

New Fintech Player Universe Money Transfer Enters Market with Canada-Lebanon Platform for Global Expansion

Universe Money Transfer debuts its mobile app for the Canada-Lebanon corridor, with plans to expand to 10 countries and reinvest 20% of profits into communities

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/EINPresswire.com/ -- A new fintech entrant challenging established remittance operators, today launched its mobile-first money transfer platform, beginning with the Canada-Lebanon corridor. The FINTRAC-registered company plans to expand to 10 additional countries within one to three years as it scales its digital alternative to legacy transfer services, now available through its [money transfer app for iOS](#) and [Android](#).



Universe Money Transfer: A new, transparent way for Lebanese Canadians to send money home.

“

Universe Money Transfer was built on fairness and transparency to ensure the full value of every dollar reaches the families who need it most”

Tarek Mohajer

Targeting a significant market, the launch addresses the costly transfer options for over 210,000 Lebanese Canadians maintaining financial ties to Lebanon. Current fees average 6.35% on a \$500 Canada-to-Lebanon transfer, exceeding the global average. Remittances are a critical economic lifeline, making up 37.8% of Lebanon's 2022 GDP.

[Universe Money Transfer](#) enters this space with a digital-first approach designed to compete on both transparency

and user experience in a corridor where senders have historically had limited digital options.

Tarek Mohajer, a Lebanese-Canadian entrepreneur, established Universe Money Transfer out of dissatisfaction with the excessive fees incurred when remitting funds to Lebanon. He observed that up to 10% of charitable donations were being diverted.

This frustration was the catalyst for the platform's three core principles: commitment to fairness, prioritization of the community, and complete transparency. Their mission is straightforward: to ensure the full value of every dollar transferred internationally reaches the intended recipient.

A significant population of Lebanese-Canadians stands to benefit, particularly those residing in major centers such as Alberta (approximately 28,000 individuals), Montreal, Ottawa, Toronto, and Halifax.

Mobile-First Competitive Positioning

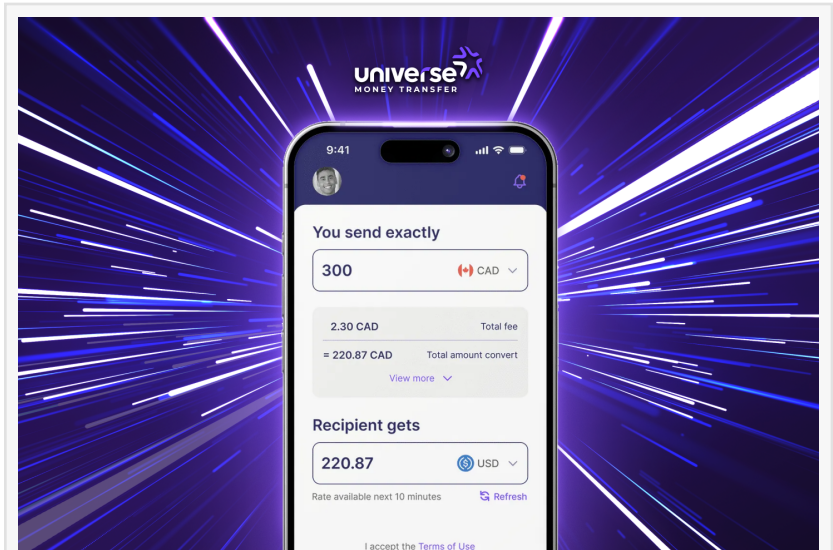
Universe Money Transfer's digital-first mobile platform bypasses the agent networks and physical locations of established competitors, eliminating infrastructure overhead and offering consumers the transparency and modern user experience expected in today's financial technology.

The platform prioritizes upfront clarity in an industry often criticized for hidden exchange-rate markups and unclear fee structures. Users can see the exact amount their recipient in Lebanon will receive before confirming any transfer, with real-time exchange rates and complete fee disclosure.

The company's mobile applications bring remittance capabilities directly into users' pockets, eliminating the need to visit physical locations or navigate complex agent networks on the sending side.

Measured Expansion Roadmap

As it launches in Lebanon, Universe Money Transfer has charted a growth strategy targeting 10 additional corridors within one to three years. The company will prioritize corridors based on the size of the diaspora community, remittance volume, and current market gaps where digital



Universe Money Transfer provides a secure, digital-first alternative to legacy remittance services.



Designed for scale, Universe Money Transfer provides a secure, digital-first alternative to traditional remittance services.

solutions are limited.

This phased approach allows Universe to refine its platform based on real user feedback and operational learnings before scaling to additional markets. Each new corridor will be evaluated for regulatory requirements, partnership opportunities for fund disbursement, and community-specific needs.

The expansion strategy positions Universe to serve multiple immigrant communities across Canada, building on infrastructure and expertise developed through the Lebanon launch. The company has already identified its next priority corridors: India, the Philippines, and Mexico. Each representing significant Canadian diaspora communities with high remittance volumes and underserved digital transfer needs.

Addressing Market Inefficiencies

The current process for Canada-Lebanon remittances is burdened by high costs, slow processing, and a lack of modern digital options. This friction point is significant, as senders are accustomed to instant digital transactions in nearly every other aspect of their lives. These inefficiencies present a clear opportunity for competitive disruption in the market.

Universe Money Transfer is designed to address these market failures by prioritizing visibility and certainty for the sender. The platform features real-time transfer tracking, providing notifications for every step, including when the recipient collects the funds. Additionally, it offers multiple receiving options in Lebanon, acknowledging the varying access to banking services, and provides in-app customer support for assistance.

Security and convenience are paramount to the platform. Universe MT employs bank-level encryption for all data and transactions, alongside robust authentication protocols to prevent unauthorized access. By combining advanced security with features built around actual user needs, Universe Money Transfer delivers a fast, transparent, and trustworthy digital remittance experience.

Remittances as Community Lifelines

Universe Money Transfer's entry strategy views remittance corridors as vital links connecting diaspora communities, not just financial routes. Historically, the Lebanese-Canadian community has endured high fees from traditional operators and banks to maintain these critical connections. Universe's mobile platform provides a competitive, lower-fee, and transparent alternative.

For many Lebanese Canadians, remittances serve multiple purposes: supporting family members, navigating economic hardship, funding education, maintaining property, or investing in Lebanese businesses. Universe amplifies this impact by reinvesting 20% of profits into Lebanese communities through food security, education, and medical care programs. A mobile-first platform enables more frequent, smaller transfers that align with the rhythm of ongoing family support, rather than large, infrequent transactions.

Building for Scale

Universe Money Transfer has launched a mobile-first digital remittance platform, starting with

services for Lebanese Canadians in major cities like Calgary, Edmonton, Montreal, Ottawa, and Toronto, to send money to Lebanon. This launch is the first step in a plan to serve multiple Canadian diaspora communities.

The platform's technology is designed to easily add new destinations and future features like group sending and recurring transfers. Universe focuses on solving genuine problems and maintaining a competitive edge.

The Universe Money Transfer app is available now on iOS and Android, offering users a streamlined digital process for account creation, verification, and sending money. For more information, visit universemt.com or download the app.

About Universe Money Transfer

Universe Money Transfer is a Calgary-based fintech company reimagining international remittances for diaspora communities. Registered with FINTRAC (C100000708) and operating under Canadian financial services regulations, Universe launched with the Canada-Lebanon corridor and plans to expand to 10 additional corridors within three years. The platform combines competitive pricing with a commitment to community impact, reinvesting 20% of profits into programs supporting families in destination countries.

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