



# Confidia / HowToPay Whitepaper

Confidia Limited (Australia) Trading as HowToPay



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This Whitepaper is not an offer or solicitation to sell securities. This Whitepaper is intended to describe the HTP token and the related matters related to its development and introduction into commerce. The statements contained in this Whitepaper are exclusively opinions and forward-looking statements. They are made only as of the date written above and are not intended to be relied on by any person in connection with their determination to purchase or sell the described token. All offers to purchase will be made solely to persons legally permitted to buy and will be pursuant to definitive documents and agreements clearly labelled as such and subject to all terms, conditions, disclosures, qualifications, and risk factors contained therein.



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## **EXECUTIVE SUMMARY**

Confidia Limited, a public company based in Sydney, Australia, is proud to announce the HowToPay (HTP) token launch. Since its establishment in May 2020, Confidia has built a reputation as a trusted provider of payment services. With the HTP token, Confidia aims to facilitate better domestic and cross-border payments within its existing payment network and accelerate global expansion. Confidia's Initial Coin Offering (ICO) will issue the HTP, which will serve as the foundation of our payment ecosystem. HTP is designed to facilitate seamless, cashless transactions across multiple platforms, supporting the expansion of Confidia's global payment solutions. The funds raised will primarily be used to acquire licensed Electronic Money Institutions (EMIs) and Payment Service Providers (PSPs) across the UK and Europe. Additionally, Confidia plans to list its shares on a public stock exchange within the next 12 months, further strengthening its market position and providing liquidity for investors.

HTP is a BEP-20 token that will function as an integral part of Confidia's Point-of-Sale (POS) technology as a domestic and cross-border currency. To date, Confidia's POS system already serves 1.8 million users, and by utilising the Binance network, it will be able to serve a demographic that is in desperate need of an alternative solution for cash, credit, or debit cards. This POS system will be a transformative solution poised to revolutionise traditional finance globally by addressing key challenges and fostering financial inclusion and empowerment. The platform's comprehensive strategy, ethical governance, and commitment to societal impact position it as a promising player in evolving the global economic landscape.



This whitepaper will discuss how HTP token will play an integral part in executing a strategy to address the challenges coinciding Thailand's digital transformation, such as a large unbanked population of migrant workers, high remittance costs, and technological barriers to expansion that hinder financial inclusivity and economic growth.





## **INTRODUCTION**

Confidia's HowToPay POS system stands to be a key player in the digital payment revolution that is currently happening within the APAC region and globally. The POS allows businesses to accept digital payments and allows customers to pay for goods and services without needing a physical card or cash. Traditional payment methods in Asia are becoming relics of the past as businesses move closer towards QR codes and other digital transactions. The number of mobile wallet users across Southeast Asia is forecasted to double by 2026, from 107 million users in Indonesia to over 200 million users<sup>1</sup>. The total addressable market for digital payments is estimated at \$25 trillion USD<sup>2</sup>, and a significant portion of that belongs to the APAC region. However, several barriers exist in the current financial landscape, preventing potential users from benefiting from an improved digital payment infrastructure.

The first barrier is that the demand for technological innovation in the payment space has outpaced the sector's ability to provide a reliable alternative. In Thailand, many fixtures of the traditional payment infrastructure, such as ATMs and bank cards, have become relics of the past due to the fact that there is a growing population that cannot open a bank account. Consequently, many businesses have begun phasing out traditional payments such as cash and bank cards because alternative methods have

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<sup>1</sup> <https://www.statista.com/statistics/1305663/sea-number-of-mobile-wallet-users-by-country/#:~:text=In%202022%2C%20the%20number%20of,by%202026%20compared%20to%202022.>

<sup>2</sup> <https://www.fm-magazine.com/news/2024/sep/digital-payments-technologies-trends-tips-for-finance.html#:~:text=By%202027%2C%20they%20are%20expected,are%20undergoing%20their%20own%20transformations.>



become so much more prevalent. If this population is not addressed and an accessible alternative solution for payment is provided, not only will the customer lose out on purchasing a desired product or service, but the business will lose a customer.

Confidia had already anticipated this problem and provided a solution with its HowToPay POS system that now services nearly 2 million users.

The second barrier inhibits cross-border transactions due to the existence of high remittance costs. Migrant workers in Thailand, for example, who work in Thailand and send money back to their home countries, can only accomplish this using services such as Western Union or MoneyGram since they cannot open a bank account. These transactions are subjected to high international remittance costs that unnecessarily hinder the ability of migrant workers to help their families. In this regard, Confidia has also provided a viable solution to this significant but underserved population, partnering with convenience stores such as 7-11 to help customers make these remittances for the cost of just \$1 USD.

The last barrier pertains to the traditional finance system's general reluctance to embrace change. Several of Confidia's competitors, such as PayPal, Square, and Payoneer, have either failed to sufficiently address the unique needs of the APAC market or adapt faster, more efficient processing methods. Indeed, there is a demand for such innovation. As of 2021, 93% of consumers across Southeast Asia have adopted cashless payments.<sup>3</sup> 52% of shoppers use QR codes for in-store payments<sup>4</sup>. Confidia and its

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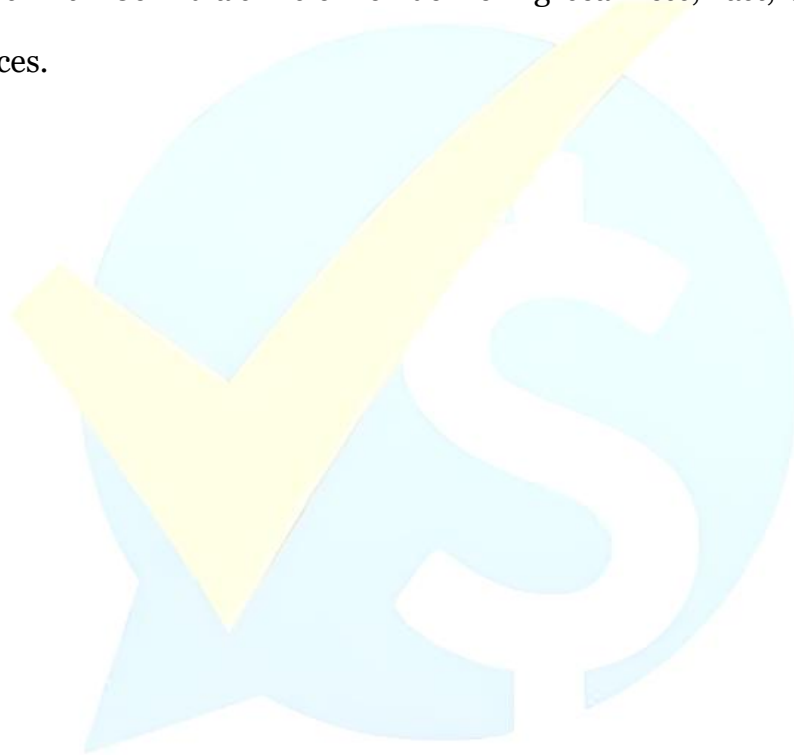
<sup>3</sup> <https://www.statista.com/statistics/1234061/sea-cashless-payments-adoption-rate-by-country/#:~:text=According%20to%20a%20survey%20from,percent%20in%20Cambodia%20in%202021.>

<sup>4</sup> <https://www.statista.com/statistics/1256190/sea-usage-of-qr-payments-by-country/>



HowToPay POS system have positioned itself to address the unique needs of the APAC market without neglecting its broader focus on the global market.

With the launch of the HTP token, which will utilise the Binance network, the HowToPay system will revolutionise digital payments by promoting adaptability, speed, and innovation in this rapidly shifting payments ecosystem. By leveraging blockchain technology, HowToPay offers a robust, secure, and scalable environment, which perfectly aligns with Confidia's vision of delivering seamless, fast, and cost-effective payment services.





## **BOLSTERING LOCAL BUSINESS AND E-COMMERCE**

Confidia's HowToPay POS system has already begun implementing a viable alternative payment solution in local businesses in Thailand that no longer accept cash or bank card payments. By becoming a trusted partner in local businesses, it reasonably follows that HowToPay will become increasingly prevalent in e-commerce as these businesses seek solutions to facilitate the distribution of digital products, deliveries, and various online services. By integrating the HTP token, Confidia can ensure that it remains at the forefront of digital payment solutions while keeping transaction costs low and processing speeds fast.

Many multinational companies have begun to incorporate cryptocurrency payments within their business operations. According to a 2021 survey, 58 per cent of multinational businesses responded that they had used at least one form of cryptocurrency.<sup>5</sup>

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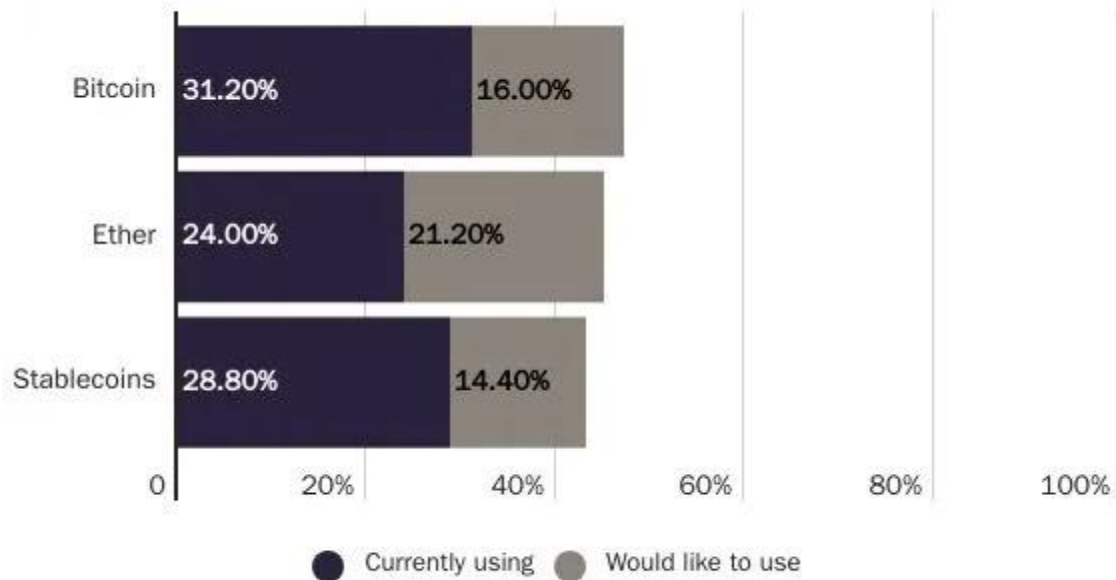
<sup>5</sup> <https://techjd.medium.com/crypto-is-a-fad-40943d23c679>





Figure 1

Multinational firms have begun to incorporate cryptocurrency into their businesses



Source: "Cryptocurrency Blockchain and Cross-Border Payments: How Multinationals Leverage New Technology to Optimize Business Payments," PYMNTS and Circle, November 2021.

**Credit:** Nicholas Anthony<sup>6</sup>

CoinGate, a leading cryptocurrency payment processor, reported facilitating 927,294 payments in 2022, noting that the processor was used for payments once every 34 seconds.<sup>7</sup>

<sup>6</sup> <https://www.cato.org/publications/money-across-borders-how-cryptocurrency-has-opened-global-exchange>

<sup>7</sup> *Id.*



## **REDUCING THE COST OF INTERNATIONAL REMITTANCES**

The use of cryptocurrency to make international remittances is no doubt attractive thanks to speed and low transaction costs. Blockchain technology provides a robust platform for secure, transparent, and instantaneous financial transactions that can cross borders without the cumbersome processes typical of traditional banking systems. This technology decentralises financial control, allowing businesses and individuals to bypass problematic economic infrastructures, particularly in regions afflicted by financial mismanagement or political instability. One of the paramount benefits of blockchain is its ability to streamline transactions. Traditional methods for international payments involve various financial institutions, each adding layers of processes that slow down transactions and increase costs. For example, according to a report from the World Bank, remittances cost 6.01 per cent of each transaction, or \$12.02 to send \$200.<sup>8</sup> Furthermore, it can take several days for the money to arrive:

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<sup>8</sup> *Id.*



Table 1

Sending \$200 from the United States to Mexico can take days and be costly

Transmitter	Transfer form	Fee	Delay
Western Union	Bank account to cash	\$7.64	3–5 business days
Western Union	Cash in store and cash pick up	\$9.38	Less than one hour
Wells Fargo	Bank account to cash	\$7.34	2 business days
Ria	Cash in store and cash pick up	\$11.34	Less than one hour
MoneyGram	Bank account to cash	\$5.74	3–5 business days
MoneyGram	Cash in store	\$15.12	Less than

Source: "Sending Money from the United States to Mexico," Remittance Prices Worldwide, World Bank, data from the fourth quarter of 2022.

**Credit:** *Nicholas Anthony*<sup>9</sup>

Blockchain eliminates the need for these intermediaries, facilitating direct transactions that are not only faster but also cheaper:

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<sup>9</sup> *Id.*



Table 2  
Cryptocurrency reduces the costs and delays of sending \$200 anywhere

Cryptocurrency	Transfer form	Fee	Delay
Bitcoin	Self-hosted wallet to self-hosted wallet	\$2.00	10 minutes
Bitcoin	Lightning network	Less than \$0.01	30 minutes
Litecoin	Self-hosted wallet to self-hosted wallet	Less than \$0.01	2.5 minutes
USDC	Self-hosted wallet via Ethereum blockchain	\$0.89	3 minutes
USDC	Self-hosted wallet via Solana blockchain	Less than \$0.01	~0.5 seconds
Tether	Self-hosted wallet via Ethereum blockchain	\$0.89	3 minutes

Sources: Data collected by the author with assistance from Andrew den Boggende and Nicholas Thielman. Nasdaq Data Link, "Bitcoin Median Transaction Confirmation in Minutes," Nasdaq; Blockchain, "Fees Per Transaction (USD)"; "State of the USDC Economy: Welcome to the Utility Value Phase of Digital Currency," Circle, 2023; "ETH Gas Price Last (Gwei)," Coin Tool; Ted Late, "How Much is Solana Gas Fee?," Coin Codex, updated March 20, 2023; "Polygon Gas Tracker," Polygonscan; "Bitcoin Fee Estimates," Bitcoiner; "Real-Time Lightning Network Statistics," 1ML; and "Litecoin," Blockchain.

**Credit:** Nicholas Anthony<sup>10</sup>

One of the key demographics Confidia hopes to address with the expansion of the HowToPay network is the population of migrant workers who have been neglected by the current system. Of the 4 - 5 million migrants that are estimated to be living and working in Thailand, about 1 - 2.5 million are thought to hold irregular status. High costs, long waiting times and bureaucratic red-tape discourage many from entering to work in Thailand through legal routes.<sup>11</sup>

<sup>10</sup> *Id.*

<sup>11</sup> <https://thailand.iom.int/migration-context#:~:text=Of%20the%204%20%2D%205%20million,in%20Thailand%20through%20legal%20routes.>



Due to the current infrastructure, migrants of irregular status are often forced to make and receive payments by illegal and often dangerous means. While a migrant worker may not be able to open a bank account, they will be able to download a HowToPay mobile wallet and make transactions with the HTP token, which, as the numbers suggest, will be a far cheaper, safer, and faster option.





## TECHNOLOGICAL INNOVATION AND COMPETITIVE ADVANTAGE

With its plan to integrate a BEP20 token in HTP, Confidia is prepared to embrace a financial ecosystem with low latency, high transaction speed, and low costs; an ecosystem that its competitors are either currently unable or unwilling to adopt.

Confidia has selected the Binance Smart Chain (BSC) as the blockchain infrastructure for its HowToPay Token (HTP) for several strategic reasons. BSC offers a robust, secure, and scalable blockchain environment, which perfectly aligns with Confidia's vision of delivering seamless, fast, and cost-effective payment services.

### **The Benefits Of BSC Are As Follows:**

- **Speed:** One of the key advantages of BSC is its block generation speed, which allows for near-instant transaction confirmations. This is critical for payment services, where users and merchants expect fast and reliable transactions.
- **Low Transaction Fees:** BSC offers much lower fees compared to other blockchain platforms like Ethereum. By leveraging BSC, Confidia ensures that users and merchants can process payments without incurring high gas fees. This is especially important in a high-volume payment environment, where transaction costs can quickly add up.



- **Scalability:** BSC's infrastructure supports high throughput, allowing the network to scale efficiently. As Confidia continues to grow and onboard more users, BSC can handle increasing transaction volumes without sacrificing speed or efficiency.
- **Interoperability:** The BEP20 standard is fully compatible with Ethereum's ERC20 standard, which allows for greater flexibility in integrating HTP with various wallets, exchanges, and decentralised applications (DApps). This ensures that our users have more options for interacting with their tokens and positions HTP for broader adoption.
- **Security:** Built on the proven security model of Binance Chain, BSC benefits from a strong and active community, regular audits, and the backing of the world's largest cryptocurrency exchange, Binance. This gives investors confidence in the security of the ecosystem and the integrity of the HTP token.

By choosing BSC, Confidia is laying the groundwork for a scalable, secure, and efficient payment platform that will meet the needs of our global users, both today and in the future.

This infrastructure choice provides the right foundation for Confidia's growth strategy.



## **TOKENOMICS**

The HTP token ICO will release an initial supply of 1 million tokens, fully vested upon sale and available to be traded on PancakeSwap. The total supply is capped at 500 million tokens, and the token smart contract enforces an anti-whale limit that equals 1 per cent of the total supply. Purchases and sales of the HTP token are subjected to a 0.5 per cent tax, which will go towards bolstering liquidity in part and reducing administrative costs. Peer-to-peer transfers are not taxed.

The Initial Coin Offering will serve three purposes in furthering the goals of Confidia: (1) the acquisition of Licensed EMI/PSP Companies, as Confidia intends to acquire well-established and licensed payment providers in the UK and Europe; (2) to expand its existing licenses to enhance service offerings for existing and new clients; and (3) provide readily available liquidity for HTP holders to freely trade the token.

### **Utility**

The HTP serves as a utility token within the Confidia ecosystem, providing multiple uses that enhance the user experience and support platform growth.

Firstly, buy and sell transactions will be subject to a 0.5 per cent tax, a rate significantly lower than traditional payment methods like credit cards or bank transfers. This offers an incentive for merchants and users to adopt HTP as their primary payment method within the HowToPay.com ecosystem.

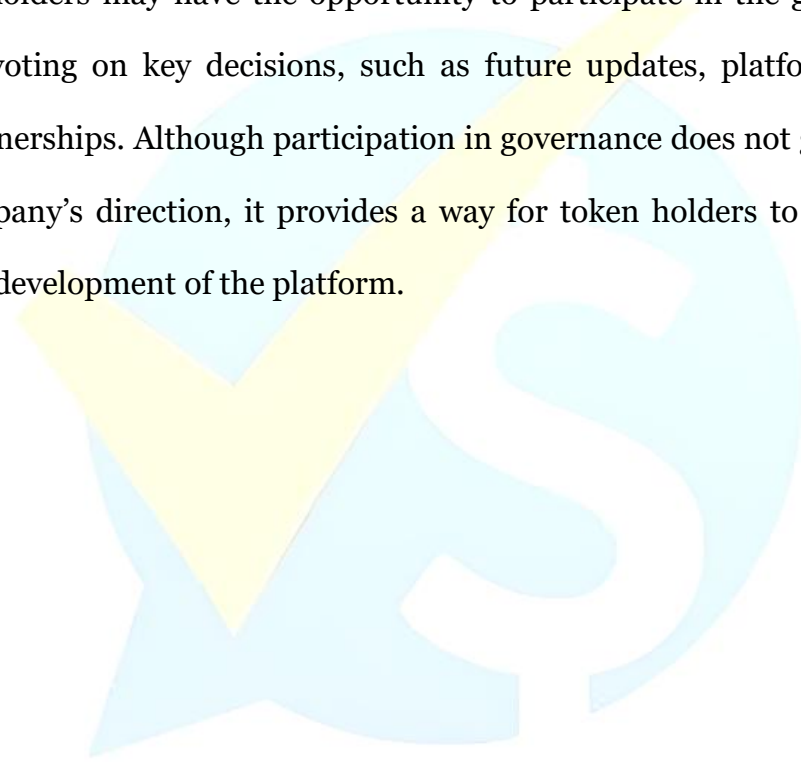




A portion of the transaction fees will go directly towards liquidity, while the rest will go towards administrative costs, such as purchasing more POS machines to expand the network.

Secondly, vendors utilising the HowToPay token will be encouraged to convert the savings on transaction fees into rewards for HTP users, such as loyalty bonuses or discounts.

Lastly, HTP holders may have the opportunity to participate in the governance of the platform by voting on key decisions, such as future updates, platform features, and potential partnerships. Although participation in governance does not guarantee control over the company's direction, it provides a way for token holders to engage with and influence the development of the platform.





## **KEY PERFORMANCE METRICS**

The Confidia team is committed to increasing the adoption and prevalence of HTP among users. By focusing on key performance metrics such as transaction volume, network to transaction ratio, and user adoption, Confidia aims its sights on becoming readily available on some of the world's largest centralised crypto exchanges and therefore providing access to the token to the greatest number of people.

### **24-H Transaction Volume as a Key Performance Indicator**

24-hour transaction volume is a key performance indicator for mass adoption. Generally speaking, the greater the 24-hour transaction volume, the more widely adopted the token. If the transaction volume is high, this means the project is still very active, and therefore the price is more likely to fluctuate. If 24-Hour transaction volume is low, then this means that the project is likely dead or dying, and therefore the price is more likely to be stagnant.

24 Hour Transaction volume is one of the most critical tokenomics metrics. Factors such as 24Hv and market cap are what popular coin rankers such as CoinGecko, CoinMarketCap, and CryptoSlate use to determine popularity of a token.<sup>12</sup> On these platforms, one can easily see how the major players in crypto dominate the market and by how much. For example, at the time of writing, Bitcoin had a 24Hv of over \$24 billion, more than double that of Ethereum, which was just over \$11 billion.<sup>13</sup> Other

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<sup>12</sup> <https://techjd.medium.com/why-litecoin-is-outperforming-other-altcoins-0a5e6d8ca904>

<sup>13</sup> <https://cryptoslate.com/coins/>



coins and tokens in the top 10 boast amazing utility and likely belong to their own networks. The HTP token is an integral part of its own payment network and provides real utility for its target demographic. As its network continues to expand, it is expected that more vendors will carry HTP as a trusted payment option, leading to the greater stability and prevalence of the token overall.

### **Network Value to Transaction Ratio (NVT)**

24-hour Transaction Volume can be used to calculate another metric called Network Value to Transaction Ratio (NVT), which is similar to the Profit-Earnings Ratio for traditional company valuations.<sup>14</sup> The equation for NVT is the following:

$$\text{NVT Ratio} = \frac{\text{Market Cap}}{\text{Transaction Volume in USD}}$$

Market cap equals the current market price times the total number of tokens currently in the circulating supply. The transaction volume is the total value of the token bought or sold in a given timeframe. NVT ratio helps an investor determine if a token is over- or under-valued. If the market cap is high, but the transaction volume is low, then that signals to the investor that the project is overvalued with the potential to crash and not

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<sup>14</sup> <https://dataguide.cryptoquant.com/network-indicators/nvt-ratio>



recover. This is because it is not widely adopted and does not have enough transactions to sustain the price. Conversely, if the NVT ratio is low due to a high transaction volume, while one cannot conclude with certainty that it means the project is undervalued and has the potential for high growth, the token, at a minimum, will be more resilient whenever the price dips.

## **User Adoption**

There is a direct correlation between the user base, or with respect to a token, the number of unique holders, and the number of transactions executed daily. While price can be an unreliable performance indicator for the strength of a token and its potential for future growth, an increase in the number of unique holders is a strong indicator that the token is expanding its market share. It is crucial for the company to integrate the cost to market and aggressively expand the user base into its operation budget. Furthermore, the company will reinvest some of the profits made from the business back into marketing in order to achieve this goal.



# **ROADMAP**

## **Phase 1: Initial Development and Strategic Integration (0-6 months)**

- **Enhancing In-House Development Capabilities**

The focus will be on building out the technology supporting the HowToPay (HTP) token, including improving integration with the existing Point-of-Sale (POS) systems and expanding the development team to support future growth.

- **Token Pre-Sale**

The pre-sale will aim to distribute a small portion of the total supply to early adopters, strategic partners, and key stakeholders, while raising initial funding to support expansion and acquisition efforts.

- **Expanding Office in Bangkok**

To support the token launch and expansion of payment services in Southeast Asia, Confidia will grow its Bangkok operations to attract new hires and talent in the crypto and payments industries.

## **Phase 2: Expansion and Partnerships (6-12 months)**

- **Expansion of the Philippines Call Center for Sales**

A focused effort to increase the adoption of HowToPay POS systems across local businesses, enabling more transactions to be processed using the HTP token.



- **Acquisition of Licensed PSP/EMI**

Funds raised from the pre-sale will be used to acquire a licensed Payment Service Provider (PSP) or Electronic Money Institution (EMI) in the UK. The integration of this service will support cross-border payments and increase the utility of HTP within the HowToPay ecosystem.

- **Public ICO Launch**

The HTP will be launched on a major global centralised exchange (CEX) aimed at solidifying HTP as a major cryptocurrency. The ICO will help position Confidia as a market leader in both the digital payments and cryptocurrency space.

### **Phase 3: Strategic Scaling and Integration (1-2 years)**

- **Integration and Leverage of UK-based PSP/EMI**

Confidia will begin integrating the newly acquired UK-based PSP/EMI into its global payment network. This will enable seamless cross-border transactions using the HTP token and traditional fiat systems, driving increased token usage.

- **Expansion of Support Teams**

In-house teams for legal, accounting, and operations will be expanded to support the growing demand for HowToPay's services and ensure compliance across multiple jurisdictions.

- **Monitor & Assess the Effectiveness of Strategic Changes**

This period will involve continuous evaluation of the effectiveness of implemented changes and ensure the HTP token is contributing to the overall success of the platform and business objectives.



## **Phase 4: Global Growth and Market Leadership (2+ years)**

- **IPO on the London Stock Exchange (LSE)**

Confidia will begin the process of listing its shares on the London Stock Exchange, providing further liquidity and growth potential for investors and expanding the company's reach in traditional financial markets.

- **Global Expansion of HowToPay POS Systems**

With the success of the ICO and the growing utility of the HTP token, Confidia will continue to expand its POS systems and payment solutions to new regions, focusing on e-commerce and international remittances.

- **Increased Utility and Adoption of the HTP Token**

The HTP token will play a larger role in enabling digital payments, especially in regions where traditional banking services are lacking. By focusing on expanding its utility and improving user adoption, the token will become a key component of the HowToPay ecosystem.

- **Sustainability and Innovation in Digital Payments**

Confidia will continue to innovate, exploring ways to reduce transaction fees, increase transaction speed, and integrate with emerging payment technologies, ensuring that the HTP token remains at the forefront of digital payments globally.



## **TEAM**

### ***Company Overview***

Confidia Limited is a leading provider of payment services and billing solutions designed to cater to both online and offline merchants. Based in Sydney, Australia, Confidia's flagship product, HowToPay.com, is an advanced Point-of-Sale (POS) software that is already in production and continuously being enhanced. Confidia's systems and mobile applications are designed to meet the growing global demand for seamless payment solutions.

### ***The Team***

Confidia's growth and success are driven by its founder and CEO, **Mr. Cameron McKean**, an experienced entrepreneur with over 20 years of experience in the payments and billing industry. Mr. McKean has been instrumental in developing global alternative payment solutions and positioning Confidia to expand into new international markets. His leadership will continue to guide the company as it moves towards acquiring key assets in the UK and Europe.

**Paul Knight** is the Co-Founder of Confidia and serves as the Chief Operations Officer and Chief Compliance Officer. Paul has been a linchpin in the company's journey to becoming a trailblazer in the financial sector.





**Jeff Banks** is the Chairman, Director and Chief Financial Officer who stands as a beacon of financial acumen and strategic foresight in the dynamic world of finance and accounting with a career spanning over 45 years.

Additionally, the Confidia team is composed of over 30+ full-time staff in Thailand and The Philippines is running 24/7 support and development operations.

### ***Partners and Advisors***

Confidia has already secured several strategic partnerships and advisors who bring valuable expertise in areas such as blockchain technology, finance, and legal compliance. These partnerships are key to driving the platform's growth, ensuring regulatory adherence, and strengthening our competitive advantage in the global payments industry.

Our Partners and advisers will be announced at a future date shortly after the ICO. These partnerships are highly relevant to our mission and provide critical support to the development and expansion of our ecosystem. After the ICO, we plan to publicly disclose these partnerships to demonstrate the strength of our network and reinforce our commitment to building a robust and sustainable payment platform.

By partnering with industry leaders, Confidia is positioning itself for long-term success. These collaborations will help ensure that the HowToPay platform evolves to meet the needs of our users while remaining compliant with global financial regulations.



## CONCLUSION

Confidia's ICO offers investors the opportunity to support a well-established, revenue-generating business with a clear path to global expansion. The funds raised will enable us to acquire key strategic assets, enhance our service offerings, and provide liquidity to facilitate free trading of the HTP token. HTP will be central to Confidia's growth, providing seamless payment solutions across a wide range of industries. To date, Confidia's POS system already serves 1.8 million users, and by utilising the Binance network, it will be able to significantly expand its user base by serving a population where there is great demand for an alternative solution for cash, credit, or debit cards. With the addition of the HTP token, Confidia's HowToPay POS system will be a transformative solution poised to revolutionize traditional finance globally.