

MobiePay ('Mobie') is a US-based blockchain startup working to create a universal payment ecosystem built around a suite of mobile apps. Mobie want to enable users of their products to transfer fiat or digital currency directly peer-to-peer ('P2P') or to merchants for goods and services both quickly and easily. In an effort to make cryptocurrency as usable as the fiat money we are accustomed to, Mobie will use Stellar's technology and banking relationships to facilitate near instantaneous conversion of cryptocurrency to fiat thereby enabling the seamless experience regular payment cards provide.

**MobiePay Product Suite:**

- Mobie ('MobieWallet') – the consumer-facing banking app alternative and wallet;
- MobieX – a cryptocurrency wallet and exchange service; and
- MobiePay – a web-based merchant gateway app.

Mobie is designed to appeal to both everyday consumers and merchants as a convenient alternative to current legacy banking and card payment systems.

**For the consumer**

Consumers are the core market for Mobie who will use the MobieWallet app. Using an undisclosed patent-pending technology, users will be able to make seamless payments at familiar EFTPOS terminals using crypto or cash. Mobie will also offer users P2P direct payments similar to Venmo and PayPal. As an incentive to transact using Mobie, cashback rewards will be offered.

**For the merchant**

Benefits include lower transaction processing fees, eliminating chargeback risk, and the ability to directly market to consumers using geofencing.

**Management and Team**

**Brandon Burgason [Founder & CEO]**

Founder of Mobie as well as CEO of parent entity SolMe Technologies, Inc. Prior to pursuing Mobie full-time, Brandon worked in real estate and finance. Brandon has also founded music technology platform Pangea Music which led to his introduction to blockchain and the eventual founding of MobiePay.

**Brian O'Neill [Chief of Legal]**

Attorney and managing partner of O'Neill & Partners LLC. Brian's past experience working in a regulatory and compliance capacity at NYSE Euronext and the US Securities and Exchange Commission coupled with his compliance-related advisory work will be of significant value to the company.

**Tal Finney [Advisor]**







Founding partner of Lawrence Finney Arnold LLP and has over 20 years of experience working in government-related legal advisory roles. Tal has worked as senior staff to the Governor of California advising on budget, legislative, and policy initiatives.

The core management and advisory board for Mobie is extensive with an executive team of five and advisory board of ten. Mobie's team albeit large covers a large and diverse range of skillsets and includes legal experts, marketers, programmers, and crypto-personalities.

**Summary**

FOUNDATION	2017
LOCATION	USA
STATUS	PRE-LAUNCH
MANAGEMENT & TEAM	25+
TOKEN CODE	MBX
TOKEN TRADABLE	NO

**Essentials Overview**

BANKING APP ALTERNATIVE AND CRYPTO-WALLET	
CONSUMER AND MERCHANT SOLUTIONS	
REAL-TIME PAYMENT USING FIAT OR CRYPTOCURRENCY	
CONSUMER CASHBACK REWARDS	
ESTABLISHED PARTNERSHIPS	
PERPETUAL AFFILIATE REWARDS	

**Digital Payments Statistics**

23 trillion	GENERAL PURPOSE CARD PURCHASE VOLUME—2017
78 trillion	2027 PROJECTED VOLUME
1.7 billion	UNBANKED ADULTS
1 billion	UNBANKED ADULTS WHO OWN A MOBILE PHONE
.48 billion	UNBANKED WITH A PHONE & INTERNET CONNECTION

\*For source disclosure see full research report available at <https://www.hillrise.capital/mobiepay-report>.

## Revenue Model

Mobie have deliberately developed their products to leverage a majority of their revenue from merchant customers. Firstly, **retailer commission agreements** will generate fixed commission revenue for purchases made at these retailers through Mobie products. This income will be used in part to fund cashback payments for consumers. **Data-as-a-Service** will enable merchants to create acutely targeted marketing campaigns using consumer data collected by Mobie (users will opt-in/out of this collection). Mobie will make targeted data available to merchants and retail groups at a fee. Further to this concept, **geofencing direct marketing campaigns** with SMS or push notifications to consumers will also be available to MobiePay merchants, and form another fee source for Mobie. Mobie will charge fees to integrate cryptocurrencies or other crypto-assets into their product suite, serving to take away reliance on commission-style and once-off marketing campaign fees for operations.

## Highlights

### Reward Contracts and Cashback

A fundamental attractor for the consumer userbase will be cashback rewards for making purchases through select retailers with Mobie. As opposed to familiar cashback programs from credit card issuers, there are no fees or other conditions consumers must meet to be eligible for cashback rewards. To fund these payments Mobie are working to create formal relationships with physical and online retailers who will pay Mobie a commission on purchases made. Mobie claim these commissions will typically be 6.5%. To incentivize user adoption up to 2.5% of this commission will be passed on to the consumer instantly and will be received in the user's wallet.

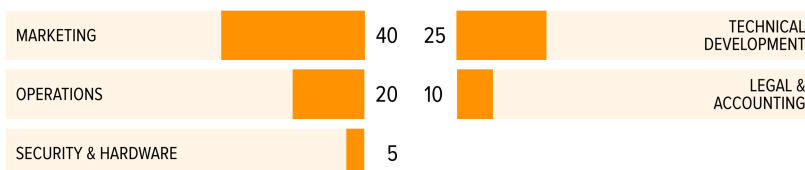
### Geofencing and Direct Marketing

Mobie will collect anonymous user data including purchasing habits and various demographic data points. Merchants can access this data at a fee and be given the ability to create targeted promotional campaigns including push notifications and SMS alerts. These campaigns can utilize geofencing, meaning that a merchant could offer consumers within a physical area discounts or other promotional offers.

## MobieCoin

Mobie introduce the payment and reward utility token, MobieCoin ('MBX'). MBX is primarily a payment mechanism within the Mobie ecosystem. Users will be incentivized to transact using MBX as a means to qualify for increased cashback rewards. Any referral or otherwise reward payments to users will be made in MBX. MobieCoin exists as a native token on the Stellar blockchain; a choice underpinned by the need for speed and trivial transaction costs. All foreign currency transaction fees on the platform will be settled in MBX with an estimated rate of 0.10—0.15% per transaction. To reduce friction, Mobie will provide new users with a small balance of MBX to fund these fees initially. Fundraising is ongoing with a 'private' round in progress as of the issue date of this report.

### Raised Funding Allocation (%)\*

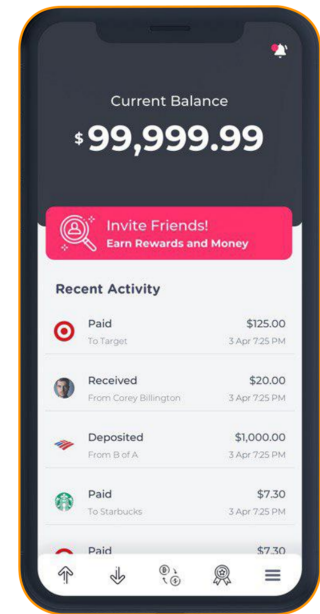


\*Assuming hardcap of \$5m in funding is met.



## Roadmap

Alpha testing of Mobie application for both iOS & Android builds.	Q12018
Finalized development of MobieX and MobiePay. Revamped UI across all applications.	Q42018
Final testing of MobieX and MobiePay completed. Established JV with undisclosed data partner.	Q22019
Minted MBX tokens, commenced private sale. Partnership with US-based Buttrfly.	Q32019
Private Beta launch for Mobie, MobieX, and MobiePay.	Q42019



MobieWallet UI Design.

## Token Detail

TOKEN CODE	MBX
TOKEN TYPE	STELLAR
TOKEN PRICE (PRIVATE SALE)	\$0.0025
TOTAL SUPPLY	21b
TOKEN BURN (PLANNED)	~16.3b
ADJUSTED TOTAL SUPPLY	~4.7b

Prepared by Hillrise Capital Pty Ltd ('Hillrise Capital'). The information presented in this report is general in nature. This report has been prepared based on current information as at November 30, 2019. Copyright 2019.