



Leaf

Virtual banking beyond borders



WHO WE ARE

Global virtual bank for the stateless and excluded



WHAT WE DO

Storage and transport of money across borders



HOW WE WORK

Mobile platform to convert cash into stable assets through blockchain technology – no smartphone required

PROBLEMS

Refugees and migrants:

leave savings behind or carry physical cash,

have no safe way to receive remittances

can't access local solutions (banks won't serve them, mobile money does not cross borders)

CONSEQUENCES

*dangerous
inconvenient
expensive to exchange
loss of value*

CONCLUSION

Refugees and migrants:

excluded from the formal financial system,

alienated from friends and family sending money,

represent an untapped market

SERVICEABLE MARKET



Countries affected by refugee crisis

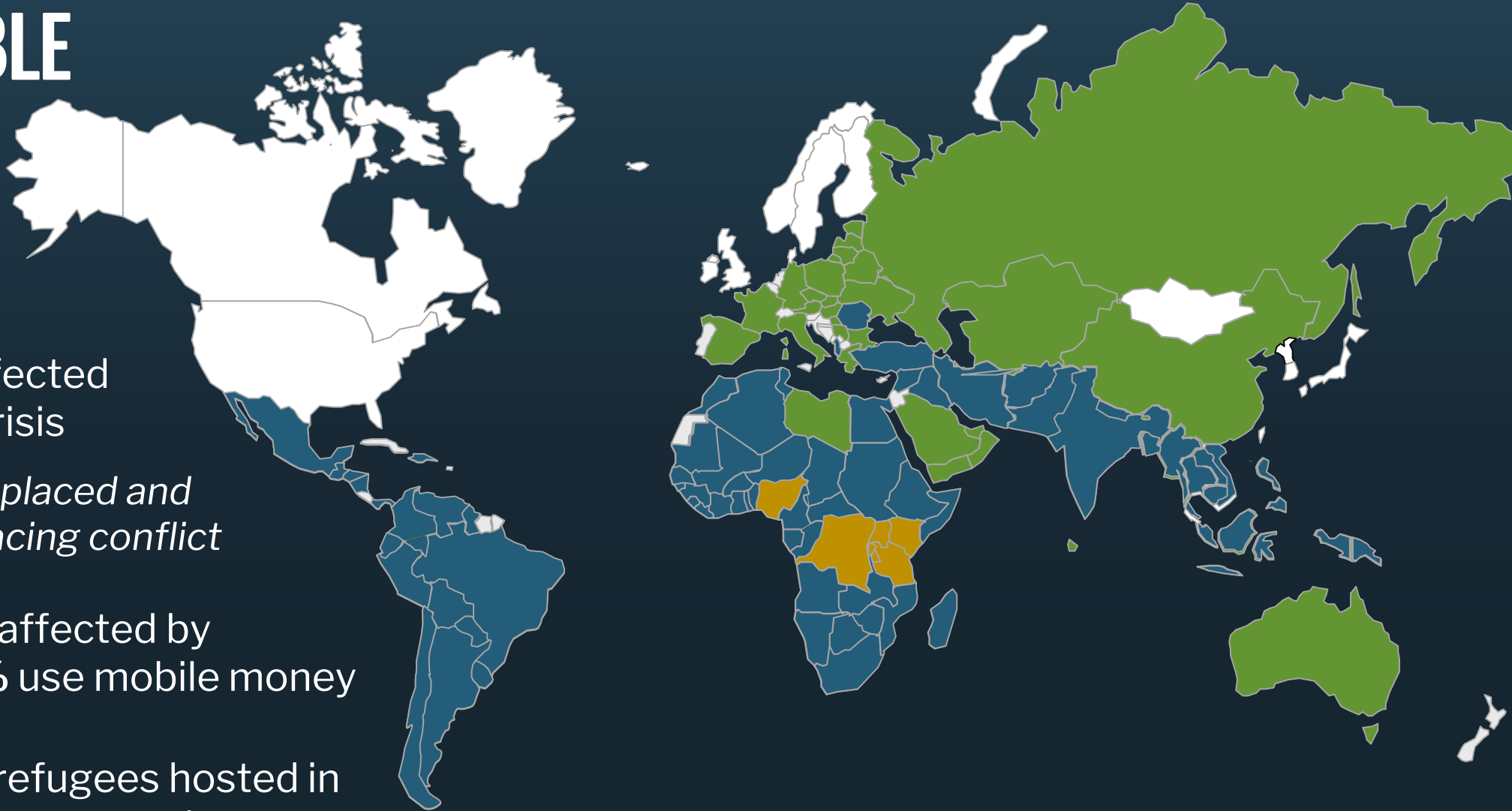
68 million displaced and **100 million** facing conflict



Of countries affected by conflict, **60%** use mobile money



2.64 million refugees hosted in Leaf's initial target market



MARKET OPPORTUNITY

beyond refugees

\$42 BILLION
annual market opportunity

2.4 BILLION
feature phone
users globally

500 MILLION
Africans rely on
cross-border trade

1.8 BILLION
global unbanked



Traders



Diaspora



Refugees



Global Unbanked

WHY NOW?

1

Blockchain
brings backend
costs to zero

2

**Overlooked
asset**
with refugee
communication
networks

3

Mobile money
growing faster
than banks

4

Resurgence
of feature
phones over
smartphones

5

**Global migration
crisis:**
growing problem
with media
attention

LEAF CUSTOMER JOURNEY



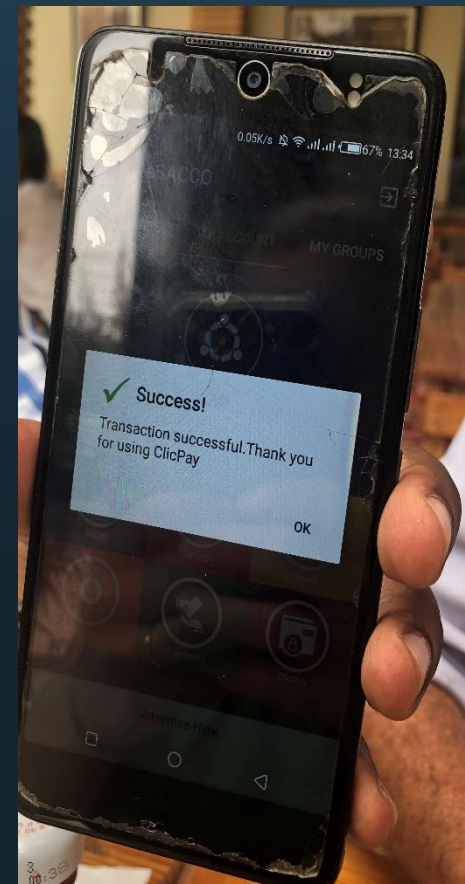
Create
account



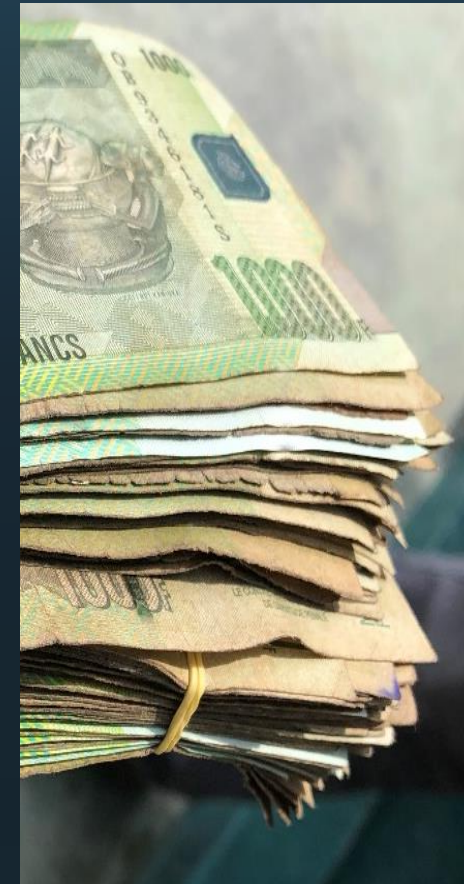
Deposit
through mobile
money



Travel
across borders
without cash



Receive
money from
abroad



Access
in new country or
convert to cash



Leaf + STELLAR

DISTRIBUTED LEDGER

Leaf's use of blockchain:



Transaction storage



Cross-border asset transfer

WALLET APPROACH

Custodial wallets

Federated
addresses

Custom assets

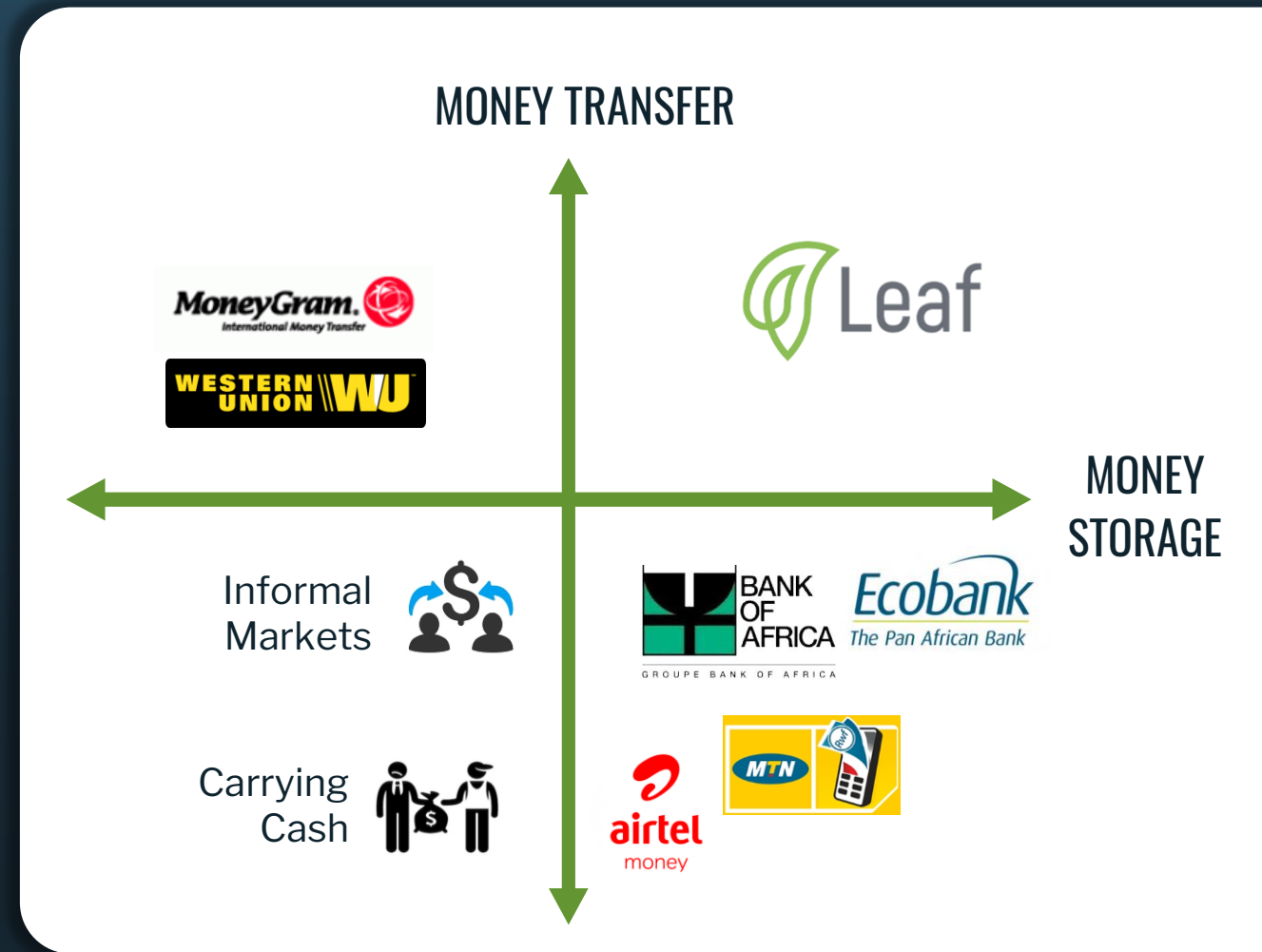
Closed network

COMPETITIVE LANDSCAPE

Local banks and mobile money are *purely domestic*

Point-to-point money transfer services charge *15-20% in fees* and require *physical cash pickup* (else money is returned to sender)

Digital/app-based solutions *exclude 2.4B people* using feature phones



Leaf uniquely provides both the storage and transport of money across borders without requiring a smartphone

VALUE PROP TO CONSUMERS

LEAF'S USP

Ability to offer both *storage and transport* of assets across borders

Opens benefits of digital financial services to users without smartphones

Specifically designed to meet *untapped market's* needs

Physical Security

- Safe method to store and protect money digitally, especially when vulnerable/not secure
- Eliminates need to carry cash, conveniently managed from a phone
- Accounts can be linked even if users lose phone or documentation through multi-factor authentication

Increased Funds

- Competitive rates and lower fees than traditional banks/money transfer solutions

Leaf partners with licensed financial institutions to ensure compliance and follows all standard Know-Your-Customer and Anti-Money-Laundering checks

OPPORTUNITY BANK

**Licensed bank in Uganda,
Western Union agent**



BNP PARIBAS

**Eighth-largest international
bank**



**Blockchain-based payments
with smartphone app**

Leaf uses proven business models applied to a new market



Revenue model similar to other financial institutions/neobanks

Like a bank: float investment

Like a money transfer provider: fees, forex



Lightweight costs due to virtual operating model

Cost efficient technology

No brick-and-mortar network to maintain



Expected Breakeven: 24,600 accounts

TRACTION



Techstars/WesternUnion accelerator company (completed Sept 2019)



Closed beta in **5** countries (Fall 2019) with **700** transactions in first 4 weeks



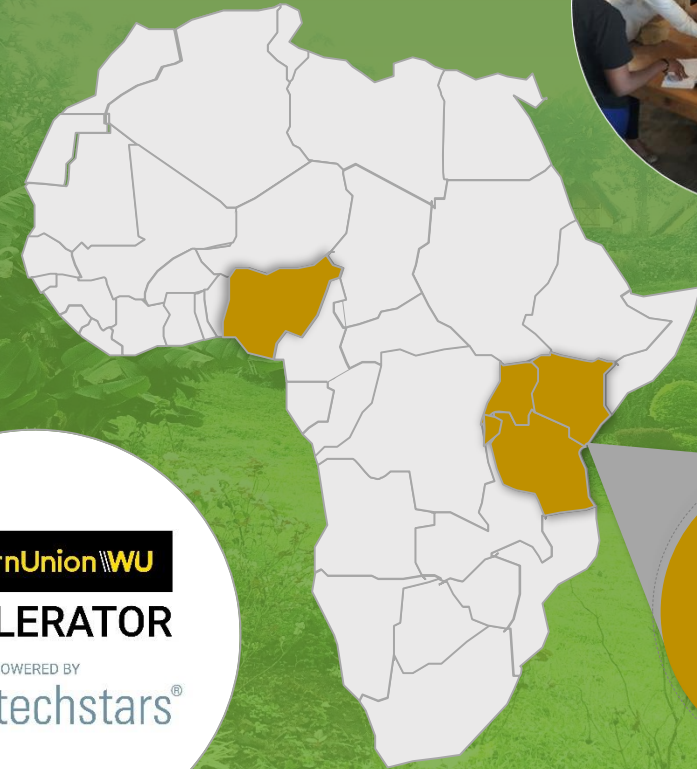
Partnership with WesternUnion to use WU retail locations as Leaf cash-in/out points



First live blockchain-based financial solution for people without smartphones



Awards/grants from The Vatican, SXSW, The United Nations



LAUNCH AND EXPANSION

Full-Scale Launch in Africa (Q1 2020):

23 countries on short-term roadmap

Android app, iOS app, non-smartphone USSD

Colombia/Venezuela Opportunity (pilot Q2 2020):

2,000,000+ Venezuelans in Colombia

High smartphone and banking penetration

Crypto-to-fiat bridge between countries



LEAF FOUNDERS



Nat Robinson

CEO

Serial entrepreneur, Lawyer
Founder/CEO of microfinance
company in Kenya (7 yrs)
Formerly Accenture
Vanderbilt JD/MBA



Tori Samples

CTO

Data Architect/Database Designer
15 yrs experience working with
refugees in the US
Formerly HCA Healthcare
Vanderbilt MBA

EAST AFRICA TEAM

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