Koldo

Koldo is a Kyrgyz expression meaning "all in your hands".

The project is about the improvement and updating of several different software tools created on their first versions across the last 20 years, and we wish to join them in a single "suite" to offer it as a single integral product.

They are tools that, as a set, they offer to **small and medium business** and to **individual entrepreneurs**, a full and complete management of all the business functions and business areas.

Our target generates the 80% of the world wealth in **real economy**, and therefore, a software product simplifying and centralizing the data management and the business processes of that colective is a powerful weapon.

For its development, we do not have only our own experience as software factory, but we have the **initial seeds** of each function, and we have a highly motivated team, quite **experienced** in consultancy of processes.

We strongly believe that nowadays, this tool can be an economic booster with a **world-wide impact**, since it is by definition a creator of wealth, and by its nature, a product without competition or precedent of something similar in the market.

For each of its functions, there are already vertical solutions on the market. But luckily for us and unfortunately for the other competitors, there are no **horizontal** solutions at the level we are proposing.

This tool will also mean a major paradigm change in the way business is done on the Internet. It is a purely **transactional** system, with a revolutionary purchasing system.

On that sense, **we are looking for exactly the opposite of what is happening today** on the Internet, where everyone competes to capture the demand. We aspire to be an almost total repository of supplies, so that things like competition for the top positions in a search engine, or abusive and intrusive advertising, would become obsolete. Having the offer, capturing the demand makes no sense.

We have o**ur own technology**, and what we lack, we are creating it. We are not dependent on third-party tools that could compromise the integrity and quality of the system.

Any user would have a control panel where all his business would be **centralized**, and if he has several, all them in the same place. In this way, any entrepreneur can launch and manage **simultaneously** all their different business initiatives. This is practically the dream of any manager.

All system functions will be interconnected with each other as a whole.

These functions are:

- A powerful content management system or CMS with which anyone without technical knowledge can **create their website** or online store.

- CRM function for **customer relationship management**. Equally centralized even in multi-business mode. This allows you to manage sales, potential clients, and marketing actions by handling everything, customers and orders, from a single point.

- Integrated **purchasing and supply management system** (SRM), which not only combines purchasing, logistics and inventory activities for as many businesses as you have, but also works with an open reverse auction system, which gives all the power to the buyer, putting in fierce competition those who sell what is demanded. This feature **alone** renders half of the Internet obsolete.

- **Human Resources Management** System (HRM) with inter-company capacity for personnel administration and hiring, work time control, and payment and salary calculations, both for its own personnel and for outsourcing or freelancers. In addition to the above, it also allows the search for the best talent in the market.

- Resource Planning Function (ERP) that involves, models and **connects all** interdepartmental and business process information **flows**. It not only links them for the client's business, but also for its relationships with customers, suppliers or third parties, creating in itself a **global B2B and B2C system**. It allows service levels to be established and problems to be escalated with great agility. The paperwork and internal bureaucracy of many companies will disappear with this.

- A complete **Point of Sale** (POS) for the management of physical cash registers with direct connection to catalog, warehouse, procurement, or third party flows. Allows to launch requests to warehouse or production centers, for immediate processing.

- **Digital Signage** tool, which allows the creation and management of content for local monitors, remote advertising displays, and information points or kiosks. It is the equivalent of having your own private television company or your own marketing company, and it does not depend on the geographic location where the information is going to be consumed. It can also work in real time.

- **Accounting** system (double taxation and simple taxation) for each of the countries where it is deployed, according to the accounting plan of each of them. With all the capabilities of any accounting software, including the creation of balance sheets, income statements, tax calculation, etc. The system is **automatically fed** by the transactions that are created with your activity, that is, your real operations, although it also has analytical accounting tools, reserve management, and projections over time. Transparent and simple, so that everyone can use it, without needing specific accounting knowledge.

- **Cash flow control** system, capable of modeling and managing any cash structure and movements of any deposit or bank account, allowing expense planning and financial control in real time, and alerting of payments to be executed on specific dates.

- **Your own social networks**. You can bring together all the entities that have, have had or may have a relationship with you, and communicate with them professionally and socially at the same time. This is done seamlessly, and without the known hassles or time wasters of traditional social networks.

The system will be born as a **multi-company, multi-purpose and multi-language** tool. Initially, with twelve languages, which allows us to reach the market of more than 50 countries directly.

The interaction is designed for **all audiences** regardless of their age or level of technical knowledge, in a very intuitive way, and almost with no learning curve.

It is a purely transactional system, which generates money in two ways, through an **annual subscription** at a very low price, and through a huge amount of very small **commissions per transaction**.

In the simulations we have run, the **cash-generating** capability it would have for us, is simply overwhelming.

It is thus intended to be a total revolution in people's financial freedom, and will therefore be a social revolution as well.

The investor would recover his investment, and we would share with him 50% of the profits that the system produces during the next five years, this amount being a minimum of about 4 times the development cost... and there is no maximum. This amount, in a realistic scenario, could be up to 20 times the money invested if everything works reasonably well.

We hope that this project will be of your interest, and we are looking forward to provide you with all the details you need, and to start with it as soon as possible.

Best regards

The Iberkyrgyz team.