

Porters

STRATEGIC PLAN AND ECONOMIC ANALYSIS
FOR STARTUPS

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 be the leaders in innovation and the benchmark in entrepreneurship, increasing the economic/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.

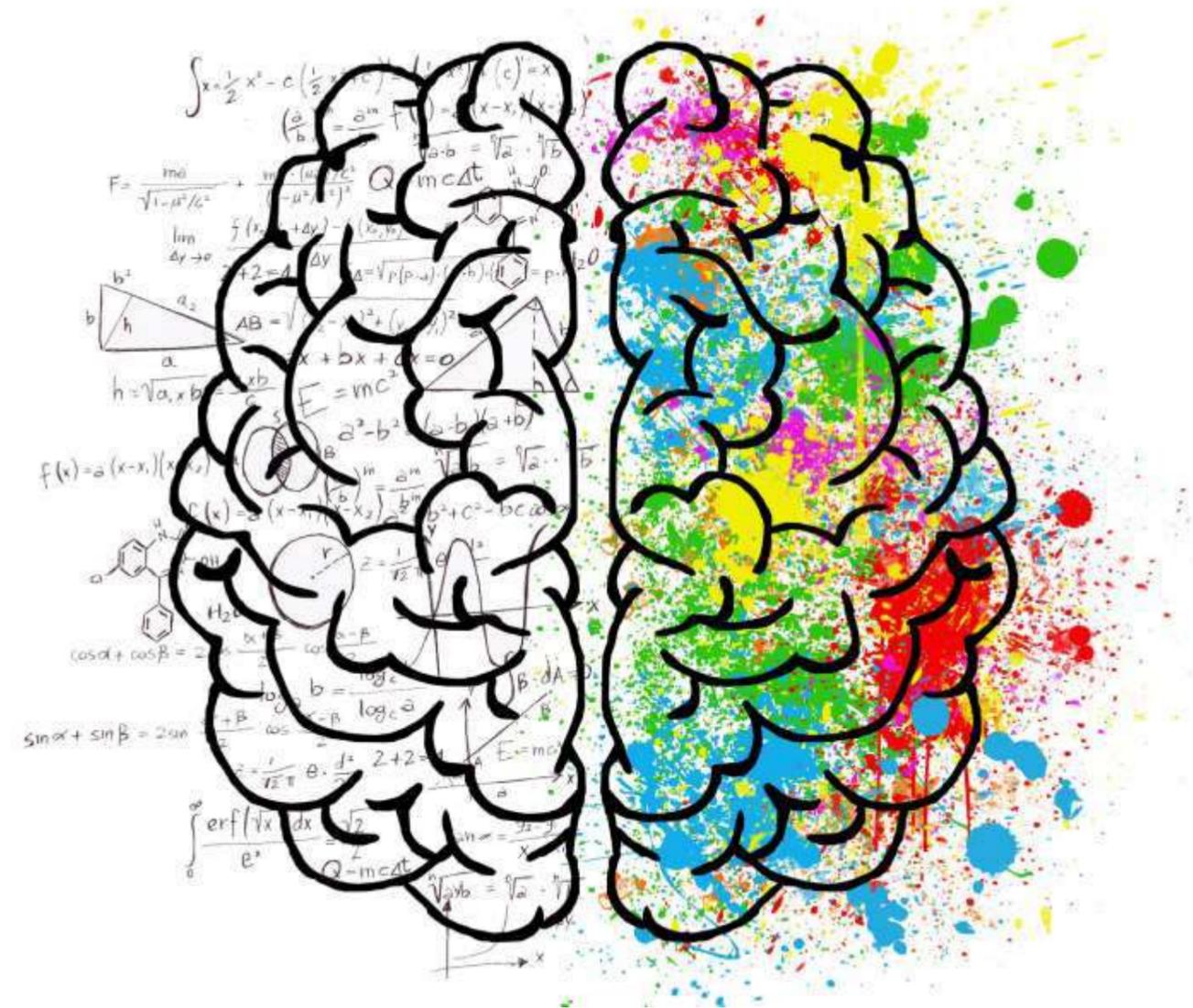
05 BUSINESS AREA

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.

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:

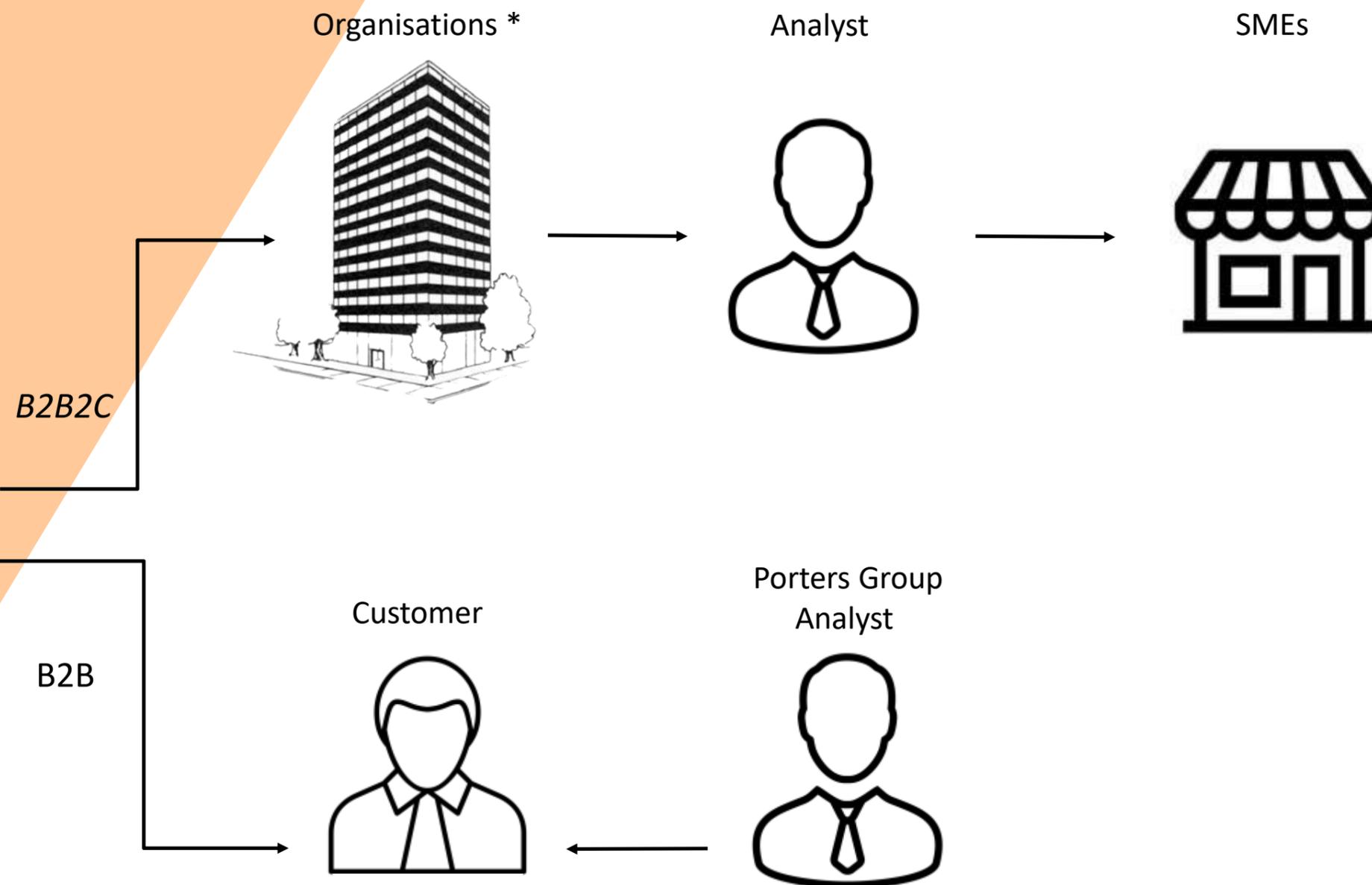
- Management Report: 500€ without VAT

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

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

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