

A nighttime cityscape featuring a prominent, illuminated tower with a curved top and a bridge over a body of water. The scene is bathed in a blue light, with city lights reflecting on the water. The tower is the central focus on the left side of the image.

BEY FLOW

We are Targeted Remittance

The logo for Bey Flow, featuring a stylized lowercase 'b' followed by the words 'Bey' and 'flow' stacked vertically.

b Bey
flow

VISION / ELEVATOR PITCH



bey flow's goal

Improving *financial inclusion* for the underbanked and unbanked here in the ASEAN region.

[Currently, we're targeting Burmese expats and migrant workers who are sending remittance to Burma.]



how to achieve

Intersecting the frictionless and accessible technology of the *Blockchain* in its remittance industry in order to serve the region's neediest populations.

THE PROBLEM



Poor marketability due to poor public perception and lack of trust in formal financial services

Friction-riddled formal remittance services

Lack of security when using Informal Financial Services (IFS) type remittance services

1

2

3

4

5

6

Difficulties communicating with potential customers' general perceptions and expectations of the technology

Need to physically interact with agents for remittance

In the IFS system, no centralized transactions database exists for record-keeping

CURRENT SOLUTIONS

Who is already doing this?
How are they doing it, and *what* are they not getting right or *doing wrong*?



In the ASEAN region, a number of players in the remittance industry utilize Bitcoin

BUT none are actively involved in the Myanmar ecosystem.

What currently exists in the market space?



- Cryptocurrency remittance services
- Money transferring services
- Wire transfers
- Electronic funds transfers

[Money transfer services have minimal to no traction, and formal remittance services only account for **0.2%** of inflows as a share of GDP. This is Western Union's position as the core of its business is for remittance, putting its money-transferring services in direct competition with Bey Flow.]

ISSUES AND WAYS OUT



[Exchange operators understand that accepting fiat deposits and withdrawals using legacy financial systems is complicated, risky, slow, and expensive. Some of these issues presented below]

Identifying the right payment providers for each exchange (irreversible transactions, fraud protection, lowest fees, etc.). [1]

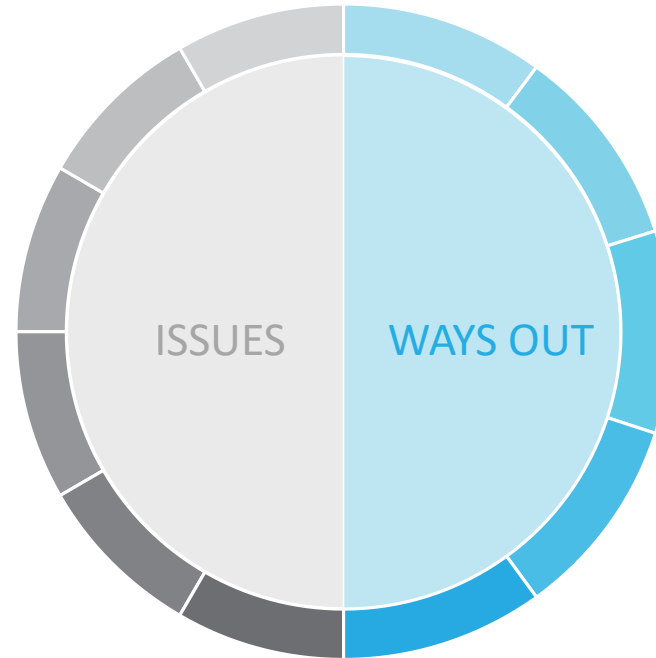
Integrating the platform with banks that lack an application programming interface. [2]

Liaising with these banks to coordinate compliance and security, and build trust. [3]

Prohibitive costs for small value transfers. [4]

37 days for international wire transfers to clear. [5]

Poor and unfavorable currency conversion fees. [6]



[1] Accept crypto-fiats as deposit/withdrawal/storage method rather than using a legacy bank or payment provider, which allows users to move fiat in and out more freely, quickly, cheaply.

[2] Outsource fiat custodial risk—just manage cryptos.

[3] Anything done with Bitcoin as an exchange can be done with Blockchain-backed crypto-fiat.

[4] Easily add other crypto-fiat currencies as trading pairs to the platform.

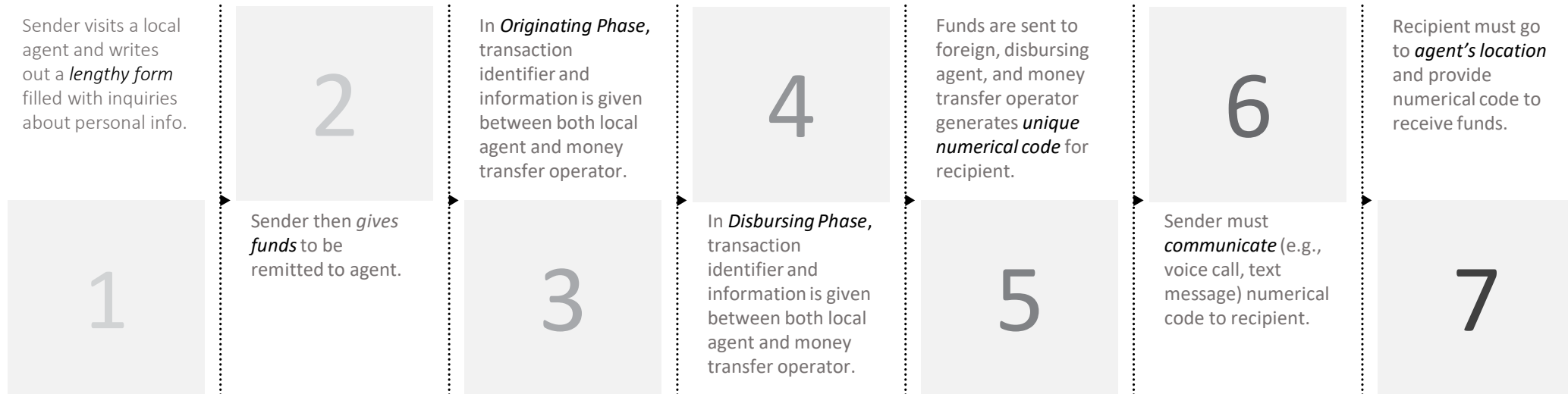
[5] Secure customer assets purely through accepted crypto-processes:
— multi-signature security, cold and hot wallets, HD wallets, etc.
— conduct audits easier and more securely in a purely crypto environment.

[With Blockchain remittance services, an exchange can remove above complications and gain additional benefits]

OLD SERVICES vs BEY FLOW



LEGACY MONEY TRANSFER TYPE SERVICES (up to **3 business days**)



HOW WHAT WE'RE OFFERING WORKS (in a matter of seconds)

Users can deposit funds into their online accounts via prepaid remittance cards or cash deposits.

Funds in the account will be converted to cryptocurrencies with a value pegged to the baht.

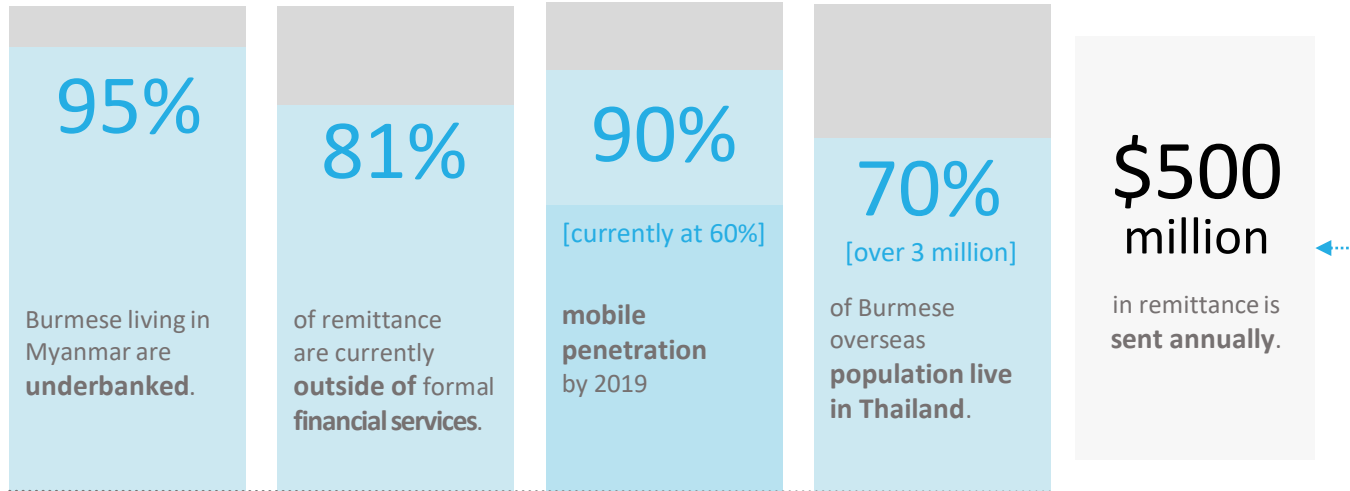
The remittance is done by the users. They choose another user to send their funds to and confirm transaction of remitted amount.

Said funds are now in that user's account. Recipient of funds can find a local agent in order to make a cash withdrawal.

TRACTION



opportunities for bey flow in Myanmar, Thai market



In ASEAN region

\$4000

is the average a migrant worker in Asia sends home annually.

155+ million

internet users

612+ million

unbanked adults

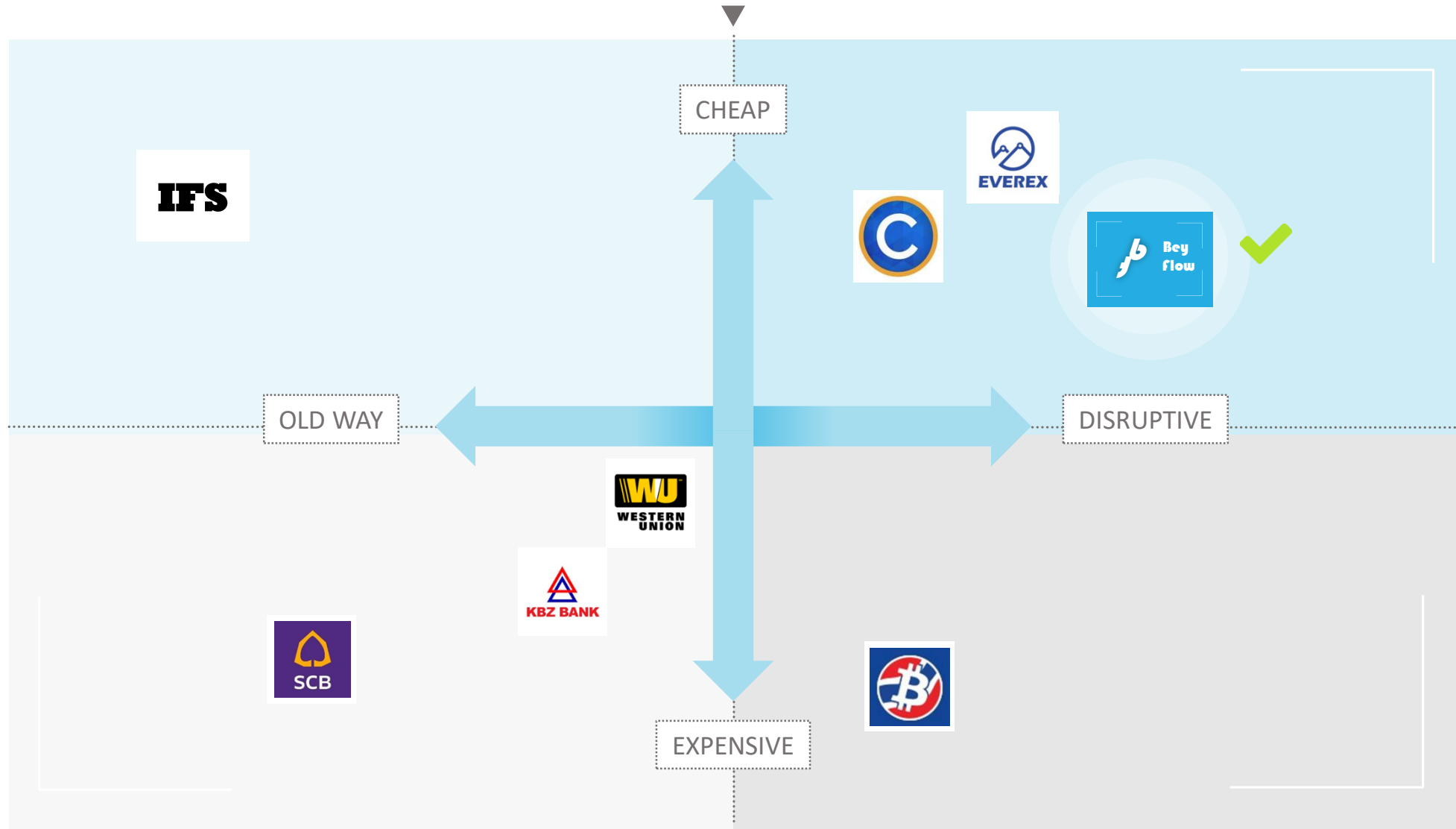
688+ million

active mobile subscribers

bey flow's competitive advantages

1. Current lack of policy friction from central banks that hinders speed and accessibility.
2. Access to product is mobile and free.
3. Fiat-to-fiat remittance-capable exchanges in Thailand has no cash-out options in Myanmar.

SERVICES COMPARISON



MARKET OPPORTUNITY



[Bey Flow is a fiat-interchanging service deal, which will compete with players in the remittance space.]

total market size

1,520,000 Burmese expats currently live in Thailand.

However, with illegal migrate workers, that number is believed to be at **3 million**.

[This number accounts for 70% of Burma's overseas population.]

It is estimated that **\$500 million**, on average, is being sent annually from Thailand to Burma. *[Source: The Economist]*

competitors

[fees]

Money transfer services
Western Union, Money Gram



4%–5%

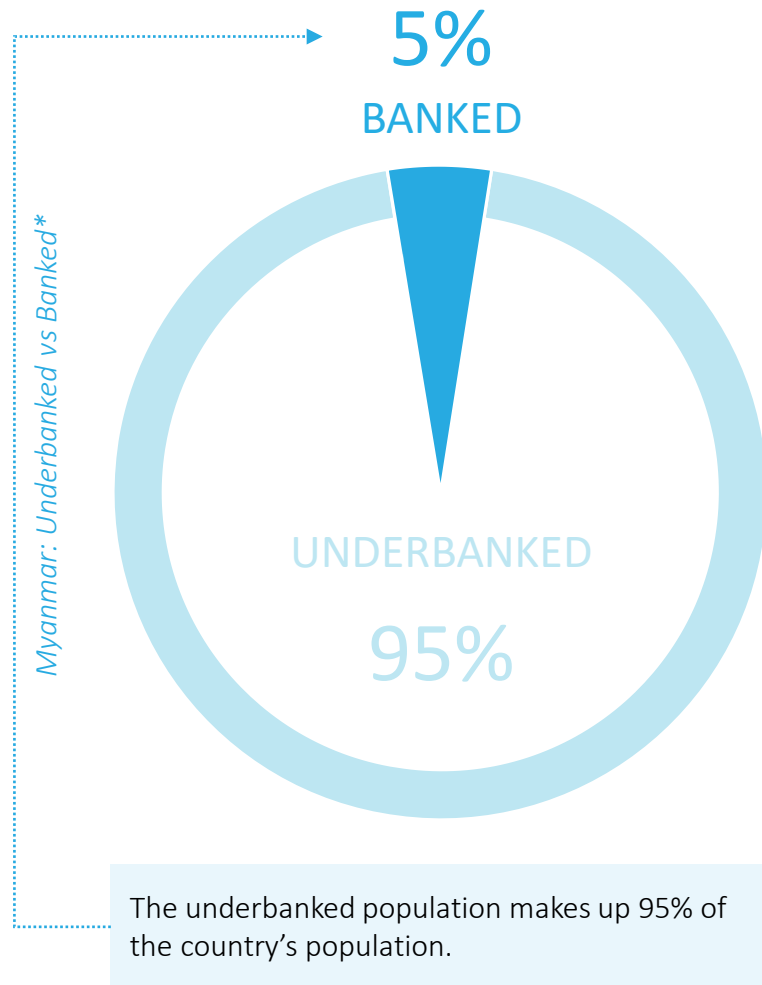
IFS remittance service



3%–4%

bey flow one fee – 2% of value to initiate the transaction to Blockchain.

CUSTOMERS



*Source: KBZ Bank

unique channels and methods to find customers

Poor, working and lower middle-class earners, who are price sensitive, comprise most of the unbanked or underbanked populace. Marketing efforts will be indirect to the demographics of these types—namely to those who regularly send remittance to family and friends: 85% of migrant workers are estimated to send remittance annually.

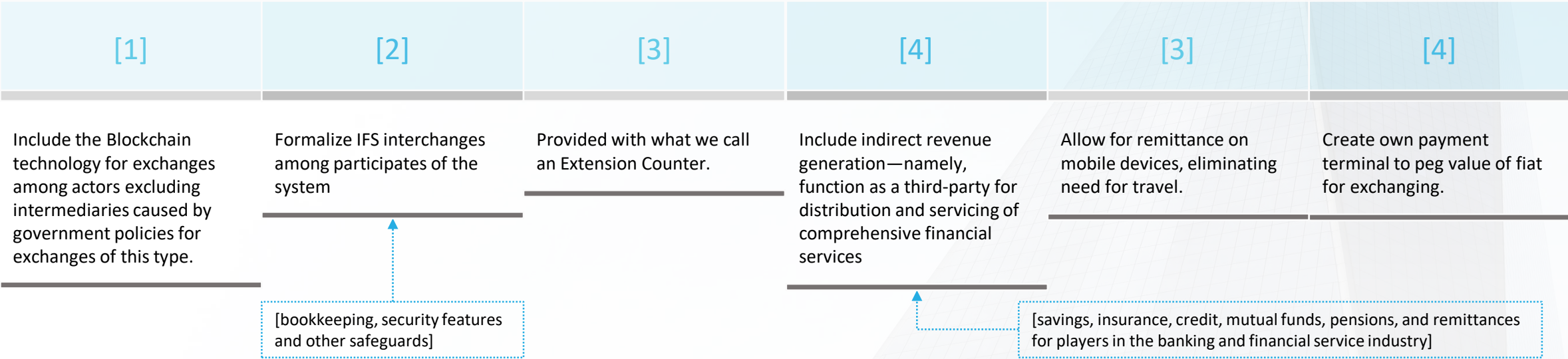
other users of bey flow remittance service

- 1 Adopters of Bitcoin and Blockchain technology
- 2 IFS agents
- 3 Current users of formal remittance services

WHY WE'RE VERY DIFFERENT



[Our service at point of start is for financial inclusion for the unbanked.]



[Unlike banking sector, we can provide an opportunity for individuals to transfer funds inexpensively and securely while avoiding Burma's weak and restrictive banking system and onerous foreign currency restrictions.]

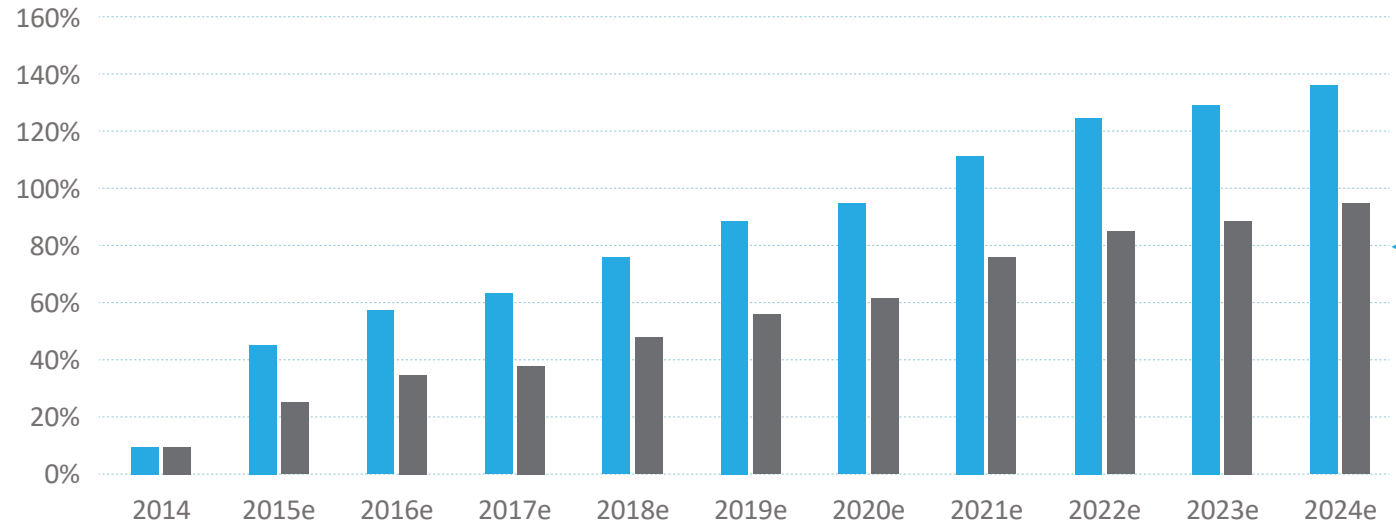
MACRO TRENDS & INSIGHTS



the widespread use of internet-capable mobile devices

Mobile Penetration in Myanmar (2014-2024e)*

remittance being sent informally is at 81%, which surpasses all formal financial remittance services available for Burmese expats in Thailand.



*Source: NCRA

DISRUPTIVE TECH



[Competitors offering formal services have little to no traction since Myanmar has opened to foreign business. IFS still captures this market.]

what bey flow's tech does

SAFER & PRIVACY FOCUSED TO
OTHER BLOCKCHAIN TECHNOLOGY OFFERS



- Guards sensitive financial information, never discloses this data inside transactions or devices.
- Privacy innovations, such as “Add/Remove Features,” revoke access to third-party applications.
- Fiat-to-fiat, Proof of Reserves and other audit methods to prove that fiat exchanges are fully backed and reserved at all times.

OPEN-LOOP & END-TO-END



- Program interface allows distributions to fiat-to-fiat exchanges and queries about Blockchain ledger containing transactional information.
- Payment streamlining—instant or near-instant fiat value transfer between parties.
- Agnostic to payment type (i.e., p2p, b2b, c2b, b2c, g2b, b2g, etc.).

Our products will augment existing services as an inexpensive alternative to our regional remittance services.

We don't want to change the trusted system. We will improve it with fintech, Blockchain technology.



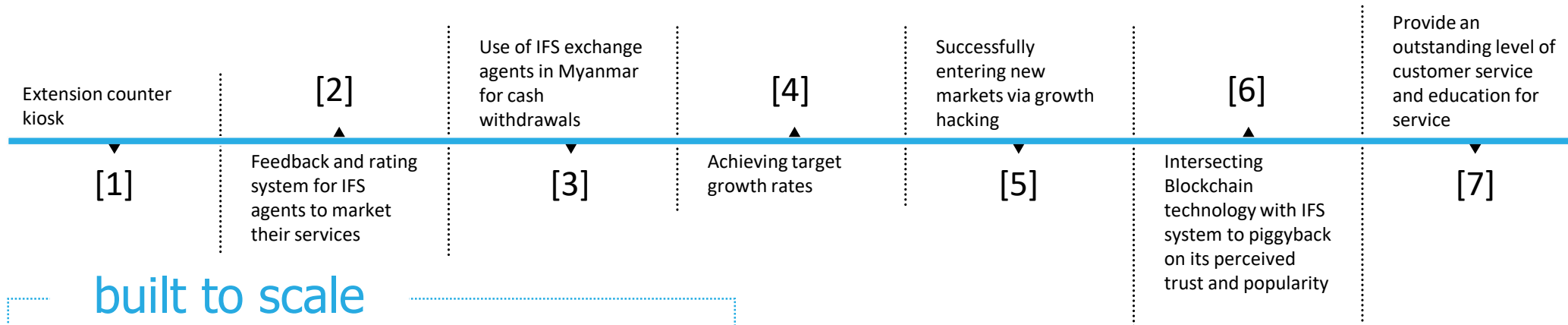
unique technology

- ▶ Consumer (Bey Flow Centralized) **Ledger Access**
- ▶ **Multi Signature address** and **Smart Contracts**
- ▶ **Proof** of Solvency Innovations
- ▶ **Distributed database** that maintains a continuously growing list of transaction records hardened against tampering and revision.

MARKETING AND GROWTH STRATEGY



[Generally, all Burmese are using *IFS channels* to send and receive funds.]



built to scale

Product development

Open-source technology

Marketing

Heavy growth hacking
[social media, Facebook]

Operations

Production automation
[bookkeeping, accounting, etc.]

Low support, minimal staff for customer support

Online training videos (**access to service**), FAQ, infographic

platforms



12 million users



98% usage

barriers

- Uncertainty with government cryptocurrencies policies
- Users not having access to agent to withdraw funds
- Capital investment

ASSUMPTIONS



revenue assumptions

Basic traffic growth rate	Per month	5.0%
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transaction revenue

Average Transaction Value	Per month per member in \$	170
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Transactions	Revenue per remittance in \$	2%
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digital marketing revenue

Display Advertising (CPM)	Revenue per '000 in \$	1.00	Clickthrough	Conversion rate at destination
Fixed Run-of-site Sponsorship (CPM)	Revenue per '000 in \$	0.60		
Text ad advertising (CPC)	Revenue per click in \$	1.50	2.0%	
Affiliates Commission (and PPV)	Revenue per commission in \$	10.00	2.0%	4.0%

general cost assumptions

general admin expenditures

	<i>Per month</i>
Expense growth rate	3.0%

	<i>Per month in \$</i>	<i>Per year</i>
Personnel expenses	8,800	105,600
Rent expenses	500	6,000
IT-Infrastructure	1,000	12,000.00
Licenses (one time fee)	-	-
-	-	-
-	-	-
-	-	-
Total	10,300	123,600

personnel

	<i>Per month in \$</i>	<i>Per year</i>
CEO	2,500	30,000
Burmese Co-Founder	2,000	24,000
Sales & Marketing	900	10,800
Business Development	900	10,800
CTO Co-Founder	2,500	30,000
-	-	-
-	-	-
Total	8,800	105,600

sales & marketing cost

	<i>Per month in \$</i>	<i>Growth rate</i>
Total Online Marketing Budget	500,00	3%

	<i>Per month</i>	<i>Per year</i>
Google Adwords	0%	-
Blog postings	0%	-
Email	1%	5.00
Social Marketing - LinkedIn	5%	25.00
Articles	5%	25.00
YouTube	59%	295.00
Other	30%	150.00
Total	100%	500.00

FORECAST



sales force / customer / parcels / services

Period	2016		2017		2018	
Page Visitors	16,000	737%	248,213	170%	445,754	102%
New Members Conversion	1,120	52%	17,375	12%	31,203	7%
Total Paying Customer	2,170	100%	146,402	100%	436,788	100%

p/l statement in usd

Period	2016		2017		2018	
Revenue	11,402	100%	2,088,241	100%	9,029,264	100%
Transaction Revenue	10,175	89%	2,006,647	96%	8,864,989	98%
Digital Marketing Revenue	1,228	11%	81,594	4%	164,276	2%
COGS	-	0%	-	0%	-	0%
Cost of Sales - Transactions	-	0%	-	0%	-	0%
Cost of Sales - Digital Marketing	-	0%	-	0%	-	0%
Gross Profit	11,402	100%	2,088,241	100%	9,029,264	100%
Sales and Marketing expenses	(2,655)	-23%	(8,226)	0%	(11,729)	0%
General and administrative expenses	(301,128)	-2641%	(139,846)	-7%	(199,387)	-2%
Personnel expenses	(37,164)	-326%	(115,167)	-6%	(164,201)	-2%
Rent expenses	(2,655)	-23%	(8,226)	0%	(11,729)	0%
IT-Infrastructure	(5,309)	-47%	(16,452)	-1%	(23,457)	0%
EBITDA	(292,380)	-2564%	1,940,169	93%	8,818,149	98%
Depreciation / Amortization	-	0%	-	0%	-	0%
EBIT	(292,380)	-2564%	1,940,169	93%	8,818,149	98%
Interest expense	-	0%	-	0%	-	0%
EBT	(292,380)	-2564%	1,940,169	93%	8,818,149	98%
Tax payable	-	0%	(679,059)	-33%	(3,086,352)	-34%
Net Income (EAT)	(292,380)	-2564%	1,261,110	60%	5,731,797	63%
Dividend payments (0%)	-	0%	-	0%	-	0%
Retained Earnings	(292,380)	-2564%	1,261,110	60%	5,731,797	63%

TEAM



Bey Flow was started as a direct result of a problem encountered by its founder on his travels to Myanmar: the inability of commercial and government enterprises to capture the public's

trust and business. In 2015, Antonio Green set out to fix the problem of financial inequality for the country and its people. Bey Flow was born.



Antonio D. Green
Founder & CEO

Leads overall company vision, product strategy, marketing and technology implementation to market.

Graduated from Post University with degrees in humanities and business administration in entrepreneurship.

Started a number of service sector ventures and saw them through: construction, food service and personal training service.



Prefers to be Nameless
CO-Founder & CHRO

Supports making right investment on talented individuals needed for the venture by identifying , attracting and retaining them

Graduated with Master of Engineering degree

Managed businesses with P&L responsibility mainly in Asia with over 20 years of experience, experience in Executive Search

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