



A Public Private Partnership  
in Response to COVID-19

**LEVERAGING  
TECHNOLOGY TO RE-  
INVIGORATE THE  
ECONOMY & SOW THE  
SEEDS OF HOPE**




# EXECUTIVE SUMMARY

Covid-19 and lockdown have resulted in unprecedented challenges both globally and at home in South Africa. Those affected greatest are our most vulnerable and poorest in society and the impacts are massive. In order to mitigate the consequences and to bring hope and help in these difficult and uncertain times, processes, strategies, and the way we work must quickly adapt as the need arises.

To get help to where it is needed most, a technology-based approach is a salient solution to roll out assistance nationally through the effective and rapid distribution of funds, vouchers & coupons on an efficient and massive scale.

Crossfin's portfolio of companies can assist immediately by combining their extensive capabilities, expertise, functionality and knowledge to channel relief right now. For example:

- RETAIL CAPITAL's platform can be extended to facilitate the distribution of loans and grants and the management thereof on behalf of government and/or third parties.
- EFFICACY PAYMENTS can facilitate the distribution of funds into an individual's bank card account.
- MY IMALI and TUYU can facilitate the distribution of funds into an individual's mobile wallet.
- CROSSGATE, EFFICACY PAYMENTS and KINEKTEK can enable relevant solutions for tier 1 retailers.
- INNERVATION and SURESWIPE can enable card and mobile payment acceptance and facilitate the distribution of funds to tier 2 and 3 merchants.
- SURESWIPE, IKHOKHA and MY IMALI can enable card and mobile payment acceptance to distribute funds to tier 4 and informal merchants.
- CLANDESTINE can manage screening and testing task teams and their remuneration remotely and can use the Echo platform to assist with tracing and tracking.
- ATURA can enable AI bots to reduce load on call centres by automating responses to frequently asked questions and enabling "live chat's".
- SARATOGA has the immediate capacity to take on software development projects.
- Furthermore, INDIVIDUALS can receive funds directly into the MY-IMALI WALLET, INNERVATION REWARDS CARD, TUYU WALLET or existing Debit Cards via EFFICACY (e.g. Sassa Card) and or receive vouchers or coupons that are store/product specific.



Move bravely. Adapt quickly.  
Accomplish hope and security in time  
of doubt and uncertainty.

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# The Problem

Covid-19 & Lockdown have resulted in unprecedented challenges both globally & in South Africa. Those affected the greatest are the **most vulnerable & poorest** in society.





## COVID-19 | A GLOBAL PANDEMIC BACKGROUND

The global pandemic of coronavirus disease 2019 (COVID-19) was first reported on 31 December 2019 by the World Health Organization country office following a cluster of pneumonia cases in Wuhan City, Hubei Province of China. To date, COVID-19 has become a global pandemic and it is continuing to spread across the globe.

With effect from midnight on Thursday the 26th March 2020, The National Coronavirus Command Council enforced a nationwide lockdown for 21 days.



# COVID-19 | LOCKDOWN

## IMPACT

The impact of lockdown on societies and the economy is becoming more and more evident as each day passes. According to the Institute for Poverty, Land and Agrarian Studies (PLAAS), the impact of the lockdown is already apparent on 'poor people's access to food, and on the informal food economy – from small farmers to street vendors and spaza shops. Poor people as producers and traders are unable to continue to produce and sell, while at the same time poor people are unable to access sufficient nutritious food.'





# COVID-19 | LOCKDOWN

## IMPACT ON INDIVIDUAL INCOME

PLAAS believes that a vast number of people, especially the working poor (employed, but living in poverty), those in the informal economy and those in unpredictable employment, have suffered a sudden and long-term loss of income. "The people who are losing their jobs are already some of the most precarious. Even if there is food on the shelves, they will not have access to it."



# COVID-19 | LOCKDOWN

## IMPACT ON SME's

According to a recent survey done by Retail Capital on the impact of lockdown on SME's, when the SME was asked if they were still trading, 69.8% said they were 'locked down', 18.7% said they were 'not trading', 10.8% said they were 'still trading' and 0.8% said they had 'closed business'. 85% of those surveyed said that their turnover had decreased.





# COVID-19 | LOCKDOWN

## IMPACT ON SOCIAL GRANTS

Social Grants will now be more important than ever. Frequently shared and distributed amongst households who had no income, social grants were already inadequate and very soon most will be unable to buy from formal retailers which will result in a cash predicament for many people. PLAAS believes that when this happens, households will struggle more, “likely leading to increases in gender-based violence. If people cannot get food, there is every likelihood of violent conflict, including widespread looting.”



# COVID-19 | LOCKDOWN

## MITIGATION



When president Cyril Ramaphosa announced the two-week extension to the national lockdown, he also promised a new package of urgent economic measures and more support to protect poor and vulnerable households. From loans to tax breaks, most interventions are aimed at getting SME's, in particular, through the next few months. Additional initiatives are also expected to assist individuals, the self-employed and the informal sector.



# COVID-19 | LOCKDOWN

## MITIGATION MEASURES



### Help for different sectors

- Small-scale farmers
- Tourism companies (The Department of Tourism)
- Manufacturers & companies in agriculture, tourism, energy, and vehicle components manufacturing (IDC Funding)
- Film industry
- Musicians
- Minibus taxi owners
- Service providers, such as panel beaters and plumbers
- Spaza shops

### Current measures

#### For all businesses

- Tax breaks
- UIF pay-outs
- Rent relief

#### SME's

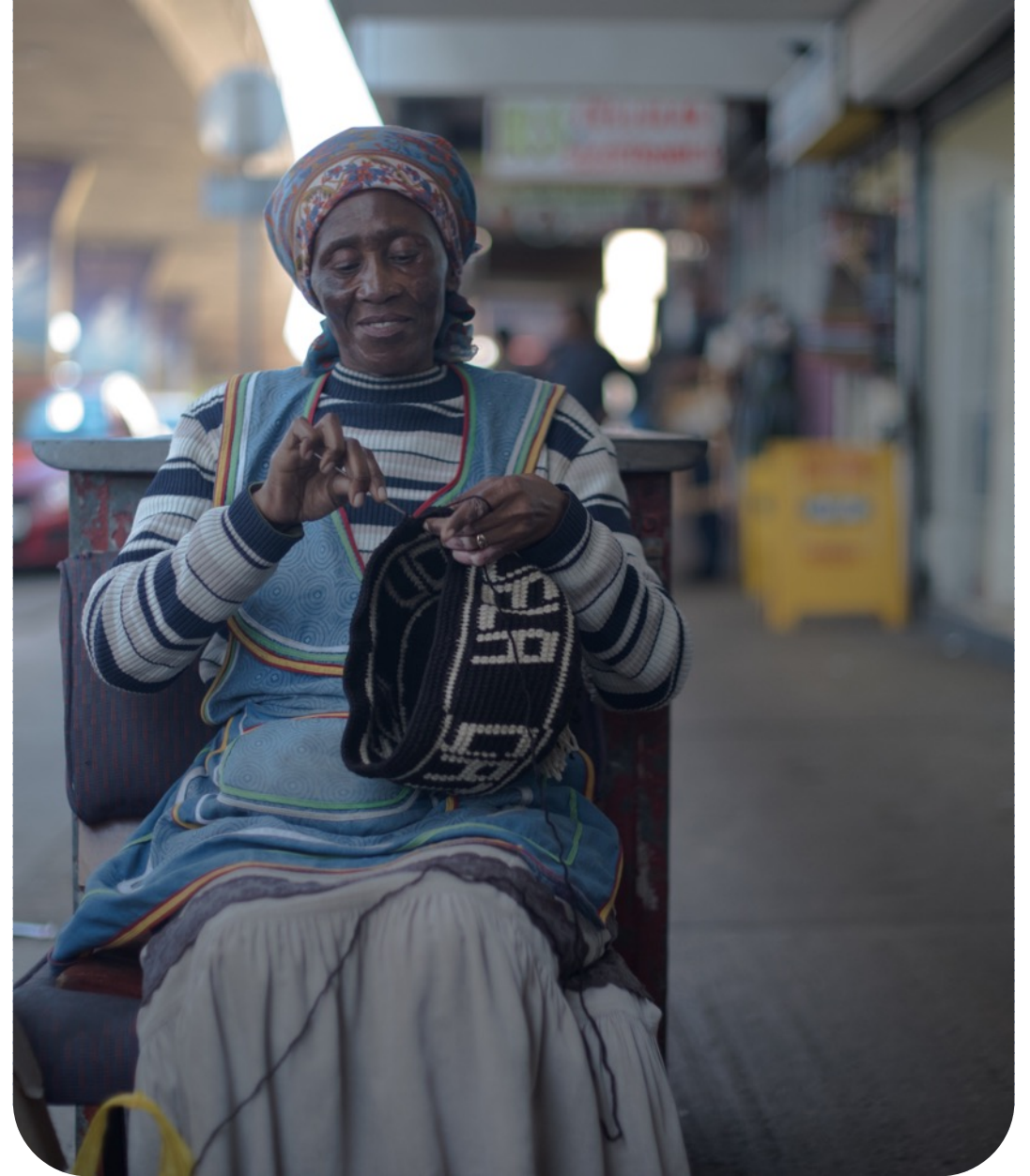
- Government funding
  1. The Debt Relief Finance Scheme
  2. Business Growth/Resilience Facility
- Delay in payment of provisional tax
- Delayed employee tax payments

#### Individuals

- Increase social grant

## COVID-19 | MOST VULNERABLE INFORMAL SECTOR (EMPLOYED PRE-LOCKDOWN)

The INFORMAL SECTOR employs about three million people in South Africa. Stats SA defines these workers as “persons in precarious employment situations”. They are not entitled to basic benefits and do not have a written contract of employment. For example, caddies, car guards, buskers, waist-pickers, car washers, informal traders, casual labourers etc. The UIF scheme will not apply to this sector.







## COVID-19 | MOST VULNERABLE EXISTING GRANT RECIPIENTS


The South African Social Service Agency (SASSA) administers seven long-term grants.

- Grant for Older Persons
- Disability Grant
- War Veteran's Grant
- Foster Child Grant
- Care Dependency Grant
- Child Support Grant
- Grant-in-Aid
- Social Relief of Distress

Over 17 million South African's rely on grants.



# The Solution



A technology-based solution to roll out assistance through the effective and rapid distribution of funds, vouchers & coupons on a massive scale and to ensure that through this, help reaches those who need it, quicker and more efficiently.



# COVID-19 | KICK-STARTING THE PUBLIC PRIVATE FUND INITIATIVES

## OBJECTIVES



### HOPE

Providing HOPE to the seriously disadvantaged citizens of RSA by reducing immediate short term concerns.



### MITIGATE UNREST

Mitigating social UNREST risk.



### COMMUNITY

Keeping COMMUNITIES together should mitigate Covid-19 risk.



### SUPPORT

SUPPORTING of the informal sector, SME's and individuals.



### EMPOWERING

EMPOWERING community leaders to support their communities with tried & tested & cost effective technology solutions.



# Crossfin's Role

Crossfin's portfolio of companies can assist by combining their extensive capabilities, expertise, functionality and knowledge to channel relief to where it's needed most.





## CROSSFIN | THE CHALLENGE

### WHAT CROSSFIN PROPOSES

**In order to assist, Crossfin through its portfolio of companies, proposes: -**

- facilitating the distribution of funds to those individuals and businesses most in need.
- facilitating the distribution of vouchers and coupons where applicable.
- facilitating the displacement of cash through the enablement of alternate payment solutions.
- streamlining the identification and verification of Individuals and SME's (including proof of income, life and residence).
- streamlining customer support and enabling self-service where appropriate.
- distributing and managing micro-jobbing opportunities, surveys and mystery shopping audits (incl. remuneration therefore).
- looking beyond...



## CROSSFIN | ENABLING DIGITAL COMMERCE SOLUTIONS TO DISBURSE FUNDS & DISPLACE CASH

**CROSSFIN TECHNOLOGY HOLDINGS (PTY) LTD (Crossfin)** is an independent investment holding company with a portfolio of autonomous complementary Fintech businesses that address all Tiers of the South African payments market.

Crossfin:

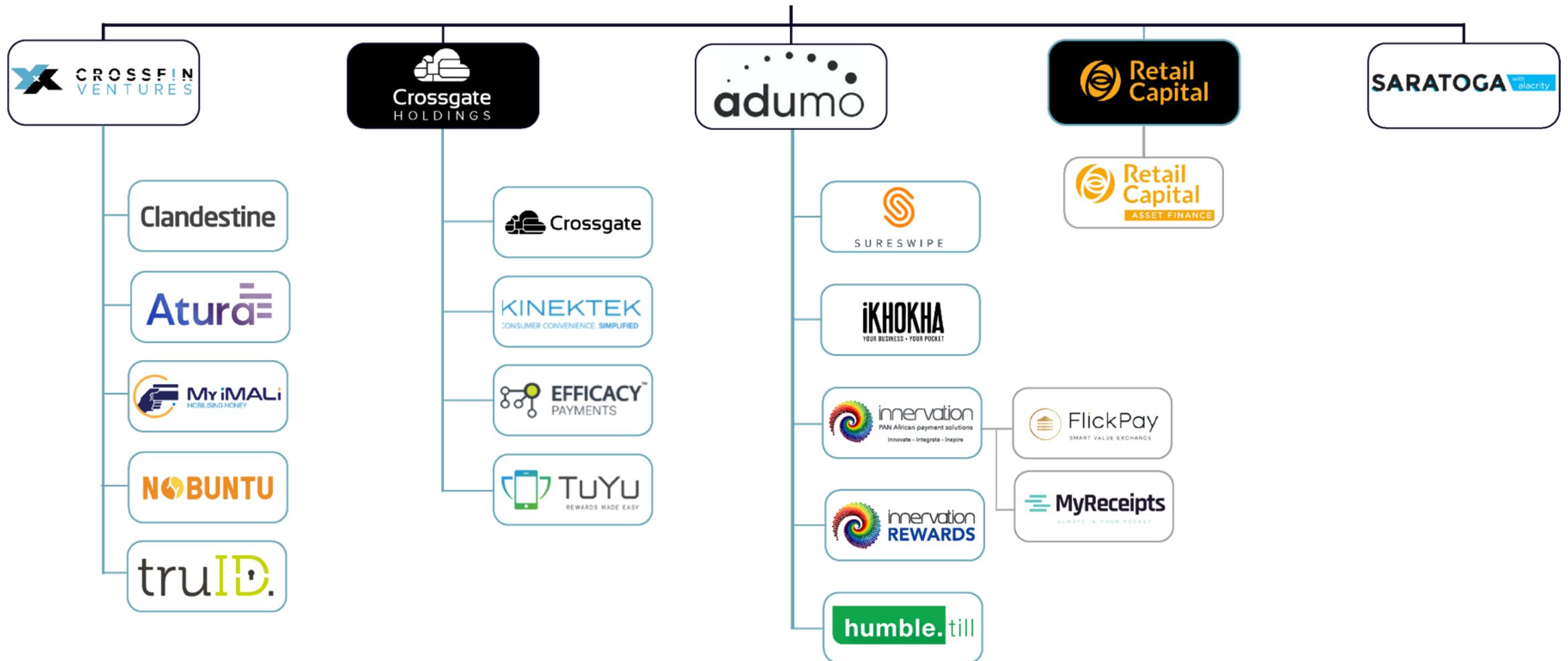
- invests in Fintech solutions to enable growth for economies in South Africa and beyond.
- aims to influence technology across the value chain from point of processing to point of fulfillment either directly or through partnerships.
- is uniquely positioned, through its portfolio of companies, to unlock real value through various Fintech solutions and platforms to address the needs of all in these times of the COVID-19 national disaster.





# CROSSFIN | PORTFOLIO

REPUTABLE ESTABLISHED FOOTPRINT





## CROSSFIN | SOLUTION

### THE PORTFOLIO EFFECT

**The Crossfin Portfolio is well positioned to support multiple forms of non-cash payment tokens; be they card, mobile wallet, wearables or QR Codes... and the distribution thereof, either as Payments, Grants, Loans, Gift Cards, Vouchers or Coupons.**

Through the Crossfin Portfolio's array of companies and technology:

- Public and private initiatives, such as The Solidarity Fund, can distribute funding to the right places.
- Money can flow back into the economy and the most vulnerable will not be forced to go to cash points to draw funds.
- Loans can be distributed to SME's, traders and individuals.
- Cash can be displaced with cashless payments solutions.
- Payment acceptance terminals can be issued to SME's, Spaza shops and Informal Traders and these can also enable the vending of airtime and electricity.
- "Proof of income" and "proof of identity" can be processed digitally.
- Call center and self-service support can be streamlined.
- Micro-jobbing opportunities can be offered, tasks measured and workers paid immediately.
- The Crossfin 'rails' can be enabled to distribute third party payments, vouchers and coupons.
- Measurement metrics could be put in place to track and manage benefit redemption and ensure no abuse of benefits.



# Infographics & Process

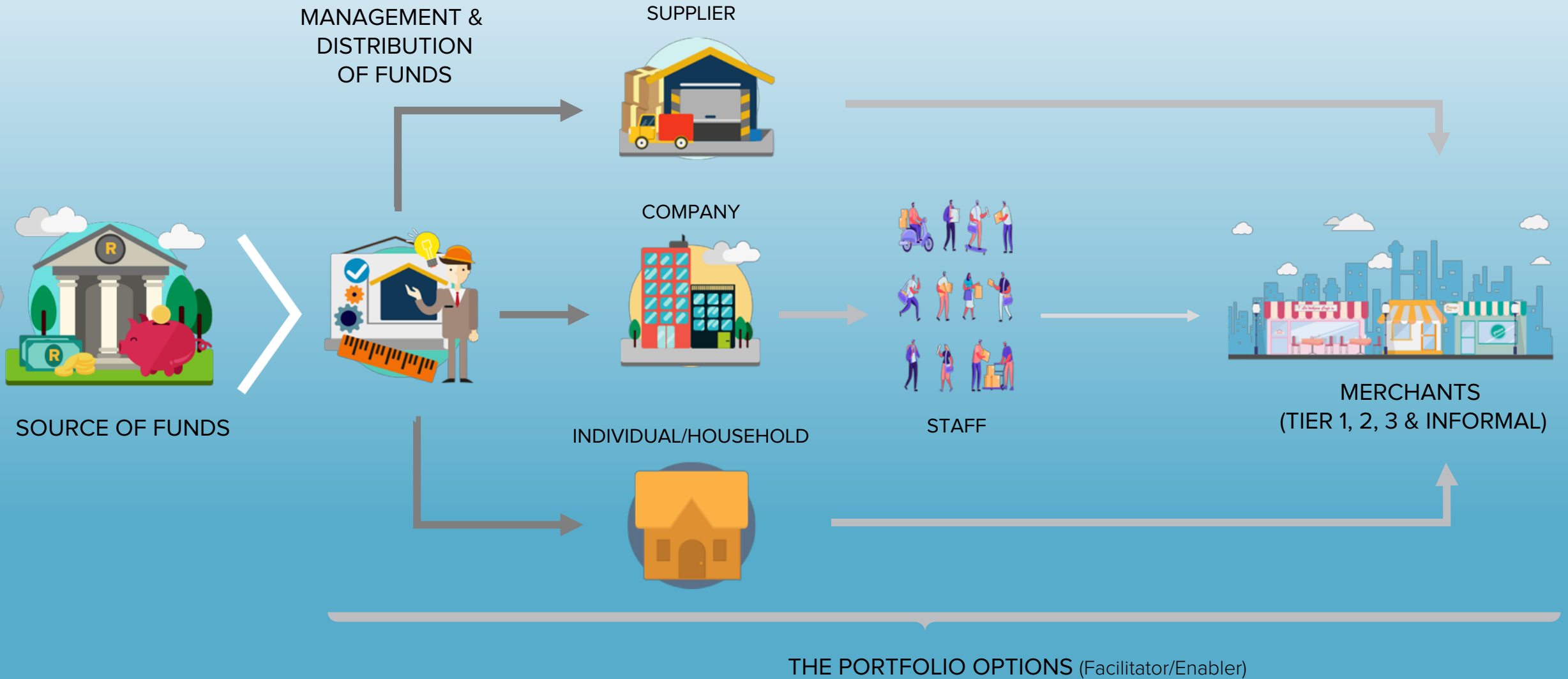


A graphic representation of the proposed flows of funds into the economy and an example of a process that could be followed.



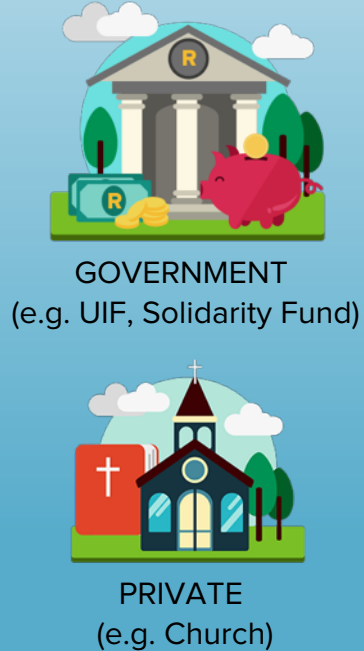
# CROSSFIN | SOLUTION

## THE PORTFOLIO EFFECT



## SOURCE OF FUNDS

GOVERNMENT & PRIVATE

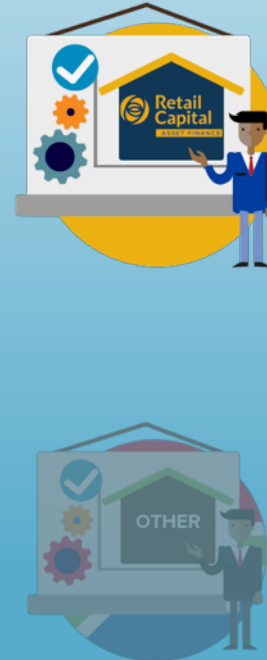


## DISTRIBUTION & MANAGEMENT OF FUNDS

RETAIL CAPITAL currently provide the SME market with access to working capital this platform can be extended to facilitate the distribution of loans and grants and the management thereof on behalf of government and/or third parties.

EFFICACY PAYMENTS can facilitate the distribution of funds into an individual's bank card account.

MY IMALI and TUYU can facilitate the distribution of funds into an individual's mobile wallet.



## FACILITATOR/ENABLER

PORTFOLIO BUSINESSES and other parties will assist in the distribution of these funds to their respective client base.

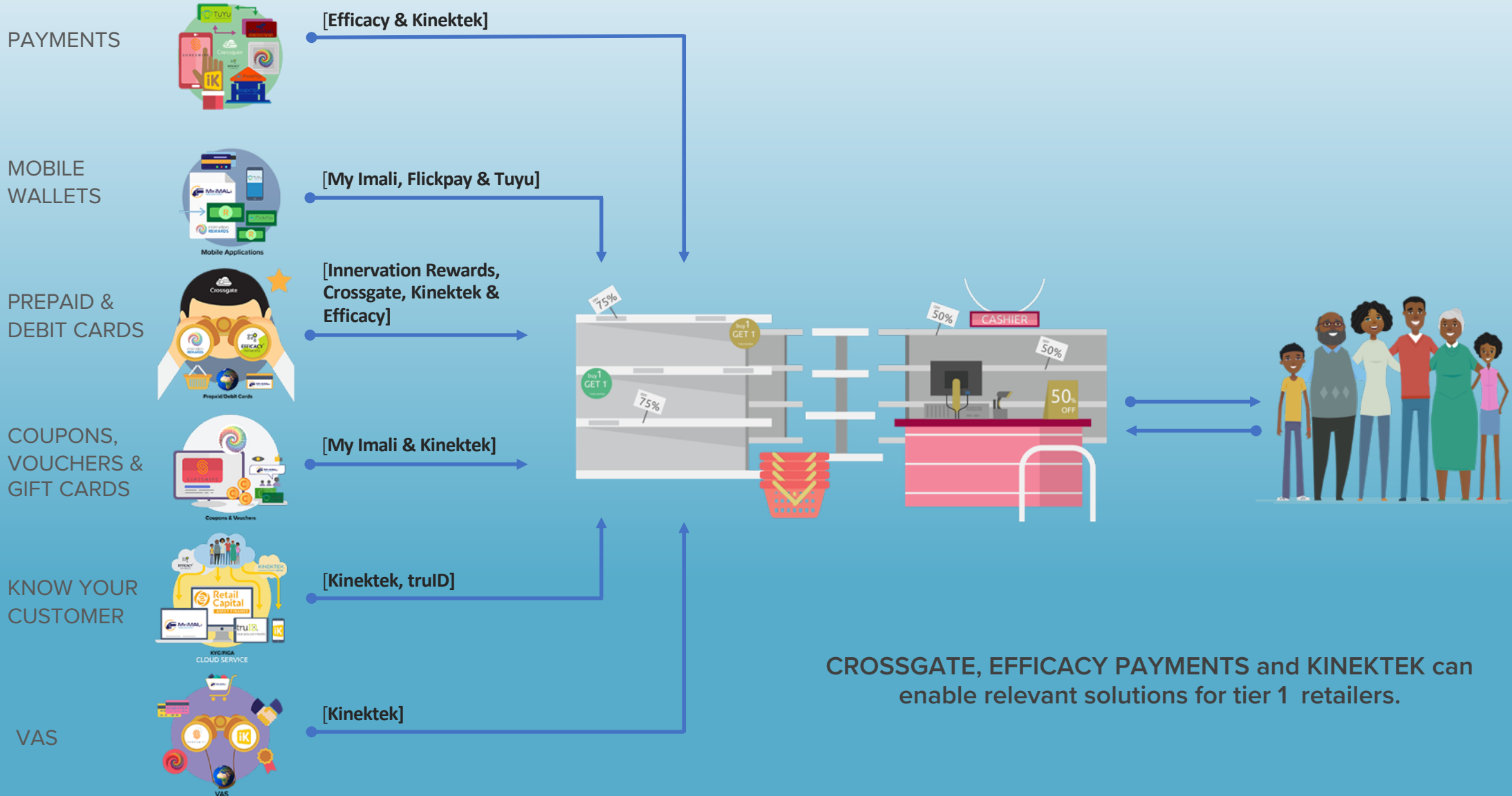


## FACILITATOR/ENABLER

## CHANNEL | TIER 1 MERCHANT

(EG: SHOPRITE, DISCHEM, PnP, CLICKS etc)

## RECIPIENTS





## FACILITATOR/ENABLER

## CHANNEL | TIER 2 & 3 MERCHANT

## RECIPIENTS

PAYMENTS



[Innervation & Sureswipe] MCA

MOBILE  
WALLETS



[My Imali & Flickpay]

PREPAID &  
DEBIT CARDS



[Innervation, Sureswipe & My Imali]

COUPONS,  
VOUCHERS &  
GIFT CARDS



[My Imali & Innervation]

KNOW YOUR  
CUSTOMER

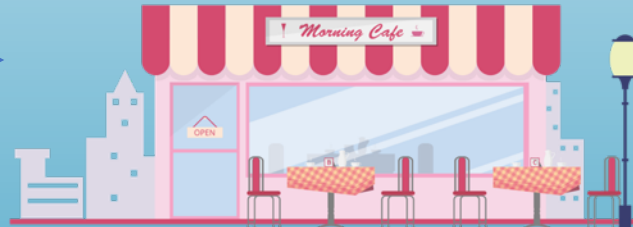


VAS



[Sureswipe, Ikhokha, Flickpay]

(EG: COTTON ON, MR PRICE, SPUR etc)



INNERVATION and SURESWIPE can enable card and mobile payment acceptance and facilitate the distribution of funds to tier 2 and 3 merchants.

CROSSFIN | SOLUTION  
THE PORTFOLIO EFFECT

## FACILITATOR/ENABLER

## CHANNEL | TIER 4 & INFORMAL MERCHANT (EG: CORNER GROCER, INDEPENDENT RESTAURANT, HAIRDRESSER, SPAZA etc)

## RECIPIENTS

### PAYMENTS



[Sureswipe, Ikhokha & My Imali] MCA

### MOBILE WALLETS



[My Imali & Flickpay]

### PREPAID & DEBIT CARDS



[My Imali]

### COUPONS, VOUCHERS & GIFT CARDS



[Sureswipe, My Imali]

### KNOW YOUR CUSTOMER



[Ikhokha, My Imali & Sureswipe]

### VAS



[Innervation & Sureswipe]



SURESWIPE, IKHOKHA and MY IMALI can enable card and mobile payment acceptance to distribute funds to tier 4 and informal merchants.

CROSSFIN | SOLUTION  
THE PORTFOLIO EFFECT

## FACILITATOR/ENABLER

## INDIVIDUALS

(RECIPIENTS OF GRANTS, WAGES, CHURCH AND OR CHARITY DONATIONS ETC.)

## RECIPIENTS

PAYMENTS



MOBILE  
WALLETS



PREPAID &  
DEBIT CARDS



COUPONS,  
VOUCHERS &  
GIFT CARDS



KNOW YOUR  
CUSTOMER



VAS

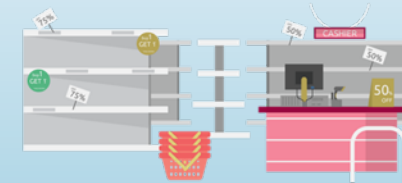


[My Imali, Tuyu & Clandestine]

[Innervation Rewards]

[My Imali & Innervation]

[Ikhokha, My Imali & truID]



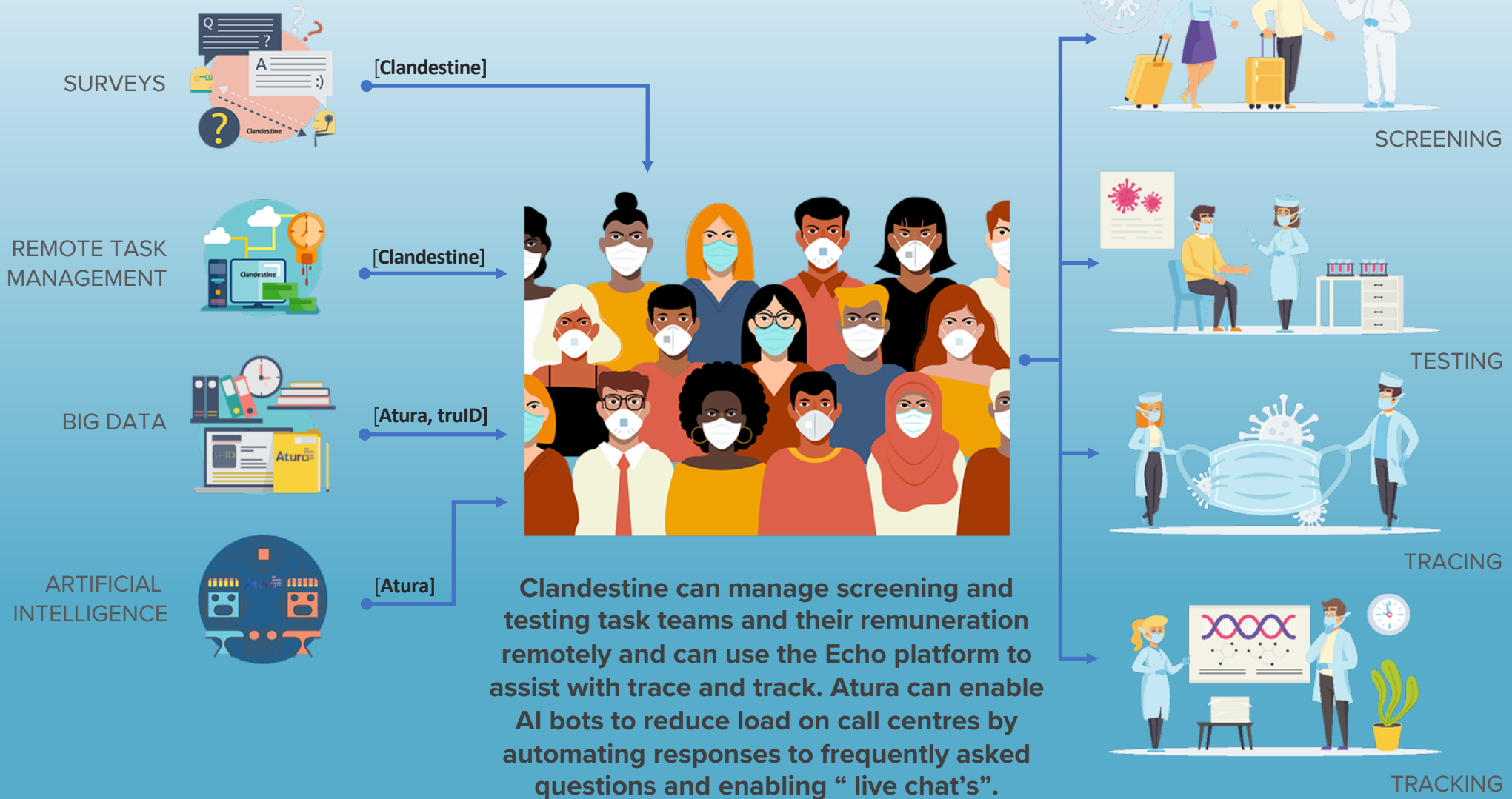
Individuals can receive funds directly into the My-iMali Wallet, Innervation Rewards Card, Tuyu Wallet or existing Debit Cards via Efficacy (e.g. Sassa Card) and or receive vouchers or coupons that are store/product specific.



## FACILITATOR/ENABLER

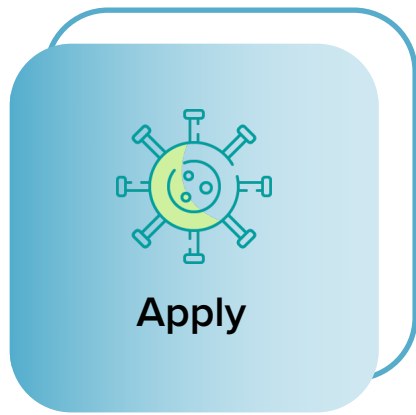
## SOUTH AFRICAN PUBLIC (SCREENING, TESTING, TRACING & TRACKING)

## TASKS



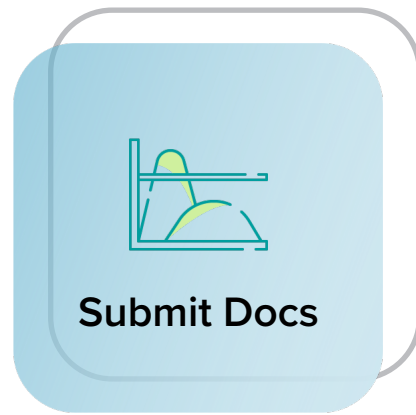
# CROSSFIN | PROCESS EXAMPLE

## THE NEED IS NOW



**Step 1**

Apply at your local community centre.



**Step 2**

Community centre submit documents.



**Step 3**

Verification and confirmation for benefit qualification (Crossfin).



**Step 4**

Prepaid or debit card issued and/or mobile wallet enabled and loaded. Card sent to community centre. (Crossfin)

# CROSSFIN | PROCESS EXAMPLE

## THE NEED IS NOW



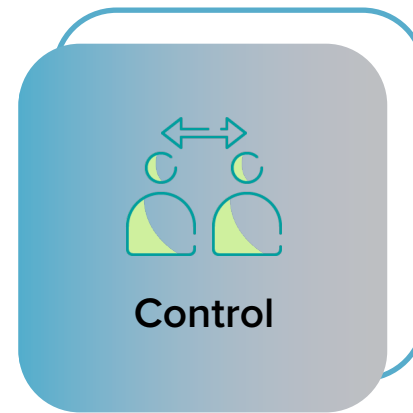
● **Step 5** ●

Beneficiary downloads app or collects card from community centre.



● **Step 6** ●

Vendors register at community centre and receive an acceptance device/identifier. (Crossfin)



● **Step 7** ●

Benefits redeemed can be controlled:-

- X % cash out
- Restrict redemption points to qualifying retail points.
- Coupons for specific products.



● **Step 8**

Data collected, monthly recharge of benefit card if no abuse.



# The Portfolio

Ready to help  
in the time of  
Covid-19





FOUNDER & CEO | Karl Westvig  
HEADQUARTERS | Cape Town, RSA  
FOUNDED | 2011

**VISION** | Providing Business Friendly Funding Solutions

**TEAM** | Approx.. 145 PAX

**CLIENTS** | 50 to 60% share of the Merchant Cash Advance (MCA) Market

**DIVERSE BASE** | Diversified customer base spread across SME sector and in partnership (or JV) with multiple channel partners such as Ikhokha and Sureswipe

**GEOGRAPHY** | South Africa

**STRATEGIC FOCUS** | Alternative funder serving small & medium businesses through secured and unsecured products and services

**TIER** | SME

**RETAIL CAPITAL'S** mission is “growing the South African economy and SME’s through partnerships and funding. They are the industry leader in providing non-bank funding to small & medium businesses in South Africa. The business is successful in servicing the significant credit gap in the SME sector, which traditional institutions and the banking industry have been unable to meet.

Retail Capital provide the SME market with access to working capital which is traditionally difficult to obtain and the support to make investments to secure growth.

## Products & Services Specific to a COVID-19 World

The team at **RETAIL CAPITAL** could be entrusted to manage the effective disbursements of funds to SME’s on behalf of government and donors and this could be extended to businesses and individuals with the right partner.

### FinTech Functionality for COVID-19 Solutions



#### **MERCHANT CASH ADVANCE (MCA)**

- Management and distribution of funding
- Business finance to assist merchants



#### **ASSET FINANCE**



#### **KNOW YOUR CUSTOMER (KYC)**

- Automated during customer onboarding



#### **ARTIFICIAL INTELLIGENCE (AI)**

- Data analytics and surveys



CEO | Vaughan Alexander  
HEADQUARTERS | Johannesburg, RSA  
FOUNDED | 2009

**MISSION** | To provide seamless digital transactional and financial inclusion solutions that add value to both business and individuals

**TILL LANE INTEGRATION** | Over 23 000

**TEAM** | Over 85 PAX

**CLIENTS** | 6500 retail stores

**GEOGRAPHY** | Sub-Saharan Africa

**STRATEGIC FOCUS** | Payment Acquiring, Issuing, Rewards & Incentives and expanding into Africa

**TIER** | 2 & 3

**INNERVATION** is a PCI-compliant payments & switching business that provides streamlined integrated payment solutions to retailers. Innervation offers a comprehensive range of transactional services with enhanced reconciliation. Innervation focuses on the provision of networking, hosting and switching services through the Destiny Switch and also provides relevant payments, solution architecture and integration consulting services. In addition to the core switching and payment competence Innervation has extensive domain knowledge in loyalty and customer engagement solutions.

## Products & Services Specific to a COVID-19 World

**INNERVATION** can enable retailers to accept card payments, QR, vouchers and coupons and can facilitate merchant cash advances (MCA) to their retail client base.

**INNERVATION** can also distribute Digital Vouchers directly to the Consumer which can then be used at participating merchants.

## FinTech Functionality for COVID-19 Solutions



### PAYMENTS

- Enable digital payments
- Integrated payment and point of sale (POS)



### VALUE ADDED SERVICES

- Prepaid services (e.g. Airtime)



### PREPAID & DEBIT CARD

- Issue and manage EMV



### VOUCHERS, COUPONS & GIFT CARDS

- Issue and manage EMV-compliant cards, magnetic stripe, virtual cards and e-wallets



### CASH ADVANCE

- Merchant cash advance (MCA)



### LOYALTY



CEO | Steve Mallaby  
HEADQUARTERS | Johannesburg, RSA  
FOUNDED | 2008

**VISION** | To be the preferred incentive and rewards provider and program manager in Sub-Saharan Africa.

**TEAM** | Approx.. 25 PAX

**CLIENTS** | Over 580 clients including 17 strategic Blue Chip clients

**GEOGRAPHY** | Sub-Saharan Africa

**STRATEGIC FOCUS** | Pre-paid card issuer and program manager for customer and employee rewards, incentives, gift and payroll

**TIER** | 1

**INNERVATION REWARDS** is a preferred solutions manager providing bespoke programs for corporates to incentivise, reward and enhance their stakeholders.

Innervation Rewards' solutions enable companies to more effectively manage Incentive and rewards programs, employee benefit disbursements and expense management through a variety of card and mobile payment products integrated to a self-service portal whereby one can manage one's own INREWARDS Cards.

## Products & Services Specific to a COVID-19 World

The team at **INNERVATION REWARDS** are able to distribute prepaid cards to entities that can distribute these to end-users and then disburse funds onto them. These cards can be open or closed loop (i.e.: restricted to use at specific retailers).

## FinTech Functionality for COVID-19 Solutions



### VOUCHERS, COUPONS & GIFT CARDS

- Rewards cards, payroll cards, expense cards and prepaid cards



S U R E S W I P E

FOUNDER & CEO | Paul Kent

HEADQUARTERS | Johannesburg, RSA

FOUNDED | 2008

**VISION** | To make payment acceptance easy and accessible to all independent retailers.

**TEAM** | 144 PAX

**CLIENTS** | Over 8000 SME's in a diversified customer base spread across SME sector

**GEOGRAPHY** | South Africa

**STRATEGIC FOCUS** | Providing secure retail payment solutions for SMME's

**TIER** | 3 & 4

**SURESWIPE's** merchant solutions include fixed, portable and mobile card machines, integrated payment machines, loyalty programmes, gift cards, cash advances and prepaid vouchers.

For Sureswipe, two things are important: firstly, convenience and simplicity, especially for **Sureswipe's** clients and their clients' customers, are non-negotiable to ensure that the company is meeting it's core values, and secondly, keeping costs as low as possible.

**Sureswipe** needs to be able to offer its products and services to the market at highly competitive prices so their operations are kept lean and scalable.

## Products & Services Specific to a COVID-19 World

SME's can utilise **SURESWIPE's** payment acceptance terminals to displace cash and enable them to accept card, mobile and loyalty transactions and sell airtime and prepaid electricity.

**SURESWIPE** can also distribute Merchant Cash Advances to their base of merchants.

Furthermore, **SURESWIPE** can distribute Digital Vouchers directly to the Consumer which can then be used at participating merchants.

## FinTech Functionality for COVID-19 Solutions



### PAYMENTS

- Card acquiring
- Mobile point-of-sale (Mpos)



### VAS

- Airtime through machine



### CASH ADVANCE

- Distribute funding obo Retail Capital
- Business finance to assist merchants



### VOUCHERS, COUPONS & GIFT CARDS

- Mobile phone or standalone card machine



### KNOW YOUR CUSTOMER (KYC)

- Automated during customer onboarding





FOUNDER & CEO | Matthew Putman  
HEADQUARTERS | Durban, RSA  
FOUNDED | 2012

**MISSION** | To drive digital financial inclusion for SME's in Emerging Markets through mobile innovation

**TEAM** | Over 100 PAX

**CLIENTS** | Over 35 000 merchants signed up

**GEOGRAPHY** | South Africa

**STRATEGIC FOCUS** | Solution provider to Independent SME's (MPos, MCA, eCommerce, credit, stock management, micro insurance, etc.)

**TIER** | 4 & Informal

**IKHOKHA** was the first business in Africa to build out and fully certify a locally developed, end-to-end, MPoS solution, focused on driving digital financial inclusion for SME's through innovative mobile products (hardware and software).

## Products & Services Specific to a COVID-19 World

Merchants and traders can use **IKHOKHA's** mobile point of sale (MPoS) to displace cash and enable them to accept card and mobile payments and sell airtime and prepaid electricity. **IKHOKHA's** can distribute merchant cash advances (MCA) to their base of merchants.

## FinTech Functionality for COVID-19 Solutions



### PAYMENTS

- Acceptance of all major credit cards
- QR payments



### VALUE ADDED SERVICES

- Prepaid services (e.g. Airtime, electricity, Lotto)



### MERCHANT CASH ADVANCE (MCA)

- Distribute funding obo Retail Capital
- Business finance to assist merchants



### VOUCHERS, COUPONS & GIFT CARDS

- Mobile phone or standalone card machine



### KNOW YOUR CUSTOMER (KYC)

- Automated during customer onboarding



FOUNDER & CEO | David de Coning  
HEADQUARTERS | Cape Town, RSA  
FOUNDED | 2014

**VISION** | To displace cash in the economy with digital solutions which connect merchants, banks, consumers and brands

**TEAM** | Approx. 22 PAX

**CLIENTS** | Blue chip retailers, banks and insurance companies

**GEOGRAPHY** | South Africa

**STRATEGIC FOCUS** | Gift, loyalty & payment card products, services & distribution. Mobile payment solutions, kiosk solutions, payment acquiring solutions and omni-channel commerce

**TIER** | 1

**CROSSGATE** is a payments solution business that provides leading card, mobile and processing platforms that connects merchants, banks, consumers and brands.

Crossgate is strategically aligned with MasterCard, Visa and other organizations like the World Bank to drive financial inclusion by converting cash-based transactions into electronic payments, on both the Issuing and Acceptance side of the value chain.

Crossgate provides solutions to tier 1 retailers, banks and insurers in South Africa and has many blue-chip clients.

## Products & Services Specific to a COVID-19 World

**CROSSGATE** can assist retailers, banks and insurers with solutions that fast track the displacement of cash in the formal and informal markets and enable the distribution of EMV cards behind agency banking solutions for partners.

### FinTech Functionality for COVID-19 Solutions



#### PAYMENTS

- Converts cash-based transactions into electronic payments
- Digital payments



#### PREPAID & DEBIT CARDS

- Issue, service and distribute prepaid & debit cards
- Programme manage credit cards/agency banking solutions



#### VOUCHERS, COUPONS & GIFT CARDS

- Issue, service and distribute cards



FOUNDER & CEO | Andrew Marsh  
HEADQUARTERS | Cape Town, RSA  
FOUNDED | 2018

**VISION** | To empower payers and receivers of money by enabling electronic and interoperable payment acceptance, through the removal of cost and access barriers across the Southern Africa markets.

**TEAM** | 5 PAX +

**CLIENTS** | Blue Chip

**GEOGRAPHY** | South Africa

**STRATEGIC FOCUS** | Financial inclusion and the displacement of cash as it relates to acceptance of card payments

**TIER** | 1 & 2

**EFFICACY** payment acceptance enables payment acquiring and value-added services on standalone terminals for merchants and allows merchants to place orders with suppliers.

**Deposit @ till** enables a consumer to make a cash deposit directly into their card-linked bank account at any retail point-of-sale till. This same functionality can be extended to enable person-to-person and person-to-merchant payments.

## Products & Services Specific to a COVID-19 World

**EFFICACY PAYMENTS** can enable the distribution of funds directly into a person's bank card (Visa and MasterCard).

### FinTech Functionality for COVID-19 Solutions



#### PAYMENTS



#### VAS

- Airtime through machine



#### CASH ADVANCE

- Distribute funding obo Retail Capital
- Business finance to assist merchants



#### VOUCHERS, COUPONS & GIFT CARDS

- Mobile phone or standalone card machine

CEO | Justin White

HEADQUARTERS | Cape Town, RSA

FOUNDED | 2009

**VISION** | Self service everything

**TEAM** | 20 PAX

**CLIENTS** | 5 Blue chip & channel

**GEOGRAPHY** | South Africa

**STRATEGIC FOCUS** | Omni-channel enablement of self-service solution

**TIER** | 1, 2 & 3

KINEKTEK enables clients to provide their customers with convenient access to an unparalleled range of relevant and value-added services, delivered as a fully-automated, end-to-end service across any channel, from kiosk to mobile...and all in-between.

## Products & Services Specific to a COVID-19 World

KINEKTEK kiosks, terminals and providers can be deployed by clients to enable self-service solutions for their customers.

### FinTech Functionality for COVID-19 Solutions



#### PAYMENTS



#### VAS

- Airtime, electricity, ticketing, bill payments, DSTV etc.



#### VOUCHERS, COUPONS & GIFT CARDS

- Mobile phone or standalone card machine



#### SELF-SERVICE KIOSKS

- Mobile phone or standalone card machine





CEO | David de Coning  
HEADQUARTERS | Cape Town, RSA  
FOUNDED | 2013

**VISION** | To simplify the disbursement of funds and rewards

**TEAM** | 5

**CLIENTS** | Blue Chip

**GEOGRAPHY** | South Africa

**STRATEGIC FOCUS** | The distribution of funds and rewards to a mobile wallet

**TIER** | 1 & 2

**TUYU** was originally developed to facilitate the distribution of rewards directly to one's mobile phone, to keep costs down. The platform has also proven useful for the frictionless distribution of funds, grants, et cetera to a mobile user. These funds can be spent at participating retailers.

## Products & Services Specific to a COVID-19 World

The **TUYU** platform can be used to distribute funds directly to an individual with any type of mobile phone. The funds can be spent at participating retailers, including, for example Pick n Pay, Shoprite etc.

### FinTech Functionality for COVID-19 Solutions



#### PAYMENTS

- Mobile App



#### VAS

- Prepaid through mobile app



#### VOUCHERS, COUPONS & GIFT CARDS

- Mobile phone cash rewards to mobile phone and USSD



CO-FOUNDER & CEO | Matthew Goosen  
HEADQUARTERS | Centurion, RSA  
FOUNDED | 2018

**VISION** | Empower the under-banked and unbanked with a cost effective digital 'banking' tool to facilitate financial inclusion.

**TEAM** | Approx.. 15 PAX

**CLIENTS** | 100+

**ACTIVE WALLETS** | 4000

**GEOGRAPHY** | South Africa, Uganda and Kenya

**STRATEGIC FOCUS** | Displacement of cash in the informal market

**TIER** | 3, 4 & Informal

The **MY-IMALI WALLET** facilitates the payment of wages and the disbursements of grants etc into the hands of the under-banked and unbanked without the need of a bank account.

The **MY-IMALI DEBIT CARD** can be linked to the mobile wallet to enable open loop payments.

Prepaid airtime, electricity and coupons and vouchers can be purchased from the mobile wallet.

**CASHLESS KING** enables cashless solutions for events.

## Products & Services Specific to a COVID-19 World

The **MY-IMALI** platform can be used to distribute funds, vouchers and coupons to individuals with a **MY-IMALI** mobile wallet enabled on their smart phone. Wallet holders can also get a **MY-IMALI** debit (MasterCard) card and link their wallet to their card. Employers can use the **MY-IMALI** platform to pay staff.

## FinTech Functionality for COVID-19 Solutions



### PAYMENTS

- Mobile App
- QR payments



### VAS

- Prepaid through app



### KNOW YOUR CUSTOMER (KYC)

- When onboarding
- South Africans & foreign nationals



### VOUCHERS, COUPONS & GIFT CARDS

- Medical stamps
- Vouchers & coupons



### PREPAID & DEBIT CARD

- Issue



CEO | Vaughan Alexander  
HEADQUARTERS | Johannesburg, RSA  
FOUNDED | 2013, relaunched in 2020

**VISION** | Payments simplified

**TEAM** | 10 PAX

**CLIENTS** | N/A

**GEOGRAPHY** | South Africa

**STRATEGIC FOCUS** | Mobile payments and loyalty

**TIER** | 2, 3 & 4

**FLICKPAY** is a mobile payments application that links one's credit card or mobile store of value to a payment via a QR code and a merchant, linked to loyalty.

## Products & Services Specific to a COVID-19 World

**FLICKPAY** can be used by merchants and consumers as an effective means to displace cash when transacting.

### FinTech Functionality for COVID-19 Solutions



#### PAYMENTS



#### VAS

- Airtime through machine



#### VOUCHERS, COUPONS & GIFT CARDS

- Mobile



CO-FOUNDERS | Dimitri Drabkin & Paris Valakelis  
HEADQUARTERS | Johannesburg, RSA  
FOUNDED | 2017

**VISION** | To become South Africa's de facto consumer financial data rail.

**CLIENTS** | 10 SME's

**GEOGRAPHY** | South Africa

**STRATEGIC FOCUS** | Open banking

**TIER** | 1 & 2

truID is capable of pulling a customer's transactional banking information and delivering it to a client in real time. This information is used to fast track the credit application process.

## Products & Services Specific to a COVID-19 World

Any company looking to get access to a client's bank details/history to aid a decision to provide loan funding, can utilise the **truID** service to source such information in minutes.

### FinTech Functionality for COVID-19 Solutions



#### KNOW YOUR CUSTOMER (KYC)

- Through big data & artificial intelligence



#### OPEN BANKING

- Open banking

# Clandestine

FOUNDER & CEO | Mike Metlerkamp  
HEADQUARTERS | Cape Town, RSA  
FOUNDED | 2013

**VISION** | To simplify how you collect data and execute at any location

**TEAM** | 2 PAX and 20 000 agents

**CLIENTS** | Blue chip & SMEs

**GEOGRAPHY** | South Africa and International

**STRATEGIC FOCUS** | On-demand tasks and micro-jobs for a mobile workforce and mystery shopping surveys

**TIER** | All

**SECRET AGENT** is a cloud-based mystery shopping solution that leverages 50 000 'secret agents' across South Africa to do surveys and tasks on demand.

**ECHO** is an 'on-demand' platform to manage tasks and shifts across a mobile workforce.

## Products & Services Specific to a COVID-19 World

The **SECRET AGENT** platform could be used to do spot checks on testing sites, hospitals and other areas of interest on demand, and seamlessly, leveraging the 20,000 'secret agents' in the field.

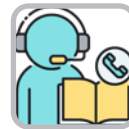
The **ECHO** platform could be used to manage tasks for all the testers in the field, and assimilate data from the field.

## FinTech Functionality for COVID-19 Solutions



### SURVEYS

- Crowdsourced data
- Real-time analytics
- Barrier-free job creation



### REMOTE TASK MANAGEMENT

- Assign tasks & shifts
- Real-time feedback
- Mobile rewards





CO-FOUNDER & CEO | Dave Eagle  
HEADQUARTERS | Cape Town, RSA  
FOUNDED | 2017

**VISION** | Improving efficiency through automating processes

**TEAM** | 10 PAX

**CLIENTS** | Blue chip banks, insurers and credit providers

**GEOGRAPHY** | South Africa

**STRATEGIC FOCUS** | Award winning AI assistance technology

**TIER** | 1 & 2

**ATURA** it is an AI business developing bots to introduce efficiencies in clients' business processes.

The team focuses on three verticals:

1. Collections (of debt, loans, insurance)
2. Asset management (balance enquiries, withdrawals, et cetera)
3. Insurance (claims processing, queries, et cetera)

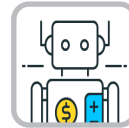
## Products & Services Specific to a COVID-19 World

**ATURA** bots can assist in the collection of loan repayments and to reduce load on physical call centres.

## FinTech Functionality for COVID-19 Solutions



**BIG DATA**



**ARTIFICIAL INTELLIGENCE (AI)**

CEO | Christiaan Mienie  
HEADQUARTERS | Cape Town, RSA  
FOUNDED | 2016

**VISION** | To help SME's grow retail businesses with cost effective cloud-based solutions

**TEAM** | 10 PAX

**CLIENTS** | 200

**GEOGRAPHY** | South Africa

**STRATEGIC FOCUS** | Cloud-based EPOS

**TIER** | 3, 4 & informal

**HUMBLEtill** is a complete cloud based next generation point-of-sale solution for SME's with integrated payment and loyalty.

## Products & Services Specific to a COVID-19 World

The team at **HUMBLETILL** can assist with the distribution of merchant cash advances (MCA) to their clients and look to enable digital reordering of supplies for informal traders with wholesalers.

### FinTech Functionality for COVID-19 Solutions



#### ELECTRONIC POINT OF SALE (EPOS)

- Sales
- Reporting
- Cash in
- Stock Control
- Ordering



#### VAS

- Airtime through machine



#### CASH ADVANCE

- Distribute funding obo Retail Capital
- Business finance to assist merchants



#### VOUCHERS, COUPONS & GIFT CARDS

- Mobile phone or standalone card machine



CEO | Mark Gebhardt

HEADQUARTERS | Cape Town, RSA

FOUNDED | 2000

**VISION** | Inspired people committed to delivering new possibilities for technology-driven organisations

**TEAM** | Approx. 120 PAX

**CLIENTS** | Blue chip financial services and insurance businesses

**GEOGRAPHY** | South Africa

**STRATEGIC FOCUS** | Development & Resource Augmentation

**TIER** | Enterprise

**SARATOGA** provides IT services and craft software solutions to fit specific businesses in the Financial Services and Insurance verticals. The company also provides resource augmentation services to support software development projects.

## Products & Services Specific to a COVID-19 World

People matter at **SARATOGA** and the team is driven to identify, on-board and develop talented people within the company who continue to deliver exceptional service to customers as if they were actual employees of their clients.

**SARATOGA** has the immediate capacity to outsource its core of talent for the purposes of development to solve for challenges and opportunities presented by COVID-19.

## Outsourced Software Development & Resource Augmentation



### DEVELOPMENT

- Outsourced software development, project management, architecture and testing



### RESOURCE AUGMENTATION

- Positioning contractors to assist with clients' internal software development projects



## CROSSFIN | SOLUTION IMPLEMENTATION

**The speed of implementation of  
a COVID-19 FINTECH  
SOLUTION and national roll-out  
is imperative**

The team at Crossfin, through our portfolio of FinTech businesses and partners, with tried and trusted technology that caters for all Tiers of the market, is ready and able to respond immediately.

# CONTACT US

CROSSFIN TECHNOLOGY HOLDINGS (PTY) LTD

## GET IN TOUCH


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[BACK](#)



A hand is shown reaching out from the right side of the frame, palm facing forward. The background is a soft, out-of-focus scene with crumpled paper on the left and light rays filtering through a translucent surface on the right. The overall color palette is light blue and white.

*“We are resolved not merely to return our economy to where it was before the coronavirus, but to forge a **new economy in a new global reality.**” (21 April 2020, President Cyril Ramaphosa)*

A solid blue square is located on the left side of the image, partially overlapping the text.

Thank You.