



Competitive Analysis

The Plan

Competitors

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	Revolut	Pay Pal	Western Union	Wise
COMPANY				
Mission Statement	To build the world's first truly global financial superapp that democratizes access to innovative financial services for everyone.	To build the Web's most convenient, secure, and cost-effective payment solution.	To connect people and businesses around the globe by providing fast, reliable, and convenient ways to move money.	Money without borders - instant, convenient, transparent, and eventually free.

	Revolut	Pay Pal	Western Union	Wise
Strengths	<ul style="list-style-type: none"> -Ease of use -Multi-Currency Accounts -Competitive exchange rates -Low fees -Additional features 	<ul style="list-style-type: none"> -Ease of use -Wide acceptance -Buyer and seller protection -Mobile app and Integration -Security Measures 	<ul style="list-style-type: none"> -Global reach -Multiple transfer options -Cash Pickup -Established reputation 	<ul style="list-style-type: none"> -Cost-effective -Transparency -Speed -User friendly interface -Wide currency coverage
Weaknesses	<ul style="list-style-type: none"> -Transfer Limits -Slow Transfer Speed -Limited Payment Options -Inconsistent Exchange Rates -International Transaction Fees -Customer Support: 	<ul style="list-style-type: none"> -Fees -Exchange rates -Account freezes and disputes 	<ul style="list-style-type: none"> -High fees -Exchange rates -Transfer speed 	<ul style="list-style-type: none"> -Bank account requirement -Limited cash transfer options -Verification process -Dependence on banking system -Limited customer support
FEATURES				
Online Money Transfer	x	x	x	x
Currency Conversion	x	x	x	x
Credit	x			
Multi-Currency Support	x	x	x	x
Payment Integration	x	x	x	x
Crypto currency				x
