Business Model Canvas

Key partners

Who are your most important partners?

Cloud infrastructure and dedicated server providers, to host our backend and run our own AI in a centralized manner.

Companies developing AI frameworks, which we can integrate or license while we build our own internal models.

External integration platforms (Shopify, WordPress) to expand the reach of our API modules.

Which key resources do you acquire from partners?

Providing robust infrastructure (cloud and servers) to run the entire platform and future AI models.

Licensing and maintaining OCR and Al components until our own AI is fully operational.

Facilitating the integration of our API modules on third-party platforms to scale quickly.

Key activities

What are the activities you perform every day to create & deliver your value proposition?

Development and maintenance of the modular POS system (ZatoBox and ZatoLink).

Implementation and support of crypto and fiat payment systems through direct integration with blockchain networks and minimal banking gateways (without relying on third parties).

Development and optimization of premium modules (advanced OCR, Smart Inventory with AI, appointments, catalogs, etc.).

Management of internal APIs to allow third parties to use our modules as independent services.

Customer support, training, and documentation so that the system is selfservice and accessible to any user.

Key resources

What are the resources you need to create & deliver your value proposition?

Centralized infrastructure (servers and cloud) along with in-house OCR/AI frameworks, progressively transitioning toward a decentralized model powered by self-hosted mini-nodes. This enables ZatoBox to seamlessly connect physical, digital, and crypto operations within a single scalable platform.

♥ Value propositions

What is the value you delivery to your customer?

An all-in-one modular platform that connects physical, digital, and crypto operations, with simple and automated tools that any business can use without technical knowledge.

Which of your customer's problems are you helping to solve?

High costs and complexity of traditional POS systems.

Lack of integration between physical sales, online sales, and crypto payments.

Manual inventory processes and management that consume time.

What is the customer need that your value proposition addresses?

The need to digitize and automate their business in an affordable, fast, and frictionless way, unifying all sales channels and payment methods on a single platform.

What is your promise to your customers?

That they can sell and grow without barriers, using a system that is simple, scalable, and will evolve toward a decentralized model so their operations become even more independent and costefficient.

What are the products and services you create for your customers?

ZatoBox POS (physical and online sales with crypto support).

ZatoLink (public storefront for selling online without abusive fees).

Premium modules: OCR for inventory uploads, Smart Inventory with AI, API integrations for third parties.

Future decentralized Launchpad for businesses to issue tokens/NFTs and access community-driven funding.

© Customer relationships

What relationship does each customer segment expect you to establish and maintain?

Guided and simple self-service: any business can get started without technical support, thanks to tutorials and an intuitive interface.

Active community support (forums and Discord), where users and developers collaborate and solve questions in real time.

Optional consulting for businesses looking to scale, including assistance with integrating AI, APIs, or advanced features.

Transparency and trust: open communication about the roadmap, updates, and the transition toward decentralization (so customers can see how they'll gain autonomy).

☆ Channels

What relationship does each customer segment expect you to establish and maintain?

Plataforma web y app (ZatoLink) como canal principal para que negocios gestionen ventas físicas y online.

Marketplace de módulos para que los usuarios activen funciones premium (OCR, IA, integraciones).

Integraciones con plataformas externas (Shopify, WordPress) usando nuestras APIs para llegar a negocios que ya usan esos ecosistemas.

Comunidad (Discord, foros y GitHub) para soporte, aprendizaje y contribución de desarrolladores.

Campañas y tutoriales en redes sociales para captar PYMES y emprendedores digitales de forma directa.

⊘ Customer segments

For whom are you creating value?

Small, medium, and large businesses that need to digitize and automate their sales and inventory without spending on costly systems.

Digital entrepreneurs selling products or services online who need a simple system that integrates fiat and crypto payments.

Businesses wanting to integrate Web3 (cryptocurrency payments, tokenization, NFTs) without technical expertise.

What are the customer segments that either pay, receive or decide on your value proposition?

Business owners and managers who decide to implement ZatoBox to reduce costs and modernize.

Users of premium modules (OCR, Smart Inventory, APIs) who pay subscriptions and usage fees

Web3 startups and projects that use our APIs and, in the future, the decentralized Launchpad designed to fund other businesses through the same token/NFTbased architecture.

Cost structure

What are the important costs you make to create & delivery your value proposition?

Centralized infrastructure: costs of dedicated servers, cloud services, and maintenance to host backend, APIs, and AI models.

Software development: salaries and fees for the technical team (backend, AI, blockchain, UX/UI).

Temporary AI licenses while developing our own internal models.

Security and compliance costs (data protection, blockchain integration).

Marketing and customer acquisition (campaigns, educational content, and community support).

Future development of decentralized infrastructure, including mini-nodes or "all-in-one" devices for businesses wanting to operate without central servers.

© Revenue streams

How do customers reward you for the value you provide to them? What are the different revenue models?

Commissions on crypto and fiat transactions: 0.5-1% per transaction, more competitive than traditional providers (BitPay 1%, GoCrypto 1.25%).

Monthly subscriptions for premium modules: starting at 10 USD/month for features like advanced OCR, Smart Inventory with AI, and API integrations.

Charges for external API usage: 0.01 USD per call, allowing third parties to integrate OCR, Smart Inventory, and more into their systems.

Future decentralized Launchpad: 2% commission on funding raised by businesses issuing tokens/NFTs to raise community capital.

Enterprise plans for businesses that want to host ZatoBox on their own infrastructure (with dedicated support and updates).