

VELVET
TECHNOLOGIES

COMPANY PROFILE **2019**

**It is our goal to be recognised
as one of the leading innovative
financial technology software
development companies on the
African continent.**

BACKGROUND



Banking institutions and financial service providers are creating more barriers of entry for small and medium enterprises, curbing growth and development of small businesses within our communities. Sourcing First World solutions for Third World problems are not only expensive but in most cases these solutions are not functional within rural areas of these developing markets.

Our solutions are focused on providing entrepreneurs and small business owners with freedom to conduct trade on a mobile platform and become part of the online society.

We focus all our efforts on the development and implementation of solutions in FinTech, Education and the Safety and Security of our society. With many parts of Africa still considered to be rural it is our goal to provide solutions to these communities to assist in the development of new business opportunities and infrastructure.

We believe that true innovation starts with the inclusion of society in the process of developing solutions for the society concerned.

Velvet Technologies (Pty) Ltd is a mobile application and consultancy firm, focused on developing FinTech solutions for developing markets and the communities within these markets.

INTRODUCTION

The company operated as a sole proprietorship before formalising itself in 2015.

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We are a black-owned proudly South African company, self-funded and operating for the past three years.

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Two brothers and a close friend who shares a mutual sense of frustration with how big corporates approach problem solving within developing countries founded Velvet Technologies. A lawyer, accountant, and software developer embarked on a journey to provide solutions that are beneficial and extremely cost effective to assist with business development within society.

This Journey took them from South Africa to West Africa and South America searching for solutions to the problems faced by developing countries. But what they learned was that for as long as people are not educated and are not provided with a reasonable opportunity to trade and develop businesses within their own communities, there will always be a gap between a developing and developed society.

OUR SERVICES

Our core consulting services include:

- Data retention
- Secure and Accurate transactions
- Better understanding your workflow
- Efficient record keeping (income and expenditure statements, balance sheets)
- Accurate sale/business reports (weekly, hourly, daily, weekly)
- Accomodation of growing transaction volumes
- Understanding your operations
- Personalized offers and discounts
- Error Free (eliminating human errors, improving customer satisfaction)
- Streamline stocktaking
- Accepting and receiving payments from anywhere at anytime
- Accessing your business sales reports from anywhere
- Managing inventory from smartphone
- Better customer relations
- Minimizing risk
- Live monitoring of the daily business transactions and events
- Loyalty and reward programs

OUR SOLUTIONS

Our solutions are modular and can safely be included in any mobile application and can be used on a daily basis by both the business and the consumer.



Velvet Rope

VelvetRope is a comprehensive mobile booking solution for your business in the food and beverage industry. The platform allows you to interact with your consumers on a daily basis while learning about who they are, what they like and what they dislike.

Establishments are engaging their consumers on social media on a daily basis and thus the VelvetRope solution is focused on these businesses. It is also the social media hub of the business, the ticket-processing hub of the business and the mobile advertising hub made available on a mobile platform.

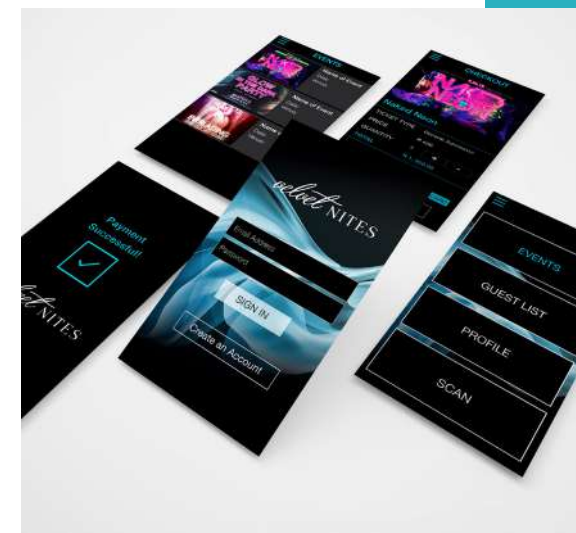
The analytics gathered by the VelvetRope platform is gathered from a network of businesses and consumers providing a business with a more in-depth understanding of the environment it is conducting business in.

Velvet Nites

VelvetNites is your mobile nightclub management system in the palm of your hands.

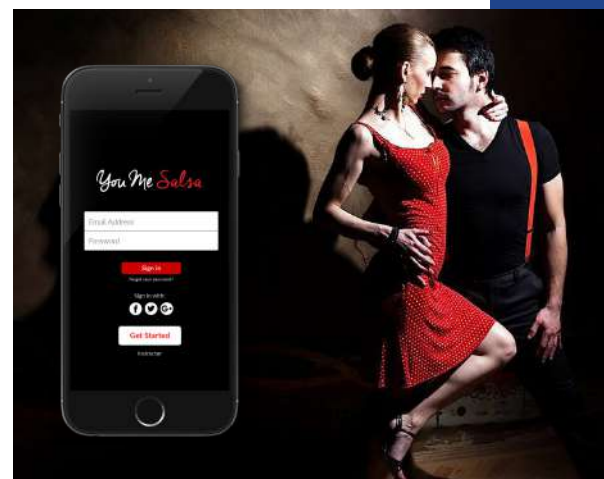
The system allows for easy management of your guest list, table reservations and VIP access. It provides the establishment with a touch of innovation and class giving it a competitive advantage over competitors.

VelvetNites further provides an integrated payment solution and advertising and promotion solution for the business owners. Analytical data are based on club events, attendance, cover charges and promotion reach and interactions.



You Me Salsa

You Me Salsa is a perfect example of how we incorporated our payment solution and the desire to serve a community in a mobile application. This application was specifically designed to empower the Latin social dancing community to arrange their own events, sell their items amongst each other, communicate, update and provide assistance to the community all through the use of a mobile application.





VelvetPOS

Velvet POS a customisable Point Of Sale solution to business owners ranging from Small and Medium Enterprises, to informal business owners operating a fruit and veg stall in the local community.

Our solution provides businesses with a register function and inventory management function to keep track of daily sales and inventory. Providing business owners with insights they never had before allows for the business owner to understand and conduct business in a more profitable manner.



Velvet KIOSK

VelvetKiosk is a simplified and effective mobile point of sale solution. It is absolutely free of charge and is completely offline making it the most simplified and cost effective solution for businesses in rural areas where there is absolutely no infrastructure to stay connected. As simplistic as it is, it still provides the business owner with powerful solutions currently not available to the informal business segment, such as Register Function, Inventory Management, Payment Solution Integration and Sales Report.

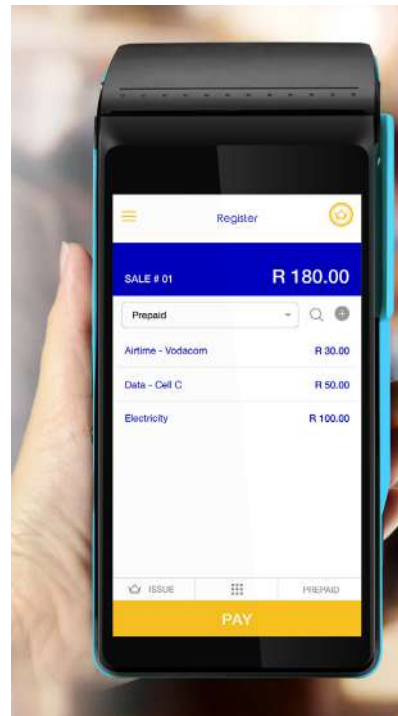
Kroon

Kroon is a type of currency available in digital form, in contrast to physical, such as banknotes and coins.

Kroon will allow users to transact with their local merchants, allowing consumers to use their Kroon credits to purchase everyday essentials, pay school fees, transfer Kroon amongst users and have access to utilities such as electricity and cellular data whenever required. The solution is built around the community and thus charitable organisations and religious institutions can make use of the solution for fund raising in a safe and secure manner.

The KroonKiosk solution is focused on assisting merchants with daily transactions and providing a platform for the merchant to analyze important information relating to their business. The solution has a built-in Point of Sales system that will track daily transactions and manage the inventory of the business with smart enterprise tools.

The Kroon mobile money is incorporated as a payment method in all Velvet fintech solutions and can be used in any jurisdiction.



Velvet Tickets

The VelvetTickets solution is focused on providing businesses and event organisers a competitive and hugely cost-effective ticketing solution. The solution is focused once again on start-up business owners. VelvetTickets has a minuscule charge of 10% per ticket sold on the platform.

With the VelvetTickets solution all events can be managed appropriately and cost effectively with state of the art technology in terms of issuing tickets making use of electronic wallets. It also provides data on the demographics of customers using this platform.



THE TEAM

Velvet Technologies consists of a number of developers, graphic designers and commercial staff to ensure that we provide our clients with the best possible service and solutions to their application and software needs. The executive staff that consists of the founders of Velvet Technologies manages all these functions.

CONCLUSION

With a lack of infrastructure, education and stability in some areas of the continent, African entrepreneurs are still finding innovative solutions for their daily problems blowing the minds of the rest of the world as they do it.

However more innovation and less adaptation of solutions is required to assist in the development and growth of small and medium enterprises on the continent of Africa. It is important to have solutions for developing countries by developing problems solvers.

M-Commerce will only grow in the years to come, Nigeria and Kenya are some of the forerunners when it comes to adopting innovative m-commerce solutions, and these countries are boasting some the stronger economies on the African continent.

Velvet Technologies, a black owned and operated company based in South Africa, sees itself as a pioneer in the field of true mobile commerce and the development of African businesses making use of m-commerce.

Kindly make contact with Mr. Breyten Rooiland at breyten@velvettechnologies.co.za should you have any queries relating to our product offerings.

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