



For Developers Only

Please see PayMeAPI.com after reading this doc and filling out the questionnaire.

OVERVIEW OF PAYMENT TECHNOLOGY

RETAIL ENVIRONMENT (POS)

Like Restaurant Software or Internal CRM. (Touch Screen Systems)

Question: How many Retail Software developers understand the payment industry?

Answer: Majority of Software Owners in the Restaurant and Retail Software companies are contracted with a processor for main source of income.

Answer: Competition that charges too much for software are losing business from the payment business model.

Customer pays less for software solution and is forced to use the only "Supported" Payment Gateway. Software developer receives recurring revenue from a percentage of the overall credit card sales.

WEB PAYMENTS SOFTWARE/WEB STORES

Question: How many Web developers understand the payment industry?

Question: Who Is Stripe? Who is PayPal?

Answer: They are a gateway. Yes. But also, Processor with Non-Negotiable Rate of 2.75%. They are their own Processor and already make money from integration.

Currently Web Developers and Web Stores see them as a TOOL or PLUGIN and a lot of the times User ends up paying the Processor (in this case PayPal or Stripe) only for them to make money from them. There are other choices, but PayPal and Stripe are the ones that have controlled the market.

THE SECRET

As a developer it doesn't matter the cost your customer pays to stripe, or PayPal. They still use it, because you suggested. With this Customer pays too for rate and plugins and you make nothing from the transactions.

Why not have agreement with processor and use processors API and get a share of all the volume?

HOW CAN I BENEFIT FROM THIS?

How much do your current clients process? Consider at least 50 basis Points (.5% or ½%).

Exercise:

A	How many Webstores have you built?	
B	On average, how old are the Webstores (months)?	\$
C	On average, what are the monthly sales?	\$
D	How many new sites will you build this year?	

HOW MUCH HAVE I LOST IN THE PAST?

Total Uncollected Money:	$A \times B \times C \times 0.5\%$	\$
Instantly Every Month:	$A \times C \times 0.5\%$	\$
After 1 Year: This is your MONTHLY PAYCHECK:	$D \times A \times C \times 0.5\%$	\$

Additionally, more sites sold cause of initial cost reduction and customer and developer alignment with integrated features.