

Buy Now

Business made easy

**Link based easy business
solution for SMEs to
enable digital financial
access**

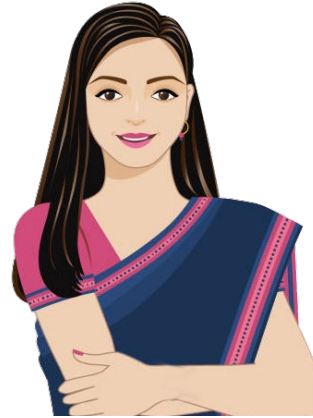


Problem statements



50%

of the country's
ecommerce transactions
happen on **social media**



80%


Of social media centric &
small entrepreneurs
(SMEs) **do not** use any
platforms for orders,
payments, & logistics




0%

Manual transaction
processing **does not**
let them to **scale due**
to NO credit scroing

Solution

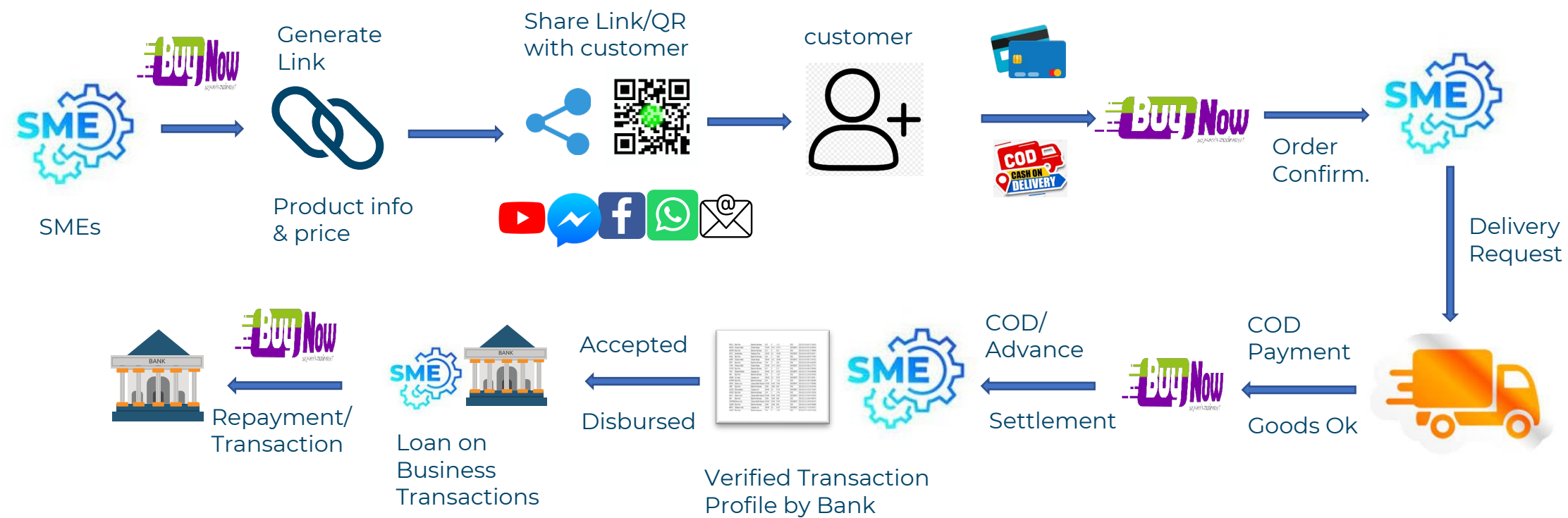


A link/QR generating tool that gives entrepreneurs access to PG, seamless logistics connectivity, sales tracking & customer profiling

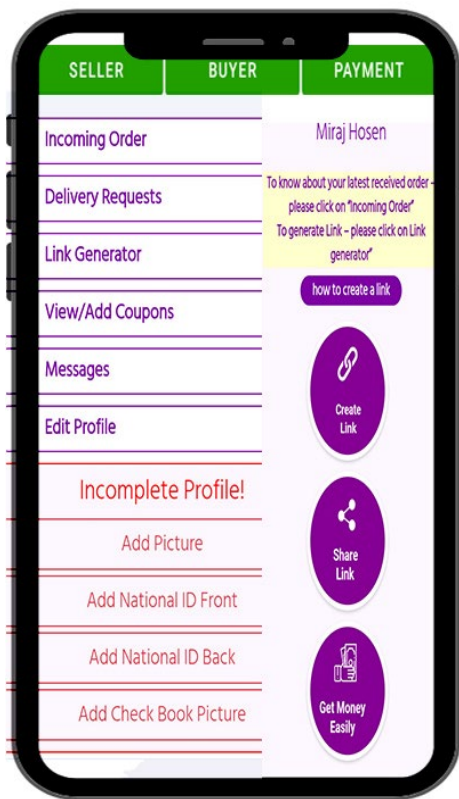


- Completely platform agnostic
- Gives entrepreneurs all the pros of a big ecom CMS without the learning curve and cost
- Seamless logistics and payments aggregation
- **QR** based payments capability
- Works smoothly for both offline & online sales
- Generates a transaction profile for merchants
- Up and running instantly

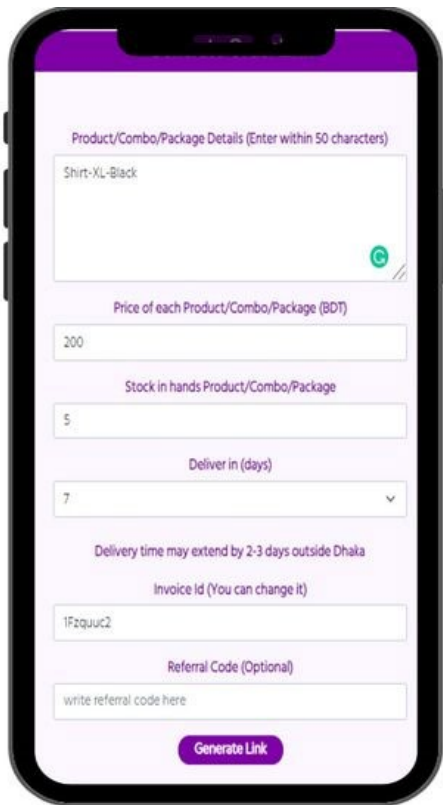
5 mins Merchants Journey



Create A shareable link QR to sell the product



Merchant Portal



Link/QR Generator



Generate Link/QR



Share it



Facebook post



Offline Payment

Customers Payment Journey

- Customer Can choose Payment Gateway or Cash on Delivery while confirming orders
- Product & Payment guarantee for the end customers

অর্ডার ডিটেইলস

| বিস্তারিত | মূল্য (b) |
|-----------|-----------|
| Shirt | 100.0 |

অর্থ ফেরতের গ্যারান্টি

পণ্যের সুরক্ষা প্রদান।

ক্রয় সুনিশ্চিত।

ফোন নাম্বার দিন

ফোন নাম্বার দিন

চালিয়ে যান

পেমেন্ট কনফার্ম করুন

সেলার: Shamima Tusty
সর্বমোট: 200.00

পেমেন্ট মাধ্যম


for Buy Now advance/card payment please click MTBL

☐ আমি ভালোভাবে পড়েছি এবং শর্তাদির সাথে একমত

শর্তাবলী

গোপনীয়তা নীতি

রিস্ক নীতি

বাতিল করুন


for Buy Now Cash on Delivery please click Paperfly

☐ আমি ভালোভাবে পড়েছি এবং শর্তাদির সাথে একমত


for Buy Now advance/card/MFS/bKash/nagad/rocket/internet-banking payment please click Ekshop escrow

☐ আমি ভালোভাবে পড়েছি এবং শর্তাদির সাথে একমত

BUY Now
payments made easy!

Sales Tracking and Courier Assign

- Sales Tracking & Customer Profiling Tool.
- 3 sec requires to assign order to our logistic partner

| Incoming Order | | | | | | | |
|------------------------------------|-------------|-----------------------|--------------|-----------|-----------|---|-------|
| <div>Reset filter Export CSV</div> | | | | | | | |
| Start Date (dd-MM-yyyy) | | End Date (dd-MM-yyyy) | | | | | |
| Product Description | | Payment Status | | All | | | |
| Ordered Time | Description | Buyer Name | Phone Number | Gender | Status | Action | Price |
| 07-12-2021 12:41:05 PM | shirt | Yasser Arafat | 01611106000 | Not Known | Cancelled | Canceled Order View Order | 100.0 |
| 07-12-2021 12:40:10 PM | shirt | Yasser Arafat | 01611106000 | Not Known | Cancelled | Canceled Order View Order | 100.0 |
| 07-12-2021 12:39:24 PM | shirt | Yasser Arafat | 01611106000 | Not Known | Cancelled | Canceled Order View Order | 100.0 |
| 07-12-2021 12:39:03 PM | shirt | Yasser Arafat | 01611106000 | Not Known | Cancelled | Canceled Order View Order | 100.0 |
| 07-12-2021 | | Yasser | | | Cancelled | Canceled Order View Order | |

Courier Order Placement

Delivery Address

Yasser Arafat, 01611106000, 64 Green Road, Ka

Comments

Description

shirt

Price

100.0

Payable Amount

100.00

Coupon applied

Payment Status

Pending [Details](#)

Customer Name

Yasser Arafat

Customer Phone Number

01611106000

Product Size (Weight)

standard

Delivery Option

regular

Maximum Weight

1

PAPERFLY

[Request Delivery](#)

[Go back](#)

Why now

Early Adopters



500K+

increasing heavily

80% are underbanked

Facebook users **52.7M**

Scalable To



8M+

around **7M** are **underbanked**



126.6M+

Internet users



GDP **\$409B+**

GDP Growth **6.1%**



181.02M+

Mobile Phone Users

Team



CEO

Yasser Arafat

11+Years

1.5+ yrs. exp. in startup
Experienced in RMG, Retail
Sector
Business Graduate



CTO

**Chowdhury
Shahrear Ekram**

22+ Years

1.5+Yr in Startup
Software Architect, PMP, CISA,
CSE Background



COO

**Mohammad
Sazzadul Islam**

17+ Years

1.5+Yr in Startup
Logistics and E-commerce
World Bank Consultant
Business Graduate



CMO

**Shamima Islam
Tusty**

13+ Years

1.5+Yr in Startup
Retail Experienced
National TV Artist, Strong reach
in Mass level
Business Graduate



CAO

**Wg. Com. M. Murad
Zaman (Retd.)**

30+ Years

1.5+Yr in Startup
Ex. BD Air Force, Ground &
logistics operation.
Specialized in Strategic
Management



CFO

Sarah Zita

13+ Years

1+Yr in Startup
Strong Presence in E-comm and
SME based Financial operation
Ex Bank Asia, UNDP Consultant
Finance Background

Auchan | RETAIL



PAPERFLY
Delivering Happiness

grameenphone



PAPERFLY
Delivering Happiness



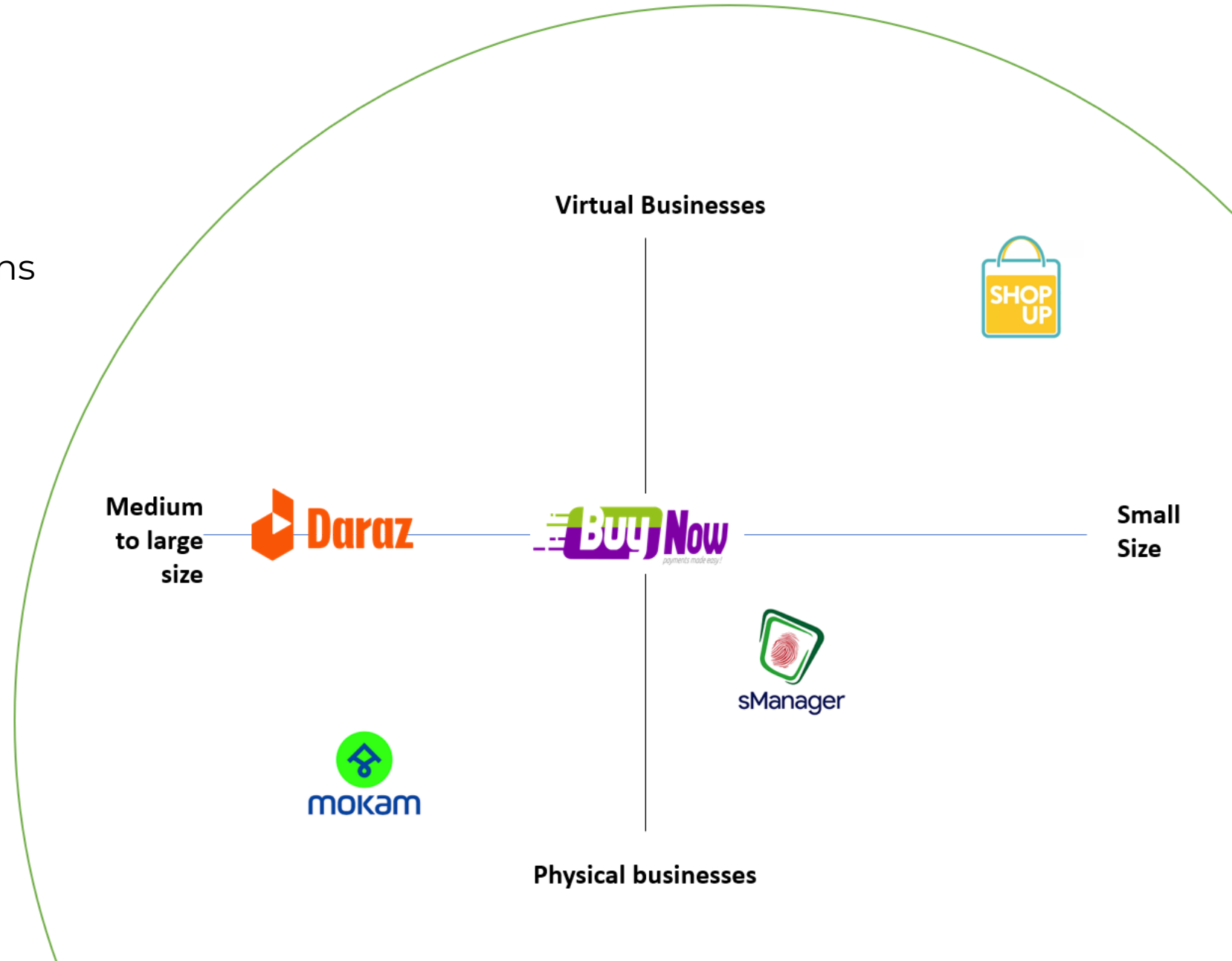
aramex



Empowered lives.
Resilient nations.

Competition

- Our positioning is unique
- Automated ledger
- Fast & hassle free transactions
- Backed by bank
- Solving credit rating and giving access to finance



Competitive Advantages



Ease of Use.



**No Website required for
payment solution**



**No subscription
Fees**



Avail Loan on transactions



**COD Transaction
Tracking Facility**



Same Day Disbursement



Buyer Protection



No POS Required

Business Model

Payment with Card & MFS on Delivery Commercial

Payment Gateway – **3.5%** per transaction

Buy Now Service Charge - **\$0.06** per transaction

Cash on Delivery Commercial

Cash on Delivery – **\$0.12** per transaction

Buy Now Service Charge - **\$0.12** per transaction

Loan Commercial

2%

Per disbursement

D2D Salesforce

Customer
acquisition and
training

Events

District
Branding
Fairs etc.

Partnerships

Co-Branding Govt.
Org.
Bank
Courier
FB Groups

360° Marketing

Omnichannel
Referral etc.

Market Size Bangladesh

TAM

\$3+
Billion

E-Comm Business
Total Available Market

SAM

\$2.4+
Billion

80% of whole market
Unbanked/Underbanked
Serviceable Available Market

SOM

\$600+
Million

25% of SAM by 5yrs

Traction

| Transaction ID | Buyer Name | Seller Name | Buyer Amount | Buyer Fee | Seller Amount | Payment Status | Transaction Date | Transaction Time | Transaction Result |
|----------------|-----------------|-----------------------|--------------|-----------|---------------|----------------|------------------|------------------|--------------------|
| F3ISQSYVD | Shikho Soyon | Shamima Tusty | 110.00 | 8.85 | 101.15 | PAYMENT | 2022-02-20 | 16:01:11.067279 | false |
| QMK7DW0U4 | Buy Now | BuyNow Revenue | 3.85 | 5 | -1.15 | FEE | 2022-02-20 | 16:01:11.358165 | false |
| ID8ZQAHOLD | Nazmus Sakib | Naimul Hoque | 150.00 | 10.25 | 139.75 | PAYMENT | 2022-02-20 | 16:01:16.859818 | false |
| TKUGSDOWP | Buy Now | BuyNow Revenue | 5.25 | 5 | 0.25 | FEE | 2022-02-20 | 16:01:27.786939 | false |
| JUY6ULDCFL | asrafal khan | Shamima Tusty | 120.00 | 9.2 | 110.80 | PAYMENT | 2022-02-20 | 16:05:07.64339 | false |
| ZNDY5U8ZM | Buy Now | BuyNow Revenue | 4.20 | 5 | -0.80 | FEE | 2022-02-20 | 16:05:11.497162 | false |
| NNHVQXSPR | Nazmus Sakib | Naimul Hoque | 200.00 | 12.0 | 188.00 | PAYMENT | 2022-02-20 | 16:05:16.463305 | false |
| ZIBS3BZHGY | Buy Now | BuyNow Revenue | 7.00 | 5 | 2.00 | FEE | 2022-02-20 | 16:06:25.227731 | false |
| SYE2XV7MN | Nazmus Sakib | Naimul Hoque | 250.00 | 13.75 | 236.25 | PAYMENT | 2022-02-20 | 16:06:25.286384 | false |
| 9VXYGGV2ZX | Buy Now | BuyNow Revenue | 8.75 | 5 | 3.75 | FEE | 2022-02-22 | 12:54:42.062408 | false |
| EPZHAYP2SI | Rashed Mollick | Anjuman Ara | 100.00 | 8.5 | 91.50 | PAYMENT | 2022-02-22 | 12:54:42.851892 | false |
| COZXN94IJ | Buy Now | BuyNow Revenue | 3.50 | 5 | -1.50 | FEE | 2022-02-22 | 13:02:31.05838 | false |
| HHB4HADOB0 | Al Amin | Anjuman Ara | 100.00 | 8.5 | 91.50 | PAYMENT | 2022-02-22 | 13:02:31.662298 | false |
| LASPDVLOWR | Buy Now | BuyNow Revenue | 3.50 | 5 | -1.50 | FEE | 2022-02-22 | 14:15:37.882086 | false |
| ONDXXM593L | Marwa Aziz | Ahasan Habib Shourrov | 120.00 | 65.00 | 55.00 | PAYMENT | 2022-02-22 | 14:15:38.161954 | false |
| C3DCXIGIRY | Buy Now | BuyNow Revenue | 10.00 | 10.00 | 0.00 | FEE | 2022-02-22 | 14:23:07.122693 | false |
| KUTCSKLQTD | Brizet palmer | Anjuman Ara | 100.00 | 8.5 | 91.50 | PAYMENT | 2022-02-22 | 14:23:07.476526 | false |
| ON2CC6OWDY | Buy Now | BuyNow Revenue | 3.50 | 5 | -1.50 | FEE | 2022-02-22 | 14:29:47.835203 | false |
| 2HVWK9H10 | Marwa Aziz | Ahasan Habib Shourrov | 120.00 | 65.00 | 55.00 | PAYMENT | 2022-02-22 | 14:29:47.968176 | false |
| 7IXBT1XBV | Buy Now | BuyNow Revenue | 10.00 | 10.00 | 0.00 | FEE | 2022-02-22 | 14:30:29.281635 | false |
| 4TRWHDXWHR | Marwa Aziz | Ahasan Habib Shourrov | 120.00 | 65.00 | 55.00 | PAYMENT | 2022-02-22 | 14:30:29.592868 | false |
| TMHJM2QEW | Buy Now | BuyNow Revenue | 10.00 | 10.00 | 0.00 | FEE | 2022-02-22 | 17:15:01.945511 | false |
| AEIGDBHTU | Shaharia Afrin | Anjuman Ara | 100.00 | 8.5 | 91.50 | PAYMENT | 2022-02-22 | 17:15:02.251919 | false |
| W1YXGYQGFT | Buy Now | BuyNow Revenue | 3.50 | 5 | -1.50 | FEE | 2022-02-22 | 17:32:49.205038 | false |
| SLGPBDZ72U | Muktadir rahman | Anjuman Ara | 100.00 | 8.5 | 91.50 | PAYMENT | 2022-02-22 | 17:32:49.205038 | false |

Transaction ledger snapshot



353

Registered
Merchants



41

Active
Merchants



\$10350

GMV

Strategic Partnerships



Funding



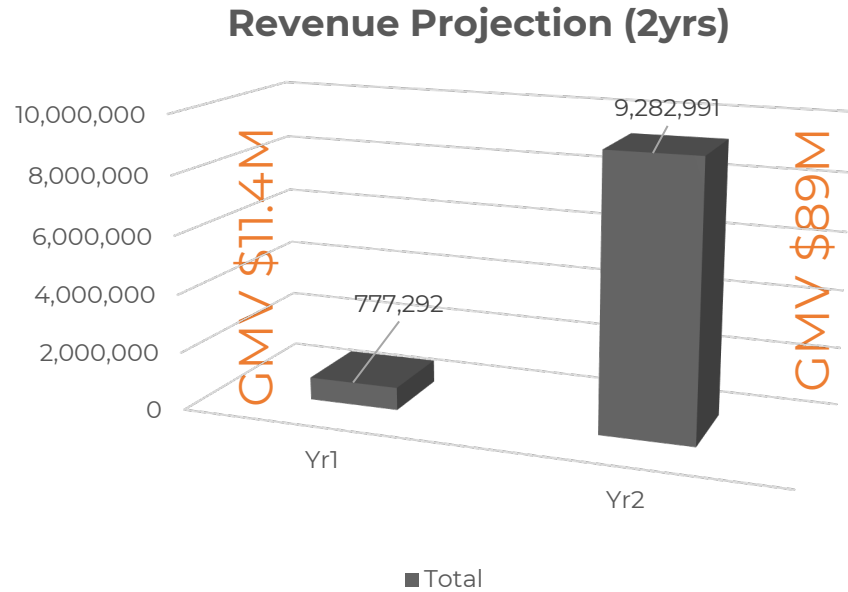
**Innovation
Design and
Entrepreneurship
Academy**



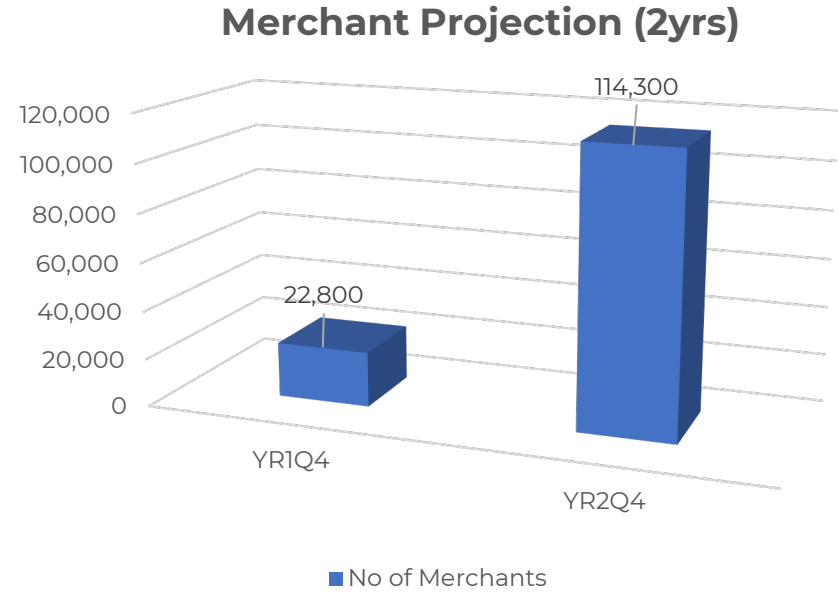
\$11500

Grant

Growth Model



**Revenue Projection–
\$777K (Yr1)
\$9.28M (Yr2)**

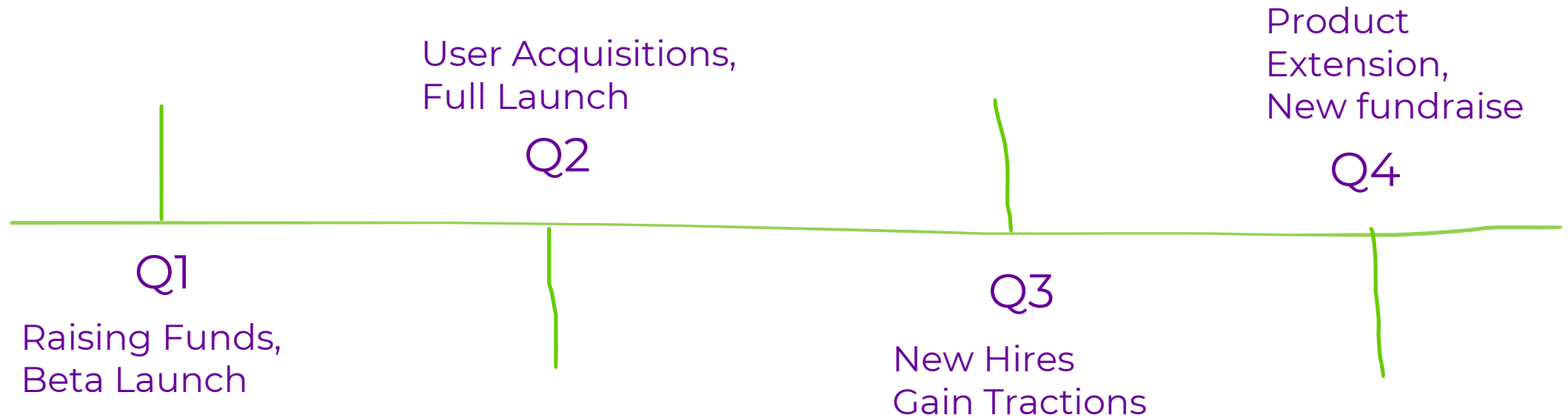


**Merchant Projection–
22.8K (Yr1)
114.3K (Yr2)**

Investment Ask Pre Seed

US\$418K

For 12 months



Thank you !



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