



# ***INFORMATION MEMORANDUM***

*FOR TAKEOFF MEDIA LTD*

NZBN: 9429050716579

FSP: 1002374

ACN: 662643496

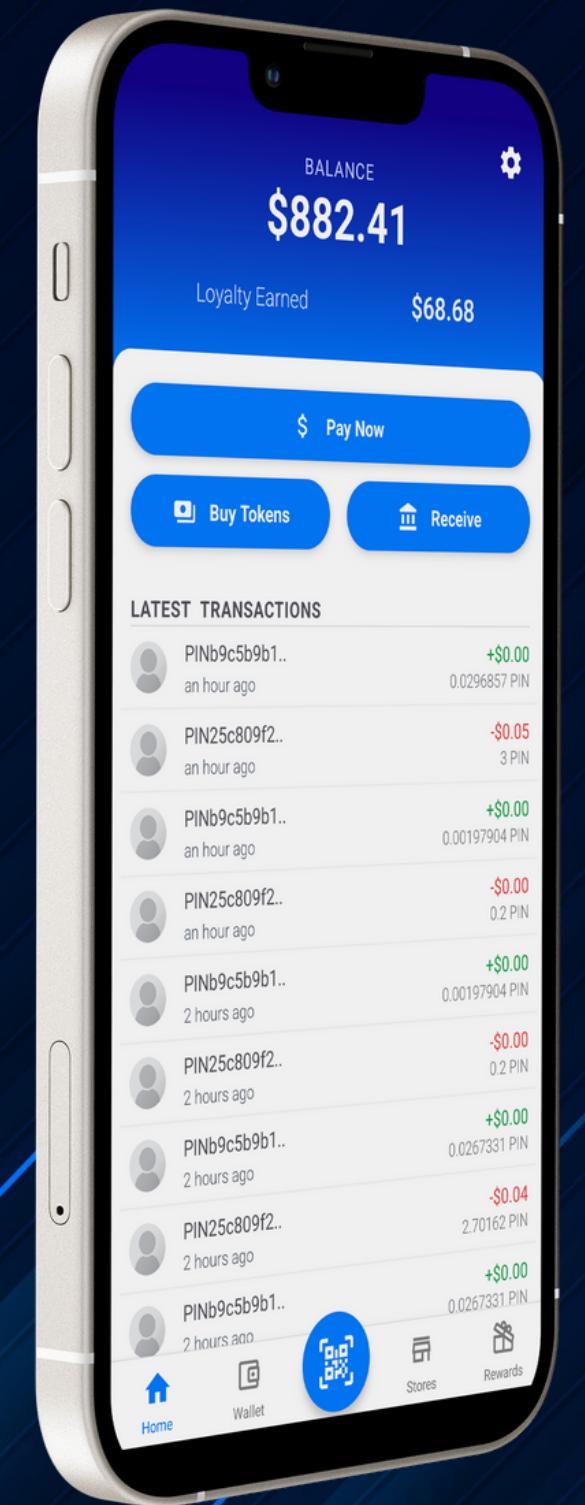
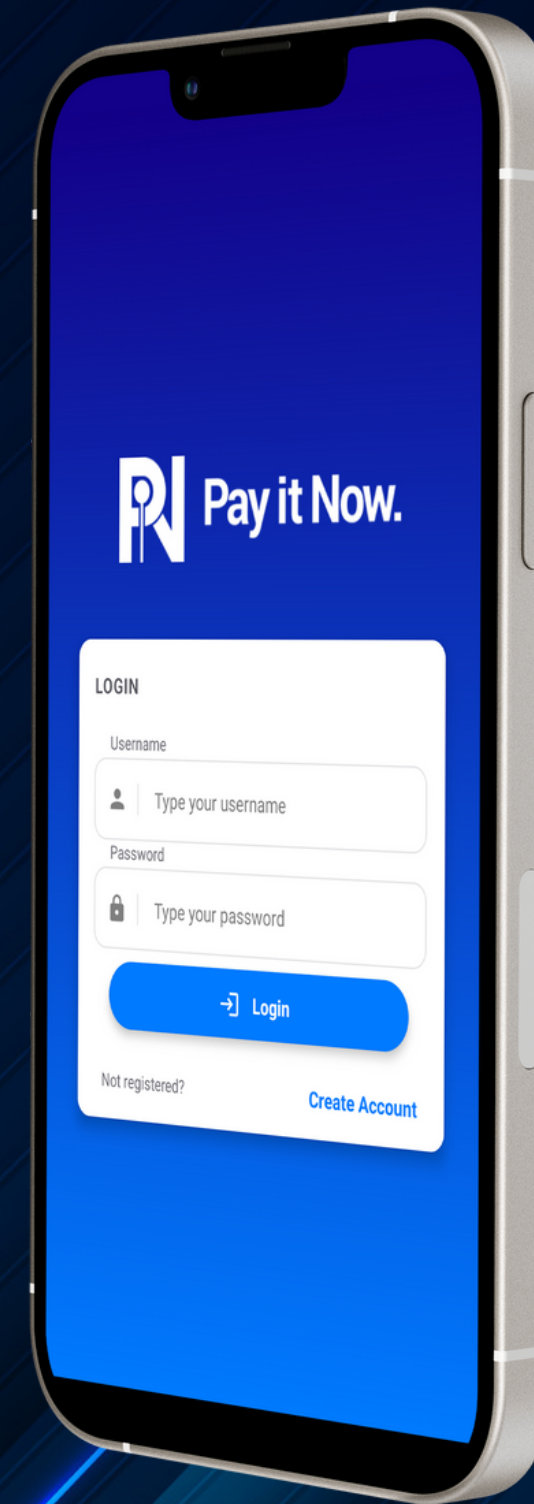


**Pay It Now**



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# A NOTE FROM THE FOUNDERS



Jitendra Maharaj  
Founder & Director



Craig Duffield  
Founder & Director

Pay It Now (PIN) was founded on a friendship between two former aviation colleagues. When Covid struck the world in 2019, we were made redundant from large International airlines. With both of us having a background in Cryptocurrency trading and mining, we discussed starting a business together.

We realised there was a gap in the market for simple and secure cryptocurrency payments for store and website owners. We set out to fix some of the current issues in the cryptocurrency sectors; we saw that crypto was slow and expensive to use, making small purchases like buying a coffee unaffordable. To fix these problems, we created our own Layer 2 solution to allow our customers to complete transactions in less than a second without any expensive transaction fees, and the PIN Network was created.

From there, additional products like PIN Payments, PIN Rewards, PIN-FT, and PIN Data have been gradually added to the PIN Network, which has allowed PIN to become one of New Zealand's leading blockchains companies\*. Now it is time to raise capital to expand our products to the global markets and introduce PIN to the world.

We are excited to have you on as a potential investor and part of the pioneering Pay It Now team.

\*Source: Blockchain NZ



## Company Overview

Takeoff Media Limited trading is the ultimate holding company and 100 percent shareholder of its subsidiary Pay It Now NZ. Our product Pay It Now (PIN) is a payment, reward and data storage system that utilises blockchain technology to achieve instantaneous transactions with low fees and secure data storage that provides an alternative to traditional cloud storage.

### Our Mission

"To incorporate cryptocurrency services into the daily activities of businesses and customers by providing innovative, simple, secure, and rewarding services that increase the mass adoption of cryptocurrency through PIN's unique payment, reward, and data solutions."

### Our Vision

"To increase accessibility and usability of blockchain for all age demographics on a global scale by being the go-to solution for payments, rewards, and data."

# SHARE OFFER

Investment  
Needed:

**\$4,500,000 NZD**

**Based on  
NZD \$28M  
Valuation**

**\$2.10 per  
share**

Equity  
Offered:

**13.85%  
Post-  
Raise**

# WHY CHOOSE PIN AND WHY INVEST IN US?

We believe PIN is novel because:



It's simple and secure



PIN increases business revenue



The time is right for a complete digital payment solution using blockchain technology



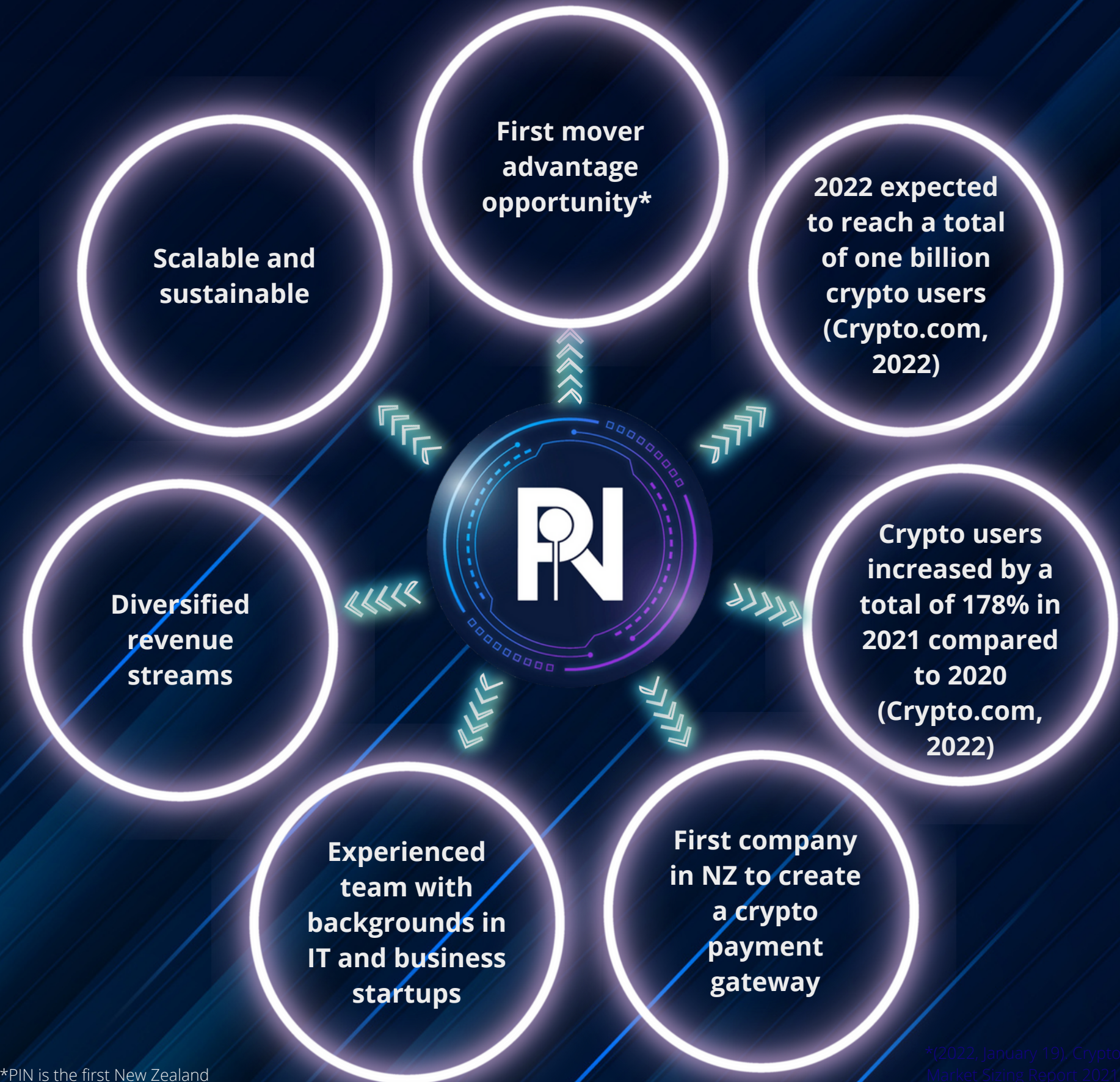
PIN improves customer retention and engagement



PIN reduces business costs



We believe PIN is exciting and innovative & appeals to Millennials and Gen-Z



\*PIN is the first New Zealand owned business offering Layer 2 solutions

\*(2022, January 19), Crypto Market Sizing Report 2021 and 2022 Forecast

# COMPANY TIMELINE

## August 2021

- Takeoff Media Limited started trading as Pay It Now
- Developed a website.
- Formulated White Paper
- Created a social media presence

## January 2022

- CoinMarketCap Listing
- CoinGecko Listing
- Submitted Financial Service Provider Application
- 4 x Financial Service Provider Certificate Issued
- Joined Dispute Resolution Scheme

## March 2022

- Formed Customer Support Team
- Launched PIN Merchandise
- Launched PIN Rewards
- Launched PIN Payments

## May 2022

- Shopify Ready
- Lane Neave wrote a legal Opinion
- Terms and Conditions Written by Lane Neave
- Financial Models checked by Jamie Cross Group

## July 2022

- Setup Takeoff Media as a holding company
- Set up Pay It Now NZ (PIN NZ) as a subsidiary
- Launched PIN Marketplace

## December 2021

- PIN Token Audit
- Launched Pre-Sales
- Launched Token on decentralised exchanges
- Marketing Push on all platforms

## February 2022

- Pyeswap Exchange listing
- Formed Sales Team
- Layer 2 solution completed

## April 2022

- Xero customer URL Link
- Application published on both Android and Apple App store (PIN Network App)

## June 2022

- Instore integration with 25 stores
- AML/CFT Compliance Programme, Risk Assessment, and training implemented by AML Solutions
- Partnered With POS Today Software with access to over 600 New Zealand stores
- Partnered with Sales Point POS Software with access to over 500 New Zealand stores

## August 2022

- Total onboarded PIN Partners: 90
- Launched PIN Swap
- Launched Checkout Powered by PIN

# COMPANY TIMELINE

## September 2022

- Total onboarded PIN Partners: 125
- Updated PIN Scan
- Completed a successful crowdfunding round
- Launched Click Powered by PIN

## November 2022

- Total onboarded PIN Partners: 210
- Appointed a PIN USA Director
- Employed a Financial Controller
- Incorporated PIN AUS
- Launched PIN QR

## January 2023

- Finished Sipo Integration
- Released Private Beta of the PIN Network App
- Started Integration with other POS/EFTPOS Providers
- Onboarded C51 Consulting as Australian Reseller
- Onboarded Shiba Wings
- Commenced Money Service Licence Application
- Launched Version 3 of the Pay It Now website

## October 2022

- Total onboarded PIN Partners: 170
- Appointed a PIN Aus Director
- Launched Generate Powered by PIN
- Launched PIN Partners website

## December 2022

- Total onboarded PIN Partners: 260
- Completed legal opinion for PIN AUS to operate in Australia
- Onboarded First PIN AUS PIN Partner
- Released Alpa Version of the PIN Network App
- Launched PIN Data
- Incorporated PIN USA



We accept PIN here.

Making crypto payments simple and secure



# PROPOSED STRATEGIC GROWTH PLAN

## Australian Market

- Will require capital raise to finance costs involved in Aus expansion
- Critical mass for Australia is expected to be 5000, which we target to reach within 8-9 months after Aus expansion
- Process may include establishment of Aus office

Q1 2023

## Finalise Full Integration With EFTPOS & Shopify

- 5 POS integrations will allow for full integration with 5,000+ NZ companies.
- Expect to reach 500 NZ PIN Partners in NZ in early Q1 as a result.

## Completion of PIN-FT & Price Aggregator

- PINFT & the Price Aggregator are two value-creating projects that are poised to diversify revenue streams through a subscription-based model and allow access to fresh markets

Q2-Q3 2023

## Enter the U.S. Market

- Critical mass expected to be 25,000 PIN Partners, which we expect to reach in 2026
- Process may include establishment of U.S. office

## PIN Card

- PIN Card will allow for even more seamless payments
- Larger franchises will be targeted after release of PIN Card

Q3-Q4 2023

## Build App Designed For Full Integration With Accounting Software Providers

- App will be downloadable directly from Accounting Software provider's websites
- Custom URL

## Enter the UK Market

- Expect critical mass point to be 10,000 PIN Partners
- Process may include establishment of UK office

Q4 2023-Q1 2024

## Completion of software to allow for hosting of a Central Bank Digital Currency (CBDC)

- Will allow for PIN to either host a CBDC on the behalf of the Central Bank / Govt, or to have the CBDC useable on the PIN Network

## Further Products/Tech

2024-2027

## Expansion Into New Markets + High-Synergy Accretive Acquisitions

- Intend to undergo further expansion into new markets
- Intend to complete accretive acquisitions of high-synergy companies

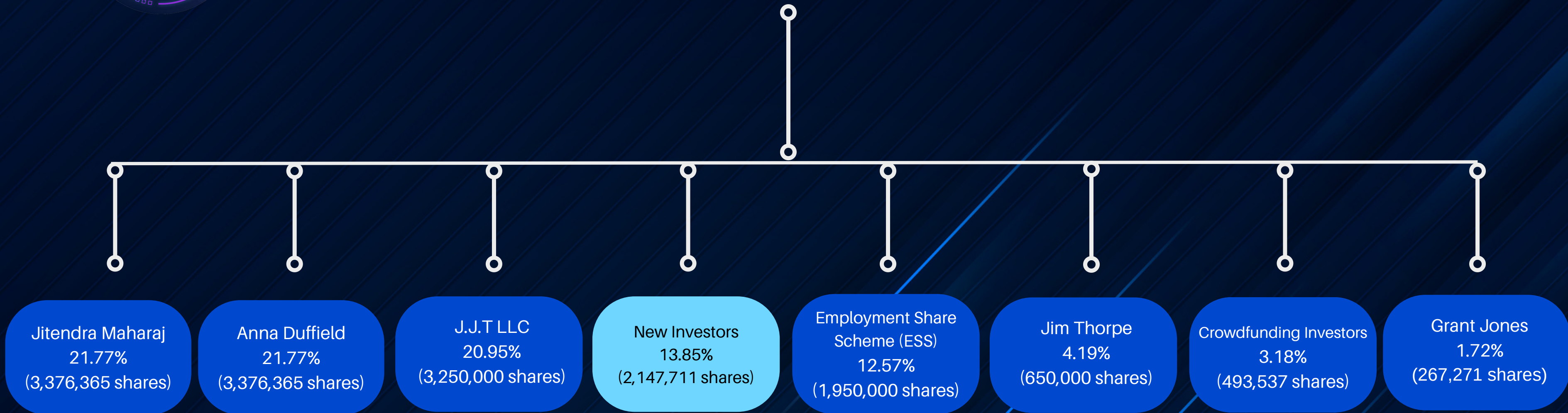
**Goal:**  
**'28/'29:**  
**100,000 PIN Partners Globally**

# SHAREHOLDER DISTRIBUTION

(POST-RAISE)



Takeoff Media Limited  
(Holding company)  
15,511,248 shares





## PIN Payments

PIN Payments eliminates gas fees and speeds up traditional blockchain transactions for customers who utilise the blockchain-propelled payment gateway system. The layer 2 solution, which exists on top of the Binance Smart Chain, integrates with the rest of the PIN ecosystem, automatically sending \$PIN tokens earned in PIN Rewards to customers' wallets.



## PIN Rewards

PIN Rewards disrupts traditional rewards and loyalty programs with blockchain-powered, multi-benefit \$PIN crypto rewards. PIN Rewards allows website owners and retailers an easy method of providing their customers with cryptocurrency, which we distribute on behalf of our PIN Partners, that can be exchanged for goods, changed to other cryptocurrencies, or even cashed out to fiat currency.



## PIN Data

PIN Data is a subscription-based system that securely stores data on the blockchain. The PIN Data system stores hashed data without compromising the privacy of sensitive company records, patient or customer data. This is a considerable distinction, since in our opinion, traditional cloud-based storage systems require information to be exposed at different contact points.

PIN Data provides a solution for the damaging effects of ransomware attacks, by using layer 2 and blockchain technology.



## PIN Reflections

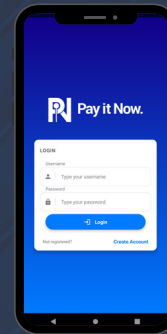
PIN Reflections is the built-in return system for \$PIN token holders. The integrative reflections system supports and rewards PIN holders, ultimately pushing PIN's ecosystem towards full capacity. Each holder is rewarded with PIN tokens based on the number of tokens held: proportional to the number of PIN transactions processed. Pin Reflections comprises 1% transaction fee for all users on the PIN Network.



# OUR KEY PRODUCTS AND SERVICES



PIN Token



PIN Network App



Marketplace  
powered by PIN



PIN Scan



PIN Swap



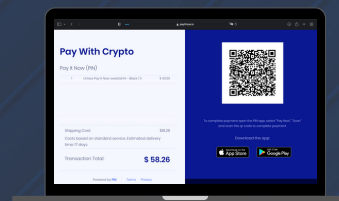
PIN Data



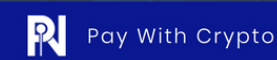
PIN QR



Generate  
Powered by PIN



Click - Powered by  
PIN



Checkout  
powered by PIN

*\*For more information, please see our product deck*

# SUSTAINABILITY

Compared to other methods of value transfer (*Gold, Cash, Traditional Banking, Bitcoin*), Pay It Now uses considerably less energy. This is due to PIN's proof-of-history consensus.

Pay It Now's servers use the equivalent power of a high-end gaming PC, which is about 1400 kWh per year\*.

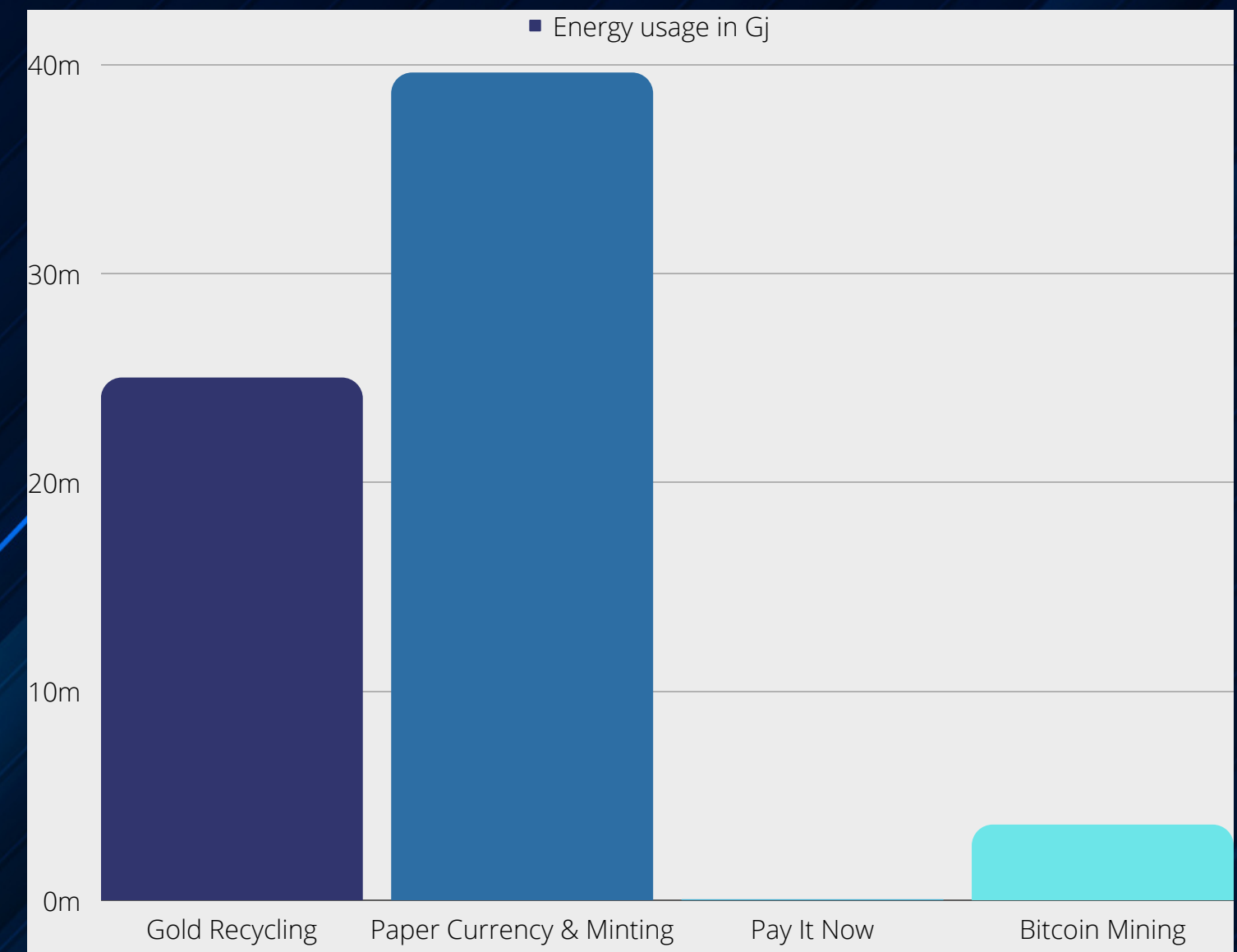
Comparison of Annual Environmental Costs

	Energy Used (GJ)	Tonnes CO <sub>2</sub> Produced
Gold Mining	475 million	54 million
Gold Recycling	25 million	4 million
Paper Currency & Minting	39.6 million	6.7 million
Banking System	2340 million	390 million
Bitcoin Mining	3.6 million	0.6 million

Comparison of Annual Socioeconomic Costs

	Gold	Fiat Currency	Bitcoin
Worker Deaths	Over 50,000 historically recorded & Over 100 per year	0	0
Corruption	USD\$600m	USD\$1.60 trillion	Negligible
Money Laundering		USD\$2.65 trillion	
Black Markets		USD\$1.80 trillion	
Institutional Fraud / Theft	USD\$21 billion across two single events & several billion historically recorded	USD\$3800 billion/year & several trillion historically recorded	< USD\$0.5 billion ever recorded
Transactional Fraud	N/A – all historical use of counterfeit gold	\$190 billion	\$0
Inflation	Deflationary (Long-term)	3.9% per year ( <i>time to loss of 50% loss of value: 17.5 years</i> )	Deflationary (Long-term)

Source: Nano (n.d.)



\*McCook, H. (2021, May 4). A Comparison Of Bitcoin's Environmental Impact With That Of Gold And Banking. Nasdaq.

\*Hayden, L. (2021, November 15). How Much Power Does a Gaming Computer Use? (Updated!). The WiredShopper

# FUTURE PLANS IN DEVELOPEMENT



PIN-FT

Features will include:

- A gas-free minting solution (free minting fees) to mint NFTs on the PIN-Network.



Price Aggregator

Features will include:

- Will allow for new Tokens & Coins to have their prices displayed on hot wallets & exchanges.
- Establishes legitimacy for new cryptocurrency projects.



# TARGET MARKET

PIN's target market is any business (Bricks & Mortar, online, or invoice-generating business) that sells products and services.

New Zealand is a nation of small and micro businesses – including self-employed ones. Defined as those with fewer than 20 employees, there are approximately 546,000 small businesses in New Zealand, representing 97% of all firms. They account for 29.3 per cent of employment and contribute over a quarter of New Zealand's gross domestic product (GDP). (Data source: Stats NZ.)

**PIN Payments, PIN Rewards and PIN Data** will each be applied to different businesses that adopt PIN, depending on their business operations. Any merchant selling a product or service can allow their customers to accumulate PIN through the reward system, which can be:

- exchanged for fiat,
- changed between different cryptocurrencies, or
- traded for goods or services in stores that have adopted the PIN network.

**PIN Data** will be aimed at companies with highly sensitive data, such as lawyers, accountants, doctor's surgeries, and hospitals; practically any business that stores client information.

# MARKET SIZE



Payment services are a \$1.6 trillion worldwide market\*. Less than 1 percent of payments are done using crypto\*. This is due to 'costly and sophisticated' options on the market that don't reduce bitcoin gas expenses (transaction fees).

According to Statistics NZ, in 2021 there were over 562,520 active businesses registered in New Zealand. PIN is aiming to capture a minimum of 2% of those businesses in the next 5 years.

27% of in-store sales\* used a digital wallet. 41% and 46% of eCommerce and mobile commerce sales were made with a digital wallet. By 2025, digital wallets might account for \$10 trillion in worldwide transactions.\*

**PIN incentives** may be utilised at any store that accepts PIN Payment; thus, the system will expand in popularity as more companies implement it. Cloud data storage is valued at \$76.6 billion\*. **PIN Data** has the potential to disrupt this sector by leveraging revolutionary blockchain technologies, such as hashed data.

\*Boston Consulting Group  
\*2020 Business Wire  
\*Global Fintech Series

# COMPETITOR ANALYSIS

PIN Payments is a blockchain-based payment gateway that offers numerous digital currencies. PIN could be likened to the PayPal, Stripe, or Worldpay of cryptocurrency.

PIN Payments attracts new merchants by only charging 0.5% per transaction, which is significantly lower than PayPal at 3.5% + 30c per transaction, Stripe at 2.9% + 30c per transaction, and Worldpay at \$38 for regular services and \$92 for advanced services per month, for transactions. These alternative payment channels are expensive for merchants. Businesses will enjoy PIN Payments at much lower transaction fees when compared to the payment channels mentioned above.

Current forum, website and in-store reward systems do not allow owners to compensate loyal members for providing content and engaging in their community. For example, Fly Buys and Air Points, well-known in New Zealand, provide a choice of items and services in exchange for being loyal customers at hundreds of retail stores countrywide but do not allow those rewards to be cashed out. Other reward systems do not help consumers since they involve too much spending or don't provide enough items to spend reward points on.

Presently, no incentive system delivers users cryptocurrency along with the other benefits of lower merchant fees, no gas fees, reflections, and rewards utility, leaving a market gap for PIN Rewards. PIN tokens may be exchanged for cash, cryptocurrencies, or goods and services from PIN Partners, making the PIN rewards system more than a loyalty programme. By letting consumers select between products, services, and fiat, businesses implementing the PIN ecosystem could gain devoted customers. The table below gives a breakdown comparison.

	Pay It Now	Stripe	PayPal	Square	Bit Pay	Coin Payments	Crypto.com	Wirex	Coinbase
<b>Cryptocurrency</b>	✓	✗	✗	✗	✓	✓	✓	✓	✓
<b>Merchant Fees</b>	0.50%	2.90%	3.50%	2.60%	1.00% + 25c	0.50%	2.99%	2.90%	1.49%
<b>No Gas Fees</b>	✓	✓	✓	✓	✗	✗	✗	✗	✗
<b>Reflections</b>	✓	✗	✗	✗	✗	✗	✗	✗	✗
<b>Crypto Rewards</b>	✓	✗	✗	✗	✗	✗	✓	✓	✗
<b>Rewards Utility</b>	✓	✗	✗	✗	✗	✗	✗	✗	✗



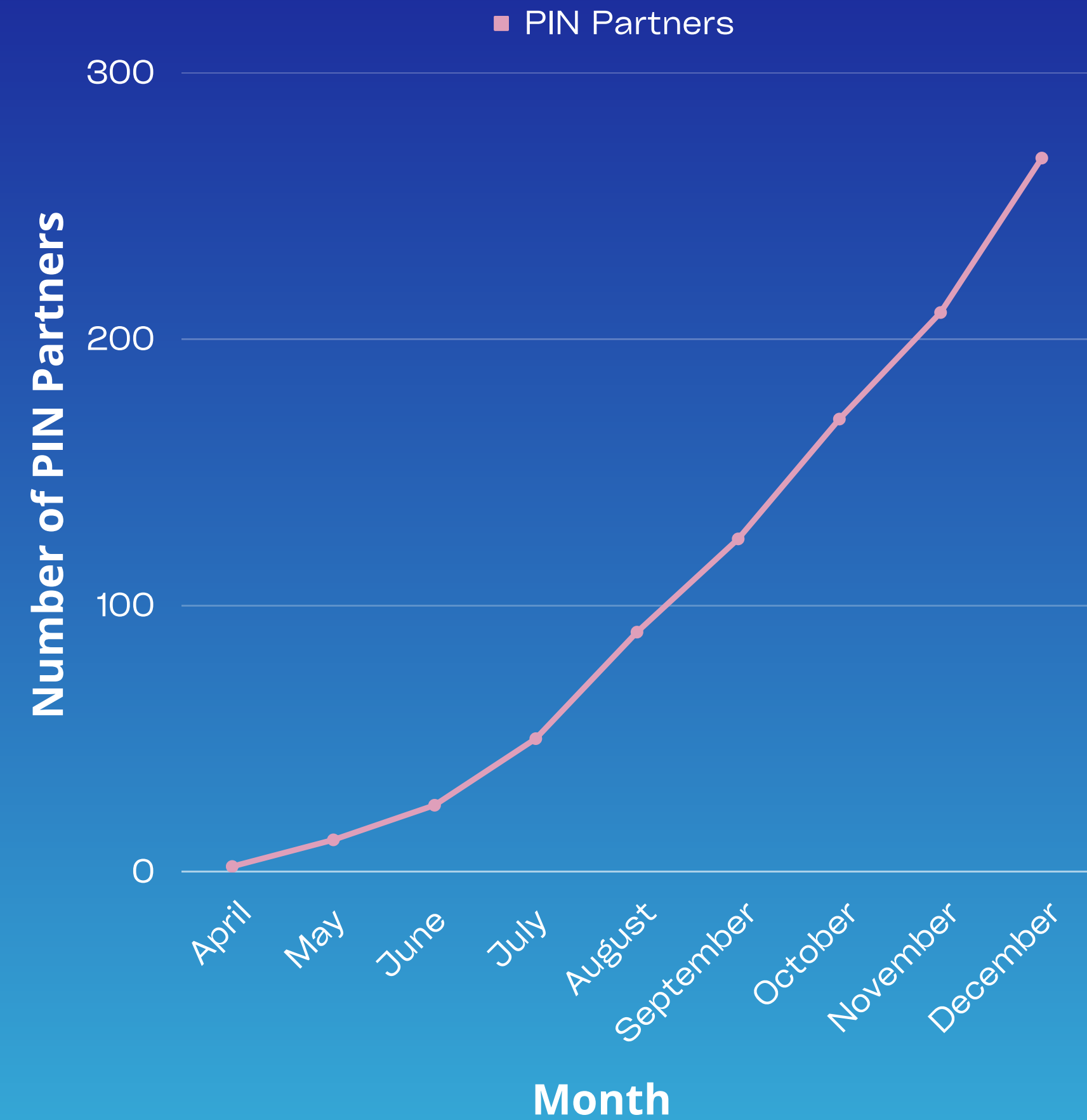
# TRACTION

## PIN Partners

- 25 PIN Partners in June 2022
- 125 PIN Partners in September 2022
- 250+ PIN Partners in December 2022
- Expect the 'critical mass' point in NZ to be 500 PIN Partners
- Onboarding businesses requires minimal labour & takes 15 minutes

### Trailing 6-Month CMGR

PIN Partners	~48.5%
PIN Network Volume (\$USD)	~32.5%
Revenue	~39.3%



# SHARE CLASSES

TYPE	RIGHTS
Ordinary Shares	Voting Rights

Takeoff Media Limited  
(Holding company)  
(13,360,000 shares pre-  
raise)

Shares issued through will be voting ordinary shares, ranking equally with all other existing voting ordinary shares and carrying the rights listed below. Takeoff Media Limited is what this share offer pertains to. Takeoff Media Limited is a holding company of Pay It Now NZ Limited. The shareholders have:

1. The right to an equal share in dividends and other distributions\* made by Takeoff Media Limited (subject to the rights of any other class of share).
2. The equal right to vote as per your shareholding.

Please refer to the company constitution and shareholders agreement for more information.

## RETURNS

\*Our capital allocation strategy is to reinvest into value-creating projects, thus dividends and other distributions are unlikely to be a part of our capital allocation strategy for the first 3 years.

# PROPOSED USE OF FUNDS

Areas of proposed use	Amount Raised
<b>Technology Development</b> <ul style="list-style-type: none"> <li>• URL (Gateway Payments, GURT)</li> <li>• Exchanges (Minting Costs, Exchange Listing Fees, CMC/CG)</li> <li>• App Development &amp; Security (Data Encryption)</li> <li>• Maintenance/Updates</li> <li>• Future Value-Creating Projects (PIN Data, PIN-FT, Price Aggregator)</li> </ul>	<p>\$585,000 (13%)</p>
<b>Sales &amp; Marketing</b> <ul style="list-style-type: none"> <li>• Web-Based Marketing</li> <li>• Offline Marketing</li> <li>• Sales Team Sundries (flyers, welcome packs)</li> </ul>	<p>\$390,000 (8.67%)</p>
<b>Professional Services</b> <ul style="list-style-type: none"> <li>• Accounting &amp; Legal</li> </ul>	<p>\$195,000 (4.33%)</p>
<b>Growth Working Capital</b> <ul style="list-style-type: none"> <li>• Salaries</li> <li>• Scaling into international markets (Aus, USA, UK)</li> <li>• Insurance (Trademarks/Patents/Contents/Data)</li> <li>• Running Costs (Utilities, Maintenance, Upgrades, Admin costs)</li> </ul>	<p>\$3,330,000 (74%)</p>

As stated in the breakdown table, funds will be used for technology development in the areas listed to upgrade existing products, and introduce newer services such as the NFT platform and the Price Aggregator.

Funds will also be used for sales and marketing for the continued employment of our New Zealand, Australian and USA sales associates. A focus on online marketing will be implemented.

The funds will cover any professional services we need to contract, such as legal and accounting services.

Funds will also go towards capital costs such as operational and development costs, equipment costs as they arise, insurance costs (as listed in the table) and running costs (as listed in the table).

The proposed use of the funds above will help Pay It Now move into the next global growth and expansion phase.

# SHARE OFFER SUMMARY

We are looking to raise capital through Investors, who will become shareholders of Takeoff Media Limited, with full voting rights.

We are offering 2,147,711 shares at ~\$2.10 (\$ 2.095254) each.

The shares offered are in Takeoff Media Ltd, the ultimate holding company of Pay It Now NZ Ltd.

Takeoff Media may raise further capital in the future, which could lead to dilution. Please consult the company constitution and shareholders agreement for further information.

## Capitalisation Tables

Pre-Raise Takeoff Media Ltd

Person	No. of Shares	% Ownership
Jitendra Maharaj	3,376,365	25.27%
Anna Duffield	3,376,365	25.27%
J.J.T. LLC	3,250,000	24.32%
Employment Share Scheme	1,950,000	14.59%
Jim Thorpe	650,000	4.86%
Crowd Funding	493,537	3.69%
Grant Jones	267,270	2.00%
<b>Total</b>	<b>13,363,537</b>	<b>100.00%</b>

This Share offer relates to Takeoff Media Ltd, an ultimate holding company of Pay It Now NZ Ltd.

# Post-Raise Takeoff Media Ltd

Capital Raise of \$4,500,000 NZD

<b>Person/Entity</b>	<b>No. of Shares</b>	<b>% Ownership of Takeoff Media Ltd</b>
<b>Jitendra Maharaj</b>	<b>3,376,365</b>	<b>21.77%</b>
<b>Anna Duffield</b>	<b>3,376,365</b>	<b>21.77%</b>
<b>J.J.T LLC.</b>	<b>3,250,000</b>	<b>20.95%</b>
<b>Employment Share Scheme</b>	<b>1,950,000</b>	<b>12.57%</b>
<b>Jim Thorpe</b>	<b>650,000</b>	<b>4.19%</b>
<b>Crowdfunding Investors</b>	<b>493,537</b>	<b>3.18%</b>
<b>Grant Jones</b>	<b>267,270</b>	<b>1.72%</b>
<b>New Investors</b>	<b>2,147,711</b>	<b>13.85%</b>
<b>Total</b>	<b>15,511,248</b>	<b>100.0%</b>

# BALANCE SHEET

For Pay It Now NZ (Subsidiary of Takeoff Media Limited)

Ending June 30th 2022

Assets	Value
Cash	370,343
Current Assets	1,118,194
Fixed Assets	4,515
Non-current Assets	37,144
<b>Total Assets</b>	<b>1,170,196</b>
Liabilities	
Current Liabilities	(554)
Non-Current Liabilities	26,774
<b>Total Liabilities</b>	<b>26,220</b>
<b>Net Assets / Total Equity</b>	<b>1,143,976</b>

An interest free shareholders loan was advanced to Takeoff Media Ltd of \$50,000 NZD in July 2022, with repayment terms of \$2,000/month starting September 2022.

# VALUATION

For Takeoff Media Limited (Ultimate Holding Company of Pay It Now NZ )

**NZD \$28M**

## Valuation Method

Our company valuation came from a deep quantitative and qualitative analysis.

### Qualitative Analysis

Information was researched and formed after consulting with several New Zealand Government entities to better understand how to value a company.

Comparative research was also undertaken to understand the valuation entry points of competing companies.

### Quantitative Analysis

We used 5 valuation methods to form our valuation:

- VC Method
- DCF with LTC
- DCF with Multiples
- Comparable Companies Analysis (CCA)
- Scorecard Method

The average was taken of all final values to give us our final valuation of approx. NZD\$ 28MM.

# P&L: 6 YEAR FORECAST

For Pay It Now NZ (Subsidiary of Takeoff Media Limited)

	FY23	FY24	FY25	FY26	FY27	FY28
Revenue (Merchants, Reflections, Rewards)	5,198	82,813	1,350,803	4,648,367	10,734,060	21,237,028
Salaries	277,038	1,077,756	2,359,079	3,024,828	3,756,235	4,989,380
Operating Expenses	417,970	363,375	581,776	914,407	1,416,419	2,196,141
EBITDA	(689,810)	(1,358,319)	(1,590,052)	709,132	5,561,407	14,051,506
Net Profit (Loss) After Tax	(689,810)	(1,358,319)	(1,590,052)	709,132	4,873,124	10,117,085
PIN Value Increase/(decr ease)	(598,884)	201,755	362,323	650,681	1,168,529	2,098,510

## P&L Forecast Assumptions

This P&L Forecast assumes a capital raise of \$4,500,000 NZD, allowing for expansion into Aus, USA & UK.

### PIN Partner Growth Rate

- Assumes we achieve our goal growth rate of 50+ PIN Partners per month.
- Growth in all revenue streams is expected to grow exponentially, at a conservative rate.

### % Crypto transactions

- Assumes a consistent average monthly turnover of PIN Partners
- Increase in crypto transaction volume of 0.125% MoM.

### AUS/UK/US expansion date assumptions

- Enter Aus market Jan 2023
- Enter USA & UK market 2nd Half of 2023

PIN Data, Price Aggregator, and PIN-FT are not included in the forecast.

### PIN Value Increase/(Decrease)

Refers to the projected unrealized gains/losses of Takeoff Media's ownership of PIN tokens. Any future gains as a result of the company's holdings in PIN Token may be sold and realised as revenue

*\*Full financial models will be supplied upon request*

# REVENUE MODEL

Pay It Now intends to drive revenue through 5 sources. These being:

1. PIN Payments
2. PIN Network Transactions
3. PIN Rewards
4. PIN Reflections
5. PIN Data
6. PIN-FT (coming soon)
7. Price Aggregator

**PIN Payments** merchant's revenue comes from a 0.5% transaction fee received when PIN Partners sell goods or services using the PIN system.

**PIN Network Transactions** such as 'swaps', 'bridging' and 'unbridging' charge a 1%-4% fee.

**PIN Rewards** creates revenue for Pay It Now through a staking reward system that benefits the end-user. Pay It Now obtains a monthly management fee of NZD\$19.95 per merchant for this service.

**PIN Reflections** creates revenue by obtaining a 1% fee on all reflections returned to PIN Token holders.

**PIN Data** aims to drive revenue for Pay It Now through monthly subscription fees\* for the service.

**PIN-FT** aims to drive added revenue through transaction fees on the buying and selling of NFTs on the platform, alongside subscription fees for using the platform.

The **Price Aggregator** will charge users either a monthly fee of ~USD\$80\* or a lifetime fee of ~USD\$1,000\* to have the price of their Token/Displayed on external cryptocurrency services (exchanges etc.)

*\*(fee amount will be determined at a later stage closer to the launch of PIN Data & Price Aggregator)*



REVENUE MODEL



# PAY IT NOW TEAM



**Jitendra Maharaj**

Founder and Director

“My background is working as a web developer and a former airline pilot. My experience comes from working in the web development sector for the past 15 years and working on major projects, and leading groups of developers. Some projects I ran alone, ranging from 1 month to 2 years. On the side, I was involved in freelance software quality assurance for an open-source forum software for the last 18 years. I have been a blockchain developer for over 2 years and a crypto trader and miner for just under 3 years. This has enabled me to identify the critical need for a project such as PIN to simplify the world of cryptocurrency.”



**Craig Duffield**

Founder and Director

“I am an experienced Commercial Aircraft Captain with 10,000 plus flight hours, with over 22 years of success in the aviation field. Being introduced to the cryptocurrency space just a few years ago, I became highly engaged as an investor, miner and day trader. I bring along with me my experience, professional network and business leadership experience to lead Pay It Now (PIN) forward as its Director in actualising its project and business objectives.”

# PIN NZ

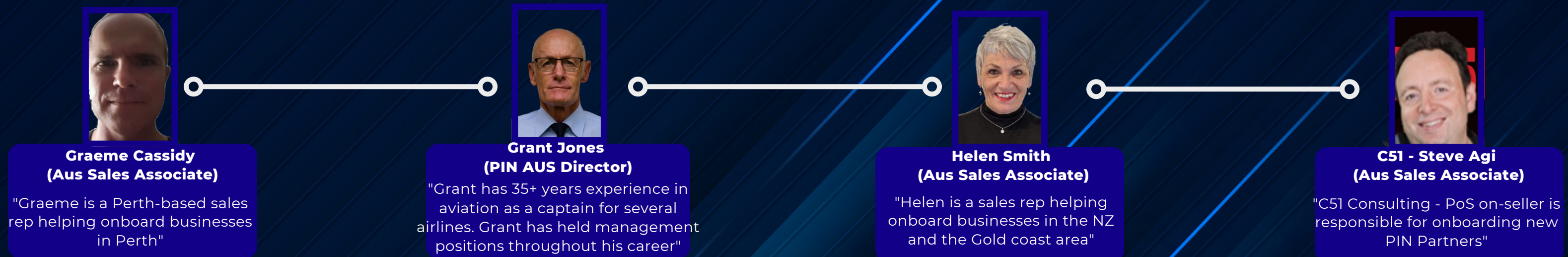


Along with our directors, our entire team is passionate about what we do as a business and believe strongly in what we aim to achieve for the future at Pay It Now. We perform well as a team and hope to grow the team even further as we aim to establish ourselves as a market-leader for the services we offer.

# PIN USA



# PIN AUS



Along with our directors, our entire team is passionate about what we do as a business and believe strongly in what we aim to achieve for the future at Pay It Now. We perform well as a team and hope to grow the team even further as we aim to establish ourselves as a market-leader for the services we offer.

# RISK AND MITIGATION FOR TAKEOFF MEDIA

Blockchain technology is becoming more widely adopted globally, however, there is a lot of speculation when the topic turns to cryptocurrency.

Cryptocurrencies are volatile assets that can rapidly change prices due to doubt caused by large organisations such as governments. While many cryptocurrencies add to the doubt about blockchain, many more have the potential to improve human life altogether.

In order to reduce the doubt about cryptocurrency and any adverse effects that follow, PIN has become an **official financial service provider**. This gives potential onboarded businesses more confidence in the payment gateway. PIN has analysed the following risks as the most crucial:

Risk	Mitigation
<b>Free crypto affecting price and liquidity:</b> Rewards will be distributed in PIN tokens, resulting in tokens being sold for profit, affecting the liquidity pool and price.	Although this will be a daily occurrence, retailers will be staking tokens, increasing prices and decreasing supply. PIN will also be allocating part of the PIN Data subscription fee to the token's liquidity. In addition, an unbridging fee will be collected before the tokens are moved off layer-2, thus increasing PIN price by regular buybacks and rejuvenating the PIN Rewards network.
<b>Volatility of the crypto market:</b> Prices change rapidly daily and may hinder some businesses from adopting PIN payment.	To stop companies from selling goods below the price they wish, retailers will be able to cash out a digital version of the local currency. In the future, PIN aims to create a stablecoin that will further protect businesses in times of market volatility.
<b>Greater than expected innovation and development costs to stay competitive:</b> With blockchain technology growing rapidly, being the pack leader will come with challenges.	To stay ahead of competitors and combat high innovation and development costs, PIN will utilise its own blockchain ecosystem that allows users to accomplish numerous tasks without needing alternative networks. This drastically reduces the fees consumers need to pay when dealing with cryptocurrency.
<b>Government regulations:</b> Changes made to regulations and laws surrounding cryptocurrency by governments can have significant impacts on Pay It Now, which in the worst case scenario could cause us to cease operations.	Ensuring we keep in line and up-to-date with regulations and laws set out by local and international governments such as the DIA and FMA will help us stay compliant in our business. In addition, regulatory clarity and certification will remove legal barriers and make way for marketing to the general public.

# POTENTIAL RISKS TO SHAREHOLDERS

Cryptocurrencies are volatile assets that can rapidly change prices due to doubt caused by large organisations such as governments. While many cryptocurrencies add to the doubt about blockchain, many more have the potential to improve human life altogether.

In order to reduce the doubt about cryptocurrency and any adverse effects that follow, PIN has become an **official financial service provider**. This would give potential onboarded businesses more confidence in the payment gateway.

PIN has analysed the following potential risks to shareholders of Takeoff Media Limited:

Risk	Mitigation
<b>Liquidity risk</b> For Pay It Now, the liquidity risk to a shareholder would exist if the company was to go into liquidation.	Pay It Now will aim maintain and acquire assets to keep the company's assets value rich. Pay It Now currently has no debt, but where possible in the future they will aim to keep their debts and overheads low.
<b>Dilution risk</b> Dilution may occur if Pay It Now decides to raise additional capital in the future, issue new shares to investors and give the option of grants to employees. This often means that the value of your shares in the company will decline as dilution decreases the initial value of your investment.	Takeoff Media will position the company to minimise future capital raising by minimising expenditure, overheads and debt. while maximising revenue.
<b>Government Regulation of Cryptocurrency</b> Increased government regulations come with increased financial costs as a risk to the company.	Current regulations for the cryptocurrency market are aimed at AML/CFT compliance, for which we are compliant. Takeoff Media plans to stay proactive in staying up-to-date with any upcoming regulation changes and reacting early to stay compliant.
<b>Loss of Key Personnel</b> For Takeoff Media, our source code is highly secure with minimal staff access, to reduce cyber security threats. This creates a risk if there is a sudden loss of key personnel.	Takeoff Media has implemented several safety measures to allow for two forms of back up of the source code to mitigate this risk.

# THANK YOU

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