

Porters

STRATEGIC PLAN AND ECONOMIC ANALYSIS
FOR SMEs

We believe that **good ideas** deserve an **opportunity to grow**

We believe that people deserve to make a living **doing what they love**

We believe in making things **easy**

"LET'S CHANGE THE RULES OF THE GAME **TOGETHER**"

01 WHAT IS IT ■ PORTERS GROUP?



Porters Group is a technology consultancy firm that has **designed, built and structured** a state-of-the-art financial model for entrepreneurs and SMEs owners. We have created **a tool that uses AI** to determine the **key aspects** of the business and transforming the data **to simplify and facilitate financial decision making.**

Our **mission** is to provide small and medium sized companies with a useful tool to **simplify risk when making decisions.** Our **vision** is to try to achieve an ever greater entrepreneurial culture. Our **goal** is to make it possible for anyone to go **digital financially.**

"Everything in this life are numbers, if we learn to control them, we can anticipate them."

Porters Group is an econometric tool that allows to **know and quantify the possible risks.** This allows us to **react and manage** structural changes more quickly.

02. OUR TOOL

The aim of our tool is to **simplify risk when making decisions**. To make this possible, our tool creates a **numerical skeleton** of the company, in order to obtain a **totally transparent image**.

Thanks to this, we are able to **represent the reality** of a company in the simplest way possible, while still being a **realistic reflection** of it's situation.

Being an abstract model, it allows us to **simulate various scenarios or hypotheses before making a decision**, showing us a projection with the economic consequences it may have.

The entrepreneurs will be able to **project the financial statements according to the historical one**, in order to understand the behavior of the company and be able to make the **right decisions** and not get bogged down with **irrational decisions**.



03 WHAT DO WE BRING TO YOUR BUSINESS



STUDY

The **economic and financial behaviour** of any business can be studied in the short and medium term (4 years). Analyzing its objectives, needs and key aspects.



REPORTING SYSTEMS

Our **AI** takes into account **all the aspects that comprise a company** (obligations, needs and difficulties). It is programmed to allow you to see the trend of the data, the why?, of each **obligation, need or difficulty**. This allows to see the evolution of results according to historical and hypothesis in real time.



PLANNING

Budgets are created that reflect the client's objectives: income, costs, investments, cash flow, among others. In this way, the whole company can be **planned, controlled and managed** without any problem. **Avoiding unforeseen situations** that could lead us to undesired situations.

04. ADVANTAGES AND UTILITY

- It allows you to **give shape and make concrete the entrepreneurial idea**
- It allows you to create **alternative plans** in case our company is suffering from a **stress case**
- Makes it easier for you to **make strategic decisions**
- It allows you to **manage the treasury**
- It allows you to know in **advance the impact** of any changes we make to **the company's financial structure**
- It allows you to know in **advance** the possible **needs** that the business may have
- It allows you to have **control** over the **debt and liquidity** of the business
- It allows you to have a **planned growth**
- It allows you to know the **true financial status** of the company
- It allows you to have a **management on working capital**

But the fascinating thing is that it allows you in a **visually and intuitively** way, to answer one of the questions that often keeps us awake, "**What if?**"

In conclusion, thanks to the Porters Group tool, we can **control, manage and plan** any SME or project in the most advanced and complete way possible.

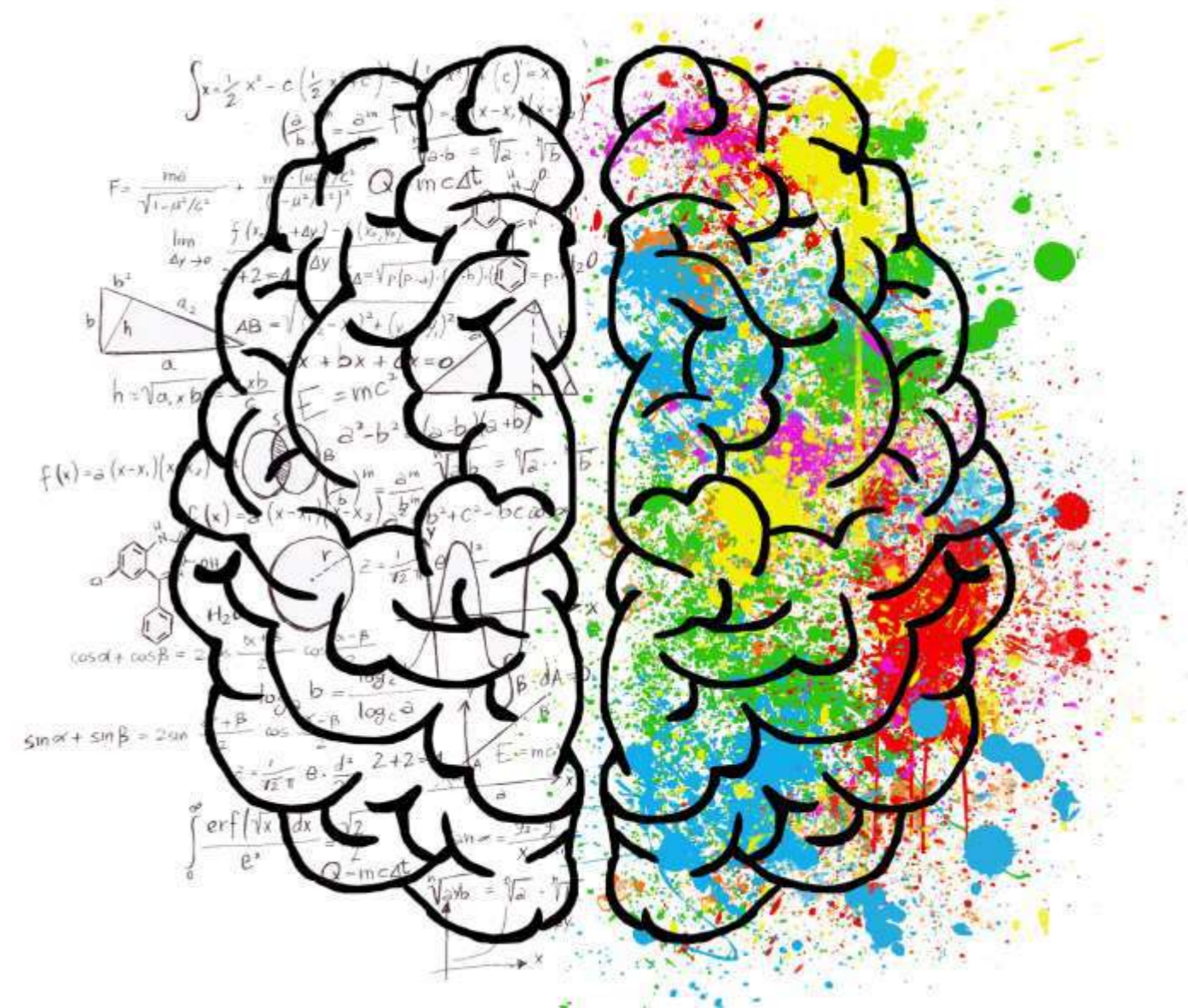
05 BUSINESS AREA

Nowadays we live in a world where the future lies in **innovation and entrepreneurship**, but the 95% of companies (SMEs) do not have access to the econometric tools that the remaining 5% have. Imagine if all companies were analyzed **according to their historical data and hypothesis in real time.**

If we could **study economic behaviour**; predict the **economic consequences** of our actions; study the **profitability of an idea**; the **effectiveness of a strategy**, or the possible **economic impact** of a decision.

It has been demonstrated that if we increased the **financial digitalization of companies** in Spain by 10%. That is, if companies had a **planned growth**, a **strategic analysis**, a **financial forecast**, if they could **simulate stress cases** to be prepared with **alternative plans.**

GDP would increase by 3,2% and more than 250,000 net jobs would be created.



05 BUSINESS AREA

"There is a bubble of start-ups, 3,1 million companies are created in the world every month" [elEconomista.es](#)

"Startups: only 10% survive the first two years" [Infobae.com](#)

These are two headlines from two well-known magazines, where we can draw a **conclusion**.



SMEs and startups are the **engine of the economy and the ones that create jobs**, but clearly something is **wrong**.

06 ■ SMEs

Why do they only survive 10%?

Entrepreneurs make a lot of mistakes in **management, planning and control**. And it is completely normal... What is not consistent, is that a tool has not been provided before to put an end to these mistakes.



MANAGEMENT

Poor systems for decision making and problem solving; unprofessional management; resistance to change; unclear definition of objectives; early withdrawal of money.



PLANNING

Serious deficiencies in establishing strategies; non-existence of alternative plans; setting unrealistic objectives and expectations; unplanned growth; non-existence of a business plan.



CONTROL

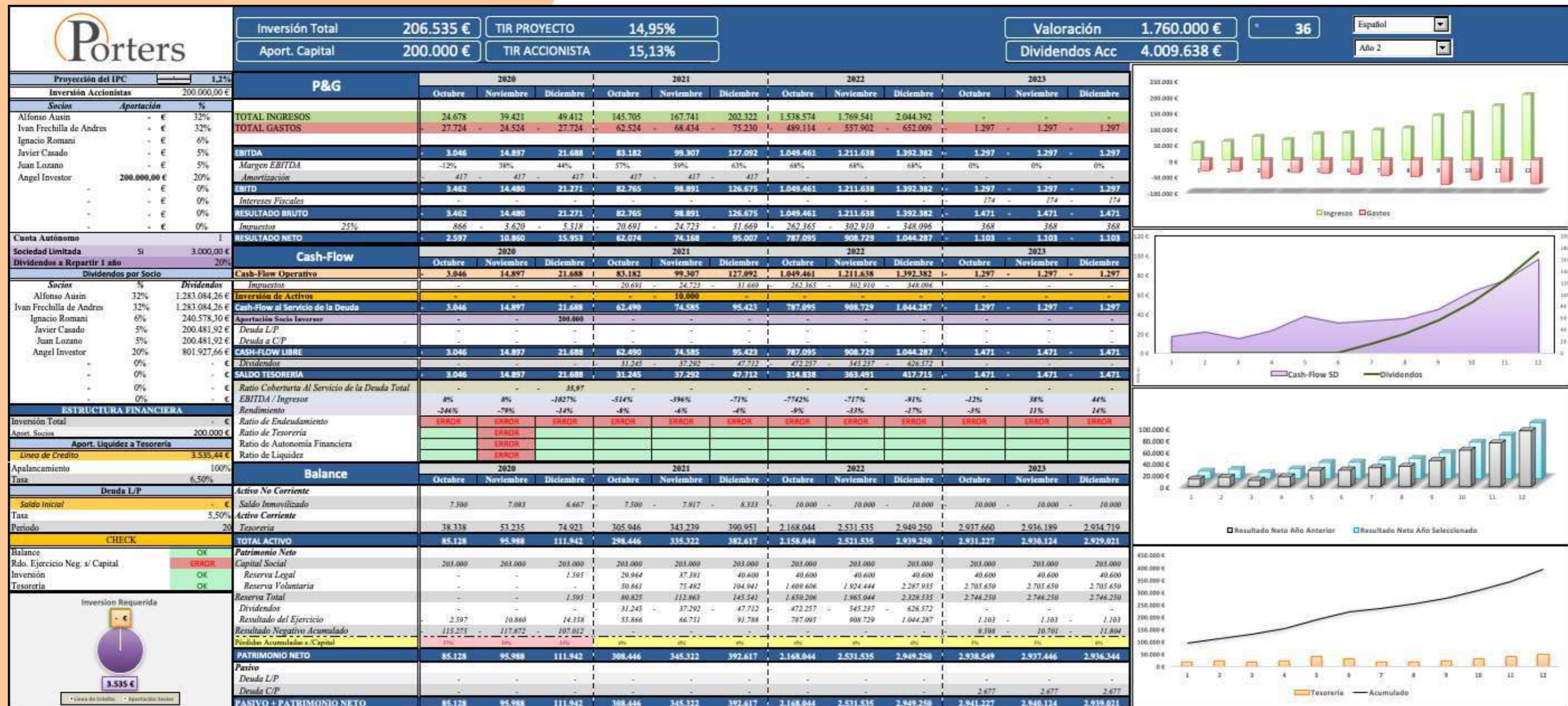
Inadequate credit and collection management; lack of knowledge of the company's true financial status; unnecessary expenses; mismanagement of debt and liquidity, or mismanagement of funds.

These are some of **the problems** that **entrepreneurs and small and medium business owners** have.

07 MARKET

"It's no longer just a matter of saving costs or solving a problem. It's a matter of survival."

Currently, only **14%** of SMEs have a financial digitalization plan in Spain, according to the Digital Economy and Society Index prepared by the European Commission.



THE GOAL IS TO MAKE IT POSSIBLE FOR ANYONE TO GO DIGITAL.

08 PRODUCT & SERVICES

Our **AI** allows you to **visually and intuitively** see your ultimate goal. In addition, it tells you month by month **what your objectives are to reach the goal**. If one month you do not achieve your goal or on the contrary you exceed it, the **AI** will update the future projections taking into account your historical data. Allowing you to have **absolute control of your business**.

Thanks to our **AI**, we understand the behavior of the economic variables of our strategies. They allow us to see **in advance the future cash-flow needs that our business may have**. In this way, we are prepared not to end up in **undesirable situations**. Formulas do not deceive... it is a universal language and it is exactly the same for all companies. I don't know how to run a company by improvising...

Monthly tool price:

- Licenses for use: 29,90€ without VAT

Management Report:

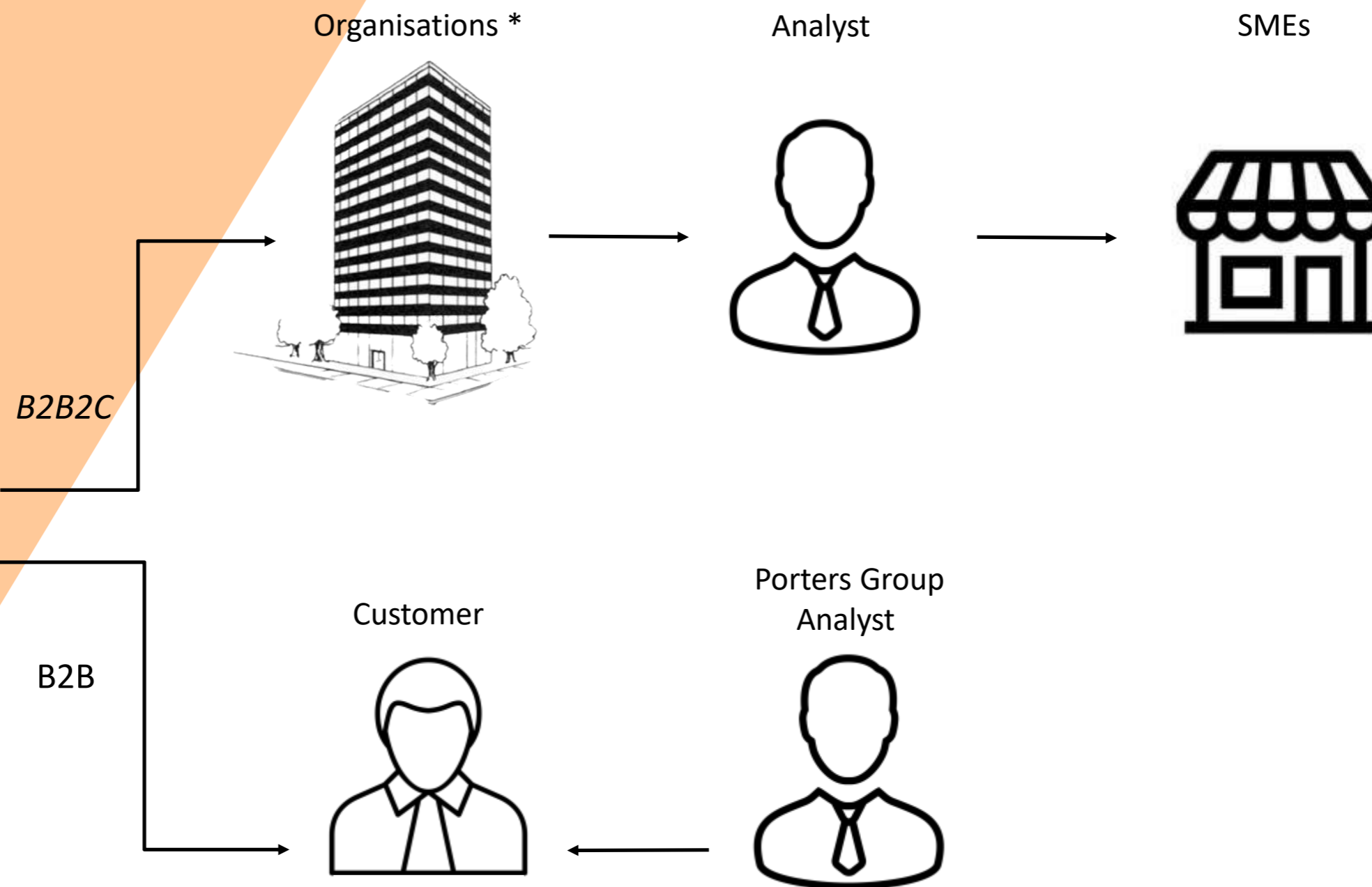
- Management Report: 500€ without VAT

Business Plan Development:

- Business Plan: Contact us



08 PRODUCT & SERVICES



*Consultants, Accelerators, Managers, Co-Workings and Universities

09 ■ ANNEX

INFORMATION INCLUDED IN OUR FINANCIAL TOOL

DASHBOARD

- Overall scorecard
- Graphical dashboard
- Debt Management dashboard
- Advertising dashboard

INITIAL DATA

ADVERTISING DATA

STOCK CONTROL

P&G

CASH-FLOW

INTERLOCKING INTERESTS

DEFERRED TAXES

BALANCE SHEET

ASSETS

DIVIDENDS

DEBT

- Long-term debt
- Credit Line
- Subordinated Debt
- Senior Debt

RATING

- Company valuation
- Berkus Method
- Two-Point Method

VAT

PROFITABILITIES

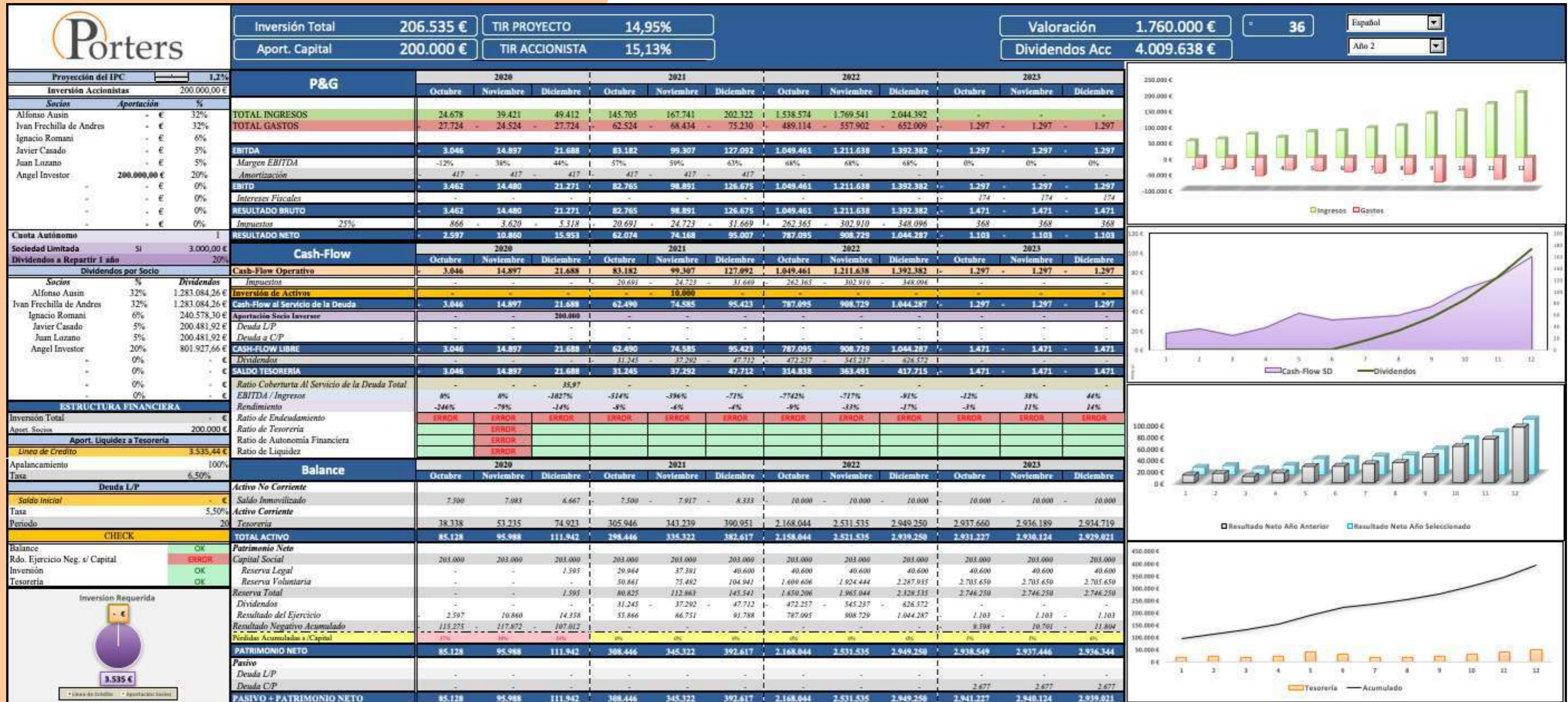
DEBT AND FINANCIAL RATIOS

GRAPHICS



09 - ANNEX

OUR DASHBOARD



Join the change! Manage, control and plan your company with the **most demanded tool** by entrepreneurs.

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