

E-Commerce Industry- Mobile Wallets

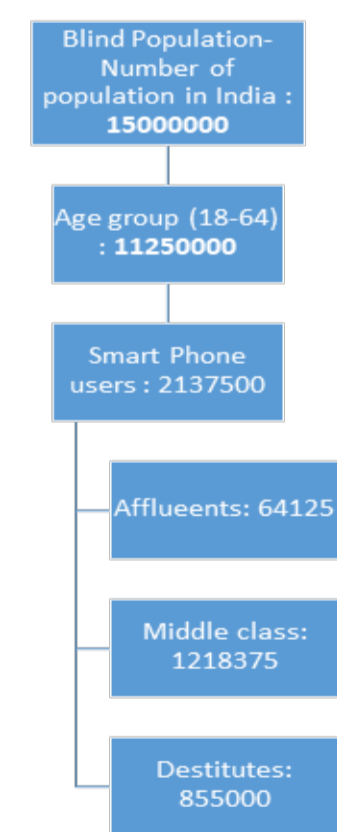
Subject: Business Creation (Sector Analysis)

EXECUTIVE SUMMARY

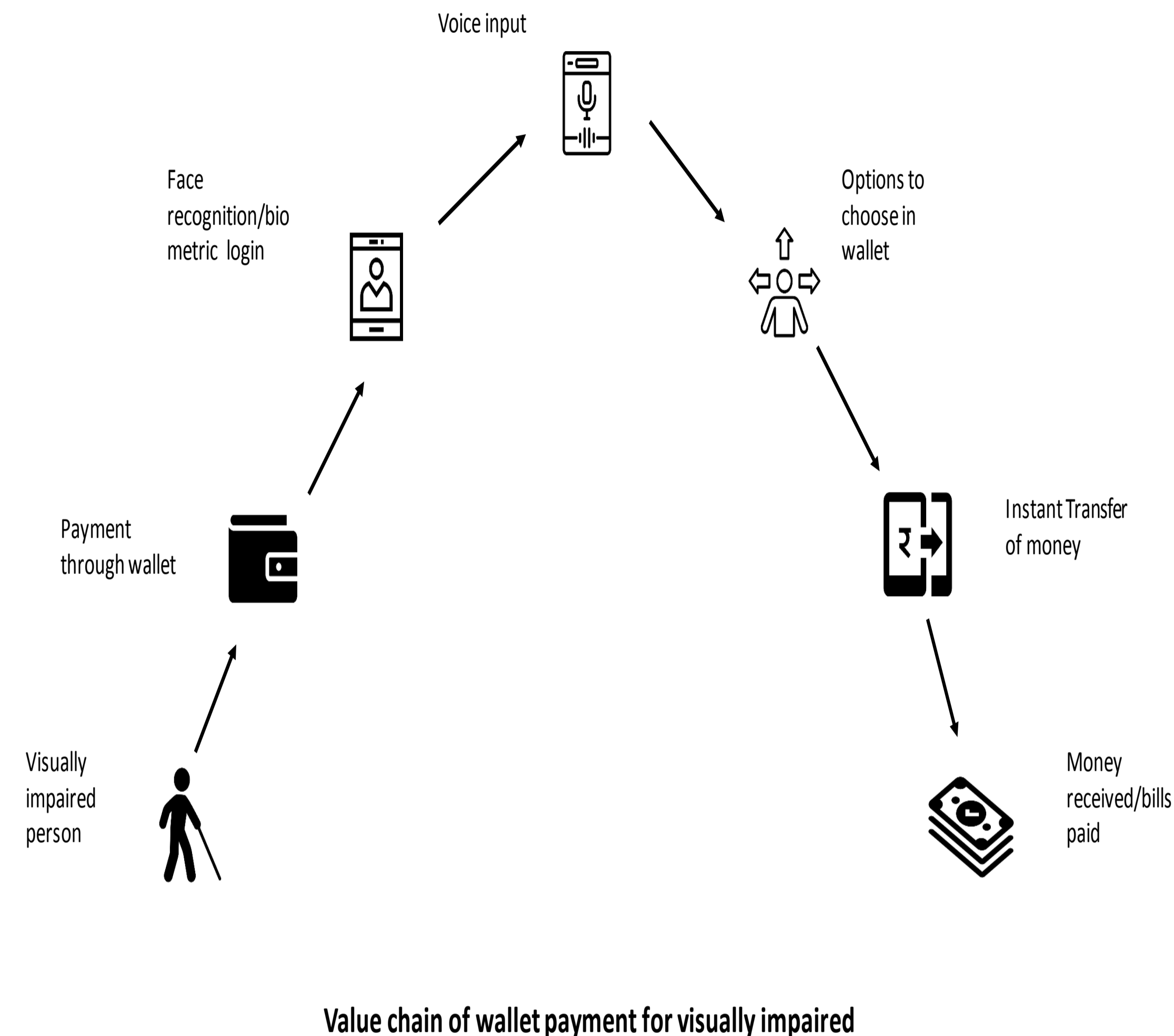
Business Opportunity:
With some 15 million visually impaired citizens, India has the highest number of blind people in the world. Yet, they have been largely ignored in the demonetisation drive on in the country aimed at curbing black money in the economy. Generally, hard cash, whether its currency notes or coins, have features for the blind to use. Depending on their make, ATMs have braille on buttons and some can talk as well. With the advent of digital banking and rise of online financial institutions, it is often considered that some of the most basic banking tasks typically do not require assistance including checking one's account balance, withdrawing cash or sending money to friends and paying bills. However, around 285 million visually impaired people globally, do not have the privilege of such independence. As per a survey majority of the blind and partially sighted people rely on family and friends to manage their finances, with 69% of the people managing their financial affairs with the assistance of family and friends (57%) or other people (12%). It's important for apps to have built-in features to talk to users in a language preferred by the user. Modern Apps also need to have simplified user interface settings for the visually challenged.

Taking advantage of the Market:
The switch to Digital can actually become a boon for blind citizens, because they can access services independently with the help of computers and smartphones. As the interface between service providers and end-users turns digital, banking apps, taxi and other transport apps, navigation apps, etc. can all be accessible with the click of a button or a voice command. Dependence on another individual can go down if all these services become digitally accessible to the blind. Paytm will join the Digital India bandwagon and widen the scope of their services to reach an additional section of the population—the visually impaired citizens. We can pave way for overall integration of the visually impaired population into society. After their inclusion, civil society and the government will become sensitive to their needs, and incorporate the same in future legislation and initiatives.

Target Market: Market Sizing



Business Model:
The new PAYTM app will be built from ground up with the requirements of the visually impaired in mind. For example:
You can tap anywhere on the screen. The app will read out the first option on the first tap, the second one on the second and so on.
Overall, swipe right signifies Yes and Swipe left signifies no/back/cancel. Biometric authentication makes typing a PIN unnecessary.
Using headphones with the app will be mandatory – as this would ensure privacy.
Banking actions like balance inquiry, loan request, ATM finder, mobile recharge and even payments can be done from the app in its current state. Automatic OTP detection
Additionally, the app will be linked to the phone's language. So if a user selects a regional language on their phone, the app will also be working on that language. Needless to say, these features make the app useful not only for the visually impaired but also for the elderly and the illiterate, who form a significant portion of the world's population



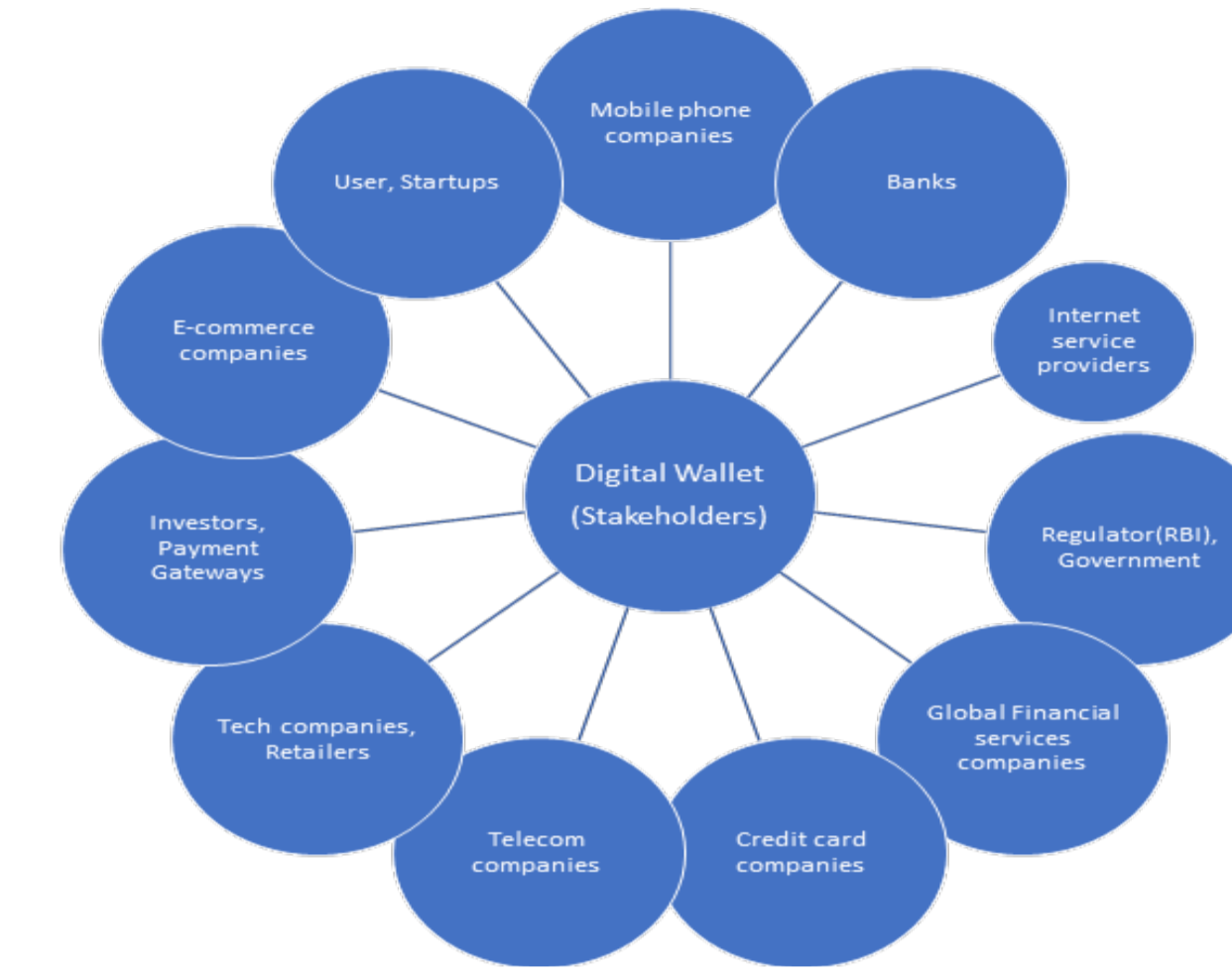
Key partners > Banks/NBFC > Retailers > RBI > Telecom partners	Key activities > Recharge Services > Bill Payments > Payment Solutions	Value proposition > Empowering visual impaired youths and adults by providing them transaction platform > Easy transaction > convenience	Customer relationships > To our target group- provide safe, secure and user friendly transaction option	Customer segments > Visually impaired youth adults
Key resources > Wallet platform > Data > Payment Solutions		Channels > Payment wallet platform > Payment Solutions		
Cost structure > Customer acquisition > Marketing > Promotions		Revenue streams > Commission > Advertising platform > Subscription model		

Business model canvas of payment wallets for visually impaired

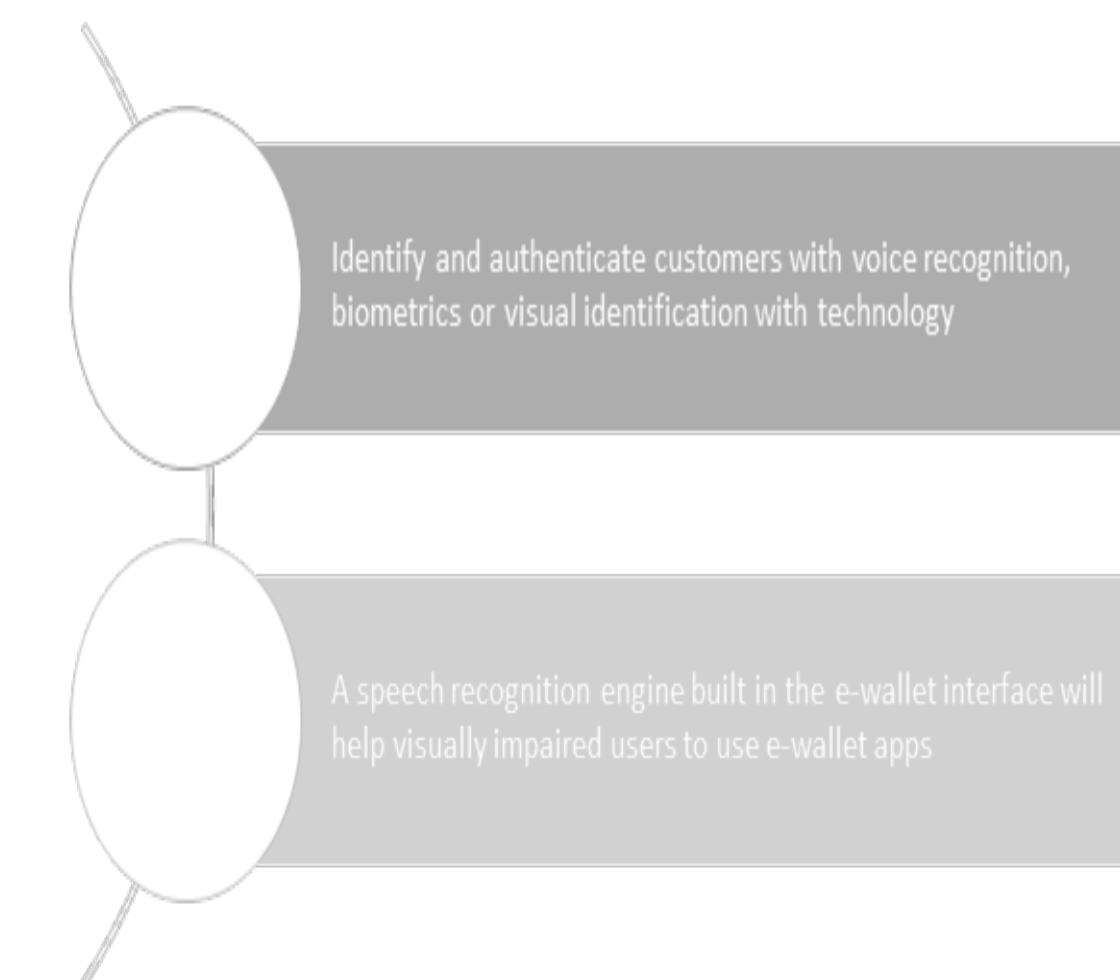
Operational Value Chain

Value chain analysis of payment wallets for visually impaired would be similar to normal digital wallet except for the process of data input and method of input. Visually impaired person while making payment through wallets would communicate to wallet interface via voice recognition feature wherein he/she would give input details like amount to be paid and recipient's details. The interface would then process the given information and authenticate it and then allow the the money transfer. In this process to maintain the safety and security feature the login to wallet app would be biometric or it would have face recognition system to authenticate the original user of the account.

STAKEHOLDER



Ideation:

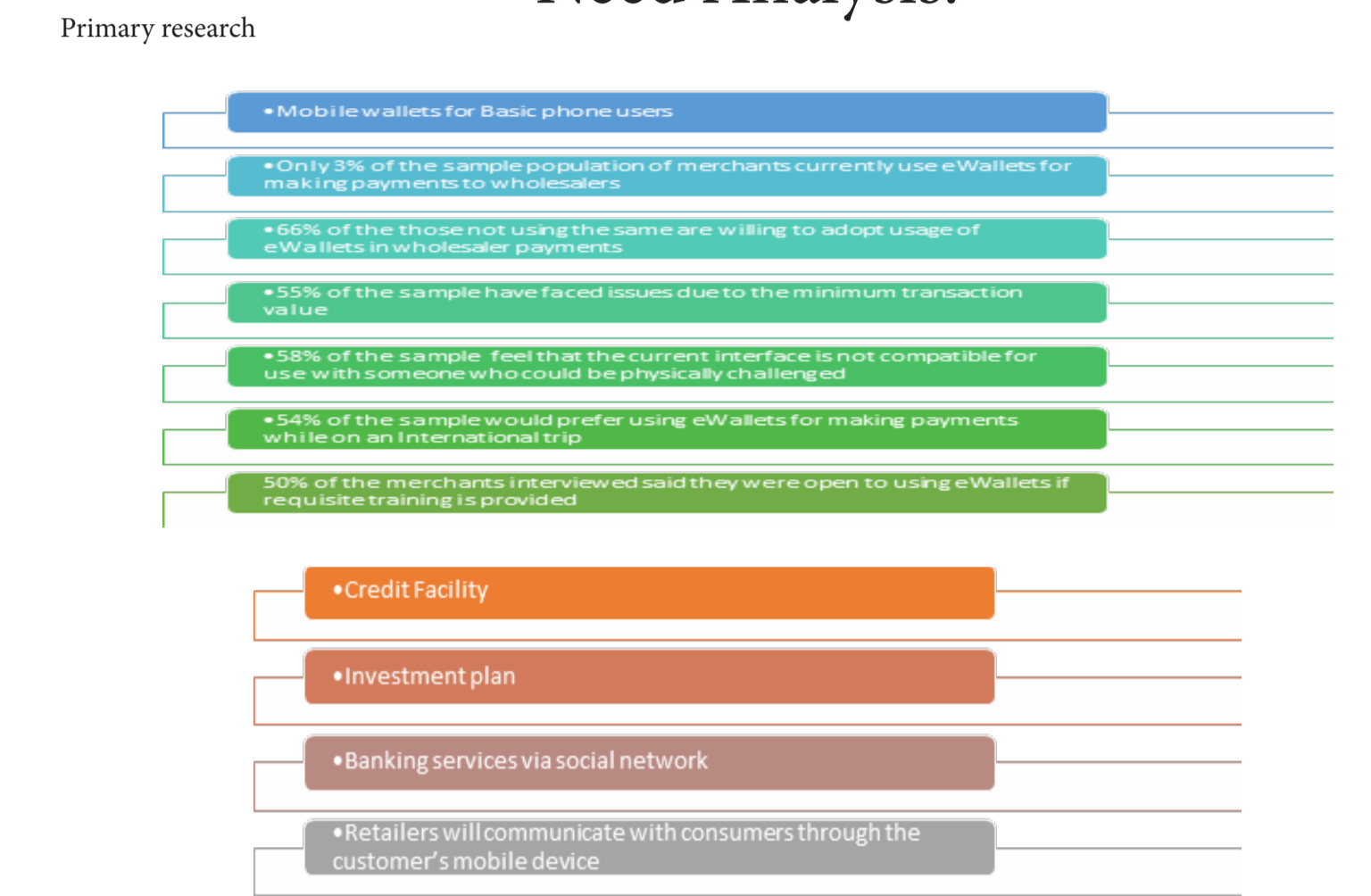


Management team: Bhavesh shah (PGDM, CFP), Shweta Keley (Engineer turned into a finance enthusiast, Shraddha Ghag (Good knowledge & experience in diverse fields of consulting, marketing & Finance)

Where does the idea fit into the competitive landscape?
The real painpoint for the blind is when they are not able to access the new age apps for carrying out their daily shopping & other payments. We would have a first mover advantage in this space & trying to solve on their pain-points would help us tap the potential untapped market.

How will our idea scale?
In This recent technological era the number of smart phone users in india would scale up drastically there by ensuring the scalability of the business, India has a 17% smart phone user population leaving a huge opportunity for us to serve the blind population & resolving their pain points.

Need Analysis:



Target Customers and benefits:



- Mobile Wallet Market: Product Segment Analysis**
- Near field communication (NFC)
 - Remote payments
- Mobile Wallet Market: Application Segment Analysis**
- Retail payments
 - Vending machines
 - Public transportation
 - Restaurants
- Mobile Wallet Market: Regional Segment Analysis**
- North America
 - U.S.
 - Europe
 - Germany
 - UK
 - Asia Pacific
 - China
 - Japan
 - India
 - Latin America

Group Members

- Bhavesh shah
- Shraddha Ghag
- Shweta Keley