



Fiche de renseignements pour Paperjam

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| Start-up name | Cashcloud SA (https://www.cashcloud.com/) |
| Date of creation | 2012 |
| Share capital | - |
| Founder(s)' name(s) and academic and/or entrepreneurial curriculum | Both founders are not longer working for Cashcloud. |
| Number of employees | <u>32</u> |
| Field of activity and description of the product/service | <p>Cashcloud has developed a unique mobile Wallet application including a mobile payment system for smartphones and includes all functions of a traditional wallet in one app (available on Apple iOS and Google Android).</p> <p>The app allows safe and fast online payments, offline payments via NFC technology, real-time money transfers from person to person, coupons received directly in the app, the ability to earn money via a virtual currency, a parental sub-account for cost control and much more. The strategic alliance with MasterCard® rounds off the offering with a prepaid MasterCard® and an NFC sticker. Cashless and contactless payments and money transfers between friends are easier than ever before.</p> <p>The application is free for users and is available on the Google Play and Apple App storeStore. Cashcloud's mobile payment system is outstanding and has a huge potential to become one of the leading mobile wallet systems.</p> |
| What is your business model based on? | <p>Cashcloud is intending to become a leading provider in the mobile wallet and payment market.</p> <p>We generate revenue by using our Big Data model, C2B money transfer (disagio fees from shops), Interchange-interchange fees, advertisement, B2B whitelabel SDK and API solutions for partners.</p> |
| Last (or current) fundraising | Approx. EUR 12 million in total |

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| <p>Base financial data (turnover; result if relevant)</p> | <p>-</p> |
| <p>What is your growth forecast for the next 3 to 5 years?</p> | <p>We are working our expansion into 24 countries. Apart from the Eurozone, we are going to launch in the UK, Switzerland, Romania and Poland – with this expansion we are also working on an extensive user growth. An evaluation of the market entry to the US will also be done. Cashcloud plans to become the leading mobile payment solution.</p> |
| <p>Why did you choose Luxembourg?</p> | <p>Luxembourg is in the heart of Europe and provides the optimal environment to deliver the best mobile payment solution to the European market.</p> |
| <p>What makes your product/service different from the others?</p> | <p>Cashcloud is the only fully fledged mobile: There-there is no other wallet application available that offers this functionality in one product.</p> <p>Cashcloud offers the only mobile wallet that is available in all Eurozone countries (with version 3.0 launch in autumn 2016). On top, through the strategic alliance with MasterCard, Cashcloud users can pay at 36 Million million MasterCard acceptance points worldwide.</p> <p>In addition almost every wallet on the market is connected to a Mobile Network Operator, Bank or device manufacturer. Therefore the user is restricted by these considerations. We are independent. We are offering our service to everyone who wants to use the smartphone to make payments.</p> |
| <p>Why do you think your business will have value in 5 years?</p> | <p>Mobile Payment is a fast-growing market. There is a big initiative of MasterCard and VISA to grow contactless point-of-sale terminals throughout every retailer worldwide. With the increase of acceptance points the usage and awareness will grow dramatically. The market potential is already on a high level. In February 2016 TrendForce forecasts that the global mobile payment market will hit \$620bn in 2016. By 2017, total mobile payment volumes will reach \$780bn, climbing to \$930bn in 2018 and \$1.08tn in 2019. Cashcloud will be one of the main players in this market.</p> |