



Entrepreneurship and business modelling

1st assignment



Identity, mission and vision

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Mission

The **retail industry** rely on outdated and fragmented systems.

Individual stores don't integrate essential tools:

- Inventory management
- Customer databases
- Online payments

Traditional solutions require frequent updates, and specialized technical support, making them **costly** and **difficult to maintain**.

Empowering businesses with a modern and accessible POS solution that integrates:

- Payments
- Data analytics
- Customer loyalty

Making business management **simple** and **efficient**.

POS - Point of Sale: Systems businesses use to complete sales transactions. Includes *hardware* (cash register, card reader, tablet, ...) and *software* that processes payments, tracks inventory, and manages customer data.

Vision

Become the leading smart POS platform in **Latin America** and **Europe**.

Revolutionize the way **businesses manage sales** and customer relationships.



Values

- **Innovation** – Transforming commerce with cutting-edge technology.
- **Simplicity** – Intuitive and user-friendly solutions.
- **Accessibility** – Making modern technology available to all businesses.
- **Security** – Ensuring safe and reliable transactions.
- **Growth** – Helping small and medium-sized businesses thrive.