



# PocketPaw Co: Operations

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

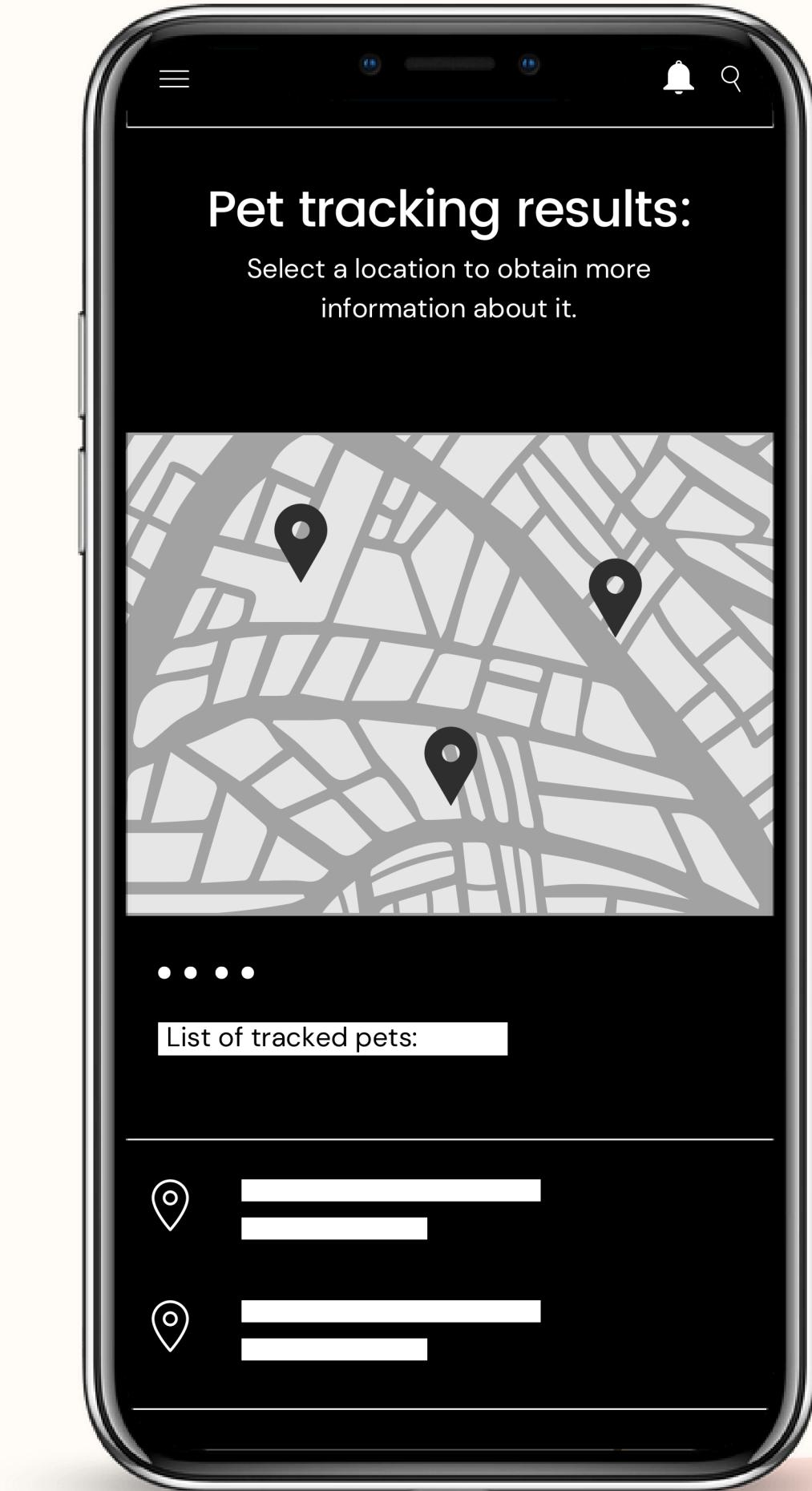
# PocketPaw App



## HOME PAGE:

Here we can see the main features of the app:

- Activity tracking
- Pet Profile
- Reminders and schedulers
- GPS tracking
- Medical records
- Social community

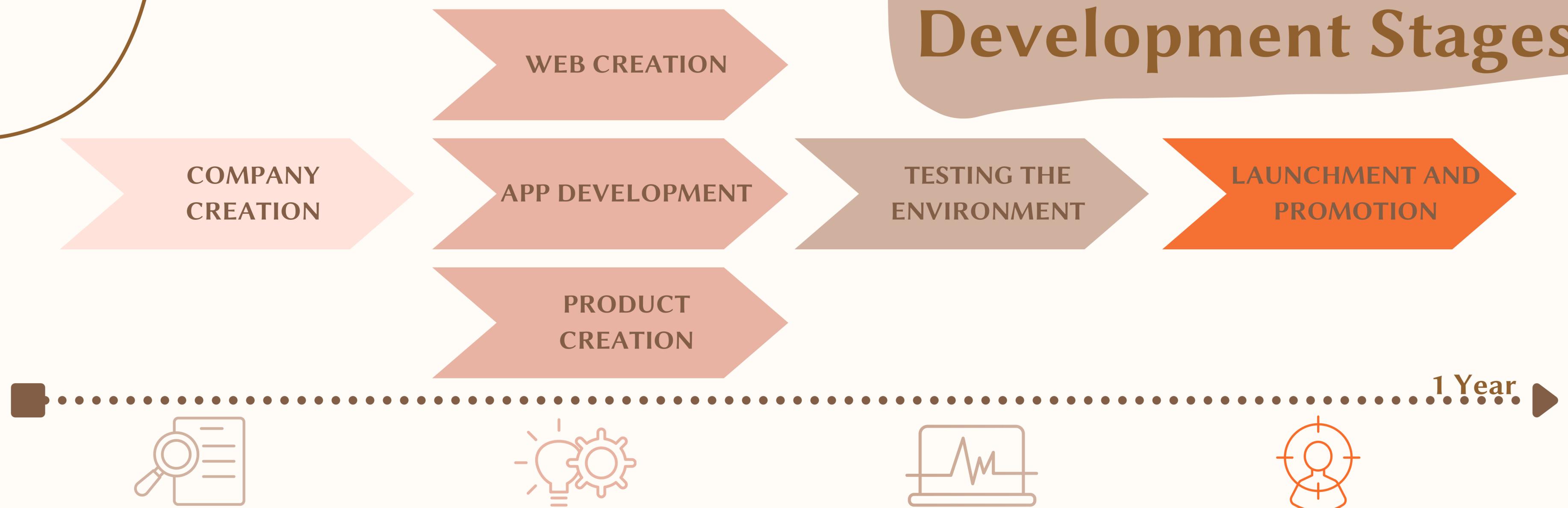


## PET TRACKING MAP:

An interactive map that tracks the current location of each of our registered pets to know at real time where are they.



# PocketPaw Co: Development Stages



## STAGE 0: COMPANY CREATION (MONTH 1)

The first step is creating the company after that we need to define the idea while we outsource a external market study.

## STAGE 1: APP, WEB AND PRODUCT DEVELOPMENT (MONTHS 2-5)

We will create three parallel development teams, one for each feature of the environment. The Web Creation will be outsourced.

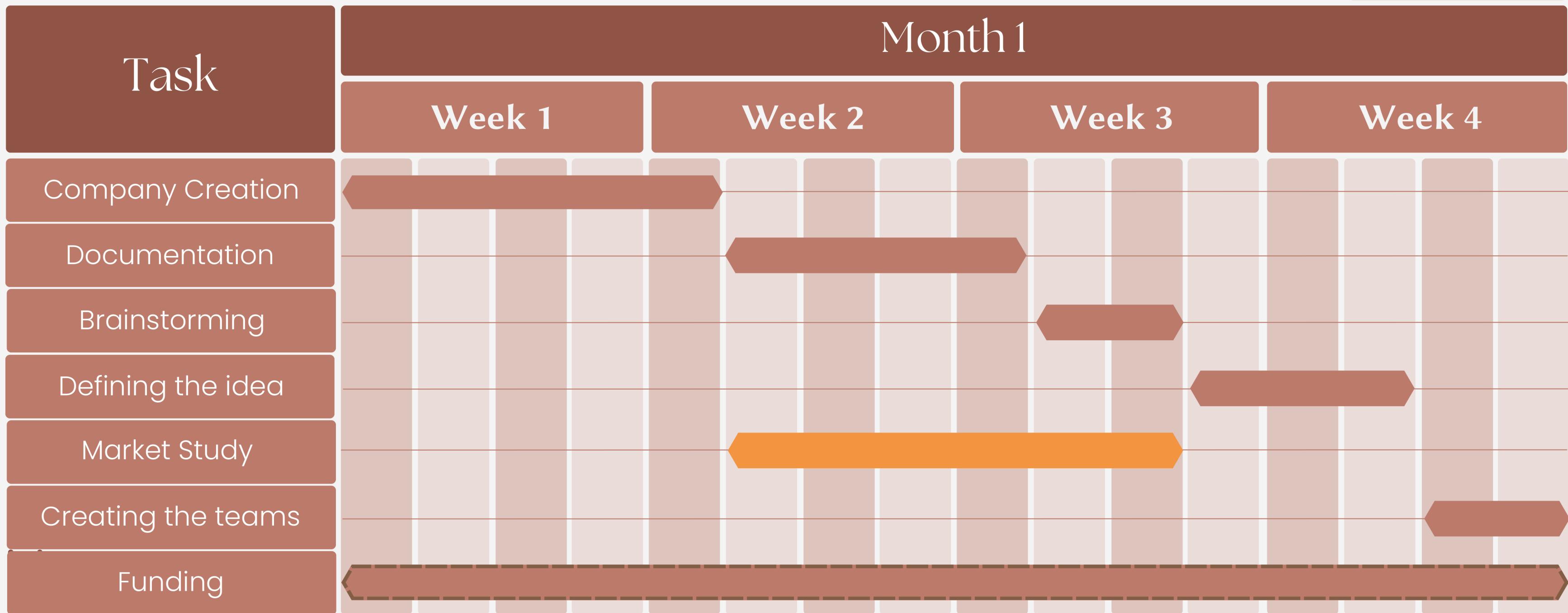
## STAGE 2: TESTING THE ENVIRONMENT (MONTHS 6-8)

After the development of the Web, App and the Product, and making several tests and corrections, we need to test the whole environment.

## STAGE 3: LAUNCHMENT AND PROMOTION (MONTHS 9-12)

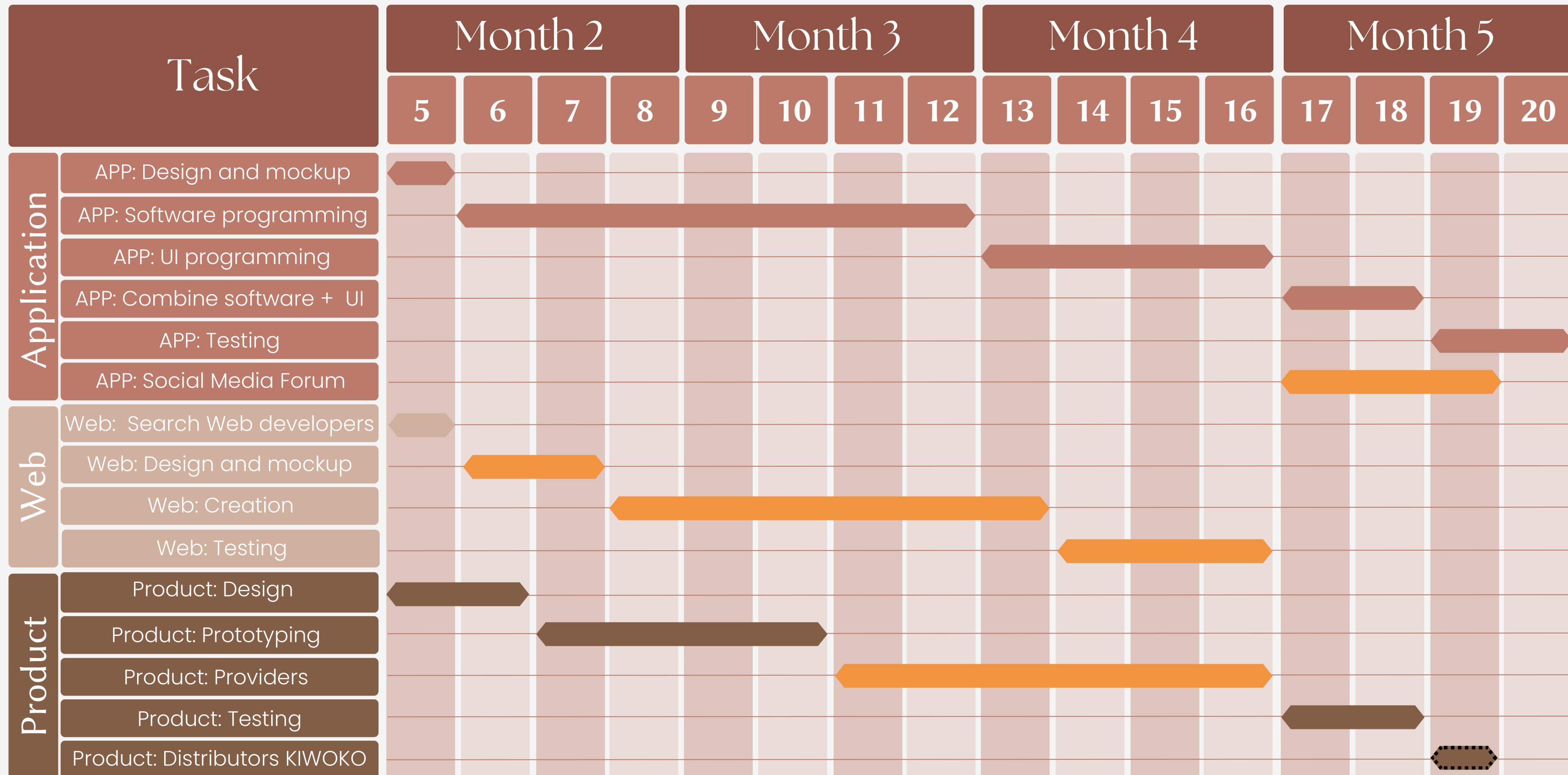
Social Media promotion and first releases of BETA versions of the product to get feedback and do the final corrections.

# Stage 0: Company Creation

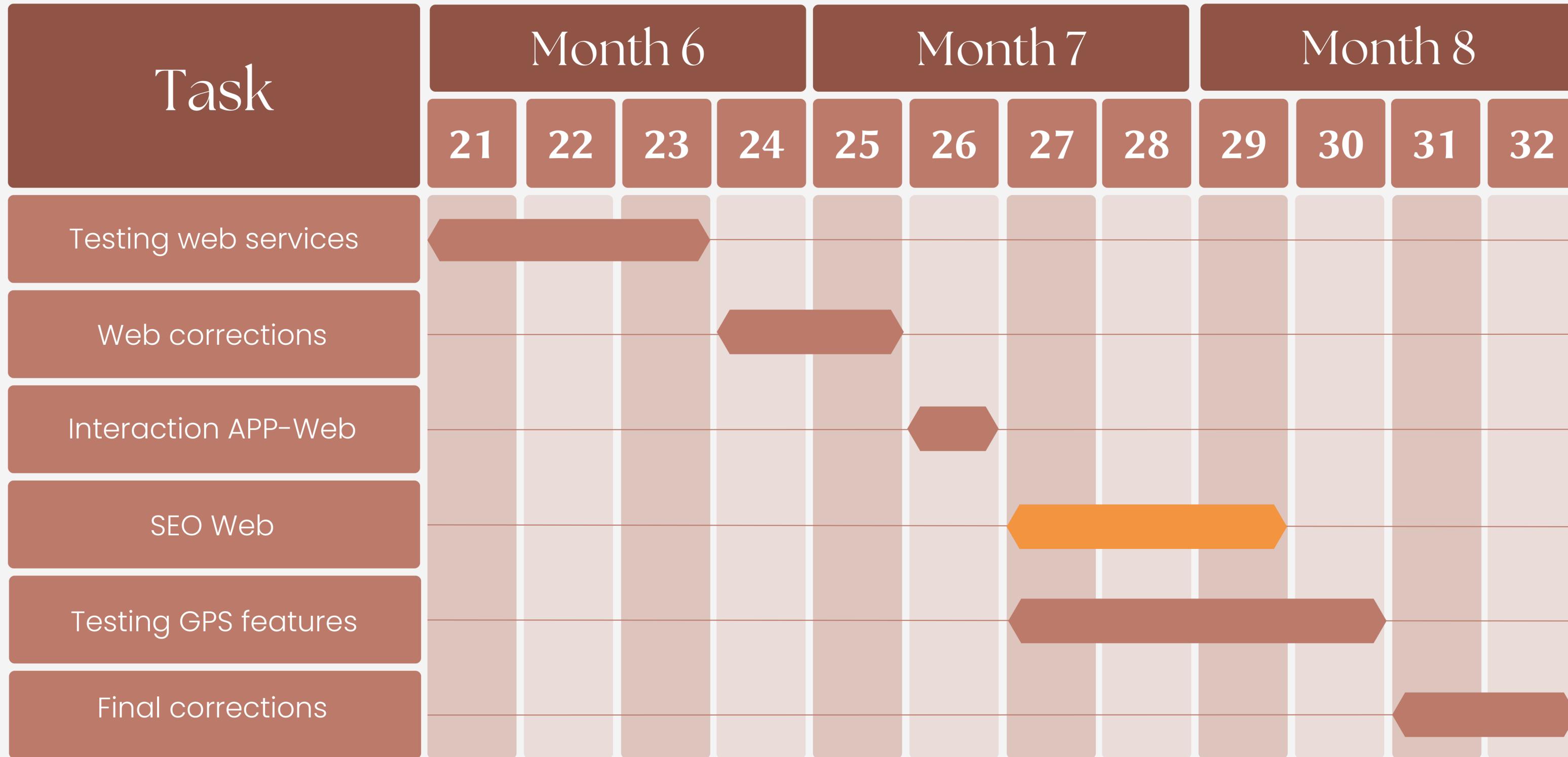




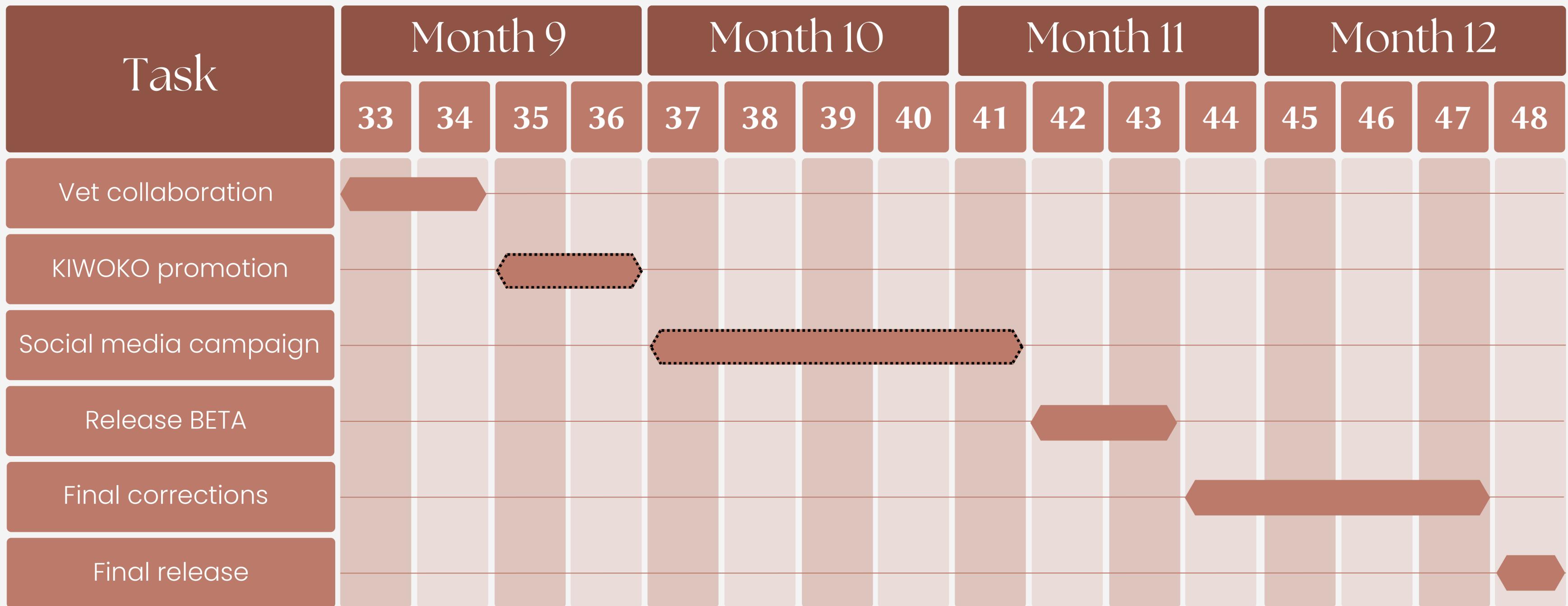
# Stage 1: PocketPaw Development



# Stage 2: Testing the environment



# Stage 3: Launchment and promotion



# After Launch

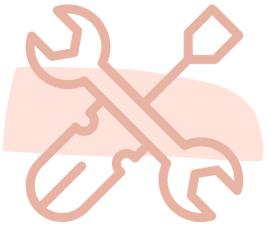
## MAIN MOTIVATION TO BET ON PRO PLAN

Although we already generate benefits with the advertisement, to develop and reinvest in innovating, our main goal is to motivate 40% of our clients to bet on Pro Plan in the first year. This objective is hard, but we have developed the called **PocketCoin Plan**.

## QUALITY SUPERVISION

Quality supervision includes an interest in controlling the quality of both services and products by practicing monitoring throughout their entire lifecycle.

# Quality supervision plan



## COSTANT MAINTENANCE AND MONITORING

This involves regularly checking for performance issues, fixing bugs, updating security measures, and making other improvements as needed. By keeping everything well-maintained, we can ensure that it continues to work well for users and enhances the user experience.



## CUSTOMER CARE SERVICE

We provide support to users who have questions or issues, and working to resolve any problems that arise. Good customer service can help to build user trust and loyalty. The service is offered via livechat or by phone.



## USER FEEDBACK

We care about user's opinion: we regularly collect and analyze user feedback to understand how users are using the app and identify areas for improvement.



## USER ENGAGEMENT

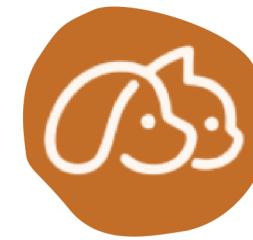
We aim to engage with users through app updates, social media, and other channels to keep them informed about new features and improvements, and to build a loyal user base.

# Risks identification

	Probability	Impact	Mitigation
Services interruption	Low	Unavailable functionalities Loss of confidence	Maintenance and monitoring Redundancy/disaster recovery Services available offline
Component shortage	Low	Production delays	Diversifying suppliers Inventory buffer Market monitoring
Data security threats	Very low	Security concerns	Incident response plan Data encryption Regular data backup
Delivery disruptions	Medium	Shipping delays	Communication with customer Building strong partnerships
Legal problems with Data regularization	Low	Stop our app functionality until the matter is solved	Contract expert lawyers Adapt privacy policy

# Risks identification

	Probability	Impact	Mitigation
No funding found	Medium	Unable to start the company	<b>Make a more aggressive financial promotion campaign</b> <b>Ask for a public loan</b> <b>More investment from the founders</b>
Collaboration disruption	Low	Disruption of one of our promotion vias. May cause less visibility of the brand.	<b>Look for new possible collaborators</b> <b>Temporary invest more on the other promotion vias</b>
Low Pro Version Success	Medium	Delaying or preventing the company from the financial objectives.	<b>Increase persuasion campagin through ads and discounts</b> <b>Making some collaborations only about the Pro version</b>



Thanks for your  
participation!

EMAIL

[info@pocketpaw.com](mailto:info@pocketpaw.com)

WEBSITE

[www.pocketpaw.com](http://www.pocketpaw.com)

SOCIALS

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