



Customer Acquisition Strategy

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This document outlines REMI's structured customer acquisition strategy for the pilot corridor and early-stage expansion. The approach combines performance marketing, on-the-ground activation, and community-led distribution to create a scalable and defensible growth engine.

1. Strategic Objectives

1.1 Genesis Phase (0–12 Months)

- Acquire and activate users in the UAE → Egypt; EU → Morocco
- Validate repeat usage behaviour and corridor unit economics
- Establish a repeatable acquisition framework for future corridors

1.2 Core Acquisition Thesis

1. Short-form video platforms drive efficient top-of-funnel awareness.
 2. Physical activation reduces trust friction and improves KYC completion.
 3. Community clustering enables referral-driven growth and lowers blended CAC over time.
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2. Target Market – Initial Wedge

2.1 Corridor Focus

UAE to Egypt (Pilot Corridor); EU to Morocco

2.2 Primary Segments

A. Blue-Collar and Service Workers

Examples: construction, hospitality, delivery, and retail workers.

Needs:

- Low and transparent fees
- Fast settlement
- Reliable cash-out
- Arabic-first experience
- Trust and human support

B. Mid-Income Professionals

Examples: engineers, teachers, nurses, and office staff.

Needs:

- Predictable pricing
- Smooth UX
- Reliability and compliance clarity

2.3 Customer Access Points

- TikTok
- Instagram
- Facebook Groups
- WhatsApp communities
- Worker housing clusters
- Community events and high-footfall retail zones

3. Channel Strategy

3.1 Social & Performance Marketing

Core Platforms

- TikTok
- Instagram (Reels, Stories)
- Facebook (targeted ads + groups)
- YouTube Shorts (secondary)

Funnel Role

- Awareness: Short-form educational and problem-focused videos
- Consideration: Retargeting via testimonials and proof content
- Conversion: Corridor-specific CTA to install and complete first transfer

Strategic Rationale

- Rapid creative testing
 - Cost-efficient experimentation
 - Strong emotional storytelling potential
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3.2 Events, Booths, and Field Activation

Deployment Locations

- High-density Egyptian expat zones
- Grocery and minimarket clusters
- Areas near exchange houses
- Cultural and sports events

Objectives

- Assisted onboarding
- Guided KYC completion
- First-transfer walkthrough
- Trust reinforcement through in-person support

Booth Infrastructure

- QR-based download funnel
- Printed comparison sheets
- Structured objection-handling scripts
- Branded utility giveaways

3.3 Community and Partner Distribution

Partner Categories

- Diaspora community organizers
- High-footfall merchants
- Micro-influencers (Arabic and corridor-specific)
- Employers and payroll networks (Phase 2)

Distribution Mechanisms

- Referral programs
 - Ambassador codes
 - Merchant QR placement
 - Event sponsorship bundles
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4. Funnel Architecture

4.1 Conversion Flow

1. Impression
2. Click or QR scan
3. App install
4. KYC start
5. KYC completion
6. First transfer
7. Second transfer within 30 days
8. Referral activation

4.2 Key Conversion Drivers

- Fee transparency
- Clear speed positioning
- Compliance-first messaging

- Social proof
 - Guided onboarding assistance
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5. Creative Framework

5.1 Content Pillars

1. Friction vs simplicity comparison
2. Transparent fee breakdowns
3. Speed and convenience narratives
4. Trust and regulated partner positioning
5. Family-oriented emotional outcomes

5.2 Production Cadence

- Daily short-form publishing during ramp phase
- Weekly creative testing cycles
- Arabic-first messaging with localized dialect variants

5.3 Paid Structure

- Prospecting campaigns
 - Retargeting funnels
 - Always-on scaling of top performers
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6. Incentives and Referral Engine

6.1 Incentive Principles

- Reward first transfer completion, not installs
- Incentivize repeat behaviour
- Apply anti-fraud safeguards and reward caps

6.2 Referral Structure

- Referrer rewarded after referee's first transfer
 - Referee receives a welcome incentive
 - Tiered incentives for ambassadors and merchants
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7. KPIs and Performance Measurement

7.1 North Star Metric

Activated users completing repeat transfers.

7.2 Core Metrics

- CAC by channel
- Install the KYC start rate
- KYC completion rate
- First transfer conversion rate
- Second transfer within 30 days
- 30/60/90-day retention
- Referral rate
- Payback period (gross margin basis)

7.3 Reporting Cadence

- Weekly performance review
 - Cohort tracking by corridor and acquisition source
 - Creative performance optimization loop
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8. 90-Day Execution Roadmap

Phase 1: Foundation (Weeks 1–2)

- Tracking setup
- Corridor-specific landing pages
- 30–50 creative assets
- Booth training playbook

Phase 2: Test & Optimize (Weeks 3–6)

- Launch paid social testing
- Deploy weekly booths in 2–3 zones
- Recruit initial ambassadors
- Optimize KYC and first transfer flow

Phase 3: Scale (Weeks 7–12)

- Increase spending on winning creatives
 - Expand booth footprint
 - Formalize merchant QR program
 - Strengthen referral engine
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9. Risk Assessment and Mitigation

Risk: Low trust in new brand

Mitigation: Field presence, testimonials, compliance transparency

Risk: KYC drop-off

Mitigation: Simplified UX, guided assistance, better expectation setting

Risk: Incentive abuse

Mitigation: Device controls, caps, delayed reward rules

Risk: Creative fatigue

Mitigation: Continuous refresh cycles and creator collaboration