How to prepare for a card issuing project?

Do you want to issue cards to your users? In this article we describe what is required on your side to implement virtual or plastic cards in your applications.

Let's imagine you are a fintech, crypto wallet, lendtech or any other company with a concrete target segment, some or thousands of users and you have a mobile application for your customers. You have decided to go live with card issuance in order to increase revenue and user loyalty. Below we describe the main decisions and steps you need to take to get ready for a card issuing program:

1. **Decide on a card issuing partner** - check out other articles we have on this topic in the Knowledge Center. Make sure that the partner has the necessary functionalities, legal requirements and flexibility that you can accept. Check your partner's financial standing. Contact us for more details.
2. **Analyse and describe your use cases** - describe user flows, develop some initial graphs of how key processes will work. Focus on user onboarding, Know Your Customer steps, card generation and activation, card management and transaction flows. Read the Developer Zone requirements during this step to make sure you are ready to integrate without difficult customisations.
3. **Check the legal environment** - try to analyse and understand the regulatory environment. Check if you can fulfill KYC requirements and how you can collect data from users. It is important that you submit a user selfie and document photos to the card issuer during the verification process. If you are working with us, please make sure that you have a European entity or branch in the EU to sign a contract with us for card issuing.
4. **Verify API integration** - go to the Developer Zone and analyse APIs or SDKs that you will have to connect to. If you want to avoid PCI DSS audits and associated costs, consider using SDKs. It is highly recommended if you have a large group of users.
5. **Make P&L analysis** - consider the revenues from card issuing and the costs of this product. Make sure you understand unit economics. You can use articles in our Knowledge Center to start this work. Choose an affordable partner - do not think that if something is more expensive, it is better in quality. The card issuing business is a cost-based business where low level unit economics matter, especially cost per card and cost per transaction. Revenue share from interchange fees or currency conversions is even more important than costs.

If you have checked these points, you are ready to sign a contract. Contact us sooner, let's work together. We can advise you on many of these points to build the best possible program for you. We have extensive experience in more than 30 countries on 5 continents. Make use of this knowledge to get started.

Thanks for reading.