J Jabby

SRI LANKA’S ONE-TAP PAYMENTS LAYER

Send money in a single tap.

Pick a contact, enter an amount, tap send. Money moves bank to bank — no cards, no cash, no account numbers. Jabby never touches your funds.

Pre-seed round

Confidential — 2026

THE PROBLEM

"Card payment da?"

Paying anyone in Sri Lanka is still painful. Cards get refused or add 3% — so cash rules by default, because every digital alternative is worse, not better.

Merchants refuse cards — or punish them

Countless shops won't accept cards at all. Those that do quietly add ~3% to the bill to cover the fee. The customer pays for the privilege of paying.

Bank transfers are a chore

Adding a payee means account numbers, bank codes, branch codes, OTPs and waiting periods — ten fiddly steps for one payment.

So everyone falls back to cash

ATMs, change, IOUs and "I'll send it later." The whole economy runs on friction that everyone has simply accepted.

WHY IT MATTERS

The card “convenience” tax is brutal.

PAY BY CARD — ~3% SURCHARGE

Rs 3,000

extra on a single **Rs 100,000** purchase — charged straight back to the customer, every single time.

PAY WITH JABBY — FLAT FEE

Rs 20–40

a small flat fee, no matter the amount. The same Rs 100,000 payment costs **less than a cup of tea.**

Up to 98%+ cheaper than accepting a card

This is not an incremental saving. It is the reason adoption happens.

THE SOLUTION

One app.
One tap.
Done.

Jabby turns paying a person or a shop into the simplest thing on your phone. Choose who, type how much, send. The money lands directly in their bank account in seconds.

3

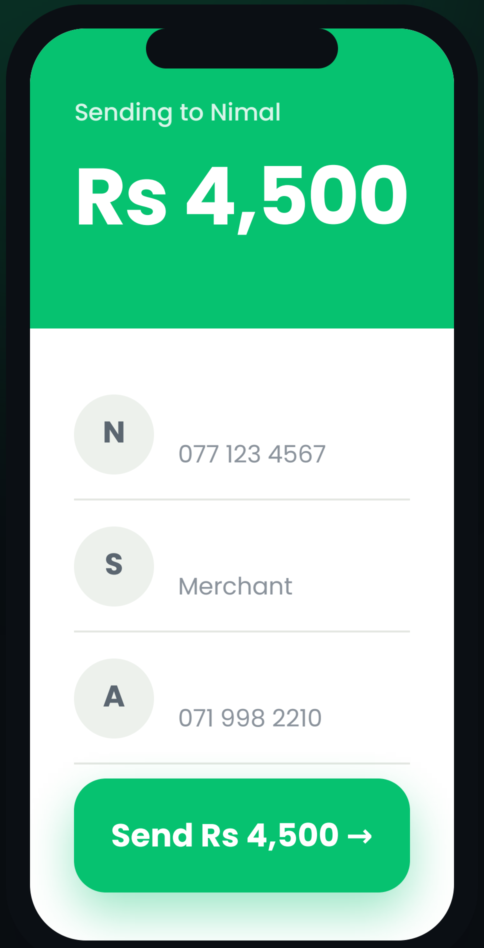
taps to pay anyone

0

account numbers to type

Rs 0

of your money we ever hold



THE WEDGE: RADICAL SIMPLICITY

From ten steps to three.

Simplicity is the product. It is also the moat — because nobody defaults to the harder way.

Bank transfer today

1. Open the bank app & log in
2. Find transfers → add beneficiary
3. Type their full name
4. Type the account number
5. Pick bank & branch code
6. Confirm OTP & activation wait
7. Enter the amount
8. Re-authenticate & confirm

With Jabby

1. Pick a contact
2. Enter the amount
3. Tap send — money moves bank to bank

Seconds, not minutes.

No payees to save, no numbers to mistype, no waiting period. The friction that keeps people on cash simply disappears.

HOW IT WORKS

Rails, not a wallet. We never hold your money.

Jabby is a thin, trusted layer on top of Sri Lanka’s real-time interbank rails. Funds go straight from sender’s bank to receiver’s bank — we just make the instruction effortless.

Sender’s bank
Account A

Jabby — one-tap instruction

Receiver’s bank
Account B

No float, no custody risk

Because money never rests with us, we sidestep the heaviest e-money licensing and the trust barrier that slows wallet adoption.

Instant & final

Settlement rides existing real-time rails, so the receiver sees real money in their own bank — not a balance to cash out later.

Lightweight to trust

“It’s just my own bank account” is an easy story for consumers, merchants and regulators alike.

MARKET & TIMING

A cash economy ready to leapfrog.

~22M

people, with mobile phones now near-ubiquitous — the distribution is already in every pocket.

Cash-first

low merchant card acceptance leaves a wide-open lane for a payment method people actually want to use.

Rails live

real-time interbank transfer infrastructure already exists nationally — Jabby rides it instead of rebuilding it.

Why now

Smartphones are everywhere, the national rails are switched on, and both consumers and merchants are actively looking for an escape from cash and card fees. The infrastructure finally caught up to the demand — the winner is whoever makes it effortless first.

THE ADOPTION THESIS

Solve a real pain, and a whole country switches.

Reference case — Bahrain

Near 100%

BenefitPay became the way an entire nation pays — not a niche 5% app — because it removed a pain everyone felt every day. Ubiquity, not a slice.

Payment apps don’t win on features. They win when using them is obviously easier and cheaper than the alternative — for **both** sides of every transaction.

- ✓ For customers: no 3% surcharge, no cash runs, three taps.
- ✓ For merchants: keep the margin cards eat, get paid instantly.
- ✓ Every paid merchant becomes a distribution point for the next customer.

We are not building for 5% adoption. We are building the default.

MONETIZATION

We earn on merchant payments — and we're a bargain.

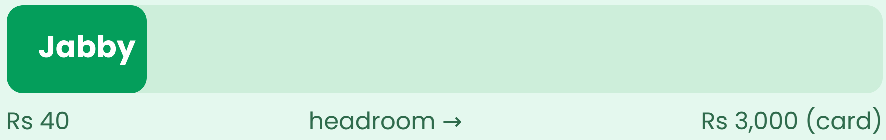
Person-to-person stays free to drive adoption. Merchants pay a small flat fee on money they receive — a fraction of what cards cost them today.

ON A RS 100,000 SALE	CARD	JABBY
Cost to accept	Rs 3,000 (3%)	Rs 20–40 flat
Effective rate	3.00%	~0.02–0.04%
Merchant keeps	Rs 97,000	Rs 99,960+
Speed of funds	Days	Instant

Enormous pricing headroom

Even at the top of our flat-fee range, merchants save 98%+ versus cards. That gap is our runway on price — we can grow the take per transaction and still be the cheapest way to get paid in the country.

SPACE BETWEEN OUR FEE AND THE CARD CEILING



Free P2P grows the network · merchant fees monetize it · pricing power built in

GO TO MARKET

Land the merchants. The customers follow.

A two-sided flywheel where each side pulls the other in.

🌟

1. Seed high-traffic merchants

Sign the shops people visit daily — groceries, pharmacies, cafes. Their 3% pain is sharpest, so the pitch sells itself.

📱

2. Every checkout is an install

"Pay with Jabby" at the counter turns each merchant into a recruiter for the next customer — zero-cost distribution.

🔁

3. Free P2P locks the habit

Customers keep the app for splitting bills and paying friends — then reach for it at the till too. The loop compounds.

Wedge Start city-by-city, own the merchant density in each, then let the network effect carry Jabby toward nationwide default.

COMPETITION

Everyone else makes you choose a trade-off.

	SIMPLE TO USE	CHEAP TO ACCEPT	INSTANT & DIRECT	NO FUNDS HELD
Cash	≈	✓	✗	✓
Cards	✓	✗ (~3%)	✗	✓
Bank apps	✗ (10 steps)	✓	✓	✓
Wallets / QR	≈	≈	≈	✗ (holds float)
Jabby	✓	✓	✓	✓

Jabby is the only option that is effortless for the customer, near-free for the merchant, instant, and never a custodian of anyone's money — all at once.

TEAM

Builders who ship.

A

Abdullah — Founder

Manager, Etihad Airways

Senior brand & product builder with ~10 years across Ogilvy, Grey and Etihad. Has shipped and launched consumer products end-to-end. Brings the rare mix of distribution instinct, brand craft and founder speed.

S

Shabeer Ahmed — Co-founder

Manager, Technology · Virtusa

Manager, Technology at Virtusa, with deep banking-tech experience delivering for global financial clients including Citi USA. Owns the engineering and rails integration that make direct settlement work.

N

Numair Cassim — Advisor

Chief Auditor · Amana Bank

Chief Auditor at Amana Bank, Sri Lanka. Brings the banking, risk and regulatory insight to navigate licensing and build the trust rails a national payment layer demands.

TRACTION & PROJECTIONS

Built and ready to turn on revenue.

Product is built and pre-revenue — the round funds launch and the first paying merchants.

STATUS

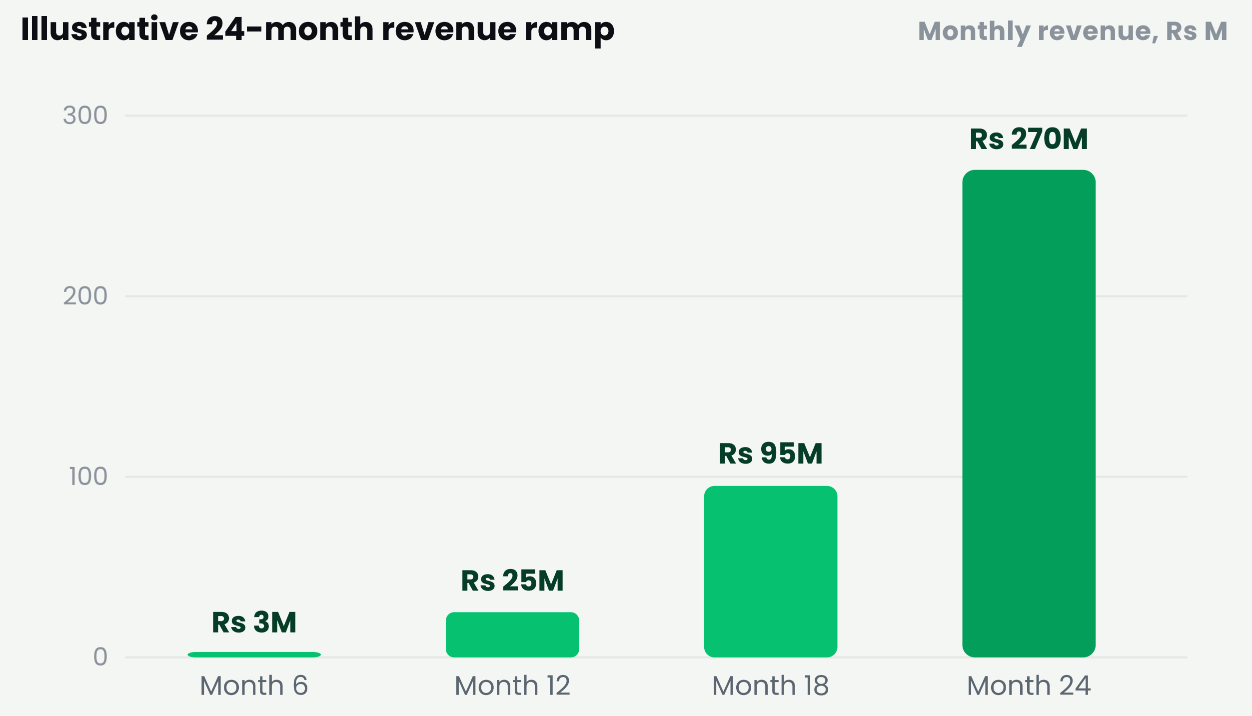
Product built · pre-revenue · pre-launch

BUILT & WORKING

One-tap send, direct bank-to-bank settlement, contacts-based payments — no account numbers.

NEXT 6 MONTHS

Launch pilot merchants in the first city, integrate the partner bank, switch on merchant fees.



THE ASK

Raising a pre-seed round.

[$250K–$750K]

to launch in our first market and prove nationwide-grade adoption. **Confirm final target.**

🔧

Product & engineering

Harden the app, scale the rails integration, ship merchant tools.

🏦

Banking & licensing

Formalize partnerships and the regulatory footing for direct settlement.

🚀

Merchant go-to-market

Seed merchant density city-by-city and ignite the flywheel.

Jabby

The default way Sri Lanka pays.

Cheaper than cards. Simpler than cash. Instant, bank to bank.
Let’s make one tap the national habit.

Abdullah · Founder

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