F|O +|M|O

Digital payment card built with savings in mind

Problem

No way for businesses to market their products and services based on the transactional behavior of the consumer.

Financial literacy of the public is increasing in a more complex world, preventing them from achieving financial freedom.

Solution

Create the best recommendation engine that allows businesses to influence the behaviour of potential customers, by pushing the correct products, at the right time and in the right place.

Incentivise our cardholders to think about their spending with a gamified payment experience.

Revenue Streams

#1 Allow businesses to influence potential customers using our dashboard. Access to the dashboard will be restricted with a freemium business model.

#2 Interest from installment plans.

Who

#1 Young adults aged 20-35. Students, new professionals, and families.

#2 Small to medium businesses that sells merchandise or products.

The vision

Be the best payment platform in the world, having a market dominance in western europe and the U.S. (Customer), influencing our users to be more financially aware.

The mission

Increase financial awareness for our cardholders leading to smarter consumption, paving the way to financial freedom

Allow businesses to influence consumers via their payment environment with the power of transactional data.

The objectives

#1 Create a digital card capable of processing transactions.

#2 Create a gamified payment experience to help increase financial awareness.

#3 Develop the best recommendation engine in the world, for offers and discounts; Based on transactional behavior.

#4 Enable businesses to market directly to consumers at the right time, in the right place, for the right products.

#5 Allowing consumers that need to use flexible payments and installments, to do so discretely and without friction.
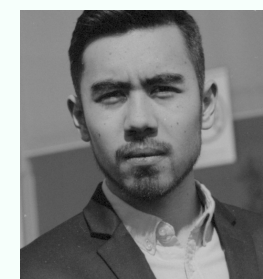
Team

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Marketing and Sales

Svavar Berg Jóhannsson
Development

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Lead Development

Gísli Karl Gíslason
Lead Infastructure

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Product Roadmap

Validation of the underlying idea and market research

Releasing the app into the Icelandic market, mainly to develop further in a smaller economy

Allow our users to split transactions into flexible installments

Idea validation → **Card Issuing** → **Icelandic Market** → **Discount Program** → **Installments** → **UK and EU Market**

Have a working app that can issue cards and process transactions

Allow businesses to use our recommendation engine to push offers and discounts

Enter a larger economy after developing and testing in the Icelandic market

Contact us at **all@fomo.cards**