



# PocketPaw Co: Human Resources

YOUR PET IN YOUR POCKET

# Our team

**David  
Pérez**

CEO

Data Science Engineer

**Federico  
Falcone**

CFO

Computer Engineer

**Guillem  
Escriba**

CEO

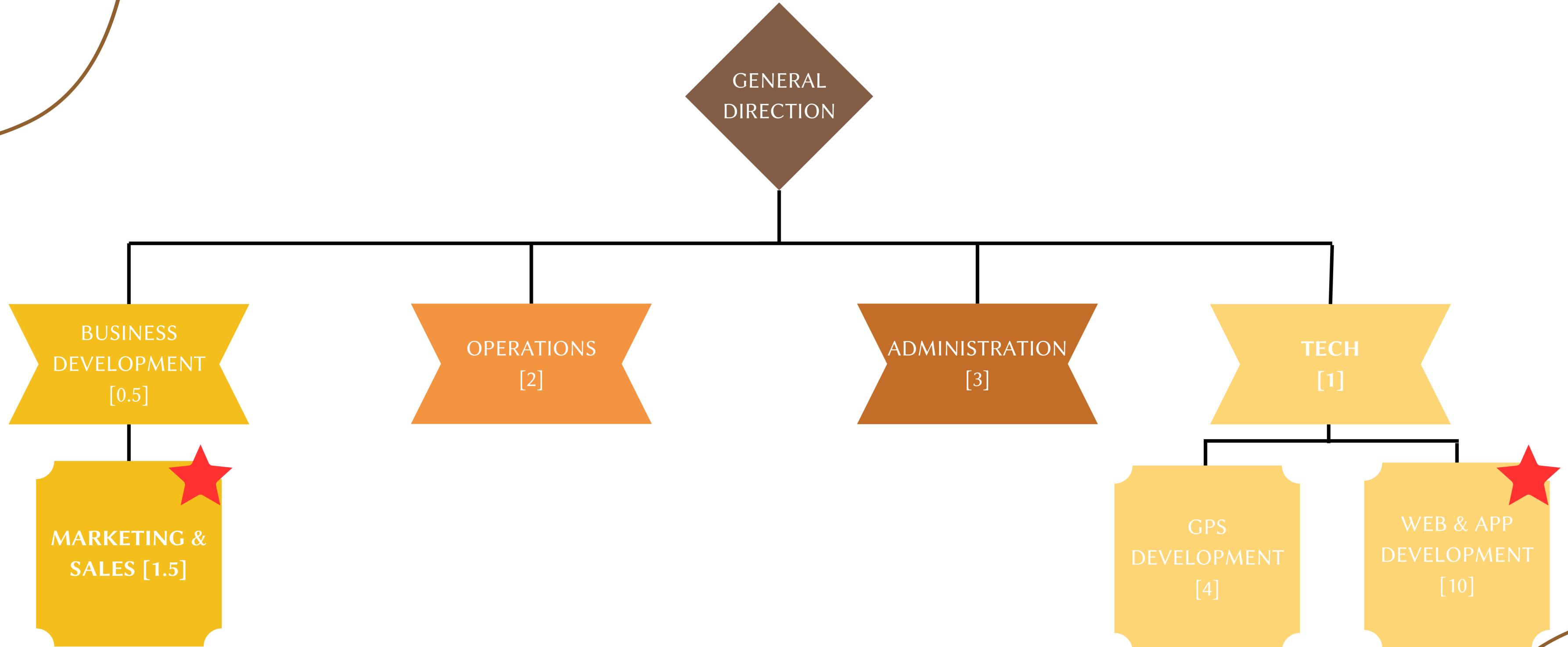
Data Science Engineer

**Oriol  
Soler**

GENERAL MANAGER

Audiovisual Engineer

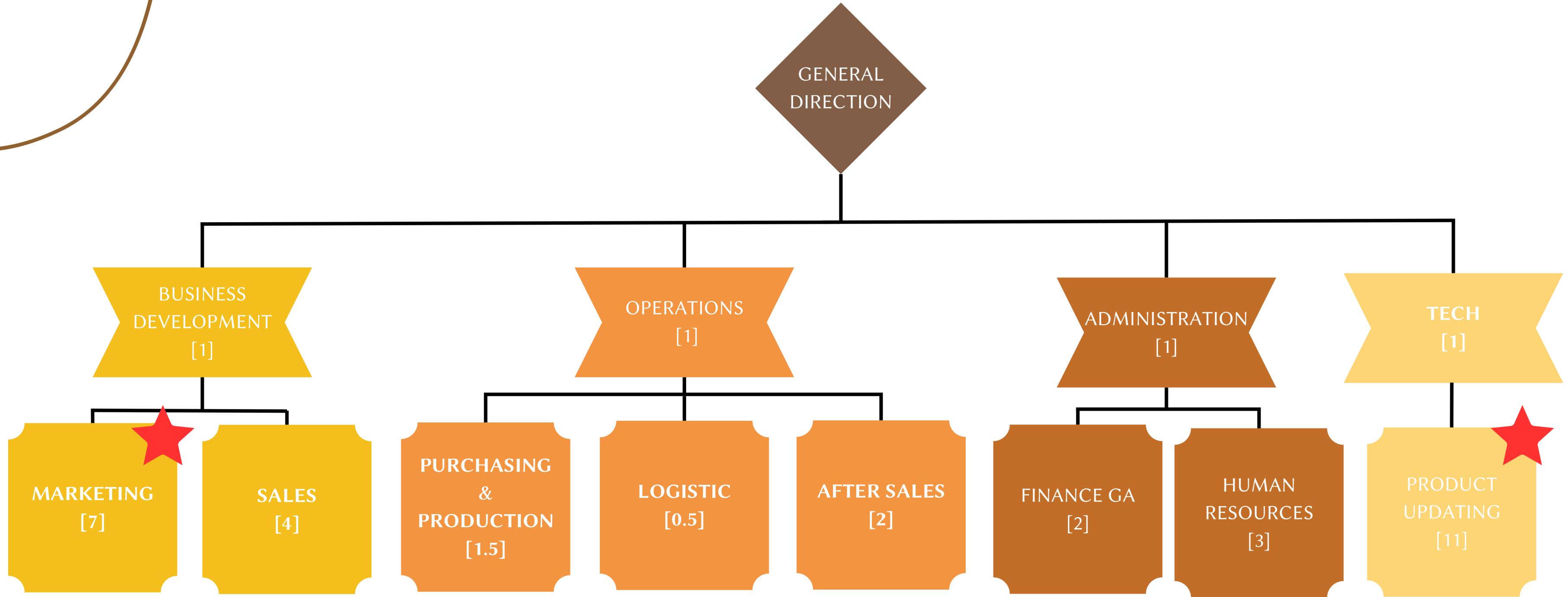
# Organizational chart



## ★ Key departments

Our key departments at the start is the marketing and sales team, to make us a place in a very competitive market and our app development team to create a unique and useful app better than the ones of our competitors.

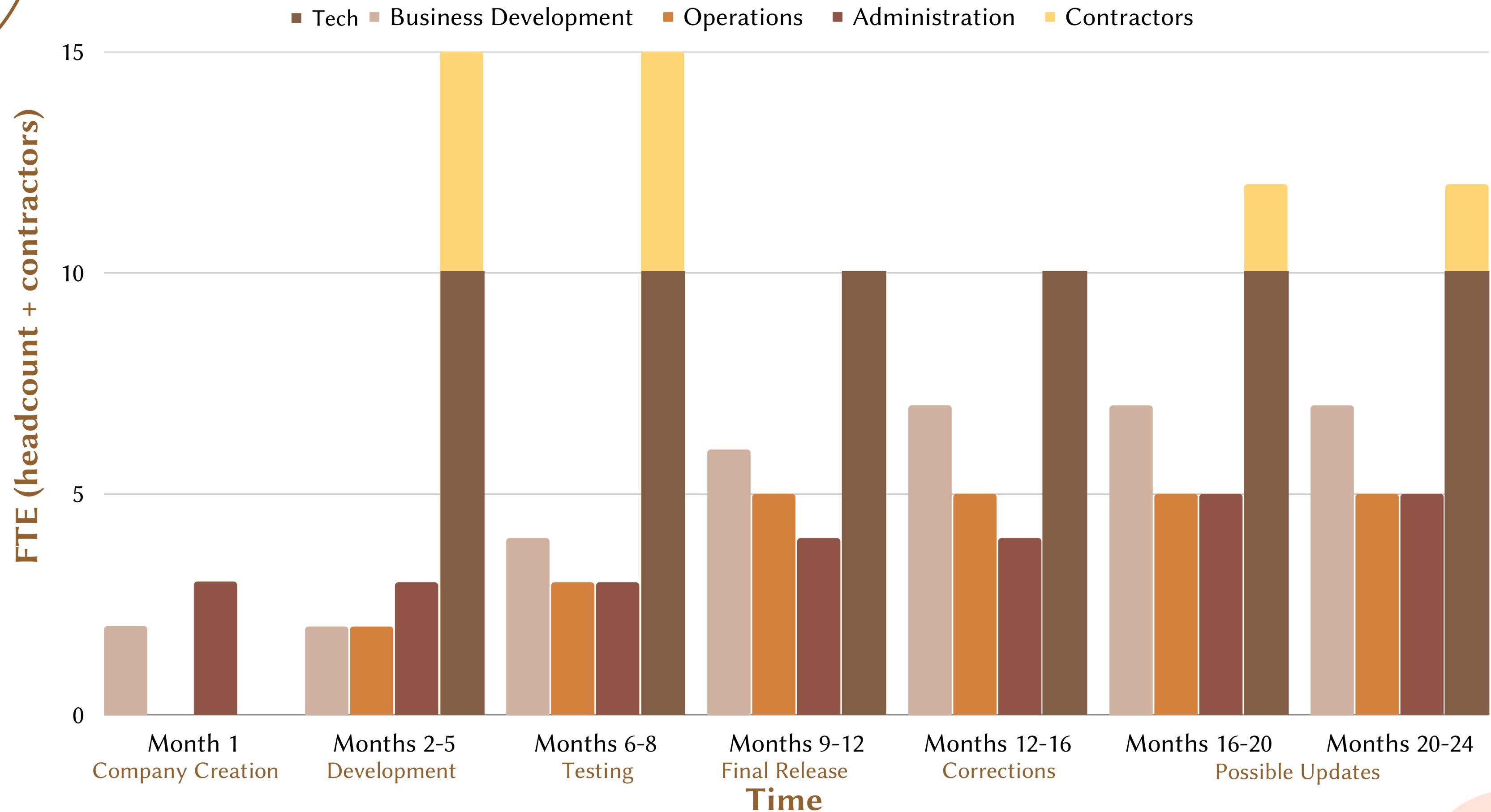
# Organizational chart



## ★ Key departments

Since we are in a very competitive market with some apps that have similar functions we need a powerful marketing department to differentiate us. Also to remain in the market we need to constantly update the product to compete against our rivals.

# Company growth



# HIRING POLICIES

## SELECTION PROCESS



## ADMINISTRATION

- FORMATION: Business, finances & accounting.
- EXPERIENCE: > 2 years.
- PROFILE: Proficiency in management and organization, motivated to learn.

## TECH

- FORMATION: Software, Computer Science and Electronic Engineers.
- EXPERIENCE: No experience/>5 years in APP dev.
- PROFILE: Analytical and critical thinking, good problem solving skills and team working.

## PURCHASING & PRODUCTION / SALES

- FORMATION: Business, finances & accounting.
- EXPERIENCE: > 2 years.
- PROFILE: Good logistic skills, communication skills and previously worked in sales.

## MARKETING

- FORMATION: Marketing.
- EXPERIENCE: > 5 years in Tech or Pet sector.
- PROFILE: Good communication skills, people who are interested in pets, previously worked with apps marketing.

# LEADERSHIP



## BUSINESS DEVELOPMENT DEPARTMENT

Task behaviour.

Visionary (Common vision) and pacesetting (challenging objectives) leadership.



## OPERATIONS DEPARTMENT

Relationship behaviour.

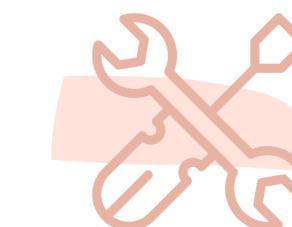
Pacesetting and authoritative (objectives are clear) leadership.



## ADMINISTRATION DEPARTMENT

Relationship behaviour.

Democrat leadership.



## TECH DEPARTMENT

Task behaviour.

Pacesetting, coaching (regarding capabilities) and authoritative leadership.

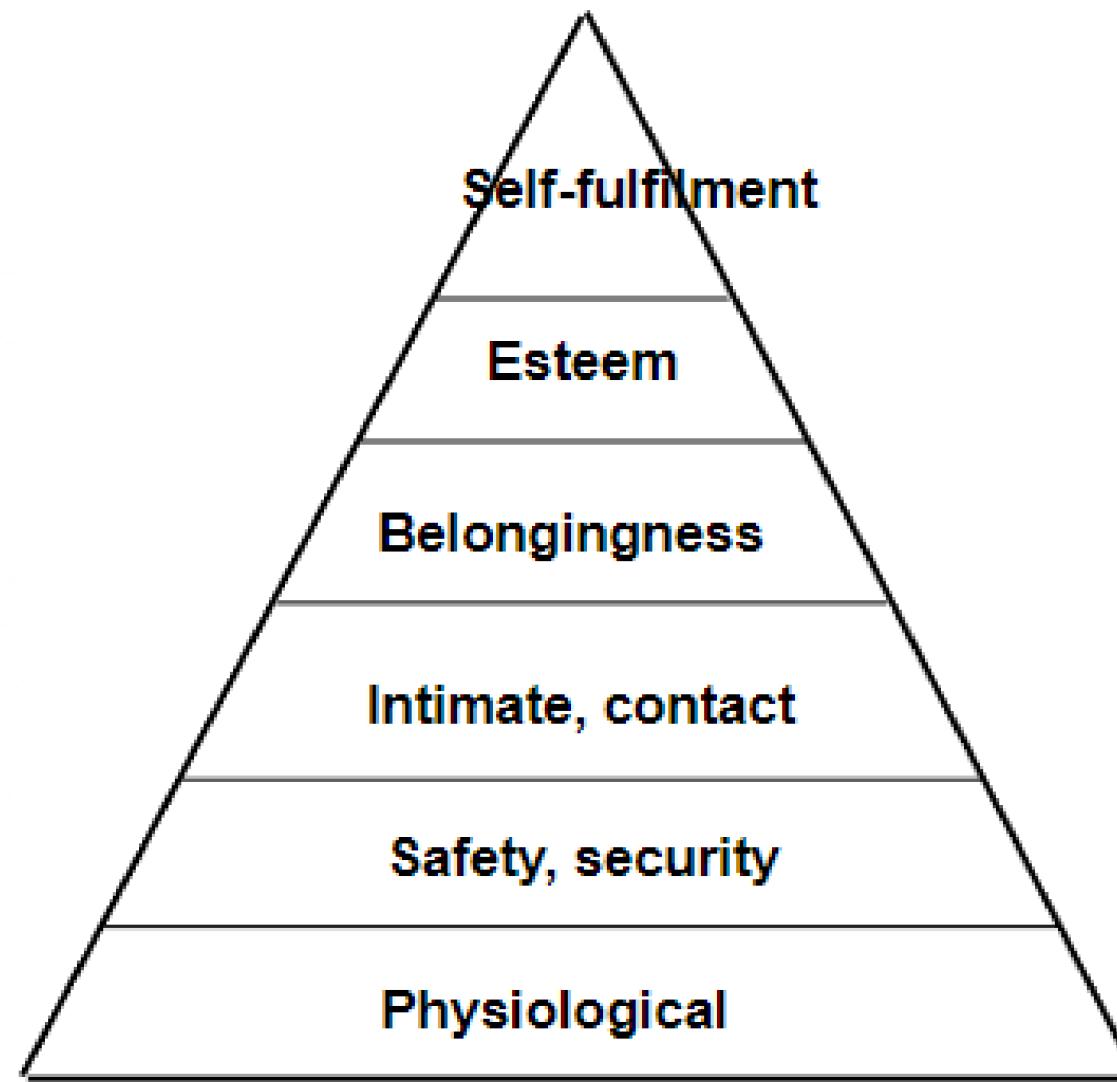
# SUGGESTED WORKING METHODOLOGY

## ALL TEAMS TREATED EQUALLY:

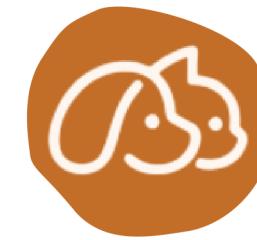
1. **Roles** and responsibilities will be clearly attributed to every team member.
2. To stimulate **communication**: Trimestral teams lunch. Also bring trimester results and evaluation.
3. Weekly meetings to set and update team **objectives**.
4. Compromising Strategy to **solve team conflicts**. Mutual agreement. Team head coordinates the resolution and mediates between the parts.
5. Intranetwork and team chat to help with **teamwork**.
6. Extra remuneration for achieving objectives in time. Increases **productivity** and **motivation**.

\*This methodology would have minor changes after an expert advices (service we will be contracting).

# Employee motivation & retention



- **Physiological needs:** corporate bonuses and rewards, work-life balance (possibility to schedule your day from 5 to 12 hours/day or partially work from home).
- **Safety:** Middle-term contracts, reorganization.
- **Social needs:** Open break zone, coworking (meet other companies' workers). Regular activities with the team.
- **Esteem needs:** Recognition system, listen to employee feedback.
- **Self-fulfilment:** Growing opportunities inside the company, offering opportunities for personal and professional growth.



Thanks for your  
participation!

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# Q&A

- **Do you intend to fire half of the staff when you reduce the department staff?**
  - + No, since while our business development department is going to have less demand, our other departments are going to increase their size at the same time our company growth, so our plan is to change their role in the company as it would be so flexible in that periods.
  
- **How can you remove Tech departments if your company is about an app/web?**
  - + Actually, we are not removing any department. We are initially setting up two tech departments, in order to develop both the web/app services and the GPS device, which needs professional experts, but after they are designed and created in the initial stage of the company, we are not gonna need that process anymore, and our tech department is only gonna focus in I+D and updating the current application and web services, as well as the GPS device, so both original subsections are going to work, with obviously less demand, on the product updating. About tech department we made the decision during the development stage to hire some engineer contractors temporarily to accelerate that process.

# Q&A

- **How are you going to deal with malfunctioning products?**

- + Since our production is completely outsourced, and what we care the most is our customers satisfaction, in case there is any kind of problem with an exemplar of our product the customer is gonna be able to immediately contact with us about that, with the after sales support team, and they are going to manage a devolution of the malfunctioning product and a second delivery of a new one, in order to prioritize a quick solution of a user inconvenience. After that we are going to send the malfunctioning product back to our outsourced company, with who our production staff responsible of managing the control of quality is gonna deal in order to get a new one or get it fixed, as well as providing us with an analysis of the problem and the possible consequences in further anomalies.

# Q&A

- **Why are you not having any subdepartment in Administration and Operations?**

+At the beginning of the company, we are going to need some especializations in our staff, such as the engineers and the marketing people, but we do not need that specification in other general sections, like the operations and administration, since at the beginning of start-ups there is always a lot of self-organization. Moreover, we must emphasize that we are outsourcing the manufacturing of our physical product, the GPS, so the needed staff is reduced in the operations section, as well as in the organization one, since we are also outsourcing the human resources area only in the beginning of the company, to let the selection of our engineers, the key of our project, in the hands of professionals.