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anywhere

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# "Empower" Cards

Personalized numberless prepaid cards and UPI based digital banking platform for non account holders / dependents.

-Bhuvaneshwari Seshachalam

# Market Analysis



- The global digital payment market size USD 58.30 billion in 2020.
- Expected CAGR 19.4% from 2021 to 2028.
- The market is expected to benefit from the high adoption rate of smartphones, rise in e-commerce sales, and improved internet penetration globally.
- Governments across the globe are undertaking initiatives to digitize payments.
- INDIAN Market:
  - A report by the Indian Private Equity and Venture Capital Association (IVCA) and Ernst & Young,
  - digital payments in India is expected to grow at 27 per cent CAGR during the FY20-25 period from Rs 2,153 lakh crore transactions in FY20 to Rs 7,092 lakh crore in FY25.
  - UPI transaction value witnessed a growth of 18.7 per cent month-on-month to Rs 5.05 lakh crore in March 2021 from Rs 4.25 lakh crore in February 2021 while transaction volume rose by 19 per cent to 2,731.68 million from 2,292.90 million during the said period, according to data released by National Payments Corporation of India (NPCI).

# Positioning – Target Market



Internet usage in India has a population of 1.2 Billion, 934.1 Million (78%) have mobiles and 137 Million (11%) are internet users. 60.5 Million (5%) on social networks. 56 percent are under the age of 30 and 30 percent are under the age of 15 years.

A RBI report - 23 percent rise in transactions per person and 87 digital payments apps in play with not many options for dependents without bank account or with joint account.

## Teenagers (GEN Y 11-18 years)

Youth Dependency Ratio – 38.7 in India

250 million+ teenagers in India in the 12-18 years age group of which 20 million have smartphones.

## Dependent Women (18 -64)

With increased exposure to social media, part time jobs have increased leading to increased cash flow for unemployed women without individual bank accounts




## Elders (64+)

% of working-age population is reported at 49.25 % in 2019, according to the World Bank collection of development indicators, compiled from officially recognized sources

More than 50% of the entire population in India is non employed / dependents

India has only 250 million bank accounts – 2/3rd of the nation does not have a bank account.

# Competition

Competitors	Market	Target Age Group	Basic Feature	
	Greenlight Inc Gohenry	Global	Teens	Personalised Debit Card
	FamPay Walrus Club	Indian startup	Teens	Numberless Prepaid Card
	Paytm	Market leader in India	Teens and adults	E-wallet

# Value Proposition



- Bringing financial independence for dependents – teenagers(11-18), middle age dependents (18 -60) and elders (60+)
- Financial Management Dashboard – monitored by parents
- Encourage revenue generation streams – early entrepreneurs / women work from home, part time jobs
- Setting behavioural Goals and Rewards by parents
- Setting task goals and reward kids for regular Co-curricular Classes, e-Learning, Savings etc helping with discipline and consistency.
- Different use case for each Segment of customers
  - 12 - 18
  - 18-60
  - Above 60

# Revenue Generation Streams

- **E- wallets** that are auto refilled for expenses by parents. Accrued interest from bank
- **MDR** - Merchant Discount Rate
- **Commission/Percentage of Sale** made through Integration with apps

Shopping, e-learning / Digital Learning industry , Ticket Booking, Food Takeaway

Amazon, Flipkart, Decathlon,

Swiggy, Zomato, Baskin Robbins,

Skillshare, Udemy, Coursera,

Practo,

Bus Booking, Train Booking apps



# Salient Features

## Milestone 1

### Key Features

- Personalized numberless cards for swiping in offline outlets
- Zero Balance Card unlike banks accounts
- E-wallet
- High security
  - can be blocked from phone when lost
  - PIN stored in app

## Milestone 2

### Quick Registration

Phone number + OTP  
Digital KYC -> Aadhar  
UPI Generation

- Expenses Dashboard
- Automatic Payment Reminders – Tutions
- Rewards & Referrals
- Split Payment among friends
- Behaviour & Consistency Rewards by parents

## Milestone 3

### App Integrations

- Shopping – Amazon, Flipkart, Decathlon, Nykaa, Myntra, etc
- Digital Learning – Courera, Udemy, Skillshare etc
- Transport Ticket Booking Redbus, Train ticket etc
- Food Delivery – Swiggy, Dunzo, Zomato, Licious, pharmeasy etc
- E-books
- Gaming

# EMPOWER!



# Marketing Strategy

Digital Self Education Industry, Tutuion Centres, Ola, UBER, Extra curricular Activities Centres, Music , Dance

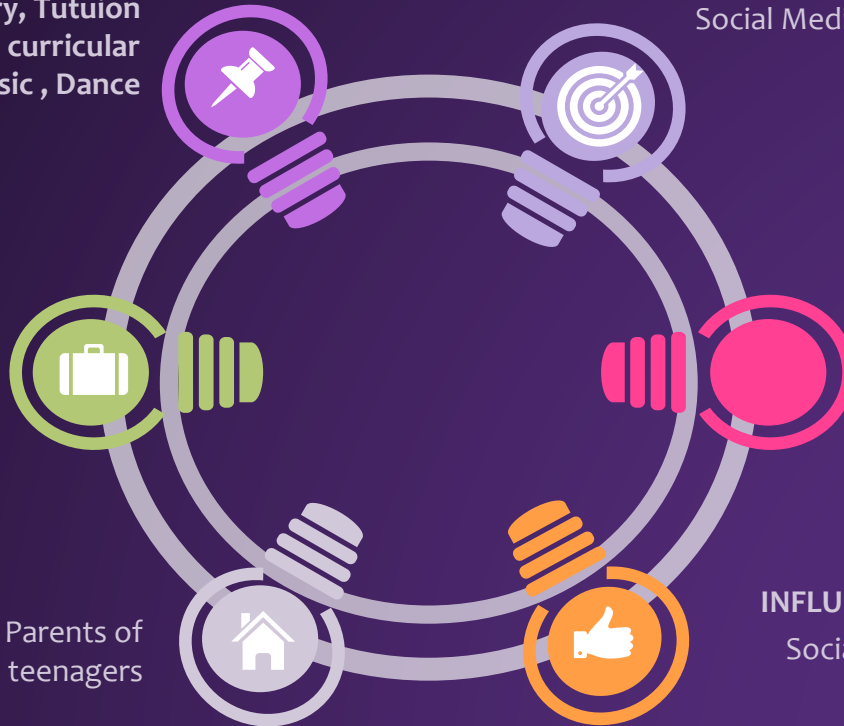
Strategy – Brand Awareness  
Social Media Ads

Rewards & Referrals  
Through the app and  
cross selling through other platform

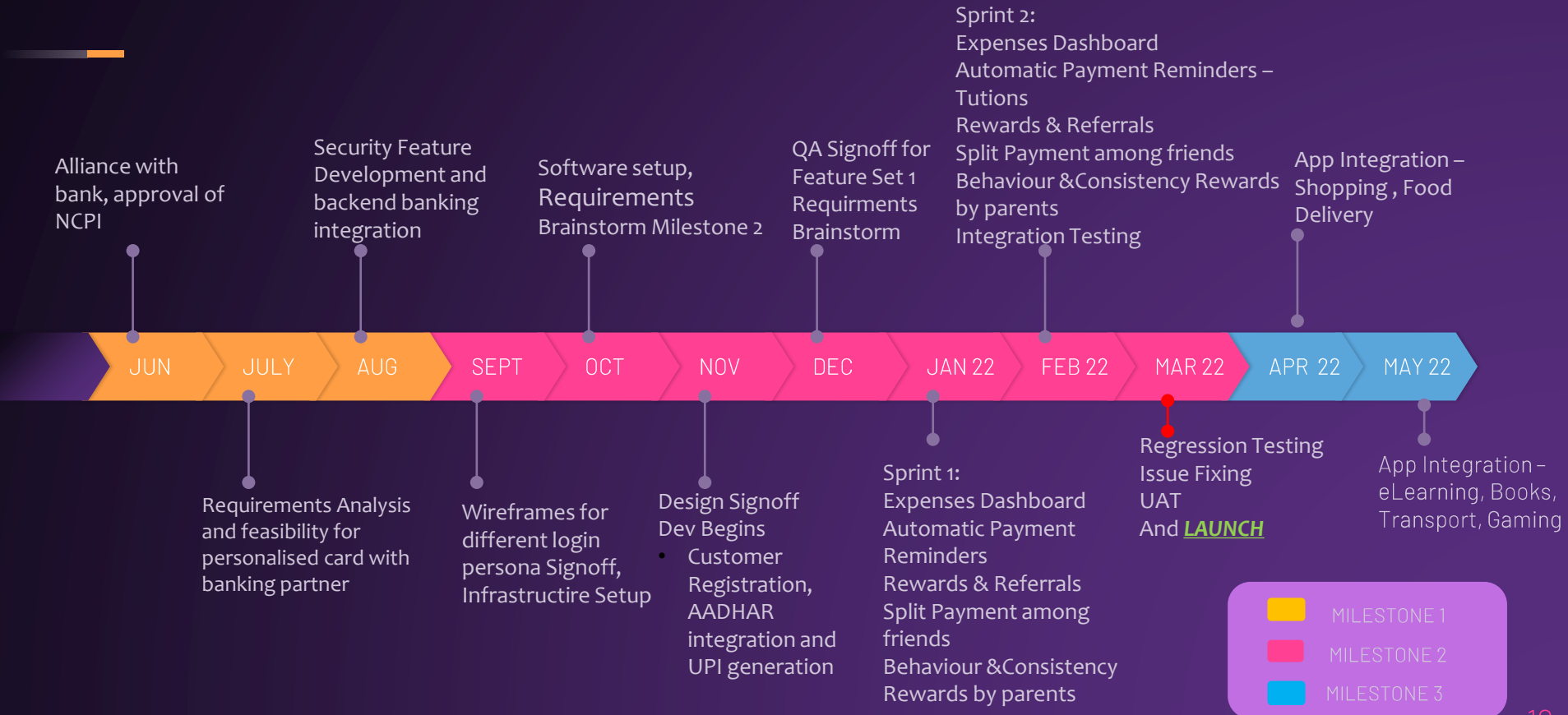
INFLUENCER MARKETING  
Social Media

Target audience - Parents of teenagers

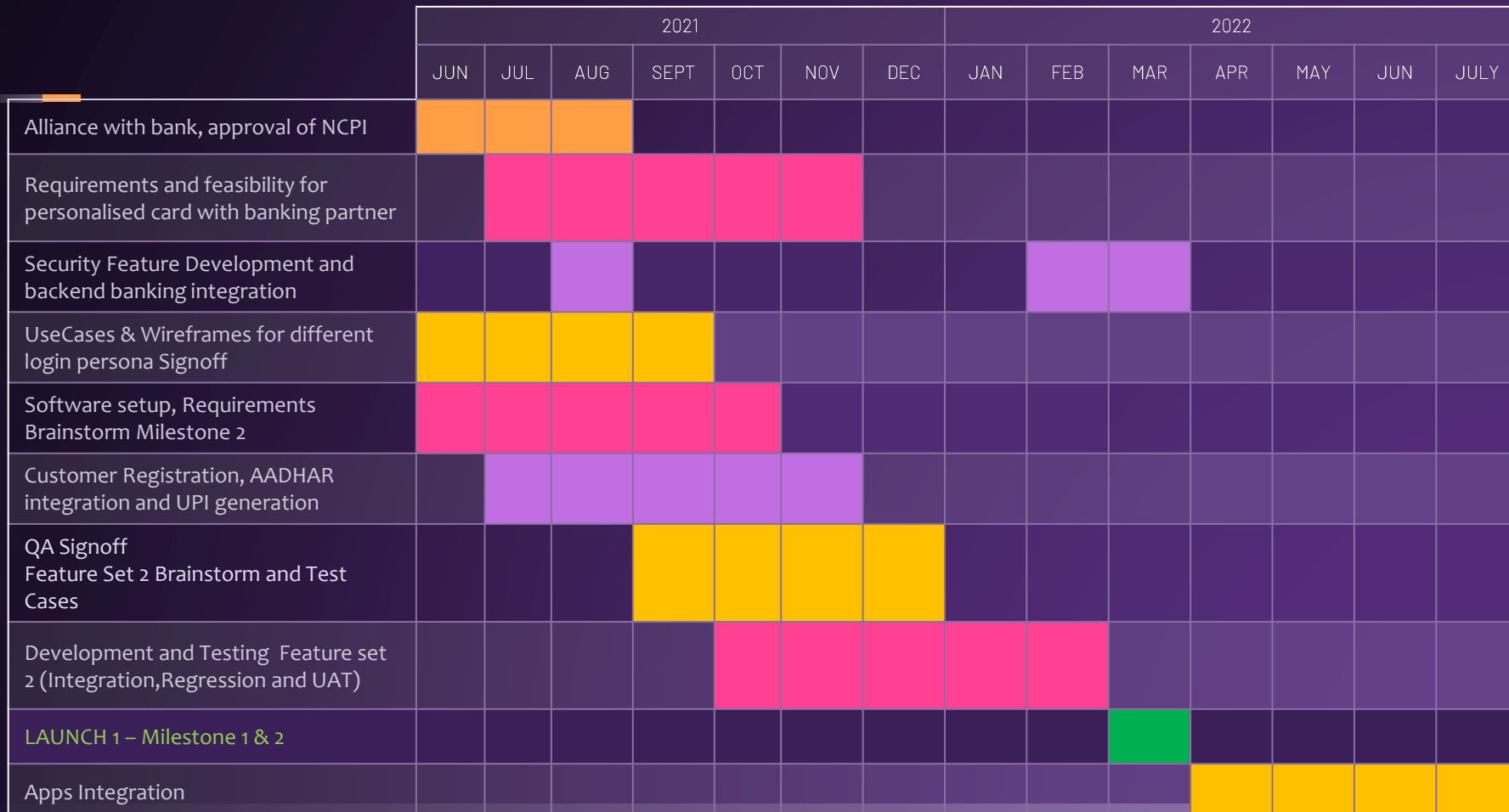
AFFILIATE MARKETING  
School and College Students



# TIMELINE – Estimated 10 months – 14 months



# GANTT CHART –3 week Agile sprints



# TEAM PLANNER

	Architect	Designer	UX Dev	Developer	QA	Operations	Infrastructure
June 2021	L4-1	L3-1	L3-1,L2-2,L1-2	L3-2, L2-2, L1-2		L3-1, L2-2	L3-2
July 2021	L4-1	L3-1	L3-1,L2-2,L1-2	L3-2, L2-2, L1-2		L3-1, L2-2	L3-2
August 2021	L4-1	L3-2	L3-1,L2-2,L1-2	L3-2, L2-3, L1-3	L3-2, L2-1	L3-1, L2-1	L3-2
Sept 2021	L4-1	L3-2	L3-1,L2-2,L1-2	L3-2, L2-3, L1-3	L3-2, L2-2, L1-2	L3-1, L2-1	L3-2
Oct 2021	L4-1	L3-1	L3-1,L2-2,L1-2	L3-2, L2-3, L1-3	L3-2, L2-2, L1-2	L3-1, L2-1	
Nov 2021	L4-1		L3-1,L2-2,L1-2	L3-2, L2-3, L1-3	L3-2, L2-2, L1-2	L3-1, L2-1	
Dec 2021	L4-1		L3-1,L2-2,L1-2	L3-2, L2-3, L1-3	L3-2, L2-2, L1-2	L3-1, L2-1	
Jan - Mar 2022			L3-1,L2-1,L1-2	L3-2, L2-1, L1-2	L3-2, L2-2, L1-2	L3-1, L2-1	

# Customer Retention Strategy



Rewards in exchange for simple fun games & puzzles

Reminder for repeat payments and Subscriptions : Parental Finance, Tuition fee/Extra curriculars

Remit rewards in E-wallet for repeat usage

Send messages to parents to monitor expenses and monthly expenses

# One Page PITCH



Thanks for your time!

-Cheers, Bhuvana