GUAPPAY

2022 Pitch Deck

PROBLEM

•**Access to crypto** – the people that stand to benefit from the economic freedom that cryptocurrency creates, do not have easy access to obtaining it. Some people have no access at all.

•**Merchant Simplicity** – As of 2022 it remains cumbersome for merchants and businesses to accept cryptocurrency for payments.

•**Mass Adoption** – It is widely agreed that mass adoption is what's needed to bring cryptocurrency to the mainstream, but the solutions aimed to establishing mass adoption have yet to be implemented amongst influential markets

GUAPPAY

WHY GUAPCOIN?

- Low fees compared to Bitcoin & Ethereum
- Green & better for the planet (does not use mining)
- Instant transaction settlement
- Focus on educating and onboarding the mainstream
- Stable blockchain (year 5)
- Growing “mainstream” community
- Transparency vs anonymity
- Decentralized & Compliant

GUAPPAY

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The first payment platform focused on the mass adoption of cryptocurrency and ease of use for small businesses

GUAPPAY

Merchant and customer tools that facilitate offline transactions using Guapcoin

Tap &Pay Terminals

Visa Backed Debit Cards

600 million jobs will be needed by 2030, and small businesses will account for most of them.

SMEs represent around 90% of businesses and 50% of worldwide employment.

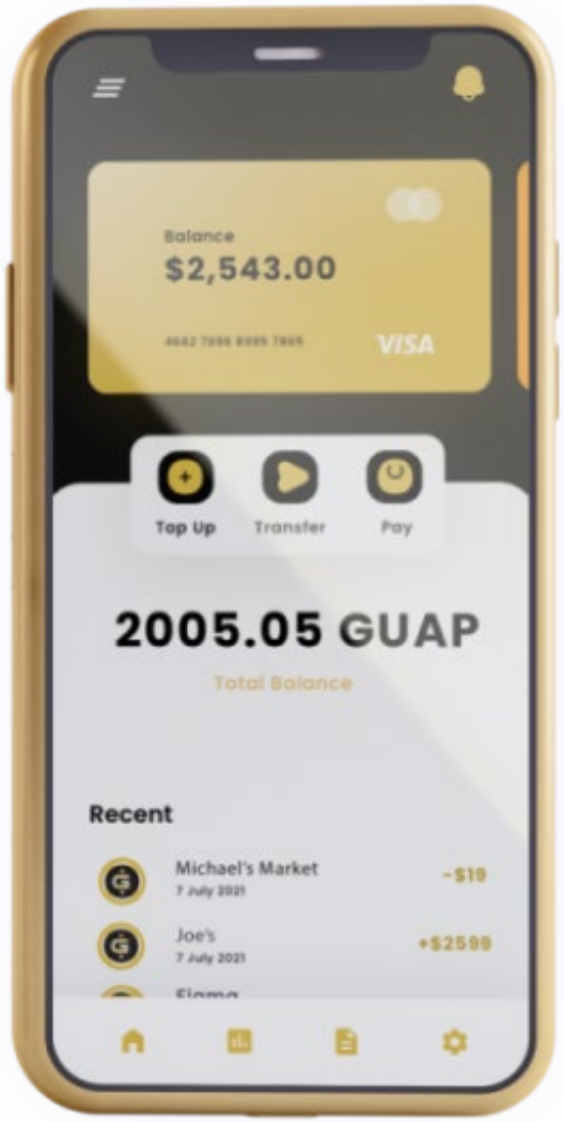
There are around 400 million small businesses worldwide.

Over 99% of America's firms are small businesses.

WHO IS GOING TO ONBOARD THEM TO THE WORLD OF DIGITAL CURRENCIES?

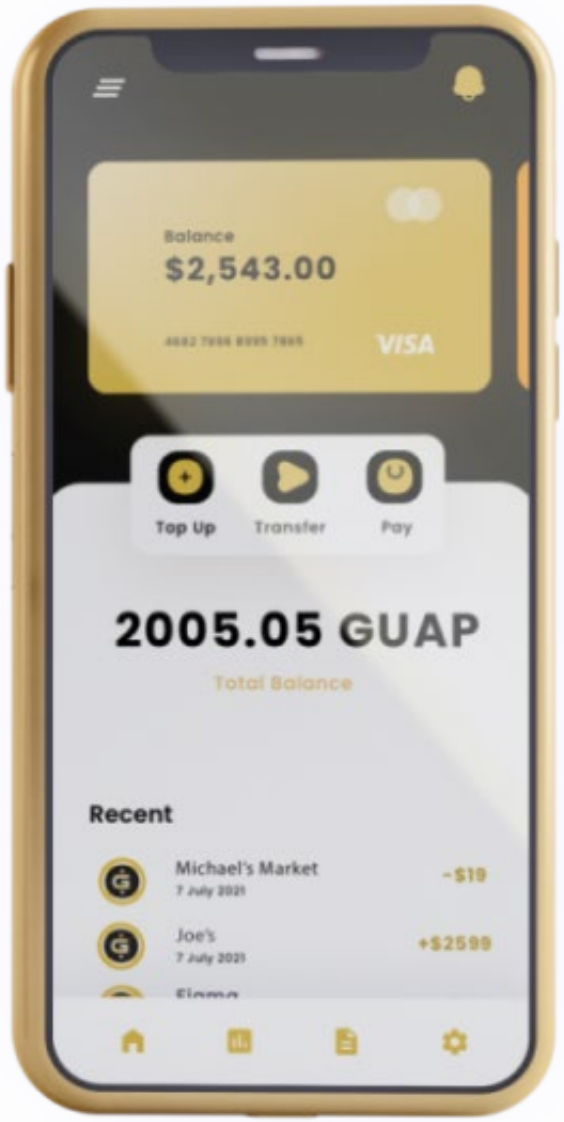
POSCRYPTOHUB

The Guappay Tap-n-pay POS device doubles as a hub for purchasing crypto. It unlocks a whole new world of crypto and DeFi options for global citizens with limited access and education. Trade local currencies with Guappay merchants that function as Crypto ATMs. Handheld devices are more secure and portable than traditional ATMs and are up to 20x more affordable.



CRYPTOVISA

The Guappay mobile wallet with integrated Visa is an unbanked solution that can transform the lives of many. Not only can transactions be sent instantly all over the world, but payments can be made to anyone in the Visa network globally. The global shopping experience becomes borderless, trustless, fast, and protected by Visa.



CRYPTOVISA

Projections

Payment Volume Projections – please complete the table below only if you plan to issue cards. Definitions are located underneath the table.

	Year 1	Year 2	Year 3
Number of cardholders	300,000	2,000,000	10,000,000
Average monthly spend per cardholder	$250	$400	$700
Projected monthly PV	$75,000,000	$800,000,000	$7,000,000,000
Projected annual PV	$900,000,000	$9,600,000,000	$84,000,000,000

**Number of cardholders: input the number of customers you anticipate will receive a card. If you have an existing user base, input the number of existing customers you anticipate will convert to cardholders once your card product is available. If you have a waitlist for the card, please use that number here.*

**Average monthly spend: please enter the dollar amount you anticipate each cardholder will spend on their card per month.*

**Projected monthly payment volume: multiply the number of cardholders and average monthly spend to get this figure.*

**Projected annual payment volume: multiply the projected monthly payment volume by 12 to get this figure.*

REALCOMMUNITYSUPPORT

Customer support in the world of cryptocurrency exists in the form of community interaction. Anonymous support is highly insecure and not timely. Guappay will contain a p2p support platform that rewards participants with points that can be traded for crypto or savings. Users will verify themselves with our verification partners and support peers in spending and accepting cryptocurrency.

REVENUE

- POS transaction fees
- Card transaction fees
- POS device sales
- Premium training

GUAPPAY