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we tech

Secure contactless wearables

Opportunity

Future cashless society and new payment methods.

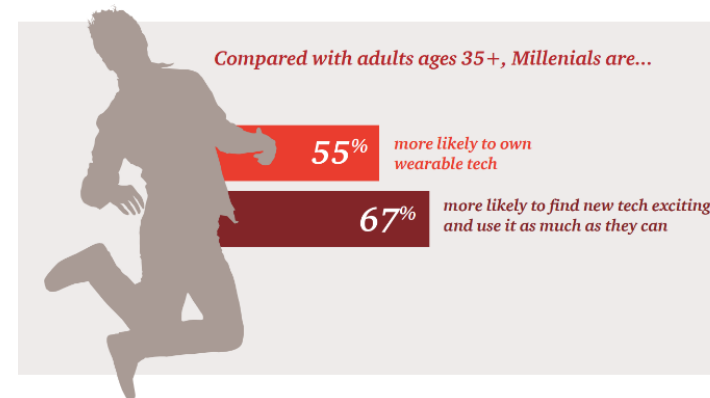
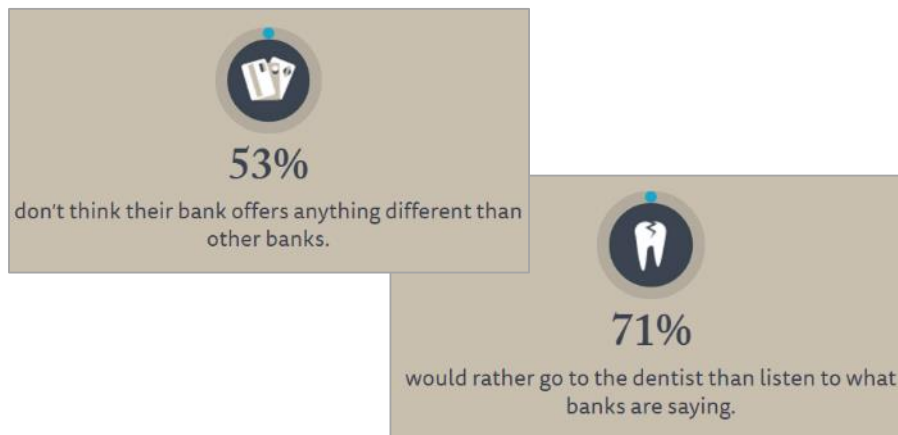


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A **revolution** in the **payment landscape** with an **infrastructure for contactless payments** widely deployed in **Europe**



Simpler and more **secure** payment methods are needed, aligned with the new generations' **lifestyle**



Wetech's vision

Integrate design, fashion and technology



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We combine **trendy designs**, advanced **hardware** systems and smart **software** to develop new **wearable** products and innovative **solutions** that enhance **customer value** and improve **brand awareness**.



What we do

Wearable products with payments and other contactless functions



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Consumer willingness to adopt innovative and trendy payment methods with improved:

Aesthetics / Convenience / Perception of security

Products



Designs



Forms



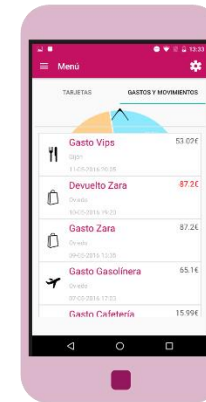
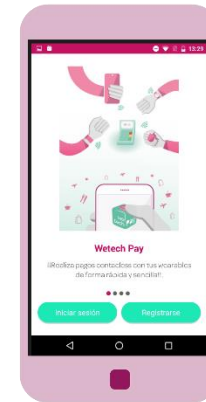
Materials



Services



App



Background

Innovative development of wearables for large companies



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Funding



Wear'n'Pay` Project funded by the **EU Horizon 2020** programme for SMEs assessed as **high-growth potential**



Grant from **Asturias Government** for start-up creation (2014) and consolidation (2015-2016)

Custom development for large companies



Collaboration agreement with technological leaders and innovators



Key idea 1

Wearables are fashion, not electronics



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Apple and Inditex (Zara Group) focus in **design** but are **very different**



Fashion:

- **adornment:** to feel more attractive and to give people a higher self-esteem
- **identification:** to establish who someone is or what they do
- **status:** to gain higher rank in one's position in society or to gain peer approval

Key idea 2

Connected commerce requires new customer experiences



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Changing customers' behaviour and the quest for better customer experiences

- **Faster:** more convenient



- **Easier:** integrated in everyday objects



- **Secure:** some customer confirmation needed



- **Transparent:** more appropriate payment method chosen



Key idea 3

Types of wearables that work for contactless interactions



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1. Bracelets



2. Watchbands, activity tracker bands and keyfobs



3. Phone cases better than stickers



4. Rings



Wetech Pay

Assign, manage and monitor payments into contactless wearables



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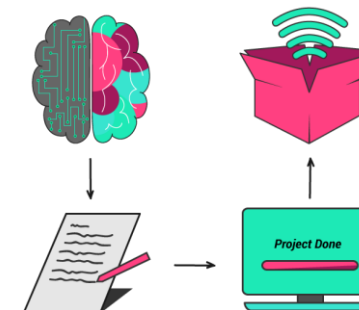
Open loop solution enabling payment in EMV contactless POS for device manufacturers and fashion companies.



Close loop solution for retail chains, holiday resorts, music festivals, university campus, etc. Enables card and direct account payments.

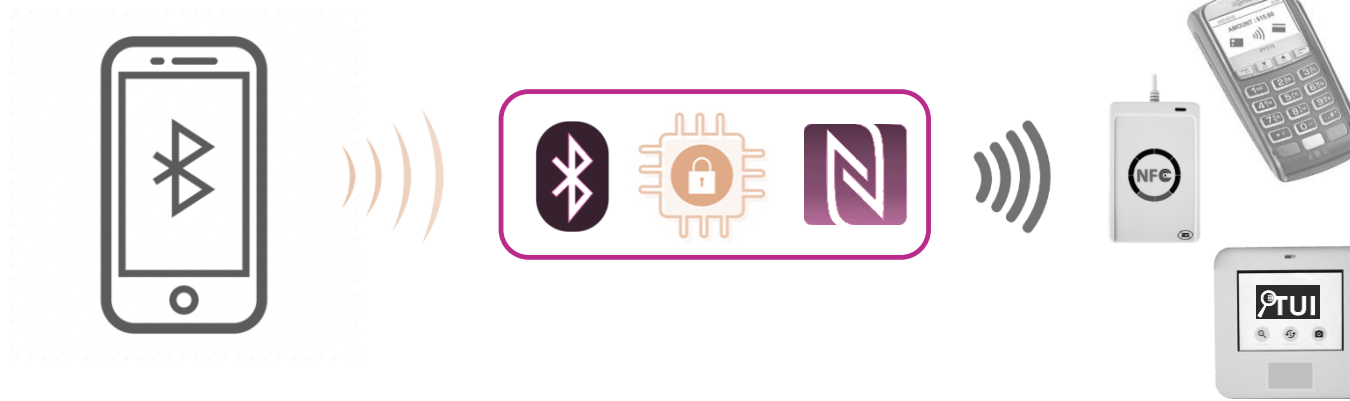


Apart from the platform and hardware experience, we design satisfying customer journeys that provide excellent user experiences from easy onboarding to visual information presentation





Wetech **hardware platform**: Bluetooth & NFC connection + Secure Element



Using an integrated **platform** for Over-the-Air personalisation of credentials for **ID, payment, transport, etc**

- Student/Staff ID
- Payments in university environment
- Public transport and other contactless applications
- Prepaid/Debit/Credit cards
- Card tokens (TSP, MDES or VTS)



New wearables

Connected wearables we are developing in 2017

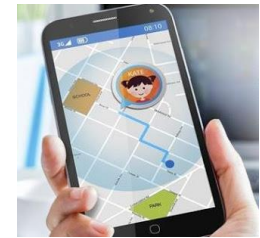


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Hybrid watches



Geolocation wearables



Personalised activity trackers



Target market

Digital natives through aspirational and prestigious brands



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Financial services adapted to the **younger generations**

More **mobile, simple, fun and secure**



68%

say that in 5 years, the way we access our money will be totally different.



70%

say that in 5 years, the way we pay for things will be totally different.



33%

believe they won't need a bank at all.

Path to market through **collaboration** with key partners such as:

- Banks needing to connect with millennials
- Large non-banking companies (telcos, retail,...)
- Watch brands and luxury products
- Universities



INDITEX



LVMH
MOËT HENNESSY • LOUIS VUITTON



wetech



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Thank you

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