready to stretch its legs; AllThingsD has reported that the payments company has hired Alyssa Cutright as their "VP of International," where she will be spearheading the company's outward expansion. Cutright was PayPal's VP of Products in North America, so I imagine that most of the discussion ranged from "we need someone with your skill" to "you guys kinda stole our thing, so we're going to steal your VP."

PayPal Unveils PayPal Here: the First Global Mobile Payment Solution for Small Businesses

Press Release posted by *Michelle Ruhfass* on Friday March 16, 2012. 1 Comment

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Sponsored links, if any, appear in green.

SAN FRANCISCO - March 15, 2012 - PayPal today announced PayPal Here, the world's first global mobile payments solution that allows small businesses to accept almost any form of payment. The new service

- Clear expansion efforts underway by these companies
- Will compete will local competitors

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US success formula

Affordability & Iconic Marketing Device



Affordability by keying in payments



Fast, instant sign-up process



- Easy to deploy
- Simple business model
- Easy to use

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Challenges for Europe

Chip & Sig in migrating markets



- Market adoption
- Security message

Chip & PIN – Higher costs and larger size



- Initial costs
- Distribution
- Portability

Keying payments into phone not allowed in UK



- Mag Stripe reader required

Systems and processes designed for mid market merchants



- Making the acquiring model work

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Mobile POS



- NFC Card acceptance
- Honour all cards?
- Security / Trust
- Regulation / Certification
- Cardholder & Merchant education

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Questions



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