

#NECLIVE7

Democratizing Payments

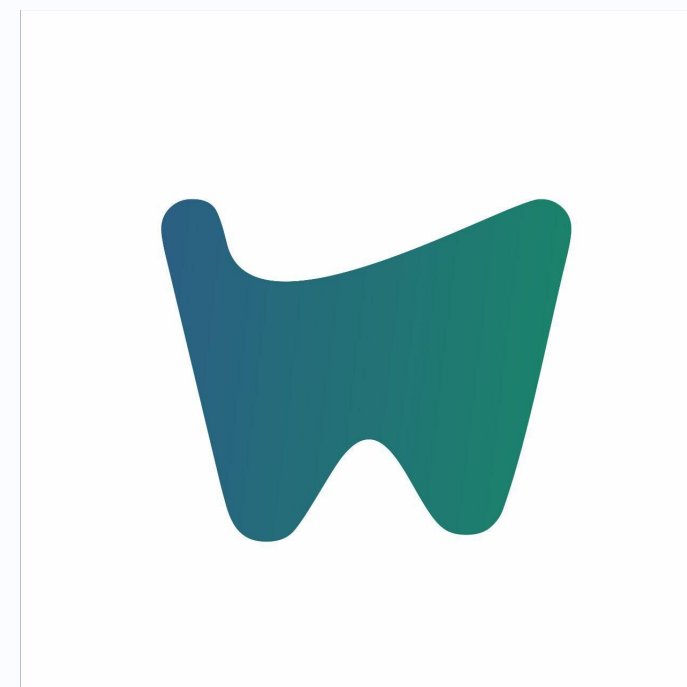
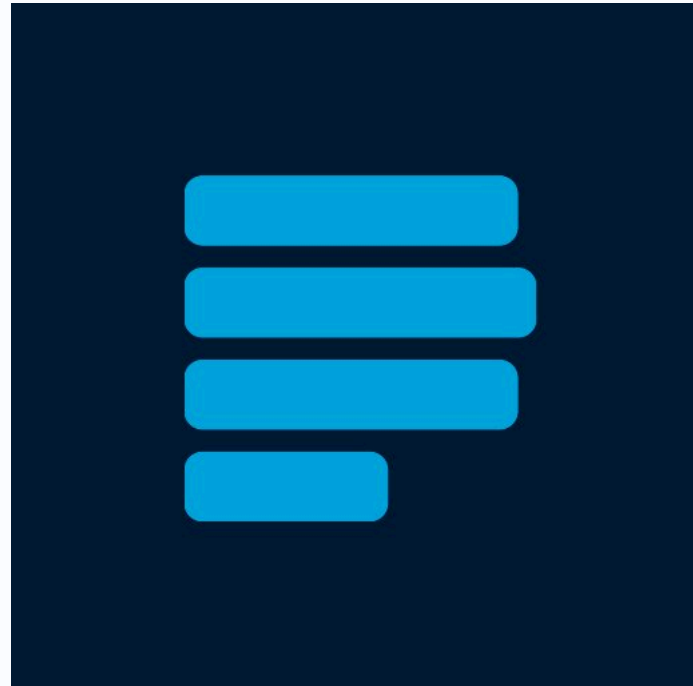
Presented by Odunayo Eweniyi – COO, PiggyVest

One way to understand human progress is to look at how technology has made products and services – once reserved for the elite – progressively more accessible and affordable. Personal and mobile computing, long-distance communications, energy storage and air travel are just a few of the things that have been democratized by technology, creating new possibilities for billions of people.

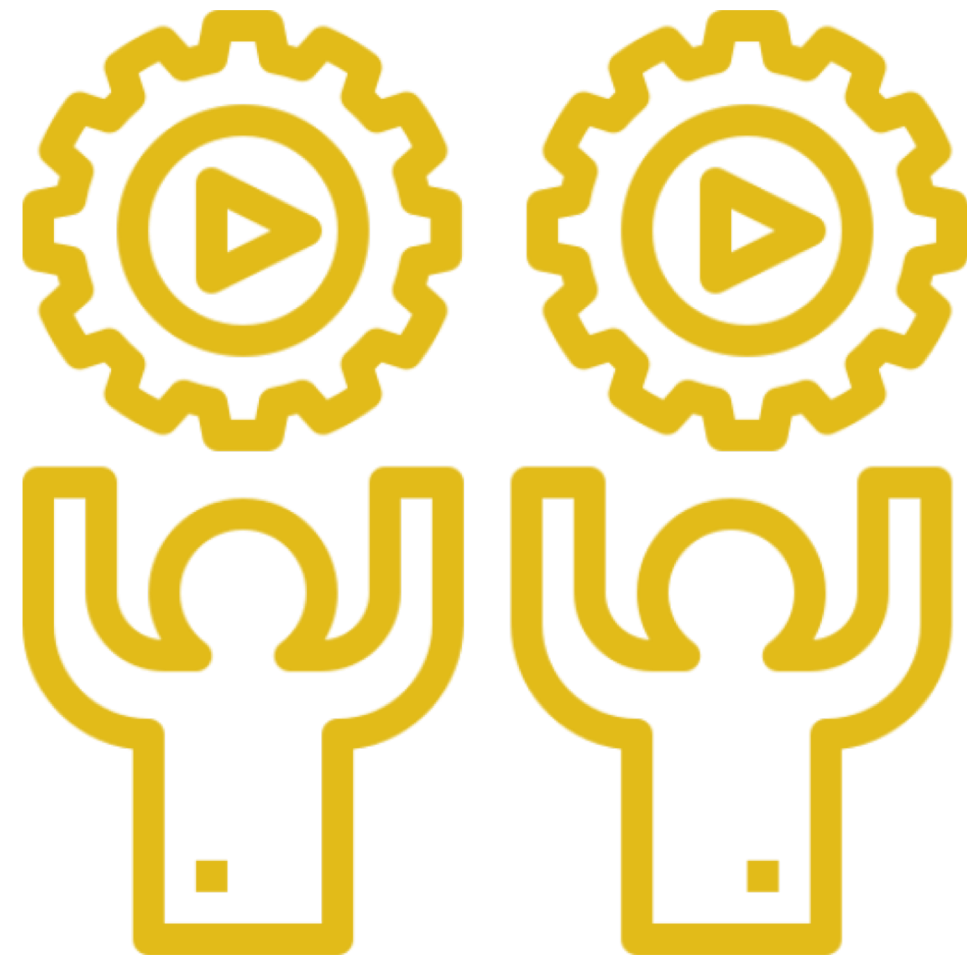
But, financial services is one area where democratization is still far from reality, in Nigeria, Africa and globally. There are 2 billion adults around the world who lack access to basic financial services. When you narrow that down to our environment, it means that the simplest transaction – making or receiving a payment can be distressingly inconvenient and disproportionately expensive.

Small businesses in Nigeria still have challenges building and selling consumer products & services because our payment infrastructure vastly remains weak. This affects every industry including this audience, the creative and entertainment industry. You can only grow your business if there is accessibility to your products – that includes how people pay for it.

Today, financial technology is primed for the same technological transformation that has revolutionized many other industries. The digitization of money, the rapid proliferation of internet access and mobile phones have created the perfect conditions to make it easier and cheaper to save, spend, give, and borrow.



But because of the advent of financial technology platforms like Paystack and Flutterwave, businesses now have several options for enabling secure mobile payments on your website or native app, or just physically!



INCLUSIVE



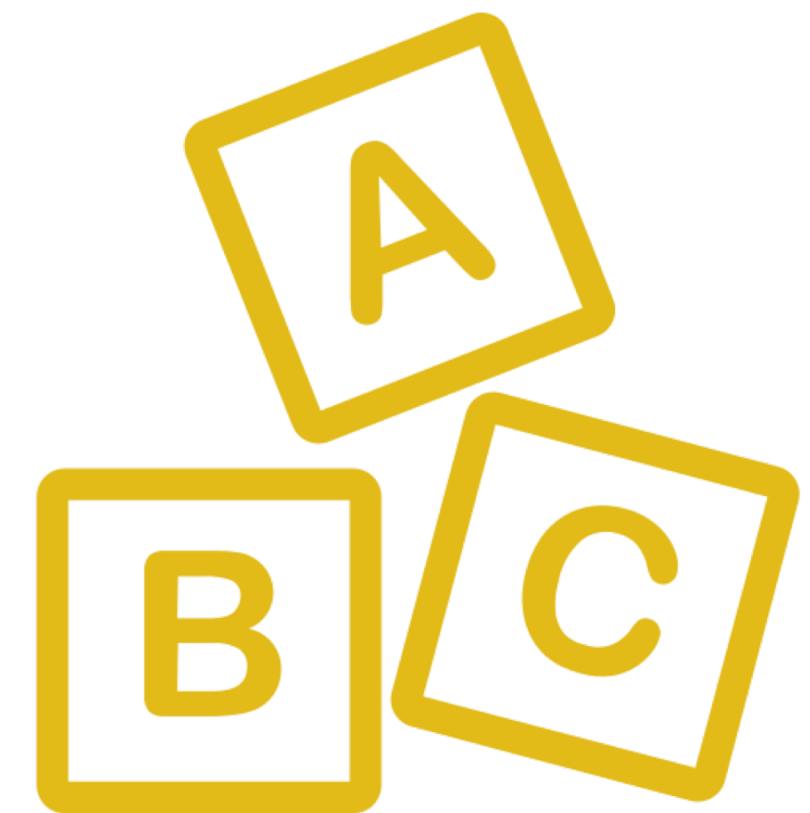
FLEXIBLE



TECH-DRIVEN



USER-CENTERED



SIMPLE

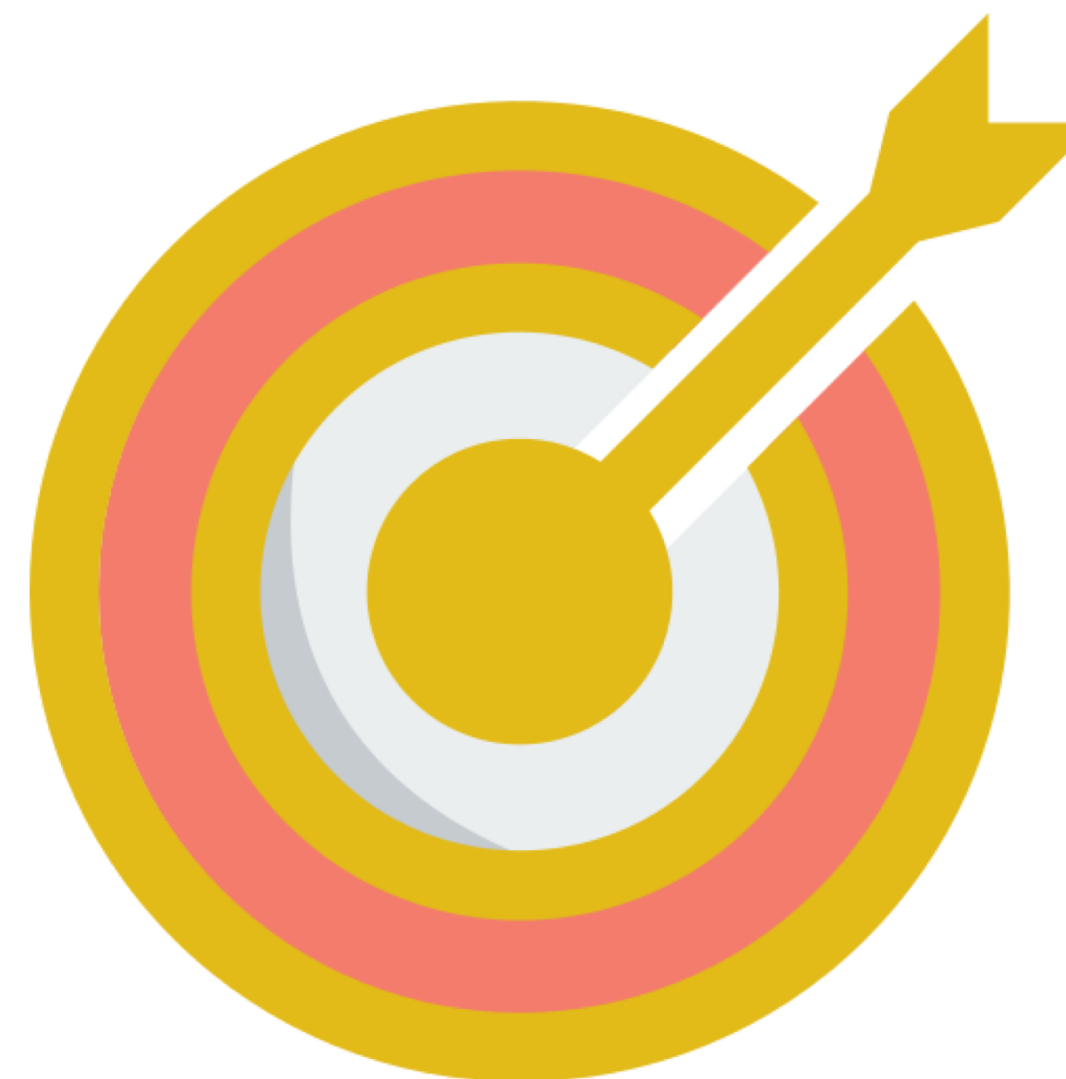
Does the democratization of payments benefit us all?

The simple answer?

YES



EXPANSION - JOBS ETC



SEAMLESSNESS OF
TRANSACTIONS



BUSINESS GROWTH



GLOBAL PAYMENT
POSSIBILITIES

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