



Paycase



Paycase

P2P FX | HQ: Toronto, ON, CAN | Founded: 2014 | Industry: Financial Services | Specialities: Online Money Transfers, Remittances

Paycase is a mobile-first universal remittance platform aimed at challenging and changing the traditional money transfer model. Paycase allows customers to send money globally for a fraction of the current industry average.

Currently offer payout options via bank deposit, cash pickup, and door-to-door delivery, with more payout options coming soon.

While currently focused on sending money between Canada and the Philippines, Paycase continues to cultivate relationships with additional sending and receiving countries. Paycase aims to expand and refine their product rapidly and grow globally.

Website URL: <https://www.paycase.com/>

Homepage



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Send money securely and instantly to family and friends around the world

*We're currently in a private, invite only beta. If you would like to be notified when we are open to the public tap the button below:

I'm interested



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Leadership

Joseph Weinberg | Co-Founder & CEO at Paycase

LinkedIn: <https://www.linkedin.com/in/joseph-weinberg-b6237536/>

Education: Bachelor of Arts, Business/Corporate Communications and Technology,

Past:

FinTech Advisor, Ontario Securities Commission (2017 - Present)

Director of Coinsetter, a New York City based bitcoin exchange with an institutional feature set serving professional traders and bitcoin businesses.(2015)

West Coast, Business Development at Pivotal Software Inc.,. (2013 - 2014)

Keane Tan | Co-Founder & COO at Paycase

LinkedIn: <https://www.linkedin.com/in/keanealdrichan/>

Education:

Honors Business Administration, Ivey Business School

Past:

Sales Analytics, Pivotal Software (2013 - 2015)

Business Development, Xtreme Labs (2012 - 2013)

VP Business Development, Nspire Innovation Network (2012 - 2013)

President, UNITY (2010 - 2012)

Michael Young | CTO at Paycase

LinkedIn: <https://www.linkedin.com/in/michaelwyoung/>

Education:

M.B.A., International Business, Queen's University

BA, English, Theater Management, University of Toronto

Past:

FinTech Industry Advisor, MaRS Discovery District (2015 - Present)

Mentor, Founders Institute (2015 - Present)

CTO, Architelos (2011 - 2015)

VP Product Development, Afilias (2001 - 2011)

Zach Justein | Head of Business and Legal Affairs at Paycase

LinkedIn: <https://www.linkedin.com/in/zachjustein/>

Education:

Honors Business Administration, Ivey Business School

Juris Doctor, Western University

Past:

Associate, Corporate Law, Bennett Jones LLP(2013 - 2016)

Articling Student, Bennett Jones LLP (2012 - 2013)

Student-at-Law, Ontario Securities Commission (2013)

BUSINESS MODEL HIGHLIGHTS

Value Proposition:

Paycase provides a platform enabling international transfer of funds quickly, cheaply, and conveniently. Its consumer facing product allows Canadian users to send money abroad. Paycase' blockchain powered platform eliminates many traditional stakeholders involved in the traditional remittance model, which reduces the transaction fees by a significant margin.

Technology

Blockchain

INDUSTRY / ADDRESSABLE MARKET OPPORTUNITY

"India represents a massive growth opportunity for Bitcoin and Unocoin is on the cutting edge of Bitcoin and blockchain technology," said Dr. Adam Back, CEO of Blockstream.

KEY CORPORATE DEVELOPMENTS

Paycase's protocol-agnostic transfer routing system has already been tested in almost 20 countries. During a six-month beta, Paycase has completed \$50,000 worth of transactions from Canada to the Philippines, with costs averaging 60-80% lower than traditional remittance platforms.

- Bitso

Paycase has been working with Mexican bitcoin company, Bitso, to create an efficient remittance system between the two countries. The is new corridor's primary function will be allowing users to send funds from Canadian bank accounts to users in Mexico, which will only take approximately three minutes to complete.

Pablo Gonzalez, Bitso's chief executive, said: "We believe in the power of bitcoin as a rail to make financial services more competitive and create financial inclusion in markets such as Mexico."

- Unocoin

Unocoin, which is India's largest BTC-INR trading platform, has become instrumental in the day-to-day functionality of businesses like Paycase,

Paycase co-founder and CEO Joseph Weinberg said: "Our work with Unocoin shows both company's long-term dedication to one another, in strategically partnering to take bitcoin and Blockchain powered remittances and cross-border transfer to the mass market. We have worked together from Canada and India to establish the technical, regulatory, and business logic needed to enable Canadian dollar to Indian rupee money transfer with bitcoin efficiencies in place. With the API, experience, and infrastructure in place, we can now scale this model beyond our current corridors and into the promising Indian market." (November 7, 2016)

- Canadian Security Administrators (CSA)

The Canadian Security Administrators (CSA) have launched a "Regulatory Sandbox Initiative" to mentor and work with new startups in a relatively regulation-free environment. The CSA is an umbrella organization for Canada's provincial and territorial securities regulators, aiming to improve regulations of Canadian Capital markets.

Joseph Weinberg, co-founder and CEO of Paycase, said: "This partnership for us is incredibly important. As financial services companies, we face the realities of having to navigate this financial terrain that is largely based on traditional systems that operate in fundamentally different ways. Our



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ecosystem has had many challenges, from getting bank accounts to proper payment processing and more.”

SWOT ANALYSIS

Strengths

Transaction costs averaging 60-80% lower than traditional remittance players.

Weaknesses

Many regulatory challenges related to currency exchange needs to be overcome.

Opportunities

The future of finance could be dominated by blockchain technologies. The global currency with an efficient infrastructure could dramatically reduce transaction and operating costs.

Threats

Canada is ranked third in the world in its number of blockchain startups. There are many potential competitors in Canada, and around the world. For example:

- M-Pesa

M-Pesa's platform is designed for both P2P and C2B transactions. In addition to remittance platform, it also has micro-financing services.

- WorldRemit

WorldRemit offers an efficient alternative to traditional money transfer companies as well. Its allows customers to transfer small amounts as low as \$10.



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