

PayLive Executive Summary

The Business

PayLive is a smartphone alternative to using physical credit cards for in-person purchases. It is a secure, safe, and easy way to make retail payments. PayLive is smartphone agnostic. All buyers *using any modern smartphone in the market today* can make cardless credit card purchases with PayLive. It runs *free* of any proprietary chip of a smartphone vendor.

Creative Team

Richard Fink is the founder, visionary, and inventor of the PayLive Payment System, and the PayLive Invention. He designed the product's functional processes, created the product, and envisioned how the it fits and will be implemented operationally in the retail marketplace. His background is decades in the technical area of system design, software development, project management, and senior level management.

Competitors

Apple Pay and Google Pay are competing payment systems based on proprietary hardware NFC chip designs. They have proprietary payment solutions, which fragment the current payment scenario. PayLive is the only product in the market place that provides smartphone payment processing to ALL modern smartphones in use today.

PayLive's Solution

PayLive sees itself positioned as a fallback technology between the two big NFC payment systems, Google Pay and Apple Pay. PayLive comes into play when the buyer has the "wrong" phone when making a payment and Google/Apple falls back to the PayLive technology, completing the payment. The revenue is twofold, additional bank interchange fees and revenue from of large comprehensive data analytics of additional personal profiles.

Product Status

PayLive is completed, tested, and ready to meet delivery into any of the above exit strategy models.

Exit Strategy Models

1) PayLive is purchased and integrated as a *fallback* technology to Google or Apple's proprietary NFC technologies. This integration can increase the company's revenue by 70/80%, as PayLive's payment contribution adds revenue that had been unattainable from competitor's phones. The revenue increase is realized via the associated bank interchange fees.

Revenue estimate: An increase in fees of over 300 million dollars within 2 years, 500 million in 4 years.

2) Purchase by a company not currently in the payment industry but who is already heavily invested in gathering comprehensive consumer analytics on a large population. PayLive creates the opportunity to collect enormous amounts of personal buyer data regarding specific buying habits: gender, age, frequency, volume, dollar amount, geo info, repetition, store type, and much more. Companies collecting massive analytics are, Facebook, Amazon, and Google. This model produces the most revenue because personal data is worth immensely more than retail merchant fees.

Revenue estimate: Over one billion dollars within 5 years.

3) Purchase by a company, not currently in the in-person retail payment spectrum, who wants to get into the digital payment industry. Such companies could be PayPal, Square, or Stripe. PayLive could operate as an independent digital payment system, implementing a small monthly charge to the merchant of \$30/month per POS station (\$1/day). This is a substantial revenue increase over current micro percentages received from bank interstate fees.

Revenue estimate: up to one billion dollars in 5 years.

4) Purchase by a non-U.S. company for implementation as a vital digital payment product in their own foreign retail markets, in Africa, Middle East, Asia, or Europe. Revenue estimates are not known.

An investor PayLive Product Summary and Product Overview are available on request.

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Headquarters: 1160 Mission St, #2108, San Francisco CA 94103

Phone: 415.302.7317 - Email: ric@paylive.co - Web: www.paylive.co 10.4