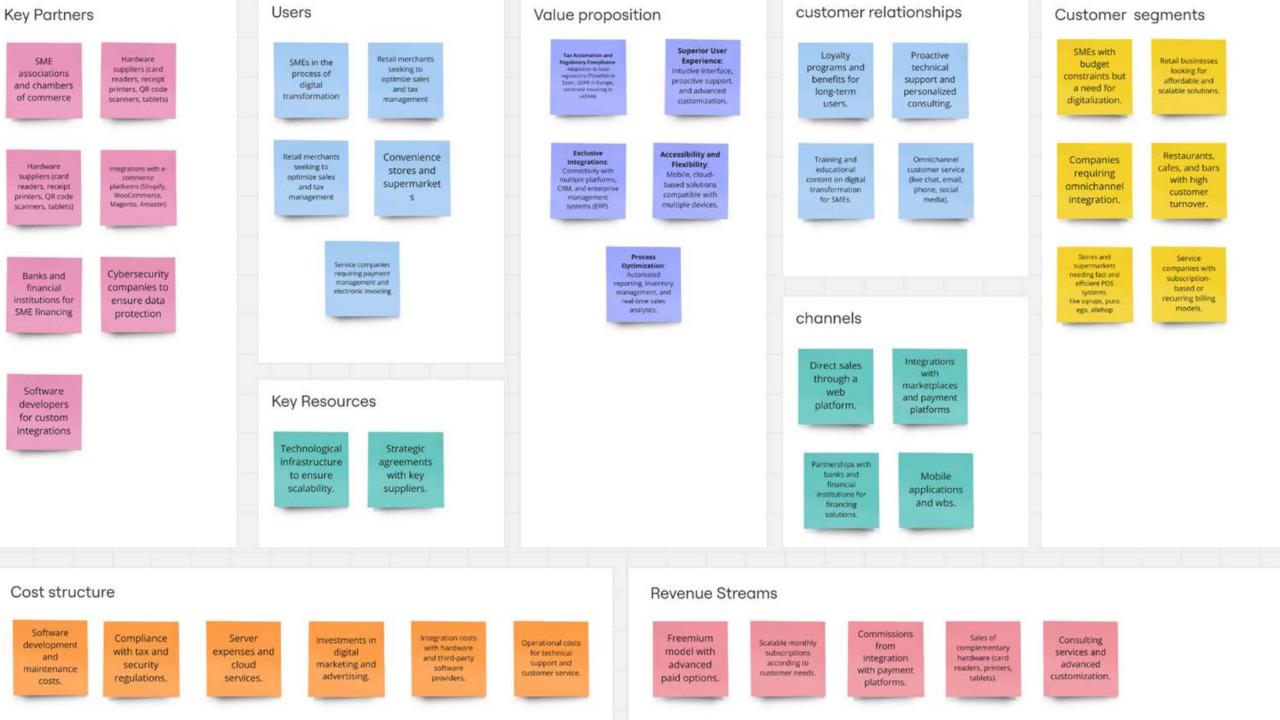






Value proposition SmartRetail

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Why? Who? What?

Value proposition

Problem: The digitalization of the retail sector in SMEs.

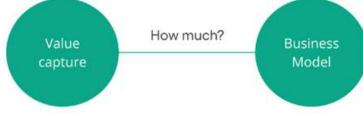
Solution: optimizing payments, tax automation, and omnichannel integration.

Who do you help?

How?

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







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.













· 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.



Problem







INTEGRATION & VISIBILITY

SCALABILITY

MAINTENANCE

- **Disconnected systems** for payments, inventory, and customer management
- Difficult to track sales, stock, and customer preferences

- Software tied to a **single device**
- Cannot access or manage their business remotely

- Require dedicated servers, frequent updates, and technical support
- Digital transformation is expensive and inaccessible.

Solution

INTEGRATION & VISIBILITY

All-in-One platform with all processes in a single system

Real-time insights to improve decision making

Synchronization with *E-commerce* platforms

CLOUD-BASED SCALABILITY

Accessible from any device

Multi-store & multi-user allowing multiple locations and accounts

Automatic updates & backup

COST-EFFECTIVE OPERATIONS

NO expensive servers, as it runs on the cloud

Simple & user-friendly interface

Subscription-based model with different plans

Unique offer

What Value Do We Deliver to the Customer

- **Save time** by automating manual processes
- **Increase revenue** through data-driven sales and customer retention
- **Reduce costs** by eliminating IT maintenance and expensive hardware
- **Simplifies management** with remote access and real-time insights

Why Would Customers Pay for This ?

- Manual error and outdated system lead to financial loss
- No more wasted hours managing inventory
- No more losing customers due to slow or outdated checkout systems

Our Solution helps businesses sell more, operate smarter, and grow faster

Who do we serve

- Small & Medium Businesses
 - o Basic Affordable Plan
 - Growth Plan for expanding businesses
- Large Retail Chains & Franchises
 - o Enterprise Plan
- E-commerce & Hybrid Stores
 - Unified online + in-store sales management



Unfair advantage

AI-powered Analytics and Predictive Insights

- Optimize inventory
- Boost sales
- Personalize customer experiences

In-Store, Online and Mobile Sales

• Real-time stock & customer tracking across all channels and platforms

Modular and API-Friendly

• Integrate new tools without costly migrations or disruptions

Built for Growth, Not Just Transactions

- Customer loyalty programs
- Automated marketing tools
- AI-powered business insights

Simple, Scalable & Affordable for All

• Cloud-based model that scales as businesses grow

Customer segments

Traditional & Small-Scale Businesses

- **Small local businesses** (bakeries, neighborhood stores, hair salons)
- Family-owned businesses with a low technology budget
- **Businesses** that still use **manual cash** registers or Excel for record-keeping
- Supermarkets, minimarkets, and convenience stores

Growing & Tech-Integrated Businesses

- Businesses with a high volume of transactions
- **Companies** planning to **expand** to new branches
- **Clothing**, **electronics**, and **cosmetics stores** that sell both in physical stores and online
- Businesses that operate with E-commerce platforms
- Cafés, bars and restaurants with table service and delivery
- **Restaurants** that work with **delivery food apps**