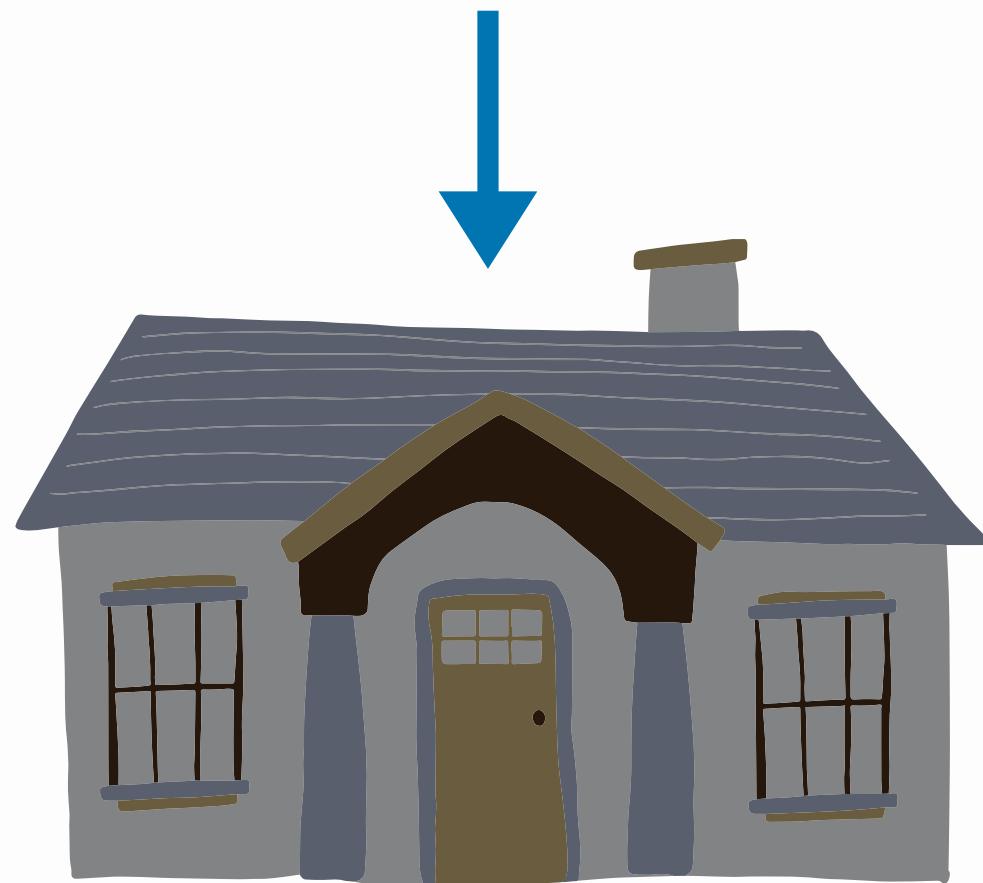
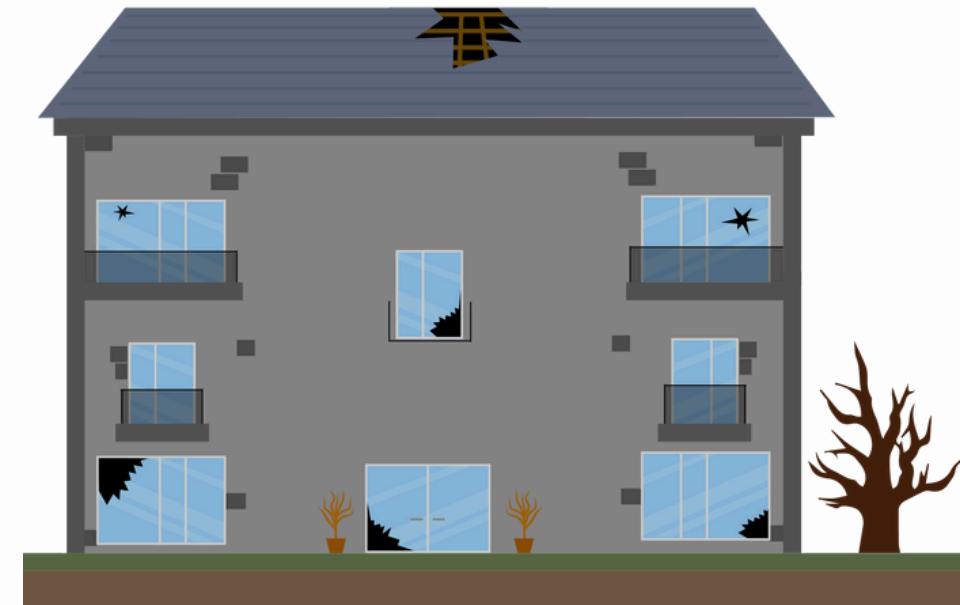


# COCEMFE NGO

PPL: Group 10

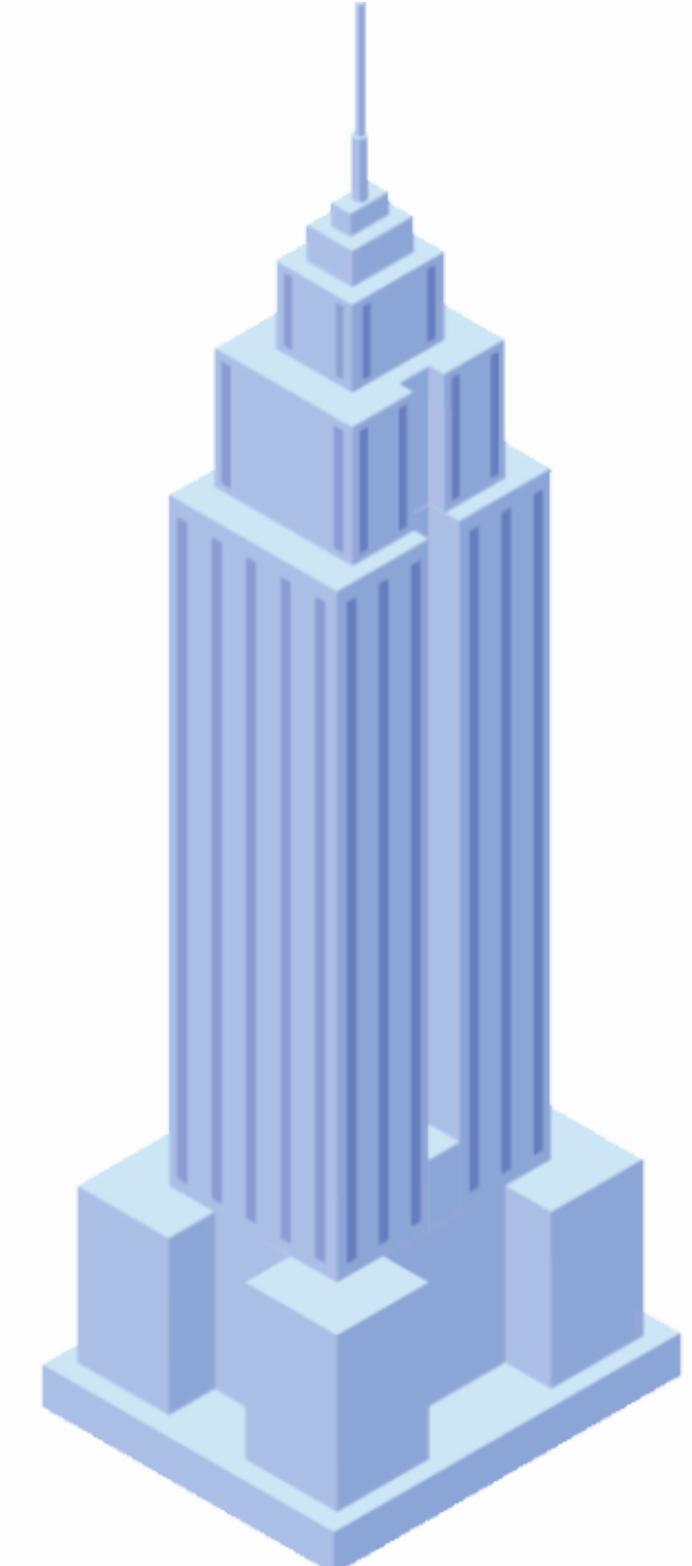


Improve

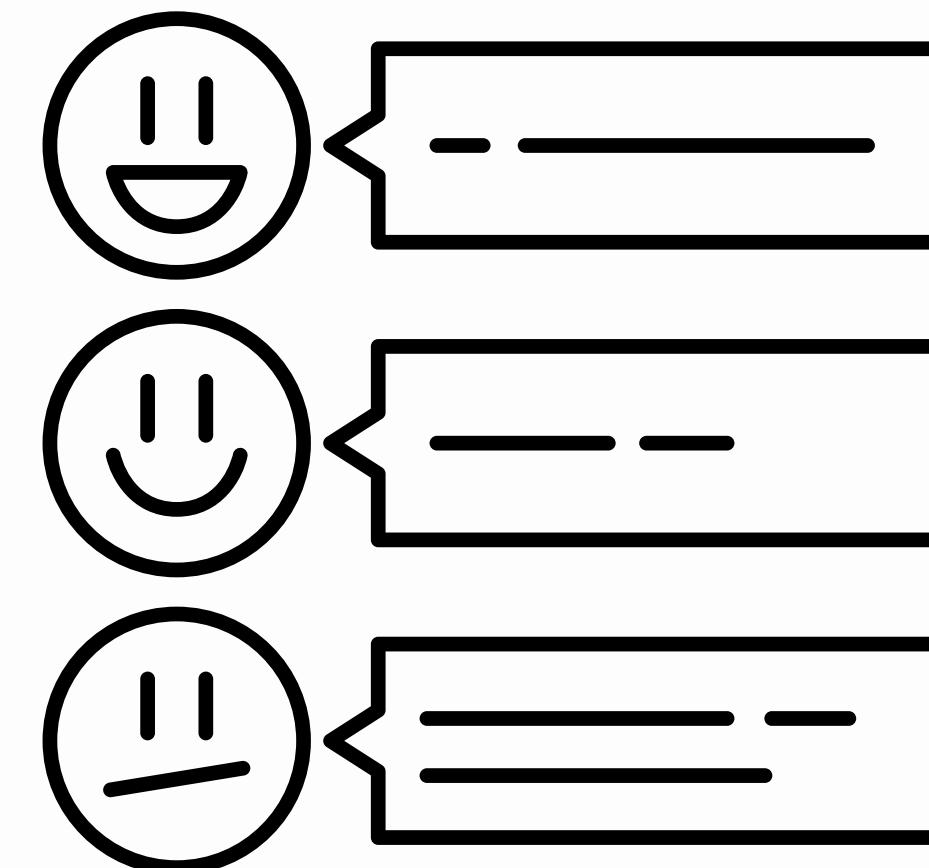


# COCEMFE

Best



Feedback



¿Tienes una organización?



**COCEMFE**  
Sevilla

# Table of Content

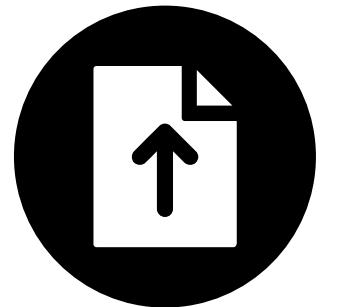
- ▶ Functionality 01
- ▶ Demo 02
- ▶ Competitors 03
- ▶ Team 04
- ▶ Costs 05
- ▶ Costs vs incomes 07

# FUNCTIONALITY

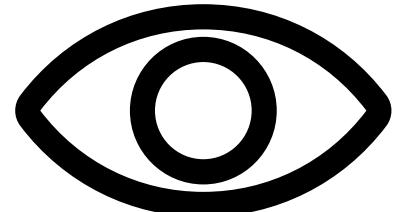
# FUNCTIONALITY

## Documents

Upload



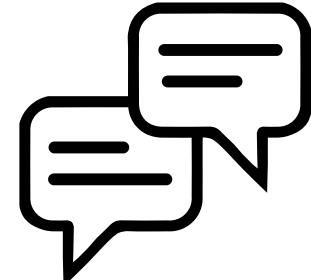
Visualize



Highlight

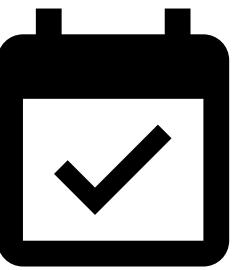


Chat

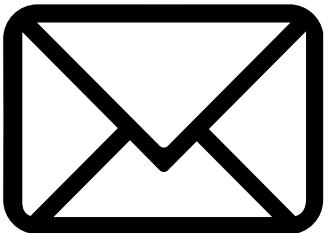


## Calendar

Events



Emails



## Map

Ubication





abril de 2024

today

&lt; &gt;

dom	lun	mar	mié	jue	vie	sáb
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

## Documentos

Buscar

Nombre...

Nombre Estado

No hay documentos que mostrar.



## Acciones rápidas

• Subir documento

• Nuevo profesional

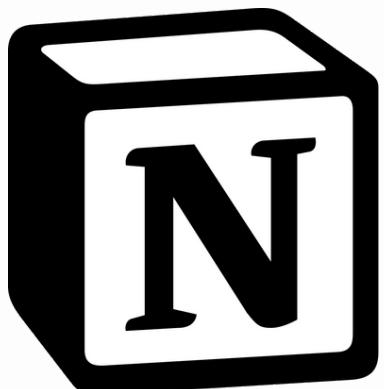
• Añadir organizaci

# COMPETITORS

# Competitors Analysis: Similar apps



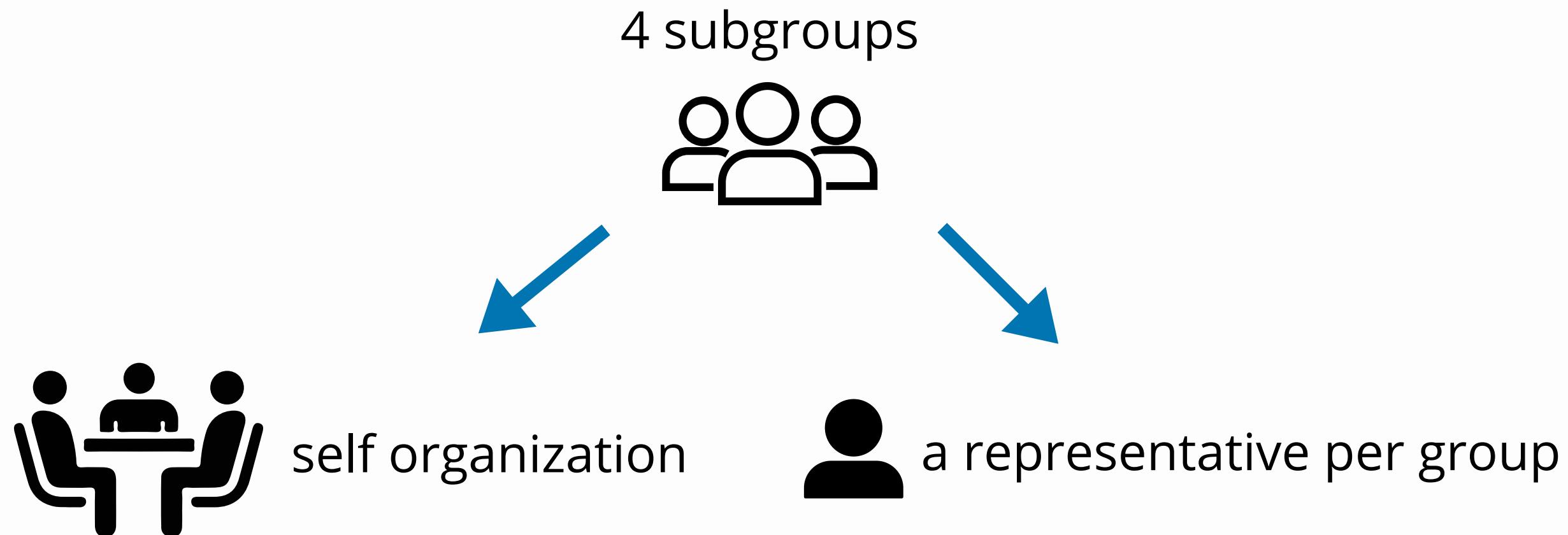
Web Apps



App	Accessibility	Documents
<b>Accesible Go</b>	✓	
<b>Wheelmap.go</b>	✓	
<b>Microsoft Office</b>		✓
<b>Google Docs</b>		✓
<b>Notion</b>		✓
 COCEMFE Sevilla	✓	✓

# TEAM

# Our Team



Community Manager



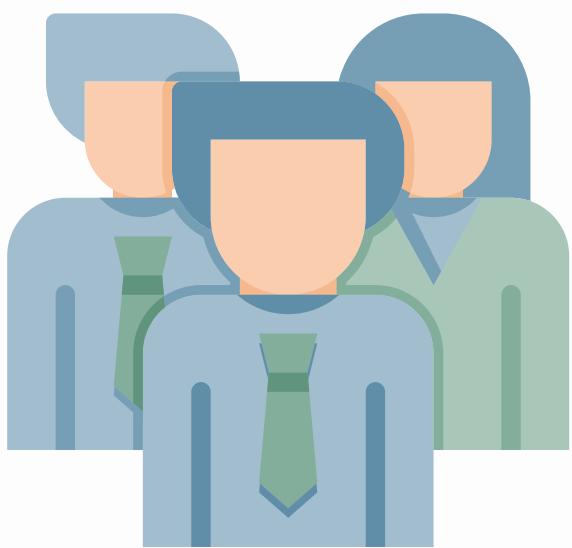
&

GDRP Data Protection Officer



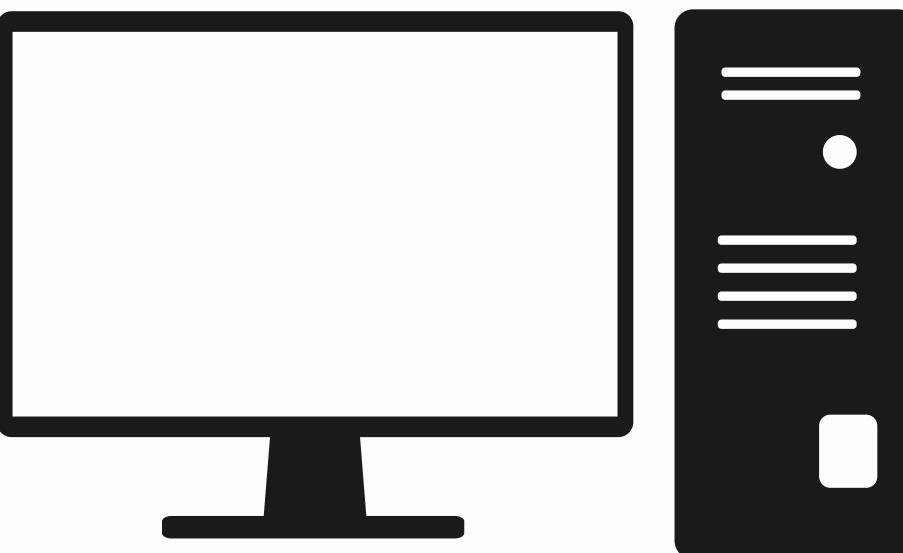
# COSTS

# Cost: CAPEX



Salary

**38k€/m**



Amortization

**75€/m**

**38k€/m**

# Cost: OPEX



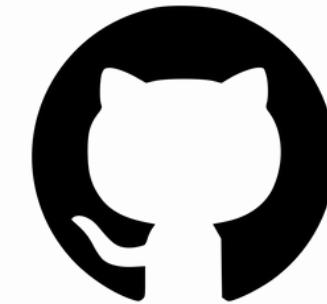
Office

**405€/m**



OneDrive

**200€/m**



Github

**68€/m**



Electricity and water

**105€/m**

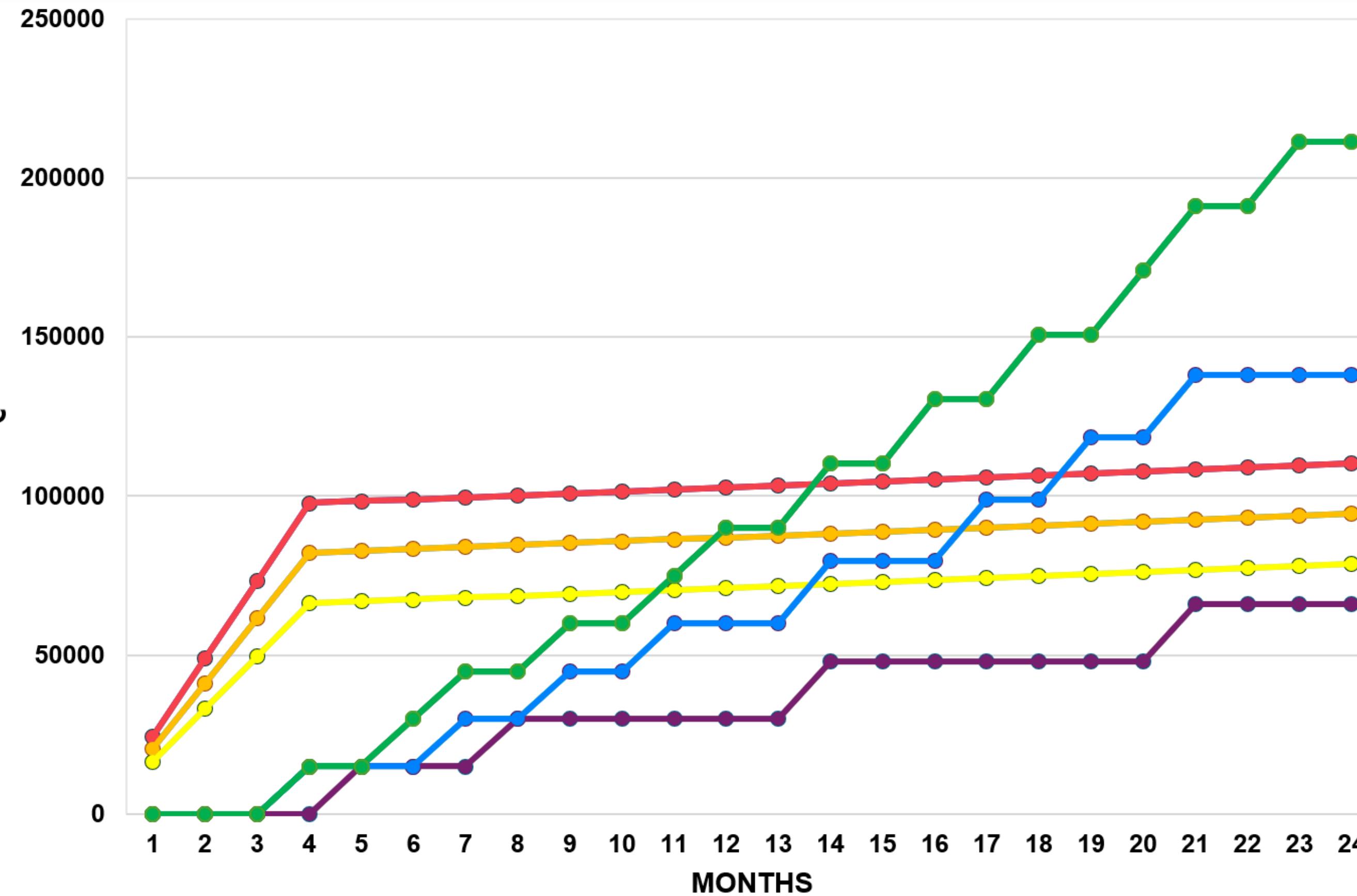


Deploy

**33€/m**

**800€/m**

# Costs vs Incomes



INCOMES

**211k €**

Optimistic

**138k €**

Realistic

**66k €**

Pessimistic

COSTS

**110k €**

Pessimistic

**94k €**

Realistic

**78k €**

Optimistic

07

# Costs vs Incomes

Pessimistic

-44k €

Realistic

44k €

Optimistic

133k €





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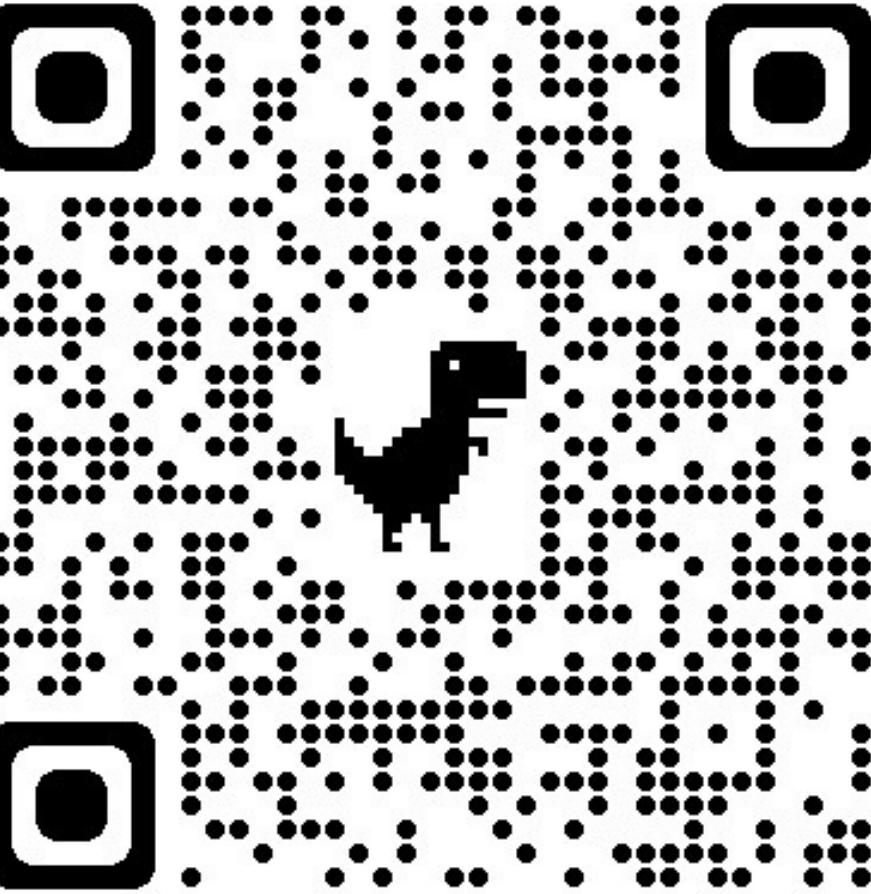
# THANKS FOR YOUR ATTENTION

Feel free to ask!



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# IA FOOTPRINT

1 conversation

Average kWh = 0.055  
30 prompts



All conversations (34)

**0.165Kwh**

**2.8 kgCO<sub>2</sub>**





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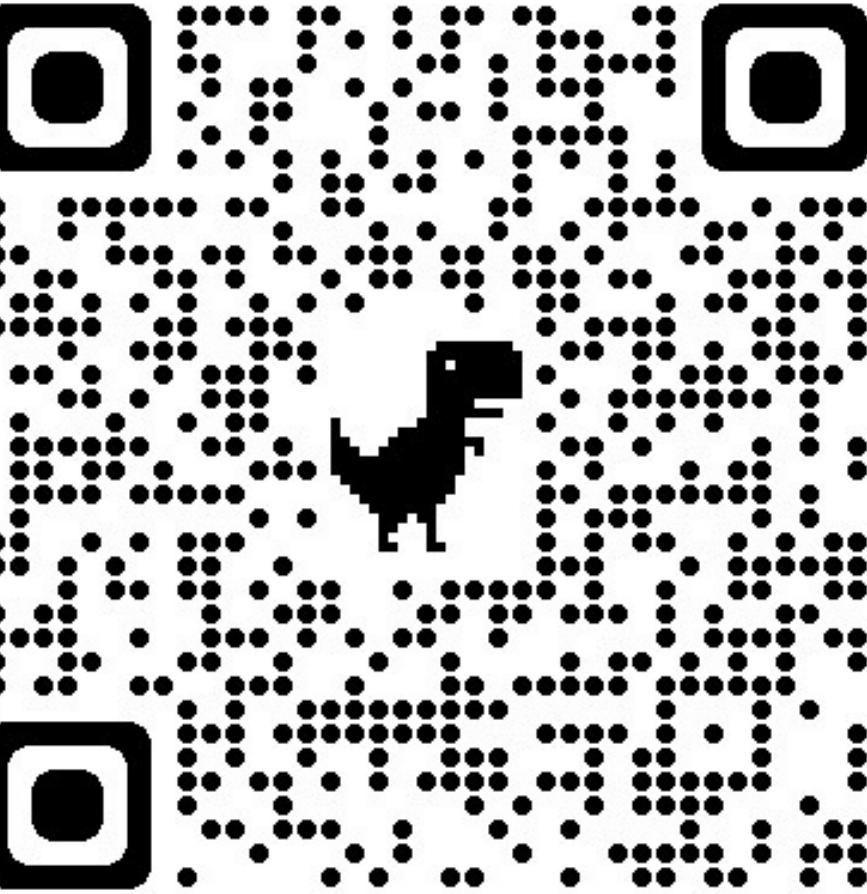
# THANKS FOR YOUR ATTENTION

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# COCEMFE NGO

PPL: Group 10



# Table of Content

-  Market Segmentation 01
-  Limits of Market Segmentation 02
-  GDPR 05
-  Future: Support 06
-  Future: Lower costs 07
-  Future: Backups 08

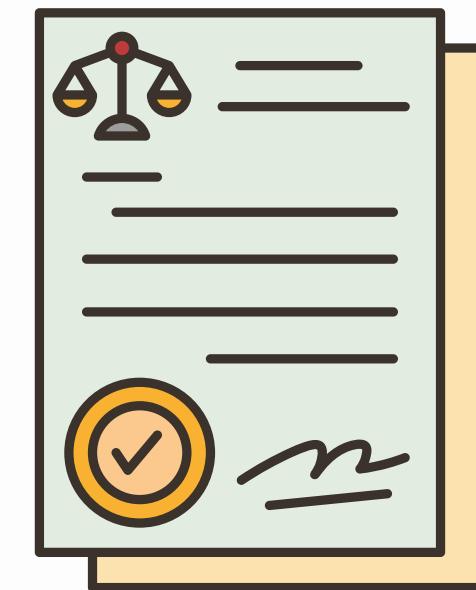
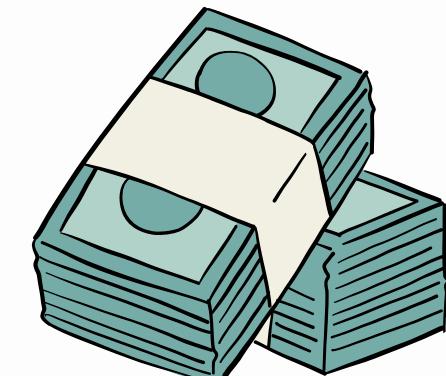
# Market Segmentation

## Steps:

1. Potential target segment

# Market Segmentation

- Legal administrators & professionals
- Editors of magazines or newspapers
- Business and freelancers
- Advanced Scientific Research
- High frequency trading & finances
- Schools

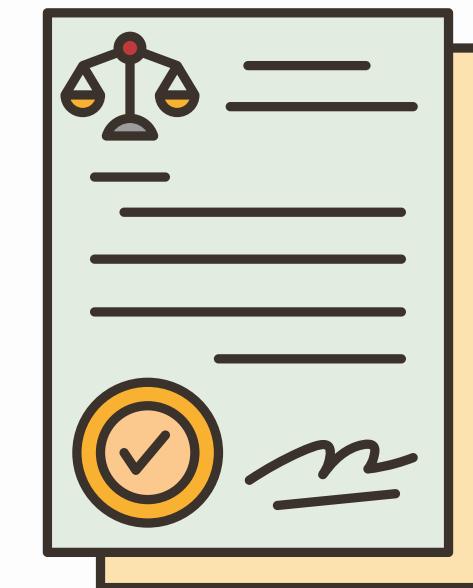
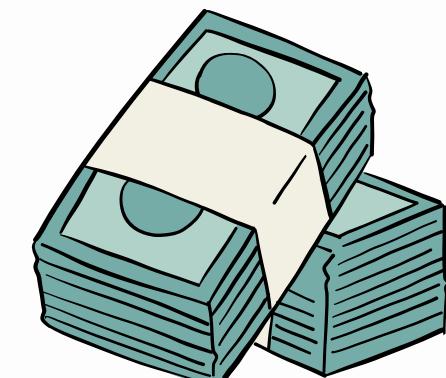


## Steps:

1. Potential target segment ✓

# Market Segmentation

- Legal administrators & professionals
- Editors of magazines or newspapers
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- Advanced Scientific Research
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- Schools

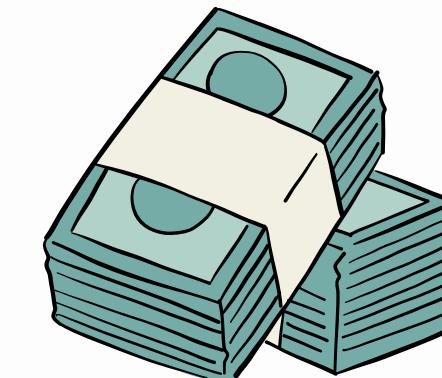
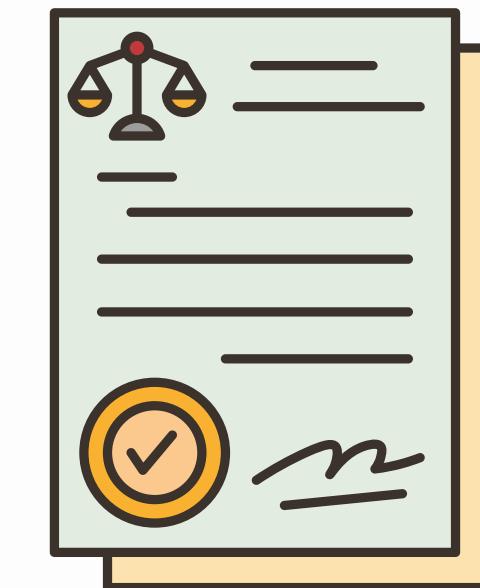


## Steps:

1. Potential target segment ✓
2. Validation w/ market research

# Market Segmentation

- Legal administrators & professionals
- Editors of magazines or newspapers
- Business and freelancers

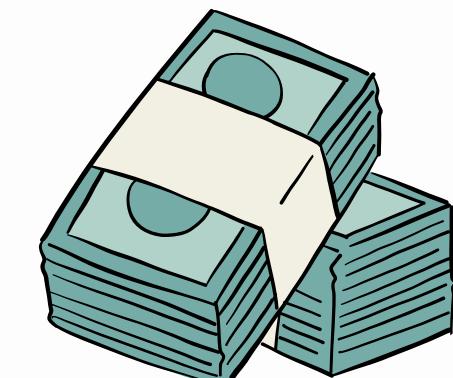
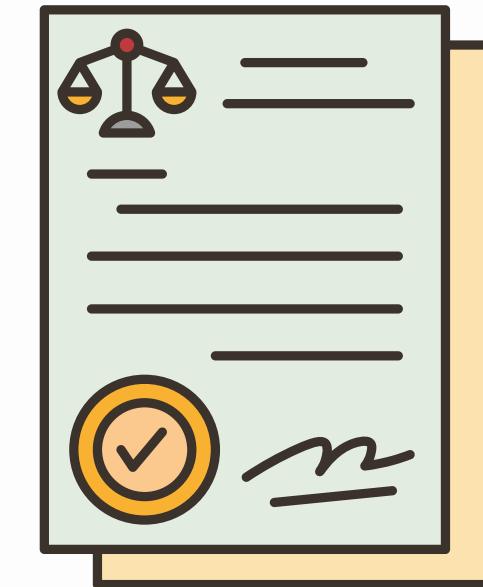


## Steps:

1. Potential target segment ✓
2. Validation w/ market research ✓

# Market Segmentation

- Legal administrators & professionals
- Editors of magazines or newspapers
- Business and freelancers

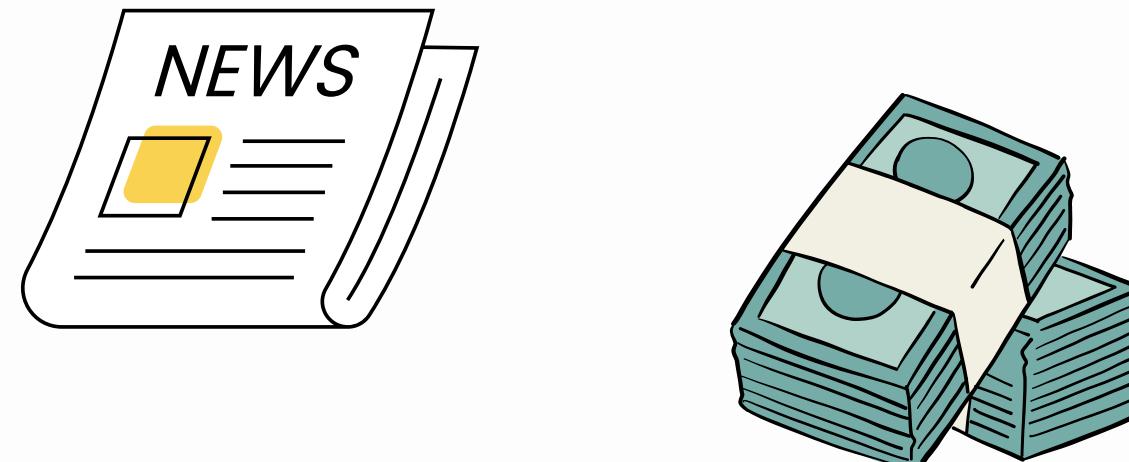
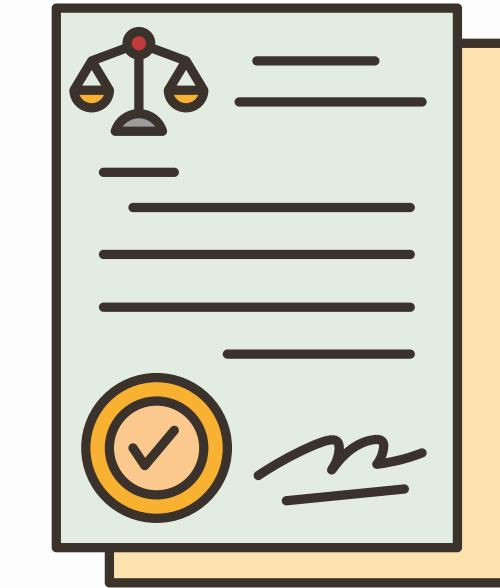


## Steps:

1. Potential target segment ✓
2. Validation w/ market research ✓
- 3. Most promising segments**

# Market Segmentation

- Legal administrators & professionals !
- Editors of magazines or newspapers !!!
- Business and freelancers !!

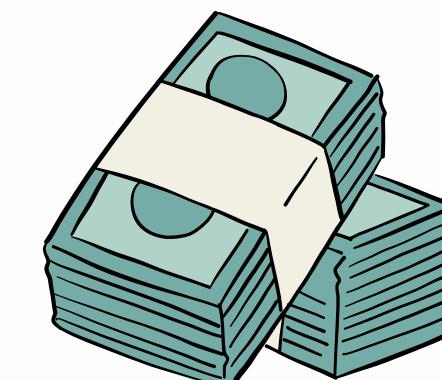
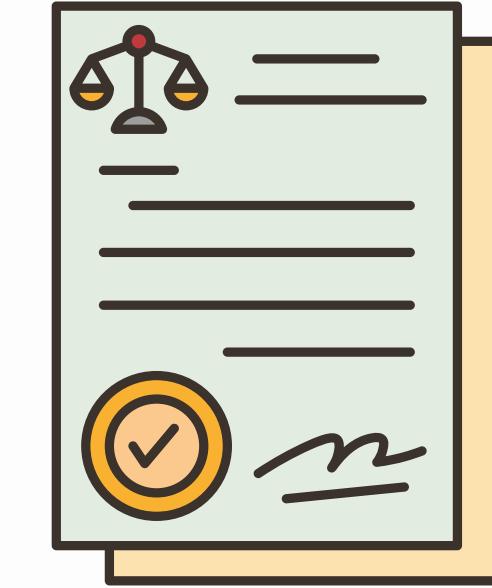


## Steps:

1. Potential target segment ✓
2. Validation w/ market research ✓
3. Most promising segments ✓

# Market Segmentation

- Legal administrators & professionals !
- Editors of magazines or newspapers !!!
- Business and freelancers !!

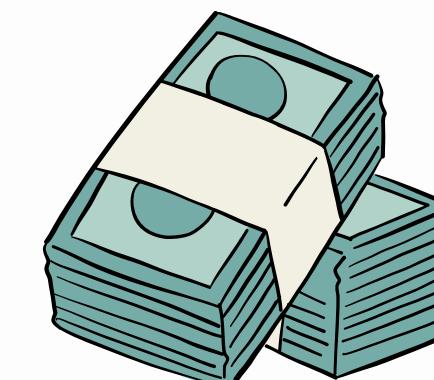
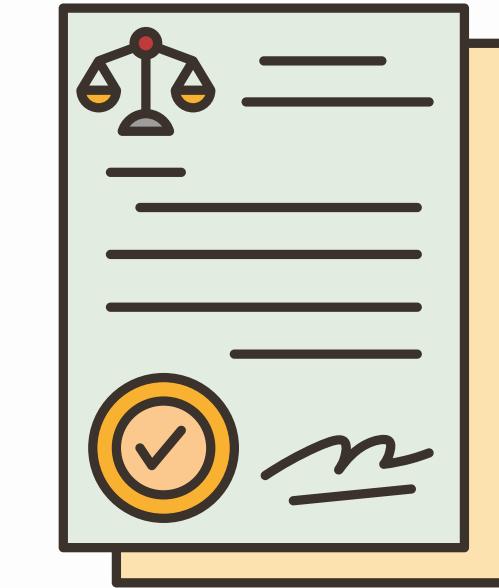


## Steps:

1. Potential target segment ✓
2. Validation w/ market research ✓
3. Most promising segments ✓
4. Target segment w/ most potential

# Market Segmentation

1. Editors of magazines or newspapers
2. Business and freelancers
3. Legal administrators & professionals



## Steps:

1. Potential target segment ✓
2. Validation w/ market research ✓
3. Most promising segments ✓
4. Target segment w/ most potential ✓

# Limits of Market Segments

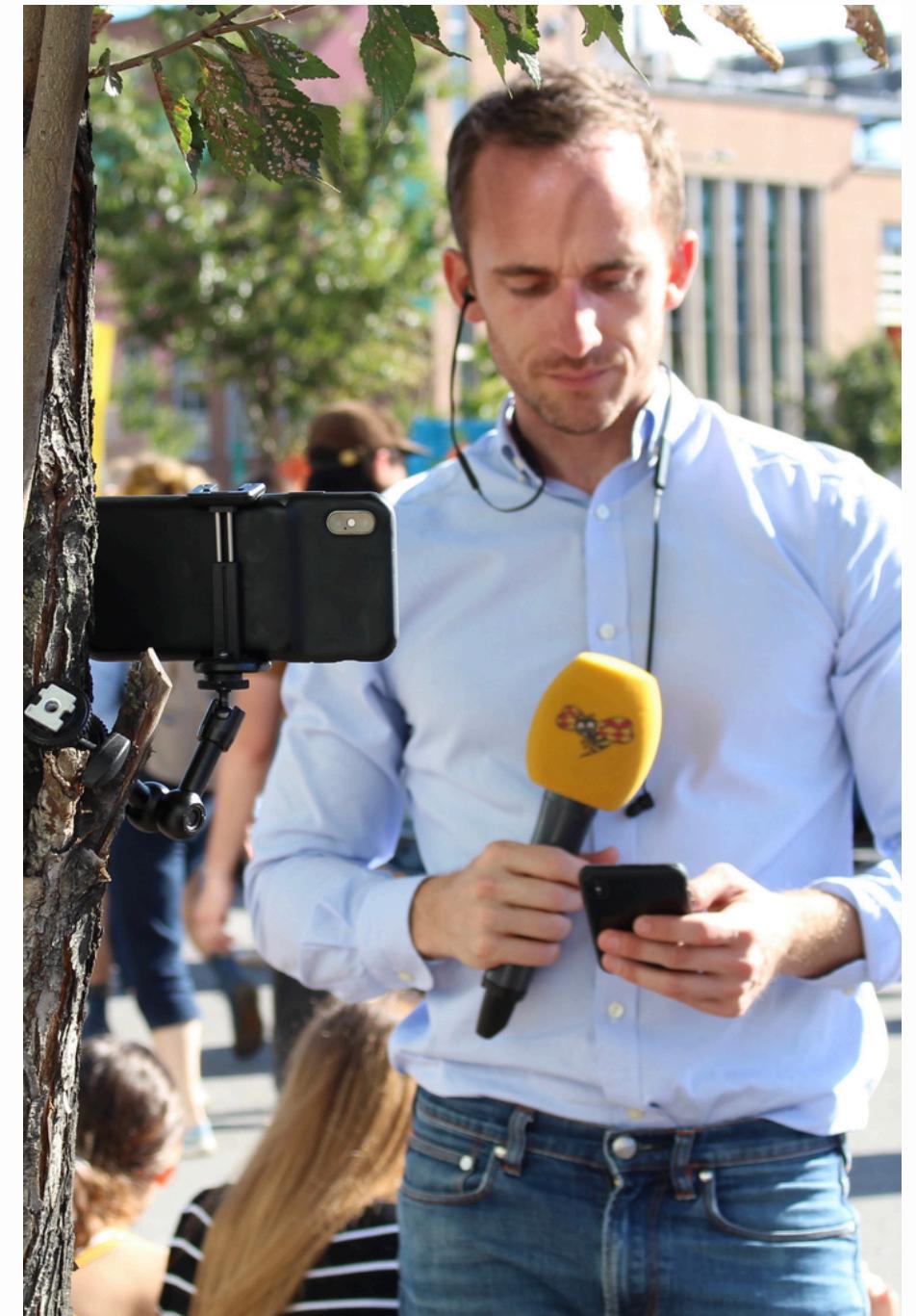
## Persona 1: Marcos

### Key Characteristics:

- 40 years old
- Journalist in Diario Córdoba
- Spends a lot of time fixing mistakes in his colleagues papers

### Goals:

- To be faster making suggestions
- To highlight some text in docs



[Link](#)

# Limits of Market Segments

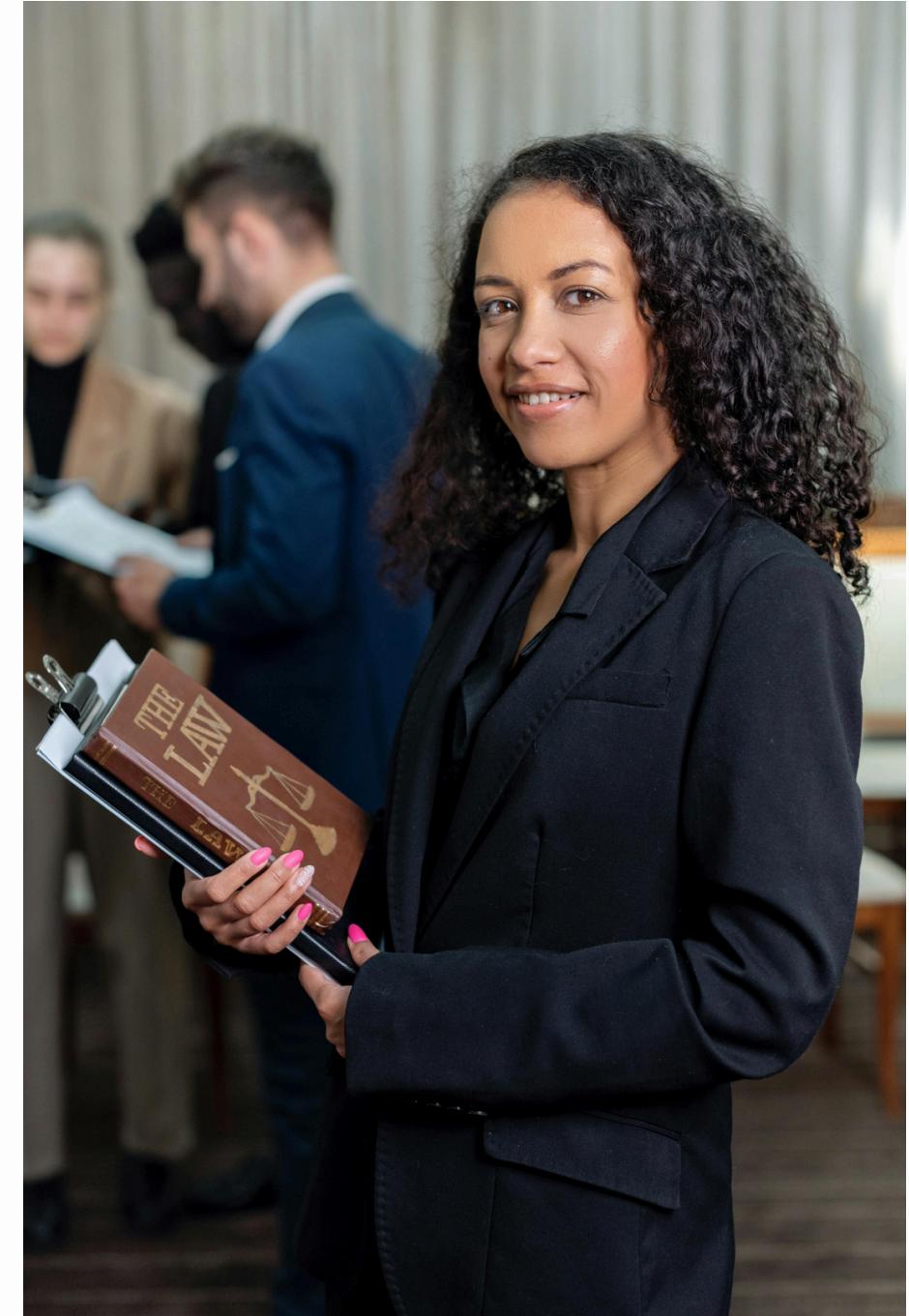
## Persona 2: Laura

### Key Characteristics:

- 28 years old
- Lawyer
- Likes to redact every doc perfectly without errors

### Goals:

- She wants to help her colleagues
- She prefers to write everything digitally



[Link](#)

# Limits of Market Segments

## Persona 3: Lucas

### Key Characteristics:

- 21 years old
- Freelance Developer
- Wants to make sure that his bills are correctly redacted with no errors

### Goals:

- To not make mistakes with his bills
- To improve his projects' documentation



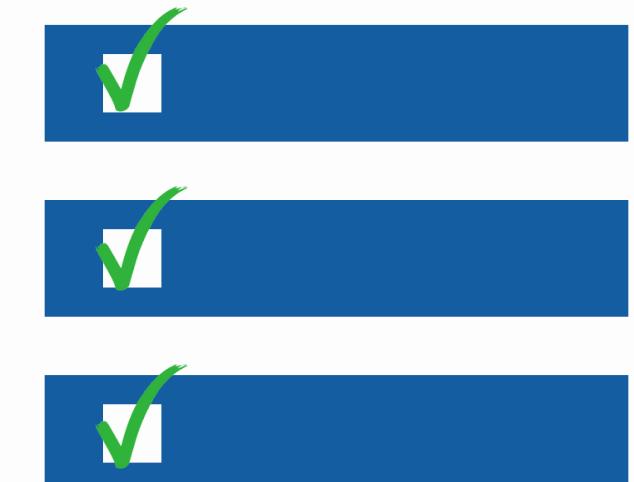
# Sticking to GDPR

Explicit consent of users for data collection



Data minimisation + security

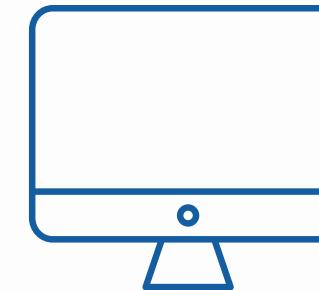
Right to access + be forgotten + data portability



# Future of the app: Support



Deployment



User  
Manual



Use cases



App requirements



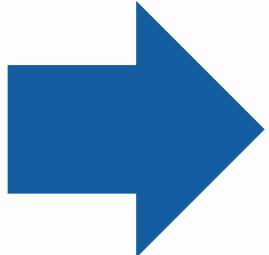
# Future of the app: Lower costs



**AWS Cloud Credits for  
Nonprofits**

- Storage
- Computing resources
- Databases
- Analytics
- Artificial intelligence

Eligibility requirements

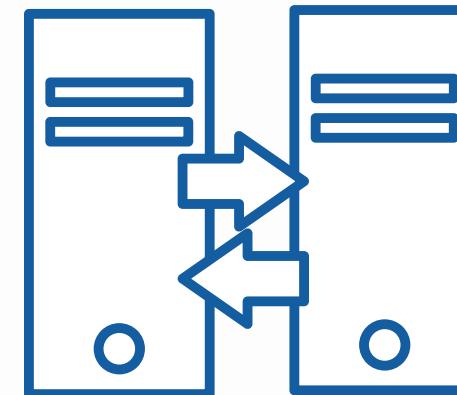


Application process

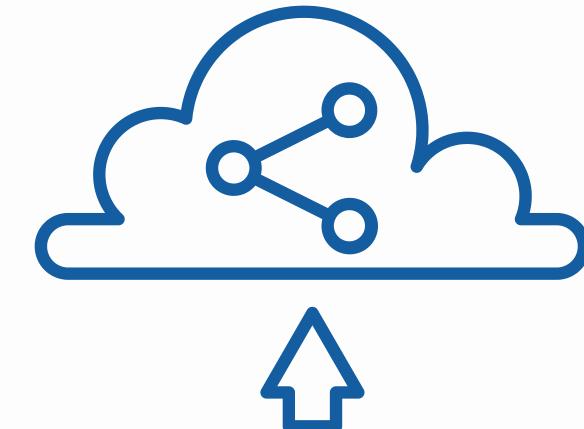
# Future of the app: Backups



Import & Export From Excel



SQL queries





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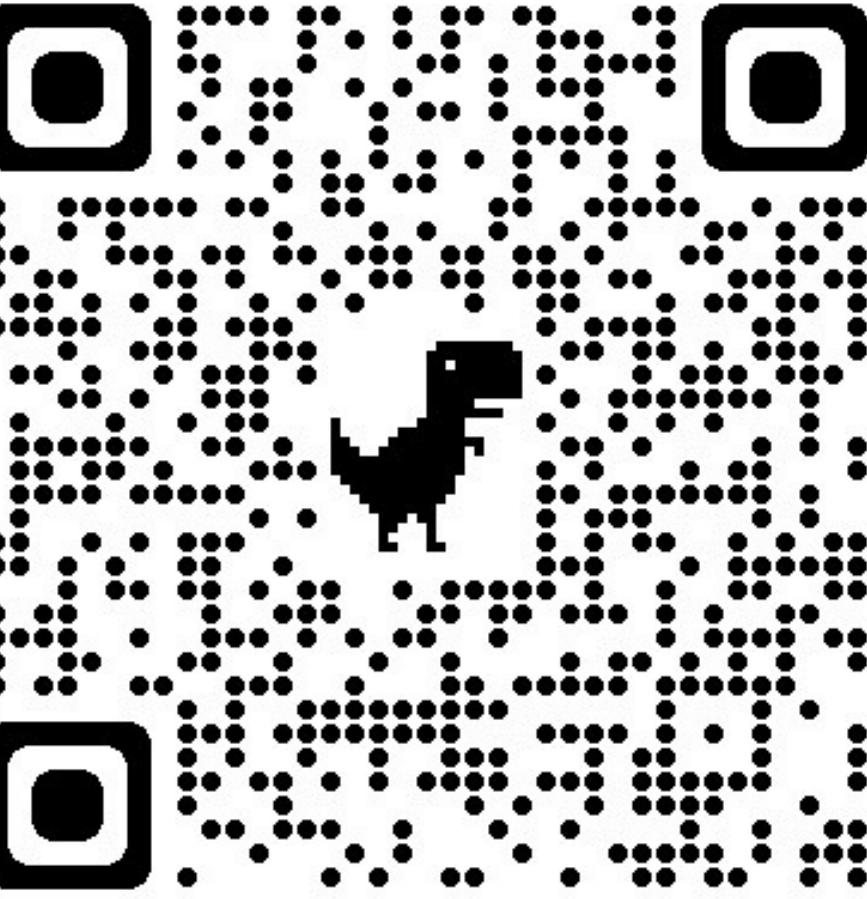
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