

Quisk: The Next Generation of Mobile Money

Mobile money has enabled millions of people around the world to realize the benefits of having “money on your mobile.” Despite its projected growth primarily in emerging markets, we believe the time has come for “Mobile Money version 2.0.” Quisk is the next generation of mobile money.

With Mobile Money version 1.0, consumers can send money to people, pay bills and do mobile top-ups from the convenience of their mobile phone. They do not need to have a bank account. The Mobile Network Operator (MNO) provides this service in an effort to grow revenues and decrease the level of churn within their customer base. Mobile Money v1.0 is not interoperable across different MNOs, meaning consumers would need to keep multiple accounts.

We define Mobile Money version 2.0 as the next-generation solution which solves these problems. This new solution is MNO-agnostic, which means it is interoperable across any service provider; it can be used with both feature and smart phones. Since consumers trust banks the most with their money, this solution is bank-led, which enables countries to increase financial inclusion across the widest possible segment of the population—those with a mobile phone number.

This next-generation of Mobile Money also benefits merchants by enabling them to improve their customers’ in-store experience, accumulate loyalty points automatically with every purchase and more effectively do mobile marketing to drive higher traffic. Consumers benefit by having more choice (e.g., service providers, transaction types, funding sources, etc.), greater security, the ability to purchase online or in-store using the same new payment type, and the ability to opt-in to receive trusted merchants offers—to save money! Quisk is Mobile Money version 2.0.

For consumers, Quisk is your money from your bank, but *without* the cash, *without* the cards and *without* the wallet.



Summary of high-level mobile money differences:

	Mobile Money v1.0	Quisk Mobile Money v2.0
Ecosystem driver	Mobile Operator-led	Bank-led
Degree of interoperability	Typically non-existent	Extensive
Range of consumer transactions	Narrow	Broad
Value to merchants	Limited	Extensive

Comparison of consumer transaction types:

Mobile Money v1.0	Quisk Mobile Money v2.0
Mobile minutes top-up	Mobile minutes top-up
Person-to-Person (P2P)	Person-to-Person (P2P)
Person-to-Merchant (P2M)	Person-to-Merchant (P2M)
Bill Pay	Bill Pay
Cash in/out at agent	Cash in/out at agent via Point-Of-Sale (POS) terminal
	Cash in/out at ATMs
	In-store purchase using POS terminal
	Online purchase
	Cross-border remittances (coming)
	And more planned!

Quisk platform key features:

- First all-digital bank account with complete secure banking functionality (operates at the same level as checking and savings)
- Mobile hardware and mobile network agnostic, enabling it to work with ALL phone numbers today and in the future
- Cloud-based platform which integrates mobile payments with digital marketing and loyalty programs
- Web-based system administrator console and white-labeled consumer portal
- Alerts, notifications and patented security capabilities for simple, easy and secure consumer experience
- Safe and secure—designed to complement your bank's existing security infrastructure

Quisk ecosystem benefits:



For Financial Institutions:

- Generate new revenues
- Strengthen customer relationships
- Increase ROI



For Merchants:

- Generate revenues and increase customer loyalty
- Increase ROI and transparency
- Realize opportunity to dramatically lower costs



For Wireless Operators:

- Partner with banks for new opportunities to monetize your installed base
- Differentiate your service to new customers
- Strengthen customer relationships



For Consumers:

- Simple and convenient
- Secure
- Saves money

Comparison of Quisk to alternatives:

	Quisk	Cash	Mobile Money v1.0
Financial Institutions and Other Organizations			
Access the entire population (anyone with a mobile phone number)	✓	✓	
Greater immediate revenue opportunities for issuing banks, acquirers and merchants	✓		
Integrates to core banking platforms and leverages existing POS terminals	✓		
Payment integrated with digital loyalty program and mobile marketing campaigns	✓		
Opportunity for significantly lower merchant transaction costs using POS	✓		
Compliance with all central bank regulations for bank-led mobile money or digital cash	✓		
Ease of sending G2P or B2P mass payments	✓		

	Quisk	Cash	Mobile Money v1.0
Consumers			
Works with any Mobile Network Operator	✓	✓	
Accumulates loyalty points automatically	✓		
More secure with two-factor authentication	✓		
Cash in/out at ATMs or POS terminals	✓	✓	
Opt-in to receive money-saving offers	✓		
Uses same payment type to buy online	✓		
Safe and trusted; your money from your bank	✓		



Quisk, Inc. is a Silicon Valley-based technology company that partners with banks and merchants to enable anyone to use their money without needing cash or cards. Quisk provides a digital services and transaction processing platform for integrated mobile payments and digital marketing and loyalty programs.

Deploying patent-pending, cloud-based technology, the Quisk platform not only works with any mobile phone number on any type of mobile phone, but also leverages existing Point-of-Sale infrastructure. Quisk headquarters are in Sunnyvale, CA with an additional office in Louisville, KY. Quisk operates in the MENA region through its MOBIbucks FZ LLC subsidiary, which is based in Dubai, U.A.E.