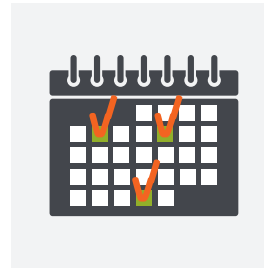
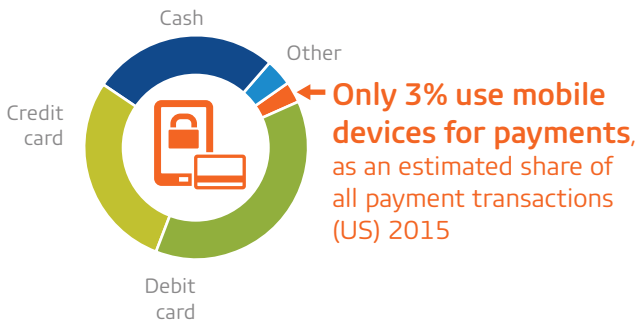




# Mobile Payments: Crossing the Innovation Chasm

Despite the hype, mobile payment adoption and frequency of use in the US are still very low. How can the mobile payments industry avoid failure and encourage mass adoption among consumers?



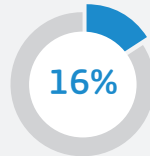
The majority (74%) of US mobile payments users are making a mobile payment **less than 4 times monthly**



The industry needs to overcome privacy concerns among the general population in order to achieve mass adoption.



"I am worried about my personal information when using a mobile payment app."



"Making payments with a mobile device is more secure than other methods."



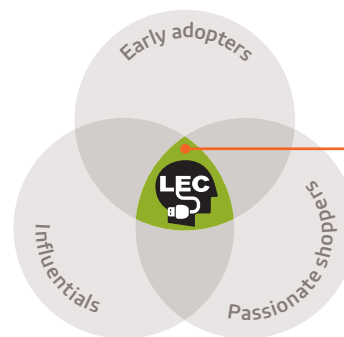
"I am confident that my mobile device payments are 100% secure."



To bridge the Innovation Chasm with consumers, mobile payments' providers should leverage the legacy of smartphones.

Value add of services, not the technology itself, drives adoption and usage.

Consumers are looking for **rewards, coupons, discovery of offers**, and the ability to **browse inventory**



**Focus on Leading Edge Consumers (LECs)** who are leading indicators of where consumer behavior is headed in the future.

## 4 ways to solve

Establish and communicate innovational advantage over current technologies

Improve continuity with current technologies in market

Minimize complexity of use

Provide opportunity to trial and test the new technology before committing