

Group Presentation

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Instant Bank Pay





Structure

Hristina	Introduction to Atoa Organisation Structure, Size, and Functions
Lucian	Understanding SWOT and applying it to Atoa
Silviu	Understanding PESTLE and applying it to Atoa
Stefania	Company Stakeholders & Summary

Introduction to Atoa



“

Atoa allows UK consumers to pay businesses using their Bank App

Instead of paying with Visa or Mastercard (it's cheaper for the business and they get paid faster). Consumers just need a Bank App on their phone to pay...

”

Introduction to Atoa

Atoa is a local FinTech company based in Canary Wharf. Founded in 2022, it allows UK businesses to accept payment via an “instant bank transfer” instead of using card payment networks such as Visa or Mastercard.

What is product or service does Atoa provide?

- Atoa allows UK businesses to accept payment via instant bank transfer
- Customers can pay by scanning a QR code in-store (pictured) or by clicking on a SMS payment link payment link send by the business
- Businesses save up to 70% on payment fees versus Visa or Mastercard
- Businesses receive the funds in their account instantly (cards take several days to send the money the money to the business)

Sources:

1. Atoa Payments Limited (2024) *Atoa Instant Bank Pay*. <https://www.paywithatoa.co.uk> (Accessed 13 July 2024).
2. Kleinman, M. (2023) *Thiel-backed fund Valar seeds British payments start-up*, Sky News, 8 June. Available at: <https://news.sky.com/story/thiel-backed-fund-valar-seeds-british-payments-start-up-12898945> (Accessed 13 July 2024).



Structure, Size & Functions

Structure of the Business

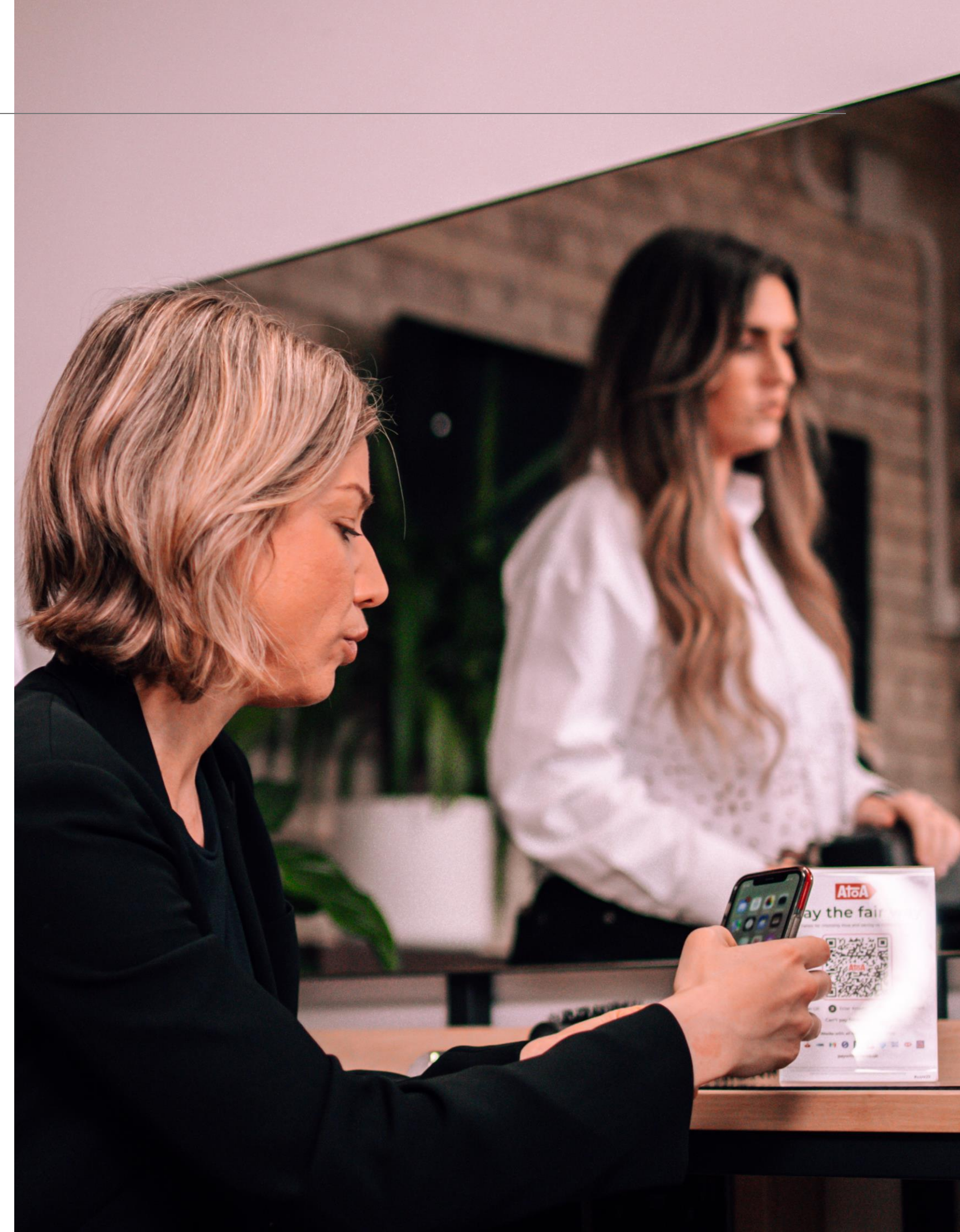
- Atoa operates **two entities**, its company UK, Atoa Payments Limited, and a fully owned subsidiary in India called Atoa Software Development Pvt Ltd.
- The company is setup in a **functional structure**, meaning that staff are divided into various departments such as Sales, Engineering, and Marketing. The Manager of that department then reports to one of the company's Founders.
- The UK parent company contains the two founders (CEO and COO), and staff operating across sales, customer care, marketing, and compliance.
- Staff working for the Indian subsidiary mainly perform software development, product management, and administrative roles. The Engineering Team report to the company's Chief Technology Officer.

Size of the Business

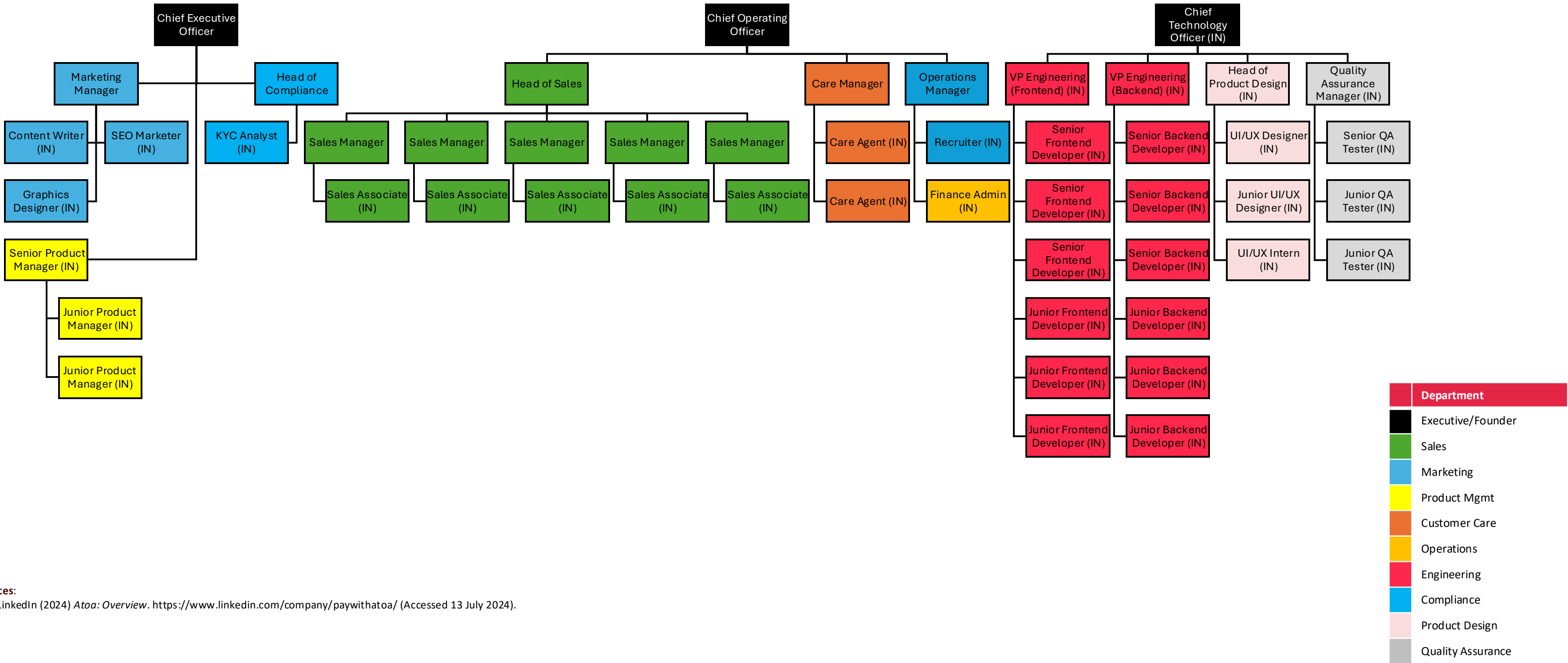
- Atoa currently **employees ~ 55 staff** with 15 staff in the UK and 40 staff in India.

Sources:

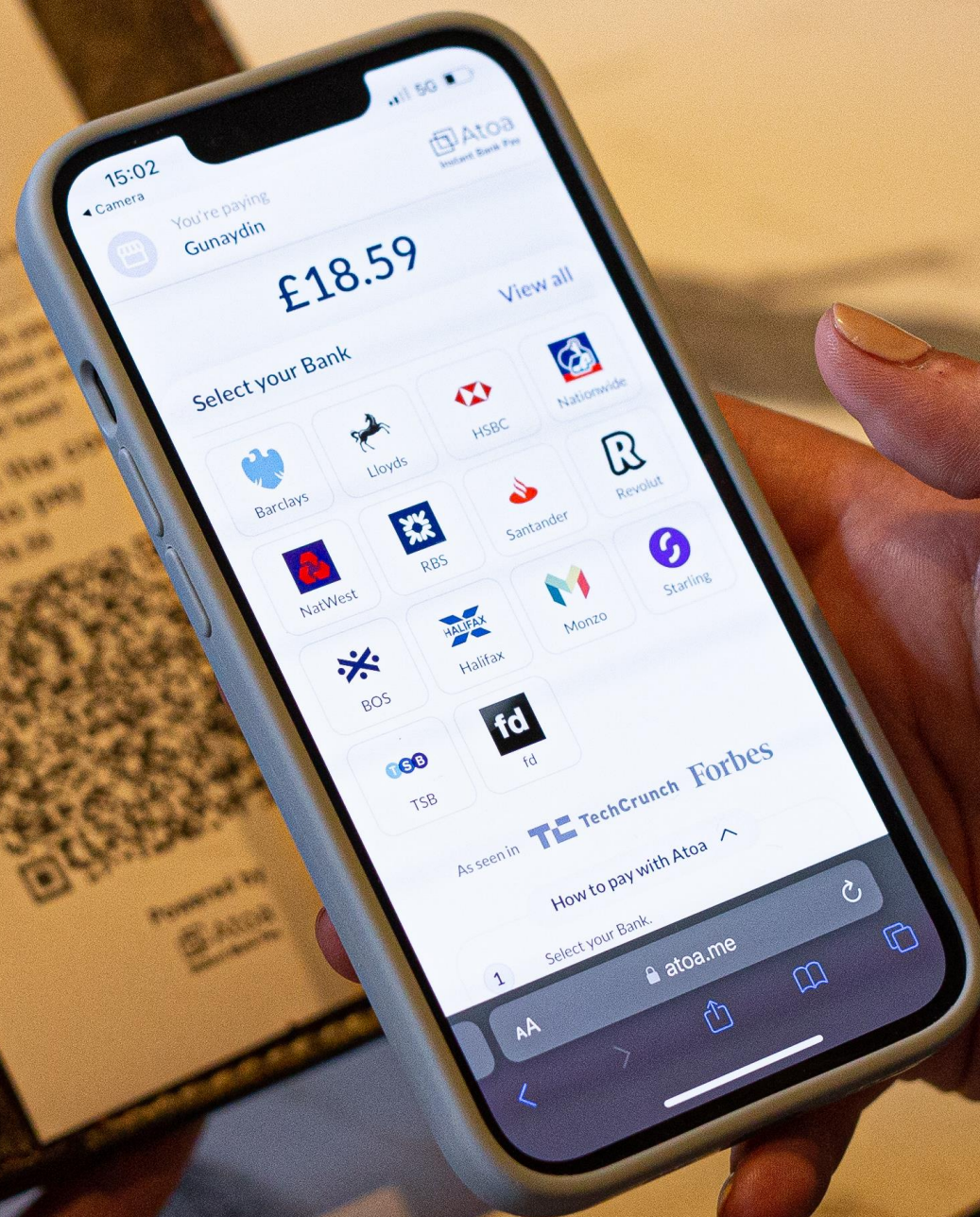
1. Kleinman, M. (2023) *Thiel-backed fund Valar seeds British payments start-up* Sky News, 8 June. Available at: <https://news.sky.com/story/thiel-backed-fund-valor-seeds-british-payments-start-up-12898945> (Accessed 13 July 2024).
2. O'Brien, C. (2023) *Irish co-founded Atoa raises €6m in seed funding round*, The Irish Times, 9 June. <https://www.irishtimes.com/business/2023/06/09/irish-co-founded-atoa-raises-6m-in-seed-funding-round/> (Accessed 13 July 2024).



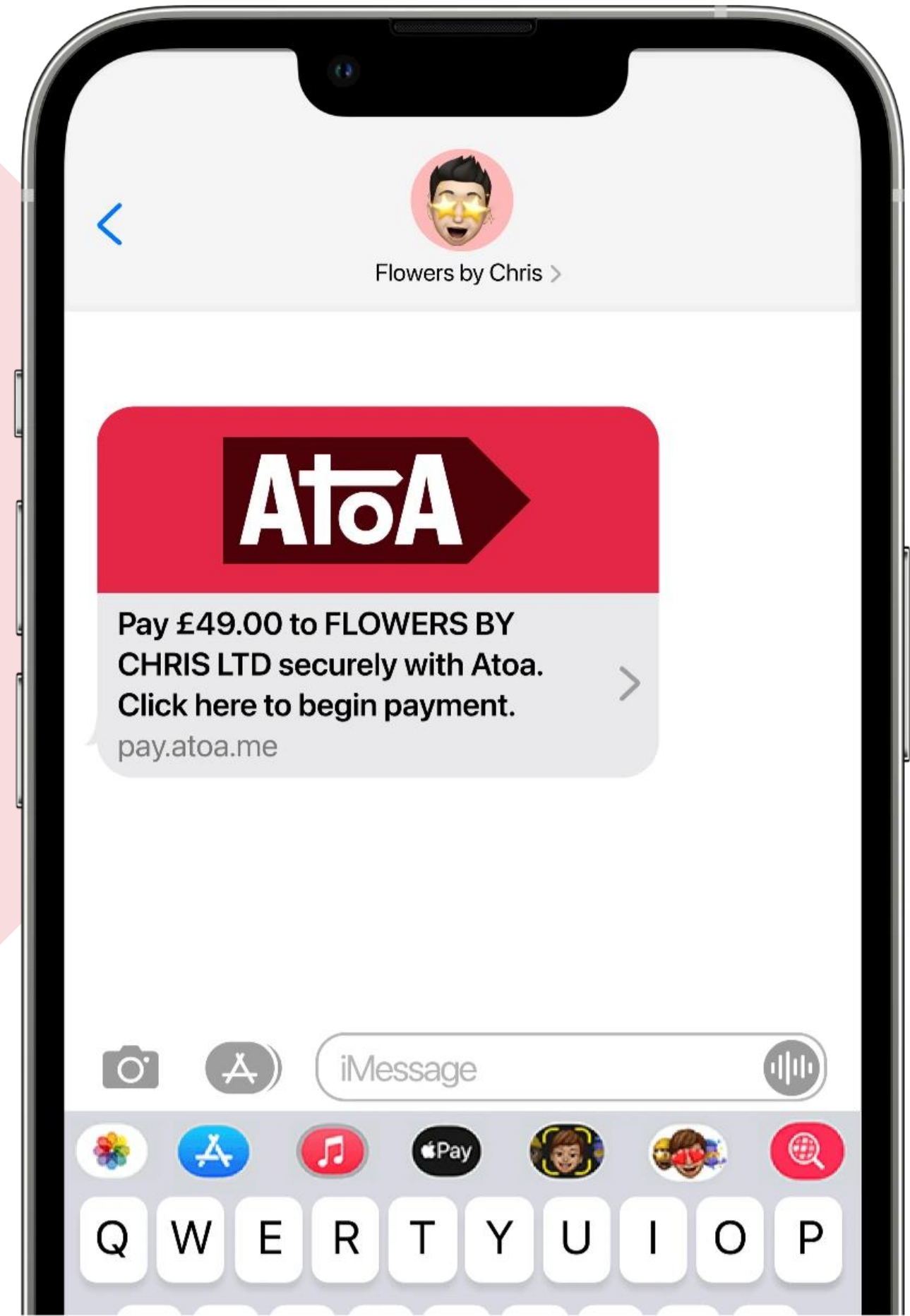
Organisational Chart



Sources:
1. LinkedIn (2024) *Atoa: Overview*. <https://www.linkedin.com/company/paywithatoa/> (Accessed 13 July 2024).



SWOT Framework



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SWOT considers the **internal** and **external** factors that are within the control of the business. Meanwhile, **PESTLE** is focused on **external** factors that are typically out of the control of the business.

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SWOT Framework

SWOT analysis is a tool used by organisation to assess their current internal strengths and weaknesses, alongside external opportunities and threats.

Factor	Internal or External	Explanation	Example
Strengths	Internal (inside company)	Internal factors that provide the organisation with a competitive advantage. Identifying strengths allows the business to fully exploit them.	Strong brand reputation (more trust = more sales)
Weaknesses	Internal (inside company)	Internal factors that can be seen as barriers to improve the organisation’s performance or competitive advantage. Identifying these allows the business to take actions to improve efficiency.	Inexperienced management (could lead to poor management decisions)
Opportunities	External (outside company)	External factors in the business environment that can be leverages for growth and success. Identifying these can help the business grow.	Tax incentives (encourage org to build a new factory or launch a new product)
Threats	External (outside company)	External factors that pose risks and challenges to the organisation. By identifying threats, the business can reduce their potential impact.	Economic recession (less demand for products as economy/income falls)



Albert Humphrey
Inventor of the SWOT Framework
Researcher, Stanford University

Sources:

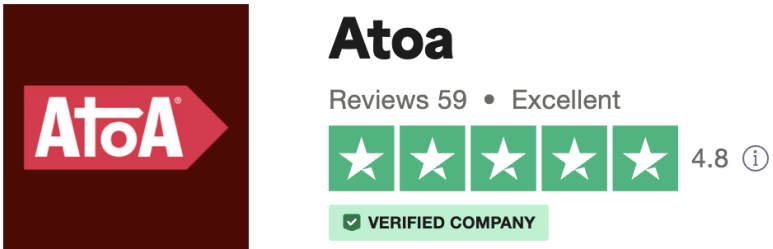
1. Atoa Payments Limited (2024) *Atoa Instant Bank Pay*. <https://www.paywithatoa.co.uk>(Accessed 13 July 2024).
2. Kleinman, M. (2023) *Thiel-backed fund Valar seeds British payments start-up*, Sky News, 8 June. Available at: <https://news.sky.com/story/thiel-backed-fund-valar-seeds-british-payments-start-up-12898945> (Accessed 13 July 2024).

Applying SWOT to Atoa

Factor	Internal or External
Strengths	• The Atoa business model allows it to offer payments that are up-to 70% cheaper and much faster than their main debit card competitors (Square, Zettle, Dojo, Barclaycard) • Atoa leverages India-based hires to keep its operating costs low • Experienced Management team with track record of building successful payments companies • Strong customer satisfaction creates brand loyalty (as seen in 5-star Trustpilot rating)
Weaknesses	• Limited brand awareness as a new startup that is only two years old • Smaller cash reserves versus larger competitors like Barclaycard (£8 million raised)



Screenshot showing cheaper/faster messaging
(Source – Atoa website)



Screenshot showing Atoa Trustpilot score
(Source – Trustpilot)

Sources:

1. Atoa Payments Limited (2024) *Atoa Instant Bank Pay*. <https://www.paywithatoa.co.uk>(Accessed 13 July 2024).
2. Trustpilot. (2024, June 10). *Atoa Reviews*. <https://www.trustpilot.com/review/paywithatoa.co.uk> (Accessed 13 July 2024).

Applying SWOT to Atoa

Factor	Internal or External
Opportunities	- UK debit card market is huge (2.2 billion debit card payments in the UK in March '24). Significant opportunity for Atoa to capture some of this market share. - Governments globally passing legislation to support open banking payments, this creates opportunities for Atoa to expand into the EU, and beyond - Atoa is signing new partnerships with Point-of-Sale (POS) systems allow larger chain businesses to accept payments with Atoa (pictured)
Threats	- Payments systems like Atoa are threatened by app fraud scams, the UK Government is introducing new legislation this year which will force payment companies like Atoa to compensate the victims of app fraud. This could have a massive cost to Atoa. - Competitors such as Stripe have recently launched similar open banking products.



Customer paying with in a restaurant with Atoa
(Source – YouTube)

Sources:

1. UK Finance (2024). *Card Spending*. <https://www.ukfinance.org.uk/data-and-research/data/card-spending> (Accessed 13 July 2024).
2. European Council (2024). *Council adopts regulation on instant payments* <https://www.consilium.europa.eu/en/press/press-releases/2024/02/26/council-adopts-regulation-on-instant-payments/> (Accessed 13 July 2024).
3. Hughes, R. (2024, March 1). *Partner Blog: Atoa brings Instant Low-Fee Payments to PointOne Users*. pointOne EPoS Systems. <https://pointone-e-pos.co.uk/instant-low-fee-payments-for-pointone-users/> (Accessed 13 July 2024).
4. Greggworth. (2024, April 2). *APP fraud: The UK's mandatory reimbursement requirement - Thomson Reuters Institute*. Thomson Reuters Institute. <https://www.thomsonreuters.com/en-us/posts/investigation-fraud-and-risk/app-fraud-uk/> (Accessed 13 July 2024).
5. Pymnts. (2024, May 23). *Stripe launches its first Open Banking-Powered payment method in UK*. PYMNTS.com. <https://www.pymnts.com/news/payments-innovation/2024/stripe-launches-its-first-open-banking-powered-payment-method-in-uk/> (Accessed 13 July 2024).

AtoA
Pay the fair way
Thanks for choosing AtoA and saving us middlemen fees.

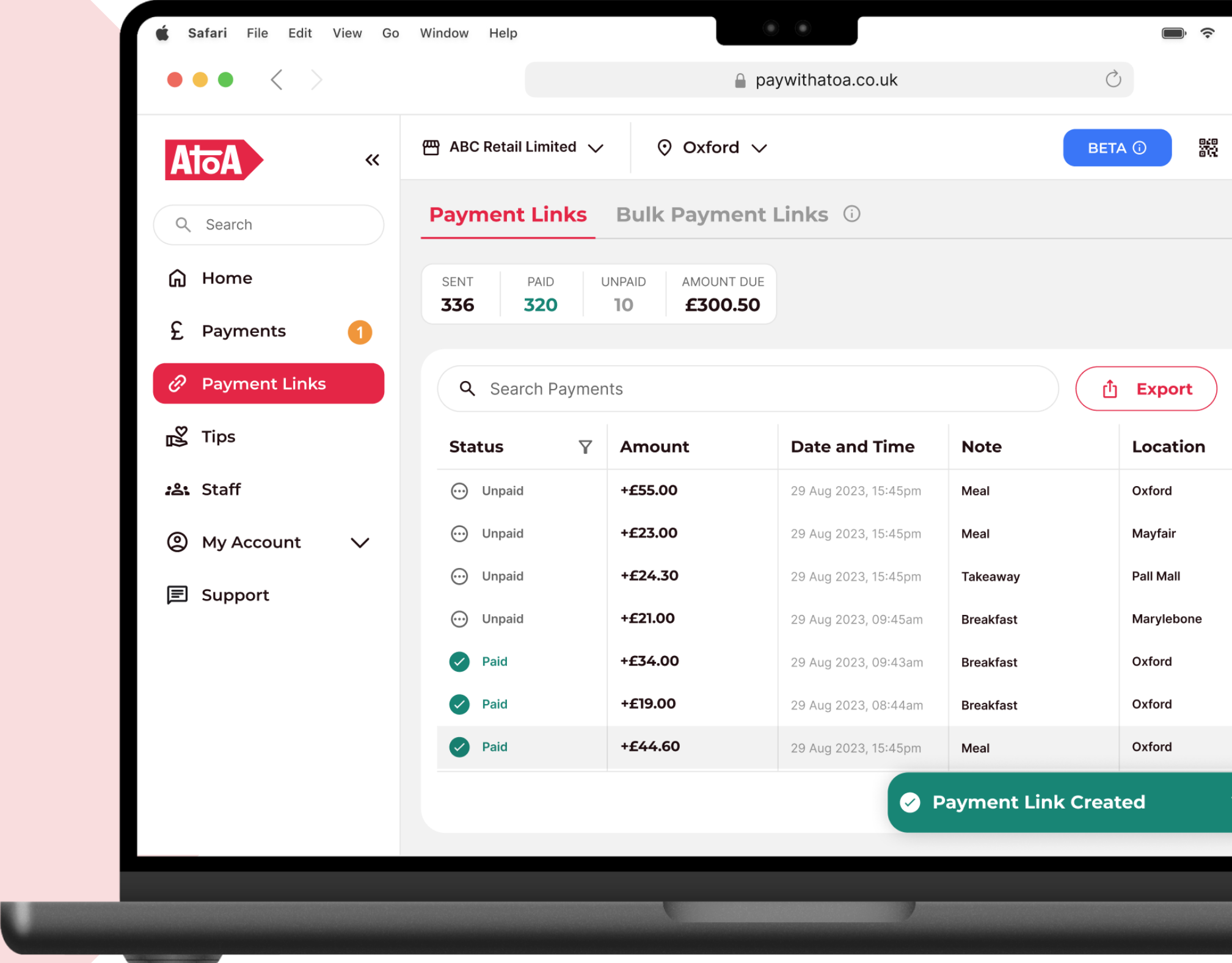


1 Scan QR 2 Enter Amount 3 Approve Payment
Can't pay fairer than that™

Works with all Major UK Bank Apps
paywithatoa.co.uk



PESTLE Framework



PESTLE Framework

PESTLE analysis is a tool used by organisation to assess their current internal strengths and weaknesses, alongside external opportunities and threats.

Factor	Explanation	Example	Impact
Political	Political activities within a country or region that may influence an organisation’s operations.	Tax increases	Can reduce profits, make business less competitive versus foreign firms
Economical	Economic conditions of a country or region. Can impact finances and market opportunities.	Low unemployment rates	Can result in higher wage costs for organisation, internal skill shortages
Social	Societal and cultural influences that effect consumer behaviour.	High birth rate	Can result in higher demand for childcare, toys, educational products
Technological	Technological advancements can impact business operations	Availability of AI technology	Low skilled jobs replaced by AI bots (cheaper)
Legal	Legislation, procedures, and regulations that can impact the organisation.	New environmental laws	Requires new machinery which increases cost of producing a product
Environmental	Environmental factors that can impact business operations.	Consumer demand for eco-friendly products	R&D time/cost to make product more eco-friendly



Francis J. Aguilar
Inventor of the PESTLE Framework
Professor, Harvard Business School

Sources:

- Atoa Payments Limited (2024) *Atoa Instant Bank Pay*. <https://www.paywithatoa.co.uk>(Accessed 13 July 2024).
- Kleinman, M. (2023) *Thiel-backed fund Valar seeds British payments start-up*, Sky News, 8 June. Available at: <https://news.sky.com/story/thiel-backed-fund-valar-seeds-british-payments-start-up-12898945> (Accessed 13 July 2024).

Applying PESTLE to Atoa

Factor	Factor that can impact Atoa
Political	New Labour Government may increase Capital Gains Tax which may impact entrepreneurs like Atoa’s founders (keeping founders motivated is important for young companies)
Economic	Higher inflation and cost of living is encouraging small businesses to move payments to Atoa (lower payment costs, get paid faster) - Negative press regarding slow UK economic growth may make fundraising harder for Atoa

Sources:

- Brodbeck, S. (2024, July 11). *Neil Kinnock has let the cat out the bag – Labour is coming for this tax*. The Telegraph. <https://www.telegraph.co.uk/money/tax/neil-kinnock-let-cat-out-bag-labour-capital-gains-tax/> (Accessed 13 July 2024).
- Schomberg, W., Sen, S., & Kongkunakornkul, P. (2024, April 19). *Slow growth, high debt - troubled UK economy awaits election winners*. Reuters. <https://www.reuters.com/world/uk/slow-growth-high-debt-troubled-uk-economy-awaits-election-winners-2024-04-19/> (Accessed 13 July 2024).

Applying PESTLE to Atoa

Factor	Factor that can impact Atoa
Social	Increased focus on “supporting small businesses” post-COVID will help Atoa businesses drive usage (Merchant: “Thanks for not paying with card”)
Technological	- Smartphone adoption in UK has grown, 53% of UK adults now use mobile banking apps, this means these people can pay in-stores with Atoa Better ‘5G’ phone signal coverage makes paying with your Bank App easier (90% of UK premises can now access 5G phone signal from at least one mobile network)

Sources:

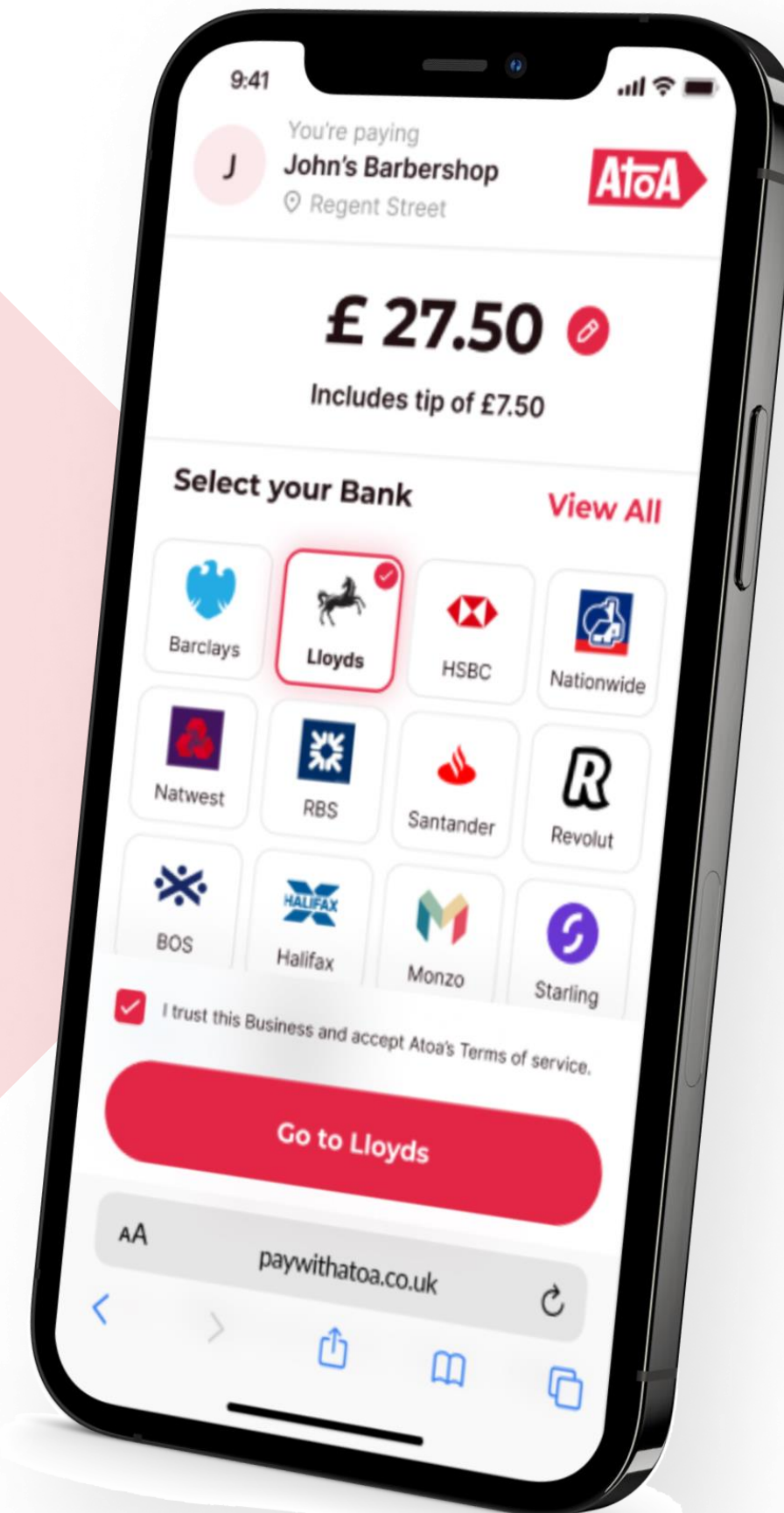
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- Clark, A., Carl Baker, & Statistics. (2024). *5G in the UK. Commons Library Research Briefing, CBP 07883.* <https://researchbriefings.files.parliament.uk/documents/CBP-7883/CBP-7883.pdf> (Accessed 13 July 2024).

Applying PESTLE to Atoa

Factor	Factor that can impact Atoa
Legal	Payments systems like Atoa are threatened by app fraud scams, the UK Government is introducing new legislation this year which will force payment companies like Atoa to compensate the victims of app fraud. This could have a massive cost to Atoa.
Environmental	Increased drive for eco-friendly products favours Atoa (no paper waste = receipts or hardware that must be recycled = card machines)

Sources:
1. Greggworth. (2024, April 2). *APP fraud: The UK's mandatory reimbursement requirement - Thomson Reuters Institute*. Thomson Reuters Institute. <https://www.thomsonreuters.com/en-us/posts/investigation-fraud-and-risk/app-fraud-uk/> (Accessed 13 July 2024).

Stakeholders



“

A stakeholder is a person, organisation, interest group or other body that holds a ‘stake’ in the business.

In addition to having an interest in the activities of the organisation, some stakeholders have power to influence those activities.

”

Source - Brooks, I., Weatherston, J. and Wilkinson, G. (2011) The International Business Environment (2nd Edition), Pearson.

Stakeholders

Factor	Internal or External
Primary Stakeholders of Atoa	• Founders – They own part of the company, make all key decisions at the business • Shareholders – They have invested money and nominate Board Directors who can vote in board meetings • Employees – They rely on Atoa for their income, can grow/harm the company based on their activities at work • Businesses using Atoa – Thousands of businesses use Atoa for payments, if Atoa is unavailable or shuts down it can negatively impact their businesses
Secondary Stakeholders of Atoa	• Competitors – Debit card competitors (such as Barclaycard, Zettle, Square) can be negatively impacted by Atoa’s growth as customers pay with their Bank App instead of paying with their Debit card • Government – UK Government has invested a lot in developing Open Banking technology, growth in Atoa payments shows this was a wise investment and their policies are working • Media – Press have the potential of generating positive or negative PR towards Atoa which can help or harm business, good relations should be maintained with journalists.

Sources:

1. Greggworth. (2024, April 2). APP fraud: The UK’s mandatory reimbursement requirement - Thomson Reuters Institute. Thomson Reuters Institute. <https://www.thomsonreuters.com/en-us/posts/investigation-fraud-and-risk/app-fraud-uk/> (Accessed 13 July 2024).
2. Brooks, I., Weatherston, J. and Wilkinson, G. (2011) The International Business Environment (2nd Edition), Pearson.

Summary



Summary

Atoa Payments Limited has established itself as an innovative player in the digital payment landscape. By offering instant payouts to merchants and lower payment fees, Atoa has addressed key pain points in traditional payment systems, providing businesses with a faster and more affordable payment solution.

While Atoa has made significant strides, it faces challenges such as competition in the payments market, potential law changes and funding challenges as they compete against larger players. Addressing these issues will be crucial for Atoa's continued growth and market position.

Looking ahead, Atoa is well-positioned to capitalize on the growing demand for digital payment solutions. The company's commitment to innovation, lower cost of operations (due to India operations), and attention to customer service suggest its well positioned for the future.

In conclusion, Atoa Payments Limited represents a significant step forward in the evolution of in-person payments as small and medium UK businesses look to innovate and reduce costs.

Sources:

1. Atoa Payments Limited (2024) *Atoa Instant Bank Pay*. <https://www.paywithatoa.co.uk> (Accessed 13 July 2024).
2. Kleinman, M. (2023) *Thiel-backed fund Valar seeds British payments start-up*, Sky News, 8 June. Available at: <https://news.sky.com/story/thiel-backed-fund-valar-seeds-british-payments-start-up-12898945> (Accessed 13 July 2024).



Thank You

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