

MARKET PAY

Smart, convenient and fast payment

MARKETPAY OFFICIAL PITCH DECK

Next-Generation PayFi & Merchant Settlement Infrastructure

Funding Round: Pre-Seed

Target Raise: \$500,000

Focus: B2B Payment Gateway & Enterprise Financial Software

Slide 1: The Vision

- * **Headline:** The Future of Frictionless Merchant Settlement.
- * **Content:** MarketPay is an institutional-grade, decentralized Payment Finance (PayFi) infrastructure built on the Solana network. We empower global merchants to accept high-speed digital payments and achieve instant financial clearing without traditional banking intermediaries.

Slide 2: The Core Problem

- * **Headline:** High Costs and Capital Inefficiency in Global Commerce.
- * **Bullet Points:**
 - **Extractive Fees:** Traditional credit networks and centralized payment processors extract up to 3.5% from merchant revenues, severely damaging net profit margins.
 - **Delayed Cash Flow:** Legacy banking infrastructure forces business owners to wait 2 to 5 days (T+2 to T+5) for transaction clearance, freezing vital working capital.
 - **Integration Barriers:** Current digital asset gateways lack enterprise-grade accounting tools, making compliance and ledger reconciliation a nightmare for corporate treasuries.

Slide 3: The Solution

- * **Headline:** A Unified B2B Payment & Software Suite.
- * **Bullet Points:**
 - **Dynamic QR Gateway:** A lightweight, hardware-agnostic solution enabling instant, secure point-of-sale checkouts via any mobile device or browser.
 - **MarketPay Merchant Terminal:** An advanced corporate software dashboard providing live cash-flow analytics, cross-border settlement tracking, automated tax reporting, and ERP integration.
 - **Instant Liquidity Routing:** Seamless, automated conversion of digital incoming assets into stable digital currencies (like USDC) at the millisecond layer, completely eliminating market volatility for merchants.

Slide 4: Market Timing & Traction

- * **Headline:** The Enterprise Pivot to PayFi.

- * **Content:** The intersection of payments and decentralized finance (PayFi) is experiencing unprecedented institutional adoption. By leveraging Solana's high-throughput architecture, MarketPay delivers transaction execution costs that are 99% cheaper than traditional credit cards, aligning perfectly with the enterprise demand for immediate, low-cost financial clearing.

Slide 5: Business Model & Revenue Streams

- * **Headline:** Sustainable Transaction-Based and Software Revenue.

- * **Bullet Points:**

- **Processing Fees:** A nominal, competitive processing fee (0.2%) per transaction, positioned significantly lower than legacy card networks.

- **Enterprise SaaS Subscriptions:** Premium tiers for the Merchant Terminal, offering advanced multi-currency reporting, custom API integrations, and corporate accounting plugins for large-scale retail chains.

Slide 6: The \$500,000 Capital Allocation

- * **Core Tech & Audits (45% | \$225,000):** Finalizing Android/iOS merchant apps, developing SDKs/APIs for e-commerce platforms, and executing elite security audits.

- * **Merchant Acquisition & Marketing (30% | \$150,000):** B2B direct marketing campaigns, enterprise retail onboardings, and volume-driven merchant incentive programs.

- * **Legal & Compliance (15% | \$75,000):** Securing international money transmitter licenses, merchant legal structures, and global regulatory compliance frameworks.

- * **Operations & Infrastructure (10% | \$50,000):** Ultra-fast cloud server maintenance, real-time monitoring tools, and 24/7 dedicated merchant support.

Slide 7: Strategic Growth Milestones

- * **Q3 2026:** Finalize Enterprise Terminal Core Framework & Complete Tier-1 Security Audit.

- * **Q4 2026:** Launch Closed Sandbox Testing with Selected Cross-Border E-Commerce Partners; Close Pre-Seed Funding Round.

* Q1 2027: Public Mainnet Deployment + Global iOS/Android Merchant App Rollout + Strategic B2B Multi-Store Integrations.

Slide 8: The Investment Opportunity

* Headline: Scale the Next Generation of Global Payment Rails.

* Content: MarketPay is seeking \$500,000 in Pre-Seed capital to accelerate software commercialization and expand our merchant footprint. We invite institutional partners and forward-thinking venture capital funds to join us in re-engineering global commerce.

Thanks,

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