Simple Payment Gateway
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Executive summary

The Simple Payment gateway is a Limited Liability Company operating as a payment facilitator business with a target customer base of small to medium sized businesses. The Simple Payment gateway can also accommodate larger businesses with straightforward payment needs.

The Simple Payment gateway provides the easiest way to integrate payments into your business, with the ability to process payments via website, mobile app, or using an iPhone or Android device as a payment terminal.

Through the payment facilitator model, businesses will only have to contract with our company directly in order to accept payments. This is a huge time saving advantage as well as workflow simplification.

Our ideal customer is small to medium sized businesses who need to simplify their payments infrastructure, lower cost for equipment, streamline workflows, or organize their reporting. This can also apply to larger companies who want simple payment processing instead of the over complicated alternatives.

We will also look to partner with Independent Software Vendors (ISV) to integrate our payment experience directly into their software solution. Working with ISVs allows for additional business opportunities and revenue streams as their client base becomes ours when they require payments for their business. Typically this model will operate on a revenue share agreement with the ISV depending on the negotiated rates and pricing.

The Simple Payment gateway is in the pre-launch phase right now and actively looking for funding. The business is run by founder Alex Lynn who has technical experience in the payments industry for over 8 years, spanning small to large payment companies including two of the largest in the world.

Company overview

-This section of your business plan will answer two fundamental questions: Who are you and what do you plan to do?

The Simple Payment gateway's inception stems from the need for a modern payments experience. Businesses need a simple approach to processing payments in a secure, and current landscape. Having our technology available via website and mobile app, as well as using any iPhone or Android device as payment terminals for card present transactions lets customers use systems they are already familiar with and limit time and resources spent to learn and adapt to new processes.

We are different because we specialize in over simplifying our payment offering, it will be so easy, every business owner or employee can use what they need quickly and efficiently. Also, our support will always be personal. In a world where support is hardly with a living person we will guarantee to have someone available to answer questions in real time.

Processing payments, fundamentally, should be about helping people. We believe in helping business owners capture the most revenue with a great payment solution they will enjoy using. The business will have more time to focus their efforts elsewhere.

We plan to build trust by having the best support model available as well as the most secure and reliable product. Internally, we will build trust from our employees by emphasizing work-life balance.

The Simple Payment Gateway will be 100% remote work environment. We will collaborate on meetings and connect once per quarter for team building exercises and to get to know one another on a personal level.

The payments world is small and we will rely on personal connections to bring in the top talent.

Business structure

The Simple Payment Gateway is a Limited Liability Company. (LLC).

Nature of the business

The Simple Payment gateway provides payment processing via website, mobile app, and the ability to process card present transactions via iPhone or Android devices. There is real-time reporting available on the website as well as administration features for user management.

The Simple Payment gateway is technically a payment facilitator, this means the businesses who sign up with us are actually sub-merchants under us with specific payment processors we work with. This allows for us to fully control their pricing.

Industry

The payments space is very archaic with limited innovation at the processing level. Traditionally small to medium sized businesses have to sign up with a conglomerate payment processor for a merchant account, then find a software solution that meets their needs and hopes that the two can integrate together. We will work with the payment processors to alleviate businesses from having to do the mundane tasks of acquiring merchant accounts and waste time waiting to be approved and boarded.

Vision, mission, and values

The Simple Payments gateway has a vision to be the most popular payment system for SMBs. We strive to be known as the new app that lets you process payments for your business by just using a cell phone.

Our Mission is to create a company that helps businesses with their payment needs, allowing them to spend less time training employees and fixing issues with their terminal devices. Also, to build a company that helps its employees outside of their work, with further education and personal care, focusing on the person not the employee.

Our Values include:

Community
The Simple Payment gateway will be a community of people who collaborate and care for one another on a deeper level than just work colleagues.

Equity

The employees who make the company what it is will be motivated

Authenticity
The P.A.L. Project will always guarantee authenticity of the materials we share by doing our due diligence to acquire the materials and the professionals from the source.

Diversity
The P.A.L. Project will work to ensure that there is as much representation of the diversity within our beautiful global Pan-African community present

Respect
The P.A.L. Project will always value its partners and community and promises.

Should any of these values be violated by a member of The P.A.L. Project team or partners, during a P.A.L. Project engagement, we will be more than happy to work to resolve the situation.

Business objectives

The P.A.L. Project will create an ongoing educational cultural immersion program at a low cost full curriculum replicable extra curricular program ready to launch by the Fall of 2021. We will begin our focus with schools in Columbus and schools in Ghana. Within a year, we aim to expand to Cleveland, Akron and include schools in Nigeria and Zimbabwe.
In two years, The P.A.L. Project aims to expand to propose this program to other cities such as Detroit, Cincinnati
(If in one semester, we have two schools interested and 50 students from each school attend regularly for a semester at $5 per class cost

a Detroit Cincinnati &???.
Jane will have Paw Print Post ready to launch at the Big Important Pet Expo in Toronto, to get the word out among industry players and consumers alike. After two years in business, Jane aims to drive $150,000 in annual revenue from the sale of Paw PRint Post's signature greeting cards, and have expanded into two new product categories.

Team

The P.A.L. Project is currently a women driven volunteer team of 5 of which 4 are women of color.
Shalon Baylis - Communications
Jennifer Cable - UI/UX
Leah Musie - Developer
Rekik Zuri - Developer
Yayra Tamakloe - Founder/ Director

We however work with independent contractors such as our teachers from different cultures a.k.a E-Cultural Educators (ECE's), curriculum builders, and content creators. We anticipate hiring an administrative assistant PRN within our second year of operation and then full-time by the third year.

Market analysis

Market size

This is an estimate of how many people could potentially buy your product. While it's exciting to imagine sky-high sales figures, you'll want to use as much relevant independent data as possible to validate your estimated potential market. Since it can be a daunting process, here are some general steps you can take to begin your research:

- **Understand your ideal customer profile,** especially as it relates to demographics. If you're targeting millennial consumers in the US, you can look for government data about the size of that group as a beginning step. You may also want to look at projected changes to the number of people in your target age range over the next few years.
    - Ideal customer is the school district with high levels of bipoc students
    - They are in a suburban or urban school district
    - Students from these schools usually are from low income households and wont have many opportunities for study away programs and other international engagements
- **Research relevant industry trends and trajectory.** If your product serves retirees, try to find data about how many people will be retiring in the next five years, as well as any information you can find about consumption patterns among the group. If you're selling fitness equipment, you could look at trends in gym memberships and overall health and fitness among your target audience, or the population at large. Finally, is your general industry projected to grow or decline over the next few years?
    - 2020 Black lives matter movement bringing inequity towards people of color to international front
    - Ongoing efforts and growth with school districts including Black studies in their curriculum
    - Ohio taken initiative towards thisss???
    - Rise of Digital edutainment industry (Valued at $2,405 Mn in 2018...projected to reach $9,894.3 Mn by 2027- To provide increased better learning experiences)

https://www.prnewswire.com/news-releases/edutainment-market-was-valued-at-us-2-405-3-mn-in-2018-and-is-expected-to-reach-us-9-894-3-mn-by-2027--owing-to-increased-investments-to-provide-better-learning-experiences-says-absolute-markets-insights-301010578.html

- **Make informed guesses.** You'll never have perfect, complete information about the size of your total addressable market, but the goal here is to base your estimates on as many verifiable data points as is necessary for a confident guess.
    - Districts to adopt Black studies projected to grow
    - Ongoign modifications of curiculum to ensure holistic educaiton that equips students to become global citizens

SWOT analysis

	Positive	Negative
Internal	**Strengths** - Strong project coordination abilities - Strong communication and programing experience - Strong experience with the arts and culture industry - Existing connections in the industry and communities for potential partnerships	**Weaknesses** - No team management experience - Relatively young social visibility
External	**Opportunities** - Push for more inclusive diversity education nationally - More investments in Black educational programs - Access to cultural educators internationally - No "known program" currently exists with this specific focus	**Threats** - Operating within different time zones and systems in the various countries - New market that will need figuring out

Competitive analysis

The P.A.L. Project has competition in the markets it intersects.

International Exchange Programs

While there are no programs offering a cultural immersive program focused on bridging the gap between Africa and the diaspora for high school students, there exists multiple international exchange programs that have existed for years. Many are supported and sponsored by the Federal Government thus have earned their credibility. They are mostly geared towards Europe and Asia which is where many students think of when they think of cultural exchange programs.

Cultural Education

There currently exists websites, platforms and multiple youtube channels that provide content different aspects of Africa and its diaspora. The competitive factor in the cultural education sector is the ability to search on demand information about different cultures. Unfortunately unless the source is a properly vetter platform (such as Khan Academy) geared towards

education, some information can be misleading due to lack of context due to the ability of anyone to upload content on those platforms such as YouTube. The P.A.L. Project mitigates this by providing access to teachers and practitioners from the cultures to be taught or shared.

Differentiation

The P.A.L. Project will rely on differentiation to stand out in the market. While there are competitors who focus on diversity and inclusion programs, The P.A.L. Project offers a more **convenient** and efficient approach to providing **a unique and authentic** cultural diversity and exchange to students through **educators and peers from the very cultures** being taught. The P.A.L. Project **does not charge** students but rather plans to work within budgets set for the schools and school districts to ensure that the students get the best experience and ECE's are compensated fairly.

Products and services

The P.A.L. Project provides a unique cultural diversity immersion and exchange programs geared towards promoting Black cultural education within Africa and the diaspora.

We do this is two distinct ways with the E-Pal Project and Edutainment programing

E-P.A.L Project

The E-Pal Project provides Black youth with a cultural immersion program that enables virtual global interactions between peers and with cultural educators through conversation and education to exchange cultures and experiences. This immersive approach will truly help facilitate cross cultural education by giving our youth the opportunity to learn from their peers and educators from different cultures. Inspired by the former traditions of "PenPals", the E-Pal project takes the concept of creating a safe space where young adults will experience cultural immersion by having the opportunity to learn from teachers from different cultures as well as interact with their peers.

Edutainment Programming

The P.A.L. Project also conducts programs that are geared towards educating the general public in an entertaining and engaging way in the form of competitions and webinars. Competitions include but are not limited to:
- Folktale Tell-Offs
- Music and Dance challenges
- Poetry performances
- Essay competitions etc

Customer segmentation

The P.A.L. Projects' ideal customer is an educator at a school district with a high BIPOC demographic. Over 50% of their students are students of color specifically Black and he works in the suburban community also known as the inner city school. They are between ages 35-60 and care a lot about ensuring the school/ school district gets recognized as progressive and receives funding for the school. They have at least a bachelor degree and use their computer a lot but also don't mind good old fashioned paper. They are forward thinking and believe that exposure to different things prepares one to be successful in life. Currently, her/his school might have access to some cultural diversity programs but they are always looking for opportunities to make it better because it will help the kids and it will also help raise theri rankings and help them secure funding from the school districts.

Consumer

Though the customer will pay for The P.A.L. Project, the ideal consumer or user of The P.A.L. Project is the student of color in a suburban high school. They are mostly from low income households and they cannot afford to travel abroad. They care about social issues because of their status as a person of color and would like to learn more about cultures of people that look like them outside of slavery. They are tech savvy with a love for their gadgets; smart devices, computers, phones, tablets etc. most likely Gen Z (12-18) and those coming up. Are very

curious and question everything. They see the world through a human lens rather than a color lens. They do not earn anything, their parents do and most likely are low income. They spend their free time browsing the internet. The word book might not exist in their vocabulary.lol.

Marketing plan

Based on The P.A.L. Projects ideal customer and consumer, here's an overview of the marketing plan.

Price

Given that traditional study abroad or cultural exchange programs cost an average of $8,000 - $10,000 per student, The P.A.L. Project provides a diverse cultural exchange and immersion program to more students at no cost to the student rather through allocated funds from the school district towards diversity and inclusion programs. At an individual price, if paid by the parent of the student, it is projected at $5-10 /class for 36 weeks = $180- 360 per student per academic year if they take one class per week. This is significantly cheaper than the cost of a traditional cultural exchange program for one student. As of 2018, the state of Ohio allocated $13,027 per pupil according to census.gov's secondary education finance section.

Service

The P.A.L. Project's E-Pal project is solving a long standing problem using a unique approach which is being aided by technology. We are providing high school students access to the global Pan-African community with cultural educators and interaction with their peers from different Black communities. Similar to a cultural exchange experience, it is easy to learn about cultures through the use of technology and The E-Pal Project is providing access to different communities, a corresponding curriculum and conversation to enable the participating students learn more about the global black community and how they fit it and by virtue, teaching giving them a deeper understanding of the world thus making them true global citizens.

Promotion

The P.A.L. Project will rely on a few promotional strategies which will include reaching out to educators and principals of schools that fit the target market with a high BIPOC population. Promote the program through our ongoing educational and edutainment open to the public The P.A.L. Project will also reach out to high schools on the continent to sign their students up.

Place

The P.A.L. Project will be providing the cultural immersion and exchange program for the students virtually. Given the times we are in (Covid-19 pandemic) and also the inability of many of the students within our target consumership to afford traditional cultural exchange programs, this placement will provide the students equal opportunity to learn about other blavk cultures with the potential to explore opportunities that might be available for in person cultural exchanges in the future.

Logistics and operations plan

The logistics of acquiring educators and providing the educational program are crucial for The P.A.L. Project.

Suppliers/ Sourcing Educators

The P.A.L. Project has connected with both community tutors and trained teachers in different countries in Africa and in the Carribean who are ready to teach these classes. We have also established connections with High Schools in Ghana and are working on expanding in and out of Ghana. One of our board members is an educator in the educational sector in Ghana and has connections intercontinentally.

Production/ Curriculum Creation

The P.A.L. Project works with schools and school districts within their approved jurisdictions to provide a curriculum that compliments requirements needed for the students. Due to this customized curricula creating initiative, programs might differ by school or school district based on their needs.
Once curriculum is created, it will be integrated into the school and students will meet virtually with their ECE's at scheduled times to learn, according to the structure of the curriculum. Key needs include:
- Curriculum writer
- Cost of ECE's
- Cost of technology

Facilities

The P.A.L. Project and all of its independent contractors currently operate and maintain their offices remotely. We anticipate creating an office in the future where coordination will happen with paid staff but most operations will continue to happen remotely.

Equipment

The P.A.L. Project currently works with already existing technology that supports video conferencing, specifically Zoom. We anticipate building a system integrated into our website to provide a centralized platform for project management, teaching and learning.

Supplemental Teaching Aids

The P.A.L. Project will allocate variable amounts of money to help in the creation of supplemental teaching aids.

Financial plan

Paw Print Post has not yet completed their financial projections, but when they do they'll be filling out this [spreadsheet template](#) to create an income statement, balance sheet, and cash-flow statement.