



IX CUMBRE
PYME
APEC 2016

Desarrollo Tecnológico e Innovación

FERNANDO D'ALESSIO

CO-FOUNDER & CEO

juntoz!
Tu Mall Online

NOV 2016










Democratization

of retail 

Challenges in e-Commerce in Peru and Latam

					
Bancarization ¹	68%	35%	28%	26%	21%
Credit card penetration ²	4-5	<2	<2	4-5	<2
Internet Penetration	61.4%	49.0%	38.2%	55.8%	38.4%
# Internet Users	10.5M	22.2M	11.2M	28.0M	44.2M

(1) Deposits divided by GDP | (2) Number of credit card users per every 10 people

Source: Federación Latinoamericana de Bancos, FELABAN (2012) | Fnbox Study – 2013 Latin America Internet Market Research & Outlook

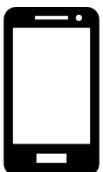


- **Low credit card penetration is still a challenge in the region:**

- Brazil leads with 7 credit cards for every 10 people vs
- Spain with 10 credit cards for every 10 people vs
- USA with 19 credit cards per every 10 people.



- **Postal service and delivery in logistics for online purchase is complex, unreliable and expensive, if available.**

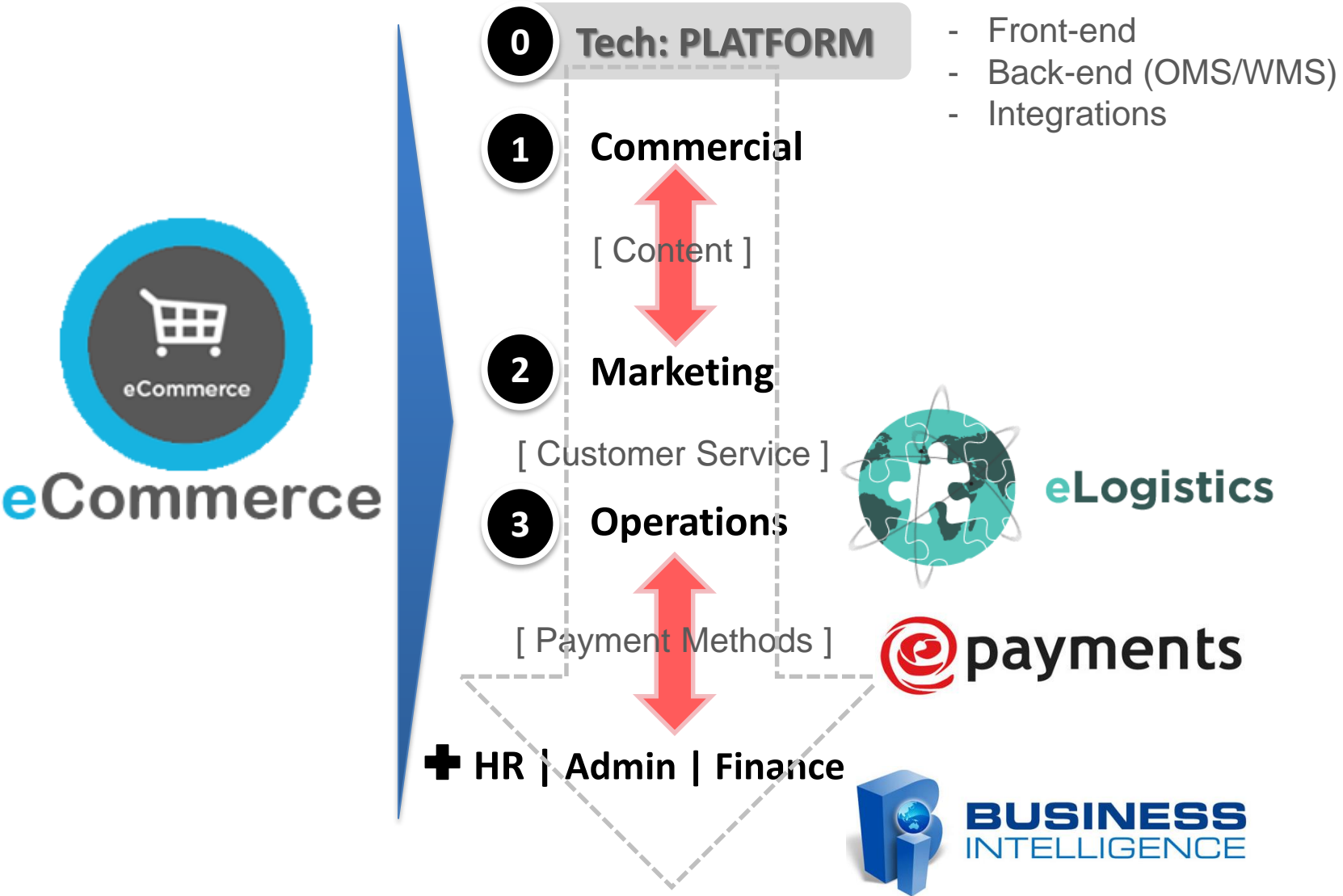


- **A region full of (online) opportunities:**

- 400 Million mobiles ➔ 220 Million smartphones users by 2018 (*eMarketer*)

1 ¿What's behind an eCommerce?

Interrelation between ALL areas:



1 ¿What did we do to innovate in eCommerce?

Opportunities to innovate and adapt to local market ...



eLogistics

- Warehouse
- Fulfillment
- Inbound
- Outbound



@payments

- Credit cards
- Banks
- SafetyPay
- PayPal
- COD
- Click-n-Collect



**BUSINESS
INTELLIGENCE**



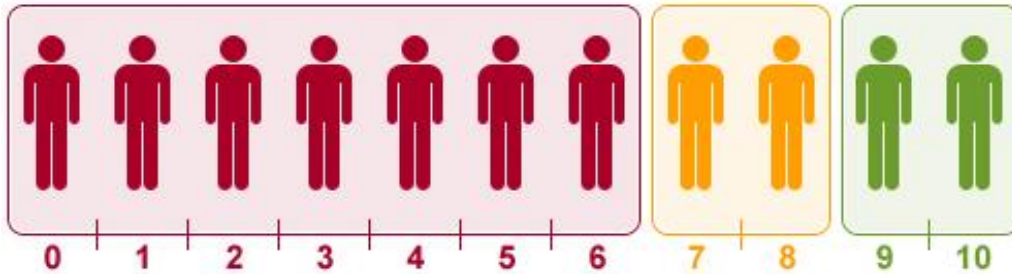
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¿What do we need to offer great Customer Experience and Satisfaction using NPS?

DETRACTORS

PASSIVES

PROMOTERS



Net Promoter Score

=

% Promoters

-

% Detractors

5 Variables



¿ Outsourced ?



Control

Internal vs External



eLogistics
ePayments

<< INNOVATING >>



Cash On Delivery



CONTRA ENTREGA

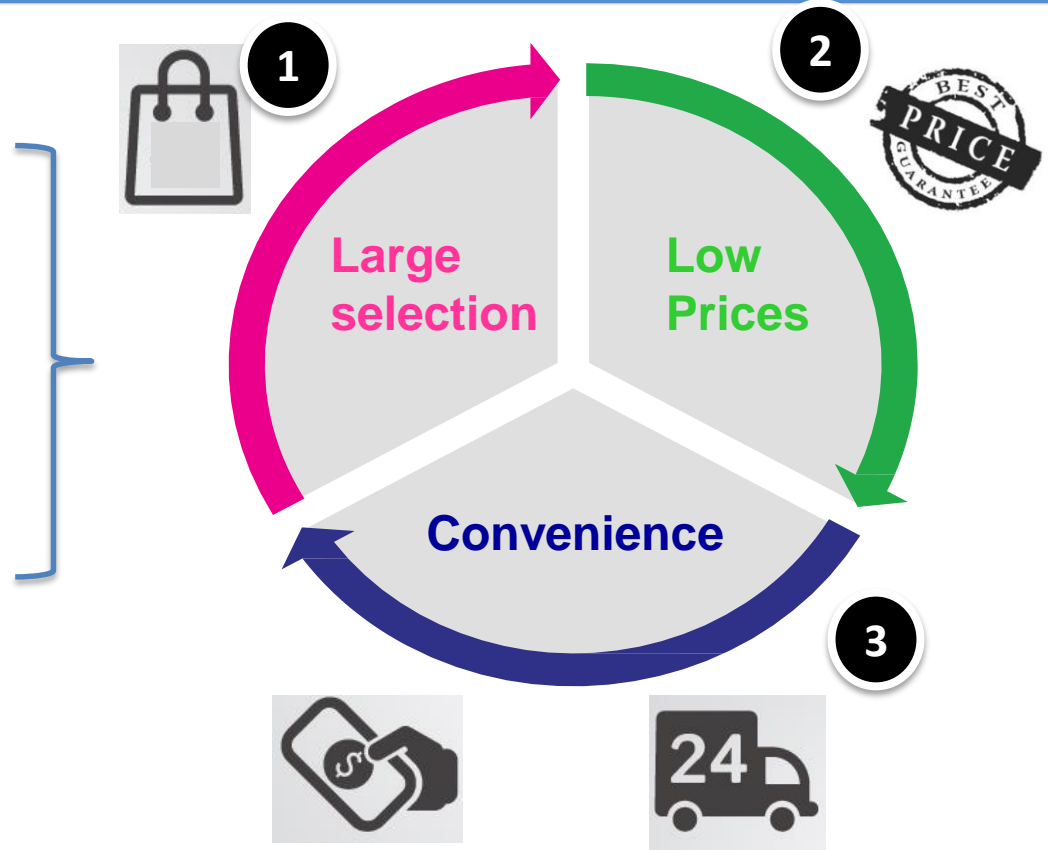


Full Capacity

1 Case study:

Amazon perfectly understood the old-economy retail cocktail

- 1 Assortment
- 2 Low Prices
- 3 Convenience / Service



Without the limitations of a physical store to grow!




Fact: Marketplaces Trend



Something interesting is happening ...

A collaborative and shared economy grows with platforms 100% marketplace

[62]  U B E R

The world's **largest** taxi company, owns no vehicles

The world's **most popular** media owner, creates no content

 [343]

[232]  Alibaba Group 阿里巴巴集团

The world's **largest** accommodation provider, owns no real estate

 airbnb [25]

 juntoz.com  LEAD THE CHANGE

(*) Tom Goodwin | [###] stock market valuation in USD billions as of 11Nov2016 | [##] estimated valuation in USD billions (based on latest funding round)

Fact: Customer Experience

In traditional retail, **customers shop by brand or store**; however, online platforms typically allow customers to *only* shop by category

Traditional Retail

SHOP
BY
BRAND
BY
STORE

Online Retail

Shop by category

- MOBILES & TABLETS
- CONSUMER ELECTRONICS
- CAMERAS
- COMPUTERS & LAPTOPS
- WATCHES
- FASHION
- HEALTH & BEAUTY
- HOME & LIVING
- TOYS, KIDS & BABIES
- HOME APPLIANCES
- SPORTS & OUTDOORS
- TRAVEL & LUGGAGE
- WINES

Malls, an important, **complementary sales channel** for brands and stores, offer customers a wide variety of stores on one single site for all their shopping



MegaPlaza



Taking the benefits of traditional retail business model online

Brands operate 'standalone stores' and 'stores in malls'

retail
tradicional

Standalone Stores



Stores in Mall



We offer the option to operate in the same way online

E - COMMERCE

Standalone e-Stores



Stores in e-Mall



Whether in the brick-and-mortar or the digital world, [1] standalone stores and [2] stores in malls co-exist and represent complementary channels and incremental sales

New Business Model

New one-stop shop proprietary platform that gathers hundreds of brand and retail stores on one single **online shopping mall** site

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Tu Mall Online



Opening storefronts for brands and retailers on one single site



Complementary sales channel for those with and without online presence

The screenshot displays the Juntoz website interface. At the top, there is a navigation bar with the Juntoz logo, a search bar, and links for 'Abre tu tienda', 'Mi Carrito', and 'Mi Cuenta'. Below the navigation bar is a large banner featuring a woman sitting at a desk with a laptop and a coffee cup. The banner text reads 'LLEVAMOS EL MALL A TU CASA' and 'MÁS DE 200 TIENDAS OFICIALES'. A red 'Store Pick Up' button is visible on the right side of the banner. Below the banner is a carousel of store logos including Movistar, Bata, Nikon, Quiksilver, KID2, M.bö, Casio, HP, Dunkelvolk, and Philips. At the bottom of the page, there is a section titled 'Tiendas Destacadas' with three featured store cards: Roxy (60% off), Quiksilver (50% off), and Victorinox (50% off). A '200+ stores' badge is located in the bottom right corner, along with a 'BUSINESS INTELLIGENCE' logo and an 'IEH' logo.

Market Opportunity

Developed and launched a uniquely positioned, leading B2C (& soon B2B) proprietary marketplace platform in a fragmented, high growth region



➔ Latin America has no undisputed leader or strong brand in online retail

Experienced Team



In-depth **360°** experience in Peru and Latam managing all areas: technology, eCommerce, eLogistics, ePayments, eMarketing to succeed



Experienced Team



Proprietary Technology



Customer Service Focus



e-Logistics Experience



e-Payments Know-How



Online Marketing Experts



BI and Sales Planning



Management Team



Fernando D'Alessio
Co-founder & CEO



James Reategui
Co-founder & CTO



Directors¹



Technology and eCommerce Team



(1) Angel investors who have worked or are working at those companies

(*) juntoz.com is a 100% Marketplace platform offering eCommerce solutions: **Shop-in-Shop** for brand and retail stores, as well as **White Label eStores**.

¿ How do we see eCommerce going forward as a way to improve the quality of life ?



- **e-Commerce**, local and cross-border, is **growing fast** and will be big in Latin America!



- **Mobile platforms (m-Commerce)** are increasingly becoming more important among retailers



- Some **niche players** will emerge, along with few but **large platforms**

juntoz!.com

- Still many **opportunities to improve:**

❖ **Payment Solutions**



❖ **Logistics Operations**



Urbaner



isend



chazki



PICKAPP



Thank you – and we look forward to working and **building** the region's ecosystem **together**, juntoz!

A close-up photograph of a person's hand holding a light grey rectangular card. The hand is positioned on the right side of the frame, with the thumb and index finger gripping the edges of the card. The card contains contact information for Fernando D'Alessio.

Fernando D'Alessio
Co-founder & CEO
fernando@ieholding.com
(+51) 991.983.670



@fda211



www.linkedin.com/in/fernandodalessio