

**EMERALD WORLD ET™**

**PAYMENT PROCESSING**

# INVESTOR'S DECK

*“Help us become a billion dollar payments provider”*

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**Kelly E. Nelson**  
Company Founder

## **“EVERYBODY WANTS CONTROL OVER THEIR NEXT CHECK.”**

Every sales floor has it's top 20% who put up big numbers.

Every sales floor has its bottom 20% who don't.

Every sales floor has the journeyman 60% in the middle, who hit and miss.

*It's all about making the middle 60% the priority,  
and through relentless and methodical training,  
showing them how to write big business – until they do.*

This is precisely why my Sales Floor at US Merchant Services  
was the #1 organic acquirer of merchants in the United States 2005-2010.



# NEED FOR INTEGRITY IN PAYMENT PROCESSING

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1

Businesses are accepting more electronic debit/credit payments and will soon be accepting crypto currencies. Modern business must be able to accept all applicable forms of electronic payments from Day One.

2

Payment processing industry is an unregulated shop of horrors rife with hidden fees, hidden partners, sleazy sales methods and rover the top fees for leasing equipment on unbreakable contracts.

3

A merchant wants a reliable and knowledgeable payments partner with high integrity. Is that too much to ask for?



# MARKET OPPORTUNITY

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***\$5.2 TRILLION MARKET  
AND GROWING***

***CRYPTO CURRENCIES  
GO MAINSTREAM***

***REALTIME PAYMENTS***

***B2B & CROSS BORDER  
EXPLOSION***



**EMERALD WORLD ET™**



# COMPETITIVE LANDSCAPE

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## BANKING INSTITUTION COMPARISON

|                           | <b>Emerald World ET</b> | <b>Bank of America</b> | <b>US Bank</b> | <b>Importance to Customer</b> |
|---------------------------|-------------------------|------------------------|----------------|-------------------------------|
| <b>Products</b>           | Even                    | Even                   | Even           | Yes                           |
| <b>Price</b>              | Superior                | Disadvantage           | Disadvantage   | Yes                           |
| <b>Quality</b>            | Superior                | Disadvantage           | Disadvantage   | Yes                           |
| <b>Selection</b>          | Superior                | Disadvantage           | Disadvantage   | Yes                           |
| <b>Service</b>            | Superior                | Disadvantage           | Disadvantage   | Yes                           |
| <b>Reliability</b>        | Superior                | Disadvantage           | Disadvantage   | Yes                           |
| <b>Stability</b>          | Even                    | Even                   | Even           | Yes                           |
| <b>Expertise</b>          | Superior                | Disadvantage           | Disadvantage   | Yes                           |
| <b>Company Reputation</b> | NY Times Rec            | Disadvantage           | Disadvantage   | Yes                           |
| <b>Location</b>           | Even                    | Even                   | Even           | No                            |
| <b>Appearance</b>         | Even                    | Even                   | Even           | No                            |
| <b>Sales Method</b>       | Direct                  | Direct                 | Direct         | No                            |
| <b>Credit Policies</b>    | Even                    | Even                   | Even           | Yes                           |
| <b>Advertising</b>        | Disadvantage            | Superior               | Superior       | No                            |



# PROVEN LEADER/SUCCESS BUILDER

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- 15 years in the payments industry in key roles. Director of Sales at US Merchant Services (*now GLOBAL*), VP of Sales at Meritus (*now PAYSAFE*), currently president at Emerald World ET.
- Expert at building large sales floors. US Merchant Services (*now GLOBAL*) acquired over 9.2 billion in annualized volume and was the #1 ranked “organic” acquirer of merchants in the United States under Nelson’s direction. (2005-2010)
- Closer/manager on dozens of national accounts: **LegalZoom, Sketchers, Citizen Watches, American Red Cross, Tyr Sportswear, 1-800-Dentist, Razor USA, Paul Frank, Inc., K-2 Sports, Magazines Inc., Bidz.com, Extreme Reach, Sizmek, Annie Selke Companies, Colorescience, Spy Optics, Onlineshoes.com, TheClymb.com**
- Served on the Federal Reserve Board’s *Business Payment Coalition* and *Faster Payments Task Force* to keep ahead of the latest technological advances.
- Currently co-developing a Universal Payment Plug in with BlockCERTS to offer merchants: Realtime Payments, Distributed Ledger, AI enhanced Security, and the ability to accept any currency or any card type 24/7, including cross border (fiat) and all cryptos.



## THE SECRET SAUCE

(TELL ONLY YOUR BEST FRIENDS)

### TARGET MARKET

B2B: Distributors, Manufacturers, Wholesalers and Ecommerce businesses who accept electronic payments. Back office value adds will also be in play.

### PROVEN PROCESS

‘Paint by numbers’ sales process has put up big numbers at several large, nationally recognized, merchant processors in the Southern California area.

### LEADERSHIP

A “Sales Legend” will be directing daily operations. Nelson has demonstrated the ability to consistently recruit and develop top talent, grow business and bring in large National accounts.

### MARKETING & BRANDING

Credible reputation, having been the featured player in the New York Times’ 5-part series on “*Finding Reputable and Understandable Credit Card Processing.*” -by Paul Downs, March 2013



## CONTACT MEDIUM & LARGER SIZE BUSINESSES

1. Primary focus is on B2B/B2G and Ecommerce merchants doing 1m/year + in volume
2. Distributors, Manufacturers, Wholesalers have unique pain points
3. 21 Reps will make 35,000+ B2B calls/month.



## PITCHED BY EMERALD

1. Business owner/Controller is contacted regarding credit card processing fees
2. They send a merchant statement for a “no cost no obligation” review



## COMPREHENSIVE REVIEW

1. We perform an expert breakdown of the merchant statement
2. Prospect is shown hidden fees, monthly savings, and is presented with a transparent offer they can back out of at any time



## BUSINESS RELATIONSHIP

1. Business owner reviews offer ‘line by line’ with the sales rep and is walked through the agreement
2. Business owner submits the completed application
3. Free switch easy implementation



# KEYS TO SUCCESS

## EMERALD WORLD ET , INC.

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# REVENUE MODEL

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HOW EMERALD WORLD ET CREATES REVENUE  
AND GROWS MONTHLY RESIDUAL INCOME

PROCESSING  
FEES



TERMINAL  
SALES



PORTFOLIO  
SALE (24X)



GATEWAY  
SALES



*\* Future revenue stream*



## \$1,000,000.00 IN SEED CAPITAL

### SOURCES

Preferably one single source.

Scalable and flexible.

6X RETURN AT 60 MOS.  
BREAK EVEN AT 26 MOS.

### USES

- Hire Key Resources
- Marketing and Customer Acquisition
- Office & Tech. Buildout
- Legal & Partnerships



# THANK YOU

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"I appreciate it when I am buying instead of selling and find a real pro on the other side of the deal. **Kelly Nelson at Emerald World**, who had opened my eyes to the high prices I had been paying PNC for processing, had done everything right. He had taken the time to educate me about something I didn't know. He had proven that his solution was better for me than my current situation. He had outlined a deal that was very low risk for me: My fixed costs were low, and I could back out whenever I wanted."

*Paul Downs - "You're the Boss" NY Times Business - March 2013*

