

PITCH DECK

PURPLEX

Smart and Fast Payments

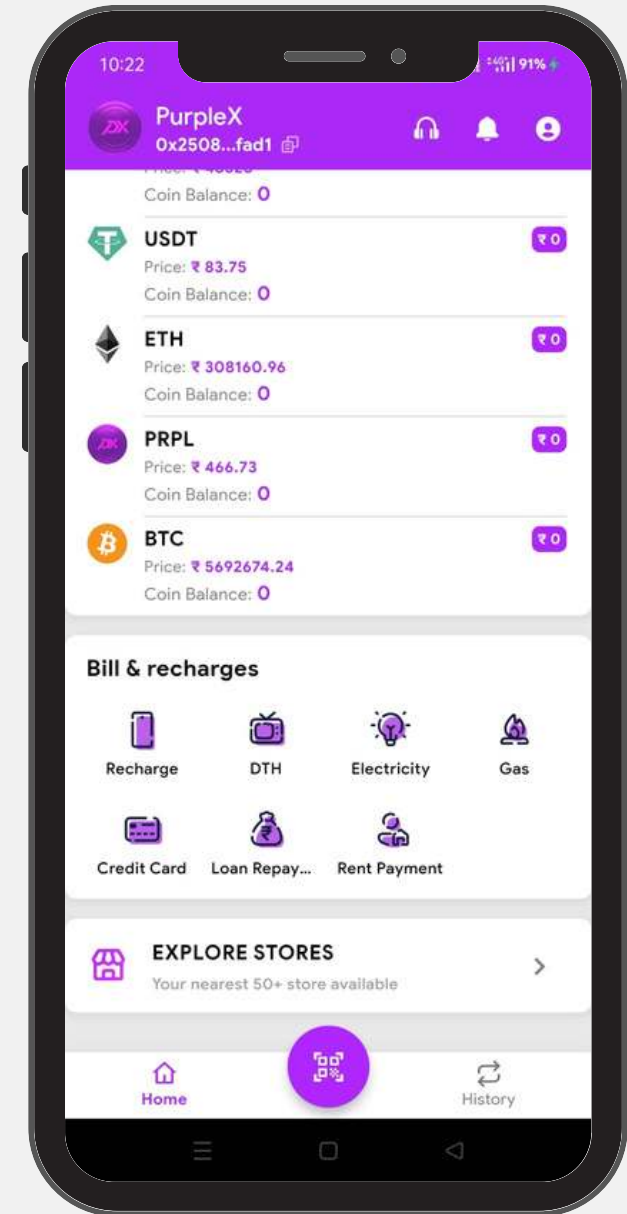
A FIU-IND registered Entity - PA00057558

[VISIT WEBSITE](#)



Why PurpleX ?

Our mission is to bridge the gap between cryptocurrencies and fiat transactions, **making crypto payments as simple as scanning a QR code**. PurpleX empowers individuals and businesses to adopt crypto for real-world use cases, driving the transition to a decentralized financial future.



The Big Problem we're solving

- **WEB-3 developer getting PAID in USDT and other digital tokens**
- **Startups getting grants in digital tokens**
- **No real time spending use case of digital assets as daily life payments**



The BIG Problem

98% Crypto Users in India rely on Exchanges to convert their digital asset into fiat currency

Waiting time for T+1 or T+2 days for settlement else high charges for instant settlement

Every Crypto User is also an UPI user but crypto and UPI has no solution yet for off-ramping



The Big Opportunity

Total Crypto Users in India

2020	2025
7 Million	110 Million

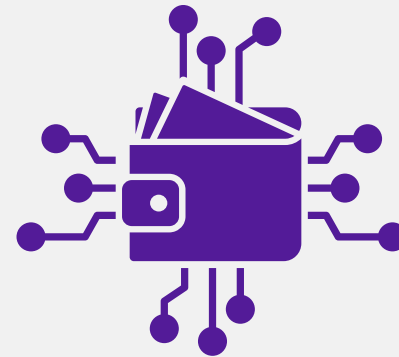
Total UPI Users in India

2020	2025
100 Million	480 Million

Solution

Real-Time Conversion - Instantly convert crypto to fiat at the point of payment using stablecoin as medium

User-Friendly Payments: Pay using crypto via QR codes, with merchants receiving fiat seamlessly



Compliance Built-In: Fully compliant with AML and KYC guidelines for customer, merchant and wallet addresses

Cross Border Remittance - Can be used for cross border remittance in every country accepting UPI



USP



**Proprietary Algorithm
(Under Patent Process)**

Crypto Payment Interface (CPI)



**Dual KYC checks
User + Wallet**

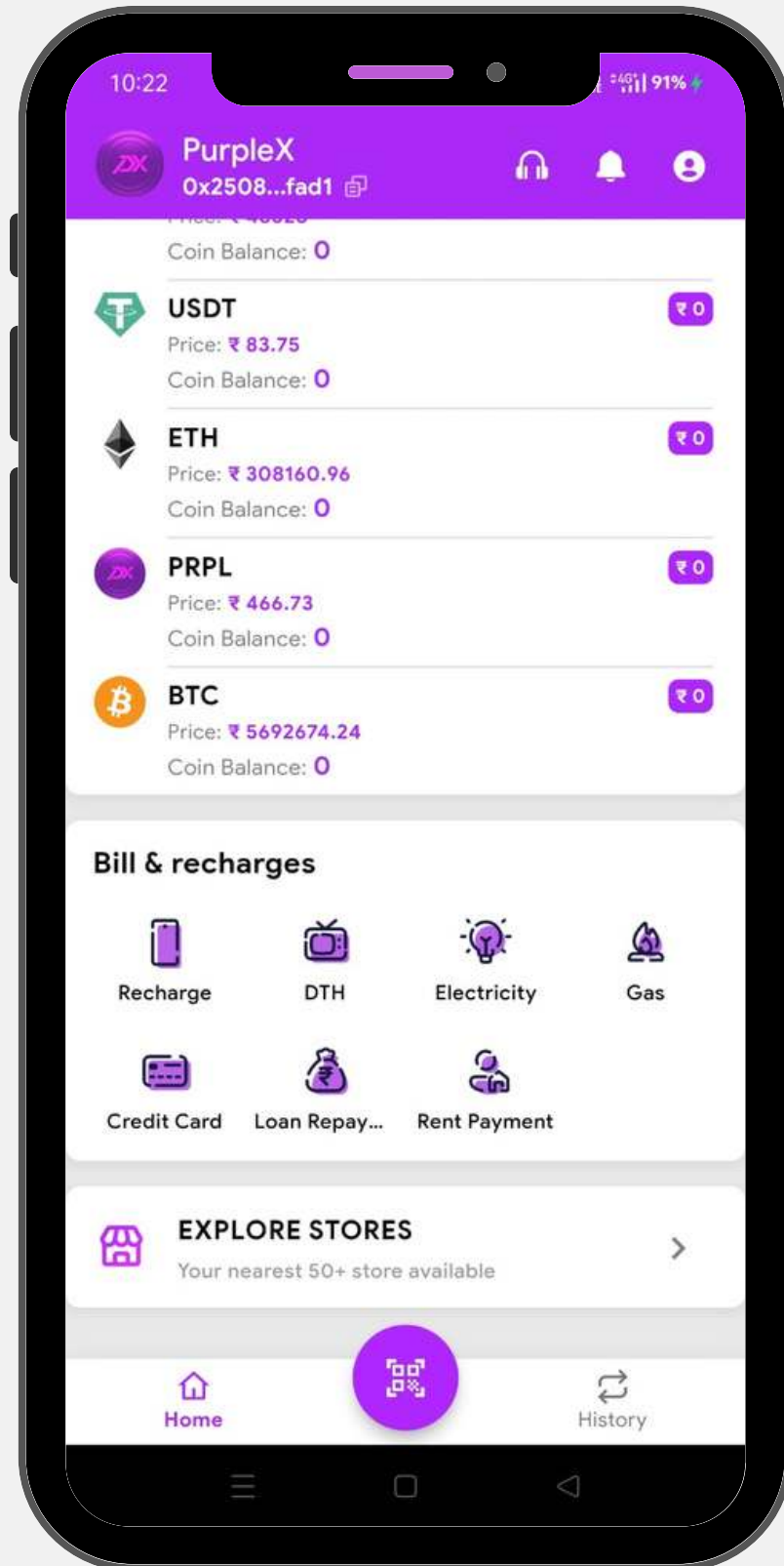


**Runs on UPI Switch with
over 100 Million merchants**



**Complied with standard
Regulations**





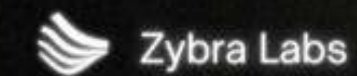
MAGIC in 3 steps

Step 1 **Connect your wallet in PURPLEX**

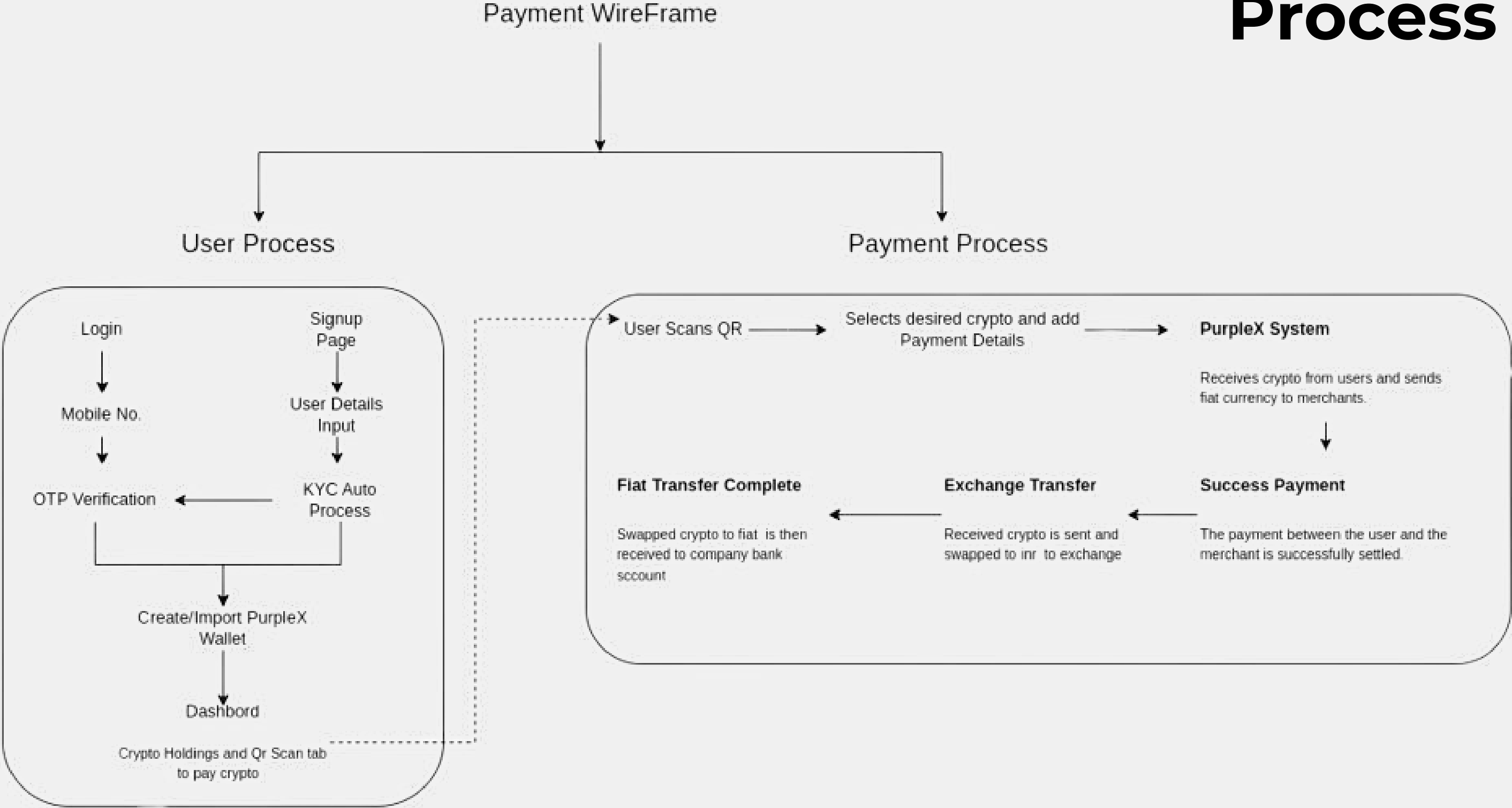
Step 2 **Scan merchant's QR**

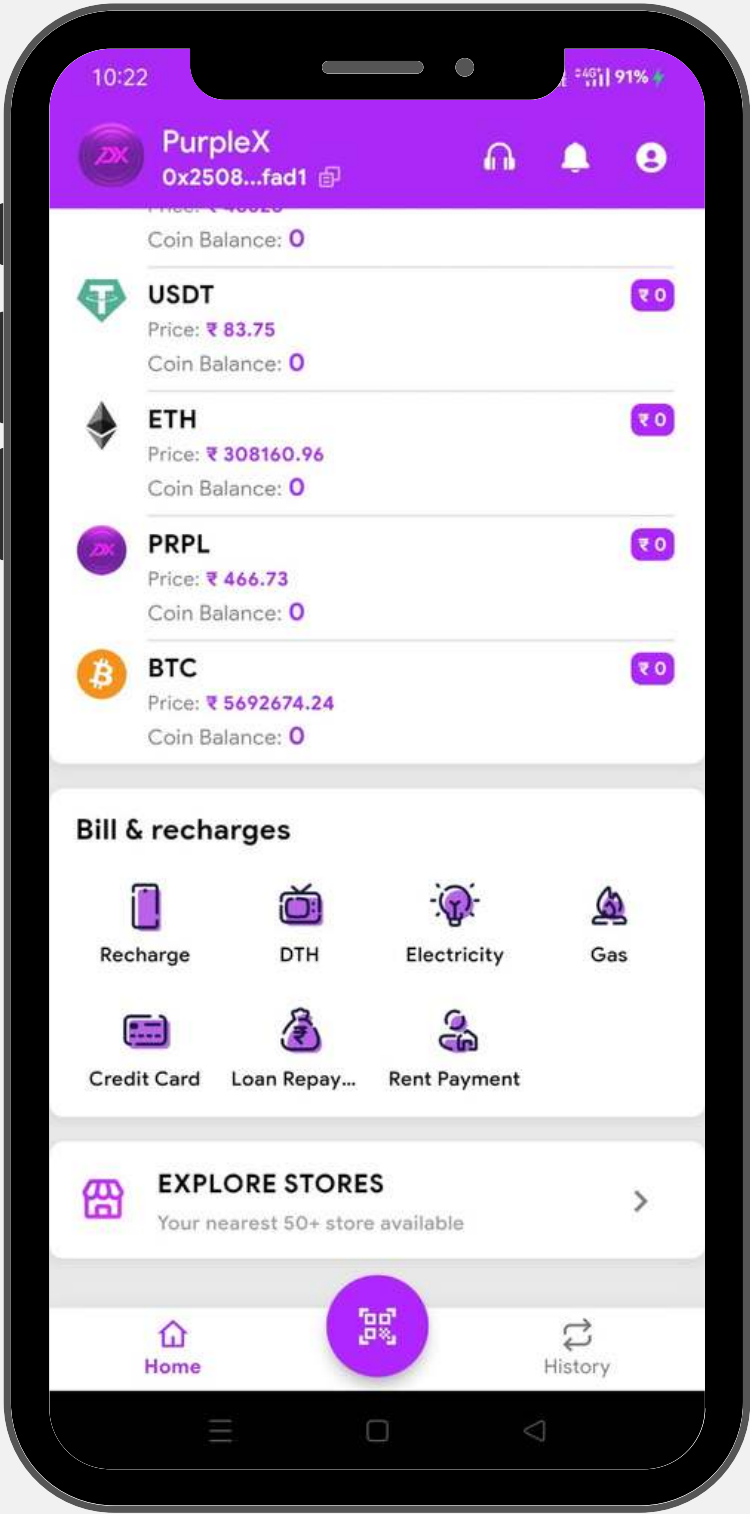
Step 3 **Pay Easily**

OUR COLLABORATIONS



Process Flowchart





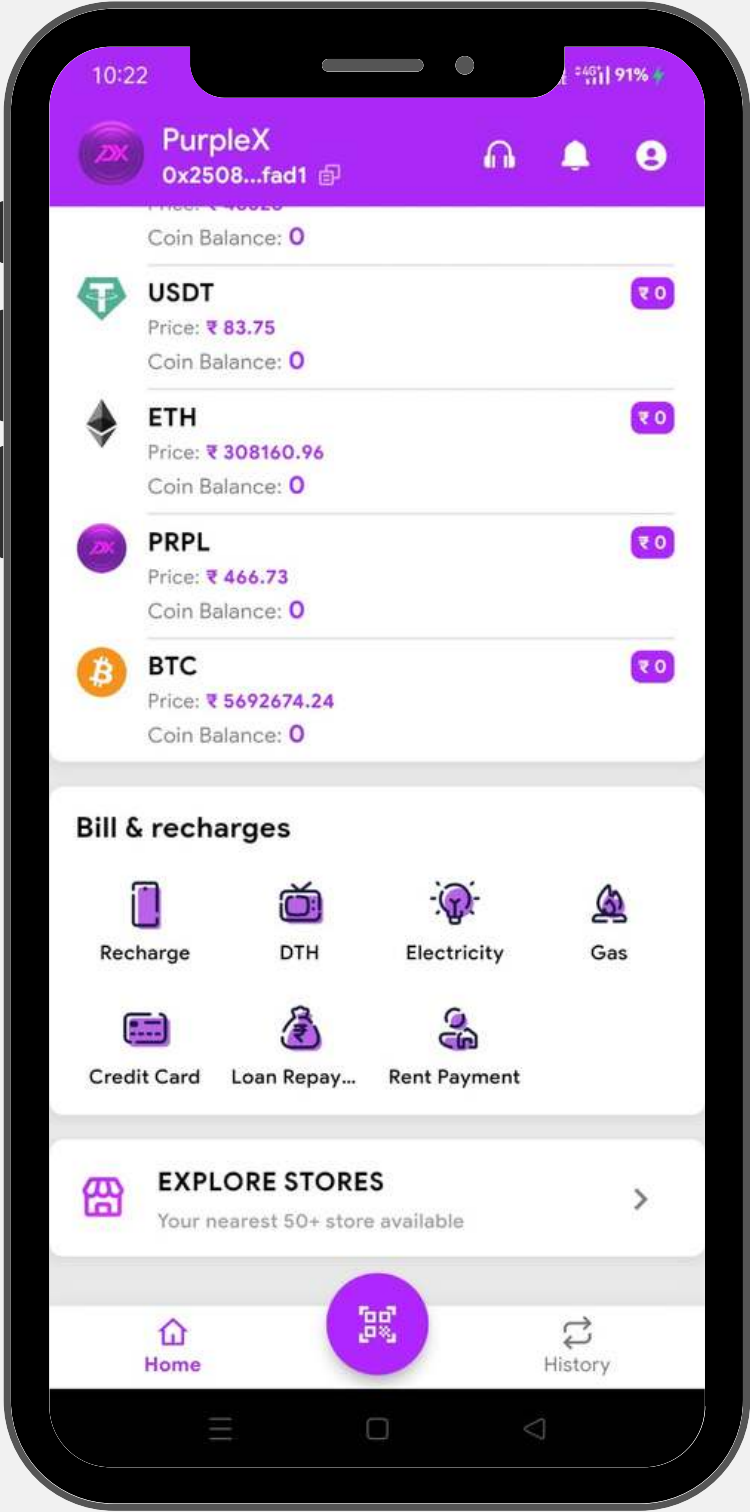
Purplex Mobile app which let users pay through their crypto directly to merchants

Every UPI QR code is our merchant



International adoption of UPI





The Best and Simple USE Case



Pay via any UPI QR code in world

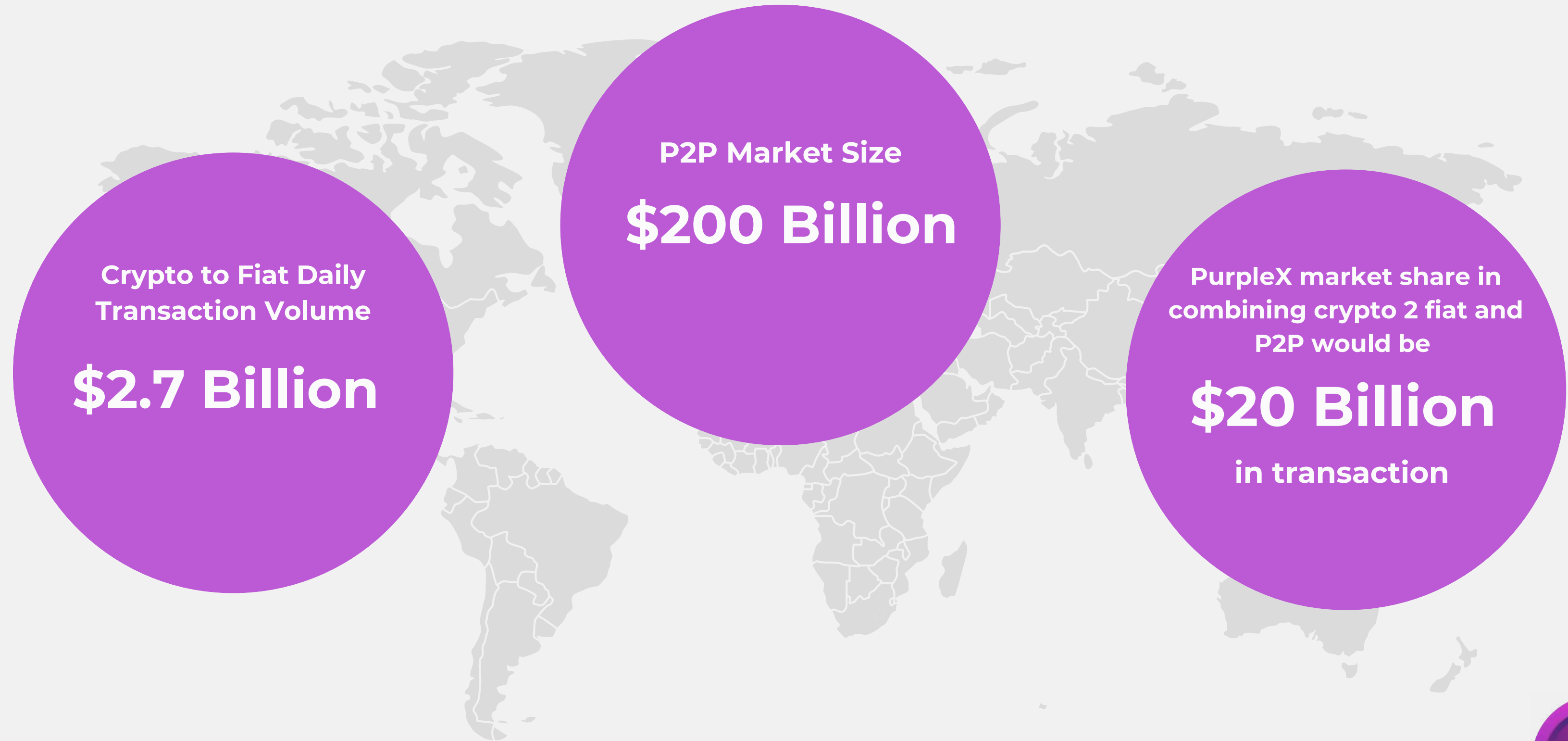


Cross Border Payments in seconds

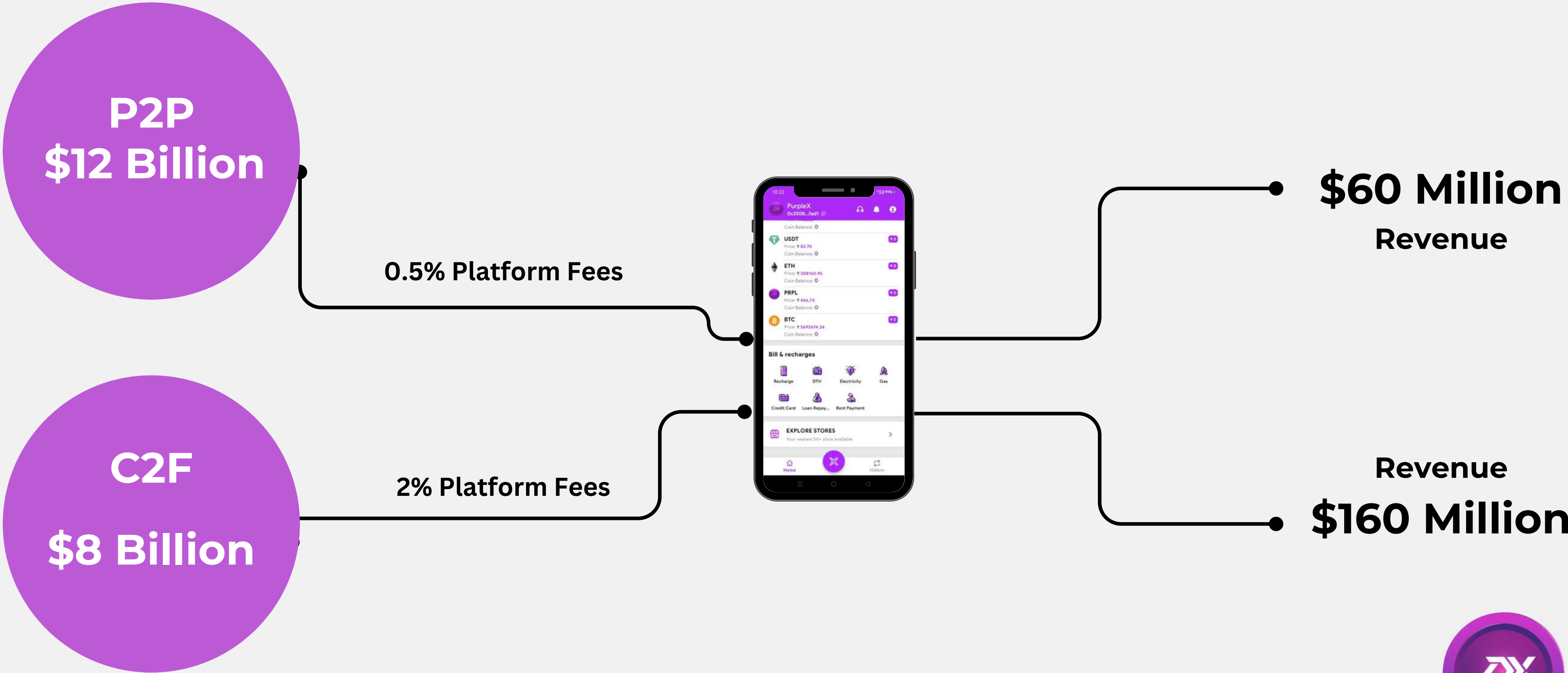


Payment Gateway for all feature for Globe





Business Model



Revenue Model

Transaction Fees

Charge 0.5%–1% fee per transaction for crypto-to-INR conversion

Cross-border Remittance Charge

Flat fee or % fee on international transfers

FX Spread Earnings

Profit from the spread in INR conversion rate vs actual spot rate

B2B Merchant Integration Fee

Businesses pay a setup fee or monthly usage fee to accept crypto

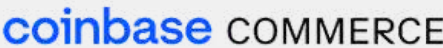
Token Listing & Promotion

New tokens can pay for listing or promotional visibility on the app

Data Monetization

Aggregated transaction data analytics for institutional partners (post scale)





Primary Offering	Crypto-to-fiat payments with UPI integration	Crypto payment gateway & P2P platform	Fiat-to-crypto and crypto-to-fiat gateway	Crypto payment solution for merchants
Fee Structure	0.5% for P2P , 2% for Payment Gateway	1% for sellers	1.99%–4.5%	1%–2% per transaction
Settlement Time	Instant with UPI , T+1 for PG	T+3 days	T+3 days	T+2 days
Payment Methods	Crypto, UPI, CBDC	Crypto, fiat	Credit/debit cards, Apple/Google Pay, bank transfers	Crypto, fiat
Ease of Use	High (QR codes, simple app interface)	Moderate (technical setup for P2P)	Moderate (developer-focused APIs)	High (merchant-friendly tools)

Big Legaue Competitors



About the Product

Product Overview Video

[Click Here to access VIDEO](#)



Google Playstore Link

[Click Here to Download App](#)



IOS Store Link

[Click Here to Download App](#)



App is Live for Beta Users



The ASK

Starting Operations in UAE and Singapore - 20%

Marketing & Brand Building - 30%

Operations & Support - 20%

Global Partnerships - 5%

Compliance and Legal - 10%

Working capital and buffer - 15%

**We're raising a \$500k
for pre-seed round**





Sujal Shah

Founder and CEO

15+ years experience in capital and crypto markets. Blockchain and web3 enthusiast



[Linkedin Profile](#)



Suraj Singla

Product Development , CTO

Ex- Shiba Inu || Built WalletX || 5 years + exp



[Linkedin Profile](#)



PURPLEX | FAST AND SECURE PAYMENTS



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