SENAI School of Informatics

Informatic Technician

COE – Final Task

Mordox LTD.

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Laura Puerta

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São Paulo

2017

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Mordox LTD.

Final task presented for conclusion of COE (Comunicação Oral e Escrita), teached by the teacher Maria Andrade.

São Paulo

2017

# Summary

This task has an objective to present one product by the trio of the students Gabriel Moretti, Henrique Benjamim and Laura Puerta. The product, by the name of MORDOXmirror, was made by an fictitious enterprise, also created by the students, called Mordox LTD.

The task is divided by: Introduction, presentation of the enterprise, presentation of the documents developed, presentation of the enterprise website, conclusion. In Introduction we will present the created product and it’s general specifications. In the enterprise presentation are listed informations such as it’s history, vision, and mission. In the presentation of documents produced, the opening minutes and the company’s social contract are informed. The penultimate part consists of the presentation of the strategic communication of the company. Finally, we present a conclusion in which we present an overview of the execution of the project of elaboration of the product and of the company.

Summary

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# 

# Introduction

The product created in question is the MORDOXmirror, a software integration system for Desktop and Mobile devices, which, unlike the MirrorCast standards, where the user manages the mobile device on his Desktop, MORDOXmirror offers mutual interaction between both, that is, access remote from mobile to laptop/computer, and vice versa, ensuring a great practicality in your daily life, and favoring all sectors of employment.

# Part 2 – Mordox LTD.: The Company behind MORDOXmirror.

The company, which was founded on October 10, 2007, began in the quest to use the latest technologies possible to increase the ease in people’s lives. In this way, the two students of the IT Technician course of the SENAI school in Santa Cecilia, Laura Puerta and it’s partner, Gabriel Moretti, founded Mordox LTD. in order to use the popularization of the mirror cast function, using it to manufacture of it’s first software, MORDOXmirror.

The Mordox LTD. brings softwares destined to general people and other companies, seeking to generate a facilitation in the administration and control of employees of the same ones.

The vision of an enterprise destined mainly to other private and/or public companies, and employees in general, was unusual and risky, but our Administrative Director, Laura Puerta, with the financial help of her partner, and Chief Financial Officer of the company, Gabriel Moretti, managed to achieve brands that were not expected, with competence and efficiency.

The growth of Mordox LTD. is always eminent and promising in the hands of it’s owners.



Figura - Mordox LTD. logo

## **HISTORY**

2007 – Company foundation;

2008 – Development of our first software;

2011 – Sales success in the first software;

2013 – Mirror Cast function test;

2015 – Development of the MORDOXmirror;

2017 – Finalization of MORDOXmirror and start of sales;

## **VALUES**

Inovation

Praticality

Commitment

Organization

## **VISION**

Our vision is to provide a software integration system for Desktop and Mobile devices, with mutual response.

## **MISSION**

Mordox LTD. has a mission to offer praticality to our customers, and we do that with commitment.

## **WEBSITE**

<https://lalapuerta.wixsite.com/techpulpinc>

# Part 3 – Documentation regarding Mordox LTD.

## **CONSTITUTION MINUTES**

## **Mordox LTD.**

At fourteen hours and thirty minutes on October 10, 2007, Gabriel Moretti and Laura Puerta opened a session regarding the opening of a company focused on the production of softwares, which took place at Av. Jabaquara 1535, Mirandópolis, São Paulo – sp, 04045-002. The company was registered unther the corporate named TechPulp Inc., headquartered at Rua Godofredo Jackson, 860 – Vl. Madalena – São Paulo – SP, Brazil (CEP 05449-070). A capital of one hundred and sixty thousand reais (R$ 160,000.00) was allocated to the initial production and insertion in the economic market of it’s sector.

São Paulo, October 10, 2007.

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Gabriel Moretti Laura Puerta

## **Product Launch Minutes**

## **MORDOXmirror**

At May, 2, 2017, at 11:30, at the Company’s headquarters located at Rua Godofredo Jackson, 860, were officially presented to the board of directors the most recent software of Mordox LTD., that was made available to the public by the board. Suggested by the partners Gabriel Moretti, Henrique Benjamim and Laura Puerta, the individual value of the product is R$850.00 (eight hundred and fifty reais) was jointly accepted.

São Paulo, SP, May 22, 2017

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LAURA PUERTA GABRIEL MORETTI

## **SOCIAL CONTRACT**

## **Mordox LTD.**

The following citizens:

- Gabriel Angelo Moretti, Brazilian, married, born on March 13, 1987, with a document issued by the State of São Paulo, resident at Barra Bonita Street, 154 – Tatuapé – São Paulo – SP, Brazil (CEP 03073-040); and

- Laura Silverio Puerta, Brazilian, single, born on October 10, 1990, with a document issued by the State of São Paulo, resident at Rua Aurea Batista dos Santos, 283 – Vila Morse – São Paulo – SP, Brasil (CEP 05623-000);

They constitute a corporation with the following clauses:

1ª The society will be exposed by the enterprise name “Mordox”, and have their registered office and legal domicile at Rua Godofredo Jackson, 860 – Vl. Madalena – São Paulo – SP, Brasil (CEP 05449-070);

2ª The initial capital stock will be one hundred and sixty thousand reais (R$ 160.000,00) divided into 50 shares of par value three thousand and two hundred reais (R$ 3200), paid in this act and in the currency of the country by the shareholders:

- Gabriel Angelo Moretti, with 25 shares, in the total amount of eighty thousand reais (R$ 80.000,00).

- Laura Silverio Puerta, with 12,5 shares, in the total amount of forty thousand reais (R$ 40.000,00).

- Henrique Benjamim, with 12,5 shares, in the total amount of forty thousand reais (R$ 40.000,00).

- The remaining amount will be distributed in shares to be purchased in the financial market.

3ª The Company will begin it’s activities on November 25, 2007, with no termination.

4ª The shares are indivisible and can not be assigned or transferred to third parties without the consent of the other partner, who is assured, under equal conditions and at the right of first refusal to acquire them if they are puto n sale, formalizing, the relevant contractual amendment. (Article 1,056, article 1,057, CC/2002).

5ª The liability of each partner is directly proportional to the total value of it’s shares, but each one is equally responsible for the payment of the capital stock.

6ª At the end of each fiscal year, on December 31, the administrator shall give justified account of his/her administration, proceeding with the preparation of the inventory, the balance sheet and the balance sheet of economic results, and the shareholders shall, in proportion to their shares, losses (Article 1,056 CC/2002).

*7ª The members are able to make a monthly withdrawal under the name of “pro labour”, observing and with consent of both.*

*Being thus fair and contracted, they sign the present instrument of contract in two routes.*

*Thursday, October 11, 2007.*

|  |  |  |
| --- | --- | --- |
| *CEO (Chief Executive Officer)* |  | *CTO (Chief Technology Officer)* |
|  |  |  |

Gabriel Angelo Moretti Laura Silverio Puerta

# Part 4 – Strategic Communication

## **Company characterization:**

Mordox is a rising company in the market, with has the potential to stabilize as a reference company in the technology for security issue, which is geared towards facilitating immeasurably the situation of external companies.

## **Market Size:**

The Market offers us many possibilities, given that technology has become vital in the contemporary world, integrated into the lives of people. In this way, it can be said that the company has plenty of space, even competing with large companies of great prestige and financial resources.

**Potential Customers:**

The Mordox LTD. brings softwares destined to general people and other companies, seeking to generate a facilitation in the administration and control of employees of the same ones.

# MORDOXmirror’s Manual

Dear user,

Thank you for purchasing MORDOXmirror. Before using the software, read the information in described in this manual and familiarize with. After reading, keep this manual handy and consult it to improve the performance of your new application.

The use of your MORDOXmirror consists of integrating, with na easy interface to the user, the mutual mirroring response between a mobile device and a device such as a laptop or Desktop (working even with Apple devices).

For more information about MORDOXmirror funcionalities, contact us in our website section “Contact us”, after creating your account in our system.



Figura : MORDOXmirror logo

**Conclusion:**

We had to create a company, a product and a site where products could be registered, presented and the user could register. So we created the company Mordox and the product is the MORDOXmirror.