



FINTECH

Multi-currency and gold digital accounts to protect
Latin American assets from devaluation.



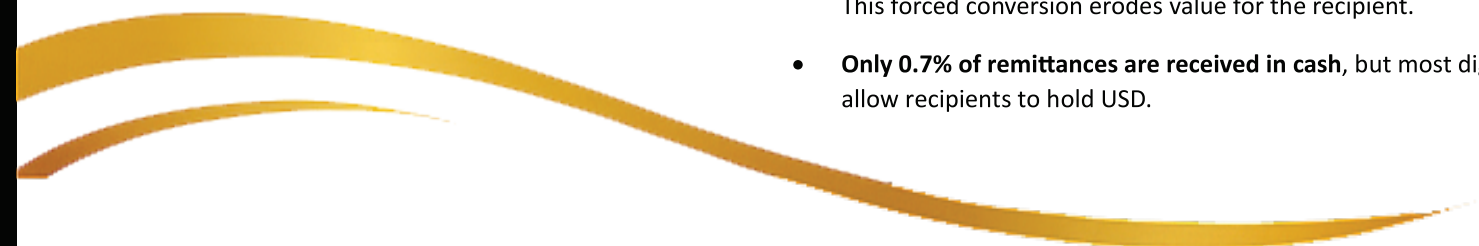
Black Ór – Solving What Wise & Revolut Won't: Real USD Access for LATAM Families and SMEs


Black Ór: US-LATAM Fintech for Asset Protection and Secure Remittances – Incorporation in process in Delaware, as Black Ór Group Inc.

- Founder: Eduardo Chavez, Bachelor's in Accounting, ex-Bank Manager and Owner of Divinter Divisas (20 years, multiple branches in Mexico)
- Vision: Multi-currency platform with prepaid cards, digital gold, and T-MEC transfers for hedging against devaluation – targeted equally at USA, Mexico, and Canada
- Seeking: \$2M USD Pre-Seed for backend, compliance, and balanced T-MEC launch (USA, Mexico, Canada)
- Contact: eduardo@blackor.us | MVP Demo: <https://blackor.app>
- Dynamic logo with Ór colors (gold-black for Black, white-gray for Blanc, pink for Rose, green for Ór-ale – inspired by commercial gold colors)

Why This Problem — and Why Now

Black Ór is born from over 25 years of direct experience in the FX and money exchange industry across Mexico and LATAM. At its peak, we operated 28 branches with more than \$1.3M USD/month in volume — I've seen firsthand how people protect their savings with USD when local currencies fail.

- **Cash is disappearing.** Mexico had 3,000+ licensed exchange centers in 2000. Today, fewer than 750 remain.
 - **Banks rarely handle USD.** FX is mostly limited to physical cash, and digital access is broken or overpriced.
 - **Remittances surpass \$64B USD/year in Mexico alone, yet 99% are received in Mexican pesos.** This forced conversion erodes value for the recipient.
 - **Only 0.7% of remittances are received in cash,** but most digital wallets and bank accounts do not allow recipients to hold USD.
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- **Wise and Revolut** focus on travel, not on savings, wealth preservation, or FX realities in emerging markets.
 - **Demand remains strong**, but infrastructure doesn't meet it. Millions of individuals and small businesses want to preserve value in strong currencies — yet lack safe, compliant digital solutions.

The Problem

Cross-border banking is fragmented, overpriced, and exclusionary.

Key Challenges Faced by Our Users:

1. **Latino migrants in the U.S.**
Lack of access to formal USD accounts or frictionless international transfers without excessive paperwork.
2. **Middle-class Mexicans**
Need USD-based savings tools to hedge against devaluation — but face restrictions or poor options.
3. **Freelancers & SMEs across the US–Mexico corridor**
Operate in multiple currencies, yet traditional banks do not serve them efficiently.

Why Now?


- **Post-pandemic**, there's a surge in demand for USD across Mexico and LATAM.
(e.g., Argentina saw \$4.3B USD purchased in just 2 months – BCRA, 2023)
 - **Freelancers, SMBs, and migrant families** increasingly operate across borders.
 - Existing providers (Wise, Revolut) don't offer localized support, sub-accounts, or hold-in-USD options for recipients.
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Table of Volatile Currencies and Forex Risk in LATAM and T-MEC

COUNTRY	CURRENCY	Volatility / Forex Risk (2024–2025)	KEY COMMENT
ARGENTINA	ARS	High (200% annual devaluation)	Hyperinflation + severe controls
COLOMBIA	COP	Medium/High	Unstable politics and exchange rate
CHILE	CLP	Medium	Constitutional reform in debate
PERU	PEN	Moderate	Relative stability, but sensitive to global crises
BRAZIL	BRL	Medium/High	Political volatility + commodity dependence
MEXICO	MXN	Medium	Sensitive to US rates and nearshoring
CANADA	CAD	Low	Linked to USD, stable, but sensitive to oil
USA	USD	Low	Global safe-haven currency





Target Markets

High Currency Volatility in T-MEC and LATAM – Balanced Expansion Stages

COUNTRY	CURRENCY	MAIN PROBLEM
USA	USD	Outgoing remittances to LATAM, hedging for migrants, T-MEC export/import integration
CANADA	CAD	T-MEC export/import integration, global volatility
MEXICO	MXN	Devaluation, bank restrictions, T-MEC export/import integration
ARGENTINA	ARS	Hyperinflation, severe controls
COLOMBIA	COP	Political/economic sensitivity
CHILE	CLP	Volatility due to reforms
PERU	PEN	Moderate pressure
BRAZIL	BRL	Global impact/internal politics
PARAGUAY	PYG	Low liquidity/stability





Target Markets – Strategic T-MEC Entry, LATAM Expansion

Black Ór targets the most volatile and underserved currency corridors in the Americas, starting with the T-MEC region.

Stage 1 – T-MEC Region (Launch Focus)

Country Currency Key Need


USA	USD	Migrants need safe remittance and USD protection
Mexico	MXN	Volatility, limited USD access, FX for SMBs
Canada	CAD	Cross-border commerce with FX exposure

Goal: 50,000 users in Year 1, growing with balanced T-MEC traction.

Stage 2 – LATAM Expansion (Post-Year 1)

Country Currency Challenge

Argentina	ARS	Hyperinflation, capital controls
Brazil	BRL	Political & FX instability
Colombia	COP	Political/economic uncertainty
Peru	PEN	Moderate but vulnerable to global risk





Country Currency Challenge

These markets demand safe USD/EUR custody and borderless FX tools.

Why Black Ór Wins

- Focused T-MEC launch avoids regulatory overload.
- Binational infrastructure supports both senders and receivers.
- Subaccounts and AI-powered FX support **everyday dollar use**, not just travel.

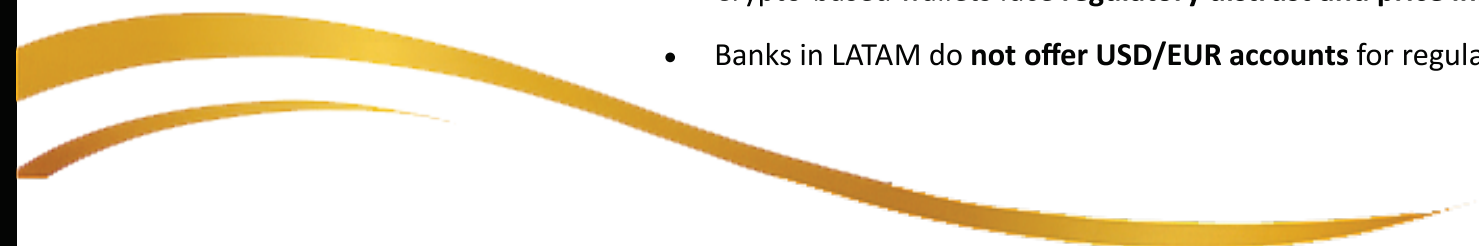
Market Opportunity – Beyond Remittances: Asset Protection for LATAM

The Problem

LATAM users need strong currencies — not crypto, not volatile pesos.

Yet current solutions fail to address daily FX needs for saving, hedging, and secure cross-border use.

Global Gaps

- Wise/Revolut prioritize **travel and banked users** – not hedging or LATAM-specific volatility.
 - Crypto-based wallets face **regulatory distrust and price instability**.
 - Banks in LATAM do **not offer USD/EUR accounts** for regular users.
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No platform offers FX + prepaid cards + subaccounts + T-MEC compliance.

The Opportunity

Total Addressable Market – US to LATAM Remittances:

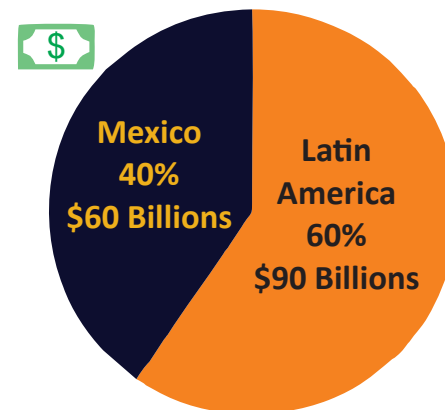
- **\$150B USD/year**
- Mexico: **\$60B** (40%)
- LATAM rest: **\$90B** (60%)

99% of remittances are converted to MXN immediately – no custody, no FX control, no protection.

Strategic Insight

We're not just helping money cross borders
we're helping value survive once it gets there.

**TAM – US-LATAM Remittances:
\$150B USD/year**



**Mexico represents 40% of the total –
key entry opportunity**





OUR SOLUTION

Digital FX Protection and Prepaid Access for LATAM and T-MEC

One Platform. Three Integrated Solutions.

1. Multi-Currency Wallets + Smart FX Engine

- Hold and convert between **USD, EUR, GBP, CHF, JPY, MXN** from day one.
- AI-driven FX logic adjusts spreads based on user behavior and volume.
- Designed for protection and long-term value, not speculation.
- Future LATAM currencies (e.g. BRL, COP, PEN) will be added as regional expansion unfolds.


2. Prepaid Cards and Linked Subaccounts

- Reloadable Visa cards for each supported currency.
- Full control: block/unblock, set limits, assign to family or employees.
- Subaccounts for controlled remittances or business expenses with full traceability.

3. T-MEC-Ready Architecture

- Regulatory onboarding via US sponsor banks (AML/KYC compliant).
- Designed for cross-border flows across USA, Mexico, and Canada.
- Built to serve both individuals and SMBs from the start.

Key Differentiators

- FX devaluation alerts and conversion suggestions via AI.
 - Instant onboarding with no reliance on traditional banks.
 - Purpose-built for real LATAM volatility conditions.
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Account Models – Ór Ecosystem

One Platform, Tiered Access – From Migrants to SMBs

All users can access multi-currency accounts (USD, EUR, GBP, CHF, JPY, MXN).

Account levels unlock features, not currencies.

BLACK ÓR – \$5 USD / month

- Full access: multi-currency wallet, FX engine, prepaid cards
- Digital gold savings (XAU)
- Subaccounts and expense control for business use
- Cross-border optimized (USA/MEX/CAN)



BLANC ÓR – \$3 USD / month

- Multi-currency wallet + prepaid cards
- No access to digital gold
- Designed for freelancers, remote workers, travelers

ROSE ÓR – Free

- Wallet with USD + two other currencies (user selects)
- Prepaid cards with monthly cap
- Entry-level onboarding for individual users



ÓR-ALE PAY – Free


- Subaccounts for families (e.g. parents in USA, children in Mexico)
- Remittances via prepaid cards – fully controlled, no cash
- Designed for migrants and unbanked LATAM households



Key Notes:

- All users start free and can upgrade based on needs
- AI-driven suggestions nudge users toward ideal tier
- Built to scale from low-income individuals to cross-border SMBs

LEVEL	CURRENCIES	FEATURES	ACTIVATION	TERRITORIES
BLACK ÓR	USD, EUR, CAD, CHF, JPY, GBP, MXN, GOLD	Exchange, prepaid cards, subaccount, digital gold	\$5 USD (full access)	USA / Mexico / Canada (<i>LATAM Stage 2</i>)
BLANC ÓR	USD, EUR, CAD, CHF, GBP, JPY, MXN	All except gold	\$3 USD	USA / Mexico / Canada (<i>LATAM Stage 2</i>)
ROSE ÓR	USD + 2 currencies to choose	Extended basic	Free	USA / Mexico / Canada (<i>LATAM Stage 2</i>)
ÓR-ALE PAY	USD + MXN	Controlled subaccounts for family; secure remittances	Free	USA / Mexico (<i>LATAM Stage 2</i>) – For immigrants/family

- Natural upgrade: From basic to premium; prepaid cards protect against fraud (limited exposure)
 - Summary: Balanced T-MEC segmented access, focused on hedging/remittances; AI for personalized recommendations
 - [Visual: Levels diagram with jewelry color icons; upgrade flowchart; balanced T-MEC icons]
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Functional MVP – Already Available

Product Validation Before Backend – Live at blackor.app


Fully functional prototype available

- Built with HTML/CSS/JS + localStorage
- Responsive design, mobile-ready, offline-capable
- Simulates full account experience:
 - Real-time multi-currency dashboard
 - FX conversion with spread logic (ApexCharts integrated)
 - Card creation/blocking
 - Transaction history with dynamic UI

Internal Testing Insights

- UX/UI based on operational flows from 1,000+ monthly transactions at our founder's former FX branch in Puebla (2018)
- Anti-fraud logic and FX behavior tested with realistic volumes and scenarios
- Used to iterate features prior to backend deployment

Next Steps

- Connect to real sponsor bank infrastructure (Q4 2025)
 - Integrate AI for devaluation alerts and behavior-based spreads
 - Launch closed beta with 100+ early users (USA/MEX/CAN)
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COMPLIANCE ARCHITECTURE

AML/CFT Framework Built from Day One

Proactive by Design

We engineered compliance into the MVP — not as a patch, but as core infrastructure.

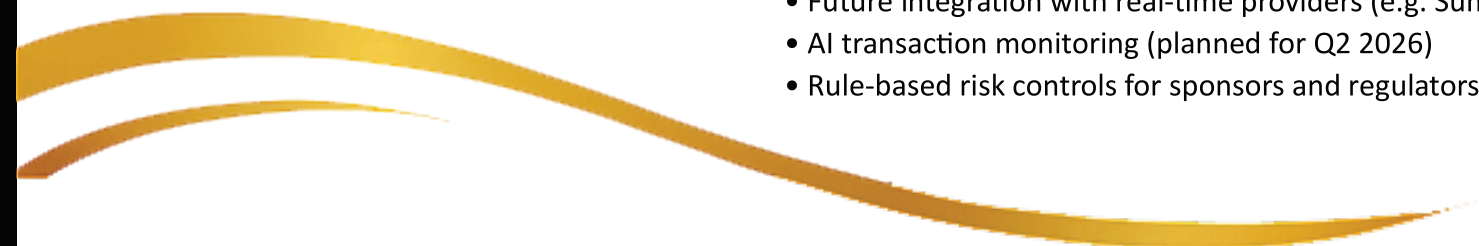
Key Features (Initial Phase – Internal Testing)

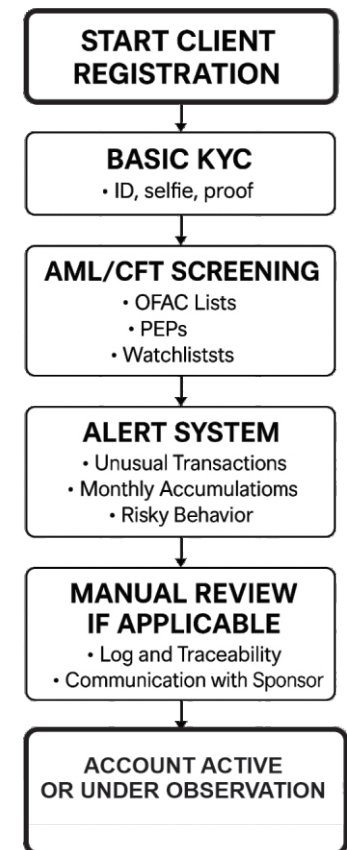
- Local integration of global watchlists (OFAC, PEPs, etc.)
- Behavior tagging: relevant / unusual / suspicious flags
- Manual screening logic simulates real-world alerts
- Fully aligned with AML/CFT expectations in:
 - United States (BSA)
 - Canada (FINTRAC)
 - Mexico (Ley Fintech)

Founder-Led Commitment

- The founder has formally committed to obtaining ACAMS certification to act as internal AML officer
- This ensures serious oversight from day one and reduces dependency on outsourced compliance

Scalable Roadmap

- Future integration with real-time providers (e.g. SumSub, Alloy)
 - AI transaction monitoring (planned for Q2 2026)
 - Rule-based risk controls for sponsors and regulators
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BUSINESS MODEL

Diversified Revenue with Scalable Margins

Revenue Streams

- FX Spread
 - \$0.30 MXN earned per \$1 USD exchanged ($\approx 1.5\%$)
 - Applies to all bidirectional conversions (USD/MXN, EUR/USD, etc.)
- Card Interchange
 - 0.39% revenue share from Visa merchant fees
 - Driven by high-frequency prepaid usage
- Cross-Border Transfers
 - 1% fee on non-USD wires
 - \$0 fee on USD wires to maximize retention
- Premium Access
 - \$5/month for Black Ór tier (unlocks digital gold, business tools)
- Remittance Partners (Future)
 - Up to 2–5% share on integrated partner payouts (e.g., legacy networks)

Unit Economics Highlights

- Estimated ARPU: \$8–12/month
- Every 1,000 active users generate \approx \$15,000/month in margin
- Gross margin target: $\sim 60\%$
- Net margin goal: 30–35% (low infrastructure cost, no credit exposure)

Strategic Positioning

We earn without charging users upfront – unlike traditional players.

Our passive FX + card model aligns with everyday usage, not one-time fees.





Projected Profit Model:

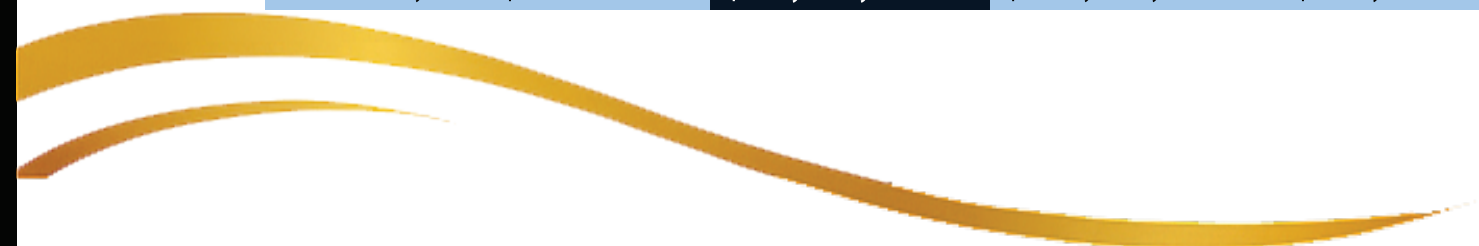
Simulated Monthly Profit by Client Volume – FX + Card Revenue

Key Unit Economics Highlights:

- Every 1,000 active clients = ~\$15K USD in monthly margin (FX + card revenues)
- 10,000 clients generate ~\$155K USD/month in profit
- Gross margin: ~60% (low infra cost, no issuing burden). Net margin target: 30–35%
- Unlike Wise (~1.6% fee), Black Ór monetizes without charging users upfront – spread + interchange only

Table: Monthly Profit Simulation by Client Volume

Active Clients	Avg FX Volume (USD)	FX Revenue (USD)	Card Spend (USD)	Card Profit (USD)	Total Profit (USD)
1,000	\$ 800.00	\$ 12,834.00	\$ 683,000.00	\$ 2,663.00	\$ 15,497.00
5,000	\$ 800.00	\$ 64,171.00	\$ 3,415,000.00	\$ 13,318.00	\$ 77,489.00
10,000	\$ 800.00	\$ 128,342.00	\$ 6,830,000.00	\$ 26,637.00	\$ 154,979.00
50,000	\$ 800.00	\$ 641,711.00	\$ 34,150,000.00	\$ 133,185.00	\$ 774,896.00
100,000	\$ 800.00	\$ 1,283,422.00	\$ 68,300,000.00	\$ 266,370.00	\$ 1,549,792.00



Integrated Tools for LATAM-Based SMBs and Exporters


Services for SMB Clients

- **Multi-currency business accounts** (USD, EUR, GBP, CHF, CAD, JPY, MXN)
- **Corporate prepaid cards** with spend limits and role-based controls
- **Volume-based FX spreads** as low as 0.05%
- **Cross-border transfers** at lower cost and faster speed vs banks
- **Optional U.S. LLC creation** for import/export structuring
- **Tax optimization tools** via external advisory partners (future stage)

Why It Matters

- Traditional banks charge 1–3% FX margin, long settlement times
- Black Ór simplifies operations with 24/7 access, digital onboarding, and real-time controls

Revenue Potential

- ~20% of projected users expected to be small businesses
 - Estimated B2B margin: \$100–200/user/year
 - **Annual B2B revenue projection: \$1–2M+**
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Competition Landscape

We Combine the Power of FX, Cards, and Migrant-Focused Infrastructure

Feature / Company	Black2r	Wise	Revolut	Zenus	Klar / Stori	Pomelo
Multi-currency accounts	✓	✓	✓	✓	✗	✗
Includes MXN + GOLD	✓	✗	✗	✗	✗	✗
Sub-accounts for families	✓	✗	✗	✗	✗	✗
Prepaid international card	✓	✓	✓	✓	✓	✓
Focus on migrants & SMBs	✓	✗	✗	✗	✗	✗
Built for T-MEC (US/MX/CA)	✓	✗	✗	✗	✗	✗
Sponsor banking integration	✓	✗	✗	✗	✗	✓
Custom FX rates for volume	✓	✗	✗	✗	✗	✗





Go-To-Market Strategy

Targeted Channels. Scalable Funnels. Sustainable Unit Economics.

Target Segments (Initial Focus):

- Latino migrants in the US – seeking safe savings and USD access
- Middle-class savers in Mexico – USD-denominated accounts with flexible cards
- SMBs in Mexico & the US – needing cross-border transfers and multicurrency solutions

Acquisition Channels:

- Meta Ads (Facebook/Instagram) with segmented messaging (remittances, savings, SMBs)
- YouTube + micro-influencers (migration, small business, finance)
- Educational content and SEO (multilingual)
- WhatsApp chatbot (Jenny AI) for guided onboarding

Unit Economics (First 10K Clients):

- Projected CAC: \$4–8 USD per client (paid traffic + content funnel)
- Estimated LTV: \$60 USD
(Based on \$2.50/month × 24 months active)

This yields a 10x LTV/CAC ratio, enabling efficient growth and scalability from Day 1.





Team and Traction

Founder-Led Execution with Real-World FX Expansion

Founder

Eduardo Chávez – Founder & CEO

Former bank manager in Mexico (5 years)

Founder of Divinter Divisas – a regulated FX business with:

- **20 franchised branches** across Mexico
- **8 directly owned and operated locations**
- Over 1,000+ monthly transactions per branch
- \$1.3M USD processed in a single month (July 2018)

First-hand experience with **retail FX behavior, risk, and LATAM volatility**

Committed to obtaining **ACAMS certification** for internal AML leadership

Product & Traction

Fully functional MVP live at blackor.app

Simulates full FX, wallets, cards, and anti-fraud logic

UI/UX designed based on real operational flows

Closed beta (100 users across USA/MEX/CAN) planned for Q4 2025

Roadmap Snapshot

QuarterMilestone

Q3 2025 MVP public launch

Q4 2025 Closed beta testing

Q2 2026 Sponsor bank integration

Q4 2026 Goal: 50,000 active users

Post-Raise Team Plan

CTO / Engineering lead (Flutter + backend)

Compliance Officer (AML/KYC & onboarding)

Head of Growth (B2B + migrant acquisition)

Legal/Regulatory Counsel (USA/MEX/CAN)





FINANCIAL PROJECTIONS

Validated Model with Realistic Bottom-Up Simulation

Consolidated 3-Year Forecast (USD)

Year	Active Users	FX Profit	Card Profit
Year 1	50,000 \$	4,170,609.00 \$	865,614.00
Year 2	100,000 \$	11,869,912.00 \$	2,463,805.00
Year 3	150,000 \$	19,569,510.00 \$	4,062,025.00

Key Assumptions

- Avg FX usage: \$800 USD/month per user
- Avg card spend: \$683 USD/month per user
- FX margin: \$0.30 MXN per USD exchanged (~1.5%)
- Interchange: 0.39% net revenue from card spend
- Tiered access (e.g., Black Ór \$5/month) not yet included in base projections

Unit Economics

- ARPU: \$8–15 USD/month (based on user type & usage)
- CAC: \$30–50 USD
- Gross Margin: ~60%
- Break-even: Achieved early in Year 2

Detailed monthly simulation available upon request.



USE OF FUNDS

\$2M Pre-Seed Allocation for 18-Month Runway

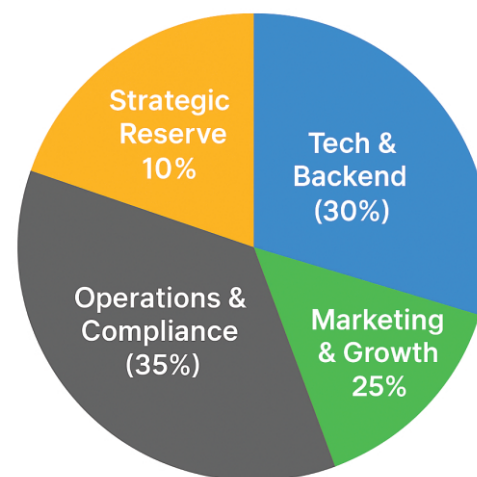
Strategic Allocation

Category	%	Use Description
Technology & Backend	30%	App development, API integrations, infrastructure (Flutter + Node)
Marketing & Growth	25%	T-MEC acquisition, digital ads, content, partnerships
Operations & Compliance	25%	KYC/AML tooling, onboarding ops, regulatory/legal support
Strategic Reserve	20%	Card logistics, gold asset contracts, unexpected scaling needs

Capital Efficiency • Runway: 18 months

- Team scaling includes CTO, Compliance, Growth, Engineering
- Sponsor bank integration targeted for Q2 2026
- Focused rollout across USA / Mexico / Canada (T-MEC)

Spend timeline: 18 months runway



ROADMAP & CONTINGENCY PLAN

Balanced T-MEC Growth with Scalable Resilience

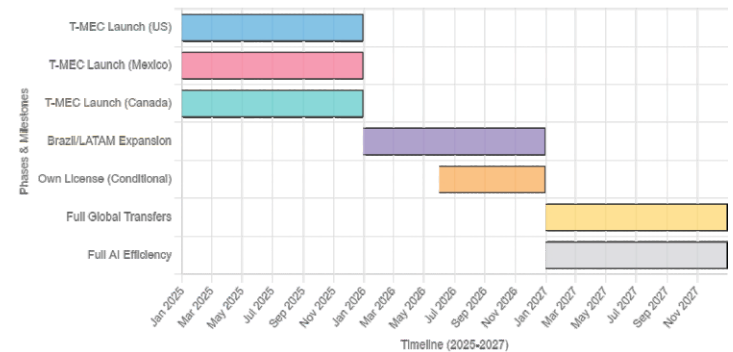
Deployment Timeline (2025–2027)

Year Milestone

2025 T-MEC launch across **USA / Mexico / Canada** via sponsor banks + prepaid card infrastructure. Target: 50K users.

2026 LATAM expansion (starting with Brazil). Explore own license if revenue > \$5M (supports entrepreneur visa path).

2027 Global transfers operational. Full AI integration for fraud detection and onboarding automation.



If sponsor banks delay or limit services:

- Contingency Strategy**
- - Register as **IFPE/Fintech** entity in Mexico (CNBV-compliant).
 - Activate **AI modules** to lower compliance and support costs.
 - Use **Delaware entity** as fallback for regulatory continuity.

Why This Matters

- Balanced growth across 3 countries, leveraging T-MEC
- Regulatory fallback ensures resilience
- Avoids single-point-of-failure on licensing
- Optionality for faster go-to-market



TEAM & ADVISORS

Founder-Led Execution with Strategic Expansion Plan

Core Team

Eduardo Chávez – Founder & CEO

- Former bank manager (Mexico)
- Built and scaled FX network: **20 franchised + 8 owned branches**
- 1,000+ monthly transactions per location
- \$1.3M USD processed in a single month (July 2018)
- Deep understanding of LATAM FX users and regulation
- Committed to **ACAMS certification** to lead internal AML oversight

Hiring Roadmap (Post-Funding)

Role	Timing	Focus
CTO / Engineering Lead	Immediately	App build, backend/API, infrastructure scale
Compliance Officer	Q1 2026	AML/KYC execution, sponsor bank coordination
Head of Growth / B2B Lead	Q1 2026	User acquisition (migrants/SMBs), partnerships
Legal Counsel (External)	As needed	Licensing (US/MEX/CAN), structuring, fintech compliance

Advisory Board (In Formation)

- Compliance & AML (US + LATAM expertise)
- Technology (fintech infra / security)
- Cross-border payments & sponsor banking

Founder Note

“Rather than rushing to build a low-cost team, I chose to validate the model solo — and raise serious capital to hire the **right people**, not just available ones. The \$2M raise enables us to assemble a **lean, senior team** capable of navigating cross-border fintech execution from day one.”

