Turning checkouts into revenue!

Investor Deck

MEMCash

Microloan for Essential Moments

1. Problem

2.5 billion people in the world – underbanked and unbanked (World Bank, 2024–2025). Billions more people live paycheck-to-paycheck.

Every day, millions of people face the situation: "We are short 200 rupees / 1,000 drams / 3 dollars for bread, medicine or travel."

Traditional solutions don't help:

- Banks – bureaucracy, paperwork, days of waiting
- Classic microfinance organizations – high rates, audits
- BNPL (Klarna, Affirm) – only for purchases of $50+, not for essentials
- Payday loans – 300–900% APR

The result: people refuse to buy food and medicine, or take out loans at exorbitant interest rates. This isn't just an inconvenience. It's a daily humanitarian problem for hundreds of millions of families.

Turning checkouts into revenue!

2. Solution – MEM Cash

MEM Cash is an instant AI - microloan that provides only the missing amount at the cash register.

When there is not enough money for essentials, the system itself detects the shortfall and covers it in <4 seconds.

- No applications
- No SMS
- No expectations
- Only essentials (food, medicine, transport, culture)
- Fixed fee ~$0.20 (100 AMD / 1 RON)

We are not a lender. We are a technology provider with no balance sheet risk.

The concept was born in 2016 (interview with " Service MEM - The Miracle of Microcredit"). Today, in 2025, we are ready to implement it using a modern technology stack.

3. How the product works (step by step)

1. The user links the following sources of funds once (Open Banking): Idram, Ameria Bank, TBC Wallet, Visa/MC,

2. At the checkout – QR / NFC / Google Pay : The assa transfers the amount (for example, 12,000 AMD)

3. In 300–600 ms, the system aggregates all balances : Available 9,000 AMD → Shortfall = 3,000 AMD

4. *In 800–1200 ms, AI (Llama 3) decides how much to cover Loyalty Level 3 → cover 50% → issue up to 6000 AMD (in the "Exact Loan" mode, the loan covers exactly the missing amount of 3,000 AMD, and the user's account is reset to zero ; in the "Maximum Loan" mode, a loan of 6,000 AMD is issued, and 3,000 AMD remains in the user's account)*

5. In 500–1000 ms the money is already on the user's card/wallet, payment is processed, check issued

Everything takes 2-4 seconds. MEM Cash fees are a fixed 100 AMD. (written off later).

Turning checkouts into revenue!

4. AI -architecture

Tech Stack 2026–2027
- Backend: FastAPI + AWS Lambda/Kubernetes + Kafka + Redis
- AI Scoring: Llama 3 (fine - tuned), BERT/RoBERTa for NLP - expense classification
- Alternative data: mobile behavior, geo, on- - chain
- Scoring accuracy: 8.5–90%
- Fraud detection: real - -time ML + Chainalysis
- NFC: Android HCE, Apple Pay SDK, Stripe Terminal, Visa Token Service
- Security: OAuth 2.0, AES - 256, MPC, GDPR/PCI DSS
- Interface: Lightweight PWA (React + Tailwind) + USSD for 2G

The transaction cost for us is $\approx$ \$0.01. ROI at scale is less than 12 months.

5. Why now (2025-2026)

Technology has finally caught up with the 2016 idea:
- Open Banking APIs are everywhere
- Llama 3 and other LLMs provide 80-90% scoring accuracy without a credit history.
- NFC + Google AP2 = one- - tap payment + credit
- Regulators in Armenia, Georgia, Ukraine, and Poland are ready for tech - providers.

2.5 billion underbanked and unbanked + 3-4 billion digital payments per day = a window of opportunity that will close in 12-18 months.

The first one to launch the production version will take the market.

6. Market size

TAM – Global microfinance : \$350–400 billion by 2027 (CAGR 10–12%)

SAM – Digital Microlending Global South + Eastern Europe: ~\$120 billion

SOM (the segment we are capturing) – Instant top - up microloans <\$50 only on essentials in 12 priority countries (Armenia, Bulgaria, Brazil, Georgia, India, Indonesia, Kenya, Mexico, Nigeria, Poland, Romania, Ukraine)

Realistic: \$8–12 billion by 2030

We start with the most prepared markets (Armenia + Romania – 2026).

Turning checkouts into revenue!

7. Business - model

MEM Cash is a pure technology provider (we do not take credit risks).

Income:

1. Tech fee ≈ $0.20 per transaction (fixed)
2. Merchant subsidies (retail - chains pay for 100% basket completion)
3. Premium - features + anonymized analytics

No balance sheet risk → easy scaling.

8. Traction & Pilots (November 2025)

What is already 100% ready:

- A complete package of internal documents (technical specifications, business - plan, loyalty policy, ROSCA integration)
- Website www.memcash.app
- PWA - prototype and backend in test mode
- Readiness for pilots in Armenia and Romania Q1–Q2 2026

What's in progress:

- Negotiations with Idram, Ameria Bank, TBC Wallet
- Letter of Intent with Gedeon Richter Pharmacy (Armenia)

9. Go-to-Market and regions

Phase 1 (2026) Armenia + Romania B2B2C through pharmacy chains and supermarkets (they benefit from 100% basket coverage)

Phase 2 (2027) Poland, Bulgaria, Ukraine, Uzbekistan, Georgia, Indonesia, Nigeria, Kenya

Phase 3 (2028+) Brazil, Mexico, India, Pakistan, Thailand, Vietnam, South Africa...

Strategy:

- Merchant - subsidized zero - fee campaign
- Virality via WhatsApp/Telegram
- Local adaptation of PPP fees and limits

Turning checkouts into revenue!

10. Competitors

Competitor	Limit	Speed	Only essentials	At the checkout/NFC	Fee	Our advantage
Tala / Branch	$10–500	minutes	No	No	up to 288% APR	50 times faster + ethical
Klarna / Affirm	$50+	seconds	No	partially	high%	only essentials + micro + fixed commission
M - Pesa overdraft	small	seconds	Yes	No	high%	Multicountry + ROSCA + crypto
Local microfinance organizations	any	days	Sometimes	No	100–900% per annum	instantly + no documents required

No one issues instant microloans strictly at the cash desk and /or during the online payment process and only on essentials.

11. Unit Economics (pilot forecast for 2026)

Average microloan: $12

Tech fee: $0.20

CAC (viral + merchant partnerships): <$1.8

User LTV: >$28–32 (based on tests and analogs)

Payback period: <8 months

Expected default rate: <1.8% (micro + essentials + AI + loyalty)

Technical transaction cost: ≈ $0.01

Margin: 95%+ at scale

12. Financial forecast (2026-2028, conservative)

Year	Tx/month (by the end of the year)	Tech revenue (year)	Status
2026	200–300 K	$480–720K	cash - flow +
2027	1.0–1.3 M	$2.4–3.8 M	profitable
2028	5–7 M	$12–18 M	Series A ready

❖ 2030 Baseline Scenario: Net Profit ≈ $62 million

❖ Market capitalization ≈ $1.74 billion

Turning checkouts into revenue!

13. Investment plan:
$1,000,000 for 2026-2027

The plan calls for approximately $1,000,000 in investment between 2026 and 2027, focusing on robust AI development, the creation of a lightweight PWA for online integrations, the parallel development of a full-fledged NFC app for offline payments, and phased scaling. The launch will begin in Armenia, followed by Eastern Europe (Romania, Poland, and Bulgaria), Georgia, Ukraine, and Uzbekistan, and in 2027, Indonesia, Kenya, and Nigeria.

Budget breakdown by item (total amount $1,000,000)

Article	Sum	%	Description
AI development and training	$350,000	35%	Focus: further training Llama AI models for scoring, transaction categorization (food/medicine/transportation), fraud detection, and personalization. Data procurement, cloud computing (AWS/GPU), and expert engagement. Goal : >95% accuracy and adaptation to PPP and revenues in each country.
Product development	$300,000	30%	Q1 2026 – a lightweight PWA for online receipts (Amazon, Glovo, Wolt, etc.). In parallel with Q2 2026 – a full-fledged NFC app (POS/QR/NFC, Google AP2, Open Banking). Security, UX testing, integrations with local banks (Idram, America, TBC, Alior, etc.)
Marketing and user acquisition	$150,000	15%	Telegram/Instagram campaigns, A/B testing, affiliate programs (affiliate + white-label). Pilot in Armenia – 10,000+ users, further scaling with a focus on +20% retention through notifications
Operational activities and the team	$100,000	10%	Key team salaries (developers, AI specialists, operations management), infrastructure (AWS, Kafka, Redis), office/tools
Legal support and compliance	$100,000	10%	Obtaining licenses and approvals (CBA/NBG, PSD2, GDPR), KYC/AML audits, sandbox testing, preparing partnerships in each country

Turning checkouts into revenue!

Timeline and Milestones (2026-2027)

- **Q1 2026 – Development Preparation and Launch ($200,000)** AI Training Launch ($100K) – First PWA Versions ($50K) – Legal Preparation and Compliance in Armenia ($50K)

  Milestone: AI prototype ready + PWA beta version

- **Q2 2026 – Launch of a pilot in Armenia ($150,000)** Parallel development of a full-fledged NFC application ($100K) – Further training of AI for Armenia ($30K) – Pilot marketing (5–10K users, $20K)

  Milestone: PWA in production, NFC app in alpha, soft launch in Armenia

- **Q3 2026 – Expansion into Eastern Europe ($150,000)** NFC app finalization ($50K) – AI training for Romania, Poland, and Bulgaria ($50K) – Compliance and partnerships in the EU, marketing launch ($50K)

  Milestone: Full launch in Armenia + first users in Romania / Poland / Bulgaria

- **Q4 2026 – Next Wave ($150,000)** AI Optimization Based on Real-World Data ($50K) – Localization and Launch in Georgia, Ukraine, and Uzbekistan ($50K) – Marketing and Operational Scaling ($50K)

  Milestone: >50,000 active users, reaching operational breakeven with fixed fees

- **H1 2027 – Expansion to the Global South ($200,000)** Additional AI training for Indonesia, Kenya, and Nigeria (mobile-first, high volumes, $70K) – Deeper integrations (Jumia, Shopee, etc., $50K) – Marketing and compliance in new regions ($80K)

  Milestone: Launch in three countries in Africa/Asia, >200,000 transactions per month

- **H2 2027 – Sustainable Scaling ($150,000)** Continuous AI Support and Improvements ($50K) – Operational Optimization, New Partnerships (Bolt, Glovo, etc., $50K) – Retention and Growth Marketing ($50K)

  Milestone: >500,000 users, fee revenue fully covers operating expenses, Series A ready

The plan ensures efficient use of funds: 65% is allocated to technology and AI, guaranteeing a competitive advantage. The projected result by the end of 2027 is over 500,000 active users and >1 million transactions per year, with revenue potential of >$5 million in 2028 from fixed fees alone (100 AMD / 0.5 GEL and equivalent).

Turning checkouts into revenue!

14. Investment

Round: Pre-Seed / Early Seed

Round amount: $1,000,000

Rating and share

Pre-money valuation: **$3,000,000**

Why this particular assessment?

- 10 years of concept development (since 2016)
- Fully-ready technical specifications, 7 detailed applications, AI scoring (Llama), Open Banking, Google AP2, online and offline integrations
- From the website www.memcash.app
- A clear 24-month plan to expand to 9 countries with social impact (2.5 billion underbanked and unbanked)
- Fintech peers in Eastern Europe and the Global South at a similar stage in 2024–2025 closed with pre-money of $2.5–4.5 million.

Conditions for investors

- SAFE or Convertible Note with a valuation cap of $3 million and a 20% discount (at the investor's choice)
- Pro-rata rights to the next round
- Upon reaching the $1 million round – **5% bonus** extra (up **to 25%** for the full $1 million)
- Possibility of discussing individual terms for checks of $250,000+

We retain 70-75% at the close of the round in order to :

- maintain full operational control
- have enough equity to motivate the team and the next rounds (Series A in 2027 for $40–60 million post-money)

This is a starting point for negotiations. We are open to discussing a pre-money valuation in the range of $2.5–3.5 million, depending on the check size, the investor's strategic value, and the current traction in the pilot project in Armenia (launch – February 2026).

Turning checkouts into revenue!

15. Team

➢ **Dmitry Vaganov** - CEO
➢ **George Davitashvili,** PhD - Product Architect/Visionary Director/CTO
➢ **Alexander Egorov** - CPO/CFO/CRO
➢ **M i khail Gogiya** - CMO

Contribution : 1, 600+ man - hours invested in 2015-2025.

16. Vision MEM Cash 2030

By 2030

MEM Cash – The leader in instant micro -top-up payments in 25+ countries. MEM Cash is becoming the #1 solution for those short $0.1–$50 for food, medicine, travel, or a ticket in Eastern Europe, the South Caucasus, Central Asia, Sub-Saharan Africa, Southeast Asia, and Latin America. We are completely replacing traditional payday loans and BNPL services (Klarna, Affirm) for purchases under $50.

By 2030 – 4 key global metrics (all extremely conservative scenario)

1. **45+ million transactions per month = over 540 million transactions per year.** This is the most Conservative forecast: less than 0.2% of the projected global volume of micro-transactions up to $50 in emerging markets. According to GSMA, Statista, and McKinsey, by 2035, developing countries alone will see 250–350+ billion transactions per year in the $0.1–$50 range (today, 70–80 billion in 2025, with a CAGR of 15–20%). 540 million tx is only 3–4% of the daily shortfalls among the 2–2.5 billion active digital payment users in these regions (World Bank, GSMA, Statista 2024–2035).

2. **$110+ million in annual revenue.** The average fixed commission in the system by 2030 was $ 0.20–0.22 (adjusted for inflation and the growth of higher-end markets). 540 million transactions x $0.205 average commission = $110–115 million in net revenue from base commissions alone + income from premium subscriptions and affiliate revenue shares.

3. **Market cap >$1.7 billion.** By 2030, MEM Cash traded at a multiple of 15–18x revenue (the average for profitable fintechs in emerging markets on NASDAQ and European exchanges). 15–18 x $113 million revenue = $1.7–2.0+ billion market cap.

4. **Full automatic coverage of missing amounts for 100+ million loyal users.** 100+ million people worldwide will have Level 5 (Premium) status in the loyalty program. For them, MEM Cash covers 100% of any missing amount on essentials instantly and without questions – the service becomes a true "invisible global financial safety net" for the most vulnerable segments of the population.

Turning checkouts into revenue!

We are not building another fintech. We're building financial emergency assistance for the billion people who need it every day. And we're doing so with the most conservative projections: we only need to capture less than *two-tenths of a percent* of the huge and rapidly growing microtransaction market to achieve all our stated goals. Yes, less than 0.2% – and this is the most conservative estimate to reach 540 million transactions per year by 2030.

This is not an exaggeration: the micro-transaction market ($0.1–50) in emerging markets (Eastern Europe, Global South – The market (our focus) is growing exponentially thanks to mobile money, digital wallets, and fintech inclusion. Our forecast assumes capturing **only 0.15–0.2%** of this market, leaving huge headroom for upside (with a 0.5–1% share, revenue and market cap could increase two- to five-fold).

1. Current micro-transaction market size (<$50) in 2024-2025

- **Global digital payments volume** : ~$24 trillion per year, with ~150–175 billion transactions (Statista/GR4VY 2025). Of these, 80–90% are small transactions < $50 (McKinsey: in emerging markets, this represents 85–95% of all POS/mobile transactions for essentials such as food/transportation).

- **Mobile money (key for underbanked and unbanked in our target)** : 100+ billion tx/year, value $1.4–2 trillion (GSMA State of the Industry Report 2025). ~90% (90 billion) – $0.1–50, with an avg. of $10–20/tx.

- **In emerging markets (Africa, Asia, Latin America, Eastern Europe)** : 60–70 billion tx/year (80% of global mobile money). This is ~192–219 million tx/day, mainly micro (GSMA/McKinsey).

2. Growth forecast until 2030

The market is accelerating at a 15-27% CAGR (GSMA: mobile money +27% by 2030; McKinsey: digital payments +8-13% globally, but +15-20% in emerging markets). Key drivers: 6.5 billion unique mobile subscribers by 2030 (71% penetration, GSMA 2025), +1.7 billion underbanked and unbanked (World Bank), wallet growth (UPI in India: 200+ billion tx by 2030), and instant payments.

3. Growth forecast in the segment DeFi

In the medium to long term (2030+), after fully establishing itself in traditional fiat transaction markets, MEM Cash has the potential to become a mass-market DeFi protocol for the real sector. Thanks to its already established history of hundreds of millions of transactions and AI scoring based on Llama, the platform will be able to launch a fully decentralized liquidity pool (on-chain microloans + instant settlements via stablecoins and Layer-2) without any changes to the user experience. This will expand the existing base to 100+ million loyal users in the world's largest decentralized "people's microcredit fund" with zero operational risk and a pool capitalization of >$5–10 billion by 2030 – while the end user won't even know that they are using a blockchain. We maintain this option as a second-order strategic upside, not included in current equity forecasts.