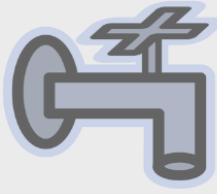


The Route to mCommerce Success

The mCommerce Space is up for grabs
It is not predetermined who will win



Act now to avoid becoming **the dumb pipes of mCommerce**



leverage existing **mobile payment infrastructure**



Build on sound **product development** principles



Build on sound **product marketing** principles



maintain strategy direction **or pivot?**



Test in market via inexpensive **MVPs**



Compelling **consumer propositions**



Build on sound **partnerships**



Generate **new sources of income**

Success will be yours

