URL**pay**

Winner of the first Transferwise Challenge

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Problem

**Fig 1** Conventional way of transfering money.

Solution
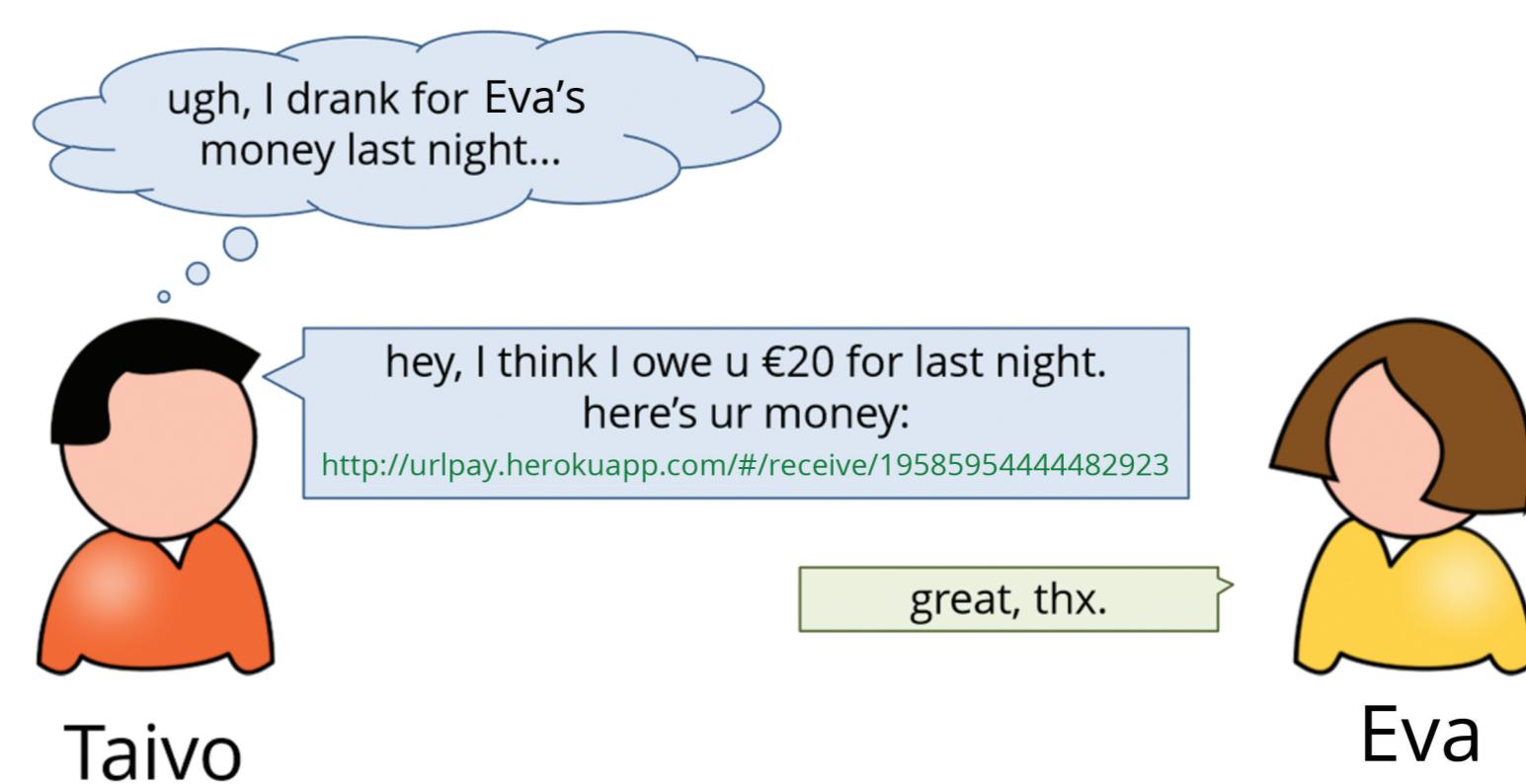
Fig 2 URLpay lets transfer money only via a link.

How it works

In an easy and secure way URLpay lets you transfer money only via a link. The sender has to specify the amount to transfer, the payment method, and then give the generated URLpay link to the receiver (Fig 3). Money is transfered to the receiver's account after inserting an IBAN (Fig 4).

Fig 3 The sender has to enter only the amount and payment information.
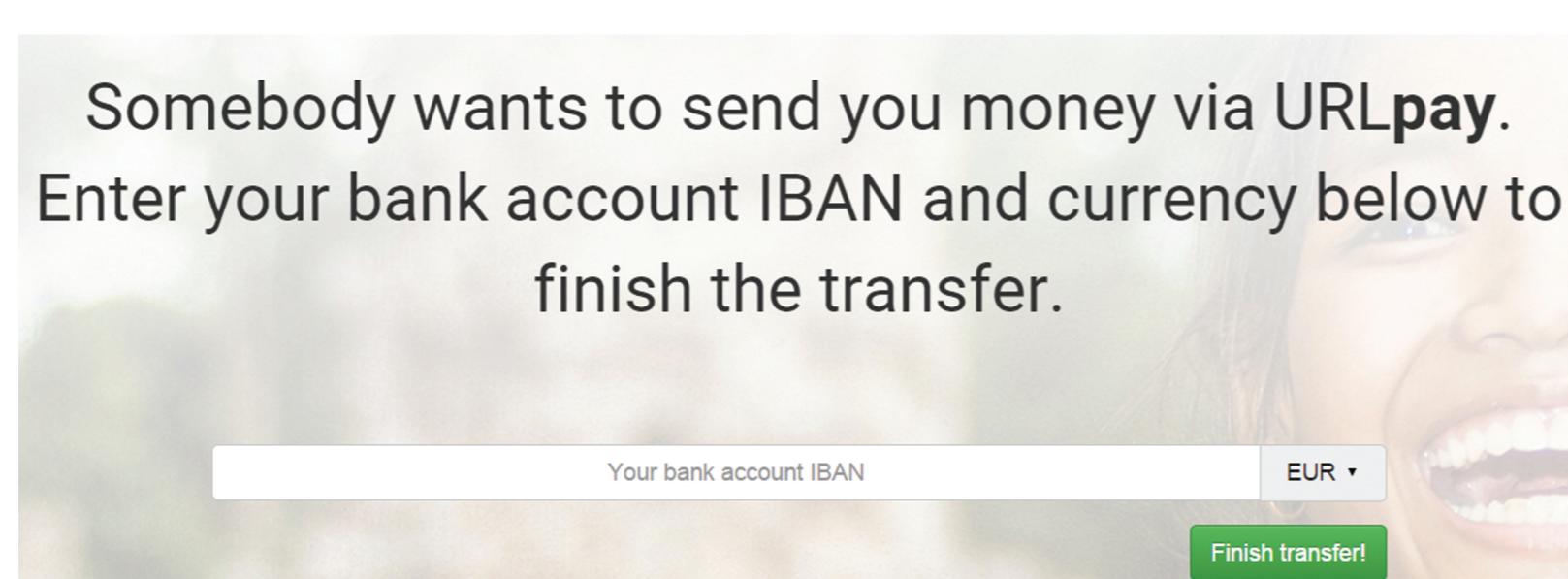
Fig 4 The receiver with the URLpay link has to enter only an IBAN to finish the transfer.

Why to use

Sending money today is difficult and time consuming - one has to ask for receivers bank account details and there is no easy way to transfer money anonymously e.g. in case of public giveaways.

In addition, in some countries the bank details are extremely sensitive. For example, in the UK, stealing somebody's identity by only knowing her/his bank account details is rather easy.

Costumer segment

The target market of URLpay are more tech-savvy persons in twenties who often dine/drink with friends. Identified costumer segments are employers of freelancers, small payments between friends, payments for classified adds, and both national and cross-border P2P sales (especially online services).

Constraints

Due to the anti-terrorism and money laundering laws it is possible to send only up to 1000€ per transfer without asking personal details.

References

Access the product *http://urlpay.herokuapp.com/* or git *https://github.com/stenver/urlpay*
For business plan contact the corresponding autor