



splittr

Revolutionizing the Way, We Pay with Friends



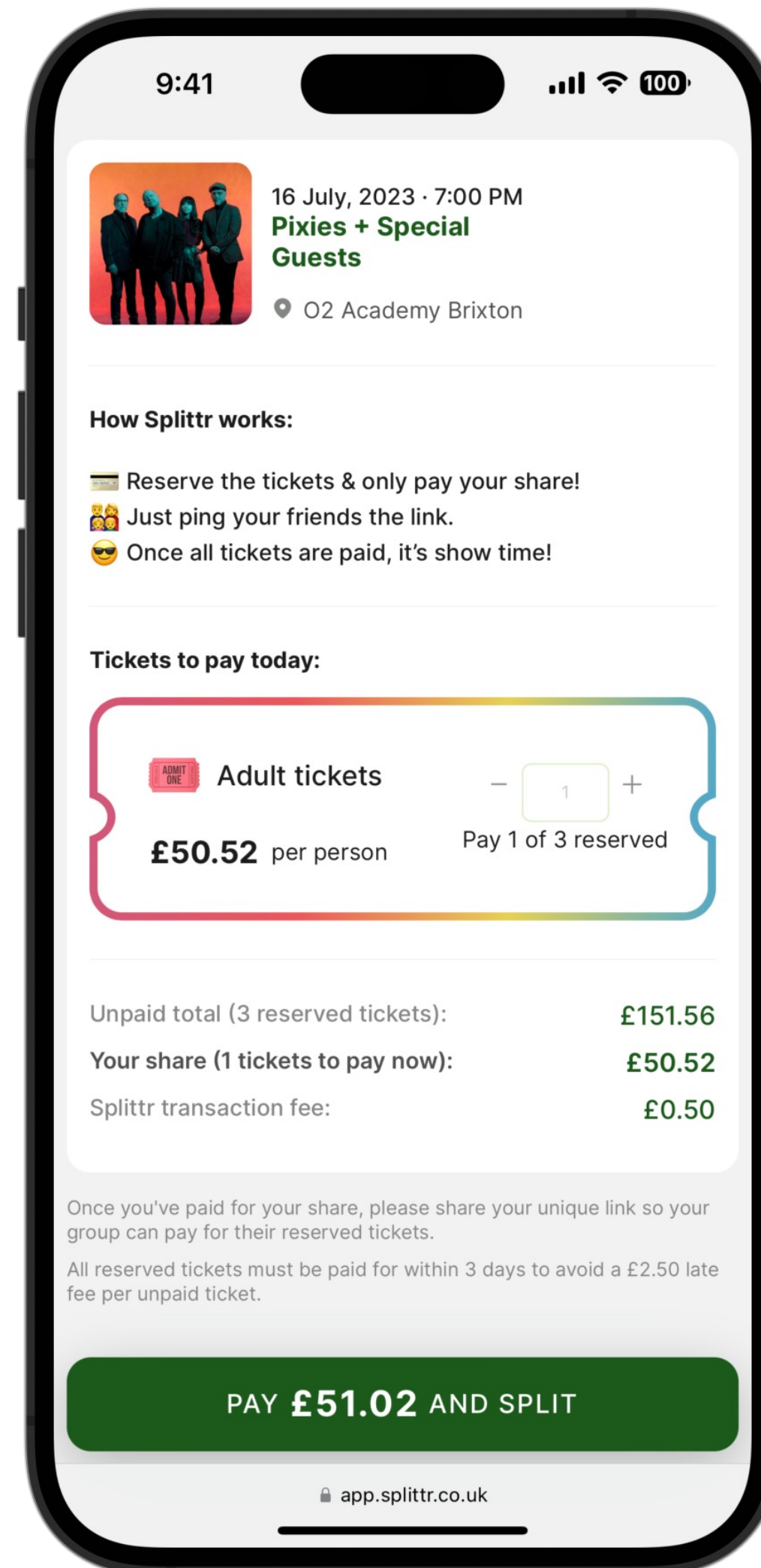
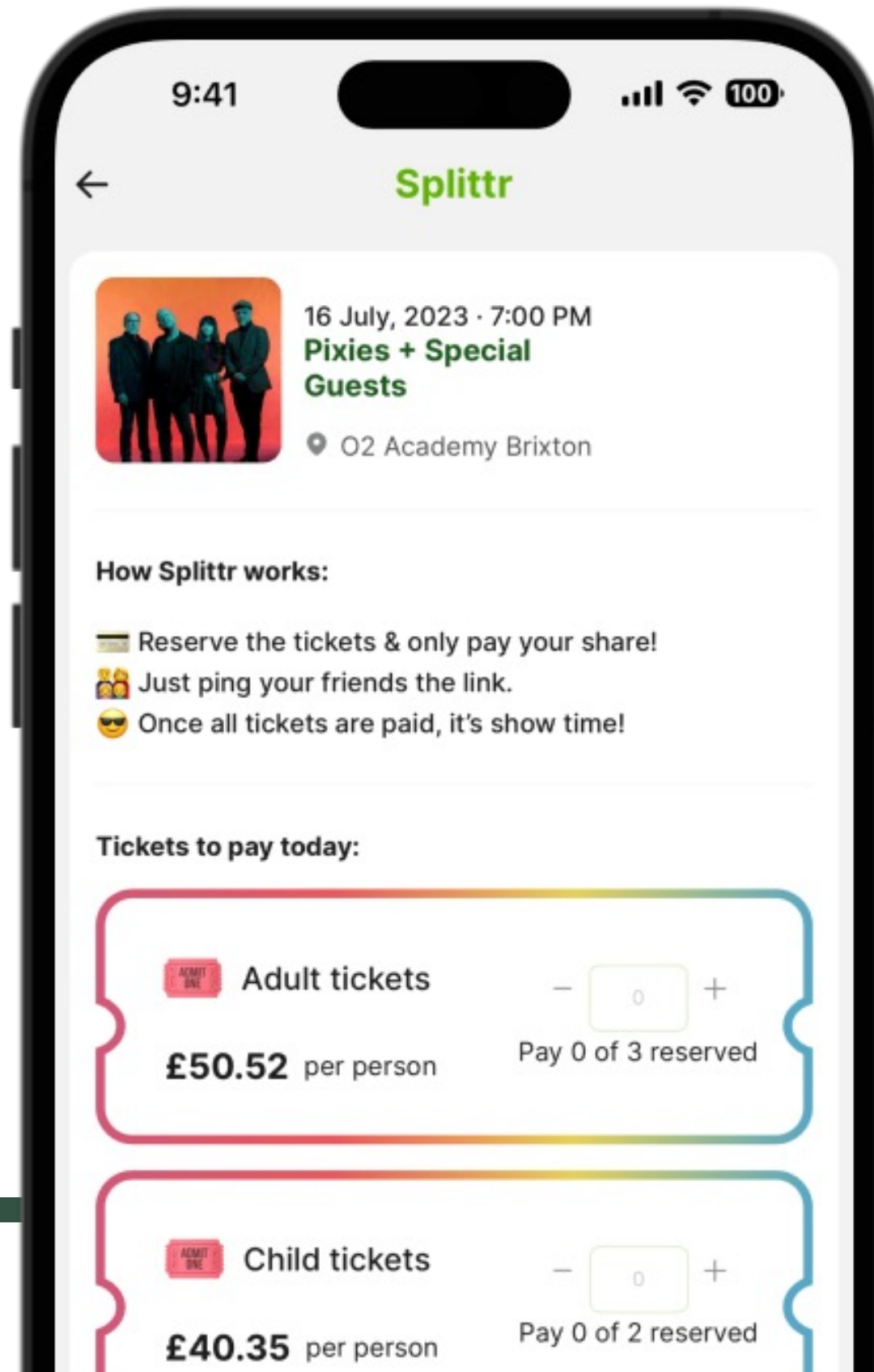
The title 'The Problem' is written in a large, bold, white sans-serif font. It is positioned on the left side of the slide, below a vertical light blue bar that runs from the top to the middle of the page. The text is centered vertically relative to the blue bar.

- Challenging group expense management: reliance on manual calculations & spreadsheets
- Inefficient peer-to-peer payment apps for larger groups/transactions
- Increased frustration & conflicts due to payment disputes
- Frequent disagreements when dividing group payments

The Product

Customers can choose the "pay with friends" option, invite group members, and Splittr handles the rest.

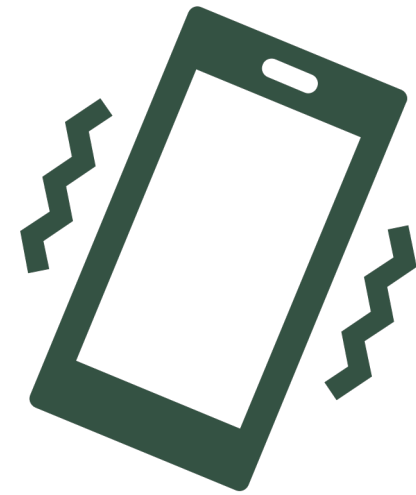
splittr



The Solution

- Payment gateway for easy ticket purchasing & cost splitting
- Splittr: simplifies group payments, covers remaining costs
- Interest-free 3-day payment window
- Integrated payment app with merchant's site
- Payment links sent to each group member reducing customers from chasing friends
- Eliminating hassle & awkward conversations

Why Now?



Accelerated shift to digital payments:

The ongoing global pandemic has accelerated the adoption of digital payments and contactless transactions.



Addressing the cost of living:

With the rising cost of living, many customers are looking for ways to save money and reduce financial stress.

Competitive Advantages

User-friendly interface for easy payment requests and real-time monitoring

Cutting-edge payment technology with interest-free payment options and one-click payment requests

Unique focus on reducing stress and saving time in coordinating group payments

No requirement for users to manage or track expenses, allowing for seamless payment coordination.

Business Model

Splittr monetizes by taking:

- 2.5% fee for each transaction to the merchant.
- .50p fee charge per transaction to the customer

£2.9B

revenue

From 5% Global Obtainable Market

£190M

revenue

From 10% UK Obtainable Market

£5.3 B

10% UK Obtainable Market



Target Market

- Age range: 18-44
 - Interests: Socializing, attending events, dining out, traveling
 - Tech-savvy and mobile-oriented
 - Concerned with convenience and saving time
- Event/Travel organizers
 - Social groups who frequently organize outings and events
 - Convenience and simplicity for young professionals
 - Social groups looking to organize outings and events

Customer Validation

Surveyed 100 potential customers, revealing demand and key pain points, validating the need for Splittr in the market.

High demand for group payment solution:

90% likely or very likely to use a payment splitting service.

Frustration with current methods:

42% find chasing payments moderately to extremely frustrating.

Strong interest in key features:

73% value hassle-free payment requests.
67% prefer a no-interest payment option.

Willingness to pay:

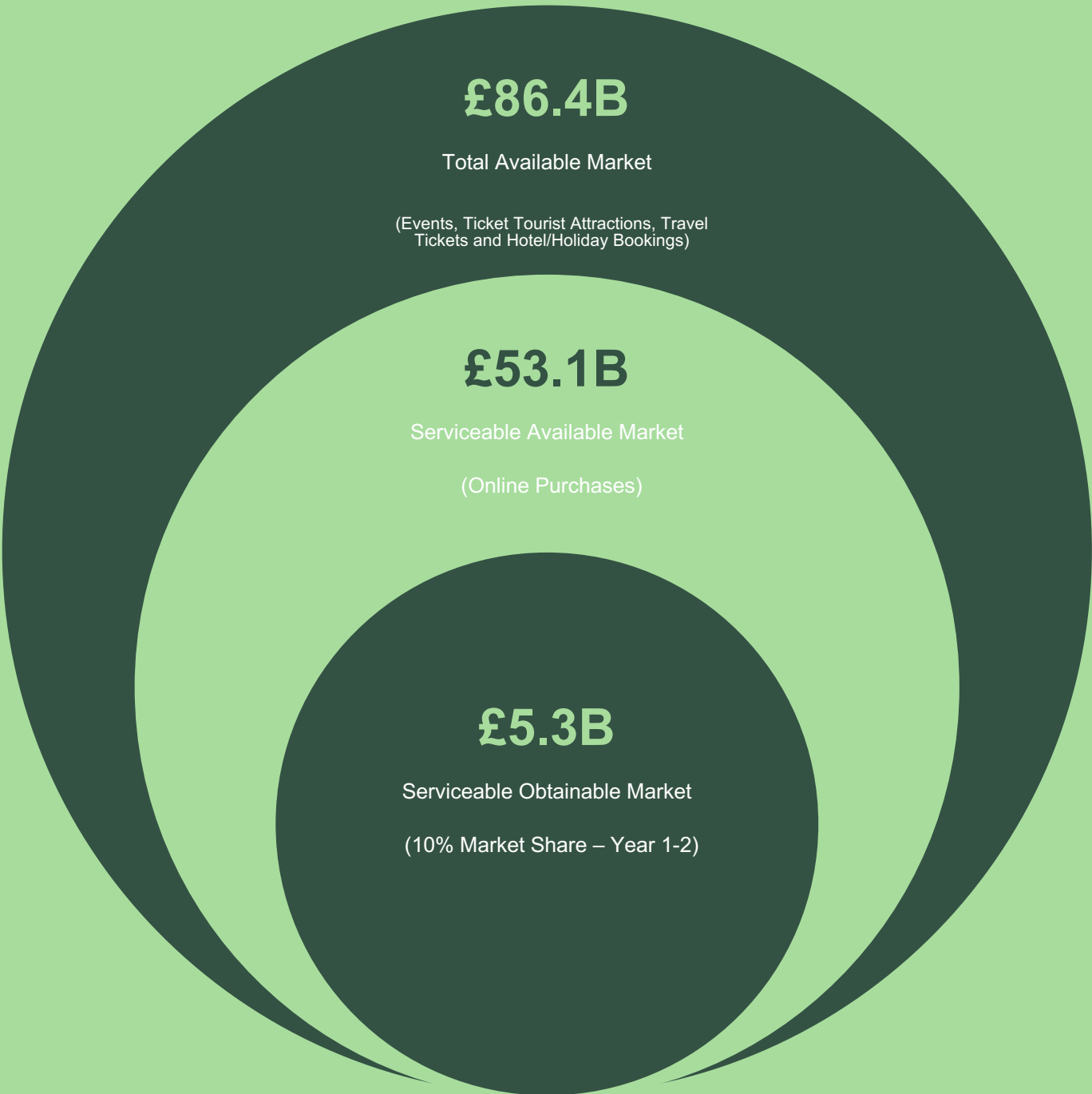
66% willing to pay £0.25 - £0.50 per transaction.

Conflicts arising from group payments:

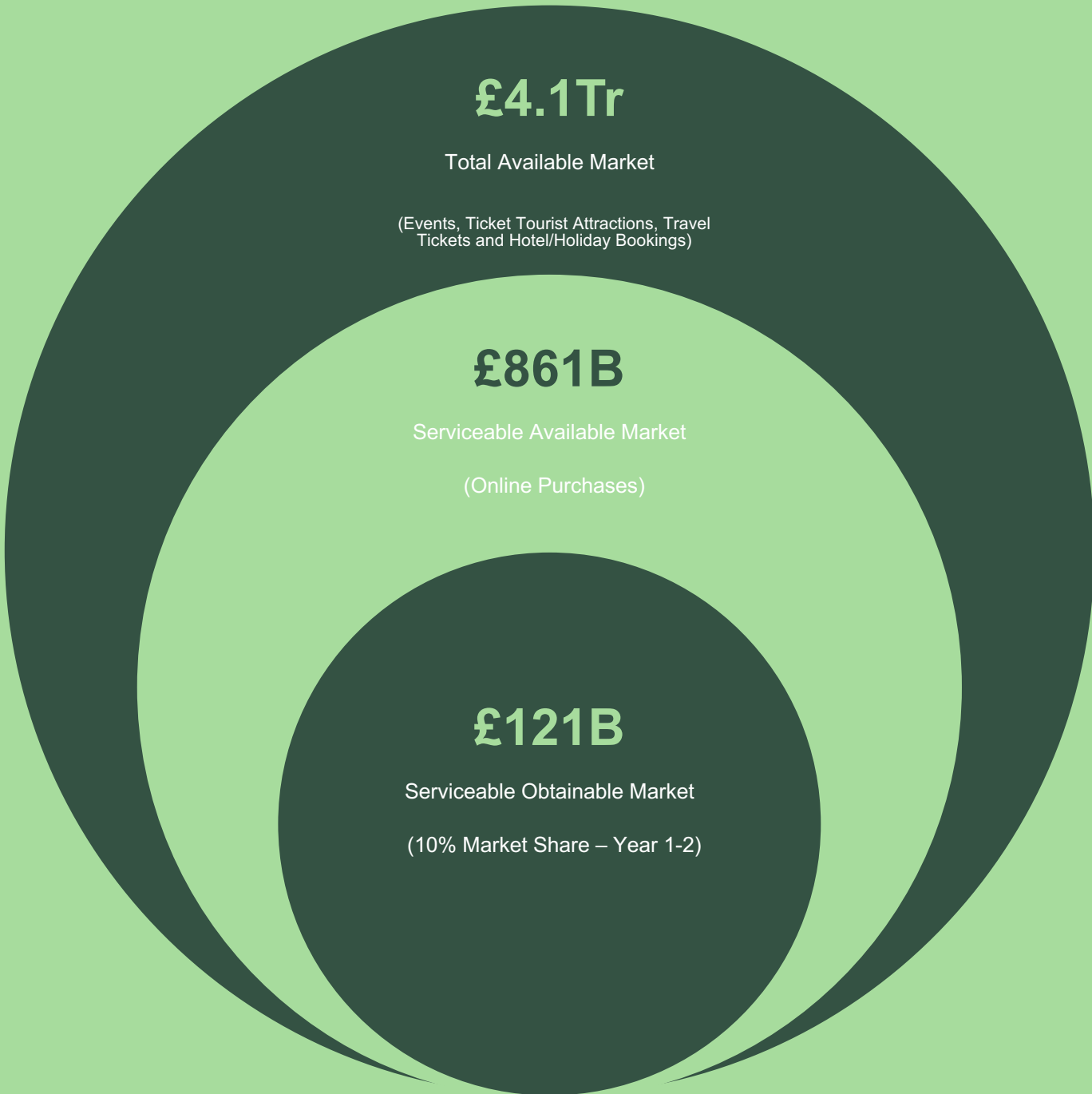
50% experienced disagreements over group payments.

Market Size

UK



Global



Competition



Peer to Peer

Banking



Klarna/BNPL



HandsIn

(Splitting Platform)

Positive

- More well-known and widely used for a variety of transactions
- Offers wider range of services and features
- More accepted by a larger audience
- Klarna may be more accepted by a larger audience due to its wider usage.
- Klarna may offer a wider range of services and features beyond event ticket payments
- Group payment platform synced directly into payment platforms
- Available on different merchants sites (inc retail)
- Supports various expense-sharing scenarios

Negative

- Can be more complicated and time-consuming to split expenses among multiple parties
- Constant chasing friends/family
- Causing arguments and friction in groups
- The purchaser must take out credit and cover the whole ticket cost over 3 months
- Can not split the payments with friends/family and still have the stress of chasing them for money
- Requires customers to store card details
- Is a long and slow process
- Takes up to 7 days for payment
- All users have to log in to their software
- Isn't specific for Tickets