

InFlow

The Frictionless Gateway

Pre-Seed Round Pitch Deck
- 2024

Problem

In today's evolving digital payment landscape, e-commerce businesses encounter **critical challenges** that **limit their growth** and operational **efficiency**:

Web2 :

- high **transactions fees**
- High amount of intermediary
- Unexplained account freezes

2.5% Transaction fees, on average, for general Payment Service Providers

Web3 :

- Significant entry costs
- Complex payment systems
- Barriers to user base expansion

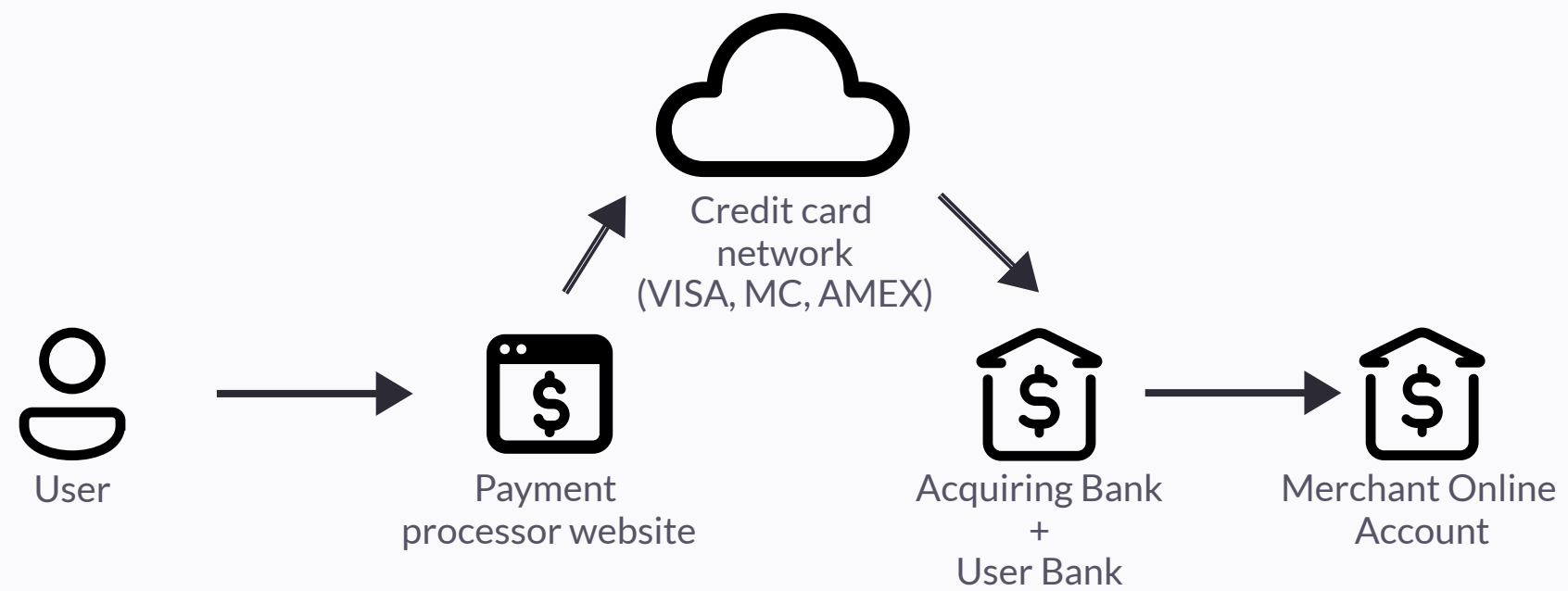
7% Fees, on average, for general On Off Ramps

Solution

InFlow launches a new payment service that lets businesses accept payments from anywhere **quickly** and at **low cost**, providing **fully-owned** merchant accounts for full control and ease of use.

Solution

Current PSP flow



Our flow



Product

InFlow empowers businesses by providing easy-to-integrate **APIs**, streamlining access to online payments through their **borderless Fully-owned Merchant account**.

Payment Service Provider APIs
Operate payment Worldwide
Seamless Integration
Low transaction fees
Immediate access to funds
Automated On Off ramp

Fully Owned Merchant Account
Self Custodial Abstract Account
Simplified merchant platform
Prevent friendly fraud
Prevent Clawbacks
Treasury Management Modules (Lending, Yield strategy ...)

Market

InFlow aims to tap into the booming EU e-commerce payment market, focusing on online SMEs, key drivers of Europe's digital commerce growth.**

**https://ecommerce-europe.eu/wp-content/uploads/2023/09/2023-European-E-commerce-Report- LIGHT-Version-Final_19-sep.pdf

Business Model

B2B focus

- Small to Medium sized online Companies
- Web3 companies
- SaaS Add-ons (Shopify, Webflow ...)
- Igaming company

Revenue

- Transactions Fees
- Treasury management features Fees
- Token issuance (possible)

Team



Alida Hafiz

Co-Founder

Web 3 consultant

4+ years @ LSEG



Danny Ba

Co-Founder

3+ years Blockchain Engineering

Former Blockchain Engineer @IN groupe



Hanafi Issahnane

Co-Founder

5+ years in Web2 Entrepreneurship

Physicist

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**More info ?
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https://calendly.com/hi_inflow/30min

Pitch

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