FINTECH MARKETPLACE

Alternatif SuperApp

MACELLAN

MACELLAN

Who we are?

We are venture builder(s)

- Established: 2014
- Number of Employees: 160
- Products That Shape The Future!
- 6th Fastest Growing Company in 2021

Evolution of Fintech

Banks

Banks, E-Money Companies, Businesses

Fintech Marketplace

PAST

TODAY

FUTURE

Digital Banks

E-Money

Firms

中國銀行 BANK OF CHINA

TÜRKİYE İŞ BANKASI

ICBC

HSBC

Garanti

BNP PARIBAS

Bank of America

Ziraat Bankası

Revolut

PAY CELL

KAHVE DÜNYASI

ALAÇATI MUHALLEBİCİSİ

STARLING BANK

trendyol.com

STARBUCKS COFFEE

N26

monzo

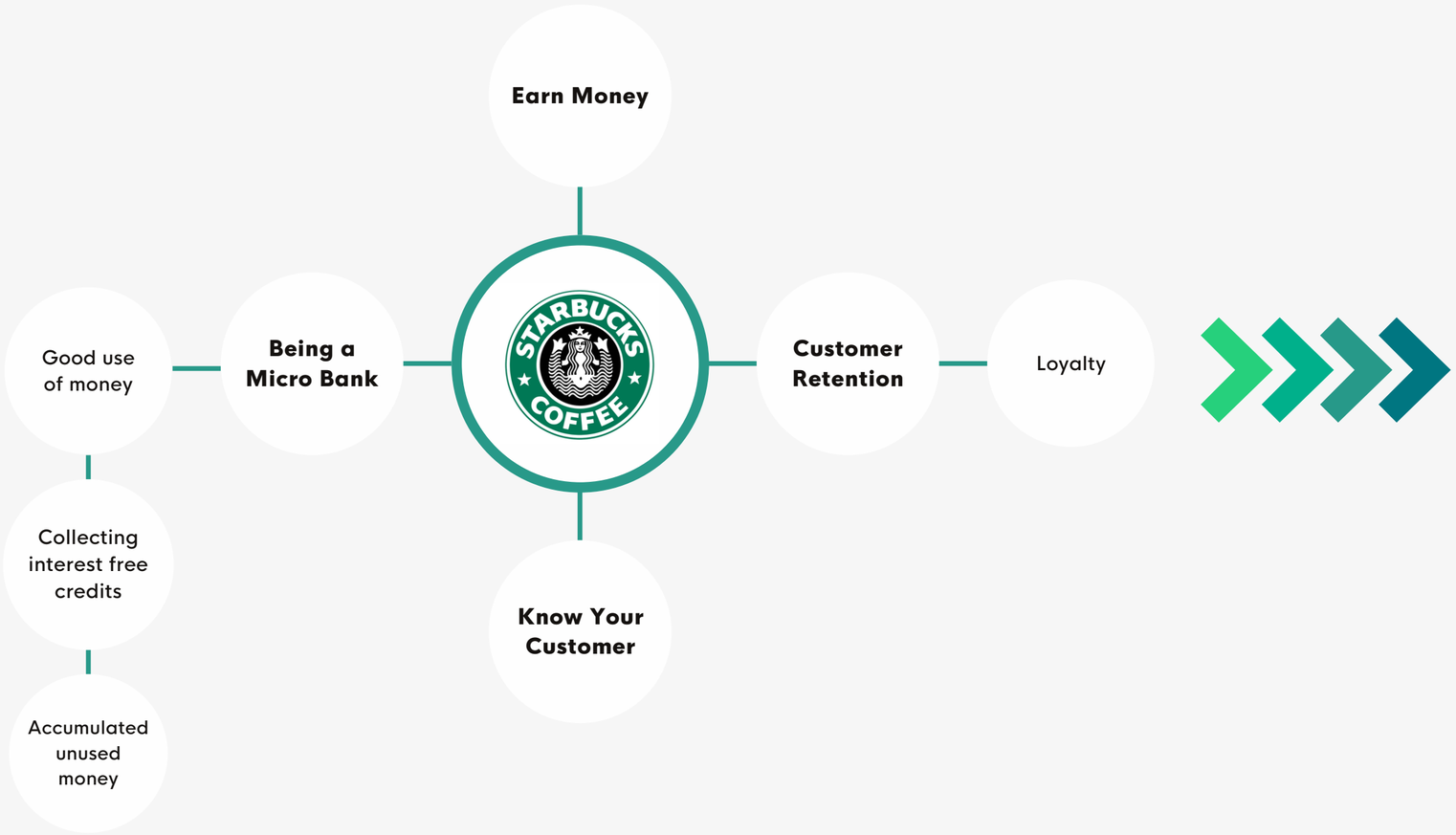
hepsiburada

ADVENTURE LAND

Alternatif

Why Companies are Converting to Fintechs

Starbucks is a Bank That Sells Coffee



How They Do

Digital Wallet
Pay with QR code

Campaign
15 Coffees > 1 Coffee

Loyalty
Minimum load amount = $5

As of 30 June 2022, Starbucks has a cash balance of $3.254B - more than 3,900 banks in the USA!
In the last 10 years, they have increased their profit by 7.2% and their revenue by 9%.

What We Do - B2B

We Convert Companies to “Fintech Companies”

SuperApp

Digital Wallet

Loyalty

Corporate Wallet/Campaign

Digital Gift Card

CRM Module

QR Menu

Fast Delivery

Alternative Payment Methods

No Cost

Development
$220 K

Maintenance
$120 K

Customer Retention
$140 K (For 100k users)

Customer Acquisition
$72 K (For 100k users)

Extra

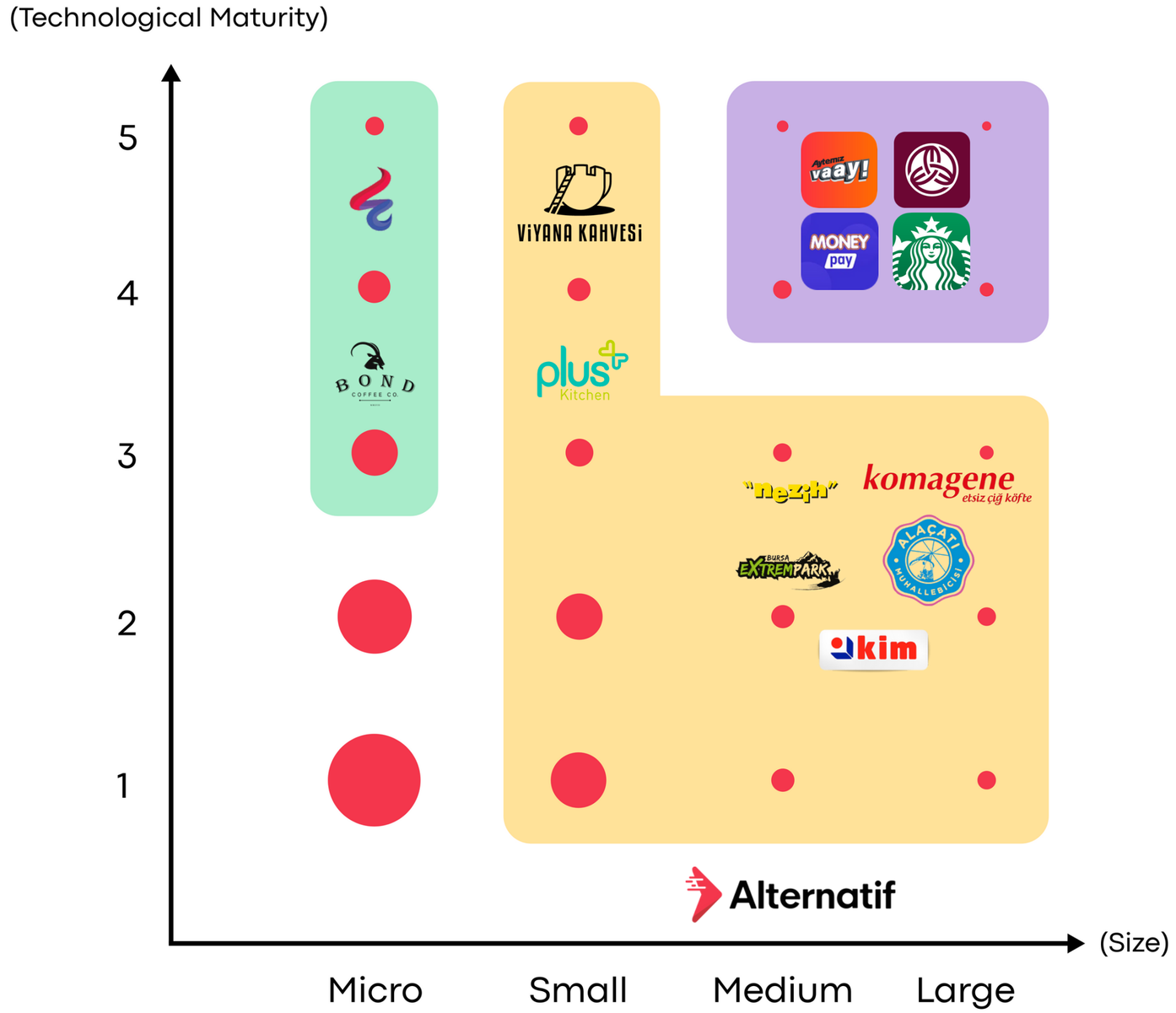
Income

Profit

Cross Marketing

Customer

Gap in The Market



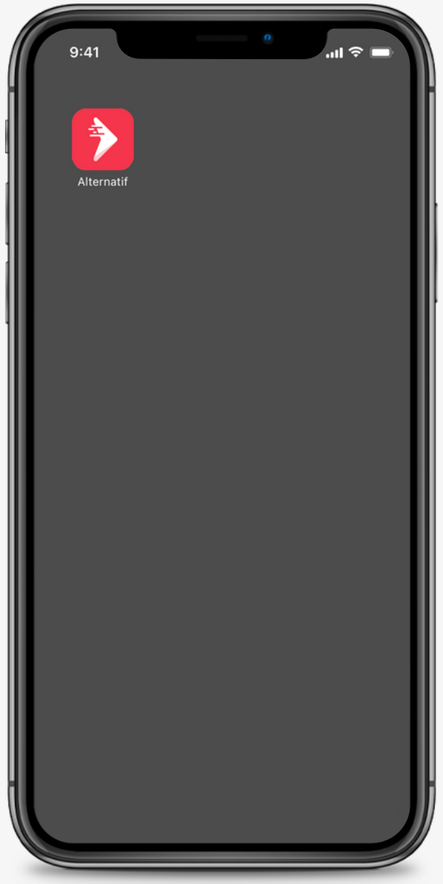
What We Do - B2C

ONE APP
ONE EXPERIENCE
ONE-TIME REGISTER

↓

ONE MARKETPLACE

Digital Wallet Loyalty CRM QR Fast Delivery	Marketplace



NO COST FOR USER

↓

Always more advantageous than paying with cash or credit card!

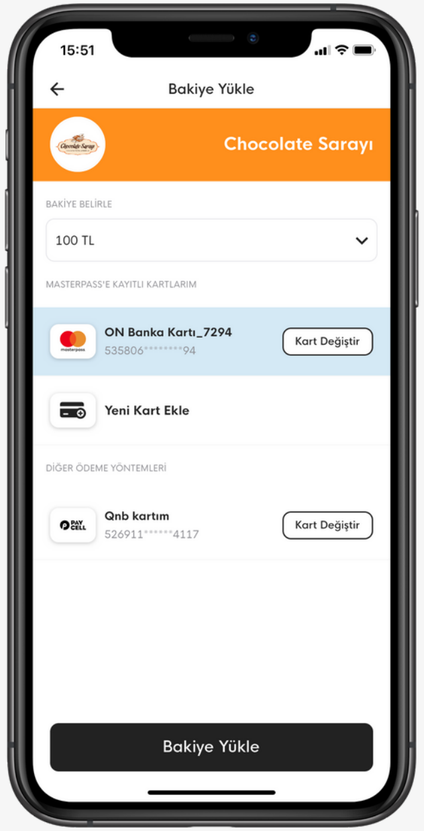
How to Use?

Open Wallet

1

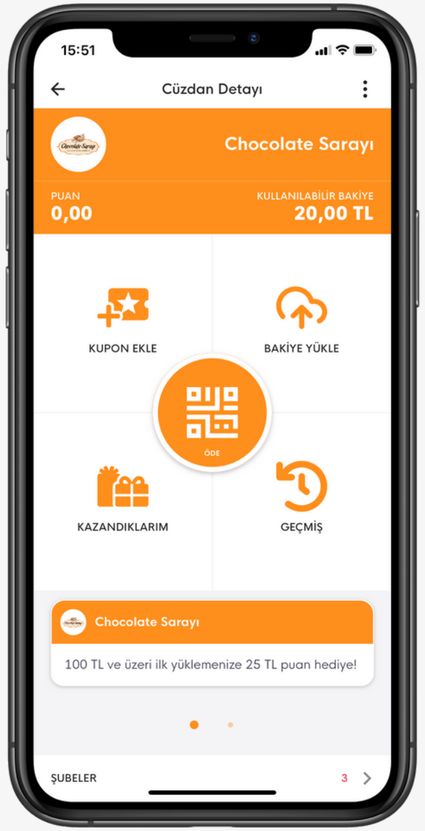
Top Up

2



Choose QR

3

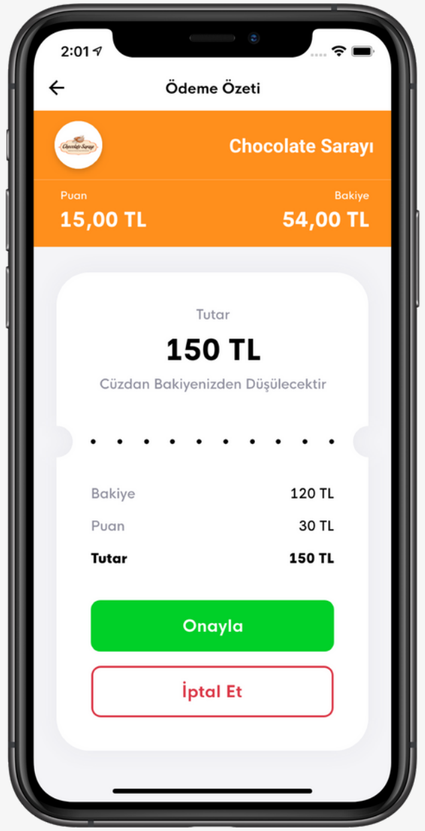


Payment

4

Complete

5



We Grow The Ecosystem

Ecosystem Orchestrator

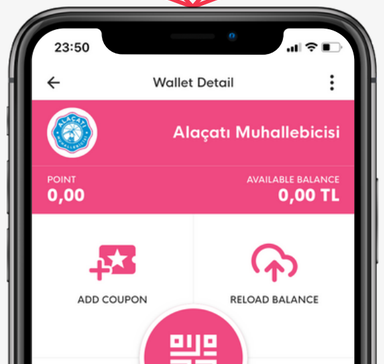
Payment Gateway

Card Storage

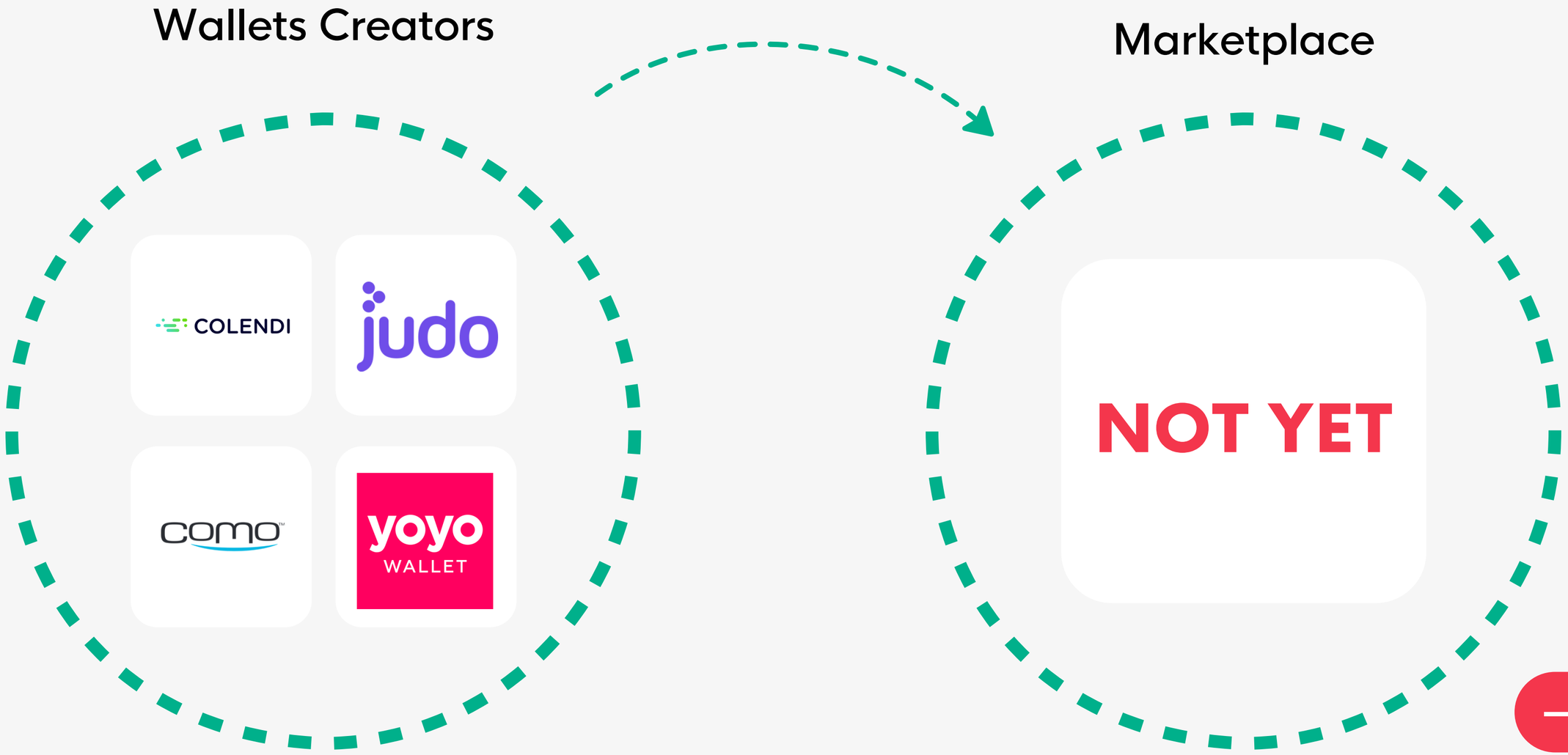
E-Money

Alternative Payment Methods

- BNPL
  - Upstart
  - affirm
  - Klarna.
- Bill Payment Method
  - TURKCELL
  - Türk Telekom
  - vodafone
- Meal Cards
  - SETCARD
  - sodexo
  - MULTINET
- Open Banking



Potential Competitors



What Have We Done So Far?

Business-Specific Wallet (Havaist)

April 2019

MVP

August 2021

Bond Coffee

Launch

December 2021

30 Businesses

New Brand Name and Corporate Identity

B2C Image Video

Abroad

December 2023

Expansion to UAE and Azarbaijan

Cash Register Integrations

Expansion

2023+

12 Countries

6 Million Users

Timing

- High Inflation
- Change in Customer Habits
- Increasing Interest of Businesses in Technology
- Mobile Payment Trends (QR Payment)

Snapshot

151,000

B2C customers

69

B2B customers

End of 2023

703,966

B2C customers

250

B2B customers

Advisory Board

Finance

Soner Canko
ADVISOR

Board Member of
Many Companies

Deniz Güven
CEO

PlatformXIT
MOX
Board Member

Entertainment

Mustafa Mertcan
CEO

DOF Robotics
VP - Entertainment
Association

Retail

Gül Bozbıyık
CEO

Concept 7

Others

Others
CEO

MACELLAN

FOUNDERS

Göktürk Yetim
CEO

Maltepe University
Computer Engineering

Faruk Sarı
CFO

METU
Civil Engineering

Hayrunnisa Sarı
COO

Maltepe University
Computer Engineering
Industrial Engineering

Burak Çalık
CTO

Maltepe University
Software Engineering

Alternatif Super Team

Zeynel Enes Mirza
CPO

Product

Yusuf E. Çıtak
Product Manager

Ali Akkaya
UX/UI Designer

Ceren Gemici
UX/UI Designer

Emin Sargın
Project Manager

Ömer F. Şahan
Business Development Assistant Specialist

Development

Mustafa Akça
PO

Fatih Aytekin
Team Lead
Backend Developer

Onur Özkaya
Lead React Native Developer

Akif Sarı
React Native Developer

Nurettin Özdoğan
Backend Developer

Enver Çığal
Backend Developer

Marketing

Yusuf İhsan Kurt
Digital Marketing Manager

Rümeysa Dağ
Customer Success Specialist

Senanur Yeşilova
Customer Success Specialist

Payam Saderi
DevOps Engineer

Sales

Ender Sarı
CSO

Yakup Sarı
Country Manager

Pınar Aylin Polat
Sales Specialist

Anibal
Sales Partner

Bahadır Küçükyurt
Ecosystem Builder

Emre Can Saygılı
Ecosystem Builder

Account Manager

İsa Uludağ
Head Of Account Manager

Recep S. Aydoğan
Account Manager

Yiğit Hasır
Account Manager

Ömer Öztürk
Account Manager
Bursa Region

Furkan F. Sevencan
Account Manager
İzmir Region

Barış Günözkan
Account Manager
İzmir Region

IOT and R&D

Taha Çulcu
Head Of IOT and R&D

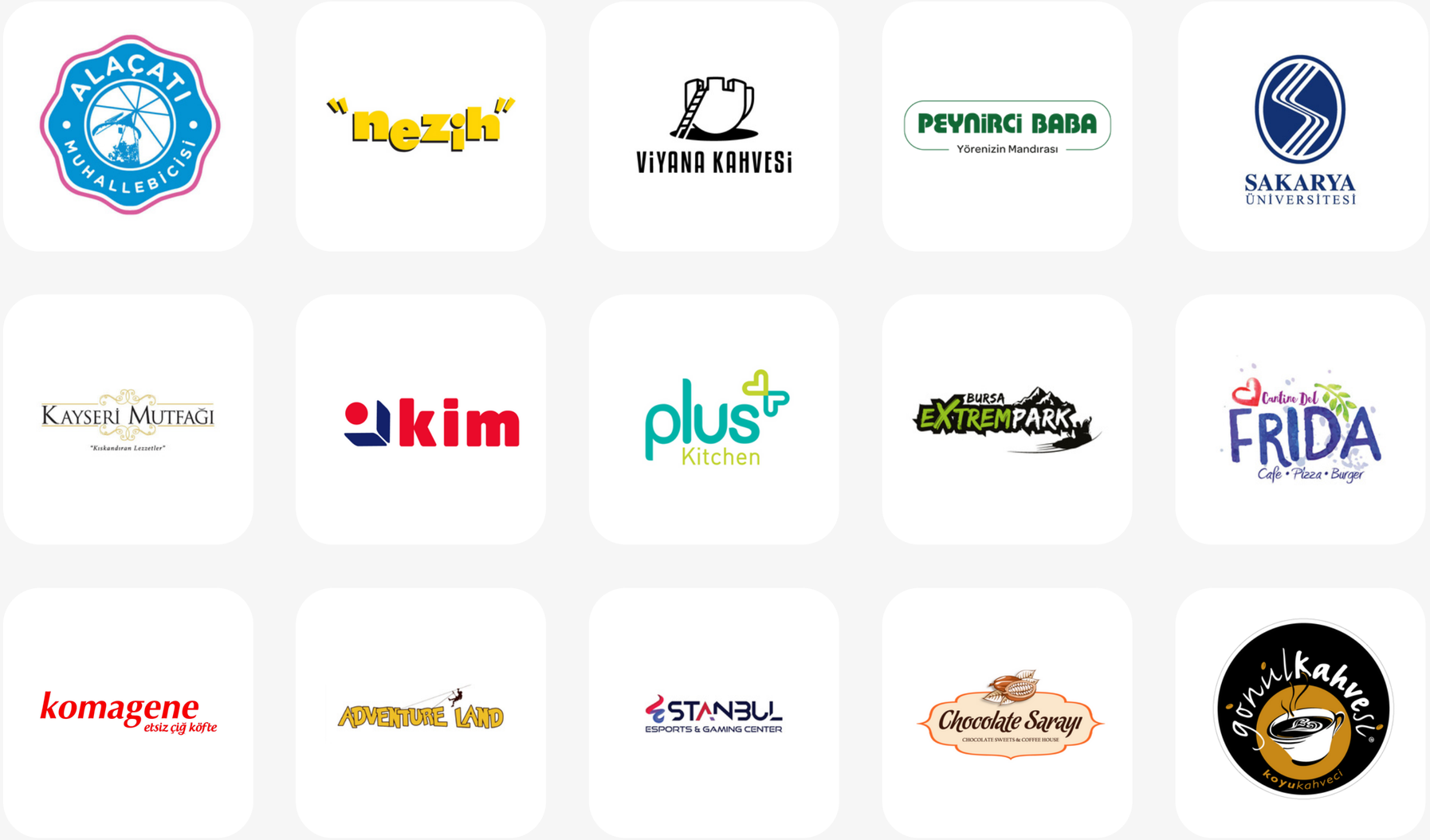
Abdulkadir Arık
R&D Technical Support Personnel

Semih Aydoğan
R&D Technical Support Personnel

Mehmet İzgi
Account Manager

Alternatif SuperApp - Businesses

70+
BUSINESSES



Thank You

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