

COCEMFE NGO

PPL: Group 10



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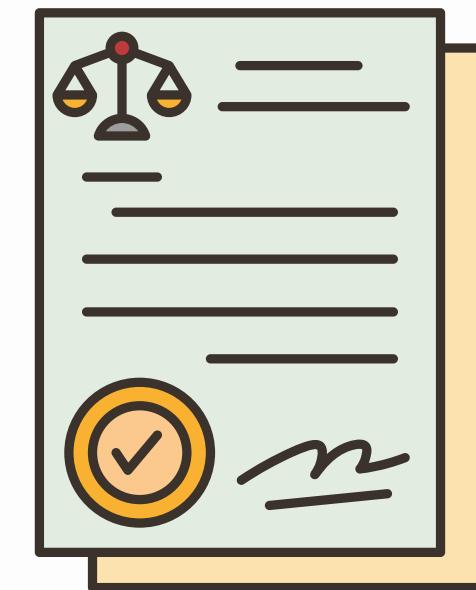
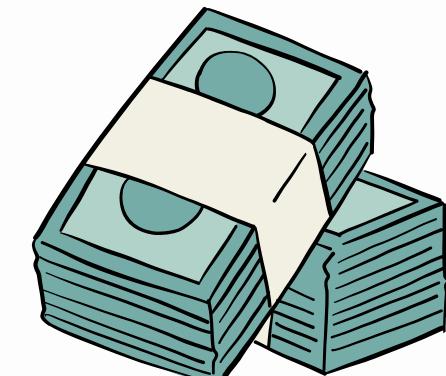
Market Segmentation

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

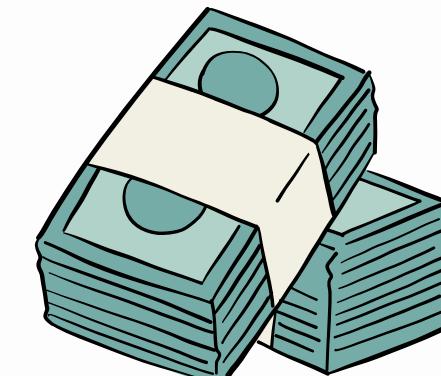


Steps:

1. Potential target segment ✓

Market Segmentation

- Legal administrators & professionals
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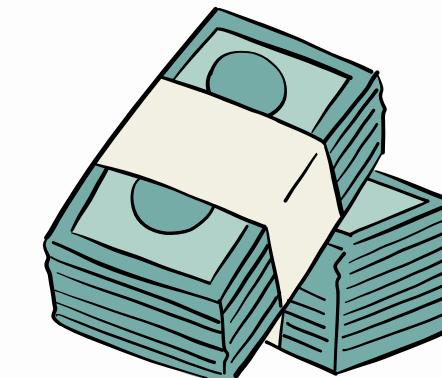
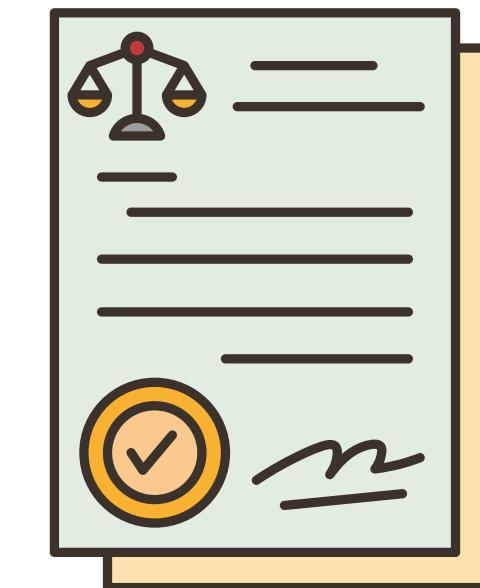


Steps:

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

Market Segmentation

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

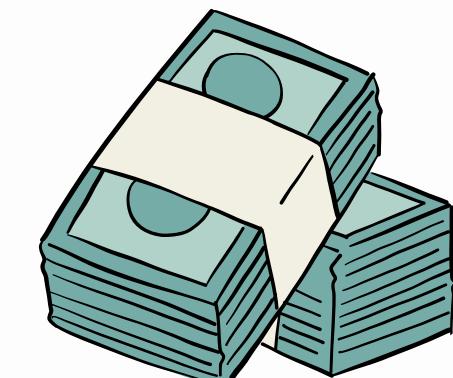
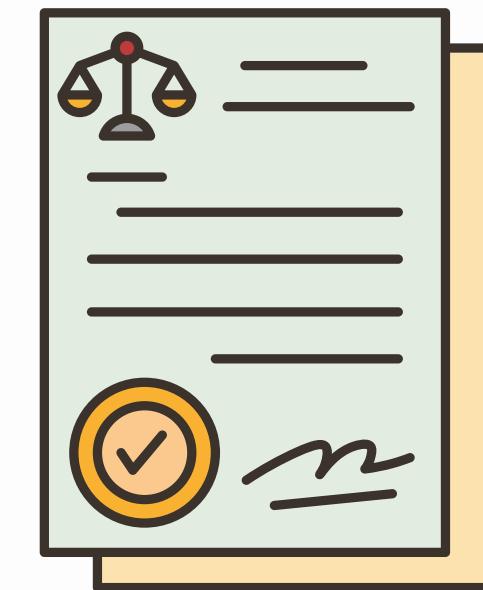


Steps:

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

Market Segmentation

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

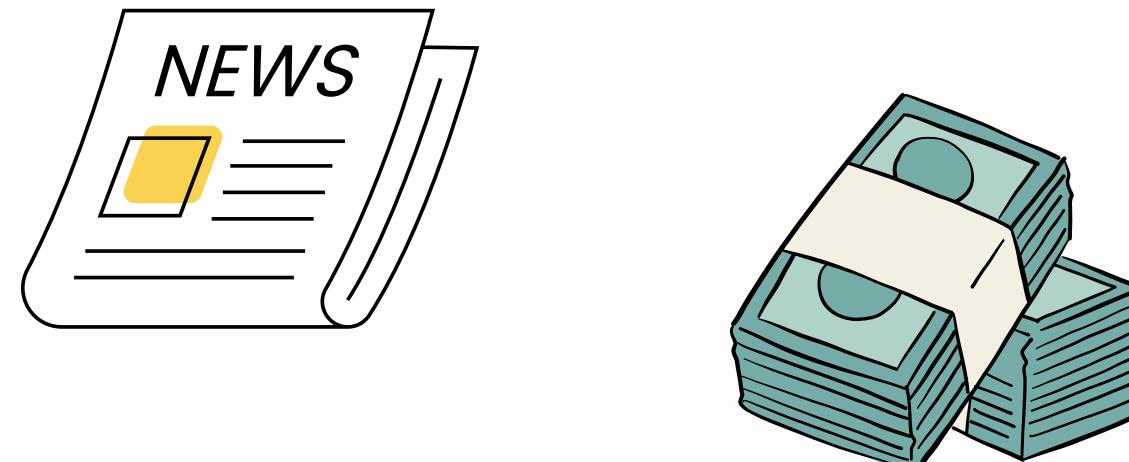


Steps:

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 !!

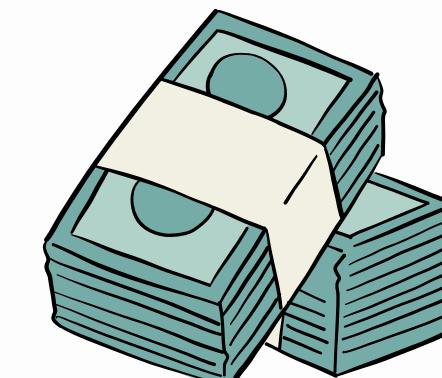
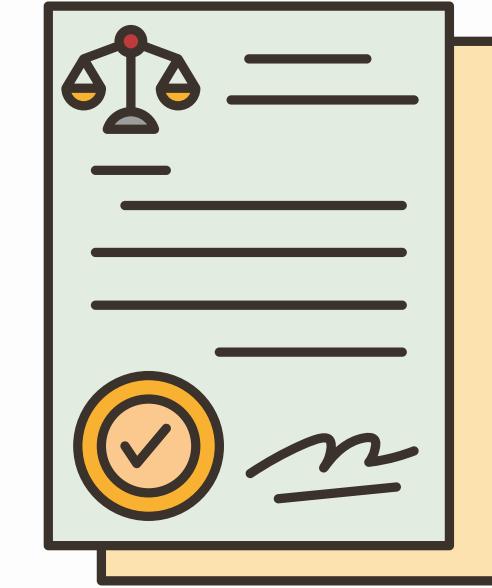


Steps:

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 !!

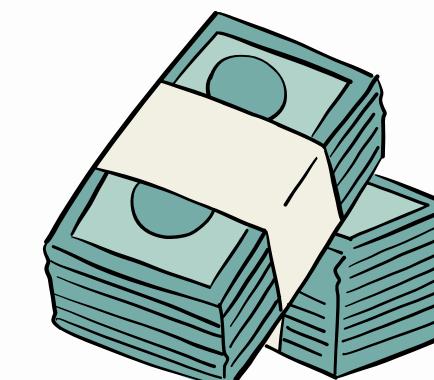
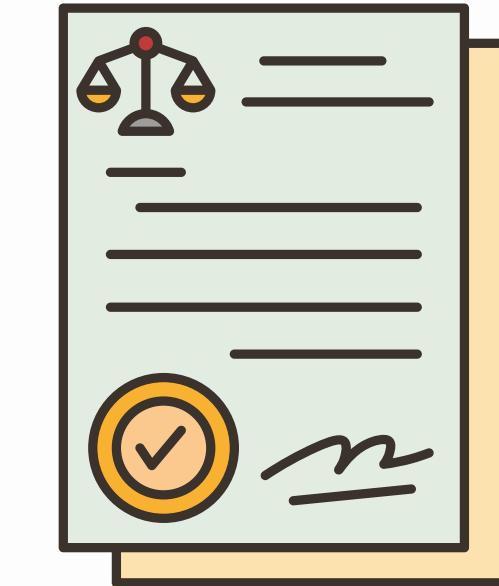


Steps:

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

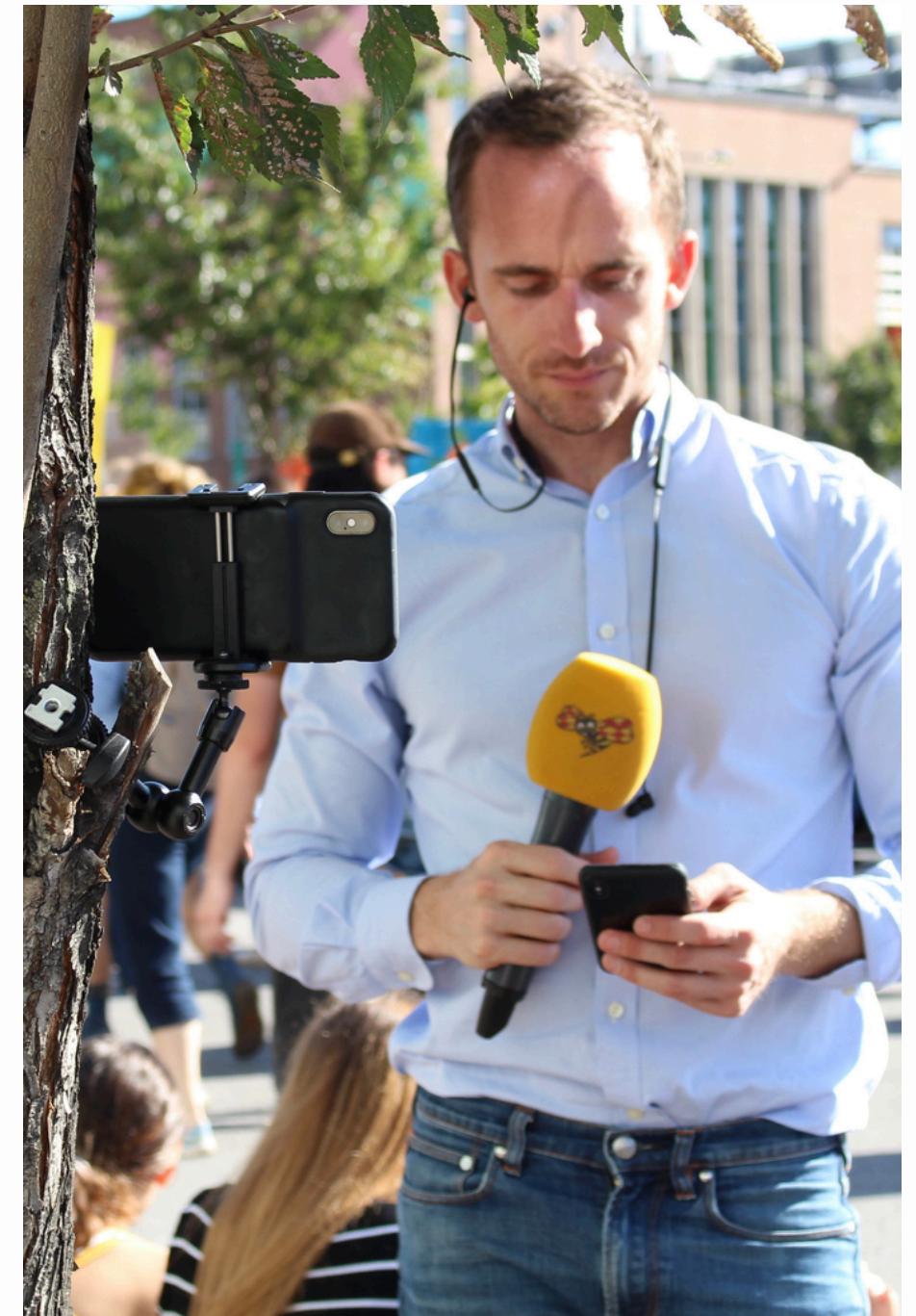
Persona 1: Marcos

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



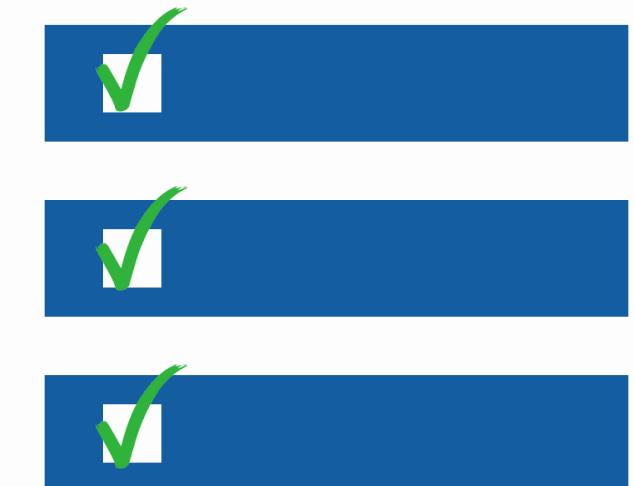
Sticking to GDPR

Explicit consent of users for data collection



Data minimisation + security

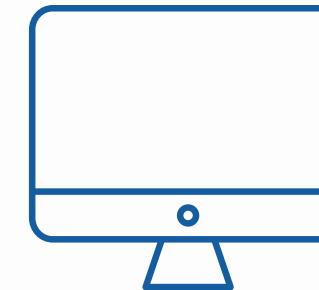
Right to access + be forgotten + data portability



Future of the app: Support



Deployment



User
Manual



Use cases



App requirements



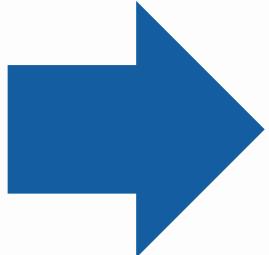
Future of the app: Lower costs



**AWS Cloud Credits for
Nonprofits**

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

Eligibility requirements

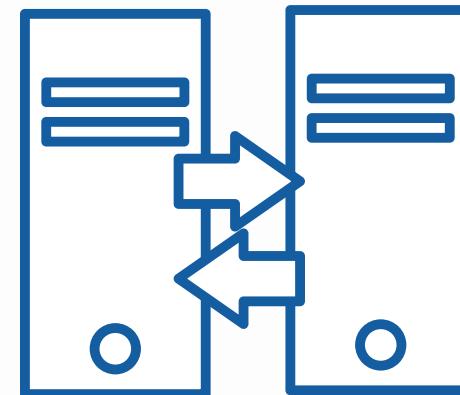


Application process

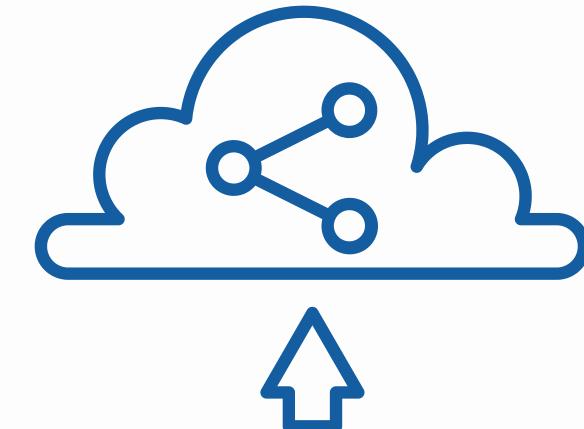
Future of the app: Backups



Import & Export From Excel



SQL queries





ISPP 23/24

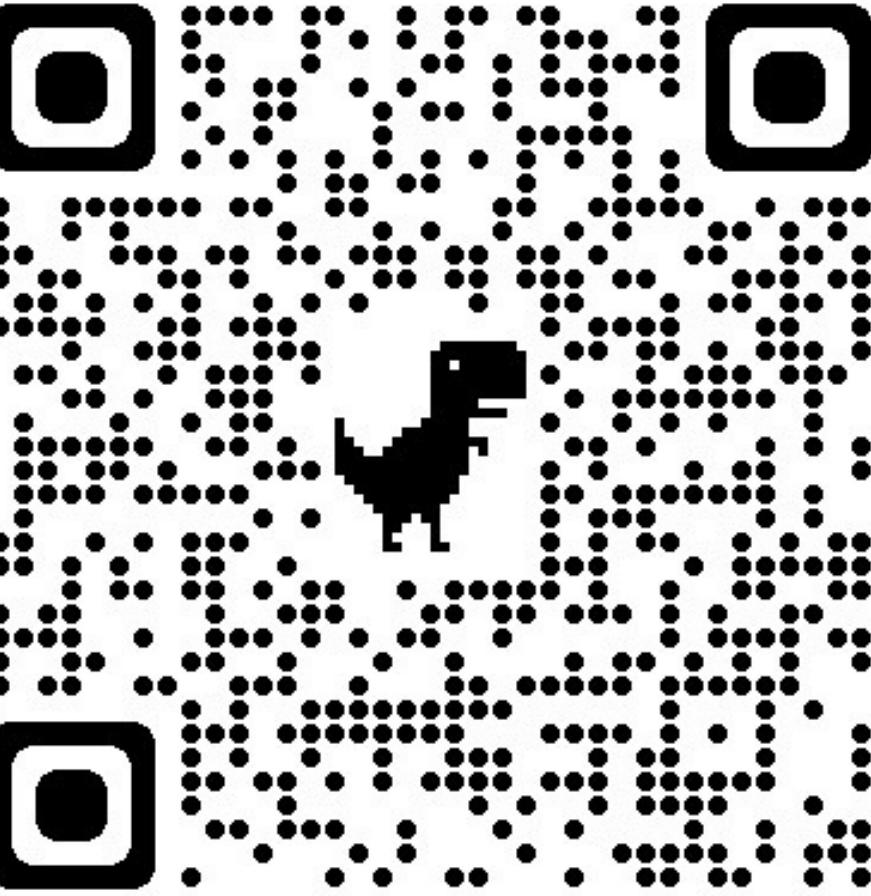
THANKS FOR YOUR ATTENTION

Feel free to ask!



COCEMFE

Landing page



Docusaurus

