

Bridging the Gap Between Customer Engagement, Payments and Logistics

PITCH VIDEO INVESTOR PANEL



socialmediagateways.com New York NY

Technology Infrastructure Software Ecommerce Advertising

LEAD INVESTOR

Robert Soper President & CEO, Sun Gaming & Hospitality

With annual remittances of over \$48b in Africa buttressed specifically with the fact that 87% of Kenyans use mobile payments, there is tremendous demand that has not been fulfilled for this type of product in Kenya and East Africa. This platform provides a turnkey solution from remittance to delivery along with an AI marketing platform that will promote exponential growth. This truly is a first-to-market opportunity that you rarely see in the mobile merchant and payment process world.

Invested \$5,000 this round

[Learn about Lead Investors](#)

OVERVIEW UPDATES WHAT PEOPLE SAY ASK A QUESTION

Highlights

- 1 Experienced Team - Diverse veteran executive team
- 2 Successful Fundraising - \$2.7+ Million raised since founding
- 3 Financial Backing - Multiple VC and Angel investors
- 4 Technical Backing - Industry leading executive advisors
- 5 Stage - Established, functioning infrastructure in the US and East Africa, including logistics and fintech partners
- 6 Customers - Hundreds of clients, including enterprise scale deployments to corporations such as OfficeMax and HP
- 7 Expanding Global Market - \$469.8 billion global digital transformation market exceeding \$1 trillion within 4 years
- 8 High Growth Potential - We are positioned to capture a significant share of the rapidly expanding global market

Our Team



Moses Kusasira CEO

Moses is an expert in enterprise tech, fintech, and digital marketing focusing on influencer marketing, and utilizing data to drive sales. Previously with UPS, Expedia, & Agilysys.

Our powerful digital business transformation tools and services provide international solutions for remote payments, purchasing, and last-mile delivery, increasing customer engagement and enhancing revenue.



Tommy Richardson COO

Tommy is a diverse leader in hospitality technology, entertainment, rapid-growth operations management, implementation and start-up advisory. Project Management at NBA, Agilysys and is a Walt Disney Company alumni.



Ed Hohmann CTO

Ed is an electronics engineer, systems analyst, businessman, and serial entrepreneur. He founded Advanced Computer Systems, Ltd. (UK) in 1978 to manufacture single board computers for satellite navigation.

Pitch



SMG, Inc. Overview

 <p>Team</p> <p>The SMG management team has more than 100 years combined experience in senior business roles, with a focus on Sales/Marketing, Social Enterprise B2B, and Product Engineering. The team has previous experience in successful enterprise B2B companies, including Aglysys (AGYS), InfoGenesis, Expedia, UPS, and Hewlett Packard.</p>	 <p>Funding</p> <p>SMG, Inc. has raised \$2.7+ million to date. Currently raising a \$250k bridge round as part of a \$5 million Series A round.</p>	 <p>Customers</p> <p>SMG, Inc. serves enterprise businesses across most vertical markets.</p> 
 <p>Revenues</p> <p>SMG, Inc. has earned \$800k+ in revenue from its SaaS model.</p>	 <p>Partners and Awards</p> 	 <p>Stage</p> <p>Late Seed Stage, with operations in the USA and Africa. Working with Mojaloop.io (Gates Foundation funded.)</p>

Page 2

SMG, Inc. has developed **PaySoko**, a one-stop shop platform that makes it easy for customers to remotely transact with businesses, regardless of their geolocation and the currency being used.



WHAT IT IS

PaySoko bridges the gap between Customer Engagement, Payments, and Logistics, making it easier for people to engage and pay for goods and services.

WHAT IT DOES

PaySoko enables Customers and Businesses to securely transact with one another, driving new and repeat business to local establishments and boosting revenues by 30%.

WHO USES IT

- Vendors and Merchants
- Customers and Patrons
- Donors and Beneficiaries
- Local Businesses

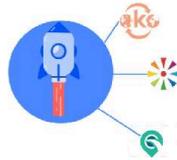
WHY USE IT

PaySoko for Customers offers access to digital remote payments of goods and services from local businesses, regardless of geolocation and currency.

PaySoko for Business increases business revenue, especially for those impacted by the pandemic lockdowns.

Technology

- 01 Customer Engagement**
With our award winning customer engagement platform, businesses are able to engage with their customers digitally, thus creating repeat customers and boosting spend with every transaction.
- 02 Payments**
Using our Payments platform, Customers and Businesses are able to transact securely, regardless of geolocation and currency.
- 03 Remittance as a Service (RaaS)**
Through the PaySoko Payments, Wallet, and Tracking system, our technology provides an easy way to remotely pay for goods and services. Real-time receipts, payment confirmation, and proof of delivery verify that all of the funds, goods, and services have actually been received by the intended recipients.
- 04 Artificial Intelligence and Blockchain**
Predict billing and spending behavior of the Beneficiaries so that the Payer can budget accurately. Provides full programmability of money transferred and a full audit trail on blockchain.



Page 8

How Remittance as a Service Works

Remittance as a Service (RaaS) enables customers to remotely pay for goods and services.

PaySoko then handles the logistics and delivers directly to your recipient's doorstep, in the city or in the remote countryside.



BENEFITS

Transparency	Financial Inclusion	Convenience	Programmability	Market Access
Transparency Saves the Payer Money by eliminating the issue of recipients not using the money as intended.	Increase Financial Inclusion by Bridging the Developed and Developing Worlds	PaySoko's Multi-Currency Wallet lets you seamlessly Transfer Money from one Currency to another	Provides full programmability of money transferred and a full audit trail on blockchain.	PaySoko gives Merchants and Vendors in Africa access to Customers in Europe and Africa

Opportunity

\$48 Billion in Remittances to Africa in 2019

Remittance is increasing because of the adoption of Digital Remittance Services, which are typically cheaper, faster, and safer than informal networks



87% of Kenyans Use Mobile Payments (mPesa)

Other African countries are following the same trend by switching from cash to mobile payments.

\$1.5 Trillion Merchant Transactions in Africa in 2018

Digital transaction increase is due to the increasing number of handheld devices in Africa

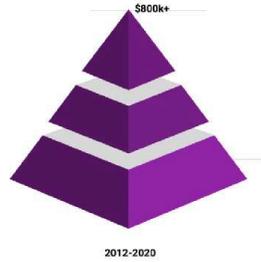
6+ Million Homes in U.S. Send Money Abroad

Money sent back home is used to pay for many things, including: Rent, Groceries, Medical Bills, and Power bills.

Competitive Advantage

	PayStack	Sendwave	Glovo	PaySoko
Remittance as a Service Remote Payments for Goods and Services	X	X	X	✓
Last Mile, Direct to Door Delivery	X	X	✓	✓
Track and Provide Proof of Delivery	X	X	✓	✓
Financial Merchant Services	✓	X	X	✓
Multi-Currency Wallet with Real-Time Exchange Rates	✓	✓	X	✓
Transfer Money Person to Person	✓	✓	X	✓
AI driven Digital Marketing for Merchants	X	X	X	✓

Current Revenues



Revenue Channels

Remittance as a Service (RaaS)

- Percentage of Remote Payment for Goods; i.e., Groceries, Medicine from Pharmacies
- Percentage of Remote Payment for Services; i.e., Maid Services, Transportation, Tutors
- Percentage of Remote Payment for Utilities; i.e., Power Bills, Phone Bills
- Percentage from Charity Services; i.e., Donations to Feed the Homeless

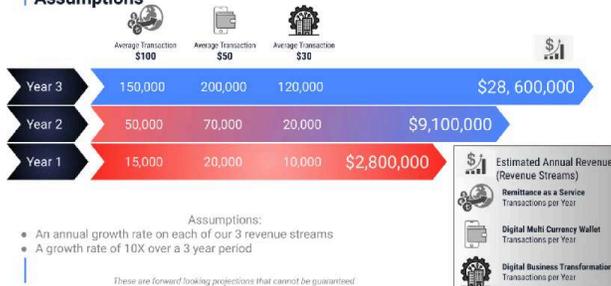
Multi-Currency Wallet

- Deposits - Percentage of Deposits to the PaySoko Multi-Currency Wallet
- Pay-Outs - Percentage of Money Paid Out from the PaySoko Multi-Currency Wallet
- Transfers - Transfer of Funds from User to User and User to Merchant and vice versa are FREE

Business Digital Transformation

- Merchant Services - Provide Online Stores for Merchants
- Multi-Currency Payments - Percentage of Payments made to Merchants from anywhere in the world
- Monthly fee for Customer Engagement Modules like:
 - Loyalty
 - Referral Programs
 - Rewards and Cashback

Projections and Assumptions



Go to Market Strategy

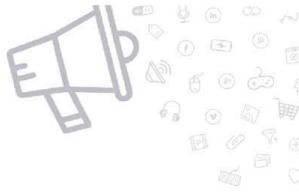
Target Diaspora and Expats



Market to the Diaspora and Expats in the USA and Europe

Partnerships
Partner with local Agents (Sales Persons), Local Government, and Local Groups, i.e., Siccot

Organic Influencer
Work with Macro and Micro Influencers on Social Media Channels, Blogs, TV, and Radio



Example Customers and Partners



OfficeMax

Borgata
HOTEL, CASINO & SPA

Agilysys



FUZZY'S
ULTRA PREMIUM VODKA

ZENDAYA

pepsi
bringqueamus



The Team



Moses Koussis

Moses is an expert in enterprise tech, fintech, and digital marketing focusing on influencer marketing, and utilizing data to drive sales. Previously with UPS, Expedia, & Agilysys.

SMG, CEO, Founder



Ed Hohmann

Ed is an electronics engineer, systems analyst, businessman, and serial entrepreneur.

SMG, CTO, Founder



Tommy Richardson

Tommy is a diverse leader in technology, marketing, entertainment, and rapid growth operations management, and operations and for top industry Project Management at IBM, Agilysys and a Wall Street Company alumni.

SMG, COO, Founder



Michael Nardi

Over \$10M in sales, extensive C-level and executive networks.

SMG Co-Founder

Advisory



Robert Soper

Former CEO and President, Mahagan Sun, Strategic, Gaming and Entertainment. Industry Advisor to Executive teams.

CEO & President
Sun Gaming & Hospitality



Victoria Elenowitz

Yale Entrepreneurial Institute, Startup Advisor, Investor

MD, Golden Seeds NY



Jordan Woods

Blockchain and TGE Expert, Serial Entrepreneur, over \$75M raised. Speaker, and Author

DoubleNova
StarChain Ventures



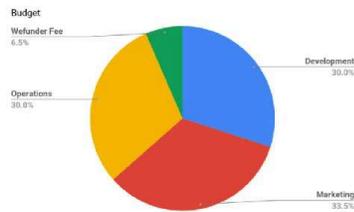
Radhika Lyengar-Emens

TEDx Speaker, Silicon Valley Women of Influence, Blockchain and IoT Expert, Investor, Author

DoubleNova
StarChain Ventures

The Ask

SMG, Inc. Is Seeking \$250 K Bridge to Series A



Thank You



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