



*Enterprise
Spotlight*

PiPiT Global

POWERING INTERNATIONAL
CASH TRANSACTIONS

*Upshot
Metros*

Toronto

A CULTURAL CENTRE

Sen Kugan
Country Director (UK)

iPay Total

INTERNATIONAL PAYMENT GATEWAY





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FROM EDITOR'S DESK

"Online payment will continue to play an ever-growing and significant role in the development of e-commerce as well as the stimulation of consumer demand." - Lucy Peng

Payment and Card solutions have become more of a necessity than a regular service or need in today's world. The world just got bigger for buyers and suppliers, as they can access each other from anywhere around the globe, and when it comes to transactions, it can be done in a matter of seconds. What makes it all possible is the advent of online transactions. So, payment and card solutions enable and empower transactions, increase the reach of people, and businesses. Now, anybody can access any market in the comfort of their homes with complete reliability and safety.

This issue of The Enterprise World, The Highly Recommended Payment And Card Solution Providers in 2020 features some of the top companies that make these transactions safe, reliable, and effortless. These companies provide some of the best services in the industry, constantly innovating, and revolutionizing the industry. They are one of the highly recommended payment and card solution providers in 2020.

On the cover story are the indomitable services of iPay Total. iPay Total is a rapidly growing provider of high-risk payment solutions for various businesses. It offers customizable payment solutions at competitive prices while providing multiple layers of security. The company's tailor-made package includes an arrangement of a merchant account (MID) with one of its international acquiring banking partners, with an award-winning payment gateway service, reporting tools, integrated fraud prevention, and free dedicated lifetime support.

Rent payment was never an easy feat until RentMoola stepped in and changed the way rent is paid. RentMoola was formed in 2013 when online payments were fairly new to the real estate market. RentMoola focuses on tenant empowerment and landlord efficiency and control. No other FinTech platform has solved the intricacies of this environment better than them. As the company matured, the platform offered more flexibility through its 360° payment solutions, thus becoming the leading solution to offer the most flexible ways to pay. Today, RentMoola processes hundreds of millions in annual payments, with growing revenue and user base.

There is a lot more to read inside.

Happy reading! 

Adeeb Malik

Adeeb Malik



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This list is NOT a ranking. The companies on listed in magazine serve different aspects of the market, making ranking them in any order except revenue impossible and unfair. We try to bring a perfect platform for business organization to showcase their valued products/ services.

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Leaders in Spotlight

This issue of The Enterprise World, The Highly Recommended Payment And Card Solution Providers in 2020 features,

Payment and Card solutions are becoming a necessity each passing day owing to the ease of use and purchasing power that they provide to the people. As every transaction can now be completed online, and cards empowering those remaining places where online transactions cannot take place, makes these solutions one of the most needed and demanded solutions of all. These solutions empower, enable, and provide a means of having a hassle-free transaction with safe and reliable transactions around the globe.


Featured here are some of the leading companies that are enabling us to have a safer, faster, and reliable payment and card experience. These companies and their solutions are one of the best, made with decades of experience, foolproof planning, and lots of innovation. They are leading the industry and are highly recommended payment and card solution providers in 2020.

On the cover story are the indomitable services of iPay Total. iPay Total is a rapidly growing provider of high-risk payment solutions for various businesses. It offers customizable payment solutions at competitive prices while providing multiple layers of security. The company's tailor-made package includes an arrangement of a merchant account (MID) with one of its international acquiring banking partners, with an award-winning payment gateway service, reporting tools, integrated fraud prevention, and free dedicated lifetime support.

Grab the insightful story of PiPiT Global and how they empower international transactions. PiPiT Global was started as a solution that addressed growing concerns about internet security, as well as risks commonly associated with using credit

cards online. PiPiT Global is a Financial Inclusion company with a mission to help the unbanked/underbanked to be able to fully participate in the Digital World, as well as to feel secure when making an online payment. They partner with payment platforms to provide their digital cash payment service, such as Cellulant in Kenya and Paykii in Mexico, and migrants from these and other countries can then pay their bills back home.

Learn more about how cloud-based transactions work and change the financial process completely with the story of Prepaid Ventures Ltd. Prepaid Ventures offers innovative solutions to businesses looking to grow. Solutions that can bridge the gap between traditional paper services and electronic payments while maintaining your current business structure. Prepaid Ventures can help merchants who look to give their consumers excellent debit card services and unrivaled customer support. Prepaid Ventures protects merchants by monitoring fraud and risk, and provides consistent and useful consultative services.

Rent payment was never an easy feat until RentMoola stepped in and changed the way rent is paid. RentMoola was formed in 2013 when online payments were fairly new to the real estate market. RentMoola focuses on tenant empowerment and landlord efficiency and control. No other FinTech platform has solved the intricacies of this environment better than them. As the company matured, the platform offered more flexibility through its 360° payment solutions, thus becoming the leading solution to offer the most flexible ways to pay. Today, RentMoola processes hundreds of millions in annual payments, with growing revenue and user base. 



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iPay Total
INTERNATIONAL PAYMENT GATEWAY

SEN KUGAN
Country Director (UK)

◀◀ COVER STORY ▶▶

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We provide a system that delivers a seamless experience and drives growth.

B2B payments are prone to many complexities. And banks have made just incremental improvements in the nature of corporate transactions. This has given digital transformation a tremendous scope here. The FinTech start-ups have made some of the biggest developments like the instant, real-time, cross-border payments. Over the last few years, the FinTech industry has undergone massive changes, and the results can speak for itself.

Businesses can be considered a high-risk merchant if they operate in an industry identified as high risk by the credit card processor, or if there is a significant risk of financial obstacles inherent to the business model.

iPayTotal can assist you in creating your high-risk merchant account and provide you with customized credit card processing solutions. We can guide you through the banking underwriting process.

The Company

iPay Total is a rapidly growing provider of high-risk payment solutions for various businesses. It offers customizable payment solutions at competitive prices while providing multiple layers of security. The company's tailor-made package includes an arrangement of a merchant account (MID) with one of its international acquiring banking partners, with an award-winning payment gateway service, reporting tools, integrated fraud-prevention, and free dedicated lifetime support.

The organization brings transparency and standards to the

high-risk payment processing industry, providing businesses with the most competitive deals in high-risk merchant accounts suited to their needs. The company offers these solutions in integrated packages that will perfectly adjust to the client's company card payment requirements.

iPayTotal is a global payments company, they can assist merchants in creating high-risk merchant account and provide them with customized online fraud-free credit card processing solutions. We believe that merchants deserve better. They take time to understand any businesses operational challenges and present cost-effective solutions to improve inefficiencies, and in turn, increase profitability.

"We provide a system that delivers a seamless experience and drives growth."

As the world's digital demands continue to rise, iPay Total is proud to have their in-house developed white label gateway solution with one of the best payment technology today. And as the company grows in parallel to such demands, they also want to acknowledge their great relationships with international banking institutions around the world to provide IBAN and SWIFT banking solutions.

A Journey towards Success

Success, like every growth, needs nurturing. In the business industry, thousands of ideas are generated, and millions are rejected. However, iPayTotal Ltd was not such one idea. iPayTotal Ltd was an idea started by three people three years ago, and their aims were clear: they



were going to make it work. They planted this small seed, but they didn't hope for it to just grow on its own; they nurtured the growth of the company to put it up on its feet where it is today. Through intricately handled meetings, teams and designs, they went up against every obstacle, only to come out stronger and bigger.

There were hindrances and hardships, but there was more hard work and ambition. Every



entangled situation was thought over to provide the best service that iPay has till date. And with this, iPay Total is proud to say that it is now an international company, with offices in countries like United States, Canada, Philippines, Singapore, United Kingdom, Hong Kong, India and South Africa, providing services from Payment Acquiring to IBAN Accounts to Prepaid Cards, with partnerships and alliances with the top-level banks and financial organizations

all around the globe.

The company has faced many different challenges over the years. They have struggled initially understanding various fraudulent activities and then worked on to provide high safety systems. Now their international payment gateway provides powerful built-in fraud prevention filters and monitoring tools based on client behavior, ensuring any suspicious activity is blocked.

"We believe that every idea needs encouragement, and with our services, we want to make your growth conducive, because greatness starts from small beginnings."

The Products and Services

iPay Total focuses mainly on high-risk merchant accounts. The company partners directly with banks specializing in numerous

get legitimate approvals and processing solutions. Their online payment gateway is an independent platform for providing safe and secure payment processing for PSP /ISO and merchants. Their PCI DSS Level 1 Certified cloud payment platform allows consumers to pay merchants securely for goods and services online, mobile, and over the telephone.

Below is a short overview of services iPay Total provides in a most satisfied customer experience.

- iPay Total provides end-to-end merchant account payment solutions for businesses and consumers around the globe.
 - iPay Total can set up with International bank accounts - SWIFT or IBAN, to keep the money flowing even if companies were not able to contact high street banks.
 - The company can register and set up offshore /European companies with banking solutions.
 - They can provide a Crypto backed Bank Account and debit card.
 - Financial Licensing and other legal projects.
 - iPay Total also offers outsourced payment consulting services to high-risk clients with complicated setups or special requests.
- From the very first moment of contact with iPay Total, the team will work to have a complete understanding of merchants business by listening to them in a compassionate and competent manner.

"We leverage our advanced knowledge of payments to set merchants up in a matter of hours with a low, transparent rate plan,

which will save them most of the money."

To take the company forward needs considerable planning and organization to step up in terms of products/services.

At iPay Total, they consult members of the team about development plans and also seek the views of merchants and other business associates. Their aim is to always provide their merchants first class High Risk Merchant Account services at the most competitive fees. Be it for IBAN accounts opening, obtaining offshore accounts and financial licensing...

"At iPayTotal Ltd, we combine our technical skills with our simple, straightforward approach."

They escalate solutions and possibilities to help clients scale deliberately, increase profitability and achieve long-term viability. Their commitment is a promise to themselves to live the values that their employees created; Pioneering, Courageous, Open and Focused. Their four values are the heart of everything they do and inspires how they work together as a distinguished team.

With this overview, iPayTotal has recently launched their new product MOBAM.

MOBAM is a highly scalable and PCI-certified payment orchestration platform for White Label Clients and Enterprise Merchants. The modern, easily extendable architecture provides intelligent routing and cascading as well as state-of-the-art risk management functions as well as centralized

reconciliation and settlements along with plugin-based integration of Acquirers and Payment Service Providers. Our white label payment gateway is being used by many clients globally.

FEATURES

- Auto Merchant Onboarding Auto Assignments to the Boarding network
- AI-based document and identity verification
- API integration with more than 100 banks and PSPs.
- Custom API development Reporting based on multiple parameters.
- Referral Agent and BANK integration and Management Chargeback and Refund
- Management Financial Report generation

FUTURE DEVELOPMENTS

MOBAM™'s future is to build the most demanded business features such as:

- Virtual Card Instant Generation
- IBAN generation
- Swift Account Transfer
- Crypto Payments
- Crypto to Fiat Currency

If you're looking for a merchant onboarding system and payment gateway that operates under your own brand, MOBAM is just what you need. MOBAM™ offers fully brandable, easily integrated white label solutions, including payment processing, Software as a Service (SaaS), and standalone packages with the highest level of technology and security in the payment card industry.

Sen Kugan- Leading the Way

Sen Kugan is the Country Director



AT IPAYTOTAL LTD, WE COMBINE OUR TECHNICAL SKILLS WITH OUR SIMPLE, STRAIGHTFORWARD APPROACH.



(UK) at iPay Total. He is the recipient of the Global Client Excellence Award 2019. His key successes include-

- Developed and implemented a key client relationship and sales process for UK & Wales.
- Developed successful tender and project managed several high-profile jobs ranging from matters of great public significance to highly televised global affairs (first in UK history of company).
- Gained genuine rapport and loyal custom from top firms such as;

Addleshaw Goddard.

- Conducted in-depth presentations and training on bespoke case management systems to judiciary and law firms (a UK first).
- Rapid success and promotions within the organization.
- Held the record for most client contracts sold/signed (1 day=Over 30, 1 month=over 500).
- Employee of the month on several occasions.
- Developed and maintained long standing relationships with internal and external stakeholders for continued custom.

"I believe that there is always room for an entrepreneur to learn more and there is always opportunities to innovation and constant improvement of a business."

The Team

"We make our employees feel valued and appreciated."

At iPay Total, the company ensures that they are providing employees with necessary tools to conduct their duties and on-going support, ensuring each employee is



appreciated and conducted regular staff engagement activities. In order to look after the employees and to maintain a healthy relationship with them, the seniors of the team make sure that they are always approachable if they need anything, thus resulting in their trust and loyalty. Ensuring employees well-being and mental health is paramount ensuring equality of work load and opportunities for progression.

iPay Total prides itself on having a diverse team where everyone is unique and have excellent communication with their colleagues and they focus on goals and results which makes their team unique.

We all live in an extremely competitive world, and the one who survives it comes out as the best. But sometimes, it also takes a toll on us, a little failure or a small set-

back makes us question our abilities. Sen Kugan's message to all surviving the competition would be-


It's about self-management and taking full responsibility of myself. You can and you must pro-actively organize and live your life. No one else can do it for you.

Managing Your Life is Much More than Career Management: Work (career, wealth) is just one aspect of life. There are other crucial areas which need to get adequate and regular attention in order to lead a fulfilled life: social area (family, friends, recognition), health area (sports, relaxation, diet, well-being and fitness), and spiritual area (fulfillment, religion, love, philosophy).

Write Down Your Personal Vision and Mission of Life: Ask yourself what's really important for you,

what you would like to achieve, what you are really good at, what your values are, and what you want to look back on at the end of your life?

Determine and write down what you'd like to achieve in each of your life areas. This allows you to anchor your personal life vision in your ongoing schedule. At the same time it will add meaningful content to your life.

There always will be external tasks and deadlines which you will need to comply with. It's a fact of life. Still, in order to master your life, you will also need to set your own priorities in order to concentrate on your important professional and private goals. You need to control your day in order to control your life. 



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RentMoola

Rent Revolutionized

**WE MAKE COLLECTING RENT AND
PROPERTY-RELATED FEES SIMPLE AND EFFICIENT. ”**

RentMoola is an innovative global cloud platform that is disrupting the real estate industry by empowering customers to take control of their finances through a simple, integrated, and secure solution that is powered by a world-class Partner ecosystem.

Led by **CEO Karthik Manimozhi**, **RentMoola** is North America's leading online rent payment platform.

Mr. Karthik started as CEO of RentMoola last November 2019. One in three households are renting in North America. With over 50 million renters paying over \$500B in rents and utilities in North America, there is a need for more sophisticated FinTech liquidity solutions and expanded Financial literacy for all demographics. The problems of urban living , affordable Rents, Income inequality will only be worsened by covid-19 Economy.

“I firmly believed that the space is ripe for disruption. Complex problems require bold solutions that can only be stitched together by an Ecosystem of diverse world-class partners.”

The Inception

“We make collecting rent and property-related fees simple and efficient.”

RentMoola was formed in 2013, when online payments were fairly new to the real estate market. This meant that as one of the innovators in the space, the company had to take on the challenge of changing user behavior to adapt the new technology.

As the market embraced this new flexibility of rental payments, competition soon followed. The market was split with the top ERP players having a majority market share in the high end, large

enterprise market while millions of consumers were underserved in the fragmented, high volume, mid-market and small enterprise markets.

With big players coming in, competition increased in the market, which gave the opportunity for RentMoola to differentiate through their world-class industry partnerships. RentMoola focuses on tenant empowerment and landlord efficiency and control. No other FinTech platform has solved the intricacies of this environment better than them.

As the company matured, the platform offered more flexibility through its 360° payment solutions, thus becoming the leading solution to offer the most flexible ways to pay.

Today, RentMoola processes hundreds of millions in annual payments, with a growing revenue

and user base.

Chief Executive Officer Karthik Manimozhi saw the potential of the platform to help create a diverse and inclusive community comprising the landlords and tenants.

“There is a big opportunity for growth in advancing an already successful and stable platform and scaling its capabilities to take on a bigger challenge.”

RentMoola delivers solutions across these three waves. Having their 360° payment solutions in place, RentMoola became a necessity for many property managers and their tenants to quickly adapt to contact-free payments.

To answer the need for non-predatory credit line solutions, RentMoola rolled out innovative new solutions on the platform. This gives tenants the ability to access a line of credit, and for property managers to access working capital for businesses. An industry first, these solutions allow for maximum flexibility with as many choices as possible to provide liquidity to its users.

The company has seen a large influx of users since the beginning of the COVID-19 outbreak. RentMoola's user base has been increasing by 45% percent and has over 227% percent growths in net revenue compared to the same period from last year.

The Products and Services

“Our mission and purpose is to provide tenants with flexibility, more financial control, and



Karthik Manimozhi
CEO

improved financial literacy.”

Tenants Take Control of Their Finances

For renters, we provide the most comprehensive and convenient payment options with our wide network of partners. Tenants can enjoy 360° payments online, phone, in person, or in store. We are partnered with all major credit cards, international payments, banks, stores, and more. Now, tenants can also use their digital wallets.

We plan to differentiate the platform by providing more services like access to consumer credit or line of credit, property search, tenant screening, security deposit alternatives, renters insurance, credit reporting to boost their credit score, and more.

Risk Management for Landlords

RentMoola helps landlords create recession-proof businesses by empowering them to mitigate risk, raise working capital, improve their cash flow, and increase the overall

value of their holdings.

With RentMoola, landlords are able to manage processes such as marketing their properties, tenant screening to ensure they target the right renters, credit reporting, improving their cash flow, eliminating risks with rental insurance, eliminating missed payments, and generating working capital as needed.

Every solution on their roadmap is aimed at solving the issues that most severely impact people's lives, and more importantly, helping the most vulnerable in our societies around the world. This is what drives the team at RentMoola.

“Our tools help the real estate industry adapt to consumer demands and help manage the costs of housing with efficient and user-friendly technology.”

Property managers can manage the entire renter's lifecycle in one platform. RentMoola's platform helps them mitigate risks, identify their ideal tenant, and provide a wide range of financial solutions to their tenants.

For tenants they offer flexibility and the goal is to provide solutions that will help them take control of their finances better. This means helping to improve financial literacy across multiple demographics.

RentMoola's roadmap ensures landlords will be able to mitigate risk and increase efficiencies and provide tenants a better experience. They plan to provide the following:

- The ability for property managers

to market their properties through apartment listing

- Application management
- Tenant screening to ensure property managers target the right renters. This means offering comprehensive background and security checks which go beyond understanding potential tenants' financial history so landlords can evaluate tenants based on a range of risk factors
- Credit reporting where renters can report their rental payments to the credit bureaus. This enables tenants to boost their scores, setting themselves up for a better financial future
- Rental insurance and security deposit alternatives also benefit landlords and tenants alike by ensuring they are protected
- 360° payment solutions to include more options like paying with digital wallets.
- Smart communications for simpler communications between tenants and their landlords
- Customer credit line for tenants and access to working capital for property managers

“We are constantly innovating and focus on providing our customers the best experience with simple and comprehensive solutions that are valuable to them.”

The Team

“Our team is the backbone of RentMoola and critical to our success as a company.”

Diversity is Not a Policy - It's in Their DNA

When your company has a multicultural team of 34 people

who speak 32 different languages, you're doing something right.


“Diversity encompasses every ounce of our FinTech company” - from empowering international university interns, to having nearly 40% women team members throughout our executive team, board membership, managers, and associates.

For the team at *RentMoola*, their diversity and inclusion practices are not formalized in any kind of policy - and they believe that it shouldn't be. They recognize there is a need for widespread change, and for many companies, policies need to be set in place to make that happen.

“Our success comes down to one simple thing - it comes naturally. It is, in fact, part of our company's DNA.”

Diversity Pays Off

RentMoola's employees are located all over the Lower Mainland of BC, Canada as well as across the United States geographically, thus bringing in an excellent perspective from across North America. With this background, they can understand client's needs and provide valuable solutions to their customers.

“Having a diverse workforce means having the capability to respond to the needs of diverse markets.” 

TRANSFORMS

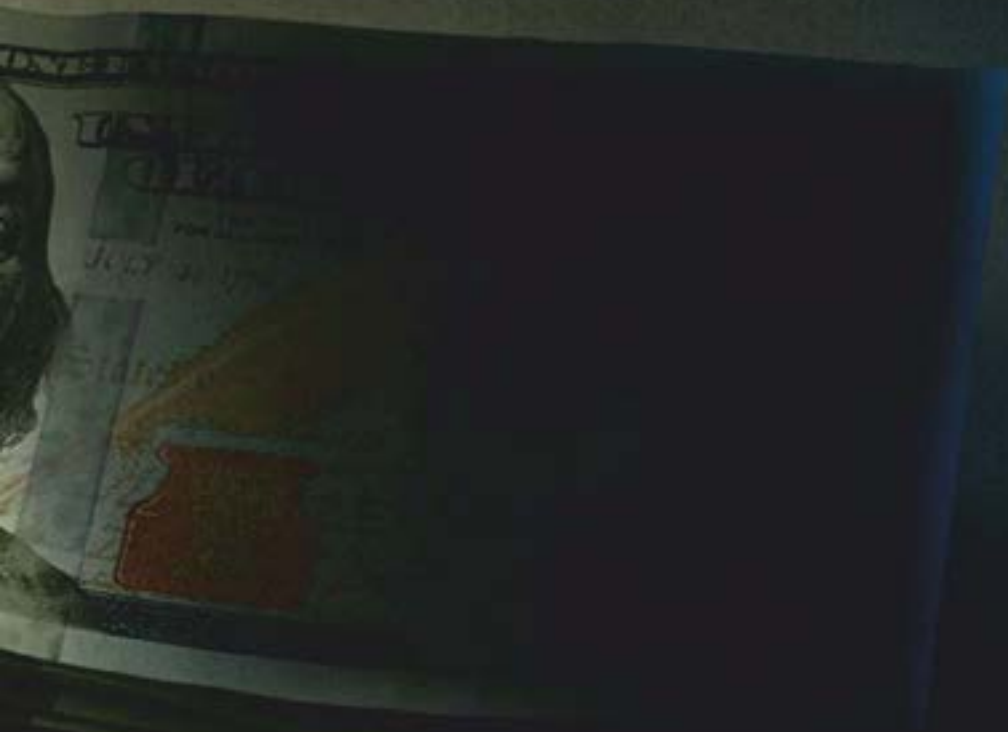
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HOW IS MY BUSINESS CREDIT SCORE CALCULATED?

As simple as it can be, a credit score tells lenders whether a borrower is a good candidate or not. And to your surprise, a credit score is not only for individual consumers but for businesses too. Although there are no federal regulations that govern business credit score reports, it is still widely used for credit purposes.

In many ways, a credit score is the same for businesses and consumers. For both, the higher the score, the better. However, the scoring models vary for both and also depend upon the referring agency.

For instance, consumer credit score ranges between 300 to 850, where 850 is the best. On the other hand, for businesses, some models consider a score between 1 to 100. In contrast, others may consider it between 101 to 662, or some may also consider between 0 to 300. The credit scores for businesses are calculated a little differently. Keep reading to know more about how your business credit score is calculated.

Payment History

The first and the foremost thing that most credit score agencies consider when calculating your business credit score is your company's payment history. It means they would consider how much you pay in dues and bills. And also, when you pay them.

For example, suppose your monthly utility bills range between \$1,000 to \$1,200. You make payments as soon as your invoice is generated. In that case, your credit score will likely be better. There could be other similar bills that may come into play when calculating your business credit score.

Credit Utilization

The second thing that most credit score agencies consider is "credit utilization". In simple terms, it is the ratio of the amount of credit that you use against the credit you have available for your business.

Ideally, financial experts suggest keeping the credit utilization ratio as low as possible. Against your credit utilization, you can see options here and find a sound credit card for your business. The lower your credit utilization, the better deals you can get on your business credit card.

It is worth mentioning here that keeping your credit utilization to zero is also not recommended. Contrary to common belief, low credit utilization can damage your business credit score.


Business Size

Another critical factor that most agencies and lenders consider when calculating your business credit score is the size of your company. The business size not only refers to the number of working heads but also refers to financial behavior. In other words, the more money your business deals with regularly, the better are the chances to score higher.

Credit Mix

Last but not least is the mix of credits that your business uses. The credit score agencies usually refer to the types of loans, mortgages, or any other credit that your company uses. Besides, the amount of debts are also included in the credit mix.

As the leading market experts explain, a diversified credit mix is more likely to give a boost to your business credit score. And therefore, improve your chances of securing a loan.

As already mentioned, a business credit score is similar to consumer scores in many ways. But at the same time, it is also different in some ways. For a better understanding of your business credit score, we recommend you talk with your banking institute. 

CREDIT SCORE CALCULATED?





PiPiT Global

Powering International Cash Transactions

AT PIPIT WE ARE CONSTANTLY LOOKING AT NEW MARKETS AND WHERE PEOPLE ARE MOVING FROM AND TO.

”

Many consumers face complex problems when it comes to payments. And resultantly so, many FinTech start-ups are gaining popularity for their sheer simplicity in solving these complex issues with innovative products.

Led by **CEO Ollie Walsh**, **PiPiT Global** is a start-up tech firm in the FinTech/Payments space. PiPiT has launched a Digital Cash Collection platform for International Cash Transactions. This is the first platform of its kind in the world.

The Inception

PiPiT was formed about six years ago, as a solution that addressed growing concerns about internet security, as well as risks commonly associated with using credit cards online.

The first module they built was an e-commerce module for online shopping. The customer selects (1) a product and (2) PiPiT as the payment option; they receive a barcode to their phone, and they then go into one of PiPiT's partners and pay it. Then once the barcode has been scanned, they send a message to the website to say that the goods have been paid for.

One of the earliest challenges was convincing ecommerce merchants that their customers were interested in, and would use, a cash payment option at their online checkout. The team carried out extensive market research into ecommerce payment behaviour and trends to provide real independent data that a market existed for PiPiT's technology. They also conducted customer research to identify the customer segments that were most likely to

choose a cash payment option. In some cases, even with this hard evidence of the market potential, many merchants were reluctant to introduce anything extra to the online shopping process, given the Abandon Cart issues that impact their sales figures.

Related to that, investors commonly stated the belief that cash will soon be dead. Before they could sell them on PiPiT itself, they had to convince them that cash was in itself a viable payment method. Of course, this was down to the average investor not being a potential client for PiPiT so not immediately understanding the value proposition.

PiPiT now has offices in Galway, UK, Ghana, Mumbai, Vancouver and Lagos; however, in the early days as a B2B business, funding

was a real challenge. Having secured €1.2m in funding from private investors, US Venture Fund called West Loop Ventures and Enterprise Ireland since then.

“At PiPiT we are constantly looking at new markets and where people are moving from and to.”

The Products and Services

PiPiT Global is a Financial Inclusion company with a mission to help the unbanked / under banked to be able to fully participate in the Digital World, as well as to feel secure when making an online payment. They partner with payment platforms to provide their digital cash payment service, such as Cellulant in Kenya and Paykii in Mexico, and migrants from these and other countries can then pay their bills back home.

As well as international bill pay, PiPiT also offers PiPiTbanking - a cross border bank lodgement service - so many migrant workers have a bank account at home, but none where they currently live, with the help of PiPiT, they can lodge cash to that account through the local collection partner.

For example, PiPiT is currently working with Sterling Bank Nigeria to enable Nigerian diaspora lodge cash to their bank account at home. There is also an option to load cash to eWallets. Again, instead of sending cash home, migrants can load it to an eWallet and then pay bills online.

PiPiTPay-In-Person is their ecommerce module which allows consumers to pay for online orders with cash. This can be in-country for people with no access to a



Ollie Walsh
CEO

payment card or who have security concerns about online fraud, but also can be used for cross border purchases.

Currently, the team is working on other new use cases of the platform, soon to be launched and beneficial for many!

The PiPiT Global Family

A factor that matters in the growth of the company is the client relationships. At PiPiT, the team

believes in the quality of relationships with clients. Building relationships with people as individuals builds on the strength of the partnership of the companies. This is especially true with smaller businesses. Up until the lockdown/travel restrictions the team made as much effort as possible to travel and meet people in person; this shows the dedication of the team to understand their customers' needs and not to forget, real experiences, where the team can address the pain points and



PiPiT Founders

work on making it better!

As for the PiPiT team, there are six members on the team at the moment and most of them know each other quite a long time. For a Start Up team they are relatively 'mature' too, with all of them being north of 45.

"Everyone being committed to the company Purpose has created a really strong culture which keeps the team functioning through the usual ups and downs of start up life."



The PiPiT Social Mission

PiPiT is a company with a mission – a social mission.


"We are not here just for the benefit of our shareholders and stakeholders, but for society. We believe in this so strongly; we have written it into our Articles of Association"

As it stands, pretty much all the ways to make a payment online requires a bank account and/or credit/debit card. Not being able to do this due to access to payment facilities or not wanting to because of security or privacy fears excludes that person from fully participating in the online community, which is where much of today's lives are lived.

Today businesses are pushing customers towards online by offering them reduced prices. It's cheaper to do the grocery shopping, buy a train or bus ticket, buy clothes, etc. online than instore.

In the UK, the Financial Inclusion Commission (2019) found that the cost of being low income in the UK was £500 a year. This is the price of not being able to physically or virtually shop around. People can't shop around or at all online if they can't make the payment.

PiPiT is here to change that.

PiPiT is accessible to everyone. No account of any sort is required, not even a PiPiT account. We don't have any of your personal details, so PiPiT is secure. 



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4 PAYMENT



METHODS

Small Businesses Must Support



Small business owners can boost sales by offering different payment methods to their customers. However, when it comes to selecting different payment methods, small businesses should consider transaction sizes, their accounting system, and who's responsible for handling the payments.

Let's look at four payment methods that small businesses must support.

1) Check payments

Checks are paper documents that authorize the issuing bank to transfer money from your customer's bank account to your business bank account. A check documents the payment date and amount and the payer's bank account number and signature that authorizes the payment to the recipient.

The use of paper checks peaked in the 20th century. However, they're not as popular due to the global adoption of electronic payment systems. However, checks are still common for small business owners that own rental properties or small utility companies.

As a business, you just need to have a business account to accept check payments.

What's more, many senior citizens are not comfortable with digital payment methods. As a small business, it's important for you to support the aging demographic and accept checks from them.

What's more, void checks are also helpful as they have information to verify your account and details of which bank holds your account. Some uses of void checks are to set up auto-pay or direct deposits with employers, automate your loan payments, and set up automatic electronic bill payments.

You can get a voided check by visiting your local bank or requesting one online using check printing software

2) Card payments

77% of US consumers prefer to make their payments with a card, according to the 2017 TSYS US consumer payment study. Plastic has become the primary way of payment by US consumers, whether they use a credit or a debit card.

Payment with the help of cards is convenient and can lead to a smoother checkout process. As a result, most US customers have come to expect that businesses will accept at least one kind of card payment.

Card payments will benefit you if you're a small business owner as well, as they'll increase your customer base and will legitimize your company as well.

What's more, card payments get deposited into your bank account promptly, which may help in better cash flow management for your business. However, one caveat of this payment method is that small businesses may incur an additional cost in terms of transaction fees.

When it comes to transaction fees for debit cards, the Durbin Amendment sets the transaction fee for debit cards at 0.05% of the purchase amount, plus an additional 22 cents. On the other hand, transaction fees for credit card payments do not have any such cap and can significantly impact your bottom line if you do not pass the expense to your customers.

Payment Methods Sub

3) Payments by Cash

When it comes to cash payments, consumers pay with bills and coins. Typically, small business owners manage cash payments Method with the help of a point-of-sale system. Until recently, cash was the primary form of payment for most businesses.



However, other payment methods have risen in popularity.

The main benefit of cash payments is that businesses will receive the money immediately instead of waiting for transactions to clear.

Payments by cash also reduce overhead costs since there are no extra fees for receiving cash from customers. If you're a small business with slim profit margins, you should consider whether credit card fees will be expensive for you.

However, cash-only businesses run a high risk of mismanagement of money or even theft. You may also lose customers who prefer to pay only using cards or other payment methods.


4) Online payments

Online payments are transferred electronically. They use payment gateways to authorize and facilitate several payments, including credit cards, direct debit payments, and eChecks.

Online payments are the primary payment methods for a business that operates online. However, even brick-and-mortar businesses can offer online payments with the help of digital wallets or mobile apps that store debit and credit card information.

Online payments offer a faster and cheaper way for small businesses to get payment, and they offer consumers a lot of convenience at the time of check-out.

What's more, credit card or cash sales may require you to calculate the total cost of a product, including applicable taxes. However, usually online payment methods do this calculation automatically, saving time and reducing the chances of human error.

While you may have to pay fees to accept online payment, such fees are usually more affordable than the fees that are charged in the case of credit card payments. 

Prepaid Ventures Ltd

The Cloud Based Payment Processor

**FROM FULL-SERVICE PROGRAM MANAGEMENT
TO CONSULTATIVE SERVICES, WE STRIVE TO DELIVER
EXCELLENCE AND UNRIVALED CUSTOMER EXPERIENCE.**

”

The word has quickly escalated from a traditional forefront to a digital one.

The revolution started after companies started deploying cloud solutions and then the other industries had to comply. So far, digital revolution in the financial sector is the most prominent one. This led to the emergence of several FinTech platforms providing the customers with cutting-edge services. Some of which, with their services made FinTech, a new change approachable to the confused audience.

One of such companies that have made adapting to this change as easy is Prepaid Ventures Ltd.

Led by **CEO Andrew Siden**, **Prepaid Ventures, LTD.** is one of the leading processors of prepaid

debit card solutions in the United States.

Prepaid Ventures was started in the year 2007 with an aim to provide the customers of the alternative financial sector, a financial solution that was inclusive and one that made e-commerce accessible universally. Today, Prepaid Ventures offers a suite of electronic payment options across multiple payment products and distribution channels.

Prepaid Ventures offers innovative solutions to businesses looking to grow. Solutions that can bridge the gap between traditional paper services and electronic payments while maintaining your current business structure. Prepaid Ventures can help merchants who look to give their consumers excellent debit card services and

unrivaled customer support. Prepaid Ventures protects merchants by monitoring fraud and risk, and provides consistent and useful consultative services.

The company promises seamless service offerings coupled with their introspective approach to strengthen their product range. When summed up, this results in happy satisfied customers! To achieve this, they focus on these three important things,

Security

Protect funds with our advanced monitoring system and exceptional in-house call center.

Technology

Their robust technologies give you fully customizable service portals.

Including their award winning ROVR interface.

Administration

From card fulfillment to user management and compliance, the team is there from beginning to end.

The Products and Services

Customers are generally keener on the security of their payments, especially with a card to make sure they aren't falling prey to the threats. Prepaid Ventures perceives this interest, and in this way, it actualizes any administrative changes quickly, screens its frameworks, and depends on stringent risk management approaches to deal with guarantee buyer assurance. The organization utilizes security apparatuses on an item, program, and portfolio level. Here are some of the ways Prepaid Ventures employs its solutions-

- **Account Shield:** Customers have full control over their account security by blocking transactions. They can instantly protect their card by turning on Account Shield. This option temporarily enables or disables account transactions. Cardholders can do this by using the mobile app or website.

- **Biometrics:** The company secures customers' data with 256-bit encryption, a high level of data security. Using biometrics like Touch ID and Face ID protects the information with automatic sign-out if a customer leaves the app open. It also uses two-factor authentication for an extra layer of protection when a customer creates



Andrew Siden
CEO

their account or performs certain actions.

- **EMV chip technology:** This technology is used to support safe and secure payments. It offers enhanced fraud protection, smart security, and is the global standard to safeguard customers' data and transactions.

- **Real-Time Alerts:** Any time a customer uses their card, it sends instant transaction reminders to that customer. As a result, the customer



will know their balance in the account. Additionally, its card programs support a robust alert/notification system.

- **Visa's Zero Liability Policy:** Visa's Zero Liability Policy covers card programs to ensure that cardholders are not liable for unauthorized charges. This is a

guarantee from Visa that customers will not be held responsible for unauthorized charges resulting from their account or account details. They are protected even when their Visa credit or debit card is lost, stolen or fraudulently used, online or offline.

- **FDIC Insured:** PPV's top priority is to protect its customers — that starts with keeping their information and money secure and safe. Therefore, card programs are FDIC insured. Funds are insured up to \$250,000 through its issuing bank, Metropolitan Commercial Bank, Member FDIC.

- **Enhanced Fraud Engine:** Using industry best practices, cardholder experience, past transactional history and knowledge of the retailer environment, PPV makes it possible to prevent what may seem like an assault by fraudsters who also threaten prepaid cards and prepaid industries

NexsCard- Rethink the Way you Manage Money

NexsCard is powered by Prepaid Ventures, a leading provider of financial program processing located in New York. NexsCard is backed by powerful and secure technology to help protect you.

NexsCard was designed to provide banking services to those who need it most. Providing our customers with end-to-end banking services for a fraction of the cost of big banks is the cornerstone of the NexsCard program.

With hundreds of thousands of retail and reload locations,

NexsCard is always close by. Enjoy one-on-one support and instant card replacement at your local NexsCard retailer.

NexsCard offers a mobile app, exceptional in-house, US-based customer support and early access to your government benefits.


Andrew Siden- The Torchbearer of Next Generation Payments Services

Andrew Siden is Chief Executive Officer and Founder of Prepaid Ventures, a next generation cloud based payments processor as well as parent of several Prepaid card brands including NexsCard. Mr. Siden brings 25 years of financial Services and electronic payment processing experience to the company. Before starting Prepaid Ventures, Mr. Siden began his career at Smith Barney in 1991, where he worked as a Guided Portfolio Manager and ultimately became an Equity Trader with Knight Capital Group. In 2003 Mr. Siden left Wall St. to peruse the fast changing Alternative Financial Services (AFS) industry where he joined a leading New York based Check Cashing company. Once there, Mr. Siden implemented new corporate strategies, leveraged technology, and updated compliance & operational procedures. All the while gaining a broad understanding of the AFS landscape and ultimately launching Prepaid Ventures and developing its initial product, the NexsCard Prepaid Visa Card. Now distributed across the country, NexsCard propelled Prepaid Ventures into the payments technologies space where Mr. Siden's investments in financial

technology, program management, and electronic payment processing, has accelerated the growth of Prepaid Ventures. The company now offers a suite of electronic payment options across multiple payments products and distribution channels. In 2016 Prepaid Ventures also entered the Merchant Processing space, to add to its full suite of Processing, Payments, and Program Management services. Mr. Siden serves on the board of the Network Branded Prepaid Card Association (NPBCA) the national trade group serving the prepaid card industry.

The Team

A good team that aligns with your and the company's goals and targets forms the core for the success of any organization. Andrew feels he is fortunate enough to have some of his trusted friends as the board members of Prepaid Ventures. With their timely guidance and advice, Andrew has been able to stay competitive.

Drive, willingness to learn and intellect are those characteristics that make a successful member, and the leaders take into account all this when forming the team. 

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