

# EXECUTIVE SUMMARY MIBOX



## 1 THE PRODUCT

MiBox is an online e-commerce platform, whose aim is to become the go-to website for online gift box purchases in Spain and the World.

We want to connect individuals that are trying to: find a gift, hobby or simply enjoying a new experience; with companies that want to market their amazing products.

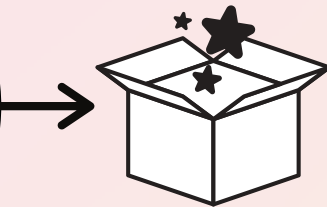
With MiBox you will not just find a product, but a combination of several products and experiences with strong synergies between themselves.

Thus, at MiBox you'll obtain an augmented experience in a box.

## 2 THE PROBLEM

Through our Website and App, we will assist in finding the perfect Box to those customers that:

- Have no time to find a gift
- Are tired of finding always the same boring products
- Tend to hesitate when choosing
- Do last minute shopping



## 3 OUR STRATEGY

In order to succeed, MiBox will have to continuously innovate and enlarge their product offering.

In doing so, we will - like in a virtuous circle - grow our customer base, then increase our online traffic, which will attract and retain new companies to our platform, and in doing so again we will innovate and enlarge our product offerings.

## 4 OUR TARGET

To support sustainable growth MiBox will target every kind of user. Whether you are a parent looking to find an activity for your kids, trying to find a treat for yourself or want to choose the perfect gift for a friend or a loved one, you'll find your experience at MiBox.

## 5 COMPETITORS

Among our competitors, we'll have to monitor the following players:

- Other e-commerce platforms like: "El Regalador" & "Smyla"
- Traditional gift shops
- Substitute product providers like "Amazon".

Competition is fierce in the gift sector. But, thanks to our wide variety of boxes, we will achieve our goals and provide sustainable value to our stakeholders.

# THE TEAM



**Abelardo Alcaraz**



**Maria José Capellán**



**Carlos Goberna**



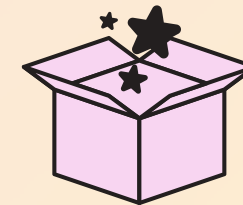
**Javiera Terán**



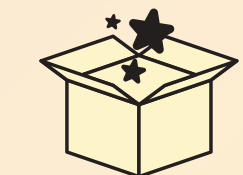
# FINANCIAL OVERVIEW

Net present value (NPV)	307.844,72 €	Entrepreneur's Capital	80.000 €
Internal rate of return (IRR)	43,05%	Banking Credit	80.386,43 €
Modified IRR (MIRR)	37,33%	Public Institutions	20.000 € to 187.568,35 €
Pay-back (CFROI)	3Y&11M	Venture Capital	0 € to 167.568,35 €
		Total Funding Needed	348.341,22 €

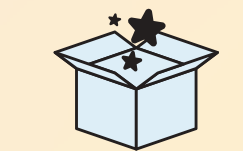
## REVENUE STREAMS



## SINGLE BOX SALES



## REFERRALS



## SUBSCRIPTIONS

