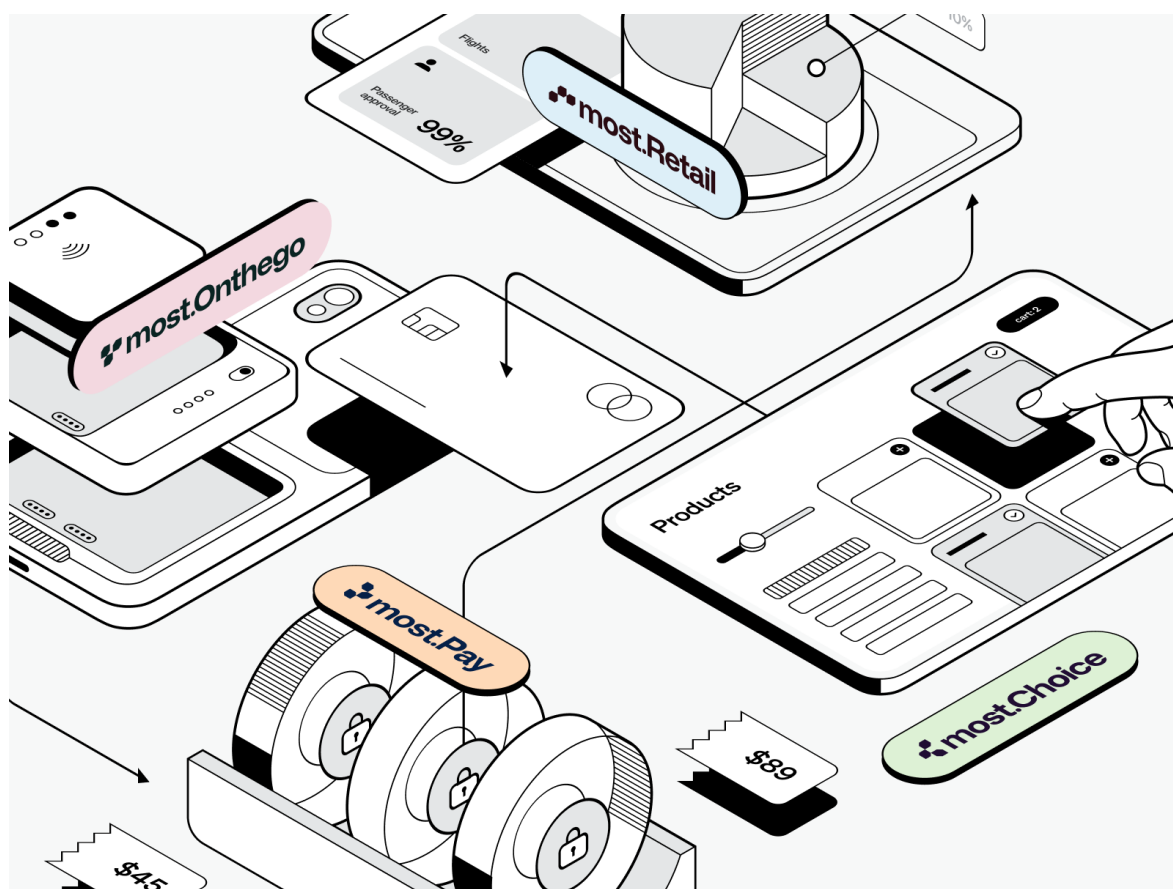# Startup MOST provides retail payment solutions

The MOST ecosystem offers a full suite of modular retailing technology and payment solutions to optimize complex retail environments where security is paramount

[MOST](#), a new provider of intuitive and customized retail and payment solutions, has launched a suite of payment solutions that support retail platforms, helping businesses capture more revenue in an increasingly cashless economy.

Heading up the executive team at MOST are two veterans of aviation retail and payment technology integration. MOST CEO Jan Blanchard and CTO John Vaughan launched the venture. In previous roles, Blanchard helped pioneer the cashless cabin payment solution for airlines in 2013 and was part of the team behind the first mobile phone-based payment devices for aircraft cabin crew. He also was part of the team that created the first recommendation engine for the travel industry.

With key offices in Dallas-Fort Worth, Chicago and Dublin, MOST is a start-up with an in-depth of experience in the travel sector, offering a full suite of retailing technology and payment solutions to optimize complex retail environments where security is paramount.

"We've formed MOST to help the travel sector move away from legacy payment and retail platforms towards more innovative methods that thrive in fluid and low-connectivity environments, such as aircraft cabins," said Blanchard, in a release from the company. "We are working with advanced technology, software and payment gateway solutions at the intersection of fintech and travel retail. We've built an incredibly creative team and developed solutions that will adapt effortlessly to the

shifting needs of mobile retailers and consumers now and in the future."

MOST's modular product offering allows partners to augment or refresh an existing mobile retail program piece by piece. Its four modules are:

most.Pay: A payment gateway that allows merchants to accept online and offline payments in complex environments such as aircraft cabins or locations with low connectivity.

most.Onthego: An end-to-end platform and service that includes sourcing, supply and management of customized and company-branded mobile payment hardware, such as tablets, smartphones, and payment devices, as well as cases and other accessories.

most.Retail: A point-of-sale mobile retail app with back-end capabilities designed to serve customers in fast-moving mobile retail environments.

most.Choice: An open API, artificial intelligence-based recommendation engine that can suggest experiences, food to purchase, or services based on a customer's location and the context of their journey.

MOST has established entities in the United States and European Union, and the company is collaborating with several clients, partners and airlines.

"We can bring solutions to market rapidly and adapt to trend shifts in fintech and consumer behavior just as fast," said Blanchard. "MOST has the experience and knowledge to make us a compelling option for large and small operators working in complex mobile environments."