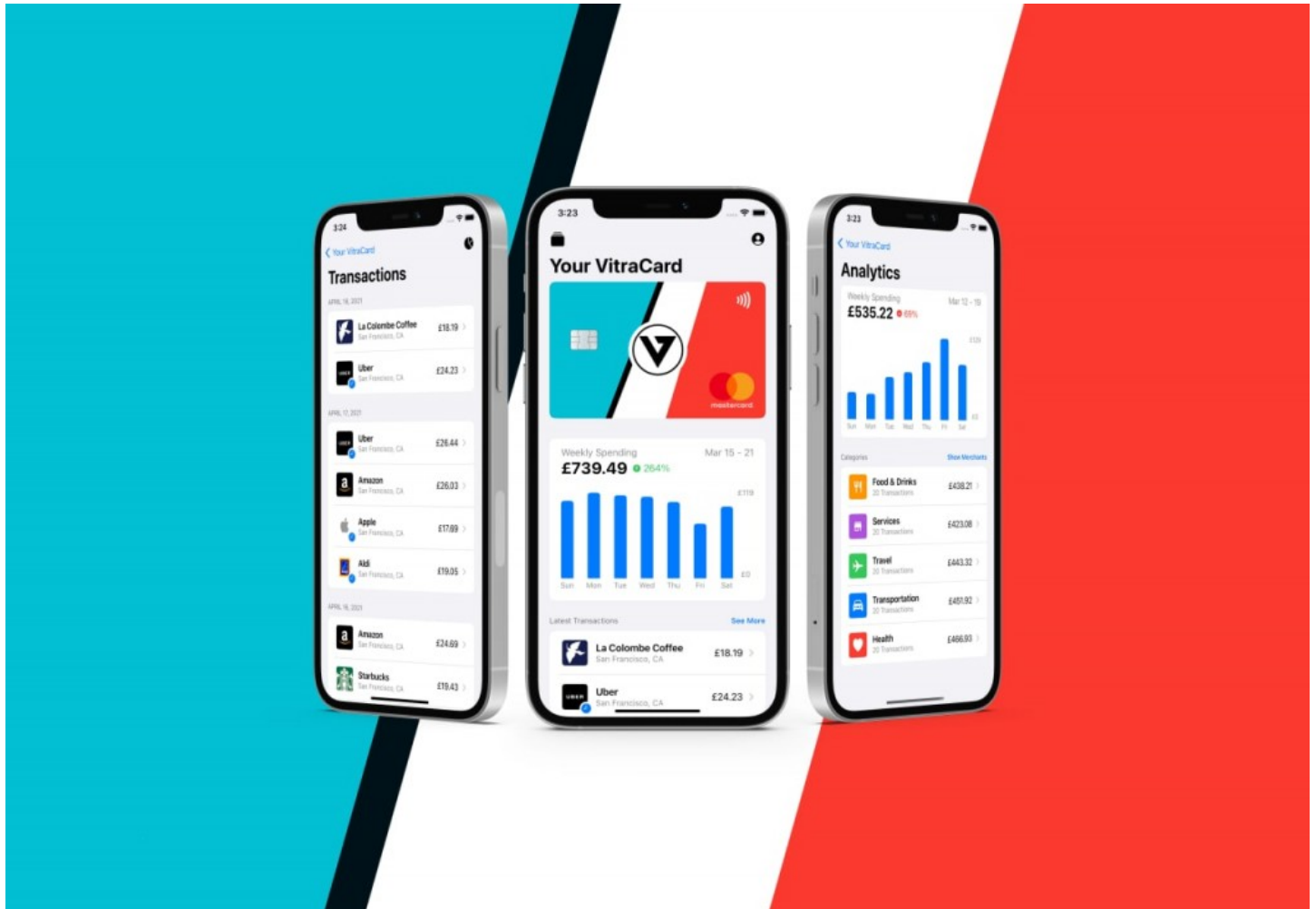


VitraCash Launches Crowdfunding Campaign to Fund AI-Powered Smart Payment Card – MasterCard as Strategic Partner



United Kingdom, London, Apr 16, 2021 ([Issuewire.com](https://www.issuewire.com)) - VitraCash Limited, a payment technology platform that is using artificial intelligence to change how people around the world pay for goods and services, announced its crowdfunding campaign on CrowdCube this week.

In an effort to raise funds for the launch of their AI-powered smart payment card, with MasterCard as a strategic partner, VitraCash is the first-of-its-kind smart debit card that saves all credit and debit cards for one customer in one singular place.

With a complementary mobile app, VitraCash's technology will then select the best card for every transaction, factoring in elements like FX rate, cashback, insurance, and more.

"Our team has spent a significant amount of time traveling across Europe and Asia, spending an absurd amount of money on exchange and ATM fees," said Koray Koska, CEO of VitraCash. "We noticed that for non-MasterCard payments, the fees were even higher, or altogether not accepted in many parts of the world. While traveling, we just didn't have the time to sit down and review the perks of each card,

strategically choosing the right one for each transaction. That's what inspired us to create VitraCash."

VitraCash employs an advanced algorithm that calculates the best card for every payment with a multi-dimensional cost function, personalized by AI. The VitraCash platform includes a digital wallet app that is connected to a physical debit card, where it is able to measure and compare cards in real-time for every transaction.

VitraCash will turn a profit on their business model by collecting the interchange fee, as well as offering premium subscription plans.

"Our crowdfunding campaign will cover the estimated costs for our card processing and development to launch this summer," said Koska. "As we like to say, we are welcoming everyone to join us on our journey to build a genuinely smart card. We believe this revolutionary technology could save people a tremendous amount of time, money, and hassle in the future."

At this time, the VitraCash algorithm is a US patent pending. The team has stated that the app and algorithm are in closed beta, with an aim to launch in July 2021.

To contribute to the VitraCash CrowdCube campaign, please visit:<https://www.crowdcube.com/companies/vitracash/pitches/Z5nwvb>.

For more information regarding VitraCash, please visit: <https://www.vitracash.com>



Media Contact

VitraCash

press@vitracash.com

+447537144112

Source : VitraCash Ltd

[See on IssueWire](#)

