



## Summary

Leaf provides financial services to the stateless and excluded on a mobile device through blockchain technology. The company is creating a safe way for refugees to protect and transport savings across borders while escaping conflict. When refugees arrive in a new country with more capital, they can dramatically improve their quality of life with increased opportunities to participate meaningfully in the local economy. Ultimately, Leaf helps refugees create a lasting economic identity.

## The Market Challenge

The UN has designated 68 million people as forcibly displaced with an additional 100 million living in a state of social, economic, and political crisis. Carrying cash increases the risk of violence and theft, becoming inconvenient and expensive to exchange across borders. Many refugees rely on international remittances but lack a way to receive them safely. Leaf's initial target market is the estimated 150,000 refugees and 22,000 small traders crossing through the North Kivu region of the DRC, Rwanda.

## The Customer Journey

A refugee is forced to flee and converts cash to mobile money through an existing local agent kiosk in the home country. The refugee then sends mobile money to Leaf and the transaction is posted to the blockchain—no smartphone required. Leaf creates a record of the account and secures the value in partnership with a regional bank. The refugee is then able to cross borders without carrying cash. Refugees may view their account and receive deposits from others at any time. Once the refugee is in a point of safety, the refugee can bring value down into the new local currency in the host country.

## The Business Model

Leaf's business model is similar to a bank's but avoids high-cost physical infrastructure. Leaf generates revenue through small transactions fees, foreign exchange spread, and by investing the savings float during the resettlement period. Leaf estimates that it can break even at just over 24,600 accounts.

## Our Technology

Leaf uses distributed ledger technology (DLT) for transaction storage and to facilitate cross-border asset transfer. Value is never stored in cryptocurrency, hedging against volatility. Blockchain helps dramatically reduce transaction costs, improve security, facilitate instantaneous transactions, and enhance transparency as a back-end system. Customers will access Leaf primarily through SMS and USSD, or a web-based platform. Early development of Leaf's platform utilizes Stellar's DLT.

## Our Team

The Leaf team comes from various backgrounds covering key industries/skills to mitigate risk and broaden expertise. Nat Robinson, Leaf's CEO, spent nearly seven years starting and running a microfinance company in Kenya. Tori Samples, Leaf's CTO, is a Data Architect and brings fifteen years of personal experience working with refugees. The broader team has expertise across social entrepreneurship, foreign exchange, financial services, and technology. Leaf's advisory panel includes blockchain experts, serial entrepreneurs, investors, and East African bankers.

## Recent Progress and Next Steps

Leaf completed a successful series of pilots in Rwanda/Congo focused on technical testing and market validation. Leaf recently won the "Best Bootstrap" award at [SXSW's](#) accelerator program and was chosen as the recipient of a \$100,000 grant through the [Catalyst Fund](#). The company is now preparing to launch in Rwanda/Congo (est. early 2019). Leaf is seeking \$500,000 to secure partner institutions, continue tech development, and roll out operations. It is also looking for \$350,000 in convertible debt to meet the capital requirements for microfinance and money transmitter licenses in Rwanda/Congo. Find or contact Leaf at: [www.leafglobalfintech.com](http://www.leafglobalfintech.com), [info@leafglobalfintech.com](mailto:info@leafglobalfintech.com), [Twitter](#), [Facebook](#).