

PayME

Egypt

Implementing Agency/organization	PayME
Implementation Period	12 month
Location (City and Country)	Cairo, Egypt
Total Cost to implement the Project	36,000 USD
Contact Person	Mourad Alashry mourad@paymeapp.co +201144117700

The Challenge

SMEs and SOHOs are facing the challenge of accepting credit card payments due to the high costs they have to endure. Similarly, they have to deal with the hassles of cash collection along with its operational complications & lack of real-time tracking & reporting.

The Innovation

PayME is the first Payment solution that allows businesses to accept credit card payments remotely or upon delivery without any hardware installation or technical integration, PayME makes it possible by providing the seller with a simple QR code/ID that buyers scan with their phones to pay, completing the transaction within seconds.

The Impact

PayME will enable SME's to maximize their ticket size through providing them with a real cost-effective & convenient solution. With PayME businesses not only will be able to accept credit card payments remotely, but also will be able to eliminate the risks of cash collection, the cost of development & technical integration, as well as the costs of human capital required for the cash collection process. Another major benefit for PayME is the financial presence of the informal economy to be part of the formal economy which builds a higher vision for governments.