# Xell

A Fintech that integrates payments and administrative management in real-time

The Problem

Entrepreneurs and businesses use multiple non-integrated software solutions to manage their operations, leading to outdated data, additional costs, and inefficiencies. Payments and business operations are conducted on separate tracks, making efficient management challenging.

- Accounting software
- Offline Platforms
- Spreadsheets
- Payment Terminals and Hardware

ERP

Online — New school

Offline — Old school

CRM

POS

POS + PAGOS (Terminal) + CRM + ERP
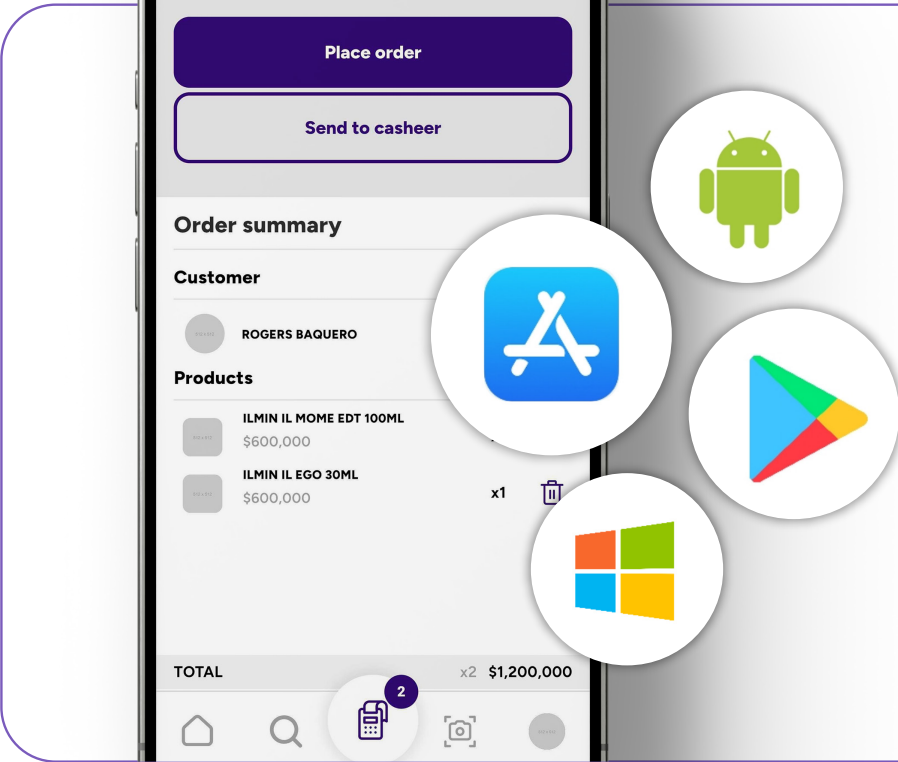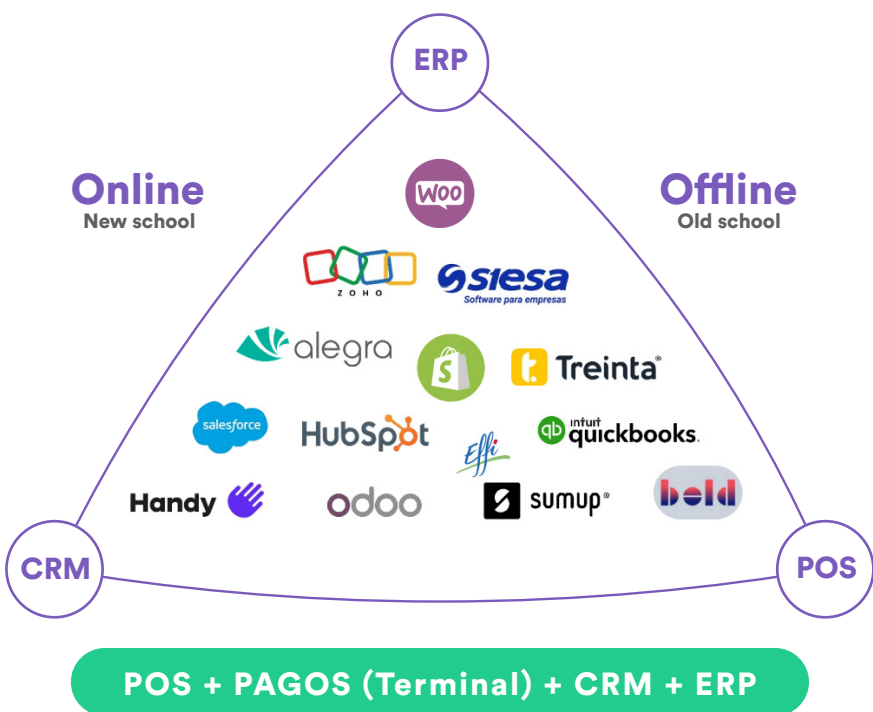
The Solution

An integrated Fintech platform that combines the advantages of a payment processor, based on a transactional model through Tap to Phone. This process is connected with the management of purchases, inventory, warehouses, CRM, and other solutions that provide administrative value, aiming to increase sales for businesses.

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The Business Model

Xell's business model is based on charging a 3.2% commission per transaction, similar to a traditional payment terminal. The platform is oered at no cost, using its own features as a customer acquisition strategy, allowing clients to save on ERP costs, integrations, and other services. This way, Xell not only reduces operational costs for the client but also provides added value.

Our Funding Journey

For the next 18 months
$1.5mm

For Product **$700k**   For Marketing **$800k**

Target **1,000** Merchants   Roi **1.67**

Sales Projected **$2.5mm**

We are currently in the pre-seed stage, raising funds to fuel our next phase of growth. Over the past three years, we have invested approximately $400k USD in running pilots and building the product.

These new funds will allow us to continue integrating additional payment providers, support developer salaries, and, most importantly, invest in marketing and building a dedicated physical sales force.

We are preparing to launch operations in both the US and Colombian market, fully ready to enter the market and scale rapidly.

**While we are ready to launch, it's important to note that we are just getting started and have not yet generated traction.

Co-Founders

Sebastian Barrientos
COO

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

Juan David Agudelo
CEO

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