



PocketPaw Co: ICT systems

YOUR PET IN YOUR POCKET

Our team

**David
Pérez**

CEO

Data Science Engineer

**Federico
Falcone**

CFO

Computer Engineer

**Gullem
Escriba**

CEO

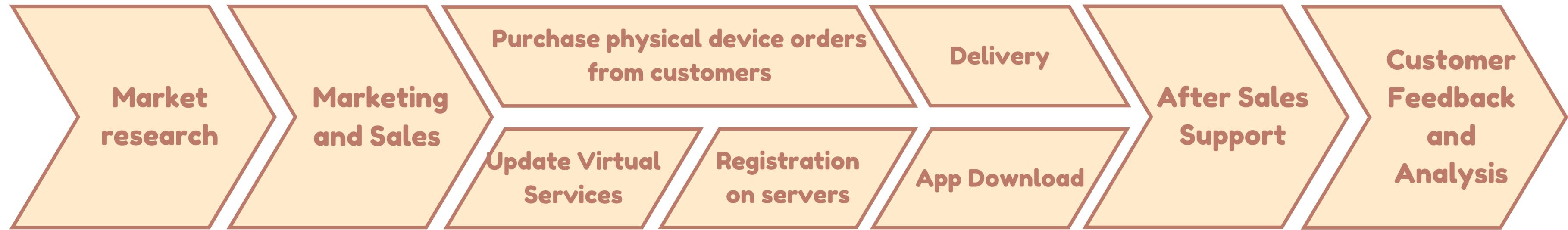
Data Science Engineer

**Oriol
Soler**

GENERAL MANAGER

Audiovisual Engineer

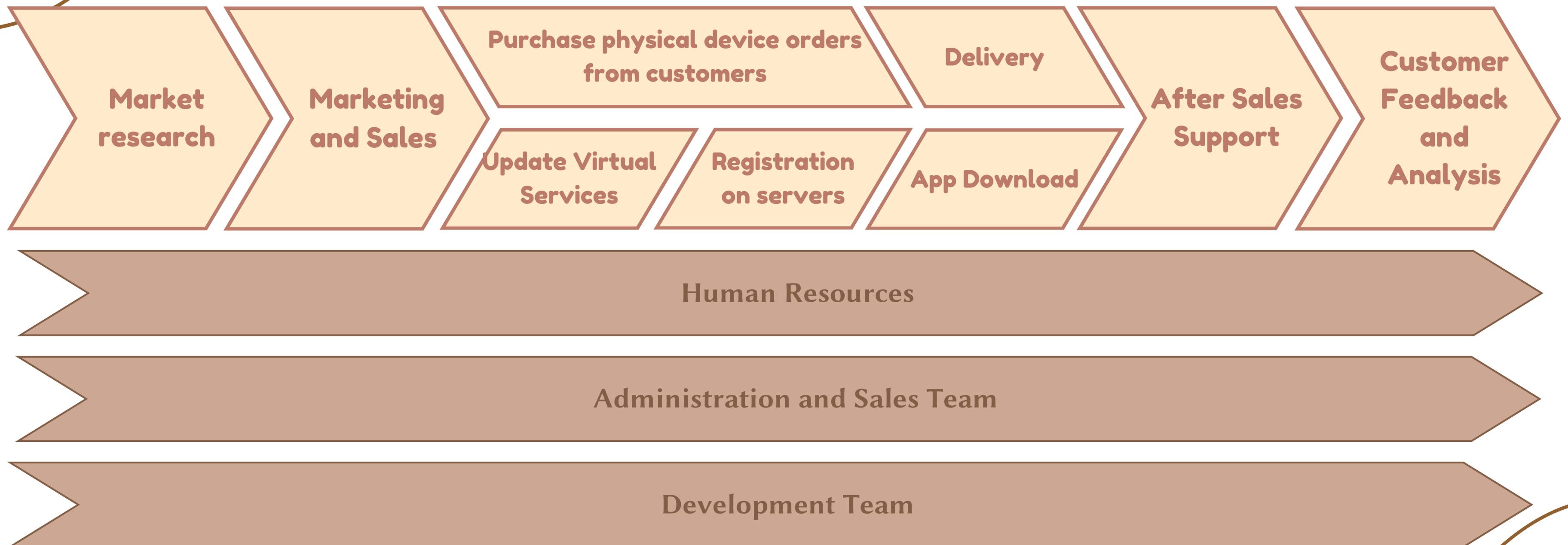
Value Chain



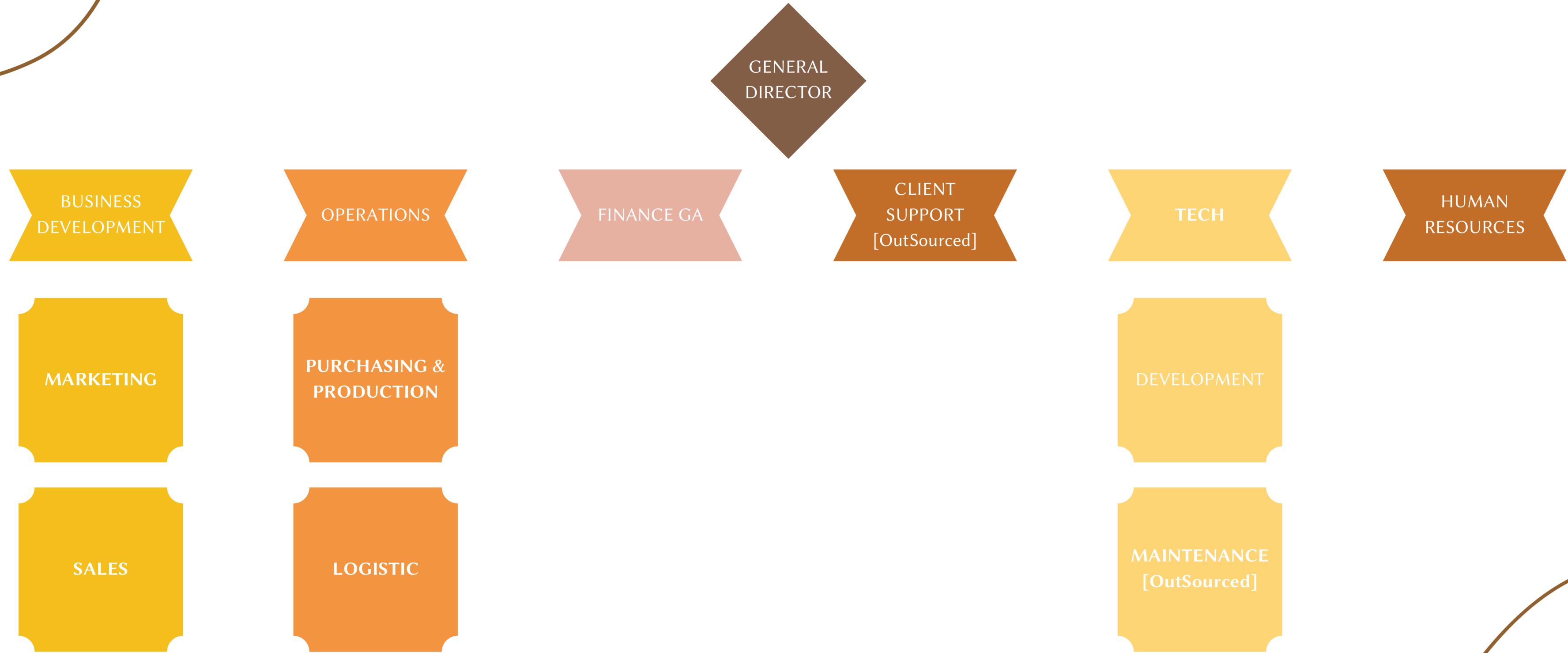
KIWOKO



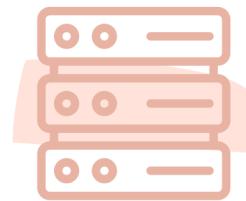
Enhanced Value Chain



STRUCTURE OF BUSINESS



BASIC PROCESSES



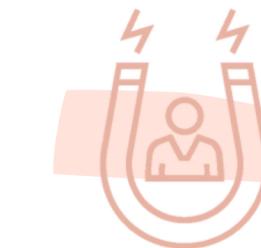
Servers and Components RESOURCES DEMMAND AND ACQUISITION

- **INDICATOR:** Servers and components register satisfy contracted services/ sales.
- **TRIGGER:** Continuity in demand of product or service.
- **RESULT:** Optimal number of resources.
- **DEPARTMENTS:** Purchasing, Logistic and Finance Departments.
- **RESPONSIBLE:** Operations team head.



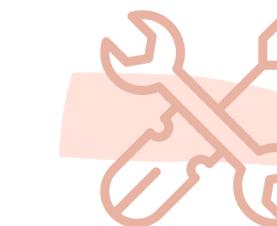
INCIDENT QUERYING

- **INDICATOR:** Phone calls/Total Clients Rate.
- **TRIGGER:** Problem notification.
- **RESULT:** Problem solution.
- **DEPARTMENTS:** Client Support Department.
- **RESPONSIBLE:** Client Support team head.



PROFILE CREATION

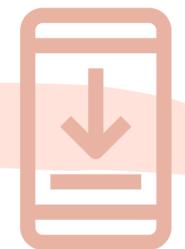
- **INDICATOR:** Fast Registration; Incidents during registers.
- **TRIGGER:** New user.
- **RESULT:** Profile created, Servers updated.
- **DEPARTMENTS:** Maintenance Department.
- **RESPONSIBLE:** Tech team head.



SERVICE / PRODUCT UPDATING

- **INDICATOR:** Service and product demand growth; Incident Rate decreases.
- **TRIGGER:** New incidents, competence and technology.
- **RESULT:** Better Service/Product.
- **DEPARTMENTS:** Support, Marketing, Development Departments.
- **RESPONSIBLE:** Tech team head.

BASIC PROCESSES



SERVICE DELIVERY

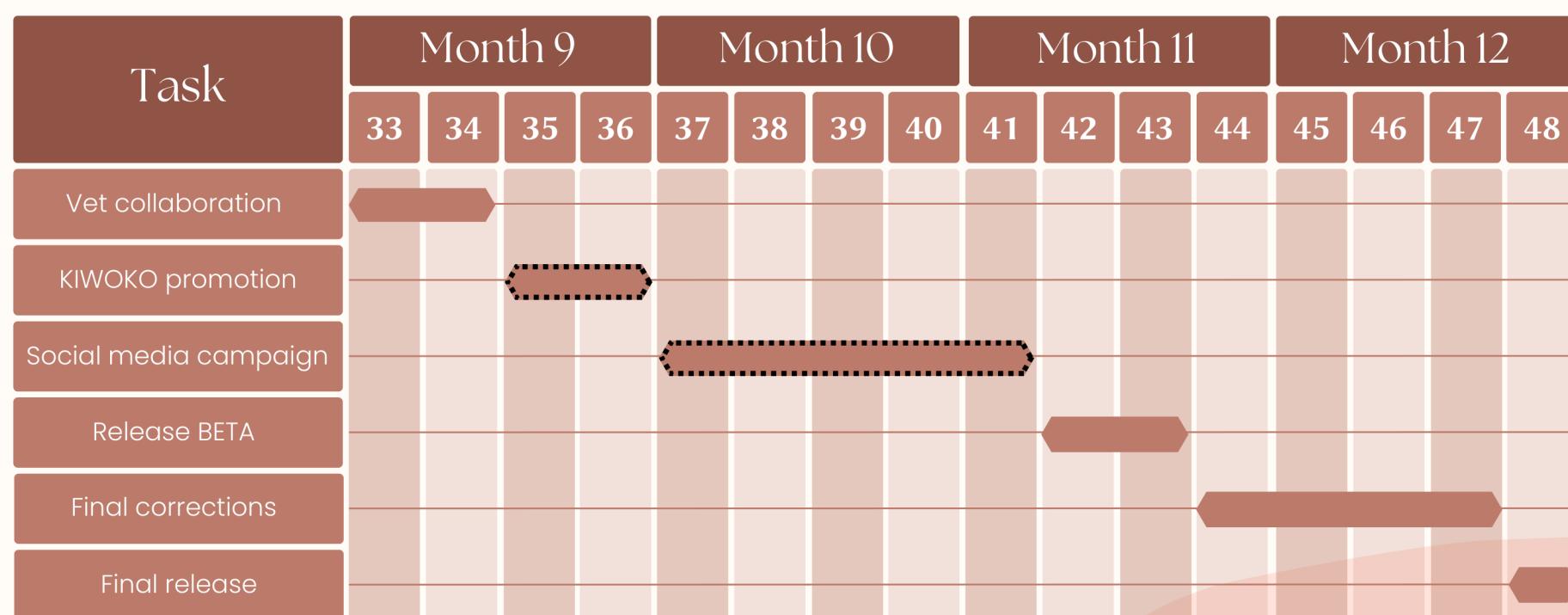
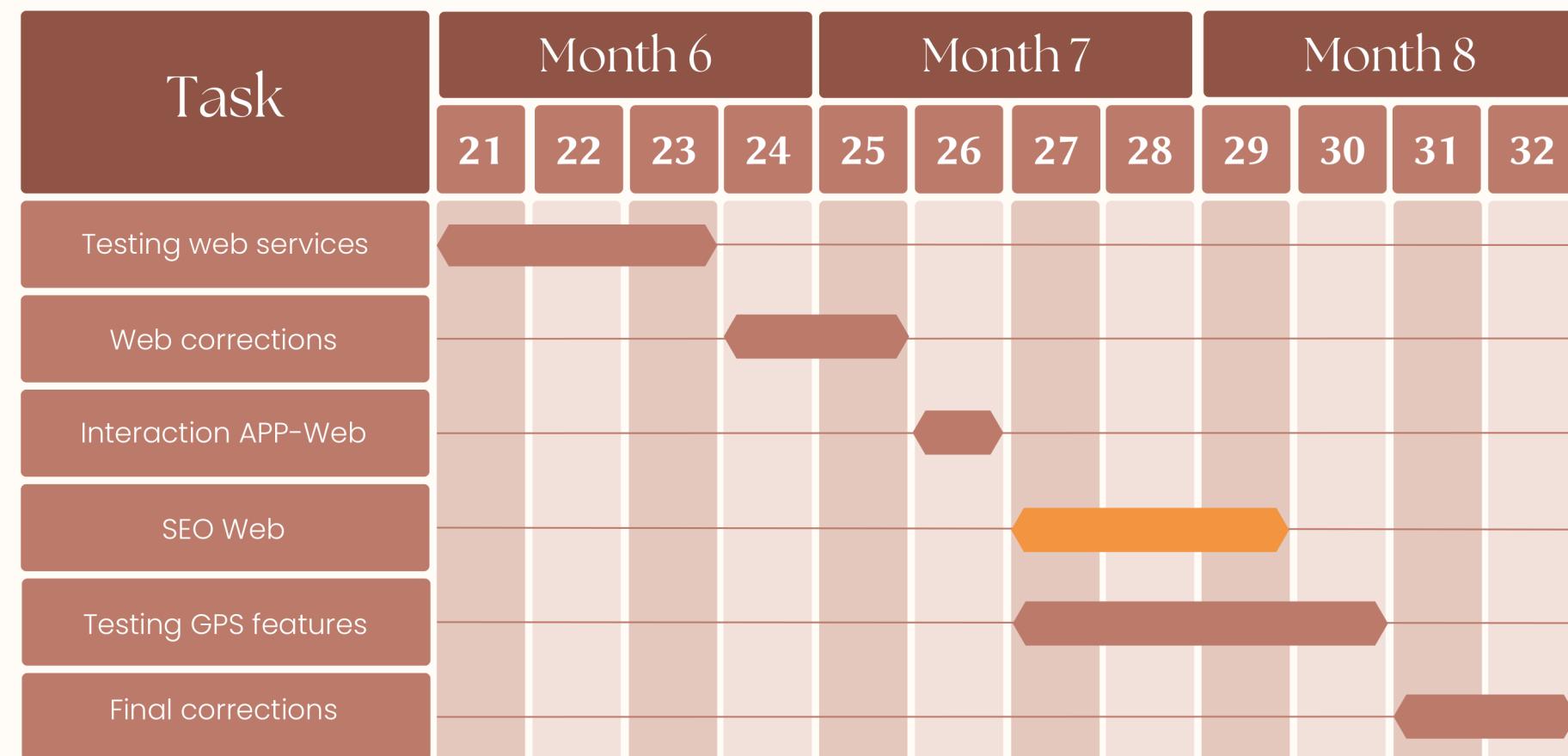
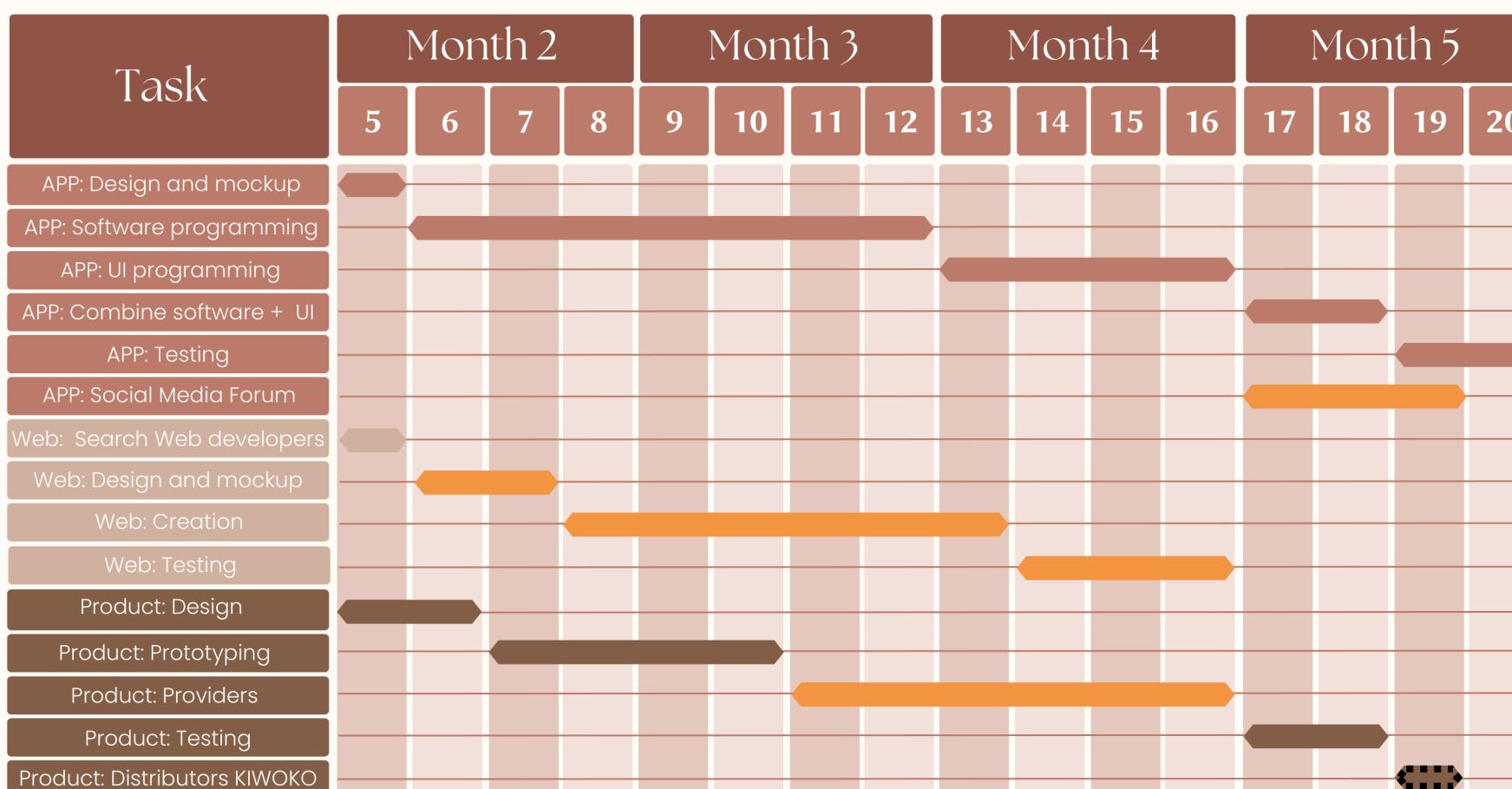
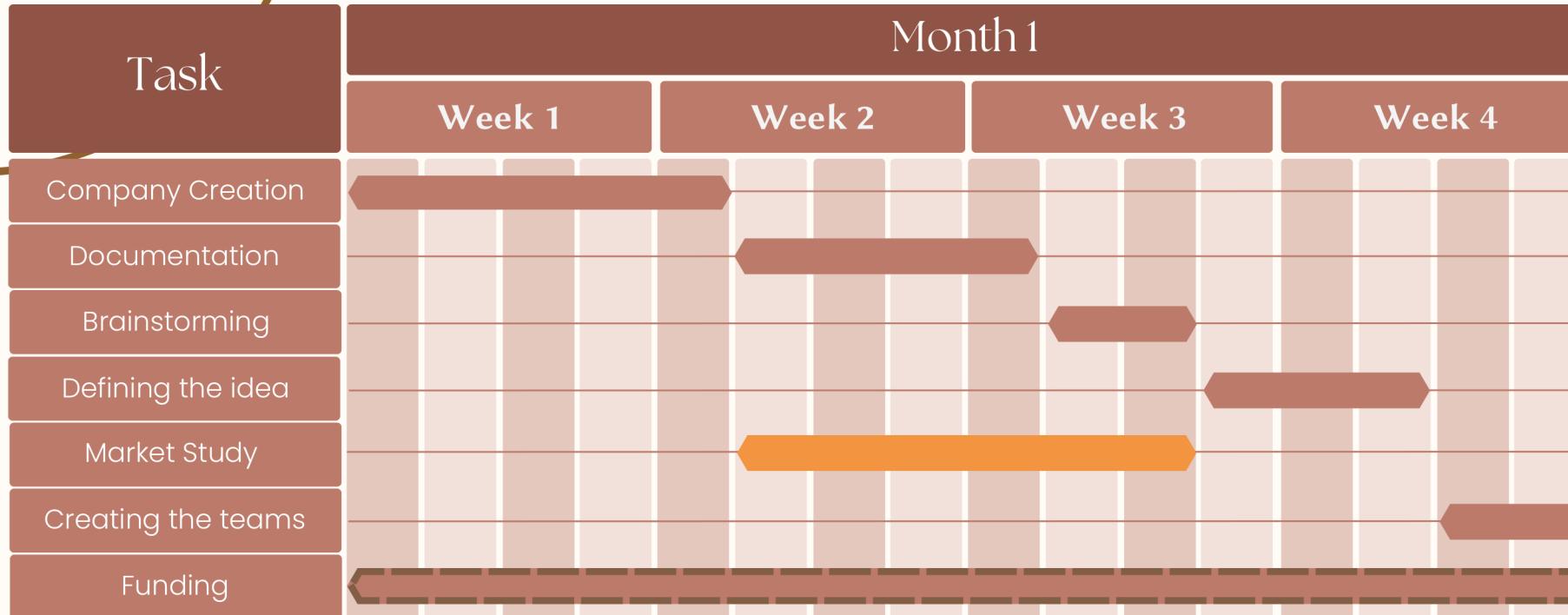
- **INDICATOR:** Secure downloading, less incident querying regarding downloads.
- **TRIGGER:** User downloads the app.
- **RESULT:** User can enjoy of our app in any device he downloads it.
- **DEPARTMENTS:** Marketing, Development and Maintenance.
- **RESPONSIBLE:** Tech team head.



STOCKING

- **INDICATOR:** Mean stock of devices in Kiwoko.
- **TRIGGER:** Kiwoko sell x amount of trackers.
- **RESULT:** More stock in physical stores.
- **DEPARTMENTS:** Purchasing & Production and Logistics Departments.
- **RESPONSIBLE:** Operations team head.

Outsourcing during development:



Outsourcing



global sources

GLS

Market research

Purchase device orders

Marketing and Sales

Delivery

Customer Feedback and Analysis

Update Virtual Services

Registration on servers

App Download

After Sales Support

Market Study

Web Maintenance

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aws

H HOSTINGER

Reasons to outsource:

Market Study

- Reliable study.
- Done by specialized company.
- Let us estimate servers and purchases.

Purchase Orders

- Reduce expenses related to:
 - Factories.
 - Human resources.
 - Logistics.
 - Product manufacturing.
- Provides quality.
- Let us focus on the APP.

Maintenance and Servers

- Reduces workload.
- Provides technical support related to web services.
- Avoids the expenses related to buying and managing the servers.

Delivery

- Provides the required infrastructure.
- Adds value by reducing delays in deliveries.
- Reduces the logistics of the distribution.

After Sales Support

- Provides to the customer a faster technical support without needing to recruit more employees.
- Adds a FAQ and a support bot to the minor and common issues.

e-business model

Value creation



Market studies

It helps us to gain a deeper understanding of the target audience, consumer behavior, and market trends, in order to take the right business decisions



SaaS

Our software solution is cloud-based to provide a mobile application to users in a convenient and distributed manner

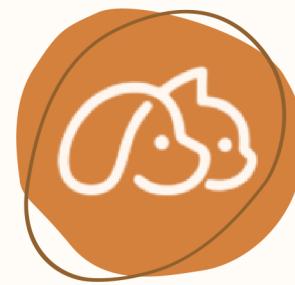


CRM tool

A CRM tool can improve customer experience and increase productivity. It leads to stronger customer relationships, increased sales, and growth

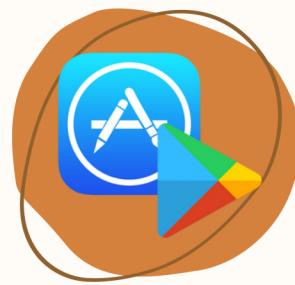
e-business model

Value capture



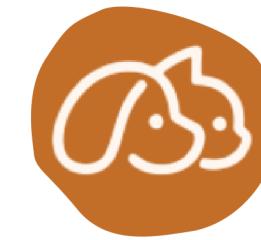
Freemium

Our app is free to download and use, but users can purchase premium options for a monthly fee to access extra features



e-commerce

Our range of products and services can be easily and conveniently purchased online from our official portal



Thanks for your
participation!

EMAIL

info@pocketpaw.com

WEBSITE

www.pocketpaw.com

SOCIALS

 [@pocketpaw](https://www.instagram.com/pocketpaw)