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Harvard FinTech Online short course

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Problem 4: Presenting the winning case for Wawlet: Integrating traditional and innovative financial services

Instructions: Please use this template to create your slide deck presentation.

Your slide deck should include 10 to 15 slides (not counting this cover page) in which you clearly articulate the problem, and propose your solution.

Click on “New Slide” in the Home toolbar to add slides to this template. Please feel free to reformat this template as much as you would like.

When you have finished creating your slide deck, upload it to the Online Campus in Module 6, along with your capstone project document.



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Executive Summary

FinTech is a burgeoning area within the Financial Services Industry disrupting many aspects of personal finance. At Wawlet, we have created the world's first multi-asset digital wallet which is interconnected with our Wawlet platform allowing for fully-compliant cross-border transactions.

The Global Payments Industry has a market size of \$1.9 Trillion with a CAGR of 6%. There are many players within this space however our products complement existing financial institutions.

Our vision is to remove barriers for funds to flow across jurisdictions or between different financial institutions. Our competitive advantage is our proprietary technology coupled with our expertise in compliance backed by our global licensed network providers.

Our customers are both within the B2C markets (multi-asset digital wallet and Wawlet platform) and B2B markets (Wawlet platform). Our sales and marketing strategy will be via a combination of digital marketing, viral marketing, and lead generation tactics.

Our executive management team has deep global experience in banking, technology, cryptocurrencies, governance, and security which will allow Wawlet to become a success.



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Wawlet Current Product and Service Offerings

Source: Wawlet Lite Paper



PEOPLE
BANKS
SERVICES

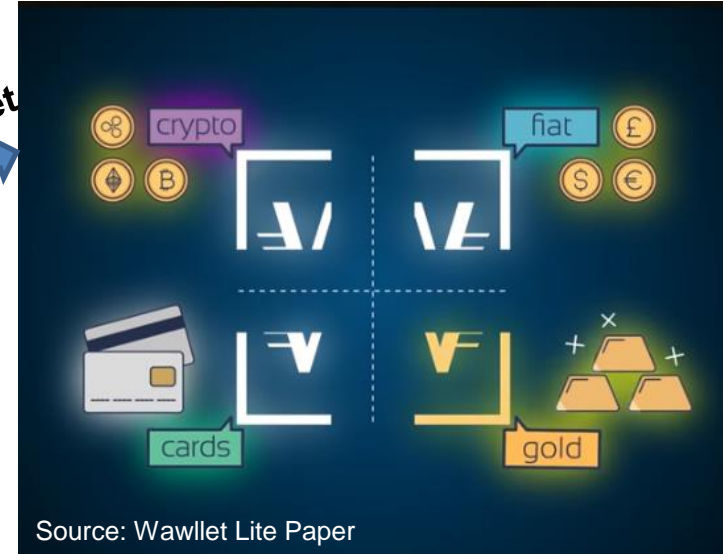
WAWLLET
Your Personal
Financial Passport

1) **Four Pocket Multi-Asset Wallet**

Manage all your assets from a single mobile or desktop app

2) **WAWLLET Platform**

Facilitates fast and seamless financial transactions worldwide with complete legal compliance for each targeted region





Opportunity: Aspects of Personal Finance most disrupted by FinTech

1. Online Investment Platforms
2. Artificial Intelligence
3. Machine Learning
4. Robo Advising
5. Retirement Planning
6. InsurTech
7. Real Estate Tech
8. Online Payments
9. Digital Wallets
10. Neobanks

Problems that consumers face within Personal Finance

1. Slow archaic processes
2. Slow Speed of Cross-Border Transactions
3. High Transaction Costs and Fees
4. Generic User Experience
5. Industry dominated by Legacy Institutions



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Opportunity: How Wawallet will improve personal finance

To complement financial systems

Our aim is not to disrupt any existing institutions, nor do we wish to compete with them. Our objective is to combine and build on the strengths of each of these institutions, while breaking barriers to facilitate the smooth flow of funds. This is what led us to envision a multi-asset wallet that is in full compliance with the laws of every jurisdiction.¹

To create a frictionless user experience

Our vision is to make personal money management completely hassle free, efficient and inexpensive. This vision aims to effectively integrate the multiple accounts that people maintain for different purposes, removing barriers for funds to flow across jurisdictions or between different financial institutions and making compliance easy and super-fast. ¹



Solution: Wawallet Service impacts personal finance

Digital Wallet	
Pros	Cons
4 pocket multi asset capabilities	Existing digital wallets hold some combination of fiat, cards, cryptocurrency, and gold
First of its kind – unique value proposition	Highly fragmented market
Manage all assets in one central location. Assets remain in service providers account	Many tech and financial giants are indirect competitors with their own digital wallets
Assets in wallet are in full compliance with the laws of every jurisdiction	Upholding various asset-based regulations is time-consuming and costly
Send instant Wallet to Wallet transactions	High network effect needed

Wawallet Platform	
Pros	Cons
Fast and seamless cross-border payments follow compliance for each targeted region	Maintaining various cross-border regulations is time-consuming and costly
Supports a global network of Licensed Service Providers- banks, exchanges and other financial institutions	Network is as strong as its providers. Susceptible to political risk and changes with compliance
Real-time clearing and settlement across asset types allowing access to real-time data	No longer an added value but an expected feature within FinTech
Open banking/ API capabilities	Adherence to the law vs. a novel approach
ERC20 compliant WIN Tokens are used for transaction fees ²	Must follow Ethereum community codes and rules



Wawallet Service with greatest impact on personal finance

THE WAWLLET PLATFORM

Wawallet service most likely to attract the most market share

A bridge between traditional banking and payment solutions and blockchain technology³

A connection between traditional and crypto markets³





A direct and seamless route for handling all of your assets (fiat, cryptocurrencies, gold)⁴



Industry Analysis: How Wawallet Platform will attract market share

	2018 Revenue (in Billions) ⁵	Growth Rate (CAGR) ⁵
Global payments industry	\$1900	6%
Cross-Border Payments Market	\$230	4%
Global Transaction Banking Market	\$965	4.5% ⁶

Technology is bringing rapid and significant innovation to global transaction banking.

 <p>Digital channels</p>	 <p>Open APIs</p>	 <p>Advanced analytics and artificial intelligence</p>	 <p>Blockchain</p>
<p>From corporate portal—to CFO workbench</p> <ul style="list-style-type: none"> • Smart omnichannel • Cross-product journeys • Extreme personalization • Modern customer experience • Digital marketing 	<p>From multi-bank payments—to multi-bank banking</p> <ul style="list-style-type: none"> • Open banking and PSD2 • Bespoke APIs • Seamless ERP integration • APIs catalogue 	<p>From reporting—to predicting</p> <ul style="list-style-type: none"> • Liquidity forecasting • FX exposure management • Predictive operational risk management • Natural language processing for middle offices 	<p>From point-to-point—to distributed ledgers</p> <ul style="list-style-type: none"> • Trade finance consortia • Smart contracts • Real-time messaging • Risk sharing



Growth Opportunities: How Wawallet Platform will attract market share

Key Drivers of Growth for Payments within Fintech Industry⁷

- **Open banking** is an opportunity for big banks to collaborate with FinTechs to bring customers the more innovative products they demand such as P2P payments
- **Real-time payment (RTP)** schemes are quickly becoming the new normal, driven by customer expectations, regulatory mandates and digital innovation
- **Interoperability of payments across platforms and borders** will emerge due to customer demands desiring the use of one payments platform to pay beneficiaries across multiple platforms



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Partnerships: How Wawlet Platform will attract market share



Wawlet

@WAWLLET



Dear community members,

WAWLLET is proudly announcing the partnership with Oracle Bridge.

Tuesday, 7th of May 2019, WAWLLET ENTERPRISES and ORACLE BRIDGE VENTURES, INC. have joined their forces to leverage the WAWLLET Platform,



VIBRIUS PORTFOLIO – MEDIUM RISK

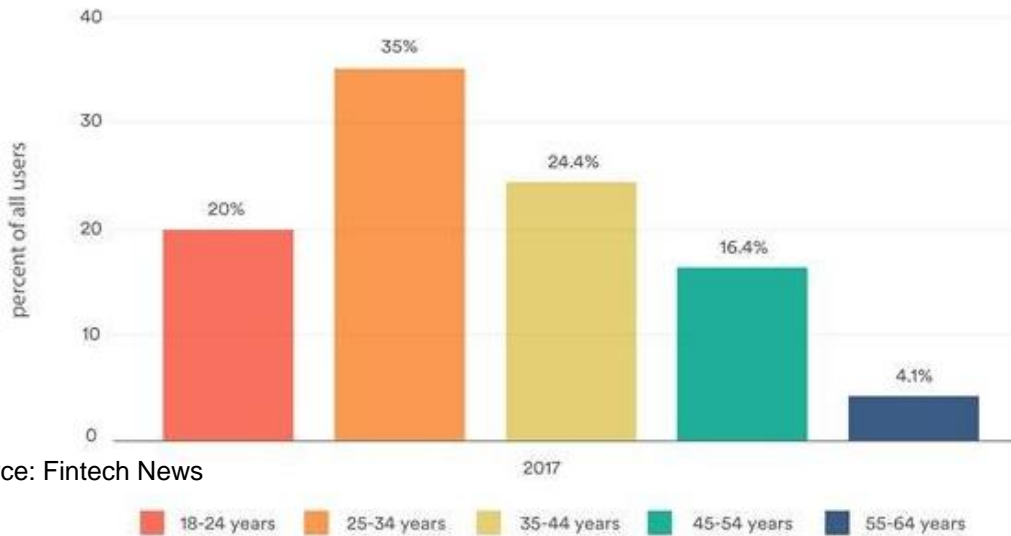
Provides investors with exposure to mid-cap digital assets and high growth equity, while providing downside risk from pullbacks⁸





Marketing Strategy: How Wawallet will attract market share

Global Mobile Wallet Users by Age



Source: Fintech News

Demographics

Men and women aged 18- 44 years old with HH income of \$32,400+⁹ who have a bank account and are familiar with online or mobile banking

Psychographics

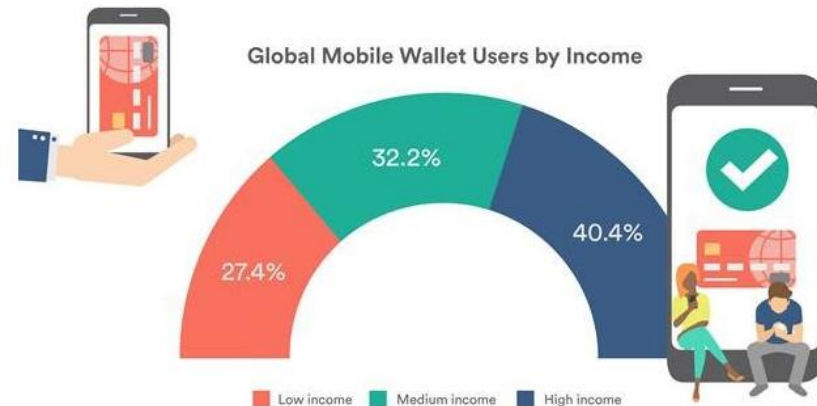
- Affinity for new technology
- Early technology adopters
- Low risk aversion
- Demand premium user experience

Positioning Statement:

For young adults looking for an improved personal finance experience to handle all their assets, **Wawallet is a multi-asset digital wallet and platform that brings together a global chain of suppliers. This allows for faster and more efficient global payments that are fully compliant with the laws of each jurisdiction.**

Customer needs
 Brand equity
 Value proposition
 End Benefit

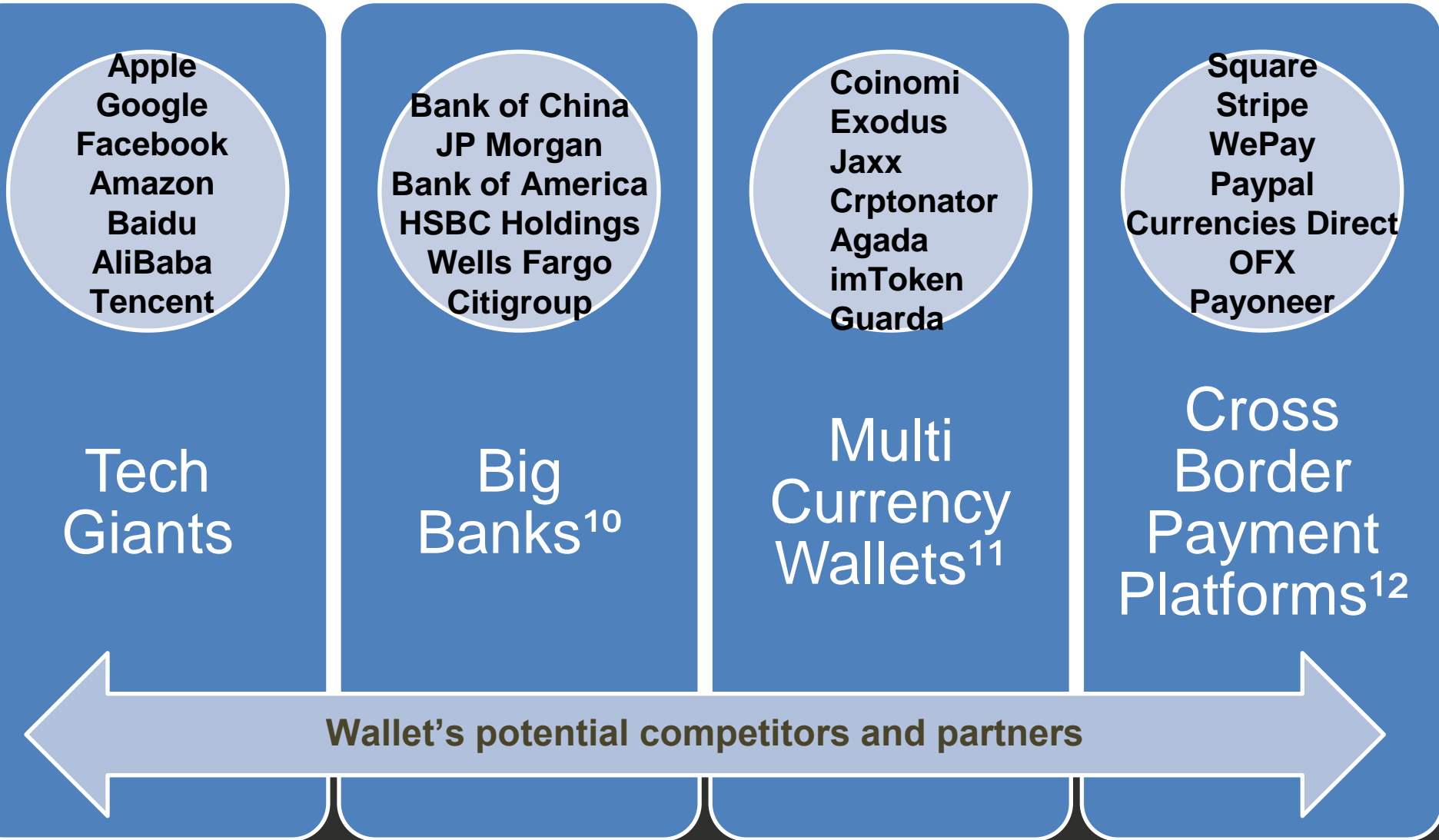
Global Mobile Wallet Users by Income



Source: Fintech News



Competitive Analysis: How Wawallet will supplement its competitors





Competitive Analysis: How Wawlet will supplement its competitors

Our aim is not to disrupt any existing institutions within the financial system (Banks, Blockchain technology, commodity exchanges, payment processing services) **nor do we wish to compete with them¹**

Wawlet wants to create partnerships via its Wawlet Platform to help foster a more efficient and agile financial system.

Wawlet can supplement its competitors by offering:

- 1. Expertise in global cross-border payments for Tech Giants**
- 2. Opportunity for collaboration with legacy institutions (Big Banks)**
- 3. Economies of scope for Multi-Currency Wallets**
- 4. Understanding of multi-asset transactions for Cross Border Payment Platforms**



Risk Analysis: Wawlet Prepares for the Future

Risk

Hedge

International Financial Compliance

Work closely with local banks and financial institutions to ensure full compliance in each of the targeted regions¹³

Local (EU) Finance Regulation

EU's PSD2 regulation focuses on promoting the development of innovative electronic payment solutions for new entrants¹⁴

Cybersecurity

WAWLLET does not hold any assets for customers; hence is 100% trusted and secure for managing personal wealth¹³

Political Stability

Cyprus* has a stable political environment¹⁵ plus has a strong and sophisticated financial sector open to digital initiatives¹⁶

Licensed Providers Network

Global network is carefully selected whereby partnering with Wawlet is mutually beneficial for the provider¹³

WIN tokens
ERC20 Compliant

Only used to pay Wawlet fees and have a defined settlement value to protect against fluctuations in BTC and ETH¹³

*Cyprus is where Wawlet is headquartered



Conclusion: Why Wawallet will supplant the current status quo in the personal finance and asset management space

The Current Status Quo:

1. Personal finance involves archaic processes that are both slow and cumbersome. Legacy institutions are at the crux of our personal finance journey today
2. Asset management is costly with high fees paid to financial advisors and the stereotype that asset management is for the wealthy

The future of personal finance and asset management is a fully customized and improved customer experience that allows more inclusion. It involves lower costs, faster transactions, and more personalized customer touchpoints with high competition from big banks, tech giants, and FinTech firms competing for customer's business.

Wawallet integrates traditional and innovative financial services:

Wawallet's multi-asset wallet, the first of its kind, is going to put the customer at the center while improving security, delivering trust, cutting costs and increasing speed²

Wawallet is relying on a chain of suppliers not on its chain of services. Wawallet isn't another payment solution, but a platform that brings them all together¹³



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