

# Mobile Exchange Payment Inc.

Liming Zhang

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# Business Overview

- Introduce WeChat pay and Alipay to Canada local merchants
- Introduce Chinese consumer to Canada local merchants
- Introduce solution before purchase, on purchase and after purchase service to Canada local merchants

# Industry Background

- Mobile payment in China currently is very popular
- Big players in China mobile payment are strongly support their expending to overseas
- Mobile cross-border payment in China is in fast growth stage
  - 500% increment in South Korean 2016
- Chinese to Canada tourism is in fast growth stage
  - More than 20% every year after 2012

# Industry Background – Cont'd

- Import e-commerce to China in fast growth stage
  - started before 2015, in a fast growth stage, 2015 92% growth, 2016 47%, estimation 2017-2020 more than 37% per year.



# Market Analysis - Payment

- Target customers: Chinese tourist and merchants
- Market volume 1.25 Billion CAD in year 2016
- Business value  $1.25\text{B} * 1\% = 12.5\text{M}$  yearly (total market size)

# Market Analysis - Import to China e-Commerce

- Target customers: Chinese tourist
  - First year: 100,000, Second year 400,000, Third year 800,000
- Import to China e-Commerce
  - 300 CAD per customer per year
  - $300 * 100000 = 30,000,000$
  - Let's divide to 10, that would be 3,000,000
    - $3,000,000 * 33\% = 1,000,000$  gross profit

# Market Analysis - Intangible Assets

- Target customers: Chinese tourists
  - First year: 100,000, Second year 400,000, Third year 800,000
- Intangible Assets
  - 20 CAD per tourist
  - $20 * 100,000 = 2,000,000$

# Core Competencies

- Competitors' shortcomings and strengths
- Existing competitors' shortcomings
  - Payment only
- Existing competitors' strengths
  - Market pioneer
- Our competencies
  - Full solution, market follower, avoid mistake



# Risks and Solutions

- Implications or risk factors
  - Technology continuance
  - WeChat or Alipay was shutdown
- Contingency Plans
  - Maintain development team
  - Backup channel – Union pay is in the plan, credit card friendly solution, another 3rd payment channel

# Action Plan

- Plan of phase 1:
  - Goals: Acquire 15 merchants
  - Actions: Provider better service and better rate in Calgary by end of this year
- Plan of phase 2:
  - Goals: Acquire 200 merchants
  - Actions: Develop merchants in Alberta and BC in next year
- Plan of phase 3:
  - Goals: Acquire 1000 merchants
  - Actions: Develop merchants in Ontario and Quebec in the following year

# Financial Plan

- Amount of total investment needed : each phase
- Stage 1: 20K, Stage 2: 500K, Stage 3: 200K
- Amount of invested: 10K
- Amount of fund needs to raise: 500K

# Estimated Revenue

- Estimated yearly revenue:
  - Year 1, 500K(payment)+1M(e-commerce);
  - Year 2, 2M(payment)+4M(e-commerce);
  - Year 3, 4M(payment)+8M(e-commerce);
- Estimated ROE:
  - Year 1, 200%
  - Year 2, 800%
  - Year 3, 1600%

# Startup Team

- Liming Zhang
- Rick Zheng
- Gary Ellis

# Executive Summary



- Liming Zhang , CEO
- MS of BUAA in China. Major in Computer software.
- Nearly 20 year's experience in leading companies as principal software developer and senior programmer analyst in China and Canada.
- Main responsibilities: Business strategy, business planning, talent recruiting, software development, fix all other things needs to be done.

# Executive Summary

- Rick Zheng, CTO
- BS of Southeast University in China. Major in Electrical and Information Engineering
- 23 years experience software developing and 6 years on mobile. Served in world famous company like Telvent, Schlumberger.
- Main responsibilities: IT system design, implement and maintain.



# Executive Summary

- Gary Ellis, CMO
- B.Com and MBA
- VP at a large aerospace company, corporate development at an oil & gas company and an entrepreneur with several startups- as a founder, mentor and a business advisor.
- Be on mentorship and advisor team at the Hunter Hub for Entrepreneurship at the Haskayne School of Business at the University of Calgary
- Main responsibilities: Marketing, financing, mentoring and advising.





# Investor Pitching status



# Contacts

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