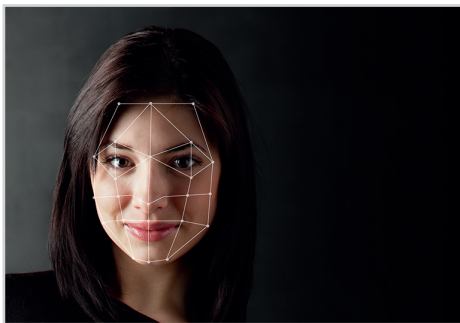


Digital Finance

# Pay with a Smile (PwaS)



## Pay with a Smile: the next evolutionary step in digital payments, the simplest solution to pay for frequent purchases

PwaS is a payment method for recurrent customers, based on biometric identification (mainly facial recognition) on the merchant's device. Its mission is to develop the simplest solution to pay for frequent purchases, integrated to the existing payment infrastructure.

With the proliferation of online shopping traditional commerce is losing market share, city neighbourhoods are losing life. The users require seamless purchasing user experience in a cashless society, even in situations where there is no bank card or phone present.

While it is focusing on small payment, it is designed to have elaborate consent mechanisms for higher value transactions. PwaS is compliant with European privacy and banking regulations.

PwaS is integrating the state-of-the-art methods and devices, best practices for payment and biometrics to an innovative solution.



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## Competitive Advantages

- NFC based payment with terminals and cards is lacking innovativeness, have to present bank card
- AmazonGo self-checkout shops use cameras and weight sensors in stores (closed system, completely controlled by Amazon)
- AliPay uses face recognition terminals in China but only AliPay accounts can be used. Existing Chinese solutions cannot be adapted to Europe, mainly due to security and privacy issues
- Other initiatives are in demo phase, mostly for restricted use cases
- PwaS is a general purpose, open solution using the existing European payment infrastructure.



## Target Markets

- PwaS targets retailers for frequent purchases. End-users can join easily (self-onboarding)
- Three different business cases (with different requirements) will be elaborated, the pilot operations will start in Spain and Slovenia.



## Status/Traction

- E-Group (Hungary) – business champion and main software development/ integration partner
- AVLL (Slovenia) – business case development and customer engagement
- Ci3 (Spain) – business case development and customer engagement
- Liberbank (Spain) – domain expertise, payment processing
- OTP Bank (Hungary) – domain expertise, payment processing.



## Road Map

Go-to-market roadmap is implemented as follows:

2019

- Proof of concept and minimal viable product development.

2020

- Pilot operation, market launch.

2021

- International scale-up, value-added services.



## Connect



Zoltán Hattasy,  
Activity Leader

e: zoltan.hattasy@egroup.hu  
t: +36 30 396 1094



## Location

c/o

Kacsá u. 11.

H-1027

Budapest

Hungary



Pay with a Smile is an Innovation Activity proudly supported by EIT Digital

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