



sendit.money

Affordable, fast & secure

01.

What is sendit.money?

sendit.money is a **mobile wallet** focused on the emerging markets of Africa. Our **cross border payment platform** will support the creation of a future where economic inclusion is the status quo & we will do this by founding our platform on **affordability, ease of use & security.**





02.

Problem statement

Remittance flows have a stabilising affect on economies within emerging markets yet they are subject to multiple fees, high exchange rates & slow transaction time.

The cost of remitting out of emerging economies negatively affects individuals by reducing the amount of money and time they have to spend on life.

03.

Our Solution

- A cross border, mobile payment platform founded on affordability, security and speed.
- Leverage blockchain technology to facilitate stable coin payment
- Removal of the need to use agent based networks.
- Access to market leading exchange rates with a fee structure that supports UN SDG goals.



Target customers



Elizabeth

30 - 50 years old

- SME trader who buys goods in the UK to trade in Nigeria.
- She made regular payments for tuition, school supplies and rent.
- Brings family on holiday to the UK



Emmanuel

20 - 30 years old

- He studied in the UK.
- After university his job enabled him to invest in property.
- He sends money back every month to pay for his mortgage.
- Sends money to support Elizabeth

05.

Target customers problems

Using Nigeria as a case study

In 2019, **\$23.8 Billion** was remitted into Nigeria.¹

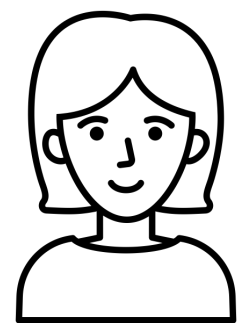
12 hours. Average time taken to complete an exchange.²

In 2019 Nigerian tourists to the UK spent **£112 million.**³

Fraud cost Nigerian banks **\$33million** in the first quarter of 2018⁴

The emerging middle class of Africa in 2019 grew to **330 million** people⁵

Banked population in Nigeria: **40%** (2020)⁶



06.

Technology

We are building a completely new blockchain based infrastructure, creating a wallet-to-wallet system that uses stable coins to enable fast, economic and completely secure international transactions.

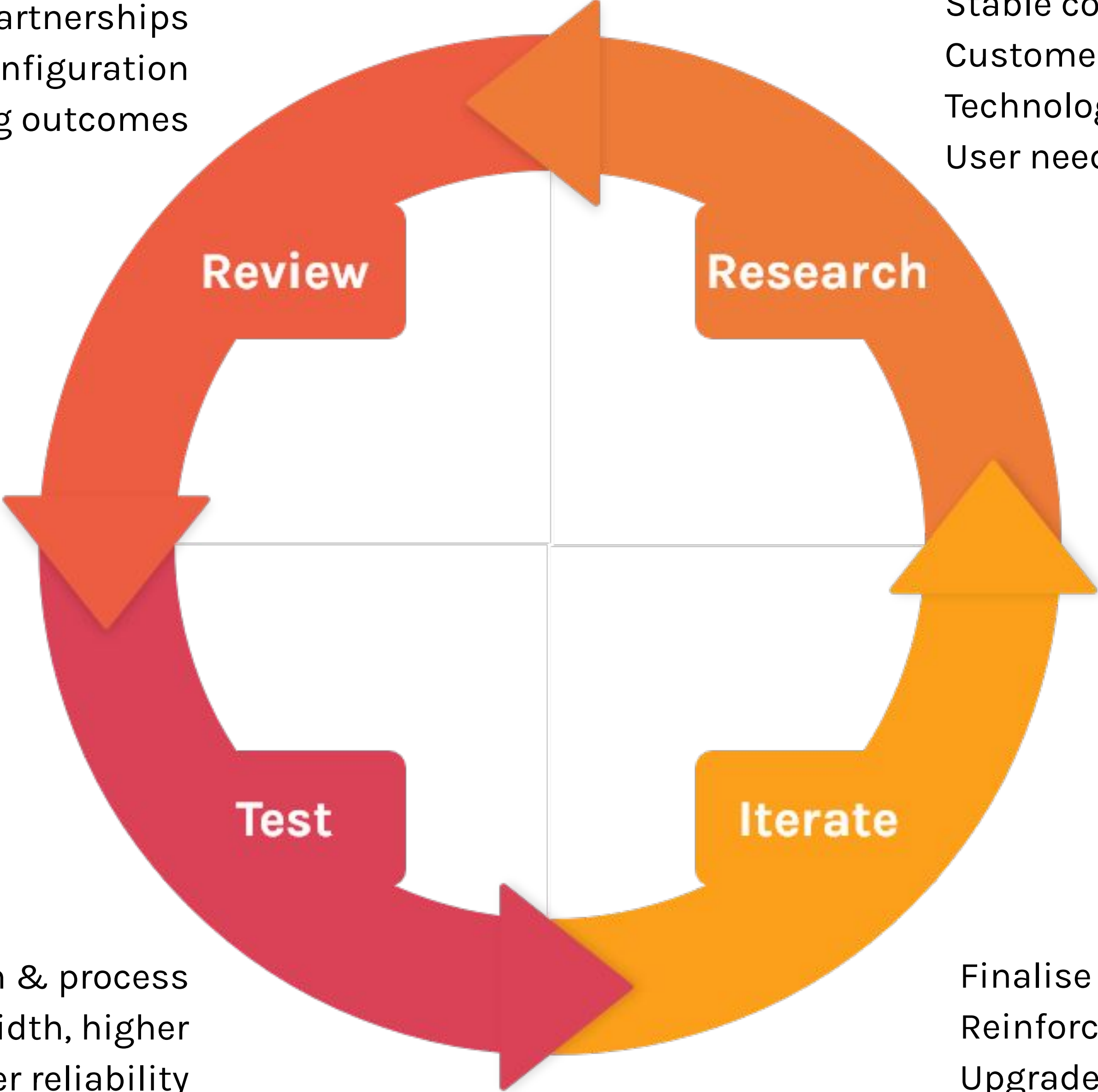


07. Lifecycle

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CAG partnerships
Backend configuration
User testing outcomes

Stable coin
Customer acquisition
Technological infrastructure
User needs



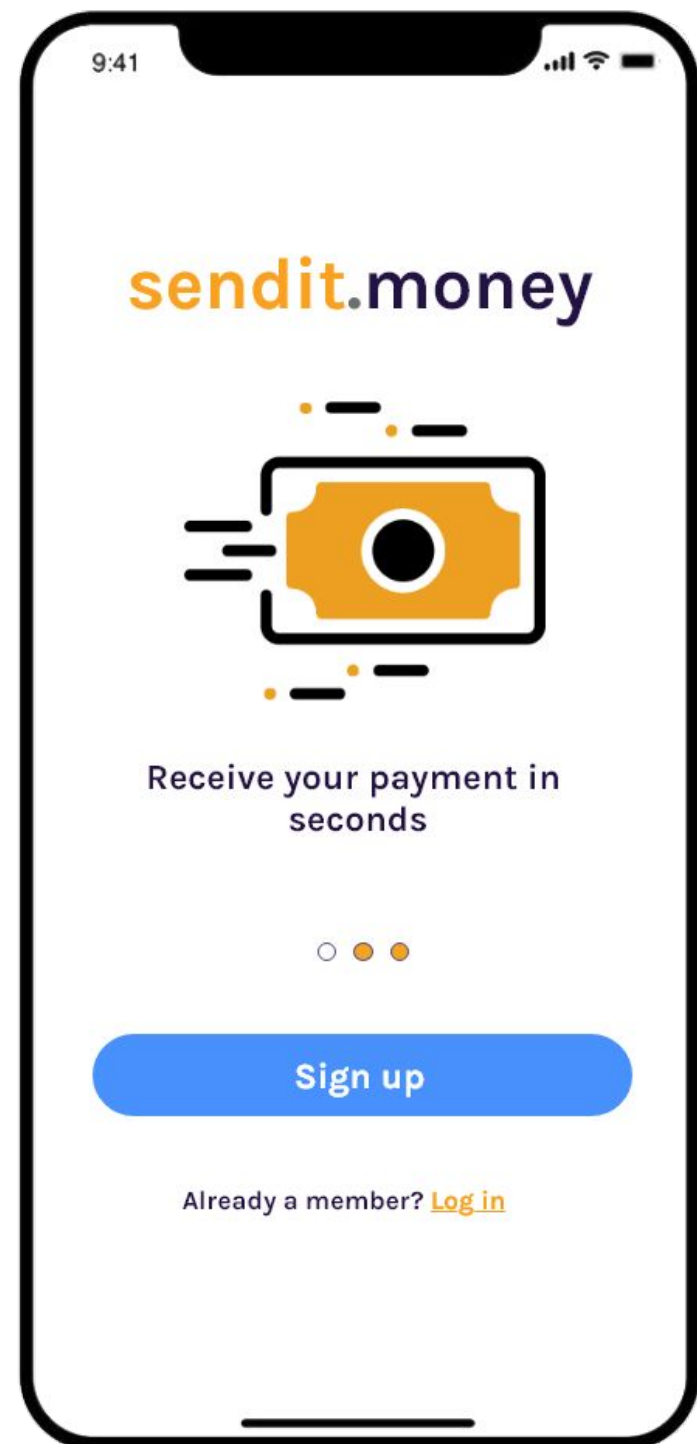
New UI design & process
Infrastructure with greater bandwidth, higher processing loads & better reliability

Finalise and commit code
Reinforce partner relationships
Upgrade technological infrastructure.

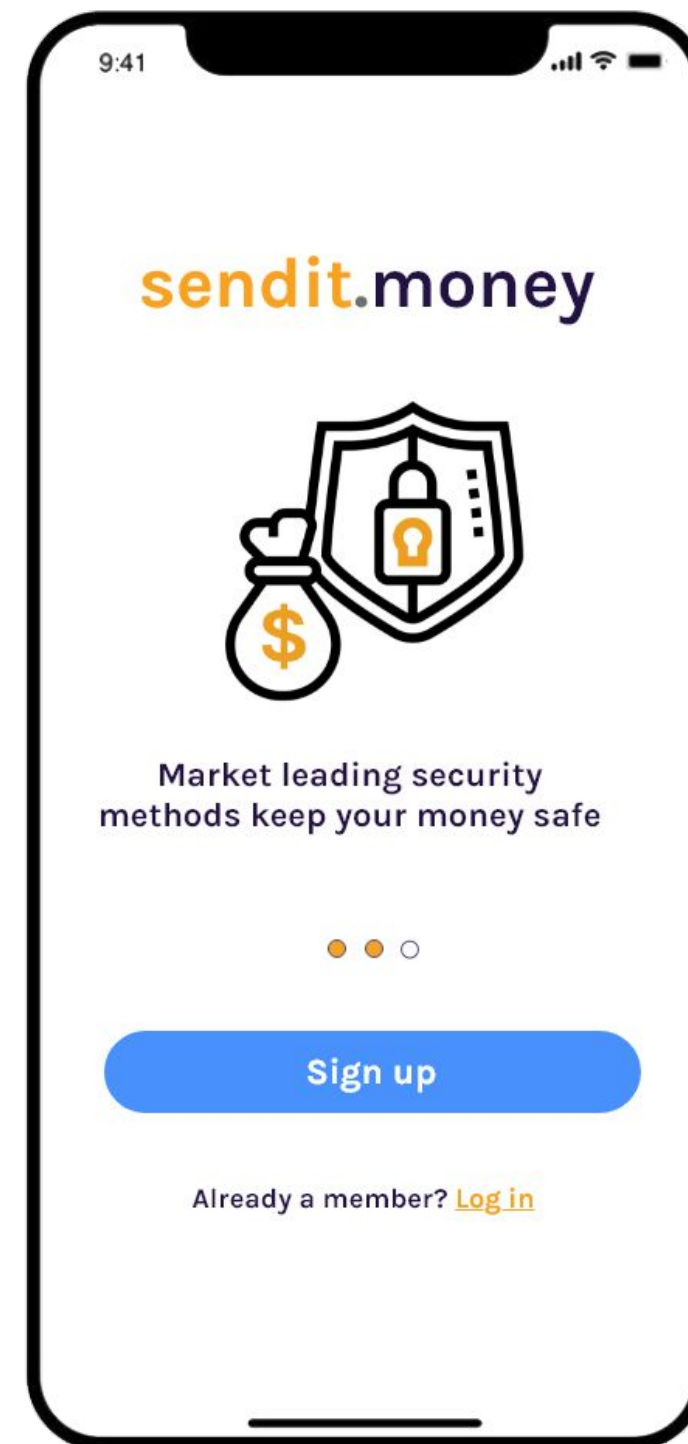
08.

sendit.money mobile

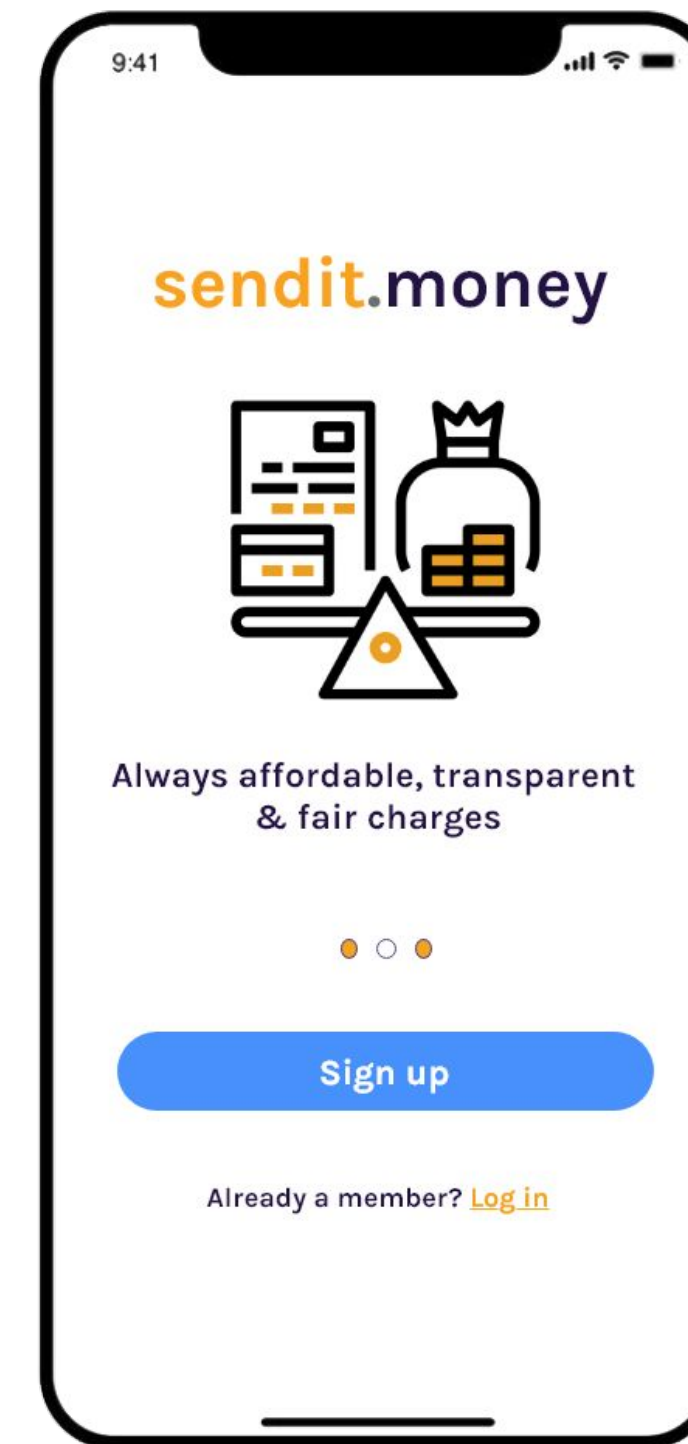
How we ensure our mobile experience will be loved by our users



Fast and simple onboarding in as few clicks as possible.



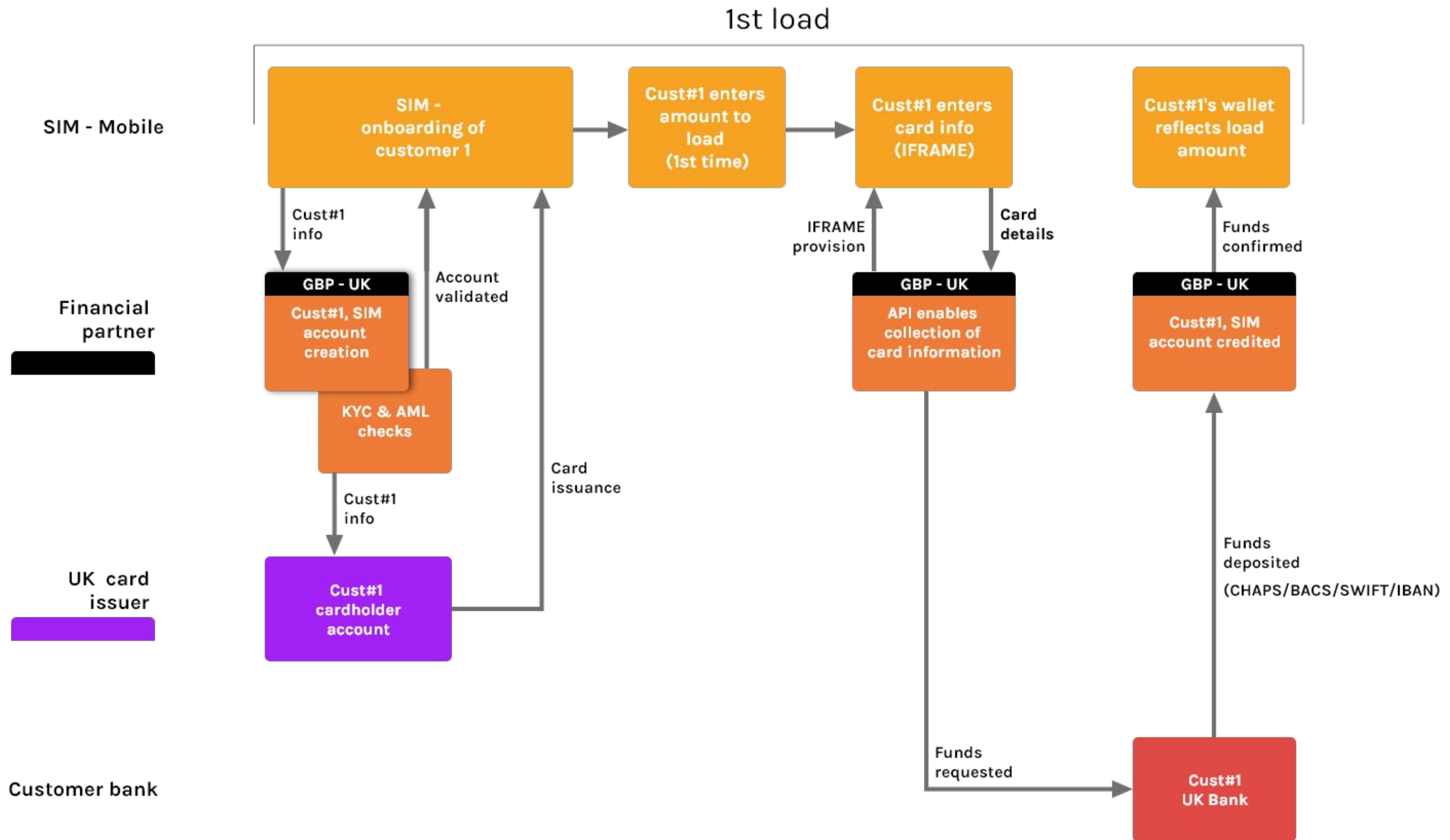
Security & reliability as core parts of its architecture



Fair rates and loyalty to keep our customers coming back

09. Load card

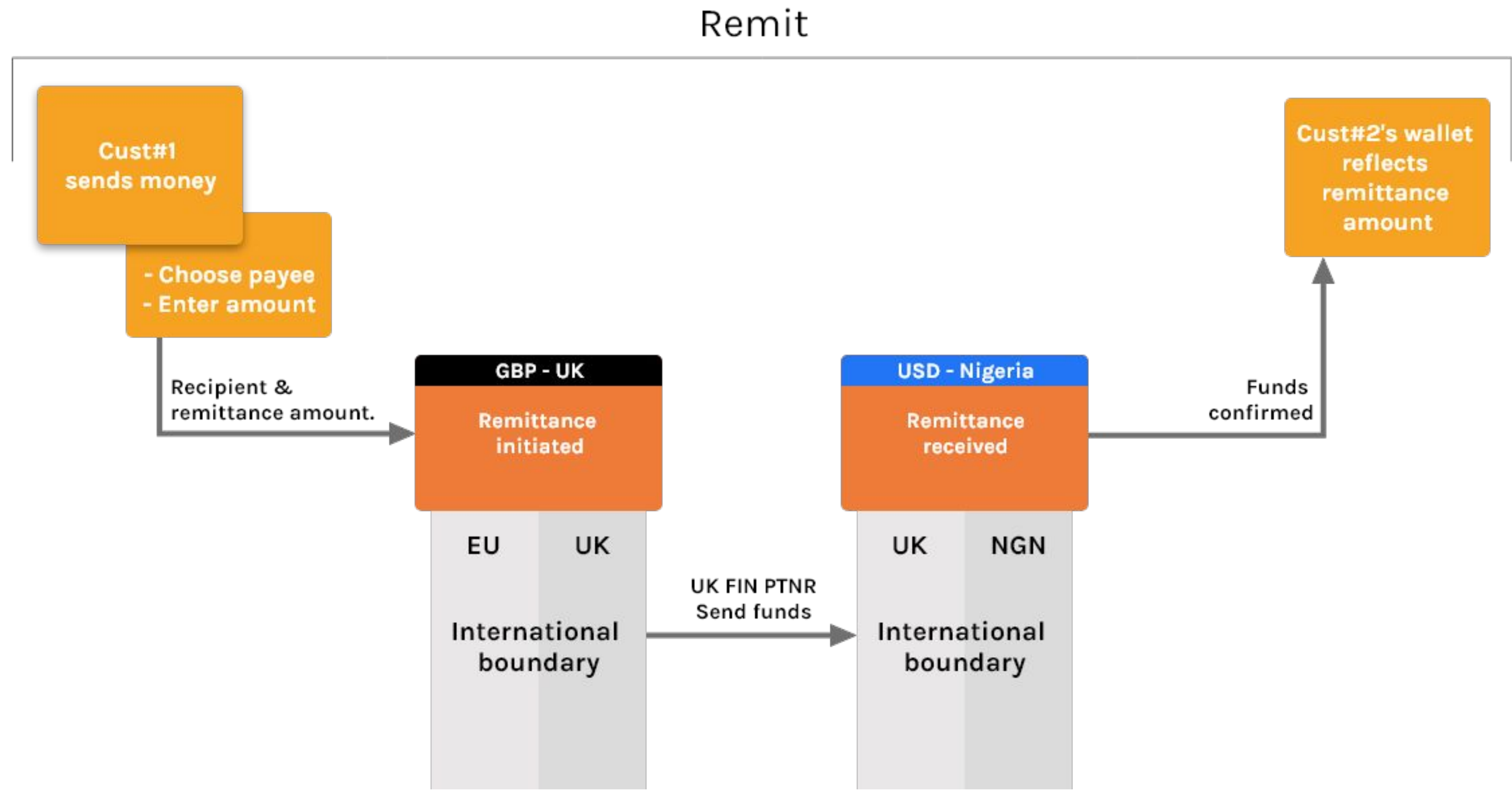
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10. Remit

Stable coin not enabled

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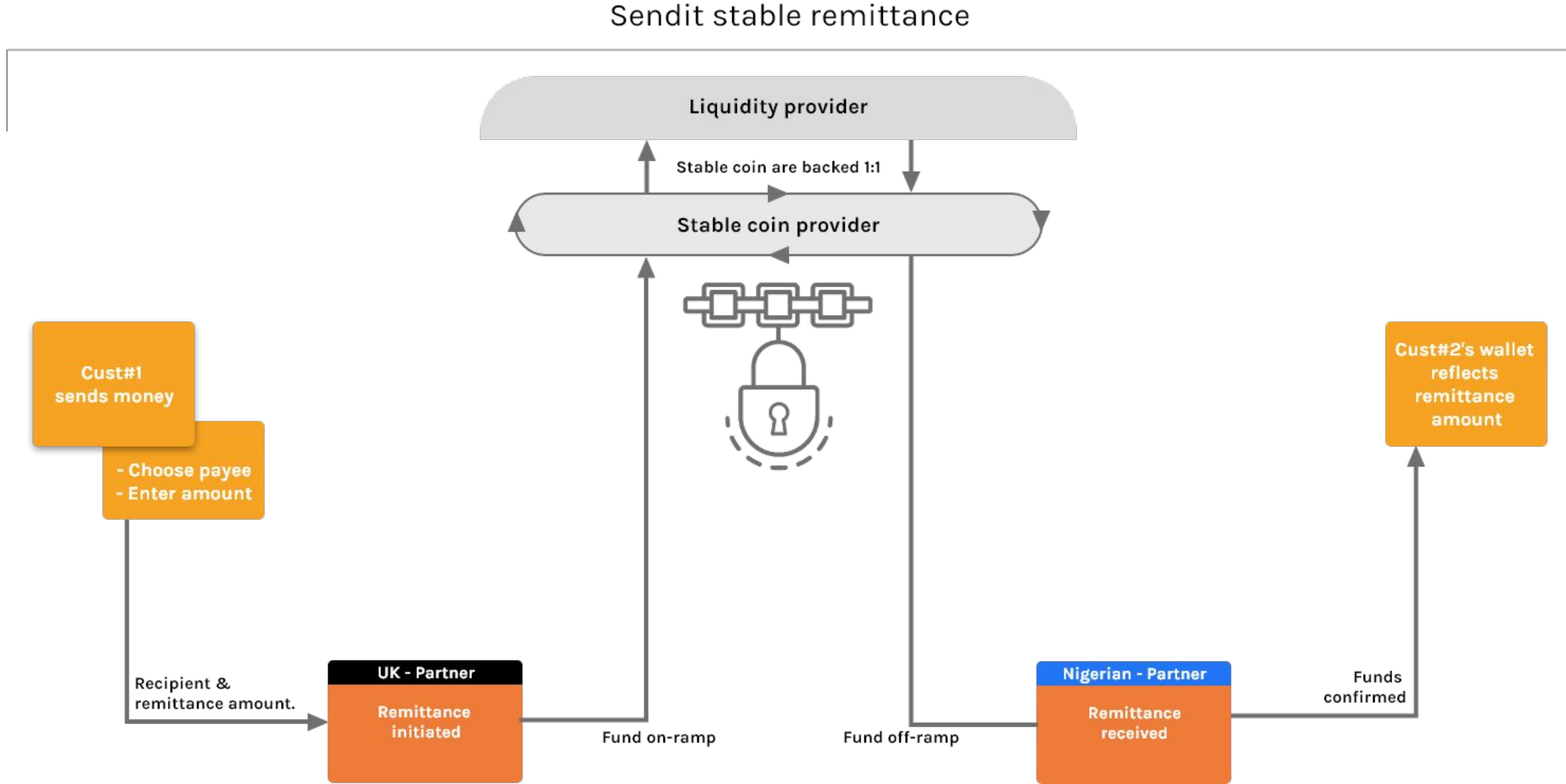


11.

Remit Mk2

Stable coin enabled







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12.

Competitor analysis

Experience of sending £200 from Nigeria to the UK⁷

	Online Send / Receive	Agent only transaction	Transaction time	Cost to sender	Note
	✓	✓	In seconds	\$1.20*	*smartphone required for online send
	✗	✓	In minutes*	\$4.99**/**	*not guaranteed **Cash deposit & pickup *** NGN not accepted
	✗	✓	In minutes*	\$7.00**/**	*not guaranteed **Cash deposit & pickup *** NGN not accepted
	✗	✗	Not possible	Not applicable	Transfers not available at time of research
	✗	✗	Not possible	Not applicable	Transfers not available at time of research
	✗	✗	Not possible	Not applicable	Transfers not available at time of research
	✗	✗	Not possible	Not applicable	Transfers not available at time of research

13. Current status





14.

Why us?

Our awareness of how fiscal status-quo is killing the potential of emerging markets brought us together.

We have the ability and motivation to create a payment platform that does away with a focus on immediate returns and replaces it with a sustainable financial model that fosters the market it inhabits rather than drain it.

15.

Meet the team



Michael Lawal

Chief Executive Officer

Driven, focused and a dedicated leader, his achievements are spread across 13 years of industry experience that include becoming a second-time founder with one exit. As an immigrant Michael deeply appreciates the challenges faced by those in emerging markets.



Julie Hendy

Chief Operating Officer

Operations professional with experience supporting startups through pivotal times such as fundraising, scaling and talent acquisition. Julie brings structural leadership by communicating effectively across teams to fully understand the needs of the business.

16.

Meet the team



Rafal Skucha

Chief Technology Officer

Dynamic team leader with an ‘Everything is Possible’ mindset, and extensive experience in IT management for fast-paced organisations. Able to lead complex projects from requirements gathering and planning to coding, testing, deployment, production, and end-user training.



Bowen Hendy

Director of Design

UX designer with 11 years of experience with finance, telecoms and ecommerce. During this time he has developed a highly adaptable skill set that incorporates the iterative and flexible problem-solving methodologies of agile, user-centred design.

17.

Why now?

1.7 Billion people globally are unbanked & around 17% or 350 million of them live in Sub-Saharan Africa⁸

sendit.money is building a cost-effective mobile wallet providing an intuitive, secure and inexpensive way for the unbanked in the UK and Sub-Saharan Africa to send and receive money.



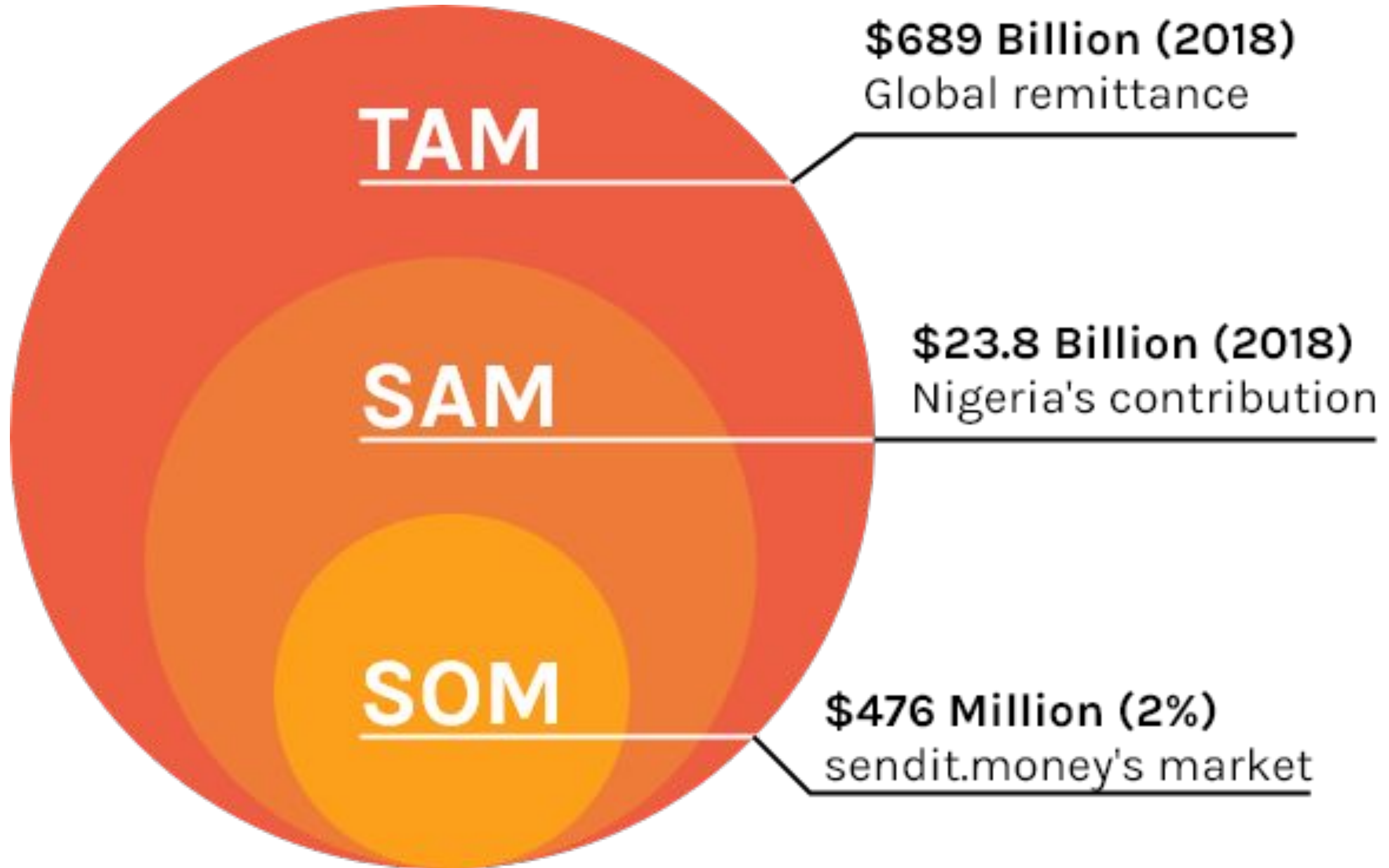
18.

Key facts

- By 2025 Sub-Saharan Africa will have **479 million active** mobile GSM internet users⁹
- By 2024 industries using mobile internet will contribute **\$184 Billion to African GDP**⁹
- **20% of the Sub-Saharan population are below 20.** That's around 200 Million people.¹⁰
- **65%** of this young and digitally savvy population will be **engaging via smartphones by 2025.**⁹



19.



20.

Media coverage

[Link to article](#)



[Link to article](#)

Foundervine



[Link to article](#)



[Link to article](#)



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21.

Where & when

- sendit.money was founded by Michael Lawal in London. Our office is located in Hatton Garden.
- Established as a private limited company in 2019 - CN: 12043239



22.

Contact us



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23.

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6. Nigeria Digital Economy Diagnostic Report. (2019). World bank Group. <http://documents1.worldbank.org/curated/en/387871574812599817/pdf/Nigeria-Digital-Economy-Diagnostic-Report.pdf>
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