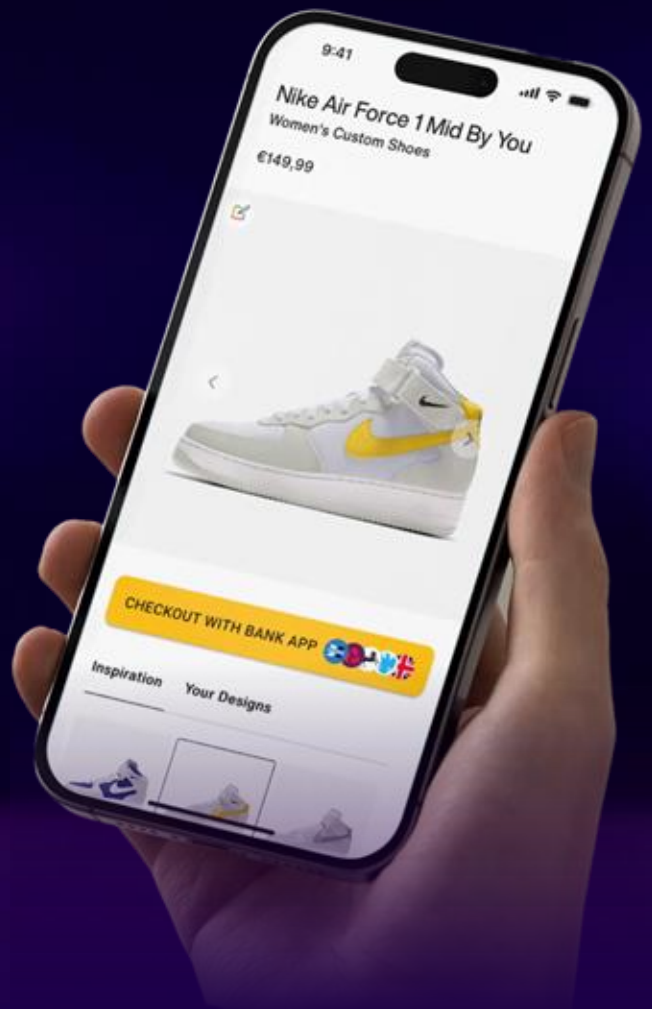
WALLID

Identity-linked Pay-by-Bank infrastructure

That turns checkout losses into profit



shopify app store 4.9 ★ (48)

WOO COMMERCE

Problem

80% of SMB stores are barely profitable

E-commerce businesses lose $200B a year at the checkout

High card fees	1.5 - 2%
Fraud	-$48B
Chargebacks	-$40B
Declined authorisations	-$50B
Operational spend on reconciliations	



› $ 200B

*Source: Checkout.com, Juniper Research

Solution

Identity-linked Pay-by-Bank Infrastructure

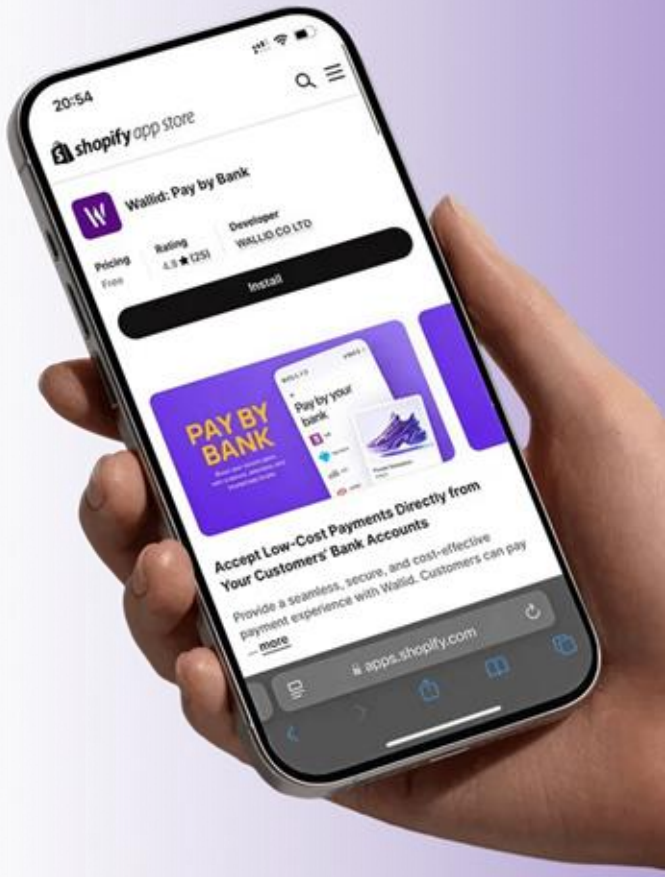
<1%
Payment fee (A2A)

30%
Higher convertion

99%
Less fraud & chargebacks

70%
Cheaper than card fees

- Minutes to install
- Instant payouts & refunds
- Automated reconciliations
- Verified ID & Age
- Personalised (cashback, discount)



How it works

Personalisation with Open Banking Data

User authorisation



Wall ID accessing data

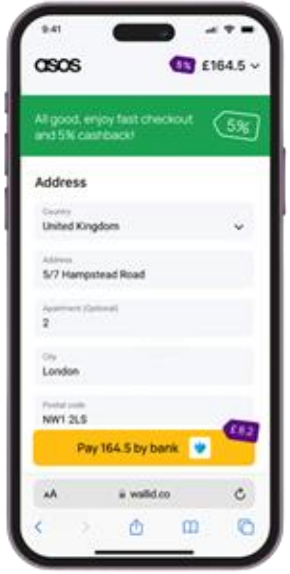
- ID Information
- Date of Birth
- Address
- Contacts
- Purchase History
- Credit Score

Verifying & personalising

- ID verified
- Age verified
- Address verified
- Contacts verified

- Discounts
- Cashback
- Loyalty points

Personalised checkout

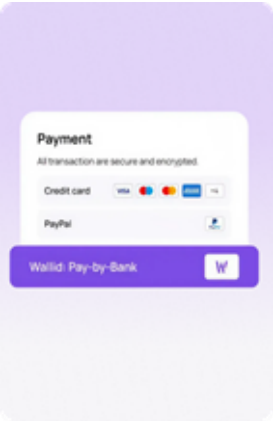


Products

Product Line Covers All Checkout Pain Points

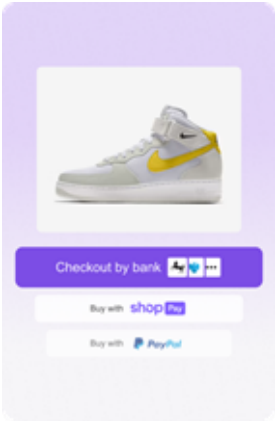
Two taps, and you are on. No sign-ups or accounts needed— simply authorise your payment through your bank app

Pay-by-bank payment option



Express Checkout

ID data pre-populated to complete checkout



Age Verification

ID & Age check vs open-banking data



1. AI-Personalised offers

Trained on consented /open-banking signals →higher conversion/AOV.

Learn more→



2. Ecommerce checkout for AI search & AI agents

Via Shopify–ChatGPT integration.

Learn more→



3. VRP/cVRP, bank- on-file for repeats and subscriptions



Value proposition

Wall ID doubles the average merchant's margin

E-commerce businesses lose $200B a year at the checkout

Cheaper than card fees	70%
Reduced fraud	99%
Less chargebacks	90%
Higher conversion rates	30%
Less declined authorisations	70%



+ up to 6%

Why we win

Low Competition on Shopify & WooCommerce

Competitors	WALLID	Volt	GoCardless	TRUELAYER	Trustly
App & Install time	Yes. Shopify-native	Via partner		Yes but no public visibility	Via partner
ID data & personalisation	≡				
Refunds & reconciliations	Instant/ partial + auto reconciliations	Limited		Limited	Limited
Express checkout	≡				
Trustpilot	4.8 ★★★★★	2.5 ★★½☆☆	2.3 ★★½☆☆	1.8 ★½☆☆☆	2.8 ★★★☆☆

Wallid is the only provider in this group with a rated, publicly listed Shopify app.

Volt's open-banking "Pay by Bank" for Shopify is delivered via a direct integration link rather than an App Store listing, so no star rating is displayed.

TruLayer and GoCardless do not currently maintain their own Shopify apps; integrations rely on partner or middleware solutions, which are not rated under the companies' names.

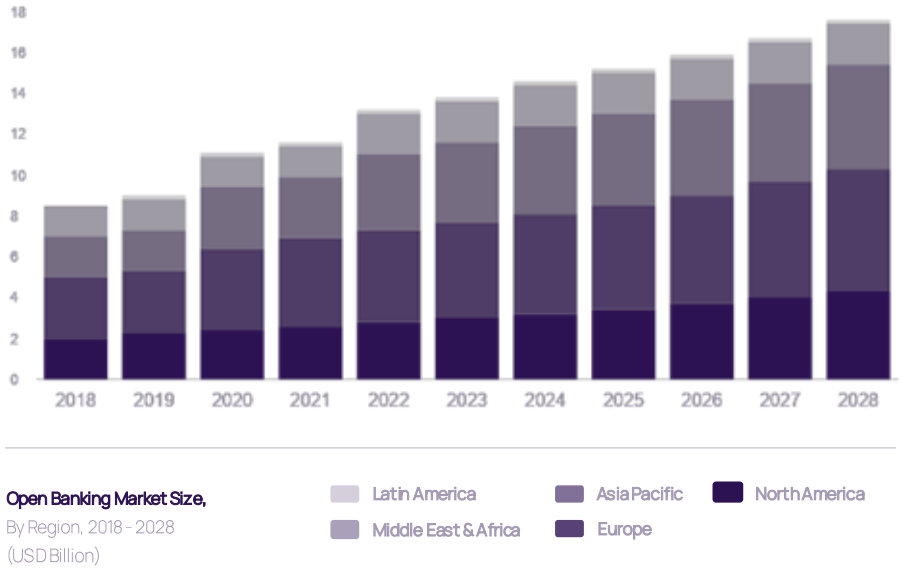
Tailwinds

Adoption Reached a Tipping Point

UK open-banking adoption growth & 2026 VRP roadmap

Pay-by-bank (A2A)	**2%**
Apple Pay & Google Pay	6%
PayPal	14%
Credit & Debit Cards	80%

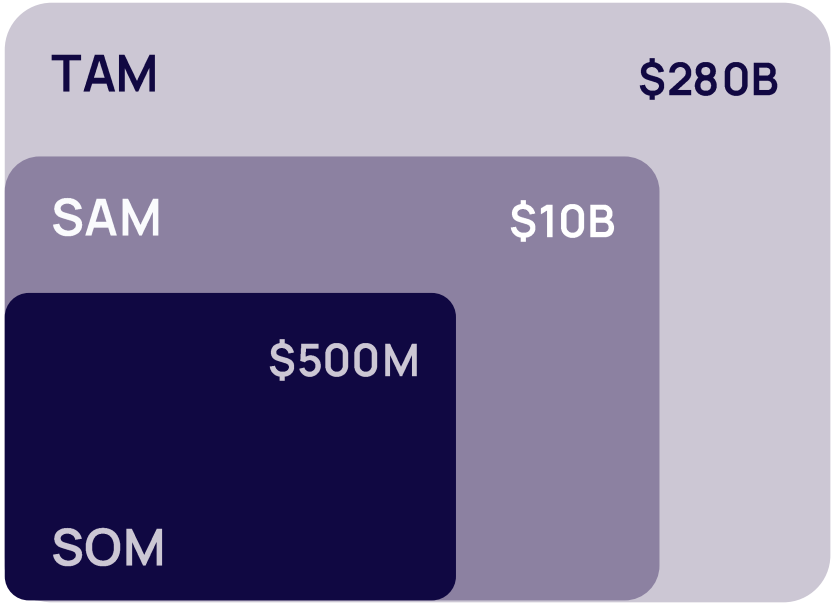
→ Growth forecast is 27-30% per year



*Source: PYMNTS Intelligence 2024, McKinsey Payments map 2023

Opportunity

$10B market by 2030



Bottom-up market sizing

	UK	EU
Targetable Stores	1,200 UK Shopify Plus, high-AOV	2,300 EU Plus, DE/FR/SP, high-AOV
AOV (assumed)	1,200	
Order per year/ store	30,000	
Checkout share	15%	25%
Pricing	0.7% + £0.10 per tx	
Per-store net revenue (yr)	£5,175	£8,625
SAM (yr)	£6,210,000	£19,837,500
Combined SAM (yr)	£26,047,500	
	£1,302,375 (~£108,531 MRR)	

Sources: 2024 SMBs open banking adoption (PYMNTS.com), Open Banking Expo: https://www.openbankingexpo.com/features/feature-how-will-open-banking-shape-up-in-uk-and-europe-in-2024/

Formula: Stores × AOV × Orders/yr × Checkout-share × Take-rate (+ fixed/tx) = Net Revenue

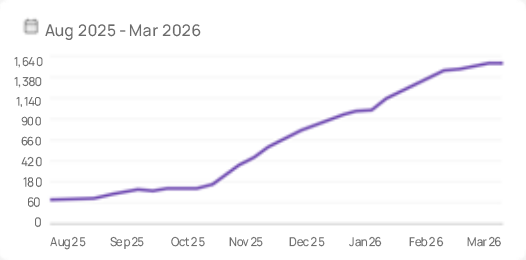
Shopify Plus stores: 3500 UK. 3500 DE, 2800 FR, 750 SP. Source: StoreLeads.app, BuiltWith IDEAL - NL open banking leader with 60% market, share of checkout: 25%. Source: Betaalvereniging NL. Pricing source: Finexer Open Banking.

Growth Momentum (May 2026)

+30% › MoM Growth on Shopify & WooCommerce

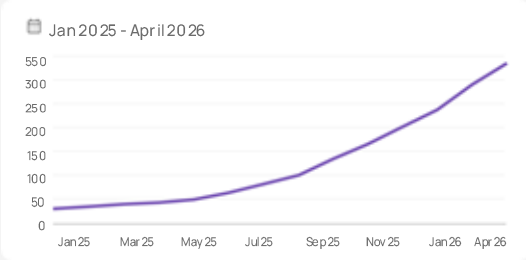
App downloads (MoM growth)

30% ›



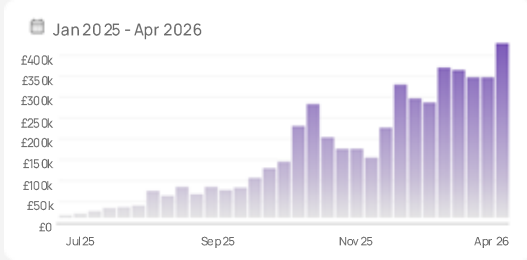
Signed customers (May 2026)

600 ›



Transactions (MRR), May 2026

£3M (£30K)



shopify app store

4.9 ★ (48)

★★★★★

"I just wanted to take a moment to thank you for the quality of your service and the simplicity of your procedures. Everything has been smooth and easy to follow, which I truly appreciate. I will definitely recommend your services 100% to others looking for a reliable and efficient payment solution."

N Nirina Hasiniaina Ralaivao
Director, Nirinacorp Limited

★★★★★

"This is great – thank you. How do I make the Wall ID the preferred payment option?"


Russel Lamb
Co-Founder, 6 Percent Wine

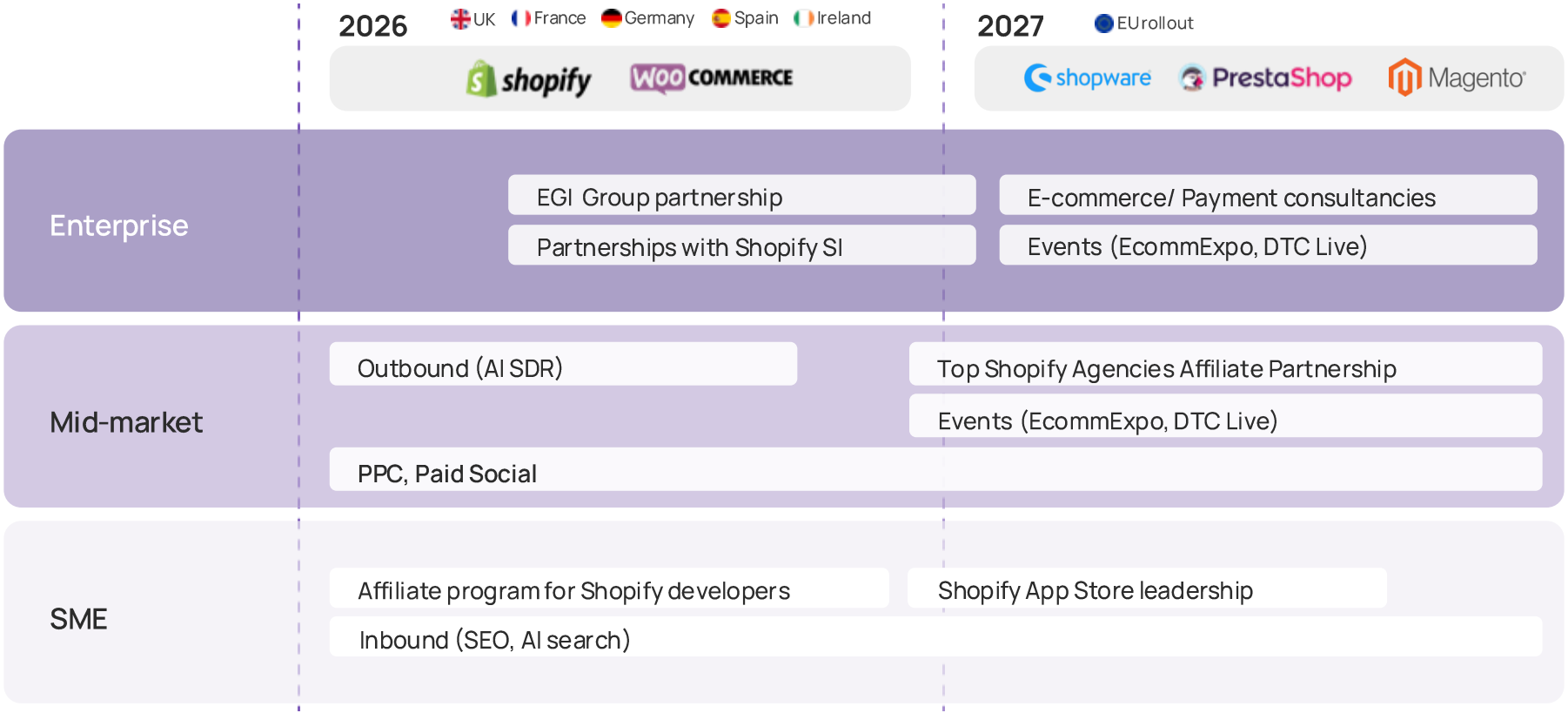
★★★★★

"Yesterday I had a great meeting with Wall ID a brand new payment gataway system for Shopify thats aggressively marketing their services... and I'm integrating this today with one of my merchants..."


Lliam Green
Director, The Shopify Guy

Go-to-Market

Platform-led Distribution: 80% in-bound



Why Us

2X Successful Start-up Exits. 10+years in E-commerce



Ilya Mikin
CEO

- Successfully launched, grew and exited AdTech start-up to BetweenX
- 8+ yr. in Ecommerce, as ex-GM at iHerb.com doubled the revenue in 3 years
- 10+yr. in Marketing at UNILEVER, INTEL
- MBA at Darden/UVA



Roman Medvedev
CPO

- Successfully launched, grew and exited travel tech start-up iknow.travel to S7
- Launched from zero - IFEE, travel ancillary marketplace, e-commerce travel platform, airport food delivery platform
- 15+ years as CPO with start-ups and large companies



Nick Mukhanov
CTO

- 10 years in start-ups as CTO
- Successful products in Blockchain, ML and Big Data
- 17+ years in software development as a full-stack engineer

University of Virginia | Darden School of Business

intel

Unilever

iHerb

iknow.travel

Funding & Recognition

Funds Raised

£ 400K

Investors

SFC Capital

STARTUP WISE GUYS

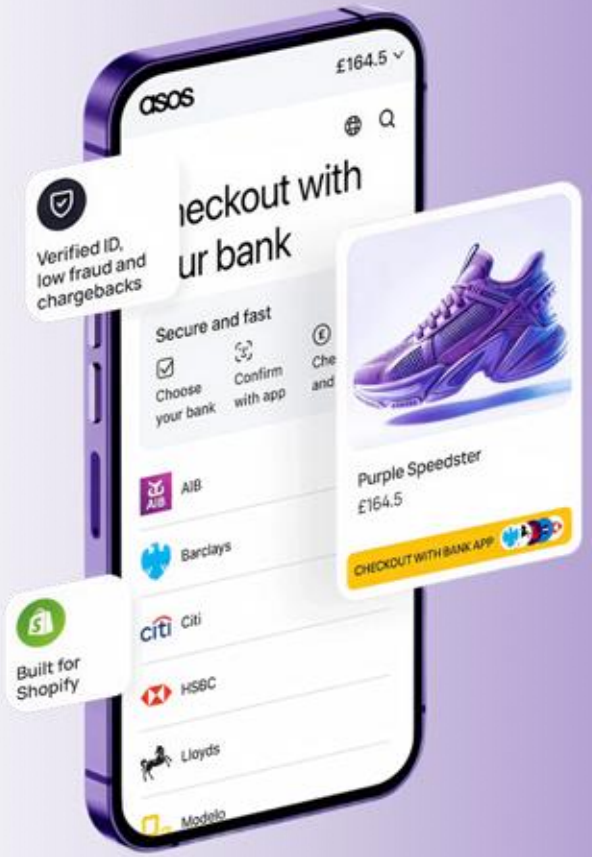
Awards

1st Place

London,
Sep 2024

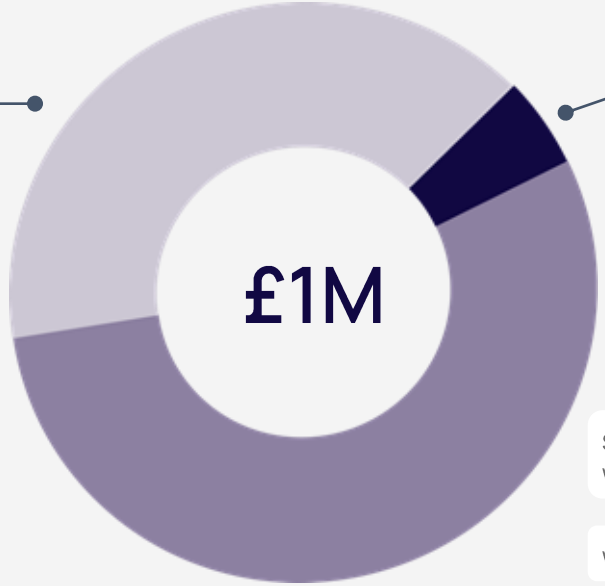
Finalist

London,
Nov 2025



£1M to Launch in the US (Shopify & Woo)

Based on inbound requests from the US merchants



£450k

OPEX, R&D

- Core founding team, UK SRO + EU SDR, 6 developers
- Product: 'Built-for-Shopify', subscriptions/VRP, AI search checkout
- EU banks' success rate optimisation

£50k

Other

- Legal/Compliance

£500k

Sales & Marketing

- Sales Team to Win Top Shopify/ Woo Agencies & Merchants
- Win the search (SEO & AI search)
- Ecom Expo/trade shows

18 -Months Target

£85k (1M ARR)

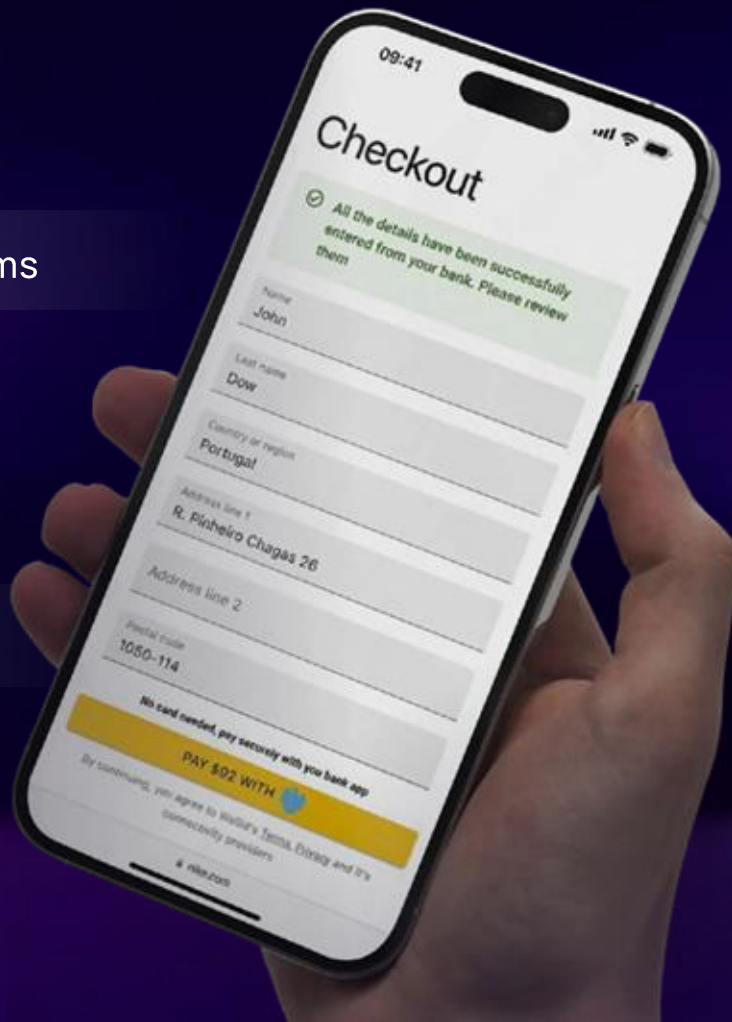
MMR

1,200

Merchants

Investor Promise

- Window of opportunity on SME Ecommerce Platforms
- Defensible Ops + Data moat
- Efficient partner-led distribution
- Clear path to 1,200 stores/ £1M ARR in 18 months





Ilya Mikin
Founder at Wall ID

ceo@corp.wallid.co · wallid.co