



THE MOBILE-ONLY PLANET



snappbuilder.com

Vito Margiotta

facebook.com/vito.margiotta



The Business Platform for the Mobile-Only Economy

www.snapp.cc

Snapp Market Presence



Two billion people
will come online by 2020.

76% will come from dev countries.
They are completely mobile-only.

A HUGE OPPORTUNITY



PC PLANET

**MOBILE ONLY
PLANET**

WHAT ??



Who owns what

Malawi, Ghana, Bangladesh, Uganda

LANDLINE PHONE	DESKTOP PC	SMARTPHONE

Who owns what

Malawi, Ghana, Bangladesh, Uganda

LANDLINE PHONE	DESKTOP PC	SMARTPHONE
1%		

Who owns what

Malawi, Ghana, Bangladesh, Uganda

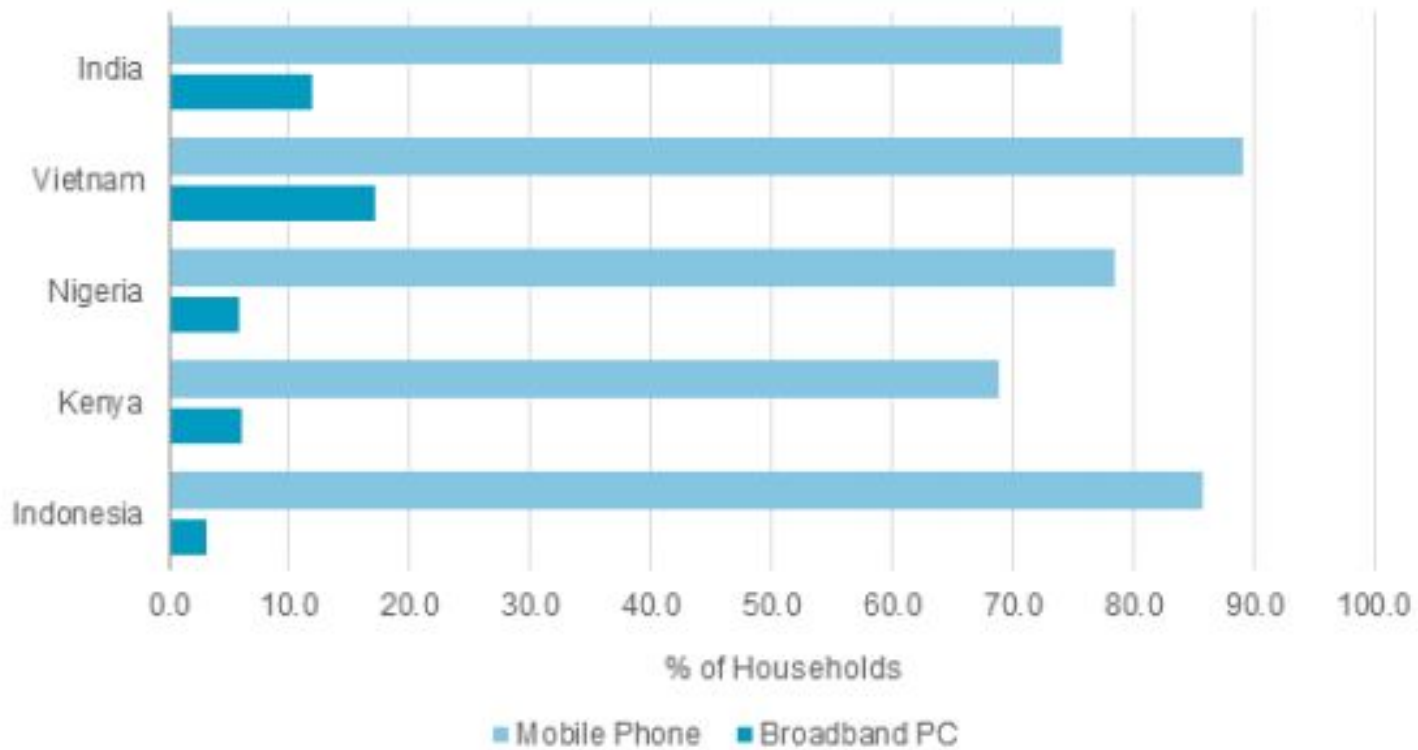
LANDLINE PHONE	DESKTOP PC	SMARTPHONE
1%	3%	

Who owns what

Malawi, Ghana, Bangladesh, Uganda

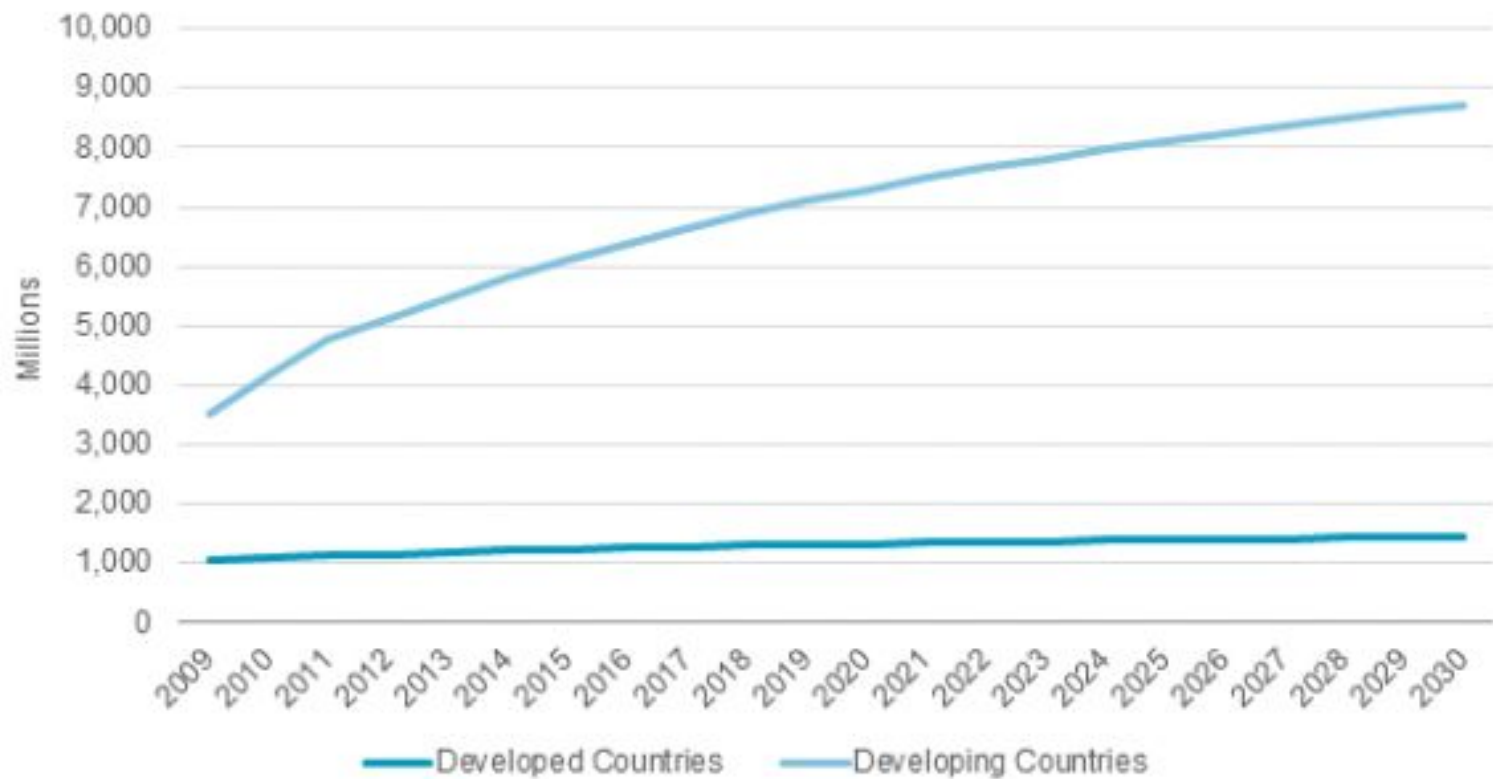
LANDLINE PHONE	DESKTOP PC	SMARTPHONE
1%	3%	55%

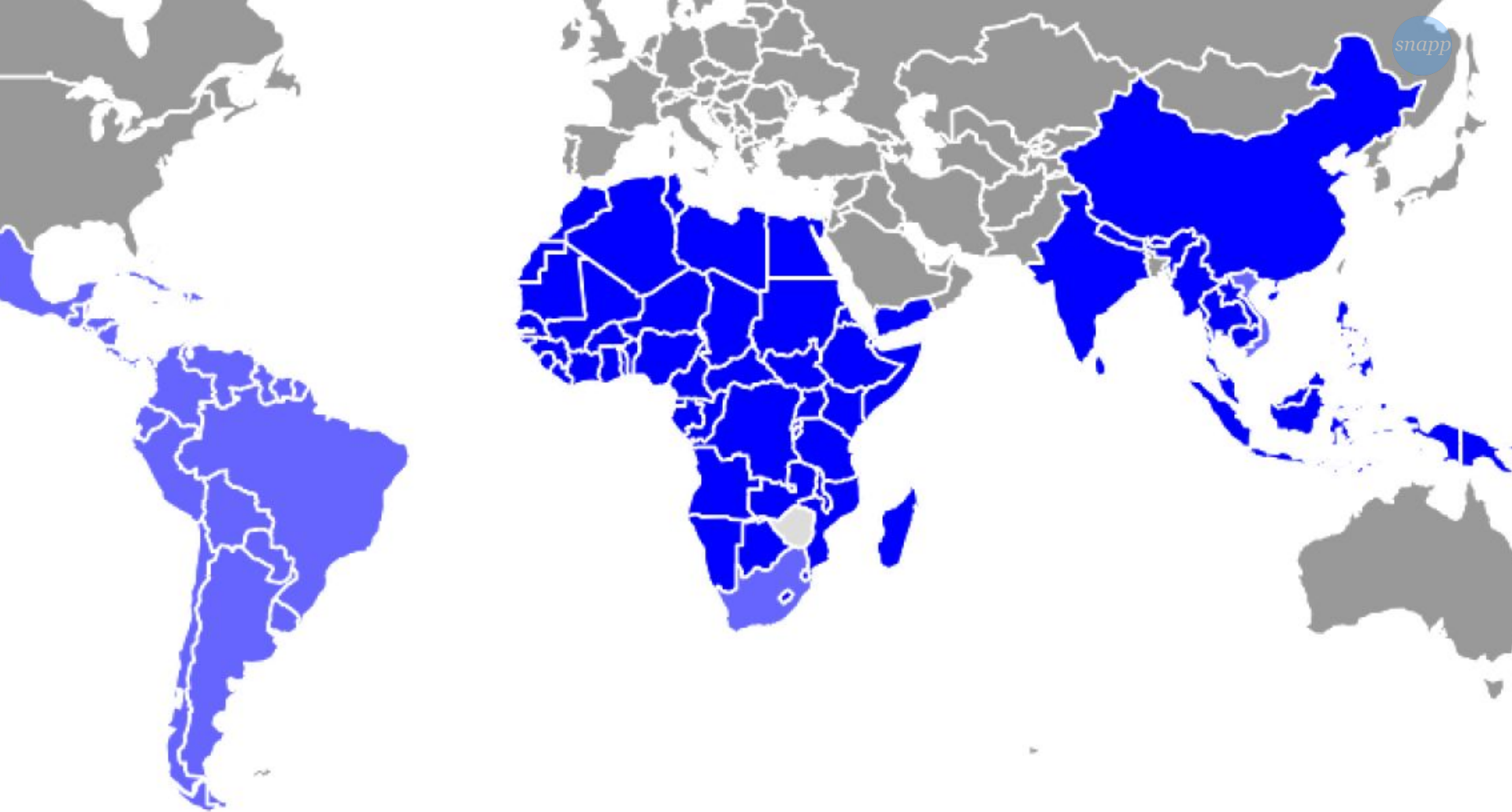
Smartphones vs Desktop PC



Source: Euromonitor International from national statistics

Internet Subscriptions



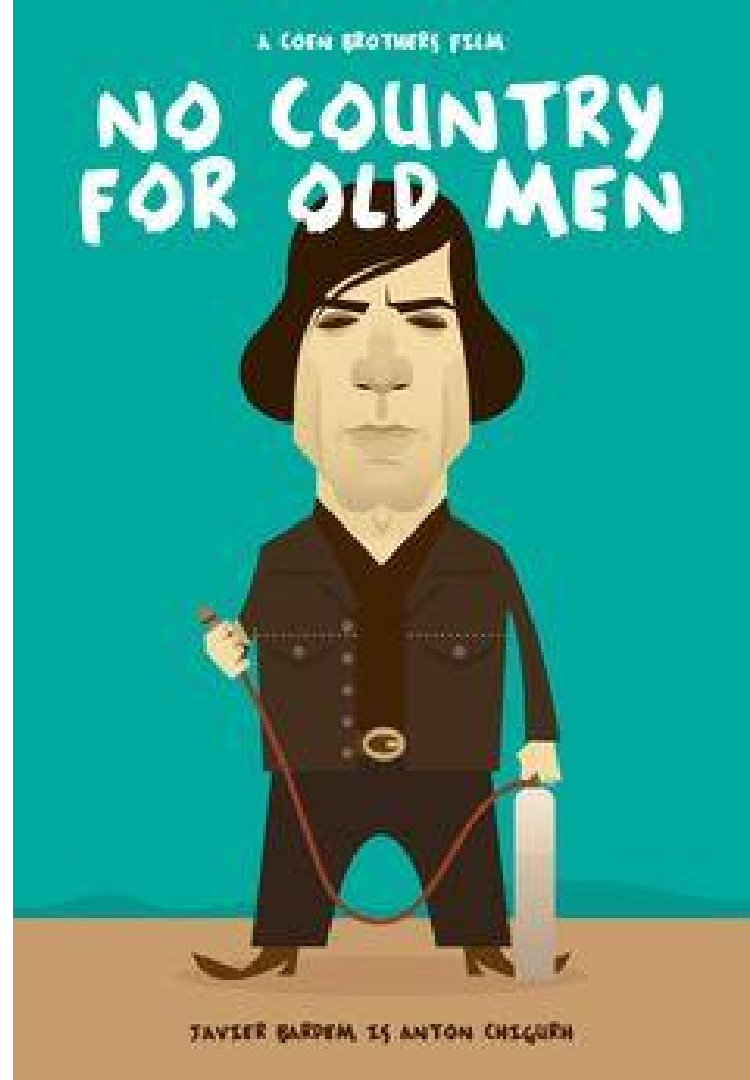






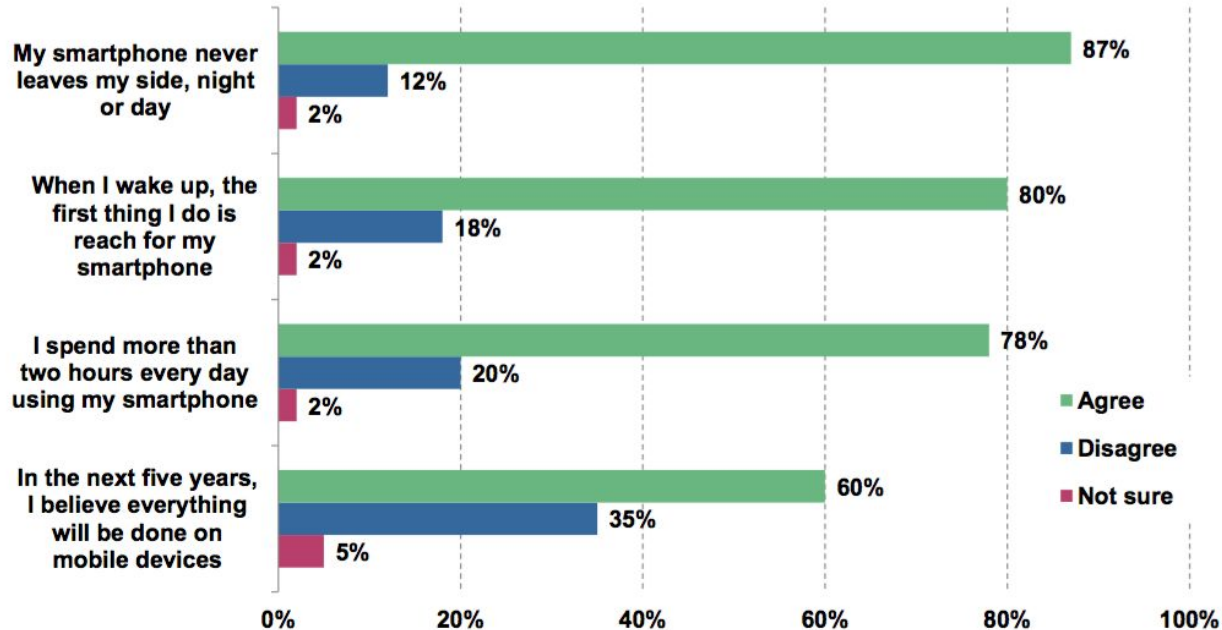
Avg population
age?

18



Millennials!! :-) :-) :-)

Millennial Smartphone Behavior, USA, 2014



Mobile shoppers over total shoppers: China

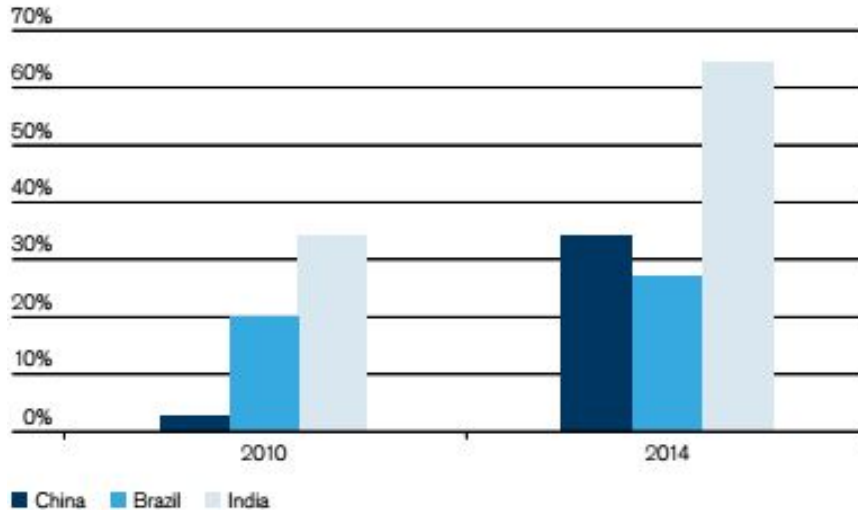
75% in 2015

(up from 45% in 2013)

Online purchase, in rural areas

% share of rural respondents that purchased goods online

Source: Credit Suisse Emerging Consumer Survey



Countries: India, Indonesia, China, South Africa, Mexico, Turkey, Brazil, Russia and Saudi Arabia

Ciao Ciao (and not alone :)



The new survival kit

No electricity?
YES smartphone



Voice
vs
Mobile Type
vs
Keyboard



**I wanna
2 pieces of toast**

Challenges

Challenges

- Technology
- Distribution
- Payments
- ...

Technology Challenges

- Performance on lowest end devices (pure html, ciao JS)
- Offline / Asynchronous Services and the valleys of internet access
- Size matters (cost + space)
- Web vs native and the memory dilemma
- The 'magic sms'

Distribution Challenges

- Users are not online yet, but this is changing super fast due to technology mismatch
- The importance of Offline distribution (Shop, bus, radio, etc)
- Telcos as gatekeepers
- Partnerships are key
- Extreme internationalization

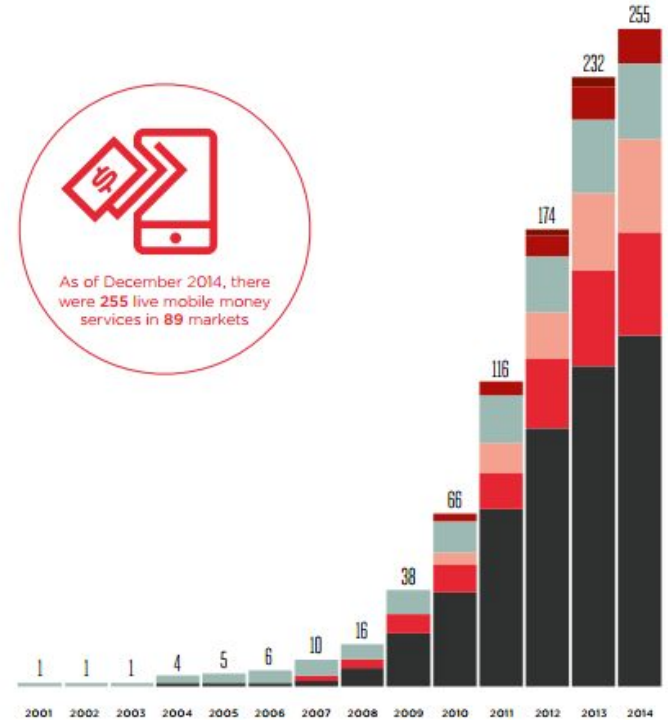
Payments Challenges

- No Credit Cards, at all
- Mobile Payments
 - Direct Carrier Billing
 - Local solutions (mPesa, etc)
- Very unstable APIs, local language needed, etc
- Different implementations, high transaction costs, etc
- Problem with recurrent, and size of payout (break into smaller payments)

It's all about the

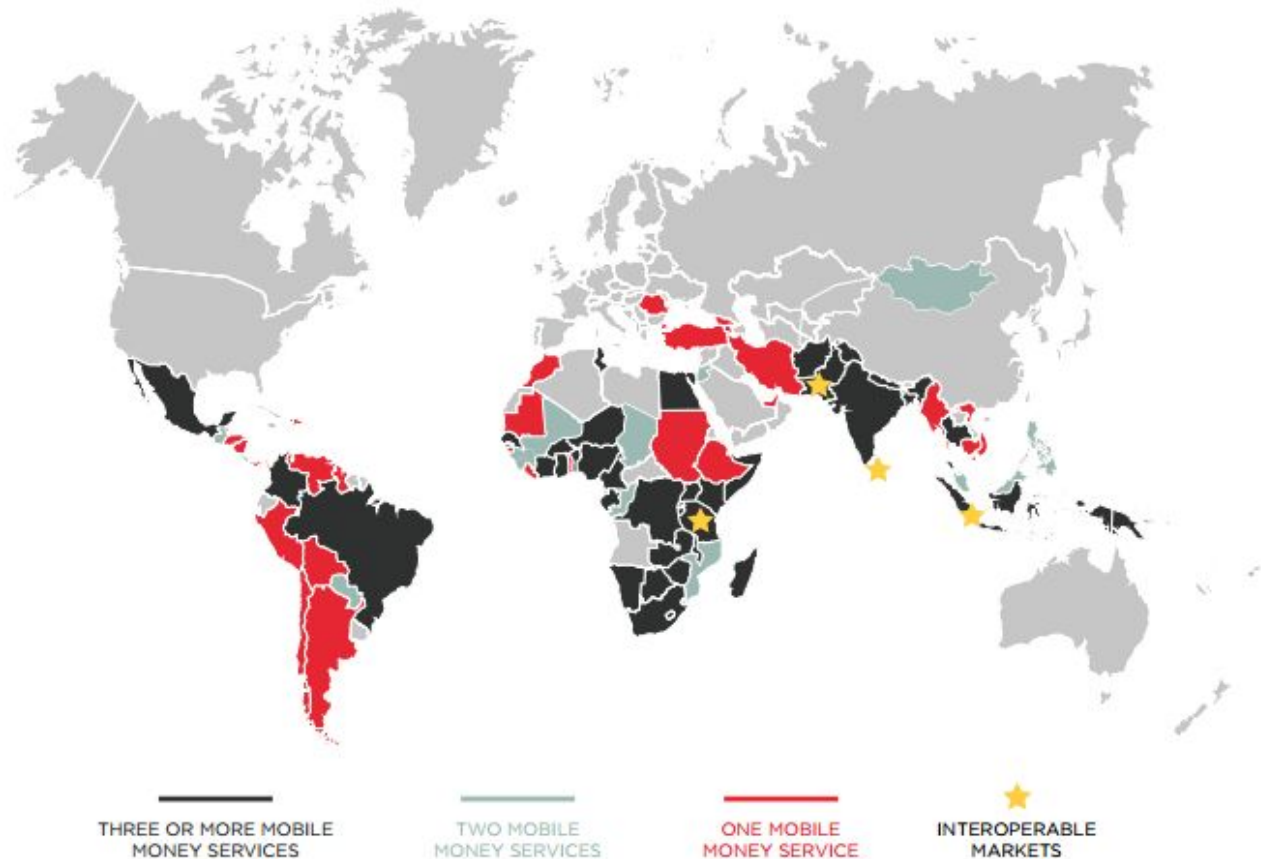


Number of live mobile money services by region
(2001-2014; year-end)



Number of live mobile money services for the unbanked by country

(December 2014)



BUSINESS





The Business Platform for a Mobile-Only Economy



snappbuilder.com

Vito Margiotta
vito@snapp.cc