What is PAYGO

ZIMBABWE 2022

PAYGO

A Domestic Routing Service

dramatically reducing costs to your customers and you, while simultaneously creating a platform for all new digital channels such as mobile & internet as well as traditional card based systems.

What is PayGo

A payment processing service that enables financial transactions to be securely completed between any Member Financial Institutions, customers or merchants across a wide variety of traditional and digital channels.

"PayGo enables Mobile Payments"

Codes?

The code is the important bit

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PayGoID's

Used to allow quick capture of payments or merchant codes.

QR stands for Quick Response

Used to allow quick capture of information on capable platforms (e.g. smartphones) - The QR code **represents** the PayGoID.

EMVco QR Standard Compliant

What are Static & Dynamic Codes?

Static codes are "**PayGoID's**" that identify a person, merchant, or any other function!

Usually allocated to SME Retailers, Suitable for Brick and Mortar Hospitality, etc.

Dynamic codes are "PayGoID's" that embed the payment information, amount, narration, currency, etc.

Usually allocated to individual payments. Suitable for Large Retail Enterprise, eCommerce, and Bill Presentment

Dynamic Codes are the most convenient for the customer and merchant alike.
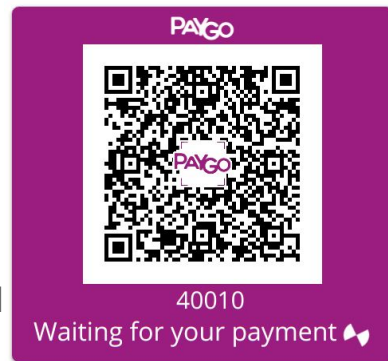
Where?

PayGo in App

You will be able to access the payment solution via your current mobile banking application or USSD shortcode.
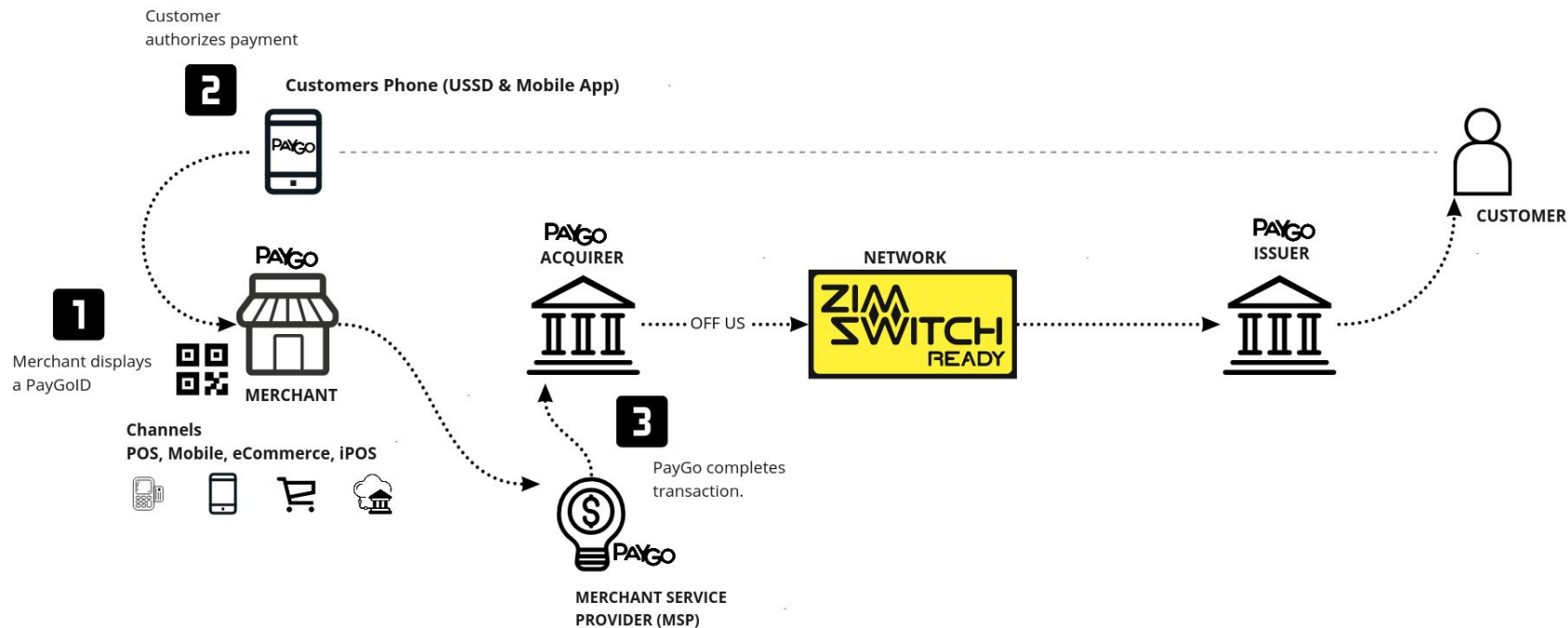
PayGo in Store

Your current merchants will able to display PayGo Accepted Here signage and various other PayGo merchandise.

PayGo Online

Your current merchants will be added to a PayGo directory of available payment points via various online channels.

3 Steps to a PayGo Payment

Customer authorizes payment

2 Customers Phone (USSD & Mobile App)

PAYGO

1 Merchant displays a PayGoID

PAYGO
MERCHANT

Channels
POS, Mobile, eCommerce, iPOS

PAYGO
ACQUIRER

OFF US

NETWORK

ZIMSWITCH READY

PAYGO
ISSUER

CUSTOMER

3 PayGo completes transaction.

PAYGO

MERCHANT SERVICE PROVIDER (MSP)
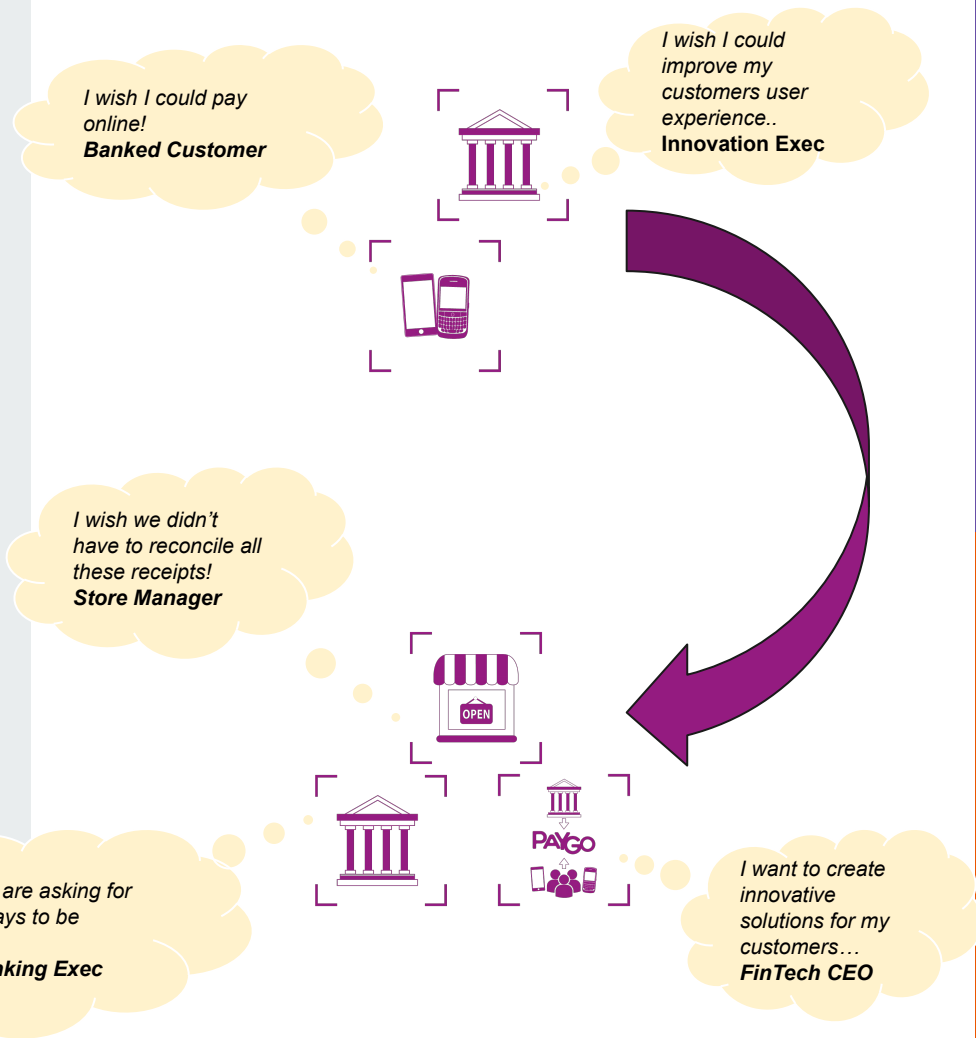
The Payment Problem

Customer's want to be able to **pay** for goods & service.

Merchants want to be able to **get paid** for good & services.

Customers are being forced to used insecure and aging methods of payment (Cash!)

PayGo needs, Customers who want to **pay**, and Merchants who want to **be paid**

To provide a secure, digital, convenient payment ecosystem for customers, merchant and fintechs.

I wish I could pay online!
Banked Customer

I wish I could improve my customers user experience..
Innovation Exec

I wish we didn't have to reconcile all these receipts!
Store Manager

My merchants are asking for more/better ways to be paid...
Merchant Banking Exec

I want to create innovative solutions for my customers...
FinTech CEO

The Payment Problem … Continued

- Merchants, Service Providers alike want better reconciliation - automated.
- Financial Institutions want to innovate safely and rapidly.
- FinTech's want to provide solutions to the market, they need a platform / ecosystem that permits innovation in an open and competitive manner
- Customers want convenient payment mechanisms. *The best payment mechanism is one that the customer doesn't know exists.*

PayGo Participants

Our initial participants will be select **FI's** - **Issuers** who have an active mobile customer base, and **Acquirers** (whose customers are merchants), and **MSP's**.

Merchant Service Providers are key to scaling the ecosystem, they will work in partnership with various Acquirers to enable numerous merchants (from Brick & Mortar to eCommerce)

On-Boarding **FI's**, and **MSP's** to PayGo is vital to making a completely interoperable network, nationwide and solving "The Payment Problem".

Issuers & Acquirers
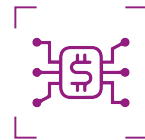
MSP's
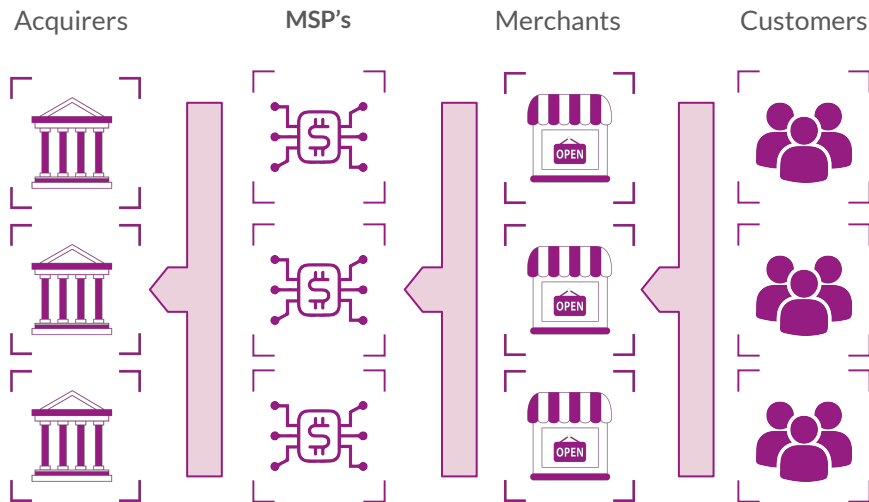*(FinTech's and/or FI's)*

Merchants

Customers

Merchant Service Providers

MSP's are the key to scalability, an entity who partners with one or more Acquirer's and can provide rapid scalability to any PayGo member.

- Enabling eCommerce & mCommerce for any associated FI's,
- MSP's can in their own right maintain merchant relationships providing Merchant Aggregation.
- Provide a layer to the FI's to enable their existing merchants without modification to existing payment infrastructure.
- Access to whole market segments.

PAYGO

Acquirers   MSP's   Merchants   Customers

PayGo User Journey

PayGo will use a PayGoID (QR or Code) to process payments.

Apps

USSD

www.

Chat

Online

PAYGO

40010
Waiting for your payment
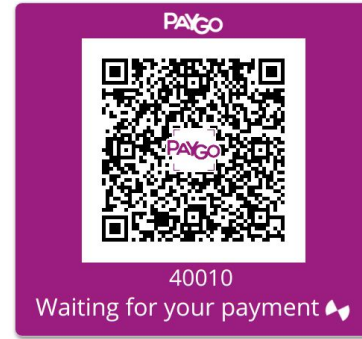
Dynamic

PAYGO
ACCEPTED
- HERE -

21325
SCAN HERE TO PAY

Static

Pull

The **Merchant** "Pulls" funds from the **Customer**

"A pull transaction is where a transaction is originated at the merchant/payee, sent to an Acquirer who then onward forwards the transaction to the Issuer (customer/payer) where the debit occurs, on response the merchant is credited."
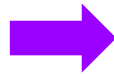
Apps?

Smartphone App - Scan QR

Initiated by your Customer:

- Open your application
- Choose PayGo
- Scan the Merchant QR Code
- Process payment with mPin

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PAYGO
payment point
722346

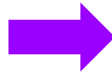Merchant then receives confirmation of payment via SMS or eMail and customer receives an SMS

USSD?

USSD

Initiated by your Customer
- Dial your USSD
- Select PayGo
- Enter PayGoID or Merchant Code
- Process Payment with mPIN number

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PAYGO
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Merchant then receives confirmation of payment via SMS or eMail and customer receives an SMS
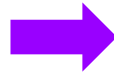
Chat App?

WhatsApp

Initiated by your Customer
- Checkout in app (any merchant)
- Select PayGo
- Select "Share"
- Share with "WhatsApp"

• Complete payment with mPin

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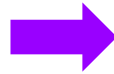Merchant then receives confirmation of payment via SMS or eMail and customer receives an SMS

Online?

Web

Initiated by your Customer

- Checkout
- Select PayGo
- Scan QR or Enter Code
- Complete Payment with mPin or biometrics

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Merchant then receives confirmation of payment via SMS or eMail and customer receives an SMS

Who gets a PayGoID?

On Sign up, your merchants will get

- Unique PayGoID that will link to their merchant account, this can be displayed digitally or via printed material
- Partner MSP's may deliver merchants solutions which require numerous Static or Dynamic Codes

QR Code

722346   Unique Number

What does it mean for the Bank

- Bank is now empowered to partner MSP's (or become an MSP).
- Bank empowers their customers to pay at **any** PayGo enabled merchant.
- Bank is now enabled for eCommerce, mCommerce Digital Payments.
- Provides a path to transition the bank from **card** to **mobile** payments.
- Multi-Currency payment support (Merchant's can capture and receive payment in a nominated currency)
- Virtual POS, each MSP can provide the bank with Virtual POS merchant reach

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payment point

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Check out our Sandbox

https://paygo.co.zw/sandbox/certification/

Demo P2M - Dynamic

Questions ?

Thank you for your time!