



BUSINESS PLAN

Incorporated USA & Nigeria

1635 Knoll Drive, San Luis Obispo CA USA

No. 8, Benue Crescent, by the Basketball Court, Abuja, Nigeria

August 2020

SEND FUNDS TO THE UNBANKED

\$4.8 MILLION INVESTMENT

\$40+ MILLION NET REVENUE YEAR 3

NO COMPETITION

CRYPTOCURRENCY TRANSACTIONS

- PAY SCHOOL COSTS DIRECT FOR FAMILY MEMBERS
- PAY HEALTH INSURANCE AND HEALTH COSTS ONLINE

INTRODUCTION

This Business Plan defines a unique service that allows anyone in the USA and the UK/EU to go online and send a controlled amount of money DIRECT to the mobile phone of the 60% of Sub Saharan Africans¹ who do not have a bank account. No one offers this service.

At launch, the **me2africa** service will be provided to the Nigerian Diaspora who reside in the USA. Within 90 days, the **me2africa** service will be launched in the UK and EU for the European Diaspora.

The Nigerian Diaspora carry \$10 Billion cash into Nigeria² each year to their UNBANKED / UNDERBANKED family and friends. Conservative estimates project that if **me2africa** acquires 5% of the Nigeria remittance home by the third year, **me2africa** will have a \$40 Million Net Revenue. A majority of **me2africa's** revenue comes from a per transaction fee.

Initial Launch – Nigeria Facts:

- \$10 Billion cash (Pounds, Dollars and Euros) is carried into Nigeria each year by Nigerians living and working in the UK and the USA (World Bank).
- This money is carried to Nigeria because many family and friends inside Nigeria do not have the Identification required to receive transfers via the normal channels – Western Union, etc.
- There is no current service providing an international electronic transfer to those without proper Identification.
- A majority of Nigerians sending cash home are educated professionals.
- Population of Nigeria is 214 Million (UK is 65 Million)³
- Nigeria is the largest economy in Sub Saharan Africa yet depends heavily on the Remittance from Nigerian Diaspora.
- **me2africa** is launching with two financial transaction partners inside Nigeria. The first is the Interswitch Group⁴. The second is XPRESS Payments⁵. Both will provide the following services for **me2africa**:

¹ McKinsey & Company Financial Services, *Counting the World's UNBANKED*, states there are **80% UNBANKED in Africa**; Central Bank of Nigeria (CBN) states that current Nigerian population is 186 Million with over 97 million bank accounts, the average number of accounts per Nigerian bank account owner - is three, thus, **83% Nigerians have no account**; World Bank, Global Findex Database, Spring 2018, IMF and World Bank, in meeting in Washington DC, published that **60% of Africans & Nigerians are UNBANKED. ME2AFRICA IS USING 60% UNBANKED FOR REVENUE FORECASTS.**

² This information was provided by the World Bank in 2016. We have not found a reference to the current percentage of Remittance which is carried as Cash into Nigeria.

³ CIA World Factbook

⁴ Interswitch Group is a \$1 Billion financial transaction company, providing the transaction service for banks, ATMs, merchant POS, MMO Agents, their own Quick Teller Agents, and cash outlets.

⁵ Recognized as the fintech start-up of the year at the Nigerian Fintech Awards, May 2019

- Cross Border Remittance License provided by the Central Bank of Nigeria's (CBN)
 - Transfers to the UNBANKED/UNDERBANKED must be limited to *Level 1 CBN KYC* – approximately \$150 per transaction;
- Super-Agent Mobile Money License;
 - Provides all recipients of **me2africa** transferred funds, the ability to spend, share and convert each mobile money notification into Naira through the Interswitch IFIS QuickTeller Agent Network, commercial banks, point of sale terminals, and Mobile Money Operator Agents.
- Five other financial transaction managers will join the **me2africa** service within 3 months following launch

The World Bank estimates that the Nigerians who emigrated to other countries, becoming educated professionals, now send home more than \$25 Billion each year to family and friends. Funds are sent using money service business transfers - Western Union, MoneyGram, World Remit, Ria, etc.⁶

⁶ World Bank 2018 Estimates, funds sent home at \$25 Billion – document in the Appendix

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Executive Summary

HISTORY

The **me2africa** Mobile Payments team entered Nigeria in 2009 as part of a larger business group preparing to implement a solar energy project, partially funded by the World Bank. **me2africa**'s responsibility was to provide a method for Nigerians to pay their energy bills using their mobile phone. It was quickly assessed that most Nigerians have a mobile phone. Yet, there was no mobile money service. The energy project ended when the international funds failed to materialize.

NEXT

The **me2africa** Mobile Payments team returned regularly to Nigeria, the largest economy in Sub Sahara Africa, to determine if mobile financial services could be a profitable business. The team met with commercial banks, microfinance banks, and the Central Bank. In 2011, the Central Bank of Nigeria licensed and permitted mobile based financial transactions between Nigerians inside Nigeria. The most important result of this licensing of mobile money operators, is that it created a country wide set of money transaction AGENTS. The person to person money transfer system never worked as expected because of restrictive CBN regulations. Yet, Agents reside in most communities, prepared to provide services to those with mobile money notices on their phones.

REALIZATION

me2africa recognized that if it were to be involved in a successful mobile based financial service in Nigeria, it would need to provide something other than the person to person transfers inside Nigeria.

The evaluation of potential revenue services, based on **me2africa**'s expertise in mobile payment services, revealed the following information:

1. The Central Bank of Nigeria person to person transfer regulations were intended to provide fund transfers between UNBANKED and UNDERBANKED.
2. Person to person transfers inside Nigeria could typically be completed only when the sender and receiver use the same Mobile Money Operator (MMO) company. The challenge to send funds was that many MMO licensed companies were small, unrelated, and scattered across Nigeria.
3. 60% of Nigerians had no bank account. Many depend on a relative or friend with a bank account to receive electronic fund transfers from relatives outside Nigeria.
4. The Central Bank did not allow Mobile *Network* Operators to participate in person to person Mobile Money services inside Nigeria⁷.

⁷ The CBN wished to avoid the Central Bank of Kenya challenges; CBK lost control of the economy when their Mobile Network Operator's mobile money service took control of financial services, creating their own regulations.

5. The international Diaspora sends more than \$25 Billion home to Nigerians each year, a major component of the Nigerian economy. 40% is typically carried into Nigeria as cash.

In 2013, UBA and Stanbic banks suggested that the **me2africa** team consider providing a service which allows the international Diaspora to send funds direct to the mobile phone of the UNBANKED inside Nigeria, rather than carrying in or sending cash with family members. The UNBANKED are those who are normally not serviced by the current international fund transfer companies. Nigerian banks see this proposed service as the best avenue to gain large numbers of new customers – an opportunity to convert the UNBANKED / UNDERBANKED - into banked.

The **me2africa** team researched extensively World Bank reports and the Bill Gates funded entity for mobile services for the poor (CGAP). The team met with International Nigerian Diaspora groups. The team recognized that international transfers of money (Cross Border Remittance) to those without bank accounts was potentially a large market and not serviced by another entity.

FINALLY

The **me2africa** team formulated a revenue-based solution to provide cross border remittance from the international Diaspora to their family and friends inside Nigeria. In order to be both operationally successful *and* profitable, the **me2africa** team needed to focus on: (1) selling the service to the Nigerian Diaspora, and (2) making sure the delivery and availability of the transferred funds were easy for all Nigerians. Outside Nigeria -all the country licenses and service providers such as bank card processing, money service business licenses, currency conversion, backend transaction management, etc. were defined, individually evaluated, and contacted. Inside Nigeria, support services would be provided by current mobile money operators, banks, networks of agents, and other commercial services necessary to make the conversion of mobile notice of a transaction, into Naira.

Once **me2africa's** Cross-Border solution was outlined, the team reviewed its viability and quickly concluded that it could produce a strong revenue, provide an important service, and accomplish this with minimal personnel.

In order to provide a 100% solid service to the Nigerian receiver of funds, **me2africa** partnered with the Interswitch Group and XPRESS Payments, providers of financial transactions via their Agent networks, ATMs, Banks, Mobile Money Operators, and merchant POS systems.

Under contract with **me2africa**, Interswitch and/or XPRESS Payments will receive the international transfer from **me2africa**, place the funds in a holding account for the recipient, notify the mobile phone of the recipient, and assist in the use of these funds by the recipient.

GOALS

me2africa's goals are (1) provide financial mobile money services for

UNBANKED/UNDERBANKED Nigerians; (2) work in coordination with community schools and medical services, (3) work with Interswitch and commercial banks, moving the UNBANKED into banked services, including mobile purchasing and bank accounts; and (4) provide services in a manner that returns a profit to the founders and investors.

Business Plan Highlights (Quick Summary)

OPPORTUNITY

Friends and Relatives sent \$20+ BILLION into Nigeria from 2013 through 2019. More than half of these funds were sent through Money Transfer Operators such as Western Union and MoneyGram, to their agents in Nigeria or commercial banks. The remainder of transfers were carried across the border in suitcases or other hidden means. (World Bank)

MOBILE SOLUTION

CBN provided a Commercial Super-Agent License to the Interswitch Group. Interswitch provides this license to **me2africa** by contract. The Diaspora can now send funds through **me2africa**, **direct to any** Nigerian mobile phone. The recipient does not need to travel distances to convert to Naira or have a bank account or bank cards. And, once the Diaspora remittance notice is received, Nigerians can use their mobile phone money to make purchases, send money to others, and convert to Naira.

me2africa will provide online access for the international Diaspora, using personal computers, tablets, and smart phones, and a bank card or bank account – to send funds home to family and friends. **me2africa** places the recipient's money in a protected Nigerian bank account, then displays the recipient's balance in their mobile phone. **me2africa** provides the recipient with the option to choose a fund Agent in their village or town. The recipient can go to an Interswitch and XPRESS Payments agents, other POS Agents, most Banks, and ATM's, to convert their mobile phone notice into Naira.

FOCUS ON THE UNBANKED

There are 62 companies that currently provide a money transfer service to the 40% of Africans with a bank account or have bank required documentation. **me2africa's** unique service allows the Diaspora to go online and send controlled funds direct to the mobile phone of relatives and friends who do not have the identification required to obtain a bank account. Once received inside Nigeria, these funds are immediately available. Second, and particularly important, **me2africa** is a USA marketing organization, focusing on the African Diaspora in the USA and the UK. **me2africa** will advertise to the Diaspora, using print and social media in the Diaspora communities, and working with church and associations. **me2africa** will have paid representatives in the Nigerian communities. **me2africa** will broadcast the solution of limited fund transfers

direct to ALL the rural and poor inside Nigeria.

ENVIRONMENT

Interswitch's special **me2africa** Cross Border Remittance authorization, combined with the \$25 Billion annual remittance into Nigeria from friends and family, and the large number of Agents across Nigeria - creates a very remarkable environment for the financial success in the Mobile Money Transaction business.

In addition, there are 172 Million mobile phones in Nigeria⁸. Finally, the Diaspora in the USA and the UK are excited about sending funds direct to mobile phone of their family and friends. These facts assure a large number of "UNBANKED" Nigerians will look forward to receiving a safe Remittance from family and friends - in their mobile phones.

PROCESSES

1. **me2africa** will bring together all outside services, such as links from major international money transfer operators, card authorization, currency conversion, fund movement, licensing, bill payments, including full AML/KYC/CFT management, into a single online service.
2. **me2africa** has arranged to provide money transfer services to other Money Service Business organizations who are not competing with **me2africa**.
3. Inside Nigeria, **me2africa's** money manager partners will send the transaction fund information to the recipient mobile phone. The partners provide system administrators and full disaster recovery capabilities.
4. A fulfillment team will monitor compliances as required by regulatory countries (Nigeria, USA, Canada, and the UK).
5. The promotion of the **me2africa** solution will take place where the Nigerian Diaspora live in the USA and the UK. Inside Nigeria, **me2africa** will provide incentives to the recipients of fund transfers, to bring other friends and relatives into the **me2africa** service.
6. **me2africa** will use several large business entities in Nigeria to promote **me2africa** services to their customers – including the mobile network operators and the mobile money operators. Each of these entities benefit every time a fund transfer occurs and thus should support our marketing effort by communicating directly to their customers concerning the ease of a cross-border remittance through the **me2africa** service. [**me2africa** is currently in discussions with another large financial mobile money service inside Nigeria – the goal is to make sure all rural communities are covered with Agent services.]
7. The **me2africa** management team is composed of long-term industry experts and individuals with successful international marketing and business operation experience. **me2africa** will operate with all required licenses and permits.

LAUNCH

⁸ CIA World Fact Book, Nigeria

me2africa will launch operations within 90 days following a Launch Fund investment. **me2africa** is preparing to test operations with Interswitch and Xpress Payments during the fourth quarter of 2020.

COMPETITION

Money Transfer Operators, such as Western Union, MoneyGram, WorldRemit, and Ria, dominate the market for transfers from the United States and European Diaspora. These firms send funds to individuals who either have bank accounts or the identification required for a bank account. These firms typically send larger amounts of funds and do not address smaller amounts which are part of the **me2africa** business plan. **me2africa** is projecting \$100 per transaction to the rural and poor.

FINANCIAL

Pricing/Revenue – **me2africa** will charge a \$4 transaction fee for online service, as compared to an average online fee of 8%-12% charged by Western Union⁹. With a focus on transfers to the unbanked, **me2africa** conservatively estimates it will acquire **5%** of the current Cross Border fund transfer business by the end of the third year of operation – bringing a \$40 Million Net Profit.

me2africa is seeking an initial investment of \$4.8 Million to launch Cross Border Remittance to the UNBANKED/UNDERBANKED in Nigeria. See the FINANCIAL PLAN section for Use of Funds.

A positive cash flow is projected by the end of the first year of operation.

Objectives

me2africa will concentrate on 5 key objectives:

- Provide an online solution for friends and relatives to send to those who are UNBANKED/UNDERBANKED.
- Provide a one-stop, full service, to those who wish to support family and friends in Africa (initially Nigeria).
- Create a substantial return on shareholder's investment.
- Empower the working poor through access to services and income-generating opportunities to lift themselves out of poverty – Financial Inclusion.
- Aid in lasting economic growth and development for Nigeria, with a focus on increasing education and medical services for the rural and poor.

Mission Statement

Provide a solution that allows anyone, anywhere in the world, online, to send money **direct** to an individual, allowing the individual to receive the money **in** their mobile phone, with the ability to share, save, convert to local currency, and spend from their mobile phone. Result – turning mobile phone into a debit card – without a supporting bank account.

Create an opportunity for individuals and families to improve their lives and their productive capacity as a result of receiving money transfers and other forms of

⁹ Front fee typically is 5% to 7%, plus currency conversion; one day timeframe, delivered to Debit Card.

financial support.

Keys to Success

There are five key components of **me2africa's** success: The first and most important component is the ability to promote this unique transfer service to the Nigerian Diaspora in the USA and the UK. The second aspect is the ability to provide ease of use to the recipient of funds, because of **me2africa's** relationship with the Interswitch Group and the CBN. The third component of success is the Pan-Africa expansion. As soon as **me2africa** is launched, 29 African countries will be linked to the **me2africa** web site¹⁰. Fourth is **me2africa's** connection to large international fund transfer companies. These companies send funds to bank accounts and mobile wallets (also bank accounts) around the world. With a link into **me2africa**, their customers will now be able to send funds to the UNBANKED and UNDERBANKED. And fifth, **me2africa** has tentative agreements to provide fee based services to several MTOs who wish to send funds to non-competing countries.

The **me2africa** solution is unmatched by others and may not be matched for 2 – 3 years, allowing **me2africa** to become the standard for Nigerian Remittance.

me2africa has the management, software, knowledge, personnel, and Nigeria/Africa solutions to assure this business will produce strong revenue.

¹⁰ MFS Africa is partnered with our backend transaction record provider, RemitONE. MFS Africa is linked to 180 Million African mobile wallets in 29 countries. MFS Africa services will be available inside the **me2africa** web.

Financial Information

Projecting revenues for a startup business is difficult at best. The **me2africa** team asked for input from retired World Bank individuals, Nigerian commercial bank executives, USA based Nigerian Diaspora, and Mobile Money Operators inside Nigeria. Each projected similar amounts of money transfers that **me2africa** should provide to the Diaspora during the first three years of operations.

We (me2africa team) recognized that the former World Bank officers were strongly biased against Western Union because of the fees charged for fund transfers into Nigeria. These gentlemen project that many users of Western Union will move to **me2africa**. Nigerian commercial bank executives were excited about the opportunity of offering bank accounts to a new client list. Mobile Money Operators recognize that funds from outside Nigeria will add to the funds sent person to person inside Nigeria, generating new revenues.

We knew that the revenue projection offered by the above entities was biased and overstated. Thus, we cut their projections in half. We then took this forecasted revenue and considered the challenge to convert the Diaspora who send cash across the border and considered how many would change to online remittance. We then cut our forecast in half again. Our forecast at this point was a respectable 25% of the number of transactions suggested by other financial transaction professionals.

This projection has been firm until the first quarter of 2020. We reduced the forecast by 50% based on the number of money transfer operators advertising “mobile money services”. These promoted services are not a fund transfer to the mobile phone of the UNBANKED. These “mobile money” transfers are to mobile wallets – that is, bank account holders with an account link to their mobile phone. Yet, **me2africa**’s success during launch will be impacted by the term “Mobile Money” used by the major mobile wallet transfer companies (Western Union, etc.). This increases **me2africa**’s dependence on promoting its service for fund delivery to the UNBANKED’s Mobile Phone.

The result of all the above deliberations is that we believe that we should be able to acquire 5% of the remittance business during the third year of operations. This is projected to bring a net revenue of \$40 Million to **me2africa** at three years.

Projecting expenses is a process which comes from past experiences. **me2africa** will have the lowest cost to operate of any money transfer organization for services provided. The Remittance system is 100% online. The fund distribution in Africa is provided by our partners. The technical interfaces are completed prior to operations. A majority of service support is provided by our partners. A majority of operational expenses are occurred in the acquisition of Diaspora customers.

Projected Transactions for the First Three Years:

Service Provider		PROPOSED			CURRENT		
		me2africa	me2africa	me2africa	Western Union	Money Gram	WORLD REMIT
		Year 1	Year 2	Year 3			
		OnLine to Mobile	OnLine to Mobile	OnLine to Mobile	Online to Cash	OnLine to Cash	Cash to Cash
Annual Diaspora Remittance	\$25,000,000,000	\$150,000,000	\$625,000,000	\$1,250,000,000	\$7,500,000,000	\$2,500,000,000	\$1,250,000,000
Percent Transferred by ME2AFRICA		0.60%	2.50%	5.00%	60.00%	20.00%	10.00%
Amount Sent per Month		\$100	\$100	\$100	\$200	\$200	\$0
Fee to Send Money		\$4.00	\$4.00	\$4.00	\$17.63	\$13.70	\$7.86
Cost of transfer as a percent		4%	4%	4%	9%	7%	7860%
Transactions per DAY		4,110	17,123	34,247	102,740	34,247	34,246,575
Transaction per MONTH		125,000	520,833	1,041,667	3,082,192	1,027,397	1,027,397,260
Transactions per YEAR		1,500,000	6,250,000	12,500,000	37,500,000	12,500,000	12,500,000,000
Net Annual Revenue	(80% Trans Fee)	\$4,800,000	\$20,000,000	\$40,000,000	\$661,125,000	\$171,250,000	\$98,250,000,000
Time to Transfer		Within Hour	Within Hour	Within Hour	Within Hour	Within Hour	Within Hour
RECEIVED		MOBILE PHONE NO ID REQUIRED	MOBILE PHONE NO ID REQUIRED	MOBILE PHONE NO ID REQUIRED	Bank or Agent (ID REQUIRED)	Bank or Agent (ID REQUIRED)	Bank or Agent (ID REQUIRED)
Notes:							
NET ANNUAL REVENUE - Expense Projection is 20% of revenues - based on the fact that a majority of expenses will be Marketing the me2africa service to the Diaspora							
PERCENT TRANSFERRED BY ME2AFRICA - First year of launch, acquiring .6% of existing transfers; third year (focus on the UNBANKED) acquires 5%							
PERCENT TRANSFERRED BY ME2AFRICA - This growing percent is driven by a focused marketing to the Diaspora, an SaaS model building recurring customers							
TRANSACTIONS PER DAY - Remittance amount divided by the average amount sent to the unbanked							

Other Revenues:

me2africa has agreements with several remittance entities who need the **me2africa** system to provide remittance to their own customers. These are services for areas of the world not in competition with proposed **me2africa** services. **me2africa** will receive revenues on a per transaction basis. . It is projected that these additional revenues will be between \$2 Million and \$6 Million during year three. These revenues are not included in the projected **me2africa** projected revenues for Cross Border Remittance – contracts will not be confirmed until the **me2africa** launch.

Investment Requirement \$4.8 Million

Investment to Date:

Founders, Family and Board Members – Four Year Period

Services and Cash \$800,000

Use of Funds \$4.8 Million

Funds will provide full operations for a period of 18 to 24 months. A positive cash flow is projected to occur between 12 months and 18 months.

\$110K	Technical/Software – Interswitch & XPRESS API and International Web System
\$215K	Contracts, Accounting, Legal, Patriot Act Registrations
\$60K	Office, Phone, Misc.
\$90K	Travel – Flight and Hotels
\$850K	Personnel, including an Industry CEO
\$2,800K	Marketing
\$45K	Initial Contacts with other African Countries
\$630K	Deposit in Nigerian Commercial Accounts (Deposit Funds are used to provide immediate payments to transfer recipients while waiting on Bank Card transfer to these accounts; A majority of these funds may be returned to the investor after 12 months of operations)

If possible, **me2africa** would like to bring the Investor(s) into the operations of **me2africa**. The Investor(s) can be expected to have financial transaction service and marketing experience that will add to **me2africa**'s degree of success in Cross Border Remittance and the Financial Inclusion of the Nigerian population.

Current Share Distribution

Mr. Terry Richard	15%	Founder
Mr. Rick May	15%	Founder
Mr. Dave Bernard	5%	Board Member, Investor
Dr. Vincent Okpala	5%	Investor

Business Operations

me2africa will provide a solution for the Diaspora to send funds **direct** to Nigerian mobile phones. **me2africa** customers may also send funds to the Mobile Wallet in 29 other African countries. **me2africa** fund recipients may use their mobile phone as a debit card to purchase, send money to others, get cash, share with family members, save, etc. – without the need of a bank account.

A **me2africa** fund recipient does not need to travel distances to pick up money or have a bank account or bank cards.

me2africa will provide the same fund transfer service for government and humanitarian agencies that are providing support to education, healthcare, and employment across the rural areas of Africa.

There are six components in the **me2africa** remittance service:

1. Promotion to the Diaspora in the USA and the UK/EU, directing them to send money home using **me2africa**.
2. Money Transfer Service, accepting and sending funds, into Nigeria
3. Inside Nigeria: (a) Providing a service for receivers of funds to immediately convert to Naira, (b) government agencies sending Naira to individuals, (c) individuals sending Naira to other individuals, (d) purchasing (POS), and (e) saving account creation.
4. Educating and assisting the Nigerian individuals who receive, spend, save, and share funds.
5. Provide a full mobile money service across Africa.
6. Provide a financial return to investors.

me2africa Solution Components

Transaction Management - Monitoring Software

me2africa record management will be provided by the Cryptocurrency firm that is providing the backend transaction software. All customer history and card service memory will be provided by the me2africa cryptocurrency partner.

me2africa Web Design, Support - United States



A competent web designer is creating an online interactive entry for the diaspora to send funds to Nigeria. This site will be available in multiple languages so that the diaspora in all North America, Middle East, China, and EU countries can effortlessly send money. The web designer will move the new site to **www.me2africa.com** address as soon as testing is completed. **me2africa** will be an easy to use site for our customers. The internal components of a financial transaction site are complex, including a number of APIs linking beyond Nigeria to 29 African country mobile wallet providers. The goal of the **me2africa** site is to be simple, easy-to-use, one-stop services for all.



Web Hosting - United States / Dublin /Nigeria

The **me2africa** webpage will be hosted in California and mirrored in Ireland (mirror location choice of the USA banking industry) and Nigeria. The **me2africa** web system is co-located to help protect against Denial of Service attacks.

Licensing – International Financial Transactions

In United States, **me2africa** is preparing to operate under a Federally Chartered Bank (50 State MSB License) service.

In the UK/EU, **me2africa** will apply for its own money service business license. **me2africa** has arranged for this license application through long time financial services partner, RemitONE.

me2africa will pay a per transaction fee to use of the Federally Chartered Bank’s licenses.

In addition to this license provider, **me2africa** is arranging to use other MSB providers in parallel for backup, assuring no interruption of licenses.



Bank Card Authorization

The Federally Chartered Bank will provide the payment gateway, acquiring bank card funds. Funds are forwarded as **CRYPTOCURRENCY** to the **me2africa**/CBN account in Nigeria.



Anti-money Laundering and Patriot Act registrations - USA, Canada and the UK

me2africa has stringent transaction monitoring responsibilities. The first is a requirement to send a copy of each cross-border transaction information to the government's requesting. The second is internal Anti Money Laundering policies and procedures (Bank Secrecy Act). **me2africa** has strong software monitoring to assure that **me2africa** blocks allowing Money Laundering or Terrorism Funding.



All international “black lists” are searched to assure the sender and recipient are not on any restricted terrorist lists.

Mobile Money Transfer Licenses Nigeria

Cross Border Remittance

Several Cross Border Remittance Licensees are provided to **me2africa**. XPRESS Payment's International Money Transfer Operator's license (IMTO) is provided to **me2africa**. First Apple Financial of Maryland and Interswitch Group also provide their IMTO licenses for **me2africa** – as backup licenses.

Money Recipient - Nigeria

With Interswitch and XPRESS Payments as the Nigeria financial partners, **me2africa** will provide all available mobile money services to the recipients of Cross Border Remittance. These two mobile financial service partners will communicate directly to ALL mobile phones, smart or dumb. Communication is by SMS, USSD and APP (currently available for Smart Phones). These partners will transmit to the recipient: (1) the funds available, (2) initiate the secure password process, (3) provide a list of all mobile money operators and all banks and all transaction agencies where the fund recipient may convert their mobile funds to naira, and (4) send educational communication to the recipient to explain how they can open a bank account and/or start a savings.



Commercial Bank – Nigeria

All funds Sent to Nigeria will be placed in a CBN monitored Stored Value Account in Nigerian commercial banks. This account will start with a single commercial bank. Today, this account will be Zenith Bank. As the account grows with increasing number of transactions, this account will spread between several commercial Nigerian banks.



Mobile Money LINKED Reloadable Debit Card - Nigeria

me2africa has the ability to "link" an individual's Mobile Money account to a new reloadable debit card. It is expected that most of those who receive cross-border remittance may not have a bank card. **me2africa**, working with major Nigerian banks, the NIMC, and other card providers, is able to provide the recipient a debit or ID card.



Bill Payment services

me2africa provides the ability for the Diaspora to pay the bills of family and friends in Nigeria. Me2africa's mobile money financial partners provide bill payment services to approximately 5,000 businesses. **me2africa** has aggregated many additional firms for payments Health Care, Taxes, Utilities, Schools, Pension, Insurance, Bank Loans, and Grocery Accounts

Mobile Wallet (Bank Account) - Nigeria

me2africa offers a mobile wallet to all fund recipients. If the receiver of mobile funds does not have a mobile wallet (bank account), **me2africa** will offer these services, in coordination with selected Nigerian banks.



Management

Industry Experienced Personnel

me2africa is guided by a group of mobile, marketing, technology and operational executives that have over 170 years of industry and mobile technology experience.

Key Success Factors

Everyone in **me2africa** agrees to a common vision and direction. **me2africa** executives are strong leaders with good communication. **me2africa** has built a coherent team that creates synergy which will account for a good portion of the success.

Dynamics

me2africa is a MARKETING organization providing a financial transaction service. Revenue comes from a fee for every transaction processed. The Diaspora customer pays all fees – i.e., **me2africa**'s transfer fee, plus card authorization fee, plus currency conversion, plus any other fee required such as Patriot Act transaction review. Fees are added to the amount paid and transferred by the diaspora, not reduced from the recipient funds.

Officers

Personnel and company structure are in the APPENDIX of this document.

The Board of Directors has interviewed an industry person who is expected to become the CEO of **me2africa** upon funding. This individual has spent the past few years selling and purchasing financial technology companies for others. One option is to create a high customer / sale price ratio – and to sell **me2africa** to a large industry financial service provider.

International Promotion

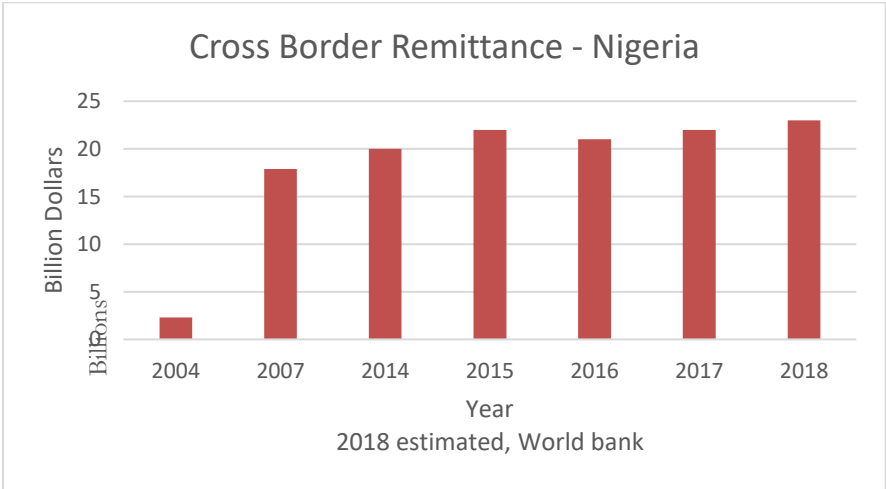
me2africa is an international marketing company organized to provide money transfers and service payments from North America, Middle East, China, and Europe - into Africa. **me2africa's** initial focus will be to the **Nigerian Diaspora in the USA/UK/EU**. A Key component of **me2africa's** success will come from its ability to market, to the Diaspora, **me2africa** services for the UNBANKED in Nigeria/Africa.

Market Analysis

Next to petrodollars, the second biggest source of foreign exchange earnings for Nigeria are remittances sent home by Nigerians living abroad. In 2014, 17.5 million Nigerians resided in foreign countries, with the UK and the USA having more than 5 million Nigerians each.

According to the International Organization for Migration, Nigeria witnessed a dramatic increase in remittances sent home from overseas Nigerians, going from USD 2.3 billion in 2004 to 17.9 billion in 2007, to \$20+ Billion in 2014 through 2019. The United States accounts for the largest portion of official remittances, followed by the United Kingdom, Italy, Canada, Spain and France. On the African continent, Egypt, Equatorial Guinea, Chad, Libya and South Africa are important source countries of remittance flows to Nigeria, while China is the biggest remittance-sending country in Asia (Wikipedia).

The cost of sending remittances to the region remains prohibitively high with prices reaching up to as high as 18 to 22 percent in some countries for online remittance. To be precise, the price of remitting to Sub-Saharan Africa remains above global levels, a double-digit 11.3% for sending the equivalent of USD 200, versus the global average of 7.9 percent. Nine out of the ten most expensive corridors in the world are to countries in the region, with prices ranging from 18 percent to 22 percent¹¹



¹¹ World Bank, 2016

Initial Market Focus

The Nigerian Diaspora

In the USA, Nigerians are purported to be the most educated in America¹² surpassing Chinese and White Americans with the highest percent of people with advanced degrees and college graduates.

Officially 3.5 million Nigerians live in the United States and 3 million in the United Kingdom. Unofficially, there are more than 5 million Nigerians in both the USA and the UK, respectively. Of this 3.5 Million Nigerians in the USA, there are over: *[diasporanigeria.org.ng]*

- 115,000 Nigerian medical professionals
- 174,000 IT professionals
- 87,000 Pharmacists
- 49,500 engineers
- 250,000 legal, financial, real estate and related business professionals

According to the US State Department, the largest group of Nigerians resides in Maryland (Prince Georges and Baltimore counties). The second largest group of Nigerians resides in New York (New York City, Nassau and Westchester counties). The third largest group of Nigerians resides in Texas (Harris County, Fort Bend, Fort Worth, Dallas, and Travis County)

A large percent of the UK Nigerian Diaspora lives in South London (Peckham). They are one of the largest Black African groups in the UK.

Competition

“When Africa's migrants send remittances home, they enter markets characterized by a concentration of market power. The 'big four' MTOs are Western Union, MoneyGram, RIA Financial Services and Sigue. “

The High Cost of Remittances, *AfricaFocus Bulletin, April 24, 2014* - Western Union alone accounts for an estimated one-fifth of international remittance transfers - some \$80 billion in 2011. MoneyGram, the second largest company, transfers around \$20 billion annually.

In the case of Africa, the two companies exercise what amounts to a duopoly in most countries.

Both Western Union and MoneyGram have registered strong growth in revenues, reflecting a wider increase in cross border remittances.

A new report by the Africa Progress Panel, a think tank chaired by former UN Secretary General Kofi Annan, said overcharging on remittances is costing sub-Saharan African an average of \$1.85 billion a year. The APP report backs several steps to loosen the grip of Western Union and MoneyGram, which account for two-thirds of African transfers, including sending payments via mobile wallets.

The report echoes previous comments that Africa gets a particularly rough deal

¹² US Census Bureau, July 2015 Data

when it comes to charges on remittance transfers.

Making an online transfer to the continent currently costs around 12.3 per cent of the amount sent, said the report. \$1.4 billion would be saved if this cost were reduced to the global average of 7.8 per cent.

In addition to Western Union and MoneyGram, there are many companies that provide a service which can send funds to a mobile wallet – a bank account on a phone. The recipient must already have a bank account.

me2africa is projecting a \$4 remittance fee charged to the sender – for a service that places the funds DIRECT INTO THE MOBILE PHONE OF ANY RECIPIENT!

me2africa's Competitive Advantages

1. **me2africa** sends funds direct to the recipient's mobile phone; individuals that have no bank account and minimal identification.
2. A link to **me2africa** will be placed inside some of the world's largest fund transfer businesses, providing transfers to customers not currently available in their service.
3. Interswitch and XPRESS will (a) notify all recipients inside Nigeria, then (b) provide locations for conversion to the local currency, Naira.
4. While the **me2africa** solution is very profitable, it is a lower cost service than traditional Western Union and MoneyGram.
5. The **me2africa** solution has been designed to also provide fund transfers direct to mobile phones for the world GO/NGO humanitarian services.
6. **me2africa**'s executives include Nigerians who are close to the banking and mobile money industry.
7. We expect that the **me2africa** name will become a household word for mobile money services.

Pricing

me2africa will charge \$4 per transaction. The Diaspora are charged during each transaction processed. The Diaspora customer pays all fees (such as transfer fees, card authorization fee, currency conversion, and any other fee required such as Patriot Act transaction review). Fees are added to the amount paid and transferred by the diaspora, not a reduction from the amount received by the recipient.

Advertising and Promotion – to the International Diaspora

The **me2africa** Marketing program will initially focus on the Nigerian Community in the UK and the USA. Marketing will be comprised of (1) Transaction Incentives, (2) focus stories for the Nigerian media in each of the 11 residential areas in the US and UK, (3) support from our Nigerian bank and mobile money partners who will urge their Nigerian customers to use the **me2africa** solution for the transfer of funds through their systems, and (4) social media.

As soon as the technical remittance components are operational, a majority of **me2africa** operations will be focused on marketing the **me2africa** service to the Diaspora remitters

in the USA and UK.

International Marketing names have been reserved for our use:

Send2U.care **SendHome.care** **MeToU.com**
me2africa.com **MoblPay.com** **GlobalMPay.com**

Strategy and Implementation

me2africa's strategy will be to enter the market in phases, through highly focused marketing and education efforts to millions of the USA and UK Diaspora. **me2africa** will drive adoption for use by both *out-of-country* remitters and *in-country* receivers. The combination of the Cross-Border Remittance solution tied to the Interswitch Group—providing a service for the UNBANKED - suggests that the **me2africa** solution should be a major success.

me2africa will leverage its strategic relationships to accelerate the implementation of this strategy across Africa. Within 90 days of launch, **me2africa** will be able to add 29 African countries to the **me2africa** fund transfer option.

Operations – Transaction Flow

Online bank card processors hold card funds for several days to confirm the validity of the card. In order to provide instant fund transfers, me2africa will pre-fund a Nigerian account so that me2africa partners can move the funds to the receiver within minutes following the online transaction in the USA/UK/EU.

Family & Friends



1. **Send funds** using a bank card, through Metou online Web



2. **License to transfer money** - USA States, UK, and the EU



3. **Patriot Act – USA, Canada and the UK;** Transactions are copied to the appropriate government agency



Credit Card Authorization Form

4. **Credit Card Authorization** Removes payment from the card account and transfers to a Central Bank Holding Account in African countries.



5. **Bank Transaction Software Backend.**

- Full Remittance Transaction processor. Records each transaction and sends the record to the Commercial account in Nigeria to match the funds sent.
- Full KYC/AML/CFT Management

Nigeria

Funds are transferred to Nigeria in the form of Cryptocurrency. This is an instant process, costing a fraction of standard bank transfers. **me2africa's** Nigerian bank partners will convert, in their own processes, the Cryptocurrency into Naira.



6. Central Bank of Nigeria:

- International Money Transfer License.
- Nigeria – Commercial Super-Agent License



7. Transferred funds are placed in a commercial bank account (CBN Monitored).



8. The recipient receives instructions and selects how funds will be saved and/or cashed.



Internal Controls and Monitoring Features

Anti-Money laundering -

- **me2africa** will employ an outside AML monitor to review all exceptional transactions and provide monthly reports to the Patriot Act agencies of the USA, the UK and Canada (and Nigeria)
- **me2africa**'s sophisticated software includes a proven and highly recommended **Compliance Processor**, which automatically responds to and enforces all regulatory procedures; the name match technique uses complex algorithms to match names against international block-lists such as OFAC and EU Sanctions and velocity and volume checks on transactions.

Software KYC Management

- Strong software process requires complete information from the recipient before a determination of the fund recipient's KYC is determined.

24 Hour online support to answer all questions

- A team of support personnel monitors the Diaspora end of the process to answer questions at any time. Support will be provided by the bank Card Processor and Mobile Money Transaction partners. Multiple languages are included to assure all **me2africa** users are provided support.

Technical Manager - supervises non **me2africa** components (credit card authorization, fund transfer, MMO operation) to assure smooth operations.

Expansion – Africa

me2africa has verbal commitments from transaction providers in 29 African countries. These Transaction providers are linked to banked accounts, which include smart phone mobile wallets. While this is not the same service promoted by **me2africa**, it does provide the opportunity for any Diaspora at the **me2africa** web service to send funds to most African countries.

me2africa will share in the fees charged by these other African country services.

me2africa will work to add services to the UNBANKED in these 29 African countries. The first will be where Interswitch Group is operational. These include Kenya, Uganda, and Tanzania.

FOCUS

In the business community, it is often stated that there are three secret ingredients to translating a written plan into a successful business – Focus, Focus, and Focus.

me2africa is focused on six operational components:

- Cryptocurrency
 - Those sending funds to the Unbanked in Africa will pay online with a bank card or bank account. The funds are transferred using cryptocurrency to key African banks. This is the safest transfer – at the lowest cost. The receiver of the funds can choose to receive in local currency or Cryptocurrency.
- Revenue
 - Monitor all aspects of the **me2africa** operation to make sure there is a focus on revenue and profitability.
- Assure all Nigerian Diaspora that Mobile Money Services are available to any recipient of funds
 - **me2africa's** link through InterSwitch & XPRESS Payments will reach most of the banks, ATMs, Point of Sale terminals, and mobile network operators. Of most importance, the PayPoint QuickTeller POS terminals are quickly being converted to Mobile Money AGENTS.
 - Aggregation of various POS Agents, including existing MMO licensed Agents
- International Fund Transfer Sites
 - Will add **me2africa** as an option on international fund transfer web sites.
- Technical
 - Assure that the system will function properly for the International Diaspora and the Person-to-Person users inside Nigeria.
- Marketing
 - Provide Marketing Services in United States and the UK/EU based on the proposed plan; support Nigeria Marketing activities for the rest of the team. Build a recurring customer based on an SaaS service.

Exit Strategy

The founders expect that **me2africa** will be a required investment for any major financial transaction company. Once **me2africa** has safely expanded and recognized as a success throughout the money transaction industry, the Founders plan to recover their investment (financial and time) in the business. A determination at the start of business, of the best exit option, will help in the valuation at that time.

The Founders know that the equity investors did not provide funds as a loan with interest. The investors see no return until they cash out, or the company is sold.

We expect that an exit will occur prior to the end of third year of operation.

me2africa is focusing on creating an active list of 2 million customers via a SaaS type service. It is estimated that this quantity will be reached between 18 and 36 months.

Appendix

Nigeria – History: (CIA World Fact Book)

British influence and control over what would become Nigeria and Africa's most populous country grew through the 19th century. A series of constitutions after World War II granted Nigeria greater autonomy. After independence in 1960, politics were marked by coups and mostly military rule, until the death of a military head of state in 1998 allowed for a political transition. In 1999, a new constitution was adopted and a peaceful transition to civilian government was completed. The government continues to face the daunting task of institutionalizing democracy and reforming a petroleum-based economy, whose revenues have been squandered through corruption and mismanagement. In addition, Nigeria continues to experience longstanding ethnic and religious tensions. Although both the 2003 and 2007 presidential elections were marred by significant irregularities and violence, Nigeria is currently experiencing its longest period of civilian rule since independence. The general elections of April 2007 marked the first civilian-to-civilian transfer of power in the country's history and the elections of 2011 were generally regarded as credible. The 2015 election is considered the most well run in Nigeria since the return to civilian rule, with the umbrella opposition party, the All Progressives Congress, defeating the long-ruling People's Democratic Party that had governed since 1999.

Nigeria is Sub Saharan Africa's largest economy and relies heavily on oil as its main source of foreign exchange earnings and government revenues. Following the 2008-09 global financial crises, the banking sector was effectively recapitalized, and regulation enhanced. Since then, Nigeria's economic growth has been driven by growth in agriculture, telecommunications, and services. Economic diversification and strong growth have not translated into a significant decline in poverty levels; however, over 62% of Nigeria's 214 million people still live in extreme poverty.

Company Legal Entity

A Delaware, USA Corporation
1635 Knoll Drive, San Luis Obispo, CA 93401 USA

Nigeria Corporation (CAC)
No. 8, Benue Crescent, by the Basketball Court, Abuja, Nigeria

me2africa is a division of MeToU, Inc.

CROSS BORDER REMITTANCE INTO NIGERIA.

Yearly Cross Border Remittance into Nigeria, including both Cash and Money Transfer Operators.

This page is copied from the *World Bank Data* files, January 2019.

Source: World Bank staff calculation based on data from IMF Balance of Payments Statistics database and data releases from central banks, national statistical agencies, and World Bank country desks.

Migrant remittance inflows (US\$ million)	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018e
Mozambique	69	58	59	80	99	116	111	116	130	174	152	155	143	93	258	279
Myanmar	84	117	129	115	81	55	54	115	127	275	1,644	1,864	2,005	2,346	2,565	2,754
Namibia	12	15	18	16	16	14	77	69	79	80	65	81	47	66	41	44
Nepal	771	823	1,212	1,453	1,734	2,727	2,983	3,464	4,217	4,793	5,589	5,889	6,730	6,612	6,928	8,210
Netherlands	2,025	2,163	1,259	1,552	1,630	1,649	1,712	1,720	1,788	1,641	1,619	1,482	2,298	2,159	2,281	2,434
New Caledonia	449	493	512	537	491	544	509	492	594	715	724	721	613	621	621	640
New Zealand	1,070	958	352	335	384	421	331	371	455	462	459	305	285	274	152	158
Nicaragua	439	519	616	698	740	820	770	825	914	1,016	1,081	1,140	1,198	1,268	1,395	1,501
Niger	25	60	66	78	79	94	102	134	166	152	146	219	172	179	189	206
Nigeria	1,060	2,270	14,640	16,932	18,014	19,203	18,368	19,745	20,617	20,543	20,797	20,806	21,158	19,679	22,001	25,081
Northern Mariana Islands																
Norway	392	465	505	529	617	685	631	680	765	767	791	760	609	594	617	654
Oman	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39	41
Pakistan	3,961	3,942	4,280	5,121	5,998	7,039	8,717	9,690	12,263	14,007	14,629	17,244	19,306	19,808	19,689	20,910
Palau			1	2	2	2	2	2	2	2	2	2	2	2	2	2
Panama	107	109	130	301	355	378	337	410	368	411	461	756	554	502	533	561

Contracts and Agreements

There are several key agreements that allow Cross Border Remittance into Nigeria. Documents are available upon request. These documents were signed under Non-Disclosure Agreements with the partners.

ME2AFRICA – CROSS BORDER REMITTANCE Interswitch Group Contract

This document provides (1) the licensing required for transfers across the border into Nigeria (IMTO License), (2) the service to the UNBANKED mobile phones of Nigerians, and (3) a full solution for the recipient of the funds such as purchasing, conversion to Naira, sharing, bill payments, etc.

ME2AFRICA – CROSS BORDER REMITTANCE XPRESS Payments

This document provides (1) the licensing required for transfers across the border into Nigeria (IMTO License), (2) the service to the UNBANKED mobile phones of Nigerians, and (3) a full solution for the recipient of the funds such as purchasing, conversion to Naira, sharing, bill payments, etc.

Additional International Money Transfer Operator (IMTO license with the CBN)

We have partnered with First Apple Financial of Maryland to use their IMTO license, allowing **me2africa** to have a backup license to the IMTO license provided under agreement with the Interswitch Group.

Merchant and Transaction Services

Transaction Record Processing.
RemitONE Ltd., London
WorldPay, London

Money Service Business Licenses (50 USA States)

PanPay (temporary)
We have the complete application process on hold for a **me2africa** 50 state MSB licenses. Will be completed at from the next investment.

Agreements / Understandings:

- LOCAL PAYMENT will provide remittance to Latin America, mainly to Mexico, in exchange for our providing remittance service to Africa to their customers. Fee sharing basis.
- YellowCard provides a successful Bitcoin transfer from the USA to Nigeria. We will share services, their option on the **me2africa** web site, and the **me2africa** option on the YellowCard web site.
- Atlantic Exchange – will provide a return transfer service for **me2africa** customers in Africa. Atlantic Express is associated to 10,000 USA bank locations, allowing **me2africa** African customers to pay for a transfer of funds to a USA customer bank account
- Choice Remit of Canada. They remit to the Middle East from Canada, yet most customers are in the USA. **me2africa** will provide services for their USA customers, fee based.

Personnel

RICK MAY– **International CEO** *Mr. May's 45-year professional career of management of sales and marketing in High Technology companies, including software, asset tracking and mobile purchasing. Mr. May is an expert in Asset Tracking, Mobile Transactions, RFID and Contactless Purchasing. Mr. May has been on the Board of Directors of an RFID company in the UK, Board of a public oil and gas company, and founder of asset tracking companies. (Location – Africa, EU, USA)*



Responsibilities - Manages day-to-day business operations. Provides overall direction and guidance to the activities of ME2AFRICA. Formulates policies and plans the transaction process as it expands across and beyond Africa. Manage government compliance requirements; supervise authorization processor, and the backend transaction processor. Manage the support components of the service. Advance the company to other money transfer businesses. Seeks further investments, as necessary.

TERRY RICHARD - **Managing Director, Africa** *Mr. Richard is a US citizen, a native Nigerian, and a former officer in the Nigerian Navy. He is an active leader in the Nigerian National Association and a member of Nigerian Diaspora. (Location – Nigeria)*



Responsibilities – Mr. Richard is responsible for meeting with and advancing relations with the Nigerian Diaspora in the USA and the UK. He will be promoting the use of ME2AFRICA for Cross Border Remittance. He will be advancing ME2AFRICA services to all Nigerian businesses that need mobile money services. Mr. Richard is also responsible for bank and mobile money operator relations in Nigeria and other countries as ME2AFRICA advances across Africa.

BILL MARKS– **International Marketing** *Mr. Marks is one of the nation's leading mobile technology public relations professionals. He served more than a decade with BellSouth in corporate communications, was involved in the launch of BellSouth mobility, and the subsequent BellSouth merger with AT&T. Marks served as Director of Corporate Communications for the Coca-Cola Company, President of CGI Group in Atlanta (at the time, CGI was one of the world's largest public relations firm), and was Deputy Director of Communications for the Atlanta Committee of the Olympic Games. (Location – USA). Bill is currently the Chief Strategy Officer at Group Salus, Atlanta, GA,*



Responsibilities – Corporate Reputation Management, Public Relations, and Marketing. Mr. Marks will focus most his efforts initially on marketing to the Nigerian diaspora communities in the USA and the UK through media stories, news coverage, social media, and various forms of direct marketing such as organization e-mails.

DAVE BERNARD – **Technical Advisor** *Dave is a serial entrepreneur, technologist, inventor, and investor living in Atlanta, Georgia. An expert in new and emerging technologies, Dave has co-founded several companies, including The Intellection Group (TIG), an innovative technology consulting group that has been recognized as one of Georgia’s most innovative companies. TIG specializes in building complex award-winning software-as-a-service (SaaS) systems for both commercial and government entities in North America, Europe, and Africa. He has lead and helped create award-winning complex software platforms for organizations across many different industries (healthcare, supply chain, insurance, retail, hospitality, consumer, financial services, church, education, academia, defense, veterans services, marketing) and sizes (from startups to multi-billion-dollar multi-national companies.) Dave has also cofounded a company, BeneVets, providing technology solutions to veteran services organizations. He also led TIG's development of a patented technology architecture that unifies web development capabilities with voice recognition, text-to-speech, natural language, RFID and GPS technologies, deliverable to wireless handheld and desktop devices.*

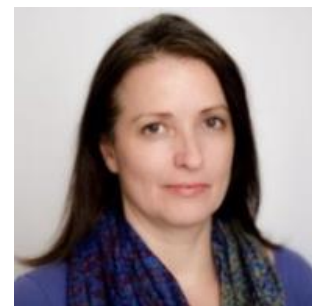


JOSEPH ARINAITWE – **Managing Director Operations, Nigeria:** *This manager is a seasoned E-commerce specialist with banking experience of more than 16 years. He has expertise in driving large ebanking projects, deployment of robust E-payment ecosystems, Mobile Money services through collaboration with the leading PAN African Mobile National Operators (MNO) across Africa, working with Central Bank regulators in more than 18 countries of Africa. He has tested experience in Mobile wallet based solutions for the un-banked and the under-banked, internet banking solutions ,mPOS ,integrating Core Banking Applications to National Payment SWITCHES across the length and breadth of Africa, Third Party vendor Support for Global payment processors (Visa, MasterCard, GTP, China Union Pay), Prepaid card Business Development (Master card/Visa), Card on line payments support (3pp), Offshore processing, System security (CISM), e-Project Management, e-Business fraud prevention techniques and e-Banking Sales and Strategy. Current, providing support to the creation of the Central Bank of South Sudan. (Location – Uganda, Nigeria)*



Responsibilities – Promote ME2AFRICA services to every Nigerian commercial bank, meet with the Central Bank as needed, and represent ME2AFRICA at all mobile money organizations.

ELIZABETH THRANE-CARLSEN - **Humanitarian Organization Representative** *Founder of Ghana Growth. Elizabeth was part of four hi-Tec start-ups in Cambridge, UK and one based in the US. Elizabeth has been working with Humanitarian Organizations for many years. (Location – Copenhagen)*



Responsibilities – Project Manager for Humanitarian Aid organizations. Specifically, coordinate humanitarian projects with **ME2AFRICA** services, initially in Nigeria followed by East African countries with existing mobile money services.

CHARLES IFEDI – Consultant to **me2africa**

*Charles was one of the founders of Interswitch Group (estimated to have a book value today of \$1 Billion). Charles defined the **me2africa**/Interswitch contract and continues to provide guidance to **me2africa**. Please follow this link to see Charles’ presentation the Harvard Business School:*

<https://www.youtube.com/watch?v=arUIHyClFvQ>

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