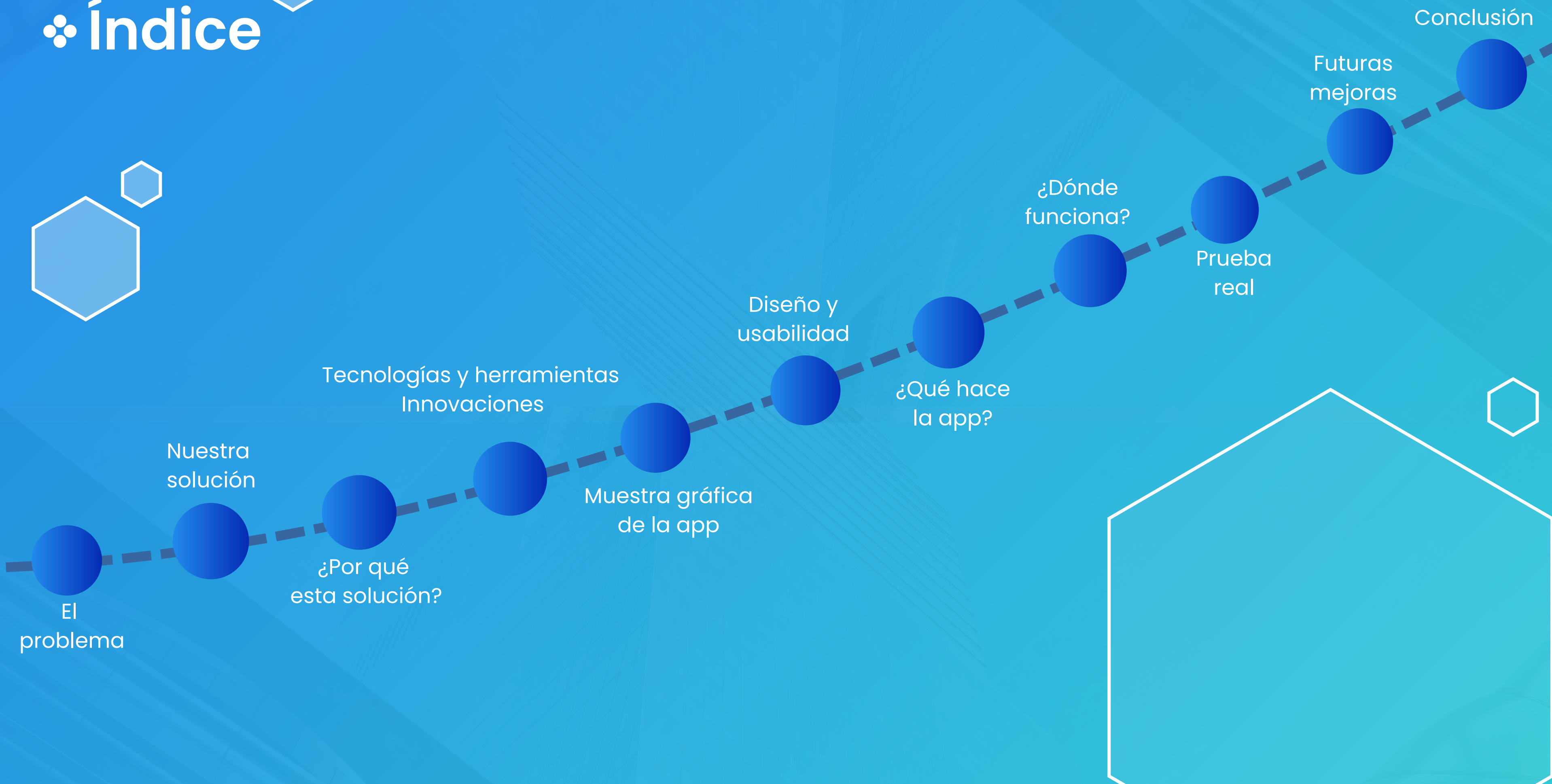




Por: Laura Salas Ávila

TFG DAM 2024/2025

IES Enrique Tierno Galván



❖ El problema



- What's the problem? Inefficient resource management in mid-sized companies.
- Who does it impact? Business owners and managers struggling with scaling operations
- Why now? Growing competition and rising customer expectations require innovative solutions



❖ Nuestra solución

What is it? A cloud-based platform to streamline operations and improve efficiency.

How does it work?
Combines AI-driven analytics with intuitive dashboards for real-time insights.

Why is it better?
Affordable, user-friendly, and tailored to mid-sized businesses.

How does it work?
Combines AI-driven analytics with intuitive dashboards for real-time insights.



❖ ¿Por qué esta solución?

S

Strengths

Our loyal customer base ensures consistent revenue and brand trust.

O

Opportunities

Increasing demand for eco-friendly products opens new markets.

W

Weaknesses

Limited digital marketing presence reduces brand visibility.

T

Threats

Competitors with lower pricing are entering our key regions.



❖ Tecnologías, herramientas e innovaciones

Market Size

\$45 billion in the SaaS operations market globally

Growth Trends

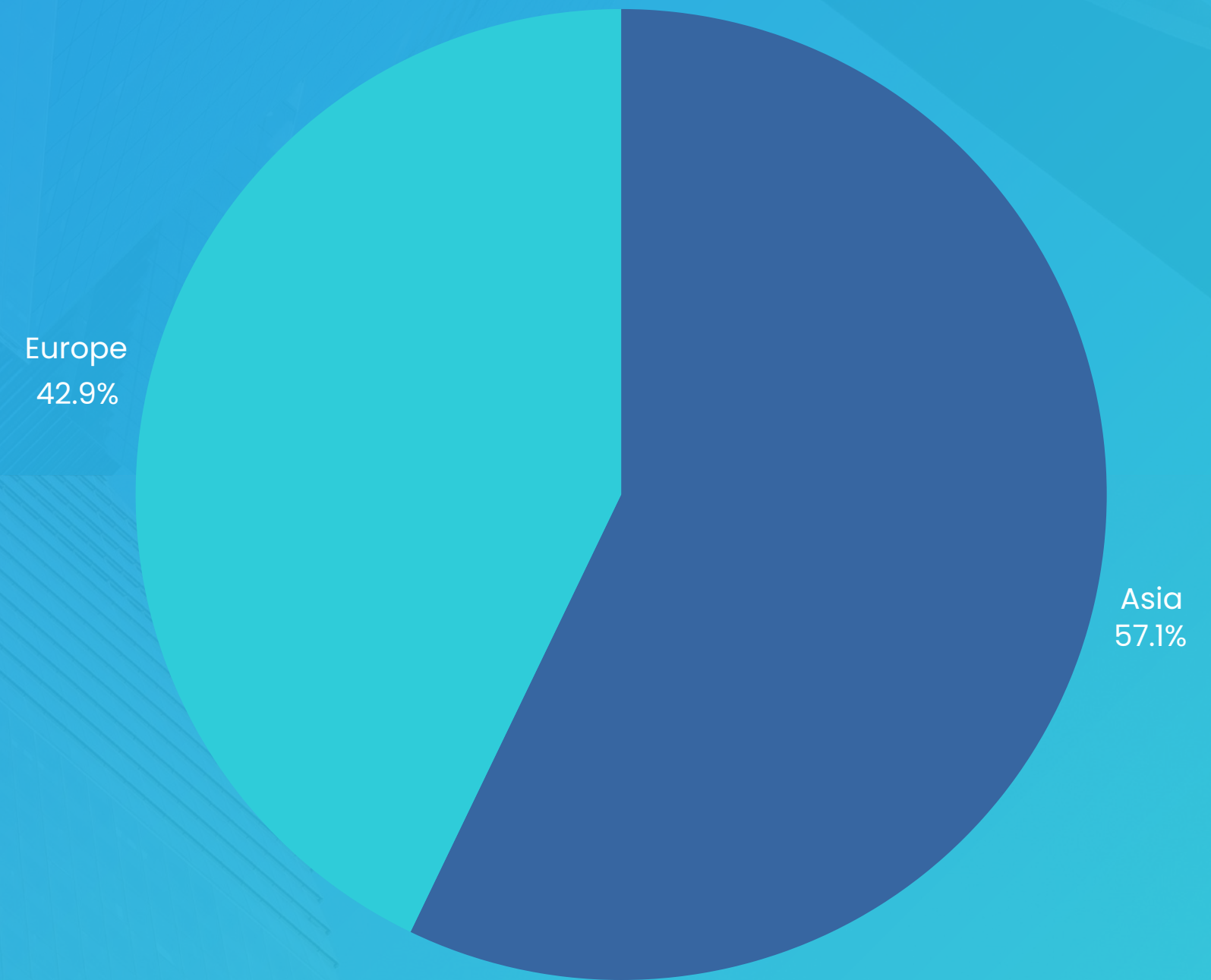
Projected 15% CAGR over the next 5 years

Target Segment

Mid-sized companies in technology and retail sectors

Target Segment

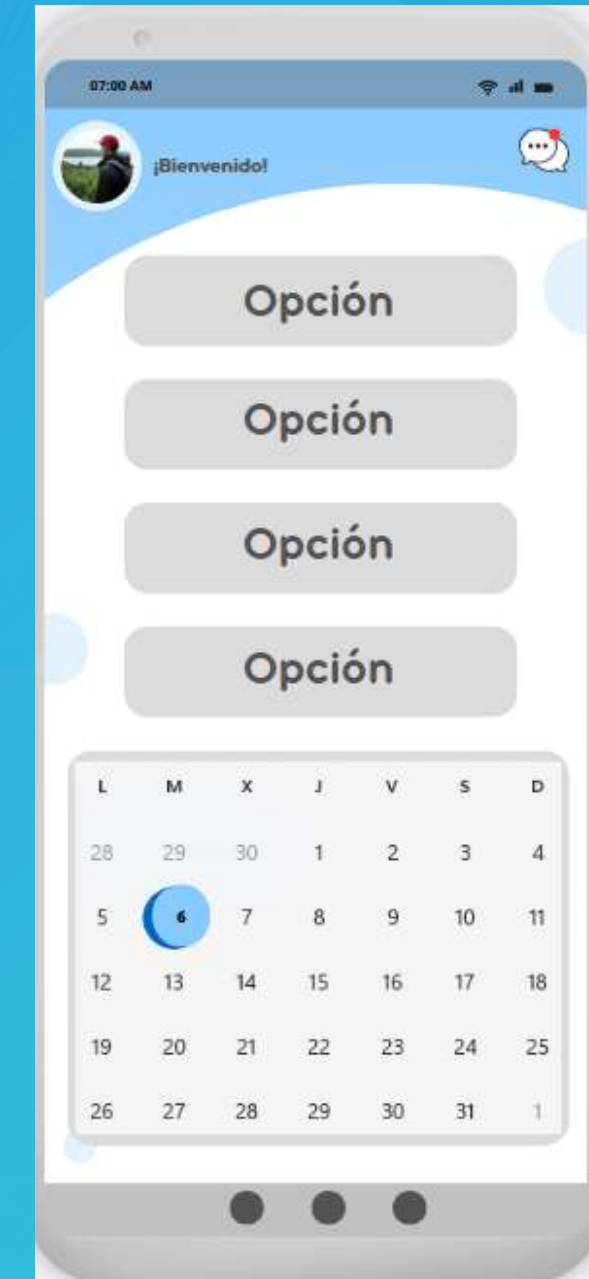
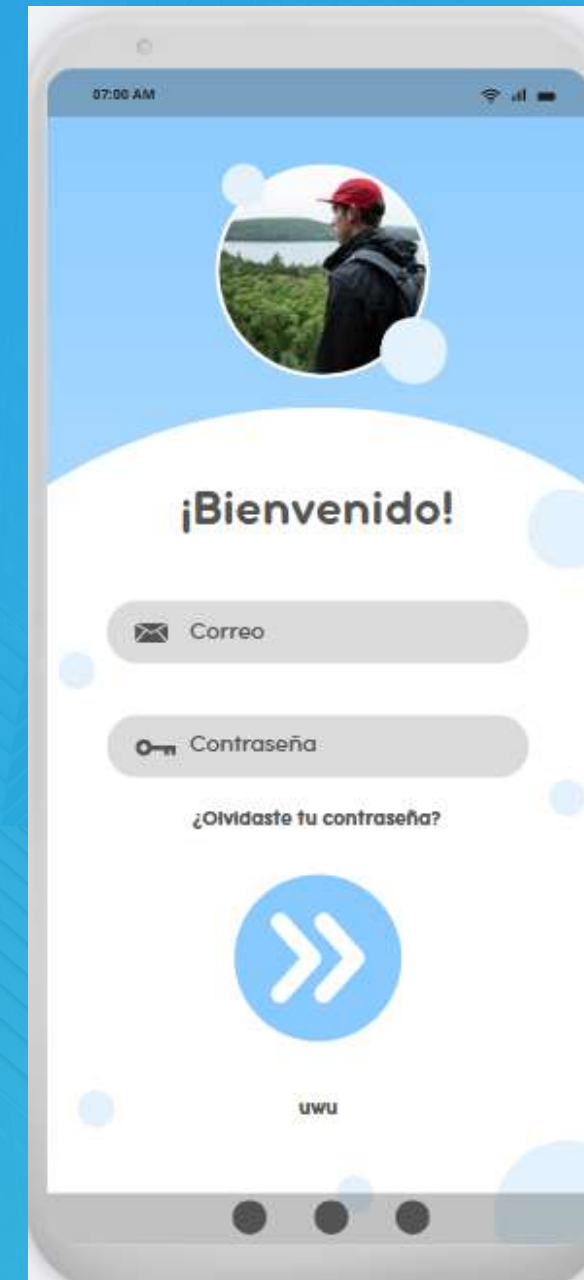
Mid-sized companies in technology and retail sectors



❖ Muestra gráfica de la app

- Strategic Partnerships
- Co-Development
- Channel Partners

Partner with Larana to unlock new opportunities—whether through strategic collaborations, co-developing innovative solutions, or expanding market reach. Together, we can drive mutual growth and success.



❖ Diseño y usabilidad

Revenue Streams

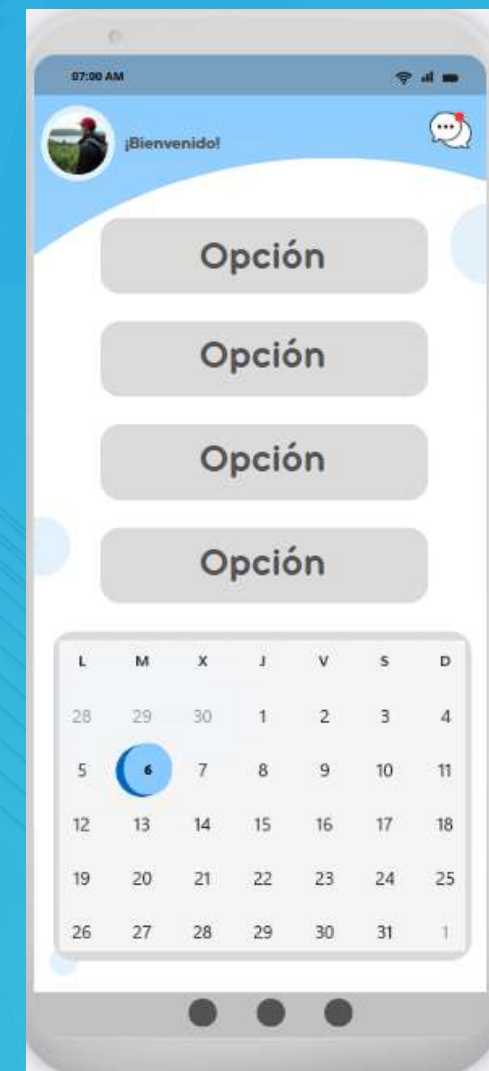
Monthly subscription fees, customization charges, and premium support services.

Pricing Model

Three-tiered pricing: Basic, Professional, and Enterprise plans.

Scalability

Flexible architecture supports businesses from 50 to 500 employees



❖ ¿Qué hace la app?

Ask

\$4M in funding for market expansion and product enhancement

Use of Funds

50% for R&D, 30% for sales and marketing, 20% for operational scaling

Ask

\$4M in funding for market expansion and product enhancement

Use of Funds

50% for R&D, 30% for sales and marketing, 20% for operational scaling

Ask

\$4M in funding for market expansion and product enhancement

Use of Funds

50% for R&D, 30% for sales and marketing, 20% for operational scaling

Ask

\$4M in funding for market expansion and product enhancement

Use of Funds

50% for R&D, 30% for sales and marketing, 20% for operational scaling

❖ ¿Dónde funciona?



Pricing Model

Three-tiered pricing: Basic, Professional, and Enterprise plans.

Scalability

Flexible architecture supports businesses from 50 to 500 employees

Pricing Model

Three-tiered pricing: Basic, Professional, and Enterprise plans.

Scalability

Flexible architecture supports businesses from 50 to 500 employees



The image features a blue background with a faint, low-angle photograph of a modern glass skyscraper. Overlaid on this are several white geometric shapes: a four-petaled flower-like logo, a hexagon, and various angular lines and polygons that create a sense of depth and architectural structure.

 **Prueba real**

❖ Futuras mejoras

- What's the problem? Inefficient resource management in mid-sized companies.
- Who does it impact? Business owners and managers struggling with scaling operations
- Why now? Growing competition and rising customer expectations require innovative solutions

What is it? A cloud-based platform to streamline operations and improve efficiency.

How does it work?
Combines AI-driven analytics with intuitive dashboards for real-time insights.

How does it work?
Combines AI-driven analytics with intuitive dashboards for real-time insights.

Why is it better?
Affordable, user-friendly, and tailored to mid-sized businesses.

❖ Conclusión

S

Strengths

Our loyal customer base ensures consistent revenue and brand trust.

W

Weaknesses

Limited digital marketing presence reduces brand visibility.

O

Opportunities

Increasing demand for eco-friendly products opens new markets.

T

Threats

Competitors with lower pricing are entering our key regions.

