

# Introduction

Welcome to the Mintoak brand guidelines.

This document will be a useful resource to anyone designing Mintoak materials in print, on the web, or social media

## 1 – Overview

The brand guidelines outline Mintoak's visual identity. Please adhere closely to these guidelines to ensure that our visual communications are unified. Also keep in mind that this document is, ultimately, a **guide**. Use the brand guidelines as a starting point along with your best judgment.



## 2 – Our Aim

Traditional PoS terminals are expensive and non-interactive, limiting their reach and effectiveness. Mintoak leverages the power of smartphones to offer a white-labelled Merchant Companion App that work alongside the existing Payment infra to revolutionise merchant payment acceptance. Our aim is to help banks build engagement through analytics and gamification and monetize relationships through self-service cross-sell on a singleplatform for their merchants.

## 3 – Our Goal

Mintoak, an innovative Merchant SaaS platform, enables banks to transform merchants into valuable SME customers, effectively addressing the large, underserved global SME market. This strategy allows banks to access a market with vast potential, generating new revenue streams and fostering economic development within their own SME ecosystem.

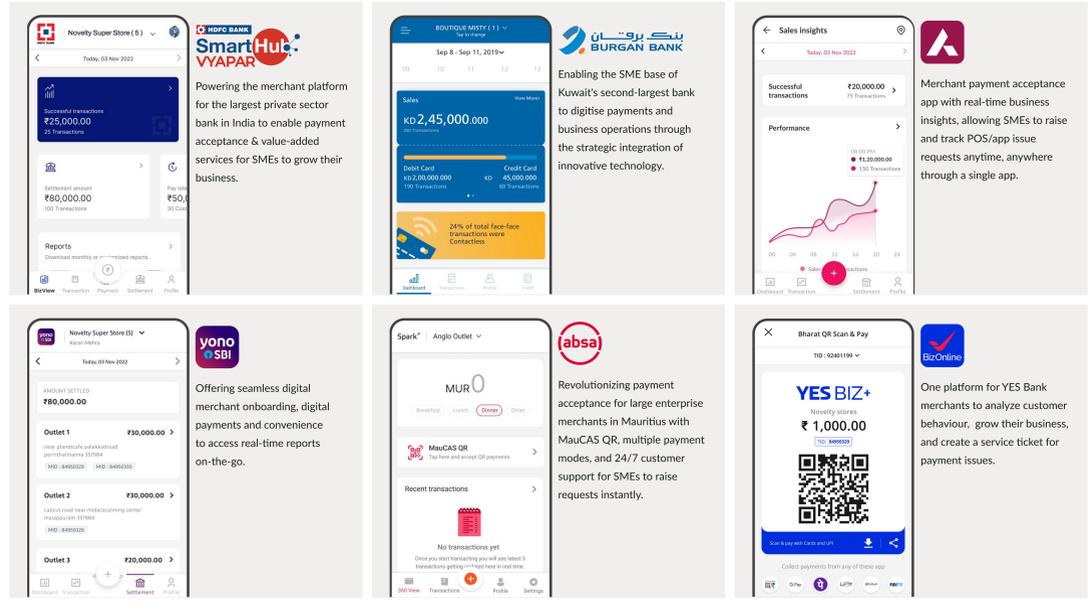
## 4 – Our Investors



## 5 – Our Banking Partners

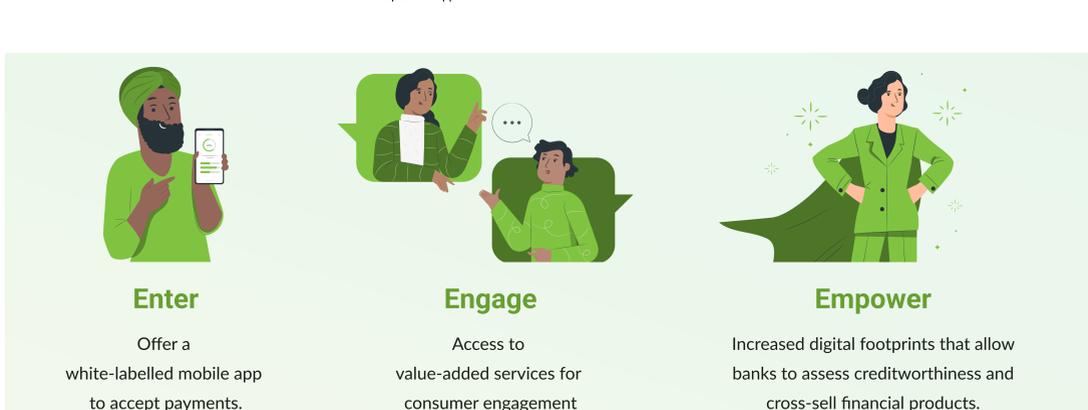


## 6 - Partner Apps Deployed



## 7 – How Do We Help Acquirers?

To drive stronger Acquirer x Merchant relationship, our platform adopts a 3E approach



## 8 – What We Offer

- ### 1 Omnichannel payments

White-labelled mobile app to accept digital payments along with real-time performance dashboards.

  - Bharat QR
  - UPI Collect
  - Cards
  - Pay Later
  - Cash
  - SMS Pay
- ### 2 Value-added services (Merchant to Customer)

Business owners can boost consumer engagement to increase their throughput and foster business growth.

  - Instantly recognise customers
  - Capture real-time feedback
  - Create and Publish contextual offers
  - Drive loyalty through promotional campaigns
- ### 3 Merchant Lifecycle Management (Bank to Merchant)

Build and manage a dynamic tier-based programme to drive recency merchant activation and engagement rates through programmatic interventions.

  - Gamified rewards programme
  - Tier-based incentives
  - Drive specific behaviour via promotions
  - Campaigns to drive merchant activation
- ### 4 Empowering businesses through financial services

Increased digital footprints allow banks to appraise credit history and provide hassle-free access to credit and financial services.

  - Offer pre-approved working capital loans and cards
  - Enable bill payments for business owners
  - Drive superior CX by enabling SME service journeys
  - Empower staff for payment acceptance