Launching ICT Services to the Market
Final Evaluation

Retail Experience

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Logo & Slogan

REX

Sell More
Operate Smarter
Grow Faster

Executive Summary

What is Rex?

- A platform for modern POS systems that helps businesses **sell more, operate smarter, and grow faster**.

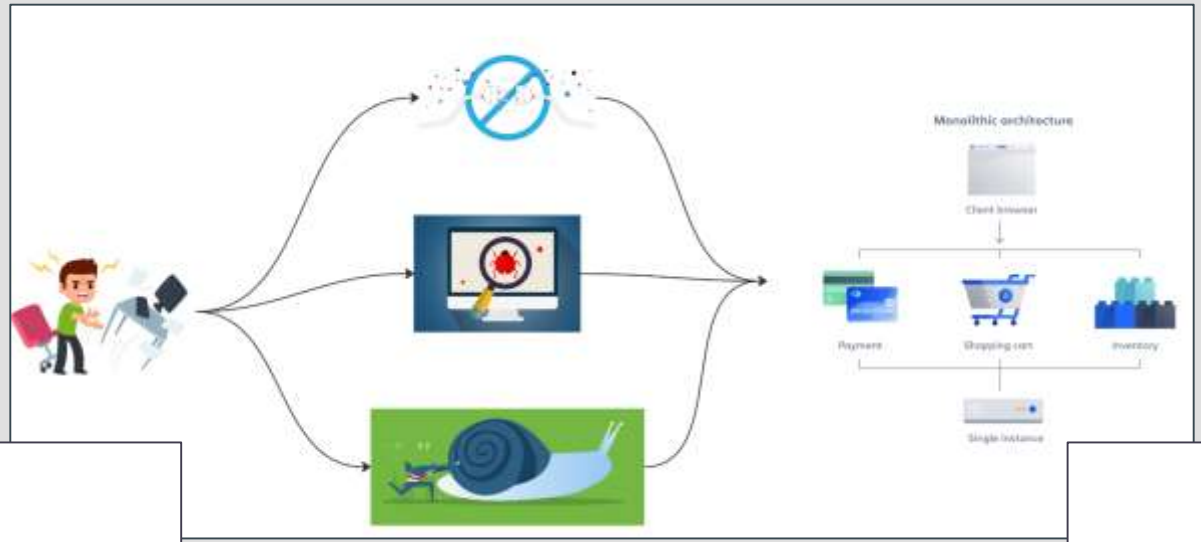
Why is it necessary?

- Traditional POS systems are **slow, outdated, and make real-time decision-making difficult**.

What solution does REX offer?

- A **connected, fast, and scalable system** built on modern technology.

Problem



Current problems in traditional retail

- Disconnected systems: Separate inventory, payments and customers.
- Lack of accessibility: Software tied to a single device, impossible to manage remotely.
- High costs: Requires expensive servers, constant updates and specialised technical support.

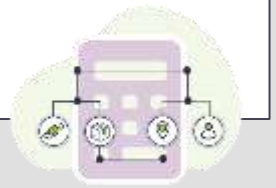
Impact

- Time wasted manually managing inventories.
- Customers lost due to slow and obsolete systems.
- High operating costs limit growth.

Solution

Tax Automation and Regulatory Compliance

- REX ensures tax compliance and data security with automated invoicing and advanced cybersecurity.



Superior User Experience

- REX offers an intuitive, customizable interface with proactive support and personalized technical assistance.

Exclusive Integrations

- REX connects seamlessly with e-commerce, CRMs, and ERP systems, enabling real-time synchronization with marketplaces and payment gateways.

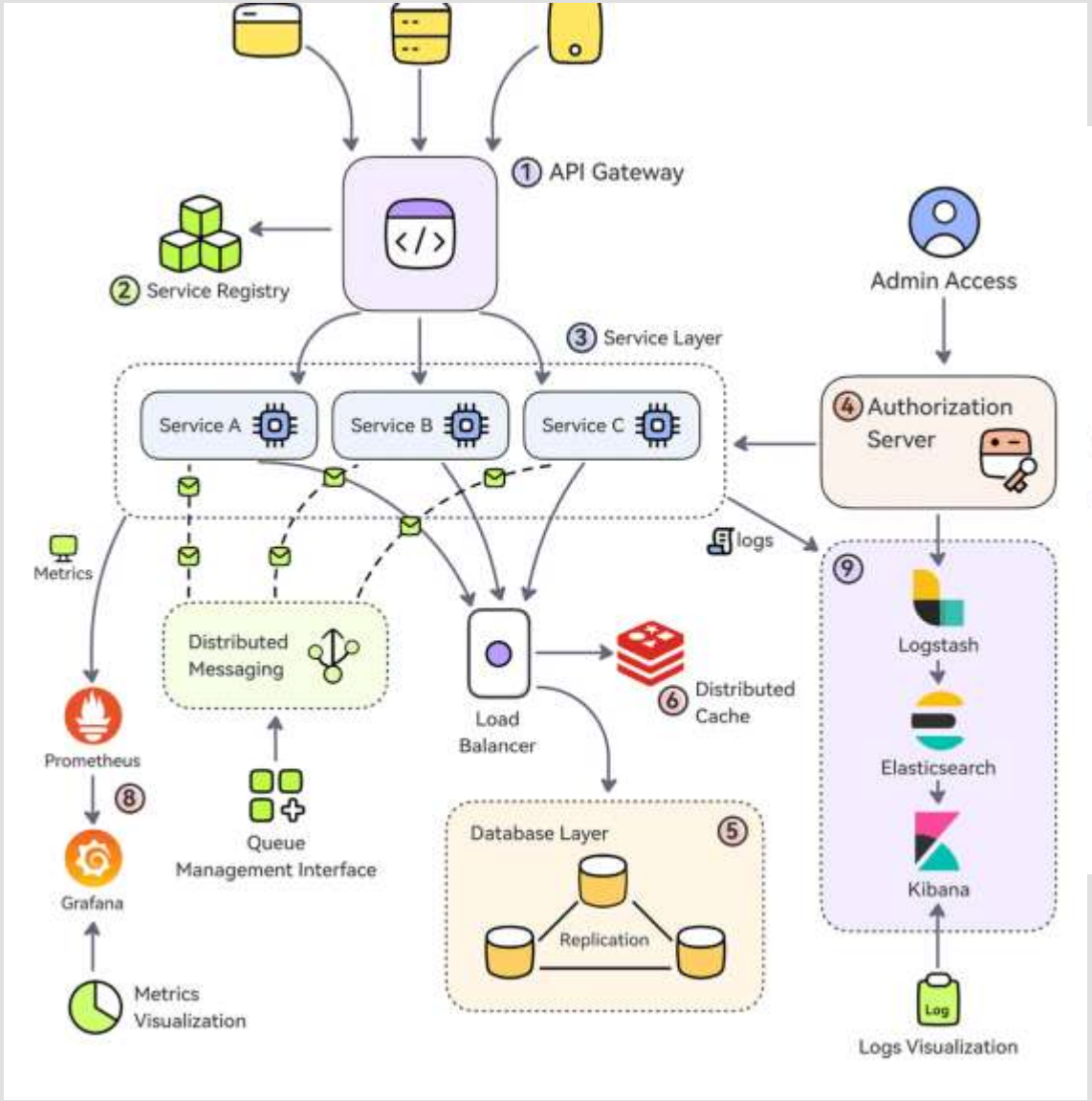
Accessibility and Flexibility

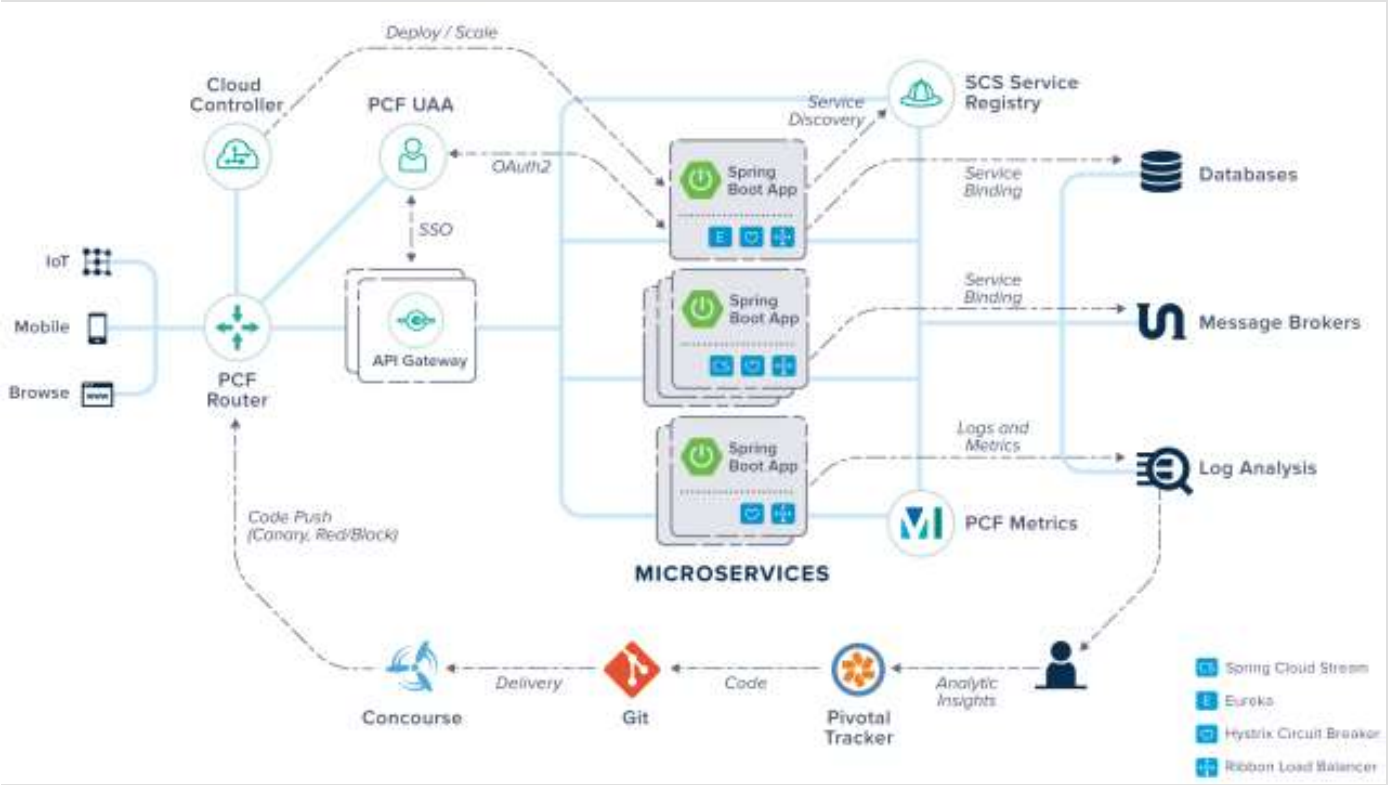
- Its cloud-based platform allows access from any device and supports both mobile devices and physical POS systems.

Process Optimization

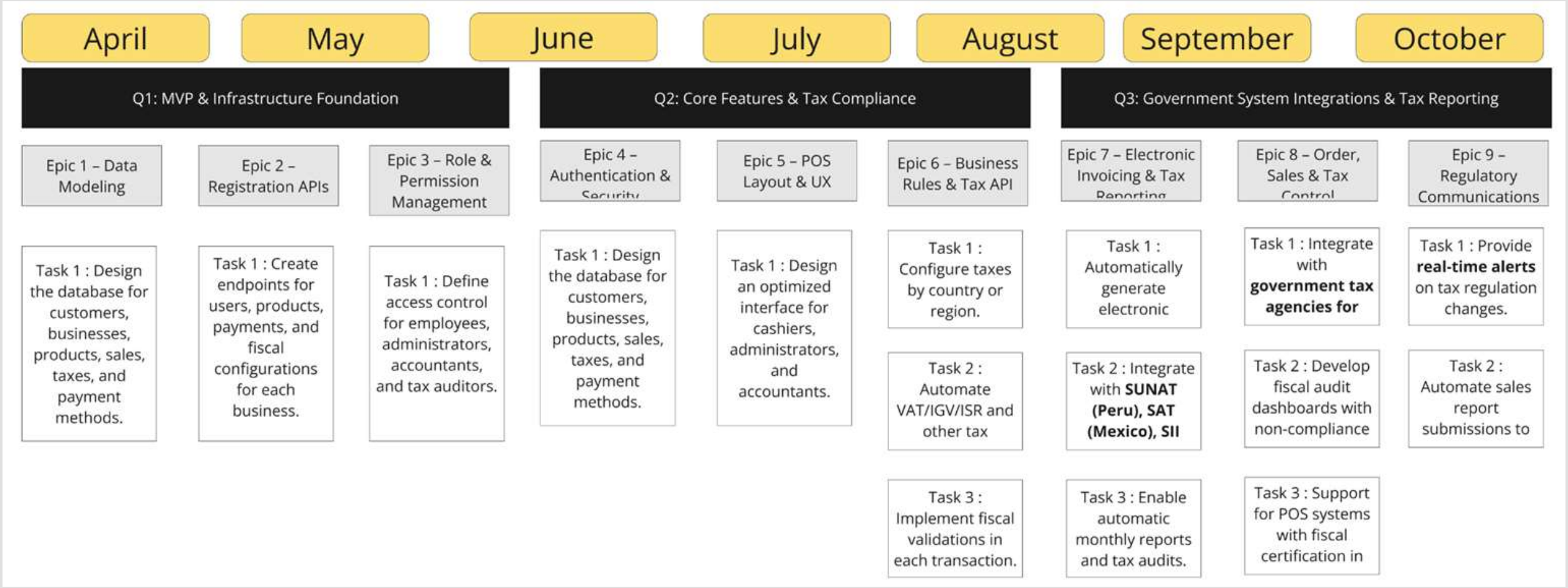
- REX automates inventory management, provides real-time reporting, and offers sales analytics to enhance decision-making.

Solution - Architecture





Solution - ROADMAP REX – RETAIL & TPVs



KPIS FOR REX

Number of customers acquired (Customer Acquisition)

What does it measure?
How many businesses start using REX
Initial suggested goal
100 customers in the first year

CAC (Customer Acquisition Cost)

What does it measure?
Average cost to acquire a customer
Initial suggested goal
< €500/customer

Retention Rate

What does it measure?
Percentage of customers who continue using the service
Initial suggested goal
> 85%

Active integrations

What does it measure?
Number of integrations (e-commerce, ERP, CRMs) in use
Initial suggested goal
> 10 integrations in the first year

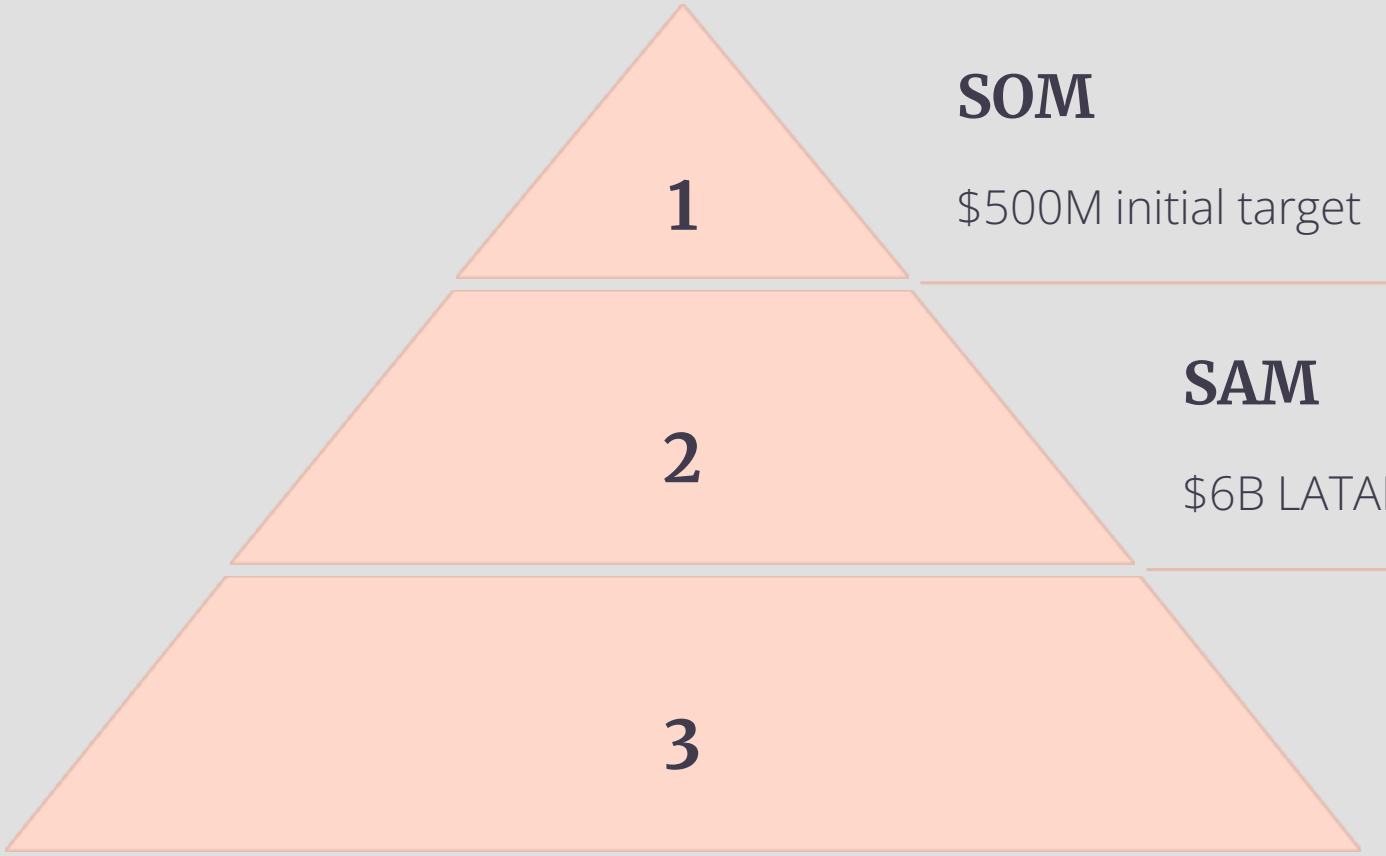
MRR (Monthly Recurring Revenue)

What does it measure?
Monthly recurring revenue from subscriptions
Initial suggested goal
€15,000/month by the end of the first year

Customer Satisfaction (NPS - Net Promoter Score)

What does it measure?
Measurement of customer satisfaction and loyalty
Initial suggested goal
> 70

Market Size



SOM

$500M initial target

SAM

$6B LATAM & Europe

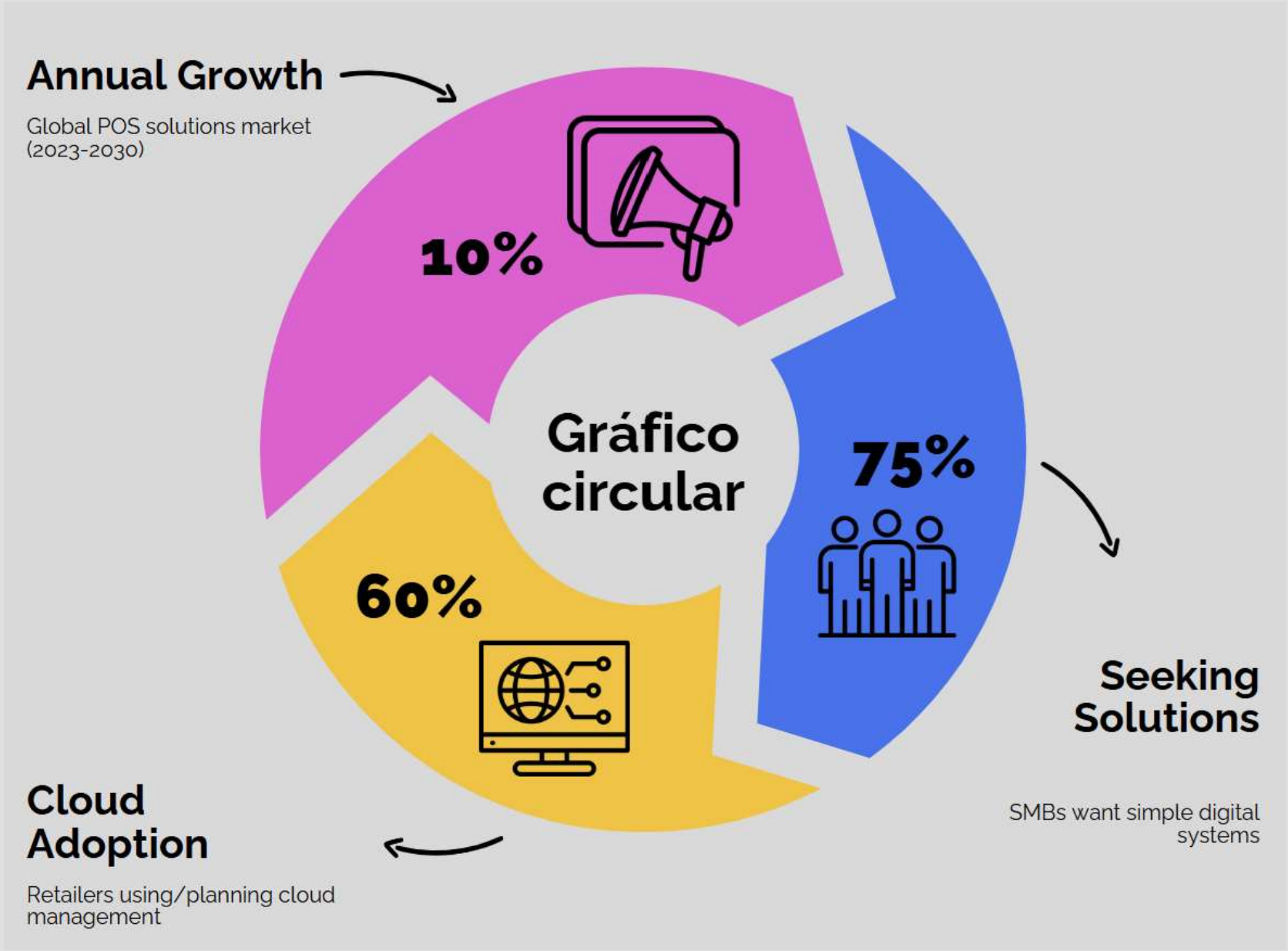
TAM

$25B global POS market

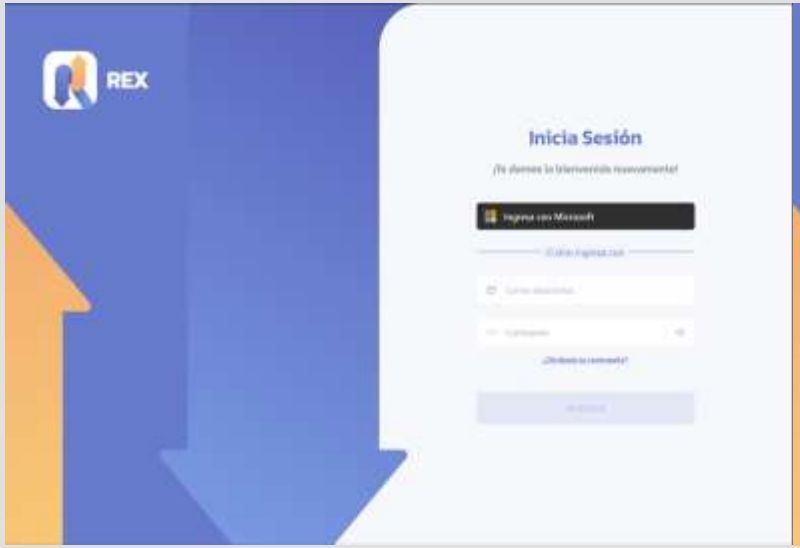
Expansion potential

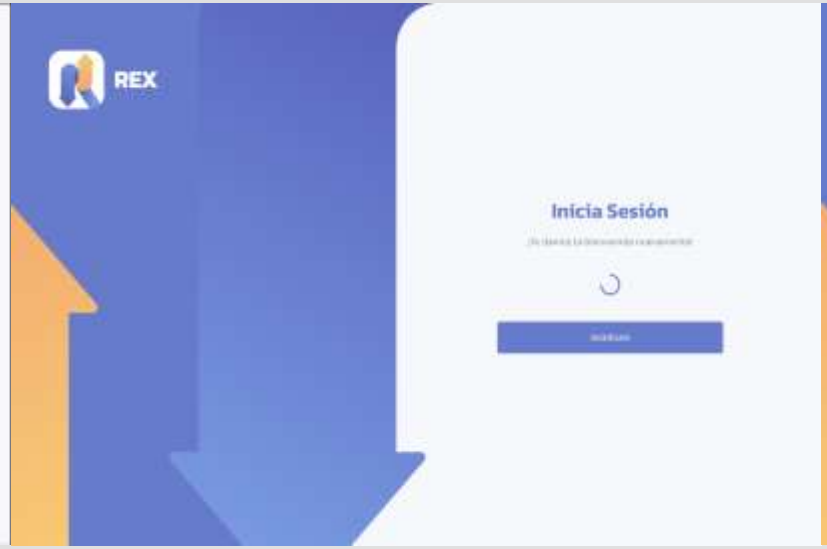
- Rapid scalability in markets with low digitalisation
- Growth potential in hybrid commerce regions

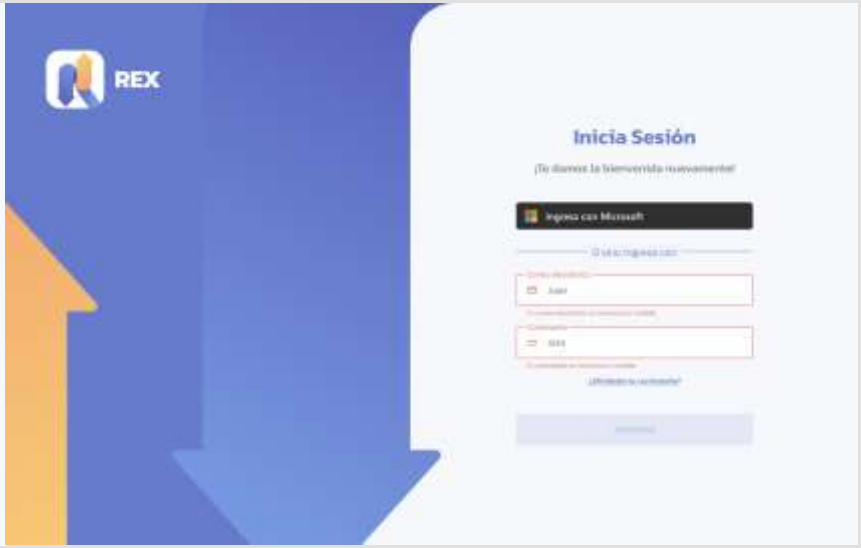
Market Validation

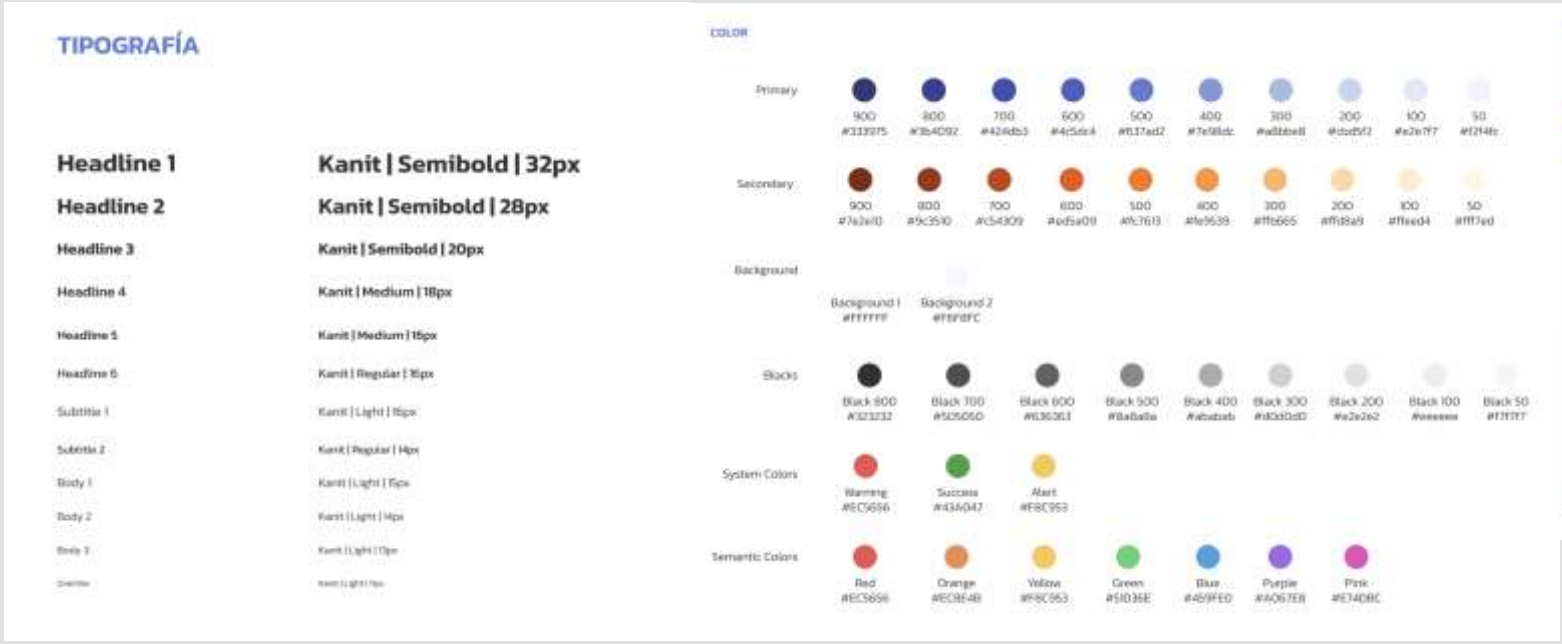


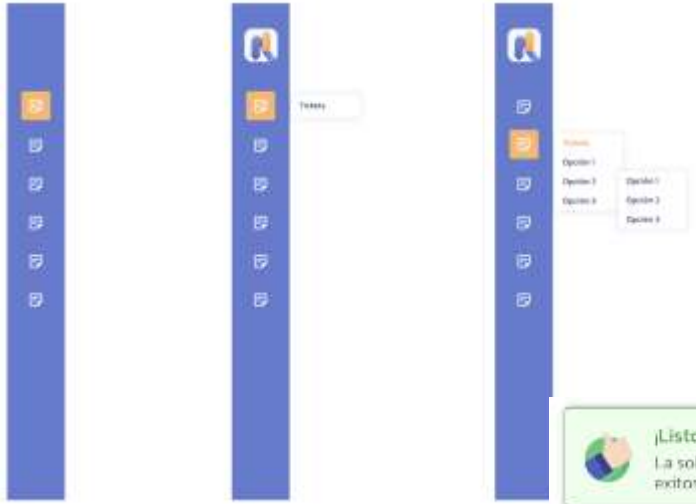
Product/Mockup

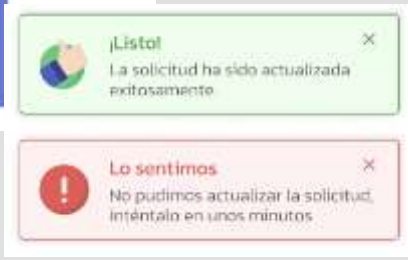












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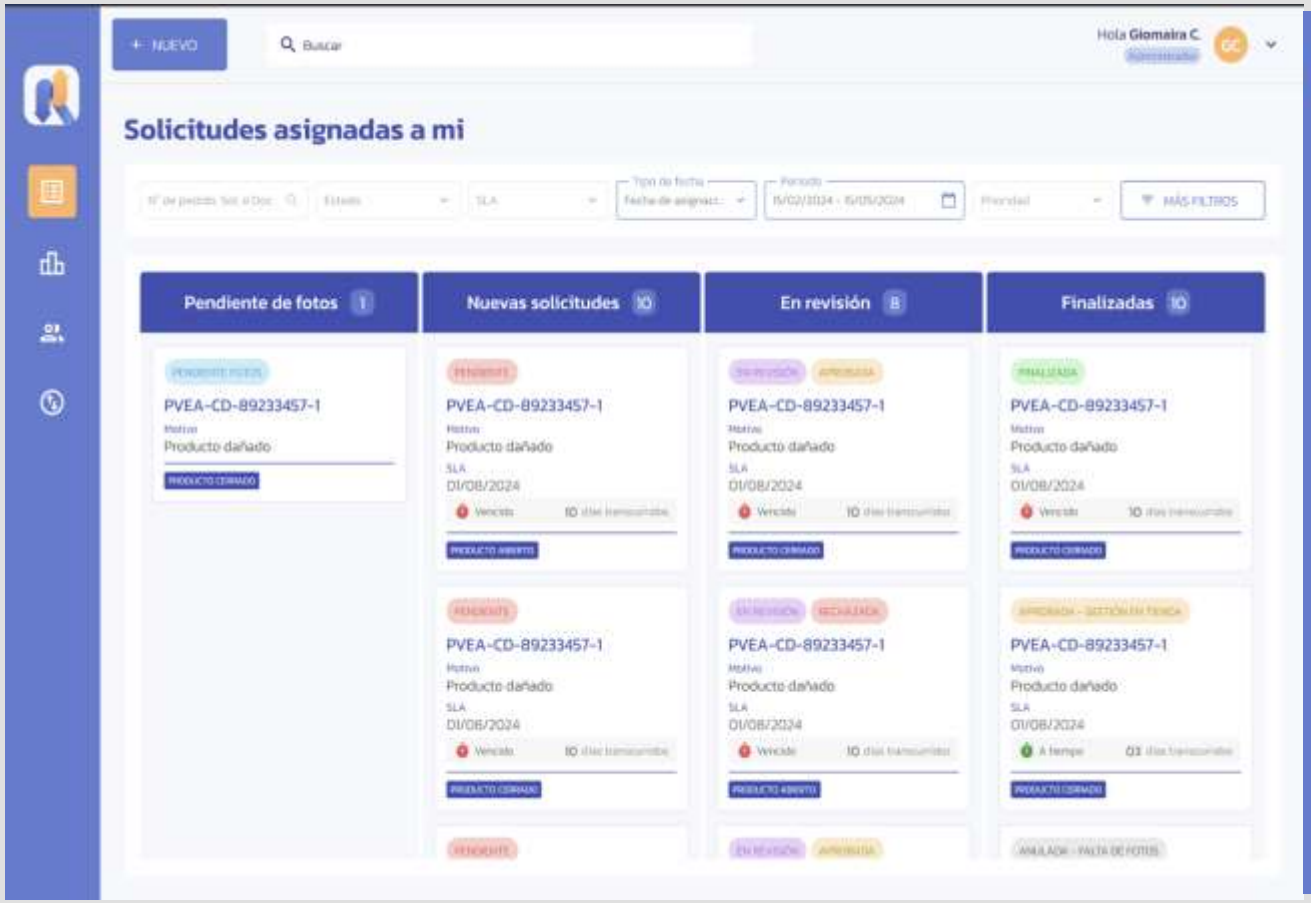

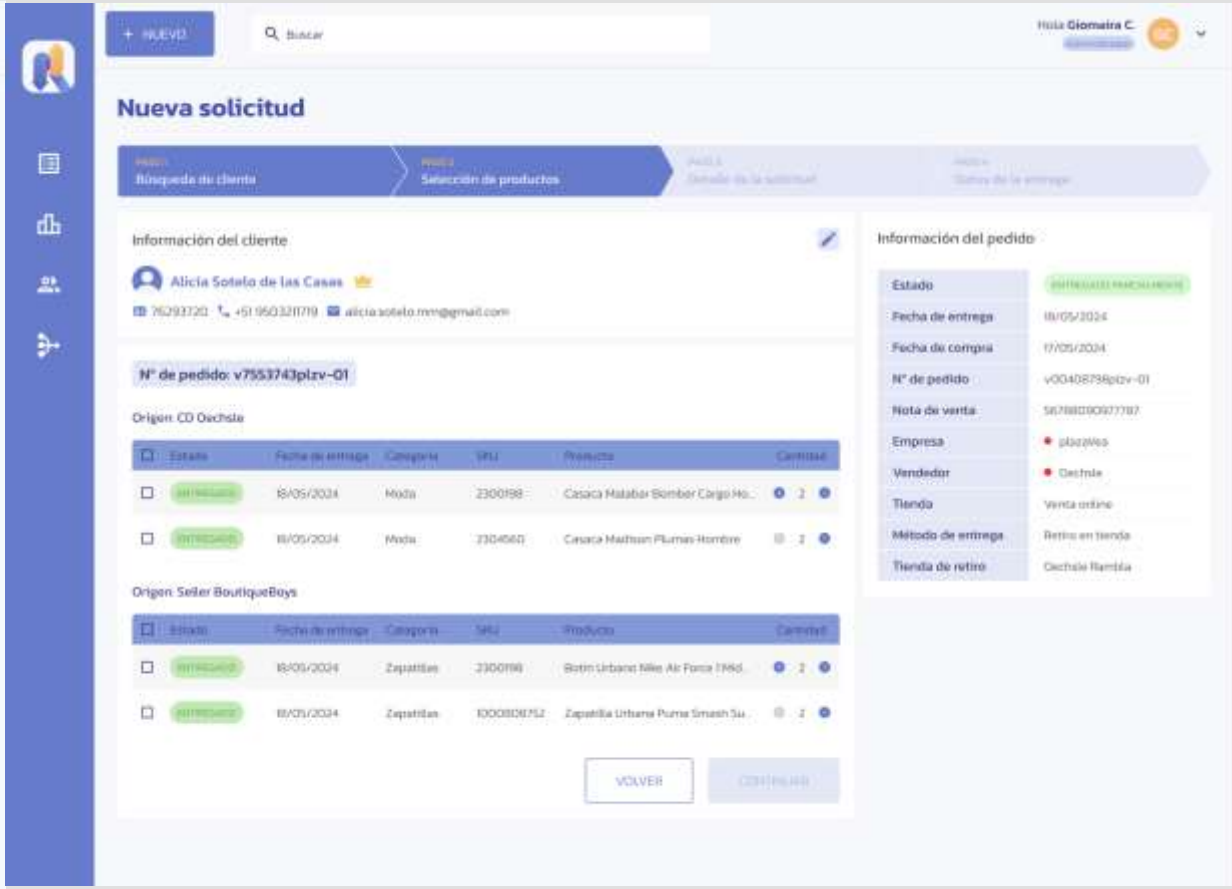

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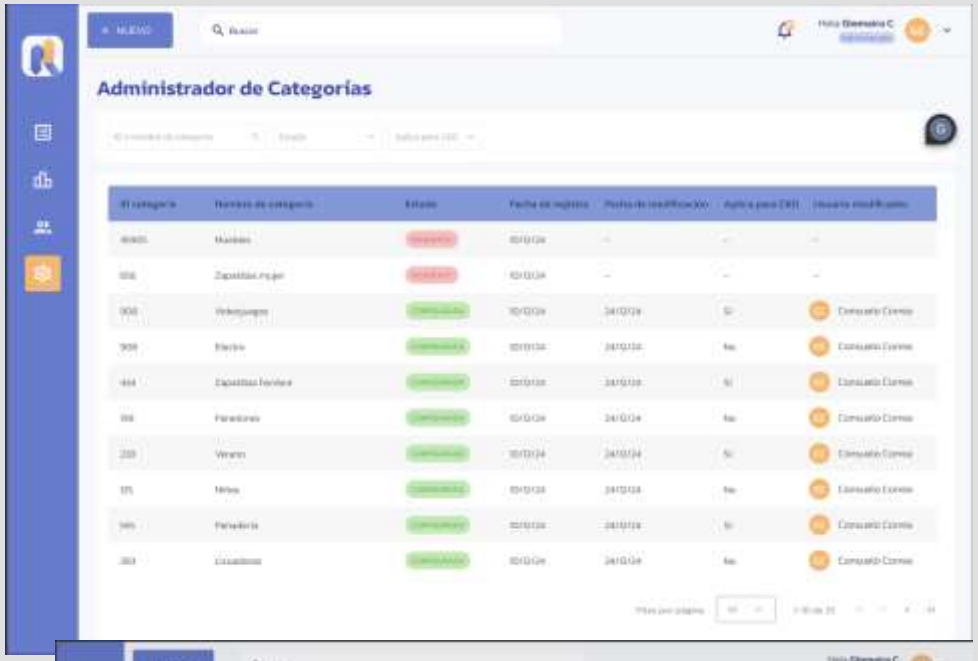

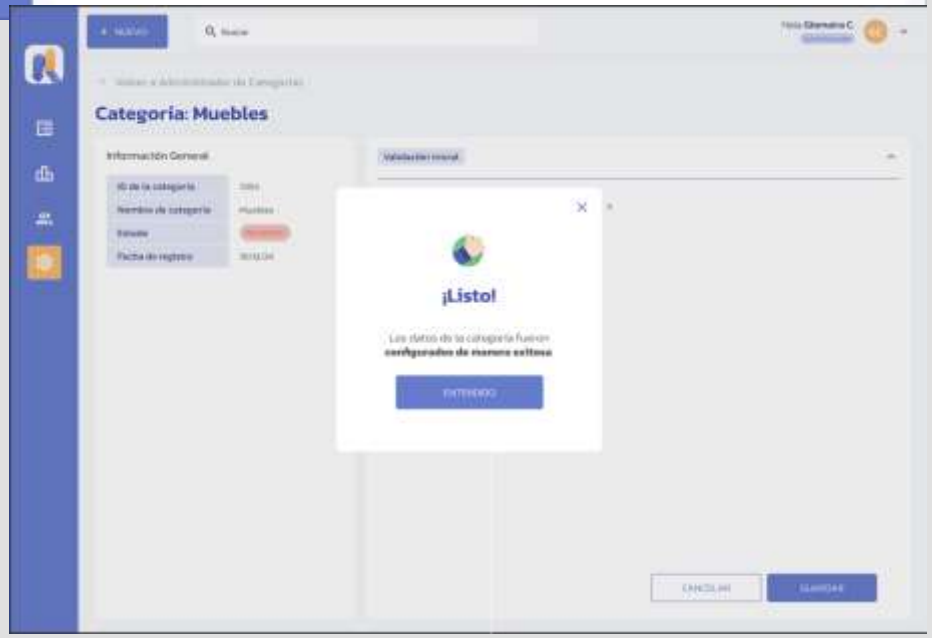

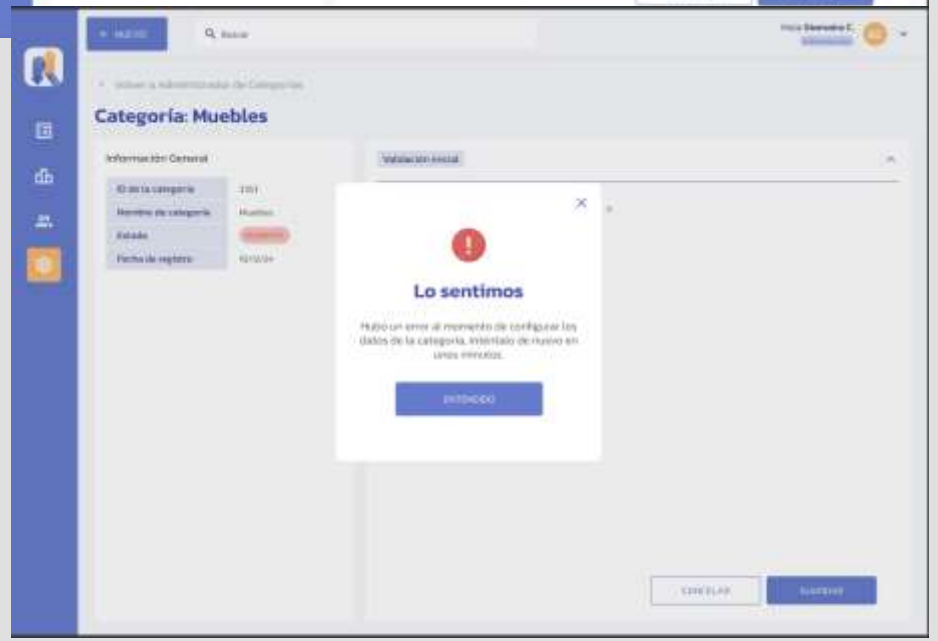

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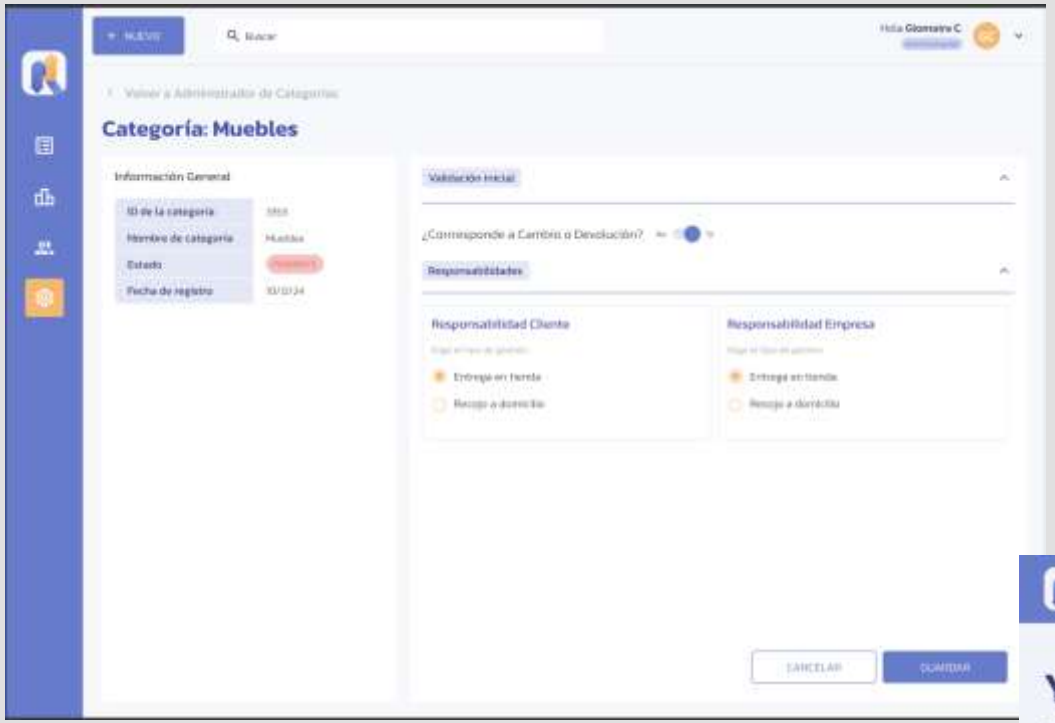

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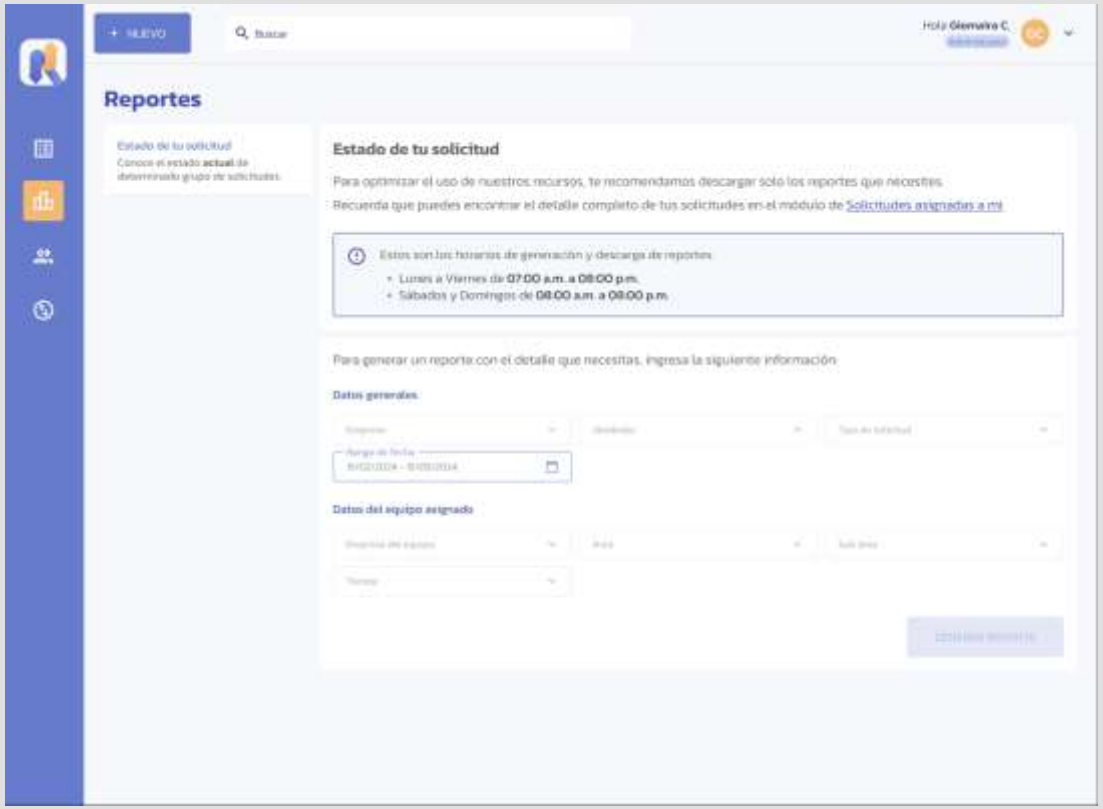

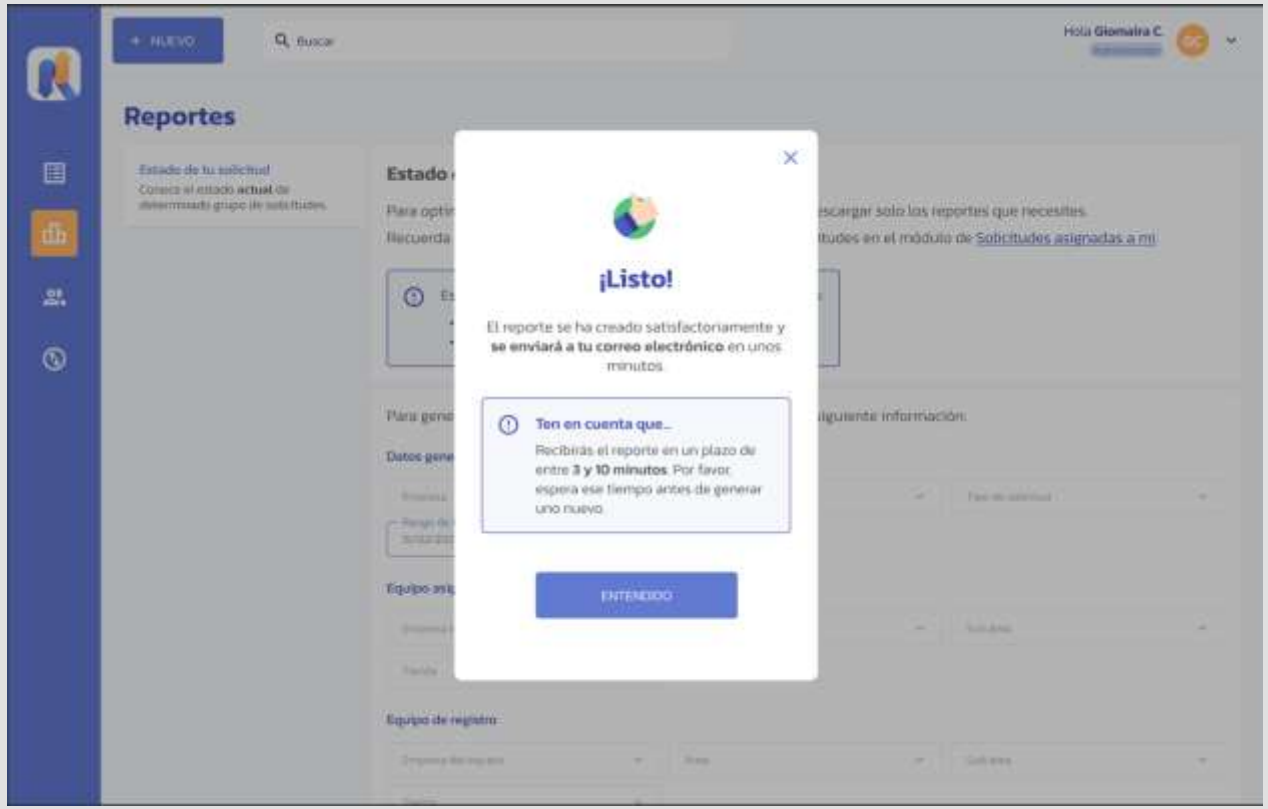

Business Model

SaaS Model – Scalable Subscription

- Monthly POS subscription plans with a multi-tenant architecture, tailored to fiscal regulations and global business needs, with user subscription options for access to premium features like advanced reports and personalized dashboards.

Hardware Sales & Installation

- Revenue from the sale, installation, and maintenance of POS systems, printers, and scanners for physical stores.

Integration Commissions

- Monetization through integrations with e-commerce platforms, ERPs, CRMs, and payment gateways.

Minute Bank

- Prepaid service packages for software customization, process automation, and tailored integrations.

Consulting & Support

- Digitalization, optimization, and technical support services with on-demand or subscription-based payment options.

Adoption Strategy

How We Will Get Businesses to Use REX ?

Strategic Partnerships

- REX expands through partnerships with hardware companies for POS systems, printers, and scanners, financial institutions to facilitate SME financing, and software developers for custom integrations, ensuring fast market access.

Integration with Digital Ecosystems

- REX connects with e-commerce platforms (Shopify, WooCommerce, Magento, Amazon), CRMs, ERPs, productivity tools (Slack, Teams, Zapier, HubSpot), and payment gateways, allowing businesses to integrate it seamlessly into their existing infrastructure.

Distribution and Growth Channels

- REX adoption is driven through direct sales on its web platform, presence in marketplaces and payment platforms, partnerships with banks for financing, and mobile and web applications for easy accessibility.

Acquisition and Growth Strategy

- REX accelerates adoption through technology and retail events, loyalty programs, educational digital marketing, and a referral strategy with incentives for customers who recommend the platform.

Competition

ASPECTS	SMART-RETAIL	POS TRADITIONAL	CURRENT DIGITAL
Total Integration	✅	❌	❌
Cloud-Based	✅	✅	✅
Scalability	✅	❌	✅
Advanced Analytics (AI)	✅	❌	❌

Clear competitive advantage

- A unique combination of total integration, scalability, cloud accessibility, and intelligent analytics powered by AI

Team

- **Javier Rodríguez García** – Mathematician, Data Science
(Specialist in mathematical modeling, algorithms, and data analysis)

- **Rodrigo Martín Gómez del Moral Herranz** – Project Manager/ scrum master
(Experienced in LATAM startup expansion)

- **Adrián Barba Beltrán**– Data Analyst, Developer
(Specialist in predictive modeling and consumer analysis)

- **César Pantoja Rosales** – Full-Stack Developer/architecture
(Experienced in cloud-based platforms development)

- **Álvaro Honrubia Genilloud**– DevOps Engineer, Quality Assurance
(Expert in infrastructure automation, CI/CD pipelines, and cloud architecture)

Financial

Category	2025 Activities	Estimation EUROS
Set Delivery	Analysis	6000
	Infrastucture management follow-up	10000
	Development	20000
	Test	20000
	Management and follow up	30000
	Scrum Master	20000
	Total	106000
Tech Expertise	Kafka	30000
	Toal	30000
Business Expertise	Business expertise (Business Requirements, QA)	20000
	Total	20000
	Change Management	30000
Other IT costs	Infrastucture	30000
	Licenses	40000
	Total	100000

Annex

Key Partners

- SME associations and chambers of commerce
- Hardware suppliers (card readers, receipt printers, QR code scanners, tablets)
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- Integrations with e-commerce platforms (Shopify, WooCommerce, Magento, Amazon)
- Banks and financial institutions for SME financing
- Cybersecurity companies to ensure data protection
- Software developers for custom integrations

Users

- SMEs in the process of digital transformation
- Retail merchants seeking to optimize sales and tax management
- Retail merchants seeking to optimize sales and tax management
- Convenience stores and supermarkets
- Service companies requiring payment management and electronic invoicing

Key Resources

- Technological infrastructure to ensure scalability.
- Strategic agreements with key suppliers.

Value proposition

- **Tax Automation and Regulatory Compliance**: Adaptation to local regulations (TicketBAI in Spain, GDPR in Europe, electronic invoicing in LATAM).
- **Superior User Experience**: Intuitive interface, proactive support, and advanced customization.
- **Exclusive Integrations**: Connectivity with multiple platforms, CRM, and enterprise management systems (ERP).
- **Accessibility and Flexibility**: Mobile, cloud-based solutions compatible with multiple devices.
- **Process Optimization**: Automated reporting, inventory management, and real-time sales analytics.

customer relationships

- Loyalty programs and benefits for long-term users.
- Proactive technical support and personalized consulting.
- Training and educational content on digital transformation for SMEs.
- Omnichannel customer service (live chat, email, phone, social media).

channels

- Direct sales through a web platform.
- Integrations with marketplaces and payment platforms
- Partnerships with banks and financial institutions for financing solutions.
- Mobile applications and wbs.

Customer segments

- SMEs with budget constraints but a need for digitalization.
- Retail businesses looking for affordable and scalable solutions.
- Companies requiring omnichannel integration.
- Restaurants, cafes, and bars with high customer turnover.
- Stores and supermarkets needing fast and efficient POS systems, like sqrups, puro ego, allehop
- Service companies with subscription-based or recurring billing models.

Cost structure

- Software development and maintenance costs.
- Compliance with tax and security regulations.
- Server expenses and cloud services.
- Investments in digital marketing and advertising.
- Integration costs with hardware and third-party software providers.
- Operational costs for technical support and customer service.

Revenue Streams

- Freemium model with advanced paid options.
- Scalable monthly subscriptions according to customer needs.
- Commissions from integration with payment platforms.
- Sales of complementary hardware (card readers, printers, tablets).
- Consulting services and advanced customization.

Why? Who? What ?

Value proposition

Problem: The digitalization of the retail sector in SMEs.

Solution: optimizing payments, tax automation, and omnichannel integration.

Who do you help?

- Retailers seeking scalable solutions with omnichannel integration.
- Restaurants with high customer turnover.
- Retailers without automated invoicing.

Value capture

How much?

Business Model

How ?

Value creation and delivery

Revenue Streams

- Revenue model based on freemium with scalable subscriptions, integration commissions, hardware sales, and consulting and customization services.

- Costs associated with software development and maintenance, regulatory compliance, customer acquisition, marketing, and cloud services.

Key Partners

- POS hardware providers, payment gateways, e-commerce platforms, and financial institutions for financing.

Key Resources

- Flexible technology infrastructure, compliance-focused development, and a strong network of strategic partners.

Channels

- Direct online sales with integrations in marketplaces, payment gateways, and mobile applications.