

EXECUTIVE SUMMARY

The Indonesian payment industry experienced a vast growth over the years, this sector is vital to the country's economy, which enables consumer purchases, business transactions, and government payments. Products in the payment industry have several forms. One form of product from the payment industry is payment gateway. A payment gateway or also known as payment service provider is a secure service that acts as an intermediary between businesses and their customers during online transactions. It facilitates the authorization of payments made by customers using various methods like credit cards, debit cards, or e-wallets which increases the convenience from both sides of businesses and customers.

Despite the convenience provided by existing payment gateways, there are gaps that exist which reduce user satisfaction such as: system down times, limited operational time, and delayed settlement time. By that comes PayGate to overcome and fill the existing gaps with a mission to simplify financial transactions and facilitate economic growth. PayGate, aimed at revolutionizing payment solutions, presents an innovative product designed to address significant gaps in the current financial transaction processes.

PayGate offers services to online based businesses, competing with existing payment service providers with a vision to be the leading provider of innovative and secure payment solutions by offering 24/7 operational time, instant settlement, and minimized transaction failure in order to increase convenience and satisfaction.

In addition to supporting PayGate delivering core values, PayGate partnered with experienced and professional partners in terms of capital partners, payment providers, and technological partners.

Lastly, PayGate will generate revenue in three different scenarios which are: API Flat Fee charged based on per successful transaction, API MDR (Merchant Discount Rate) charged based on percentage per successful transaction, and API + MDR.

In conclusion, PayGate represents a transformative force in Indonesia's payment industry. By addressing key operational gaps with 24/7 service, instant settlement, and enhanced reliability, PayGate aims to boost user convenience and support economic growth. With strategic partnerships and innovative solutions, PayGate is poised to lead the way in advancing secure and efficient financial transactions nationwide.