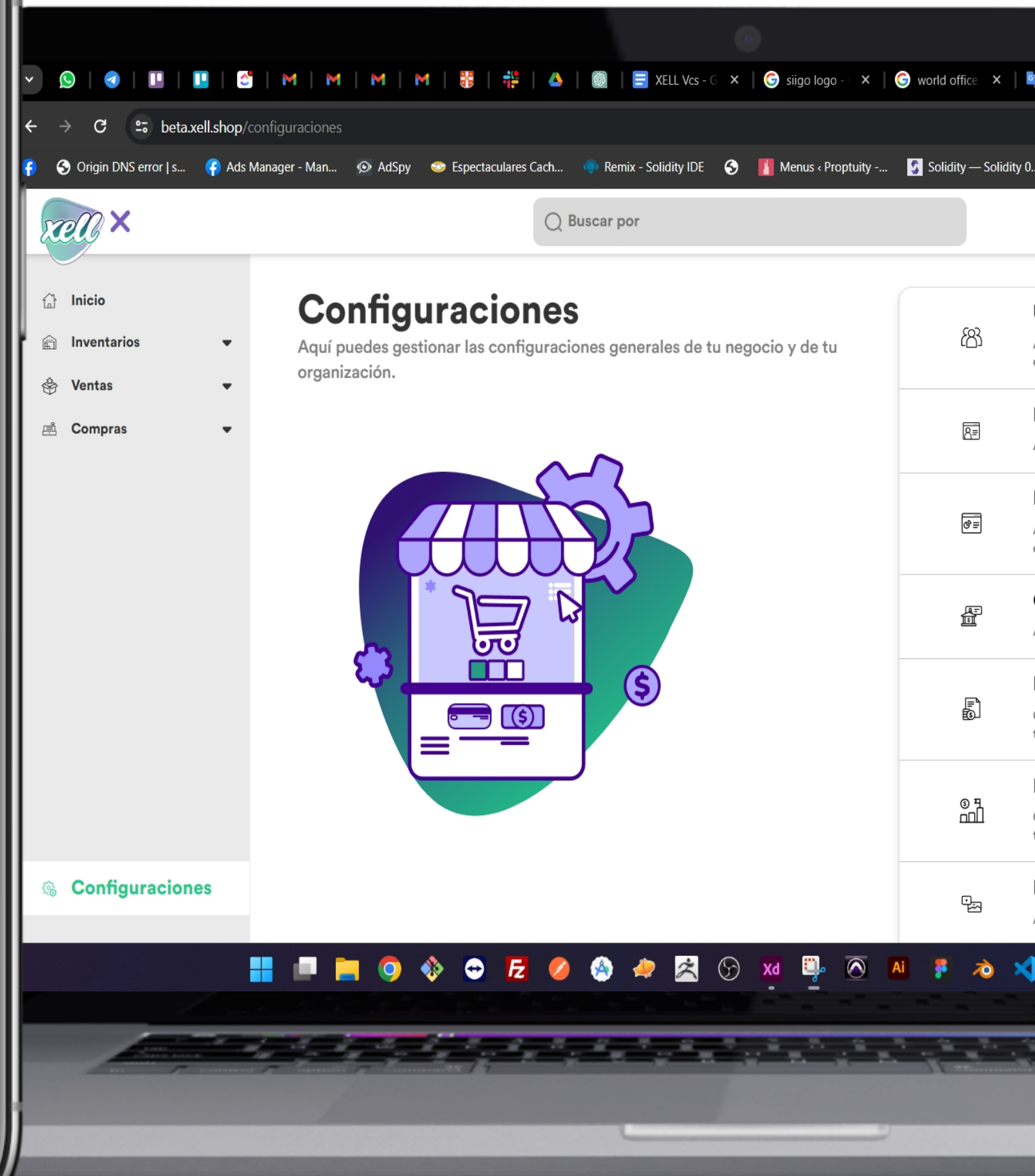




# Merging Payments

and management in real time



# The Problem

Entrepreneurs and businesses use multiple non-integrated software solutions to manage their operations, which leads to outdated data, additional costs, and inefficiencies. Moreover, payments and business operations travel on different paths, making efficient management difficult.

Offline accounting software

Online platforms

Spreadsheets

Payment terminals and hardware

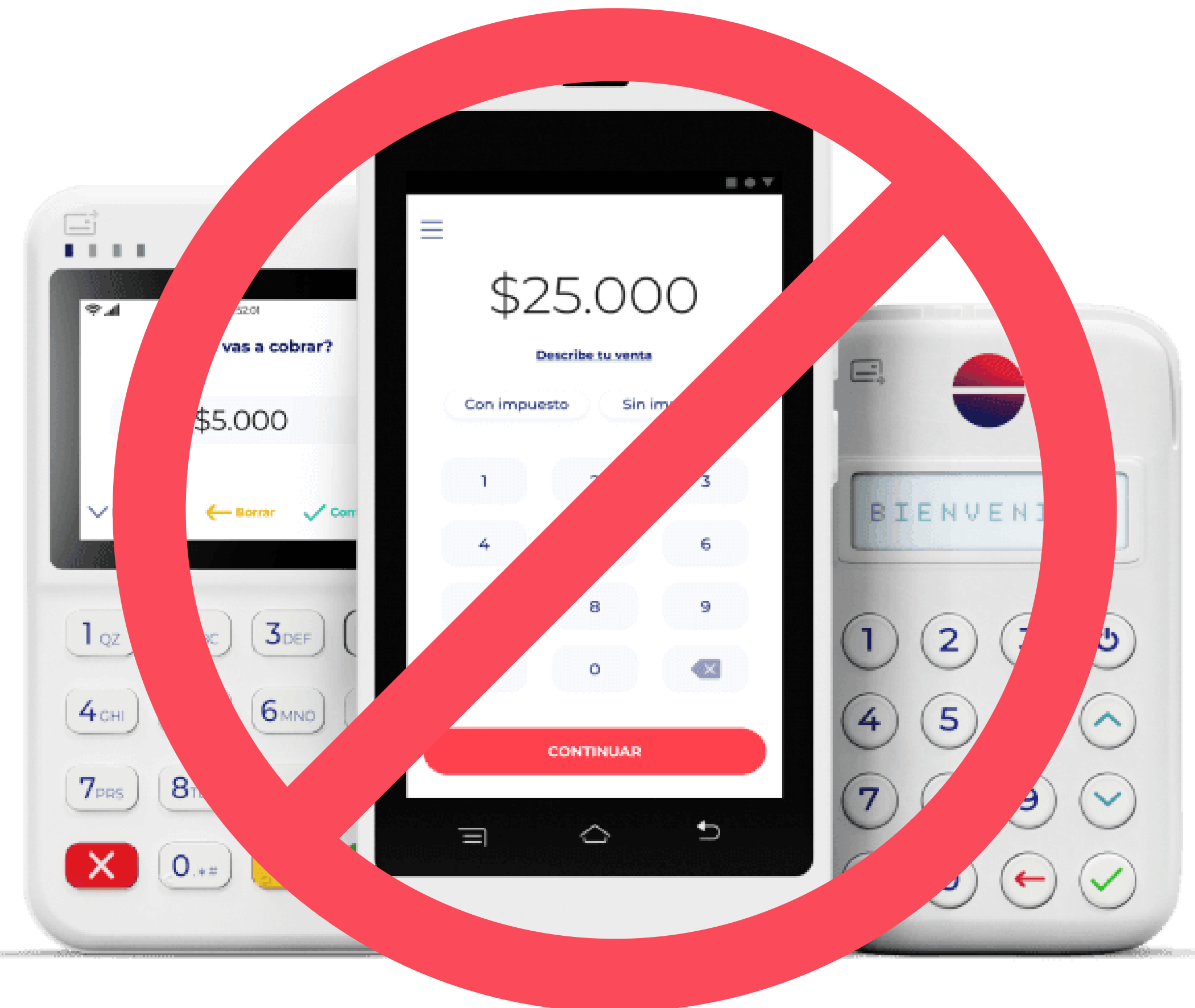




# Vision

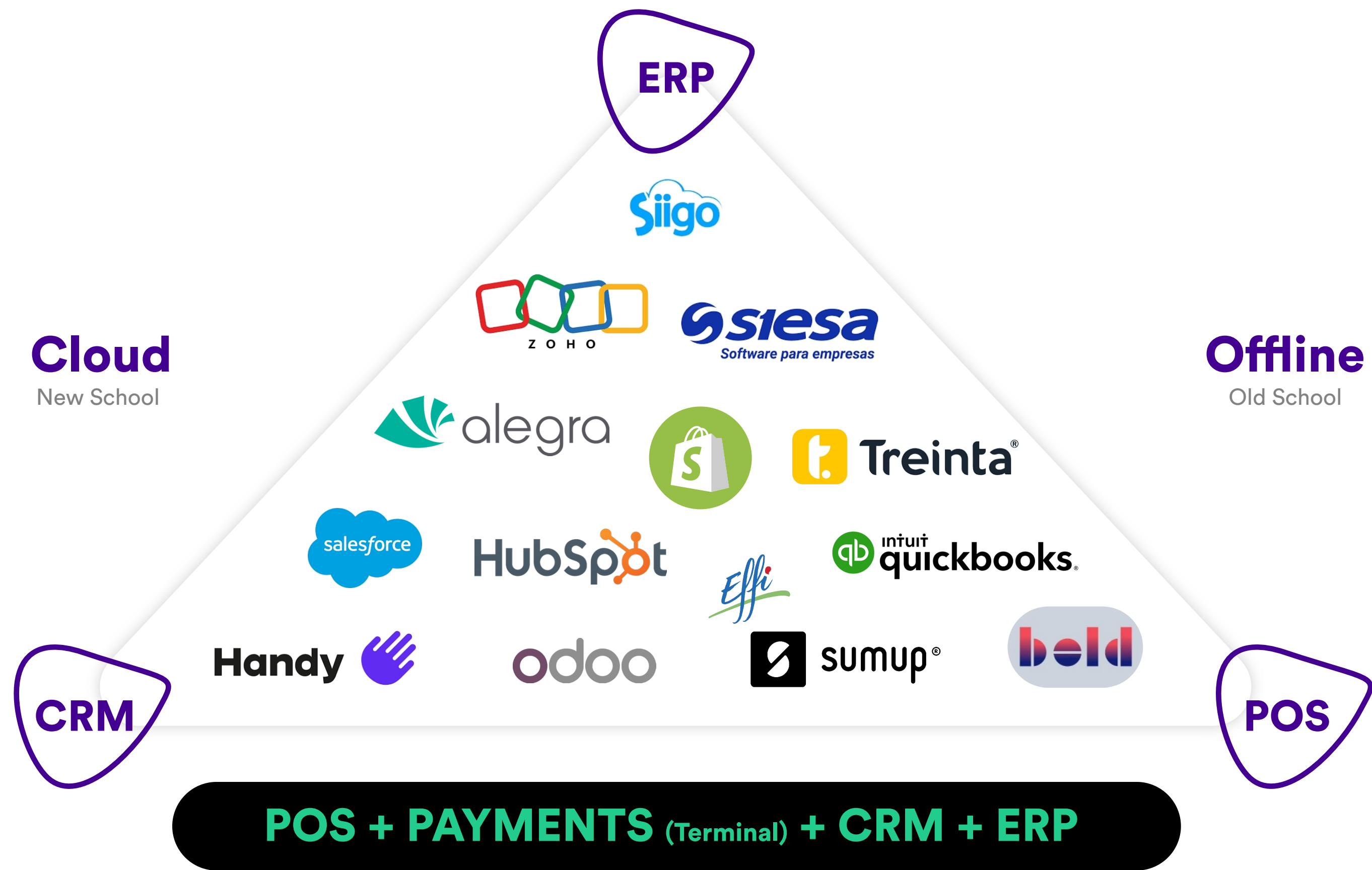
In the next 10 years, POS hardware will be replaced by advanced software. Artificial intelligence and data centralization will eliminate the need for traditional financial charges and accountants.

Companies worth \$1,000 million will be managed by a single person through a unique platform that integrates all operations.

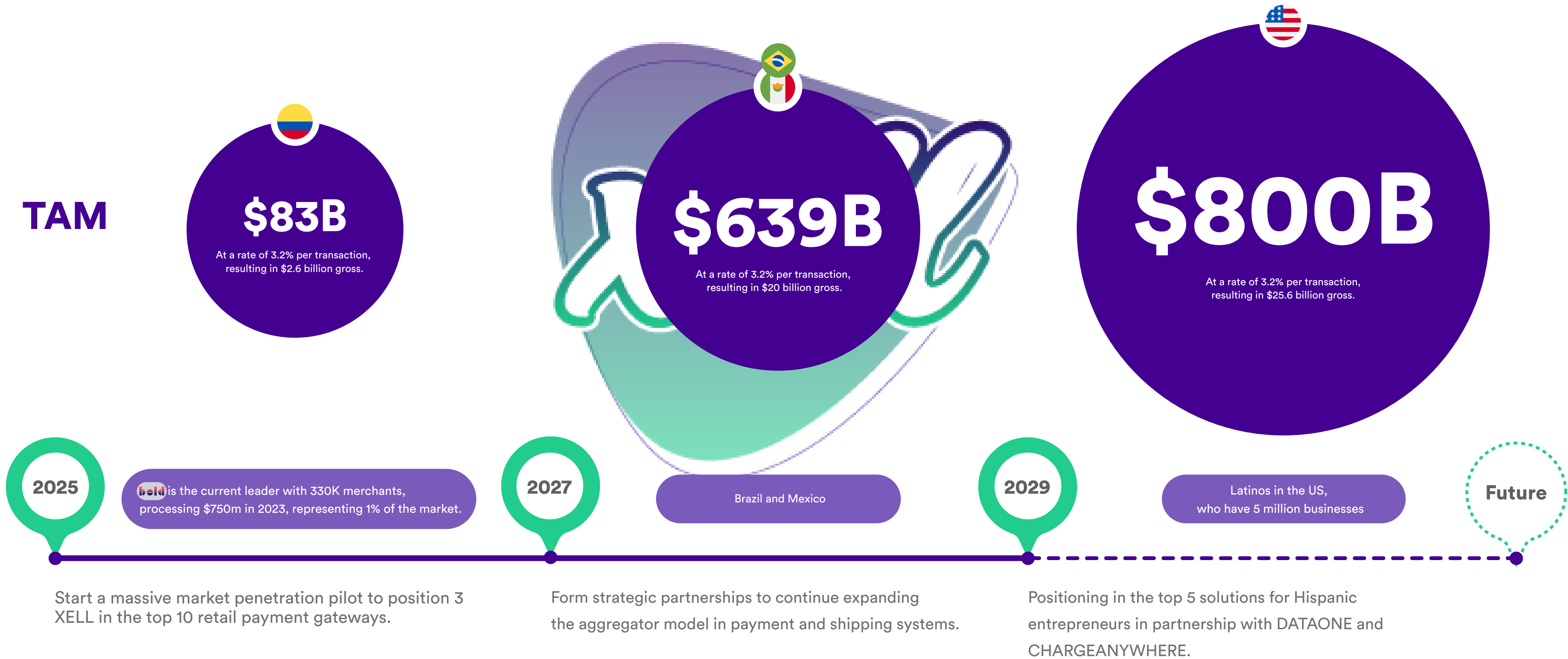


# The Solution

A cloud platform that integrates payments (FRONT) with administration (BACK) to manage the business in real-time, using artificial intelligence for data processing.



# Roadmap and Market



Retail Industry in Colombia **CAGR = 6%** ,  
**representing 17% of GDP.**

# Business Model



## per Transaction

Commission per **generated shipping guide**  
 + Commission per payment **terminal transaction**  
 + Commission **per sale**



## per Users

Per seat and/or number of users  
 utilizing the platform.



## per Subscription

Different packages are available on  
 the platform, offering  
 various features and services.



## per Modules

For specific modules according  
 to the requirements of each business.

### 3 Types of Transactional Commissions





“ May 22, 2023 - Sam Altman, in Madrid:

**With artificial intelligence,  
there will be \$1 billion companies  
run by a single person. ”**

In other words also, managed by a single  
platform that merges all operations.

<https://xell.shop/es/>



# Our Team

## Co-Founders



Co-Fundador

**Sebastian Barrientos**  
**COO**

Entrepreneur, founder of the largest luxury retail store in Colombia - SBQ Store; Speculator and investor in Real Estate and Technology (Blockchain).



Co-Fundador

**Juan David Agudelo**  
**CEO**

Serial entrepreneur and consultant for major brands, founder of various startups and digital products. Software developer with over 12 years of industry experience.

## Development Team Founders



Co-Founder

**Jefferson Ortiz**  
**Tech Lead - Solution architect**

Senior Full Stack Developer, Tech lead at Teams International, working for Fortune 500 companies like Globant.



Co - Founder

**Daimon Cárdenas**  
**Senior BackEnd**

Middle Backend Developer at XELL, and expert in CMSs like WordPress and Shopify.



Co - Founder

**Francisco Blanco**  
**Senior FrontEnd**

Senior Full Stack developer en XELL , a cargo importantes desarrollos para la cadena Smartfit en todo LATAM.



Co - Founder

**Luis Sayaveedra**  
**Senior BackEnd**

Former architect at SURED, and builder of artificial intelligence inference engines.



**Martin Zen**  
**Senior Architechth and Consultant**

Former employee at Google and DreamWorks, advisor for Fortune 500 companies.



**Mauro Vecchiarelli**  
**Senior Backend**

Backend developer with extensive experience in retail businesses.



**Nicolas Calderon**  
**Growth Hacker**

Growth Hacker, former employee at Rappi, and manager at one of the world's largest OTP platforms.



**Santiago Gil**  
**Diseñador UX | UI**

Experience designer, illustrator, and audiovisual editor also working as a freelancer for various Colombian startups.



# Let's Talk

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