

# KIRA

## Business model: TMC.KIRA

**1. Value proposition:** TMC. KIRA stands out for offering end-to-end digital marketing solutions that go beyond traditional services. Our proposal includes:

Integration of AI-powered chatbots to improve customer engagement.

Personalized referral programs to incentivize customer loyalty and expansion.

User registration and tracking systems for efficient database management.

Payment processors that accept credit cards, facilitating secure and fast transactions.

A specialized team dedicated to each key area of digital marketing, ensuring a personalized and effective approach.

**2. Customer Segments:** Our services are aimed at:

Small and medium-sized businesses looking to strengthen their digital presence.

Entrepreneurs who want to launch or improve their online businesses.

Organizations that require advice on legal records and optimization on digital platforms.

**3. Distribution and Communication Channels:** We use the following channels to reach our customers:

Official website with detailed information about our services.

Active presence on social media to interact and attract potential customers.

Email marketing campaigns targeting specific segments.

Webinars and online courses to educate and engage our target audience.

**4. Customer Relations:** We foster strong relationships through:

Personalised attention and ongoing support.  
Loyalty programs that reward our customers' loyalty.  
Constant advice to ensure joint success.

**5. Sources of Revenue:** We generate revenue through:

Rates for digital marketing and consulting services.  
Commissions for integration of payment processors and other ancillary services.  
Selling online courses and educational materials.

Six. Key Resources: Our core resources include:

A multidisciplinary team of experts in digital marketing, web development and legal advice.  
Advanced technologies for integrating chatbots and tracking systems.  
Networks of partners and strategic allies that expand our service offering.

**7. Key Activities:** The essential activities for the success of our business model are:

Development and implementation of personalised

digital marketing strategies.

Integration and maintenance of advanced technology solutions.

Continuous team training to keep up with market trends.

**8. Key Partners:** We collaborate with:

Technology providers for AI and payment processing solutions.

Legal consultants for advice on records and regulatory compliance.

Educational platforms for creating and distributing online courses.

Nine. Cost Structure: Our main costs stem from:

Wages and training of the specialized team.

Investing in digital technologies and tools.

Marketing and promotion expenses.

General and administrative operating costs.

# Compensation plan:

To encourage our team and collaborators, we propose the following compensation plan:

**1. Base Wage Structure:** We offer competitive salaries aligned with each team member's responsibilities and experience.

**2. Performance Bonuses:** We implement a bonus system based on meeting specific goals, such as:

Recruiting new customers.

Customer retention and satisfaction.

Innovation and improvement of internal processes.

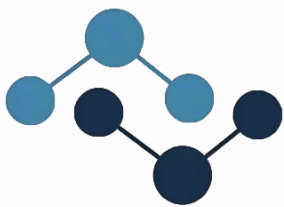
Three. Referral Program: We encourage our employees to refer new customers or talent, offering monetary rewards or additional benefits for each successful referral.

**4. Benefit Participation:** Depending on role and seniority, some team members may be eligible to

participate in a profit sharing scheme, aligning their interests with the overall success of the company.

**5. Professional Development:** We invest in the training and growth of our team, covering course costs, certifications and attendance at conferences relevant to their professional development.

This business model and compensation plan are designed to ensure TMC's sustainable growth. KIRA, while motivating and rewarding our team and employees for their contribution to the company's success



**TMC. KIRA**

