

## Minkasu Raises \$1 Million to Resolve Mobile Payment Fragmentation and Further Secure E-commerce and M-commerce Merchants

**MILPITAS (Jan. 12, 2015)** – Minkasu, a mobile payments technology company, today announced that it raised \$1 million in seed funding. The company will use this money for their marketing and business development, working with merchants, non-profits and small businesses to provide a more secure and easy mobile payment option across all devices, operating systems and channels.

“As mobile payment options continue to emerge and evolve traditional and electronic commerce, security and convenience remain at the forefront of everyone’s mind,” said Minkasu CEO and co-founder Anbu Gounder. “We look forward to further enhancing our ultra-secure mobile payment solution and introducing it to additional merchants so consumers can finally have wide-spread access to our easy-to-use, secure way of paying for goods and services across all devices anytime, anywhere. Our focus for the time being is going to be on e-commerce and m-commerce transactions only.”

While mobile payments are becoming more widespread, speeding up the checkout process and providing increased security and convenience for both merchants and consumers, the landscape remains fragmented. Current leading digital wallets are operating system, bank, network or merchant specific. In order to best meet the big-picture needs of merchants and consumers, mobile payment solutions need to be eco-system agnostic and tie seamlessly into the move towards omni channel experiences.

Minkasu is leading the future of mobile payments by providing true omni-channel mobile payment solution which is operating system, device and other ecosystem agnostic, which will increase conversions significantly in both e-commerce and m-commerce transactions. Minkasu employs technology backed by three patents to uniquely identify a user with their device and avoid sharing or storing credit card information. The mobile payment solution allows for the completion of convenient and secure transactions while increasing customer confidence and conversions.

To celebrate the funding milestone, the company has launched a [Super Bowl Sweepstakes](#) where users try Minkasu to win two tickets to Super Bowl 50, a \$2,000 Amex Gift Card or an iPad Pro.

### About Minkasu

Minkasu is a mobile payment technology company that provides merchants and consumers with a secure and easy mobile checkout option on any device, anywhere. Using patented technology, Minkasu provides a highly secure mobile payment solution that employs tokenization, ID verification and fingerprinting to identify users and their device, eliminating the need for a username, password, and the input of lengthy credit card information. The credit card is neither stored nor shared with the merchants to ensure safety thus providing the consumer with an unparalleled level of trust and security. Minkasu is currently working with several e-commerce and m-commerce merchants as well as nonprofits helping them achieve significantly higher conversions and reduce fraud. Launched in July of 2015, the Silicon Valley-based company was founded by Anbu Gounder, Naveen Doraiswamy and Subbu Lakshmanan.

For more information, please visit <http://www.minkasu.com>, follow on [LinkedIn](#), [Twitter](#), [Google+](#) and like on [Facebook](#).