SENAYAH
GIDEON

BUSINESS PROPOSAL

PREPARED BY:

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Summary

Microsoft will use existing texting technology to facilitate making the transfer of small amounts of money easier and at a low fee per transaction.

Business Description

Microsoft will facilitate transferring a small amount of money to another person overseas, and at a minimal cost. The customer only needs the recipient's phone number. While this is attractive to parents of children who live overseas, it can also be a good micro-financing option. The simplified method will be used between phones the same way Red Cross lets you text to donate to them. The small usage charge will go from the customer's phone and signal our program in a text message if they have connected their phone to Microsoft along with their bank information.

Vision

To make transfers of small amounts of money simple, quick, and affordable (only pennies per transaction!).

Target Audience

Users of this service will be mostly students traveling or living abroad, and their parents. These days, the tech savvy student will have no problem ensuring their account is synced to their cell phones. All a parent has to do is text a dollar amount to one number, and then approve the transaction.

Goal

Simplifying the transfer process is paramount to ensuring the service's popularity. Using the same technology as is used to make a donation, the fee is actually included in the phone bill instead of having to get approval for a withdrawal from the bank. Microsoft signals the account the same way PayPal does, only faster because it uses text for "instant" availability.

Revenue Model

Fees are charged at a rate of $0.01 to $0.02 per dollar transferred, generating as much as $2.00 for a $100 transaction, for example. Most of the transactions would be small, and the cost to the consumer will be low, however its popularity, and thus frequency of use, would produce excellent revenues.

Estimated Growth first year

10,000 customers

The average customer makes 2-3 transactions per month.

The average transaction is $50

Future Development

To incorporate a mobile app with an email trigger instead of only a text-triggered way to finance.

Infrastructure	$08,000
Tech Staff	$150,000
Programming	$90,000
Marketing	$100,000

For further details and partnership information, please contact:

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