Shuttle

The Payments Marketplace

Embedded Orchestration for SaaS

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Shuttle — The Payments Marketplace

— For Software Vendors

— For Financial Service Providers

— For Merchants

Literally, the most influential person in payments that you've never heard of.
linkedin.com/in/nickdunse

shuttleglobal.com

Four Types of SaaS

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Not payment enabled.

Typically invoice feature.

Thinks that payments happens outside of the platform.

B2B Customers.

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Marketplace

Merchant of Record or Master Merchant.

Can only work with certain PSPs.

% of volume / payment fees

Target all merchants, like to move up market.

All in one.

Single Payment Provider.

Payfac / Embedded Finance / Reselling payments.

fresha

Business model based on payment fees.

Target micro / SME merchants.

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Payment app store/choice.

Integrating gateways to win merchants.

Subscription model.

Target all merchants, like to move up market.

TYPICAL CATEGORIES

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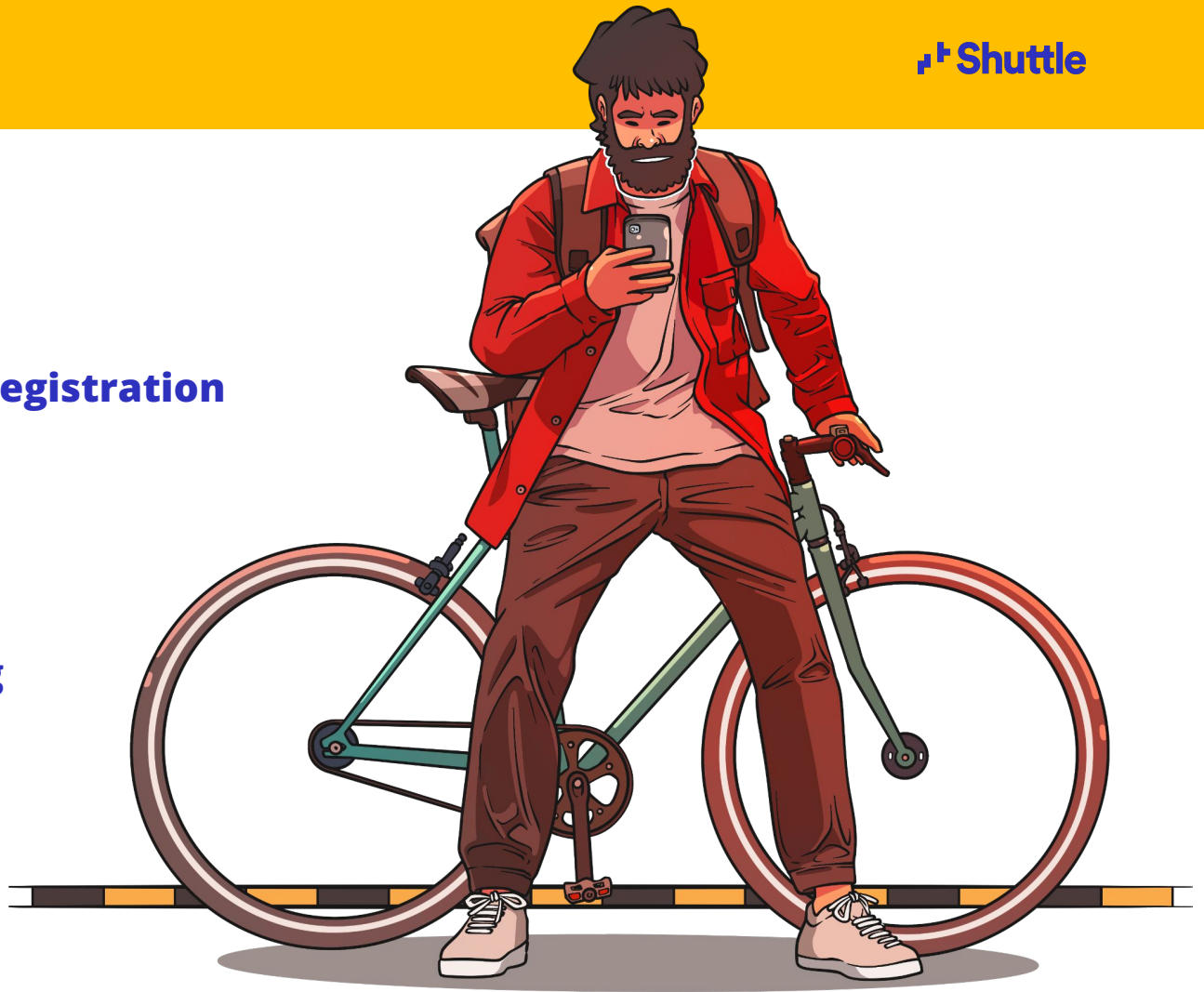
Online shops

Booking/Ticketing/Registration

Invoicing

Subscriptions/Billing

Communications :)

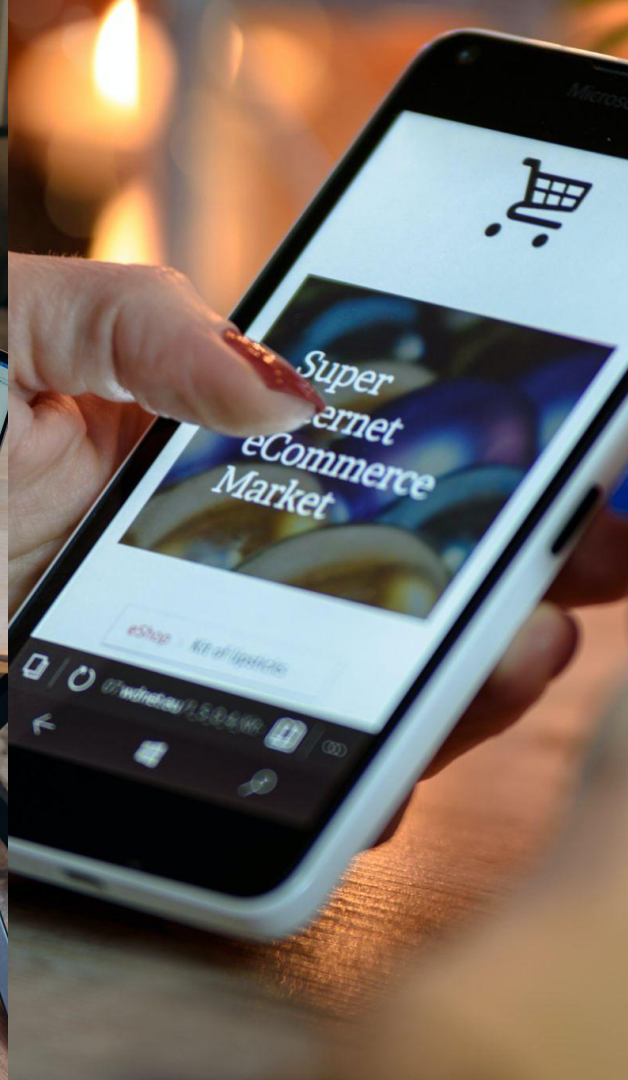


Everything’s a Shop

Junk & Gems
VINTAGE
BREAD
OPEN

JUNK & GEMS
VINTAGE
OPEN

Junk & Gems
VINTAGE
BREAD
OPEN


Super
eCommerce
Market

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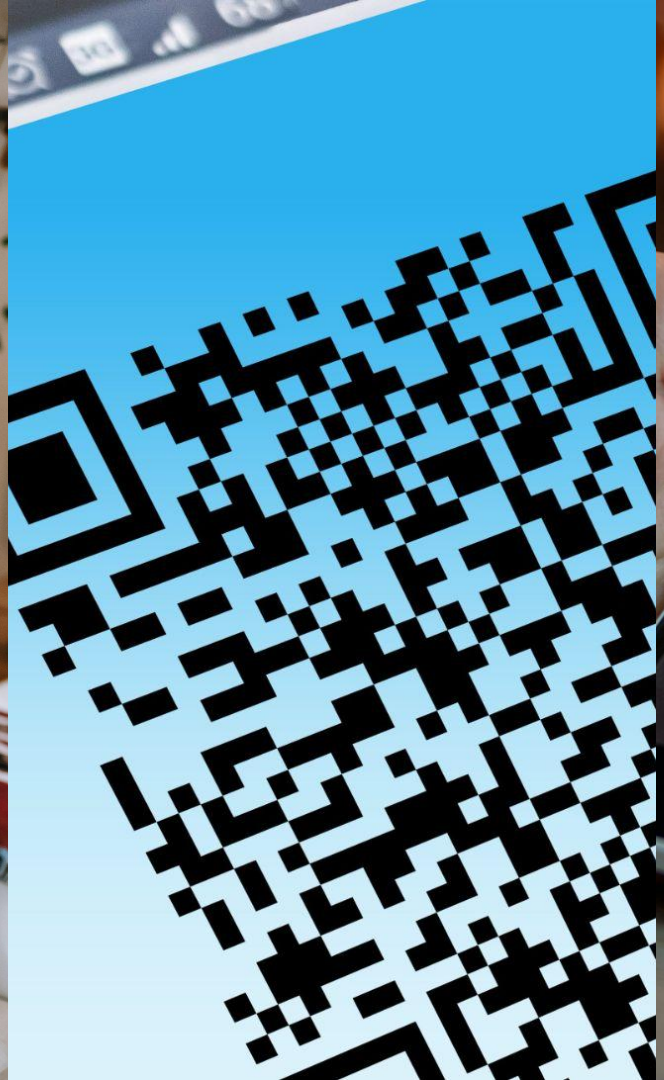

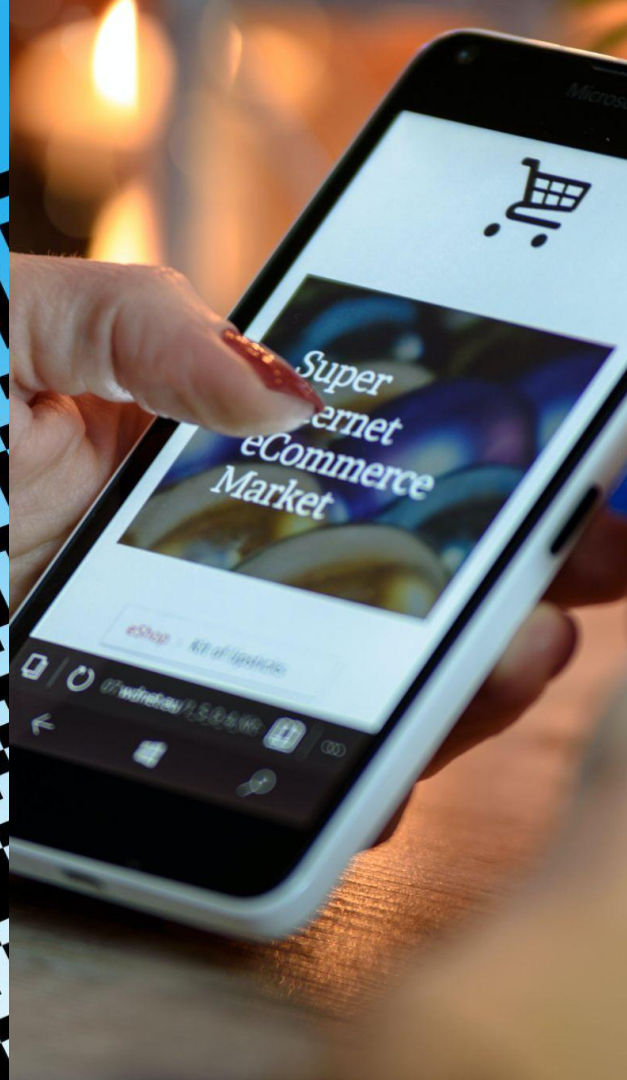
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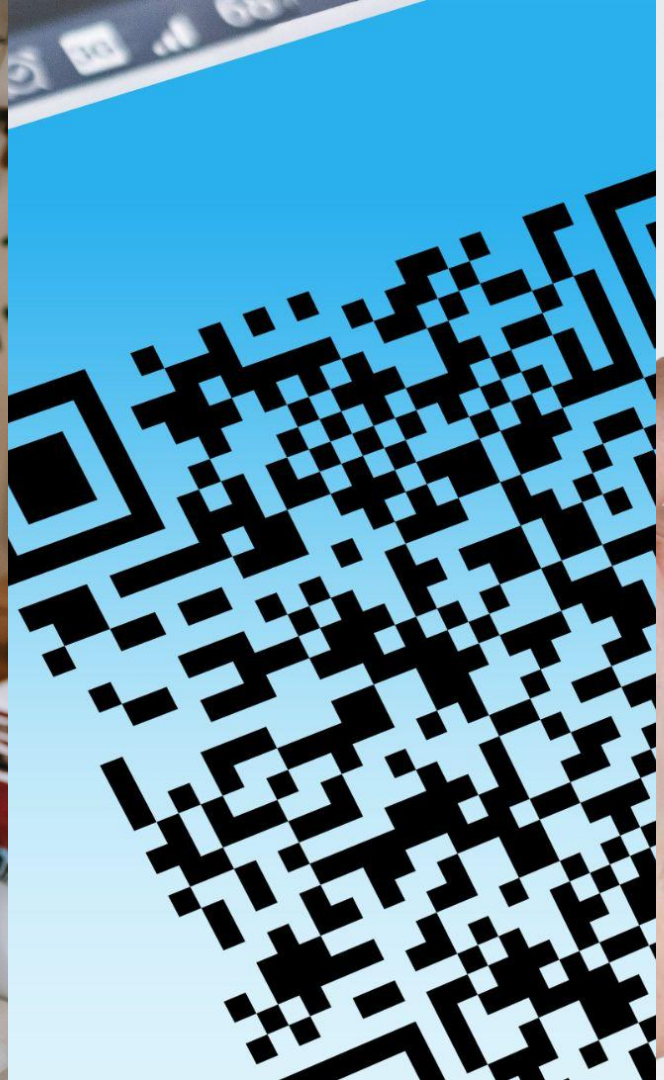

WhatsApp

THANKS SOFTWARE!

More sales channels
=
More sales

The chance to sell everywhere and through everything has never been greater.

THANKS SOFTWARE!

Multiple sales channels
=
More sales

The chance to sell everywhere and through everything has never been greater.

But there’s a problem

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The truth is...

Software vendors are building poor FS experiences. But why?

What do merchants want?

What do FS providers want?

MERCHANTS WANT

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- An Onboarding UI
- A Connection UI
- A Checkout
- An Express Checkout
- Basic Workflows & Routing
- Views of transactions
- Payment Activity
- Intelligent service recommendation
- Choice of providers

WHAT FS PROVIDERS WANT

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- Qualified deal flow
- Connected services
- Fully featured services
- Marketing opportunities
- Fewer parties to manage

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Everybody is building the same payment integration over and over again.

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Trying to monetize vs minimal effort & risk.

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Little no payment features that add value.

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If you don't have an scalable ISV strategy, you're dead.

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Thanks

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