



Launching ICT Services to the Market Final Evaluation

Retail Experience

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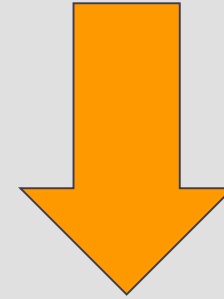
Javier Rodríguez García

Álvaro Honrubia Genilloud

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- Traditional POS systems are **slow, outdated, and make real-time decision-making difficult**.

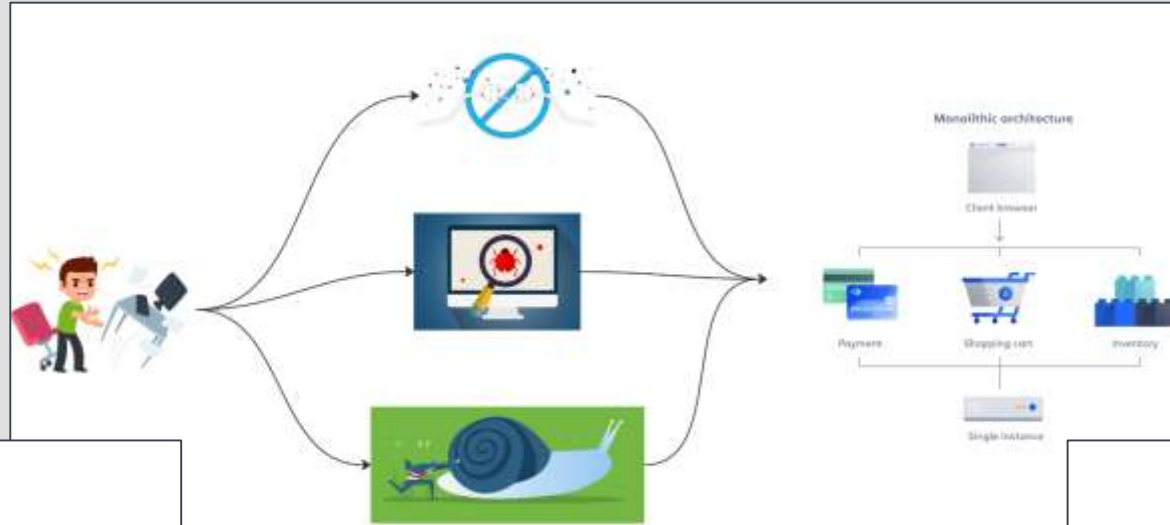
What solution does REX offer?

- 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.



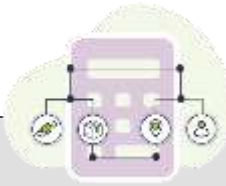
Impact

- 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.

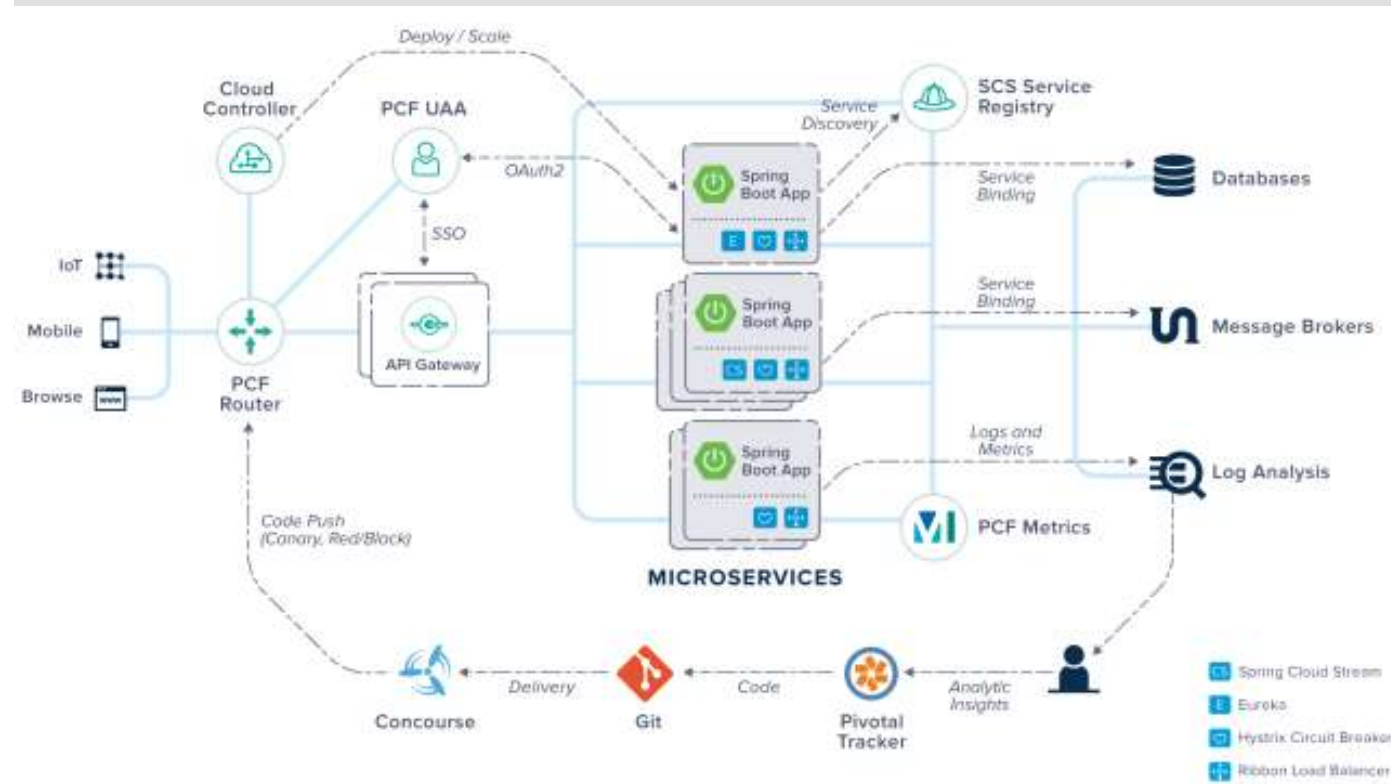
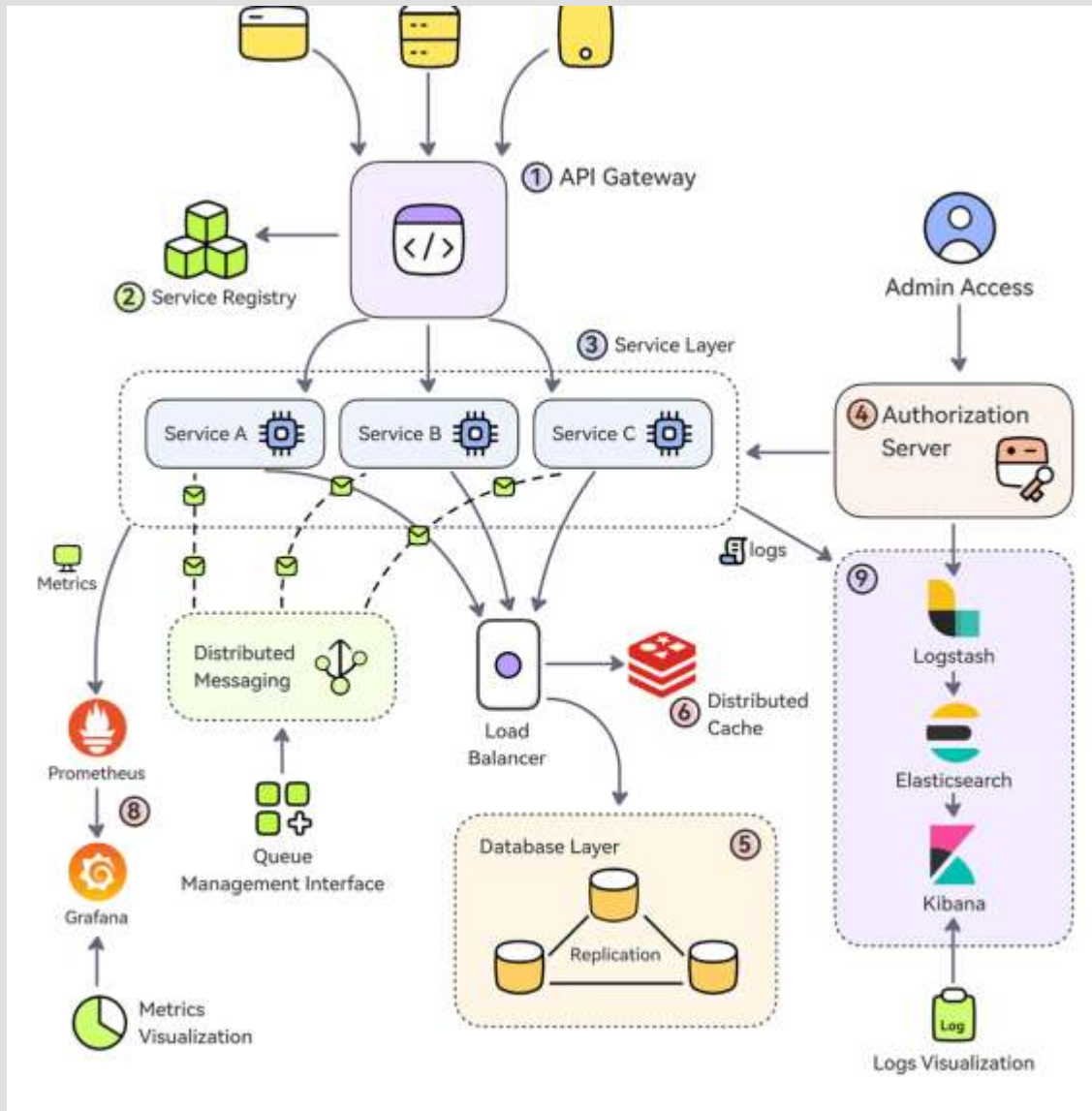


Process Optimization

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



Solution - Architecture



Solution - ROADMAP REX – RETAIL & TPVs

| April | May | June | July | August | September | October | | |
|--|---|--|--|---|--|--|---|---|
| Q1: MVP & Infrastructure Foundation | | | Q2: Core Features & Tax Compliance | | Q3: Government System Integrations & Tax Reporting | | | |
| Epic 1 – Data Modeling | Epic 2 – Registration APIs | Epic 3 – Role & Permission Management | Epic 4 – Authentication & Security | Epic 5 – POS Layout & UX | Epic 6 – Business Rules & Tax API | Epic 7 – Electronic Invoicing & Tax Reporting | Epic 8 – Order, Sales & Tax Control | Epic 9 – Regulatory Communications |
| Task 1 : Design the database for customers, businesses, products, sales, taxes, and payment methods. | Task 1 : Create endpoints for users, products, payments, and fiscal configurations for each business. | Task 1 : Define access control for employees, administrators, accountants, and tax auditors. | Task 1 : Design the database for customers, businesses, products, sales, taxes, and payment methods. | Task 1 : Design an optimized interface for cashiers, administrators, and accountants. | Task 1 : Configure taxes by country or region. | Task 1 : Automatically generate electronic | Task 1 : Integrate with government tax agencies for | Task 1 : Provide real-time alerts on tax regulation changes. |
| | | | | | Task 2 : Automate VAT/IGV/ISR and other tax | Task 2 : Integrate with SUNAT (Peru), SAT (Mexico), SII | Task 2 : Develop fiscal audit dashboards with non-compliance | Task 2 : Automate sales report submissions to |
| | | | | | Task 3 : Implement fiscal validations in each transaction. | Task 3 : Enable automatic monthly reports and tax audits. | Task 3 : Support for POS systems with fiscal certification in | |

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

Retention Rate

What does it measure?

Percentage of customers who
continue using the service

Initial suggested goal

> 85%

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



CAC (Customer Acquisition Cost)

What does it measure?

Average cost to acquire a
customer

Initial suggested goal

< €500/customer

Active integrations

What does it measure?

Number of integrations (e-
commerce, ERP, CRMs) in use

Initial suggested goal

> 10 integrations in the first year

Customer Satisfaction (NPS - Net
Promoter Score)

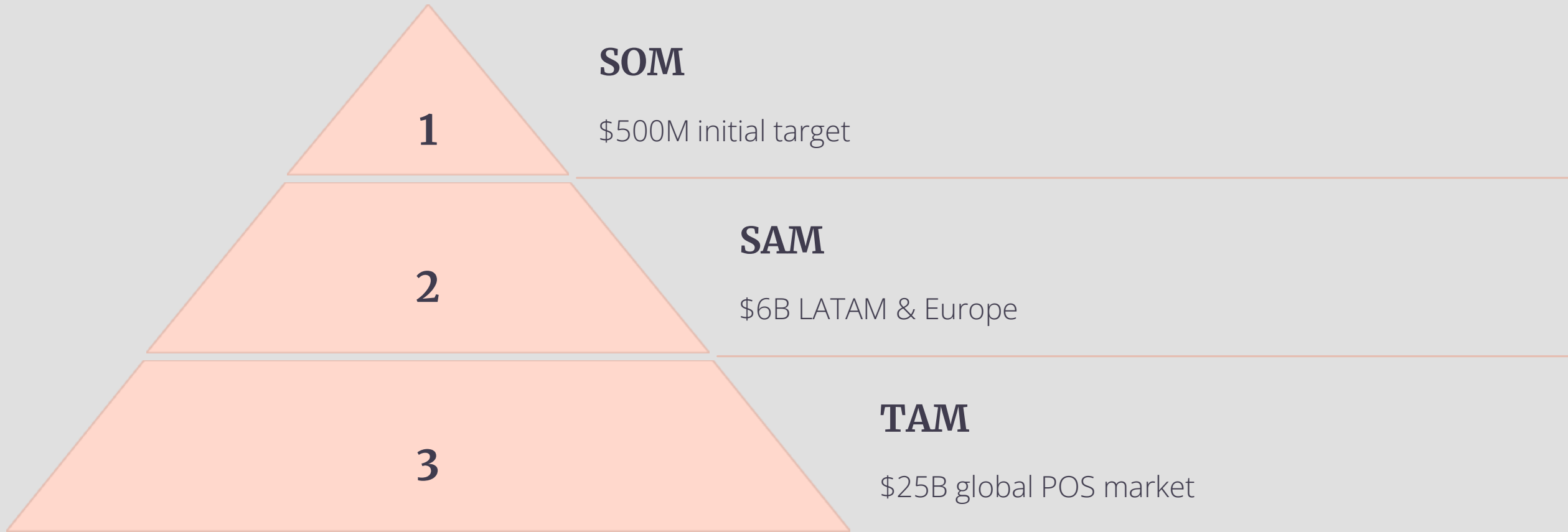
What does it measure?

Measurement of customer
satisfaction and loyalty

Initial suggested goal

> 70

Market Size



**Expansion
potential**

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

Market Validation

Annual Growth

Global POS solutions market
(2023-2030)

10%



Gráfico
circular

75%



**Seeking
Solutions**

SMBs want simple digital
systems

60%



Cloud Adoption

Retailers using/planning cloud
management

Product/Mockup



TIPOGRAFÍA

Headline 1

Headline 2

Headline 3

Headline 4

Headline 5

Headline 6

Subtitle 1

Subtitle 2

Body 1

Body 2

Body 3

Footer

Kanit | Semibold | 32px

Kanit | Semibold | 28px

Kanit | Semibold | 20px

Kanit | Medium | 18px

Kanit | Medium | 16px

Kanit | Regular | 16px

Kanit | Light | 16px

Kanit | Regular | 14px






































Kanit | Light | 14px

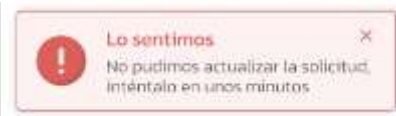
Kanit | Light | 12px

Kanit | Light | 10px

Kanit | Light | 8px

COLOR

| | | | | | | | | | | | |
|-----------------|--|---|---|---|---|---|---|---|--|--|---|
| Primary |  900 #333975 |  800 #354092 |  700 #424db3 |  600 #4c5da4 |  500 #617ed2 |  400 #7e98dc |  300 #a1bbef |  200 #cdd9f2 |  100 #e2eff7 |  50 #f2f4f6 | |
| Secondary |  900 #7e3e10 |  800 #9c3510 |  700 #c54309 |  600 #e65a08 |  500 #f97613 |  400 #f99639 |  300 #ffb665 |  200 #ffdb8a |  100 #ffeed4 |  50 #fff7ed | |
| Background |  Background 1 #ffffff | | | | | | | | | |  Background 2 #f9f9fc |
| Blacks |  Black 900 #323232 |  Black 800 #505050 |  Black 600 #666666 |  Black 500 #8a8a8a |  Black 400 #a6a6a6 |  Black 300 #c0c0c0 |  Black 200 #d9d9d9 |  Black 100 #e6e6e6 |  Black 50 #f2f2f2 |  Black 25 #f9f9f9 | |
| System Colors |  Warning #f06292 |  Success #43a047 |  Alert #f8c800 | | | | | | | | |
| Semantic Colors |  Red #e36666 |  Orange #ed8e48 |  Yellow #f8c800 |  Green #50a35e |  Blue #4b9fed |  Purple #a067ef |  Pink #e74dc6 | | | | |



Product/Mockup

NUEVO

Buscar

Hola Giomaira C

Solicitudes asignadas a mi

Nº de pedido

Ver el Doc

Estado

SLA

Tipo de fecha

Fecha de asignación

Periodo

15/02/2024 - 15/05/2024

Prioridad

MÁS FILTROS

Pendiente de fotos1

Nuevas solicitudes10

En revisión8

Finalizadas10

PENDIENTE DE FOTOS

PVEA-CD-89233457-1

Motivo

Producto dañado

PRODUCTO DAÑADO

PENDIENTE

PVEA-CD-89233457-1

Motivo

Producto dañado

SLA

01/08/2024

Vencido

10 días transcurridos

PRODUCTO DAÑADO

EN REVISIÓN

PVEA-CD-89233457-1

Motivo

Producto dañado

SLA

01/08/2024

Vencido

10 días transcurridos

PRODUCTO DAÑADO

FINALIZADA

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PENDIENTE

PVEA-CD-89233457-1

Motivo

Producto dañado

SLA

01/08/2024

Vencido

10 días transcurridos

PRODUCTO DAÑADO

EN REVISIÓN

PVEA-CD-89233457-1

Motivo

Producto dañado

SLA

01/08/2024

Vencido

10 días transcurridos

PRODUCTO DAÑADO

APROBADA - SELECCIÓN DE PRODUCTO

PVEA-CD-89233457-1

Motivo

Producto dañado

SLA

01/08/2024

A tiempo

02 días transcurridos

PRODUCTO DAÑADO

PENDIENTE

PVEA-CD-89233457-1

Motivo

Producto dañado

SLA

01/08/2024

Vencido

10 días transcurridos

PRODUCTO DAÑADO

EN REVISIÓN

PVEA-CD-89233457-1

Motivo

Producto dañado

SLA

01/08/2024

Vencido

10 días transcurridos

PRODUCTO DAÑADO

APROBADA - FALTA DE FOTOS

PVEA-CD-89233457-1

Motivo

Producto dañado

SLA

01/08/2024

A tiempo

02 días transcurridos

PRODUCTO DAÑADO

NUEVO

Buscar

Hola Giomaira C

Nueva solicitud

PROCESO

Búsqueda de cliente

SELECCIÓN DE PRODUCTOS

PROCESO

Selección de la solución

PROCESO

Selección de la entrega

Información del cliente

Alicia Sotelo de las Casas

76293720

+51 9603211719

alicia.sotelo.m@gmail.com

Nº de pedido: v7553743plzv-01

Origen: CD Oechsle

| Estado | Fecha de entrega | Categoría | SKU | Producto | Cantidad |
|-----------|------------------|-----------|---------|-----------------------------------|----------|
| ENTREGADO | 18/05/2024 | Moda | 2300988 | Casaca Malabar Bomber Cargo Ho... | 2 |
| ENTREGADO | 18/05/2024 | Moda | 2304560 | Casaca Madison Plumas Hombre | 2 |

Origen: Seiter BoutiqueBoys

| Estado | Fecha de entrega | Categoría | SKU | Producto | Cantidad |
|-----------|------------------|------------|------------|-------------------------------------|----------|
| ENTREGADO | 18/05/2024 | Zapatillas | 2300988 | Botin Urbano Nike Air Force 1980... | 2 |
| ENTREGADO | 18/05/2024 | Zapatillas | 1000826752 | Zapatilla Urbana Puma Smash Su... | 2 |

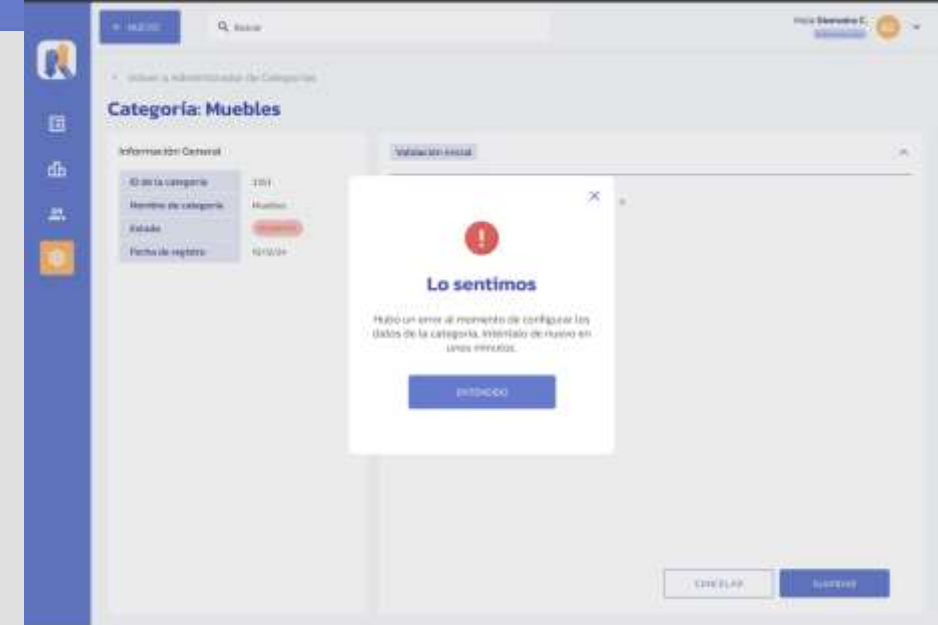
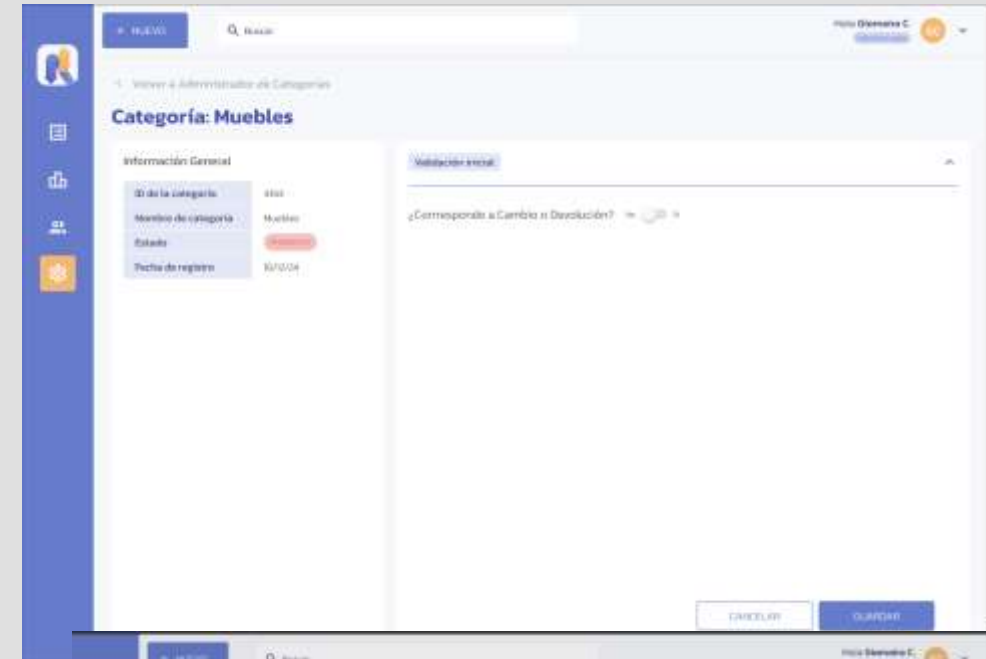
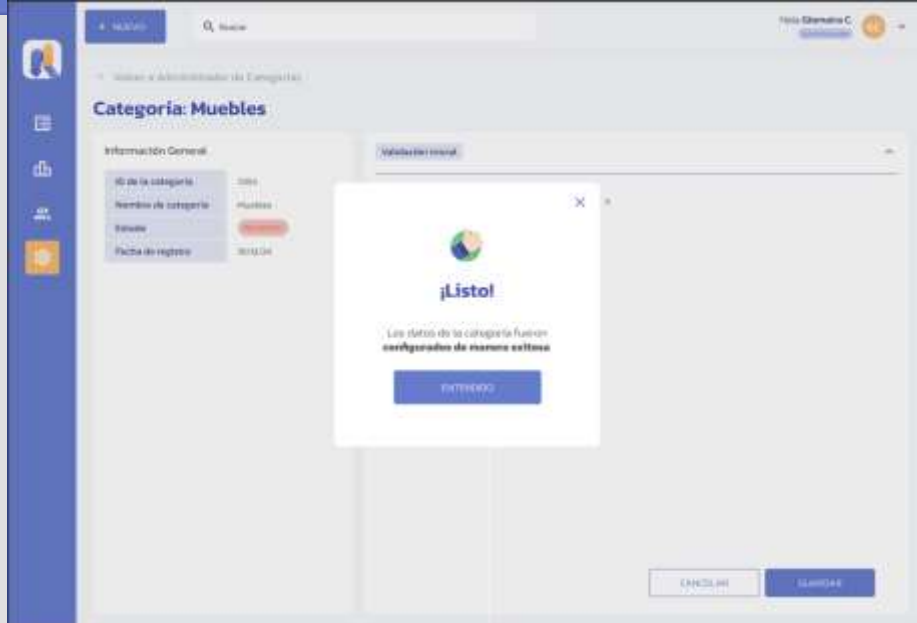
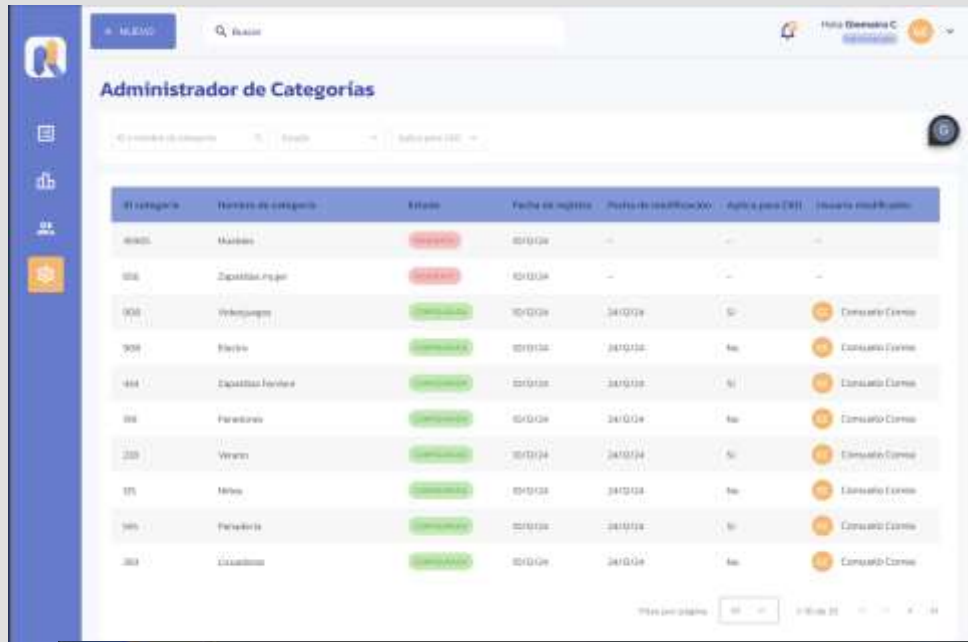
VOLVER

CONTINUAR

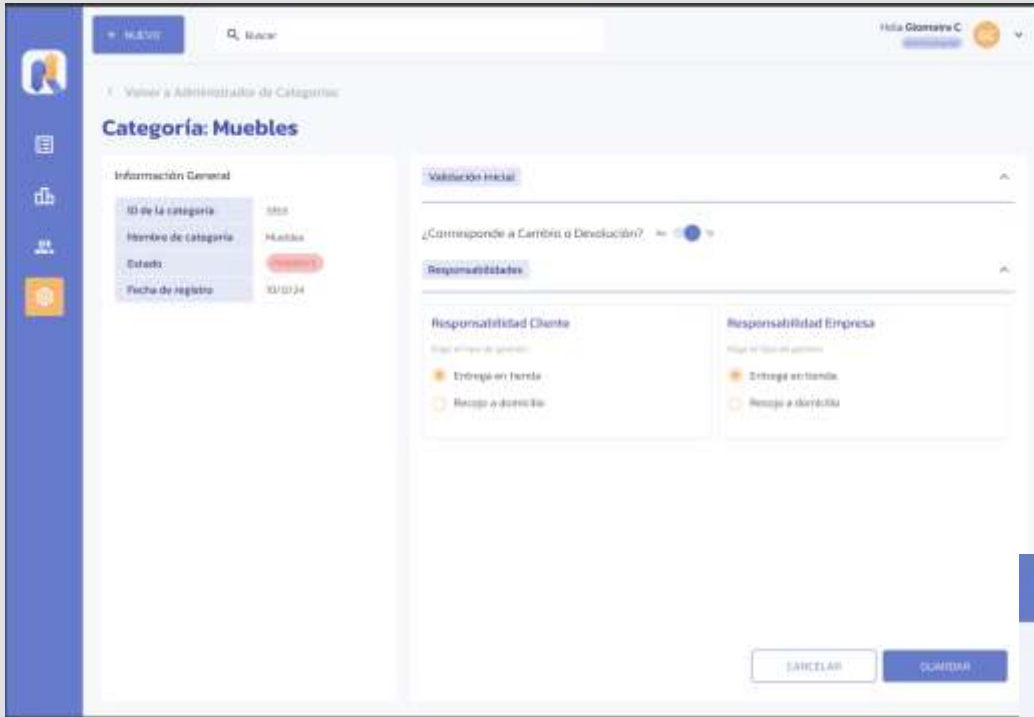
Información del pedido

| | |
|-------------------|---------------------|
| Estado | ENTREGADO - PENDING |
| Fecha de entrega | 18/05/2024 |
| Fecha de compra | 17/05/2024 |
| Nº de pedido | v00408758plzv-01 |
| Nota de venta | 56788200977787 |
| Empresa | plazavea |
| Vendedor | Oechsle |
| Tienda | Venta online |
| Método de entrega | Retiro en tienda |
| Tienda de retiro | Oechsle Rambla |

Product/Mockup



Product/Mockup



Product/Mockup

+ NUEVO

Buscar

Hola **Giomaira C.**
[Ver perfil](#)

Reportes

Estado de tu solicitud

Conoce el estado actual de determinado grupo de solicitudes.

Estado de tu solicitud

Para optimizar el uso de nuestros recursos, te recomendamos descargar solo los reportes que necesites.
Recuerda que puedes encontrar el detalle completo de tus solicitudes en el módulo de [Solicitudes asignadas a mí](#).

ⓘ

Estos son los horarios de generación y descarga de reportes:

- Lunes a Viernes de 07:00 a.m. a 08:00 p.m.
- Sábados y Domingos de 08:00 a.m. a 08:00 p.m.

Para generar un reporte con el detalle que necesitas, ingresa la siguiente información:

Datos generales

Empresa

División

Tipo de solicitud

Rango de fechas

01/02/2024 - 01/03/2024

Datos del equipo asignado

Responsable del equipo

Área

Código área

Nombre

CONTINUAR SIN GUARDAR

+ NUEVO

Buscar

Hola **Giomaira C.**
[Ver perfil](#)

Reportes

Estado de tu solicitud

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01/02/2024 - 01/03/2024

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Área

Código área

Nombre

CONTINUAR SIN GUARDAR

¡Listo!

El reporte se ha creado satisfactoriamente y se enviará a tu correo electrónico en unos minutos.

ⓘ

Ten en cuenta que...
Recibirás el reporte en un plazo de entre 3 y 10 minutos. Por favor, espera ese tiempo antes de generar uno nuevo.

ENTENDIDO

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)



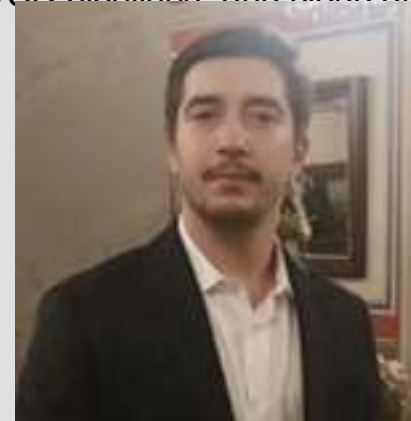
◆ **Adrián Barba Beltrán**– Data
Analyst, Developer
*(Specialist in predictive modeling and
consumer analysis)*



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



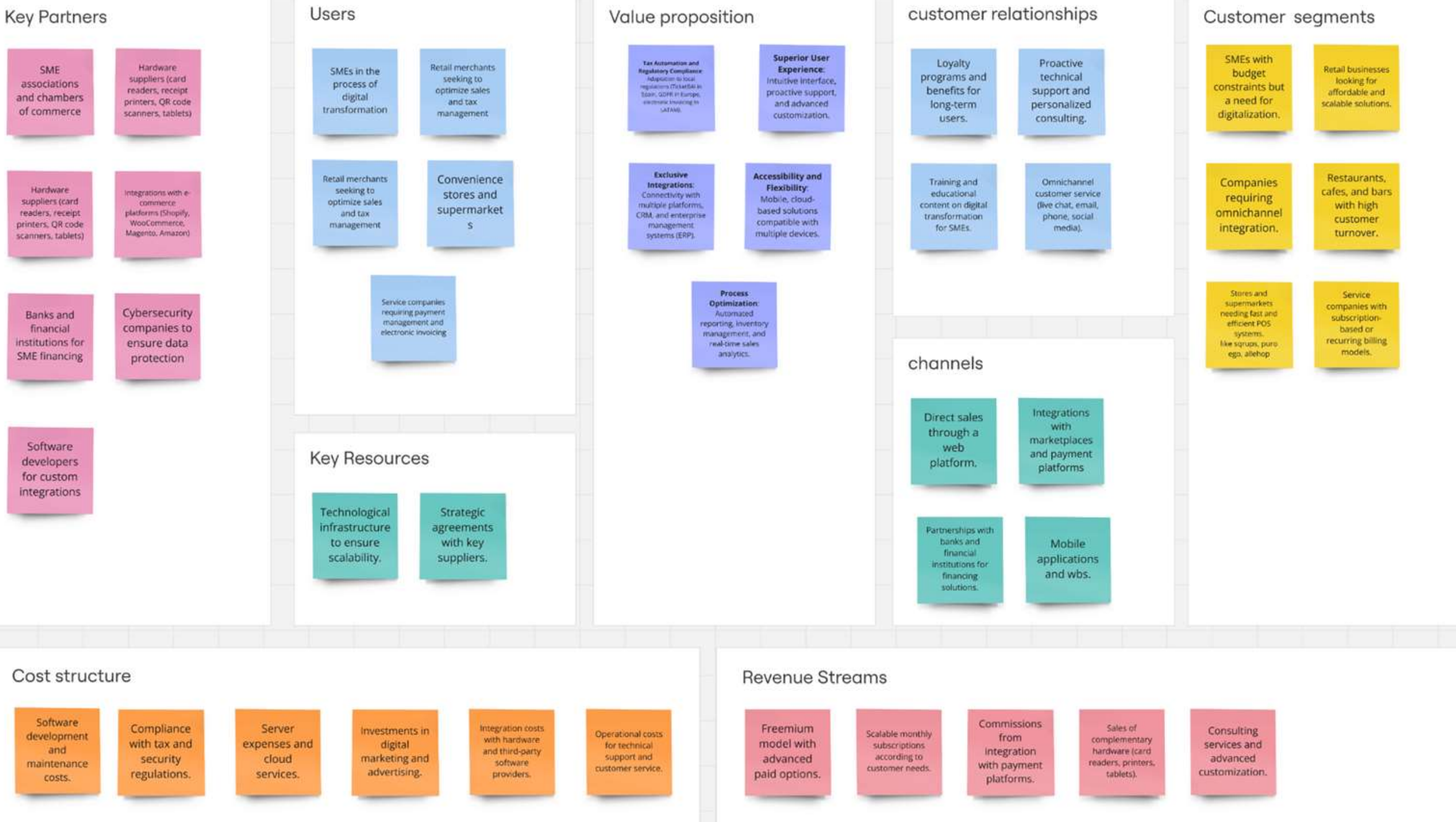
◆ **Álvaro Honrubia Genilloud**– DevOps
Engineer, Quality Assurance
*(Expert in infrastructure automation,
CI/CD pipelines, and cloud architecture)*



Financial

| Category | 2025 Activities | Estimation EUROS |
|--------------------|--|------------------|
| Set Delivery | Analysis | 6000 |
| | Infrastructure 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 | Infrastructure | 30000 |
| | Licenses | 40000 |
| Total | | 100000 |

Annex



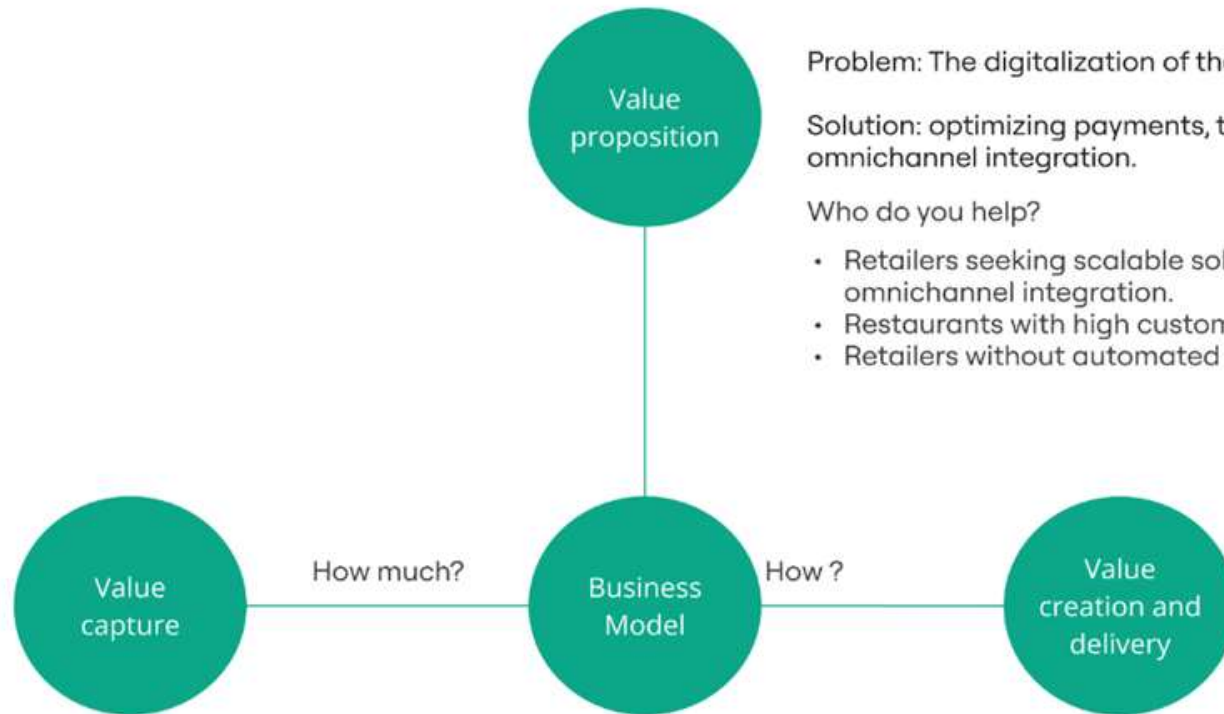
Why? Who? What?

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.



Revenue Streams

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

