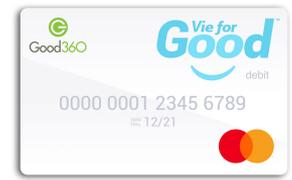


# Case Study: Good360 GoodCard



**Situation:** Need to deliver disaster/aid funds to *people* and SMBs - controlled for spend, fraud & abuse. >\$100B/yr US. Fast, scalable, stable.

**Challenge:** There was no ubiquitous payments platform, pre-set and ready to deliver disaster/aid funds to people in need fast. Solutions were ad-hoc, poorly planned and hastily built, delaying funds to survivors\* – for as much as 4 to 8 weeks.

## Solution

- PaaL Coalition: Payments companies + Advisory Council (non-profits & gov't) pre-plan disaster/aid \$
- Within 96 hours – funds delivered, controlled for spend, fraud and abuse, with automatic accounting
- A thorough Proof of Concept enables smooth roll out of this never-done-before solution
- Funds can be delivered – even to the Underbanked\*, via Mastercard: card, app, or wearable
- This enables Donors to experience “Accountable Giving” – proof of where all funds were spent

## Benefits

- Transparency: Government and Donors know where/how funds are spent
- IRS Compliance: Non-profits reduce burden of detailed/paper accounting in funds directly to people
- Green: 60% of unsolicited *donated goods* end up in landfills.
- Dignity: *Funds* enable people to purchase *for their* needs, with dignity

## Broader Applications

- Gov't, nonprofits, and corporates can disperse \$ to Survivors, Volunteers, and Employees.
- Control spend by merchant type, or geography – to match purpose of funding



\*>50 million people in the US are Underbanked

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