



# 10 things we hear about going cashless

...and why none of them are true

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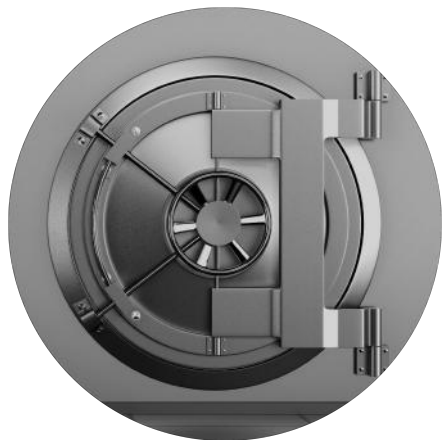
## Myth #1

A black and white photograph showing a close-up of a person's hand holding a credit card, handing it to a cashier's gloved hand. The background is blurred, showing a retail environment with shelves and other people. A clear plastic cup with a straw is visible in the lower-left foreground.

**“We’ve got contactless,  
we don’t need cashless”**

# Cashless or contactless?

## One very important difference



### Contactless

Who gets the data?

**The banks**



### Cashless

Who gets the data?

**YOU**

## Myth #2

**“It’s a hassle  
to implement”**

# What you actually need to do to go cashless

## 3 simple steps



**Then:** We build the solution, train and manage implementation.



Myth #3

**“Going cashless will  
take far too long”**



# Last Stand Dubai



**Cashless in  
under 30 days**



**26 events  
over 30 days**



**30,000+  
attendees**

**[OBJ] “Going cashless with tappit increased my sales, minimised the hassle of reconciliation and helped us make the most of our inventory...”.**

**Mark Gullickson** | *Event Manager, Last Stand Football Fan Park*

## Myth #4

**“This will take a lot of work by my IT team...”**







**Don't worry. This is  
not a major piece of  
work.**

## Myth #5



**“My visitors  
don’t want  
cashless”**

# The benefits of cashless

## Globally:

**682.6 billion** non-cash transactions in 2016.

*(World Payments Report)*

Non-cash transactions expected to accelerate at a compound annual growth rate of **12.7%**.

*(World Payments Report)*

More than **1/3** of Americans and Europeans say they would go cashless if they could.

*(CNBC)*

Less than **1%** of all transactions in Sweden are by cash.

*(BBC)*

## In the UK:

In 2006, **62%** of all payments were made with cash. In 2016, it was **40%**. By 2026, it's predicted to be **21%**.

*(from 38% in 2006: [UK finance](#))*

Nearly **29 billion** cashless transactions in 2016.

*(Statista)*

Only **34%** of payments are now made in cash.

*(Forbes)*



**Survey results: 73% of respondents prefer cashless.**

## Myth #6

**“The technology isn’t  
solid enough yet”**

# Wrong.

BESTIVAL



Motel Mexicola



FINNS  
— BEACH CLUB —



POTATO HEAD



ياسلام  
YASALAM



CARL COX &  
ERIC POWELL'S  
MOBILE DISCO



PACHA  
IBIZA ON TOUR

ulu  
CLIFFHOUSE



GYPSY  
LANDS



It works globally ... at all kinds of events.



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## Myth #7

**“We can’t go cashless.  
Our event is in the middle of nowhere,  
there’s no internet available.”**



# Don't worry. No internet, no problem.



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**Our system works offline.**

**Your wireless network could go down, the mobile network could disappear, you could even lose power, but tappit would still work.**

**We can work online if you need us to.**

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# Equation Festival, Vietnam



- 2,500 people
- 3 days
- Remote location (campsite)
- No internet, no connectivity
- tappit still delivered

Myth #8

**“You have control of  
my money”**



**The truth is... we don't.  
The money goes straight  
to your bank account.**



## Myth #9



**“There is just no  
benefit to us”**

# So you don't want to...



**Understand  
your customer**



**Reduce fraud  
and theft**



**Reduce queues**



**Improve customer  
experience**



**Make accounting  
easier & faster**



**Increase your  
profits**

Myth #10

**Fyre Festival 2019?**



**Sorry can't help with that ;)**



**the cashless experience**

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