

*Ubiquitous Paypoint*

A concept for Consumer-to-Business for direct bank-to-bank realtime payment



*Brand by Isaac Kiplagat Email: [Isaac.kiplagat@gmail.com](mailto:Isaac.kiplagat@gmail.com)*



## Key Terms

API      Application Programming Interface

C2B      Consumer to Business

C2C      Consumer to Consumer

KBA      Kenya Bankers Association



(Ubiq) Abbreviation for **Ubiquitous**; meaning found everywhere



## *Ubiq Paypoint- Mobile Software For C2B Payment*

- ✓ A counter disruption to mobile money. It utilizes a series of technologies to manage interbank transactions for C2B transactions
  - ✓ Primary technology is QR technology (refer next page)

### *Ubiq Paypoint business principles*

- ✓ Ubiquity
- ✓ Mobility
- ✓ Consumer friendly and affordability



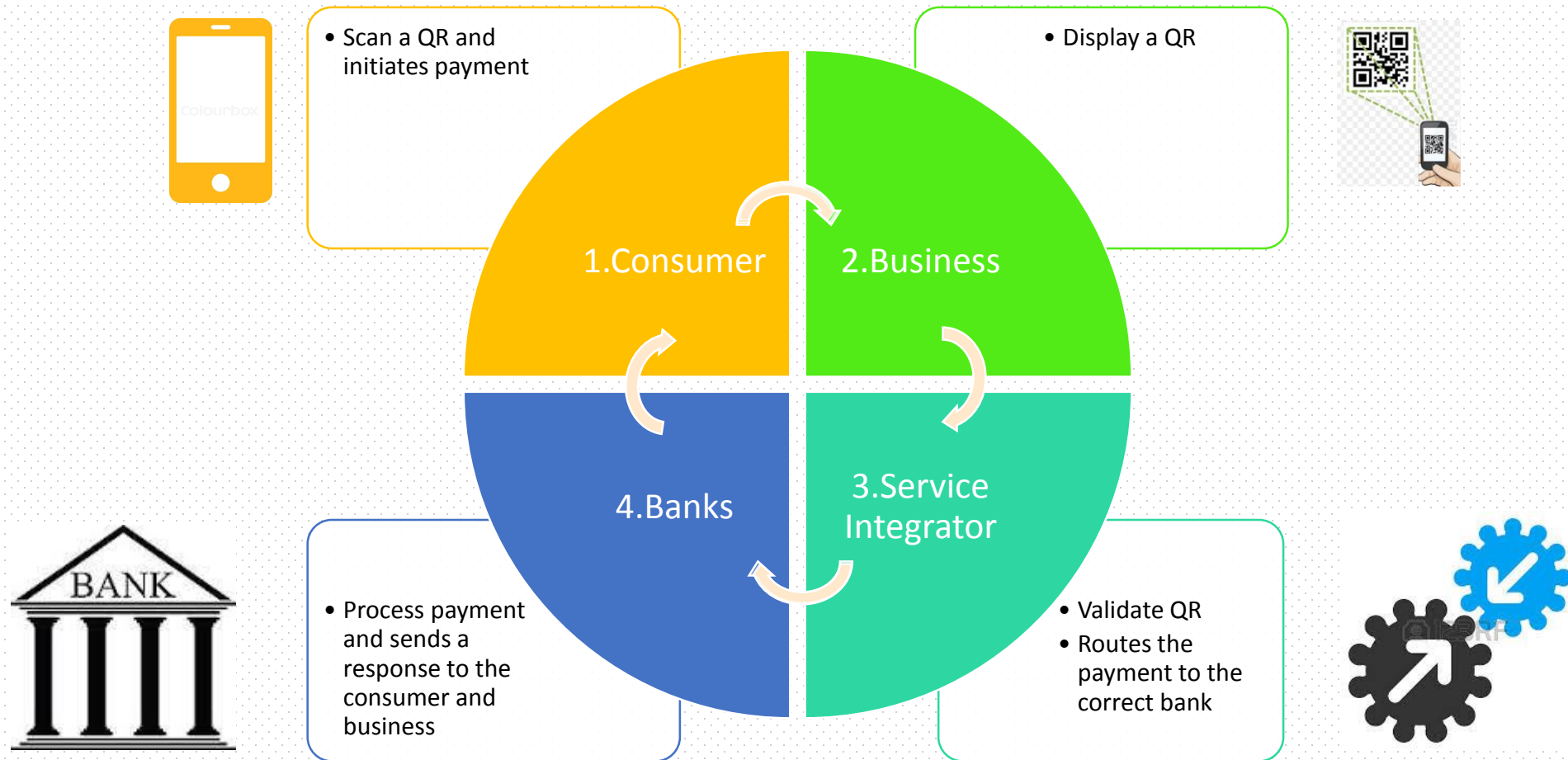
# QR Technology

## QR code -quick response code

Is a barcode that is used to provide access to information through a mobile phone.



# Information Architect

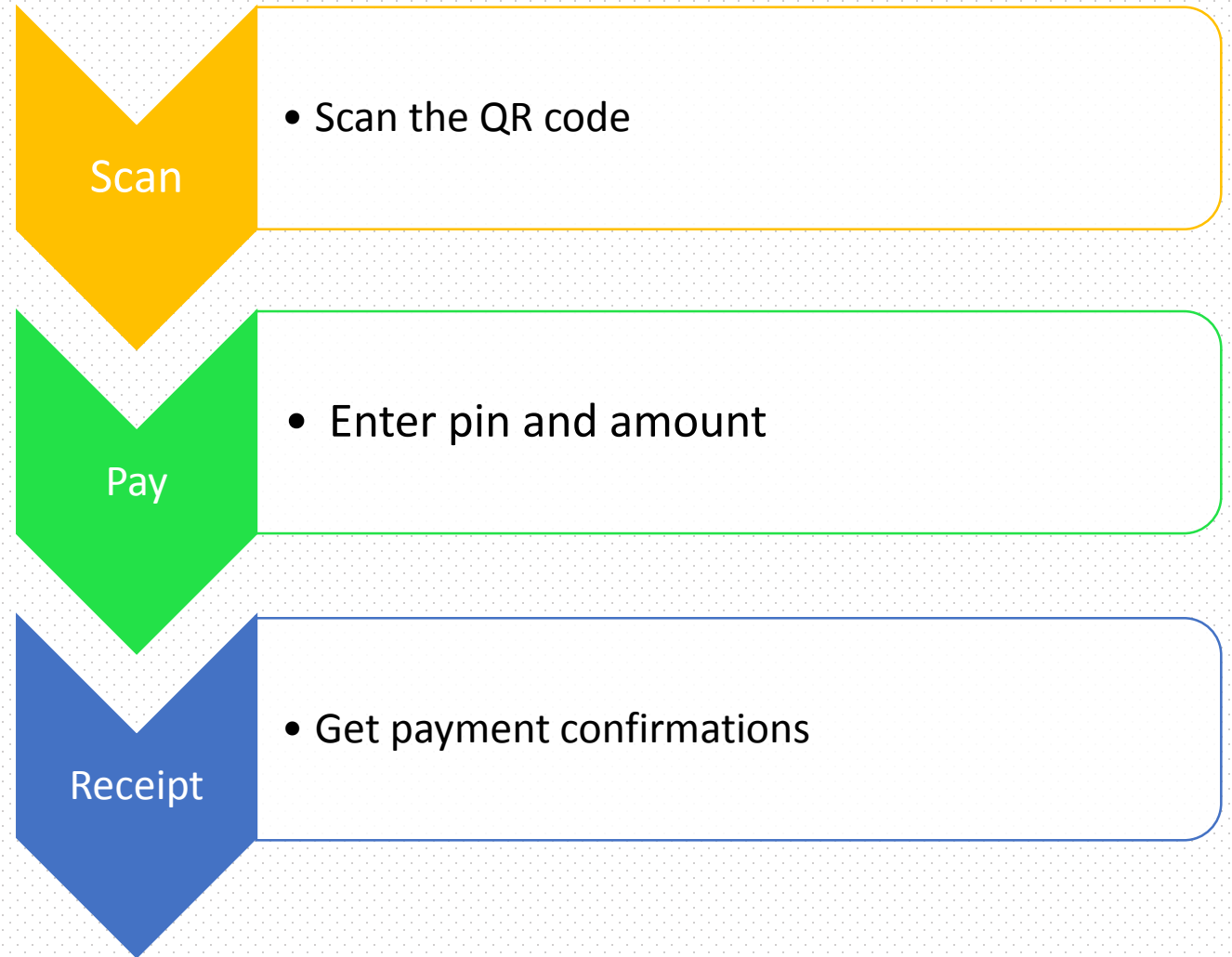


# Consumer

**Installs** an app and with the assistant of Service integrator and configures to default bank with other alternative payment options.

**Scan** the QR code at a business premise and follow the payment flow

Get a **receipt**



## Business

Acquire QR code from Ubiq for free and the QR code will be configured to service an active bank account for a particular business eg fuel station

Display

- Display QR Code

Receipt

- Receive payment

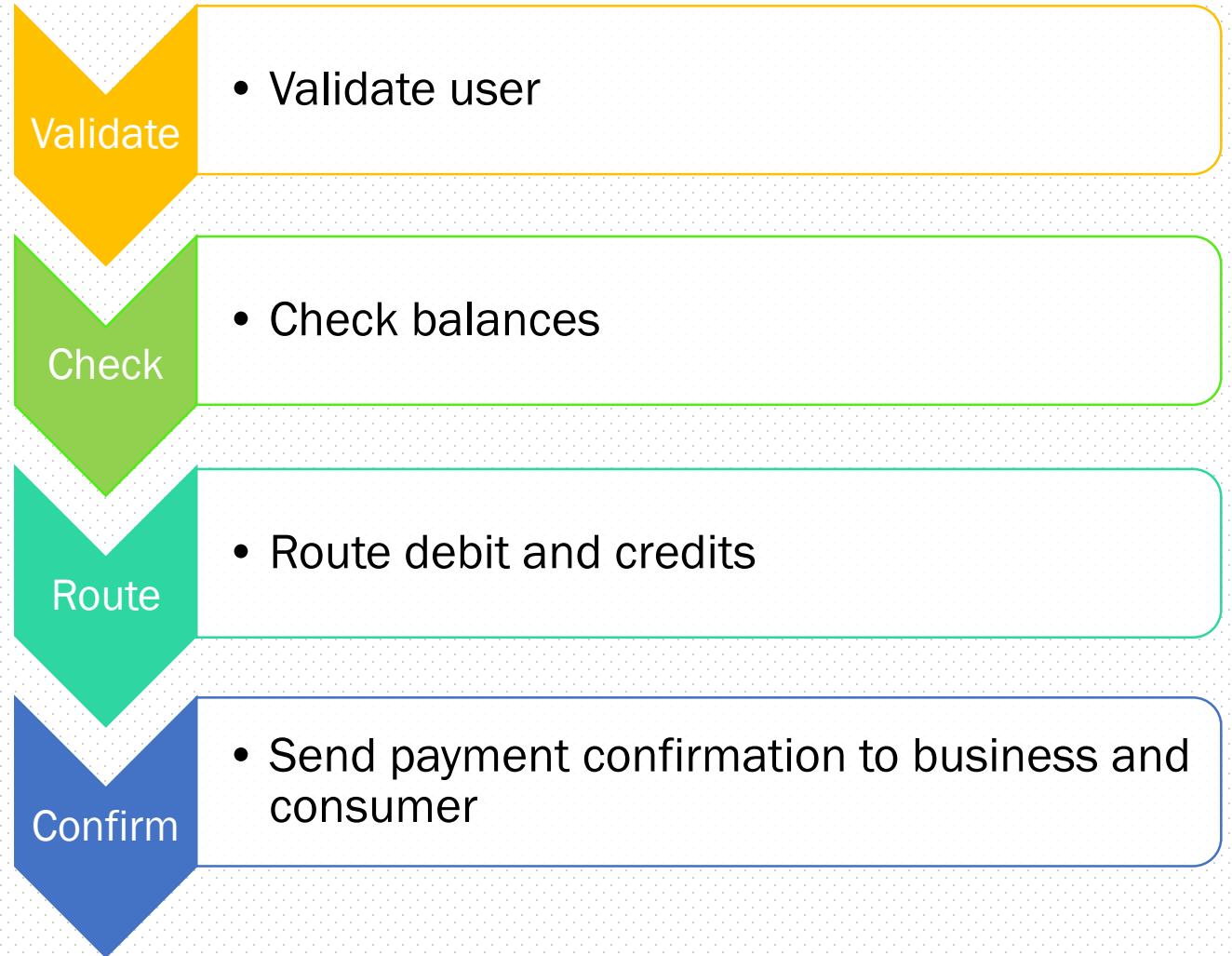


# Service Integrator

This is a service tier that is safely hosted to process payment

Major purposes

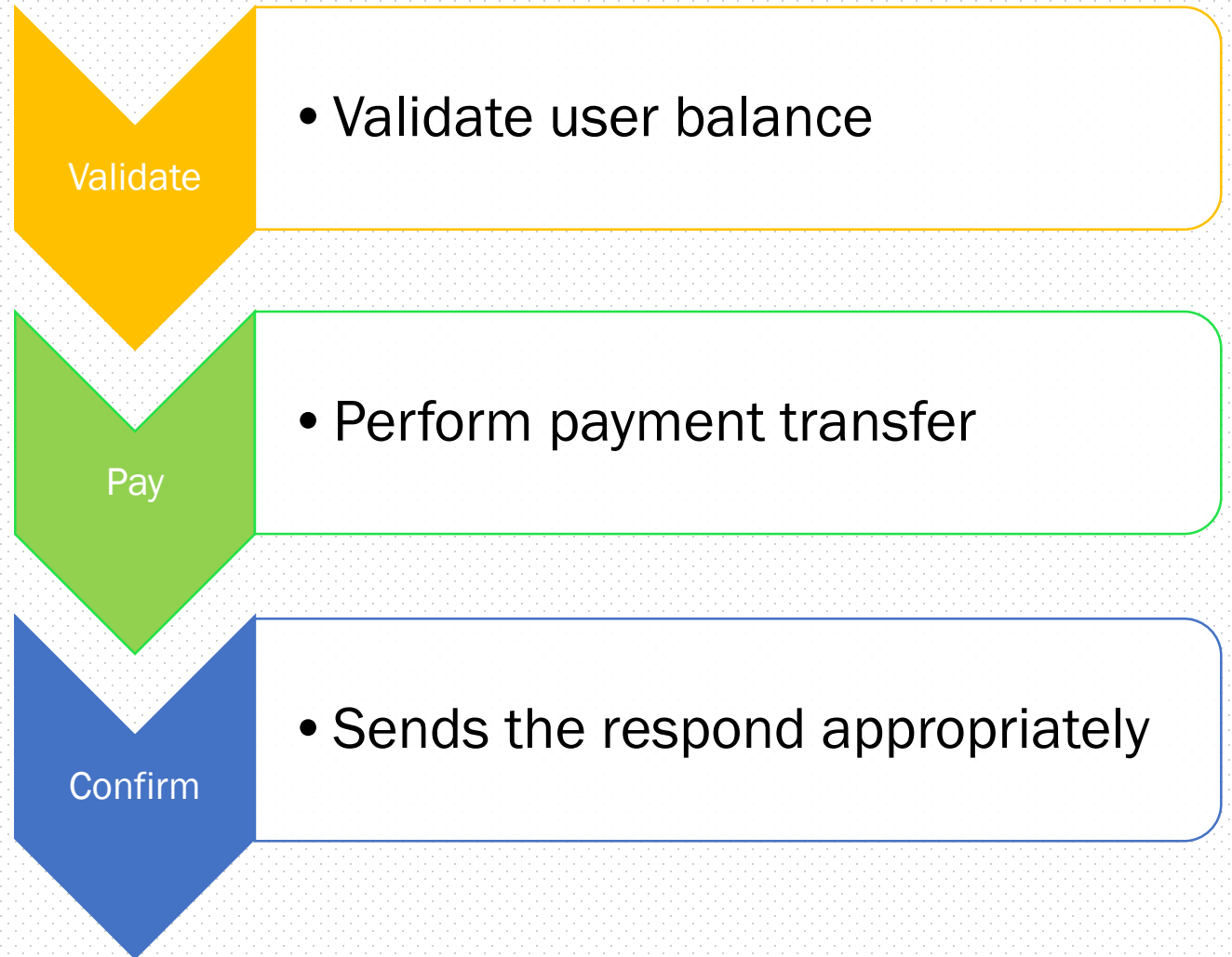
- ✓ Validate QRs and determine banks accounts to effect the transaction
- ✓ Perform computations on service charges
- ✓ Package the information and bridge respective accounts.
- ✓ *Banks shall provide an API for the service integrator to work*





# Bank

- ✓ The bank will **check** user balance during validation.
- ✓ The bank will perform **transfers** as instructed by the service integrator
- ✓ **Confirm** Payment



# Key notes

## Technology

- ✓ Every bank will offer an API for service integration

## Accounting

- ✓ Ubiq will have an account in every KBA member bank that will have a float that will be used to offset the accounts
- ✓ Integrator/bank may offer loyalty points
- ✓ Bank may benefit from micro-loaning using the Ubiq



# Revenue sharing (sample table)

Transaction Type	Transaction fee (Kshs)	Paying Bank	Receiving Bank	Service integrator	KBA	Exercise duty
C2B	0	0	0	0	0	0
C2C	33	20	0	9	1	3

# Proposed system development agencies

Company	Role	Key competence
	Integrated Core Service	
	Security experts	
	Mobile App developers	

# Value Proposition

**Disrupt** the mobile banking that has ruled for nearly a decade

**Improve** interbank money transfer for C2B

**Offer** confidence to consumers for interbank C2C transaction that will be over-riding product to this product

## **Note:**

- ✓ The scope of this document is for C2B payments. C2C will involve a <key handshake>technology
- ✓ C2C business and micro-loaning will be the profitable sectors of the business



# Interested with this concept?

Reach:

**Isaac Kiplagat**

**isaac.kiplagat@gmail.com**

