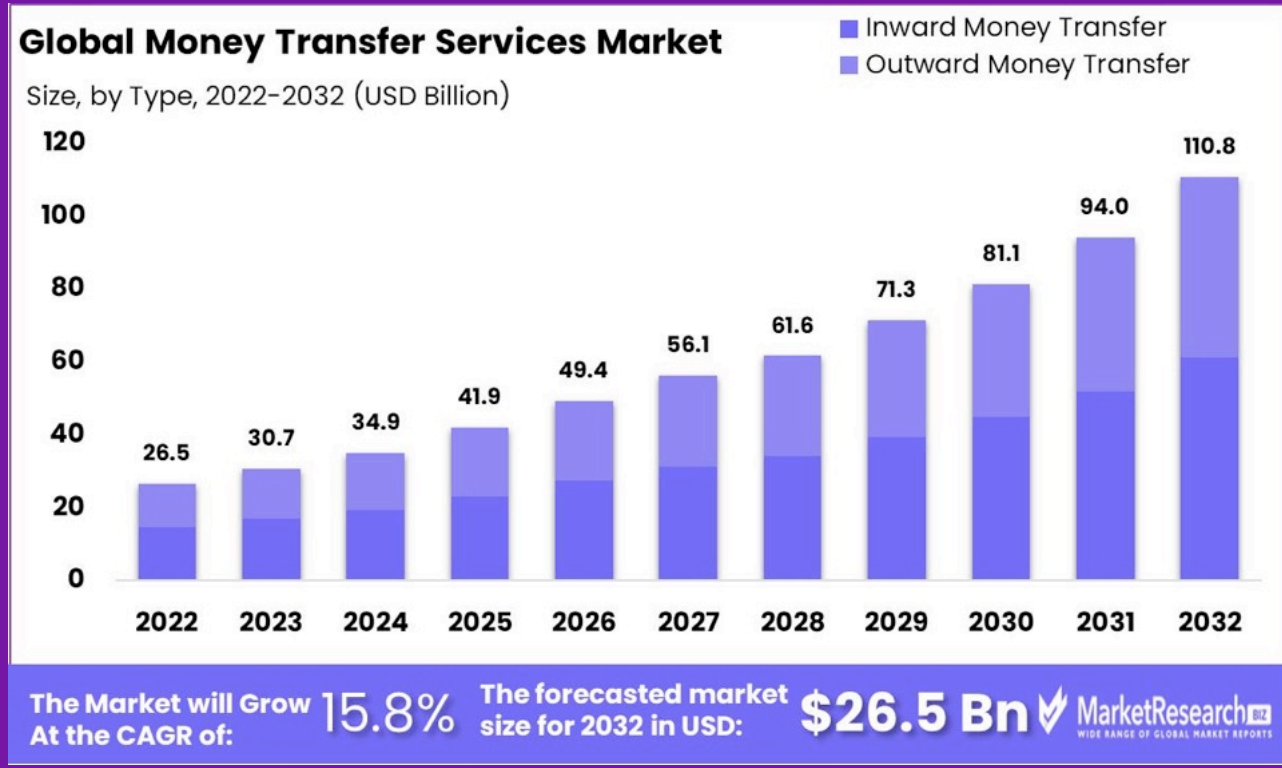
Senda
Money transfers
Enter amount
Selected Sarah Smiles
GBP
Sending
100.00
INR
Receiving
12330.00
1 GBP = 123.30
Exchange rate
Send amount
Receiving amount
Fee
Total
Payout method
SENDA
REGISTER
LOGIN
Forgot Password

Payments still growing

- Shows no signs of slowing down
- APIs allow banks to connect to fintechs for transaction processing



Our USP

- Poor customer service is widespread.
  - Slow response time
  - Complicated protocol
- This is our point of difference

How we shine

- Chatbots are actually useful
  - Recording all questions and connect them to AI
  - Speak to a human is front and centre - not a last resort
  - Customer sets convenient time, and we will call them

What we're about

- We are not about disruption
- We are about innovating within a market that is proven and still growing
- We are about building a **cash cow**

Products

- Apps for iPhone and Android
- Chrome extension
    - Business customers only
    - Drops down for quick invoice payments

Our plan

- Apply for our PI license
  - Money transfers only from UK to EU
  - £3m per monthly limit
- Year 2 - apply to upgrade license to API
  - Allows POS payments
  - Removes trading limits

Going global

- Year 3 - apply for our EMI license in Europe
  - Allows payments to and from UK and EU
  - Allows us to 'passport' to other countries
  - Expand our banking networks

Forecast & Marketing

- Crowdfund offering fee FREE transactions for life
- Raises £800k for marketing
- Only 2,000 customers and 2,000 SME's

Year	*Active users*	*Volume*	*GP*
1	8000	£6.9m	£124K
2	25000	£147m	£798K
3	226000	£1.4B	£13.3m

Where we are

- Apps and platform are complete
- Ready to submit our FCA application
- Need to meet capital requirements
- Need 'float' whilst processing transactions
- Also need capital for operational expenses

This round

- We require £400,000 for 20% equity
- Advance Assurance obtained for EIS investors
- We expect up to 20 investors to close this round

HM Revenue & Customs
EIS Approved

Senda
Money transfers

For more information
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