

Plataforma SAAS de Fiscalización Líder en el Mercado



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La empresa es un proveedor líder de soluciones de fiscalización y caja registradora digital basadas en software, que opera en un entorno regulado que obliga a informar de las transacciones a los sistemas gubernamentales. Desde su lanzamiento, la empresa ha construido una plataforma escalable y de alto rendimiento que presta servicio a múltiples sectores, como el comercio minorista, la hostelería, el transporte y los clientes empresariales. El negocio se beneficia de un papel fundamental en la infraestructura de pagos, lo que garantiza una fuerte retención de clientes e ingresos recurrentes.

Aspectos destacados de la inversión

- Posición líder en el mercado en un segmento de fiscalización regulado
- ~58.000 unidades instaladas activas con un fuerte impulso de crecimiento
- Alta visibilidad de los ingresos recurrentes impulsada por los requisitos de cumplimiento
- Ecosistema integrado de software, nube y servicios transaccionales
- Elevados costes de cambio y fuerte dependencia del cliente
- Integraciones estratégicas con instituciones financieras e infraestructuras de pago
- Modelo escalable SaaS + basado en transacciones probado

Oportunidad de mercado

- Mercado direccionable total: ~230.000+ unidades
- Cambio estructural en curso de soluciones de hardware a soluciones de software
- Expansión a nuevas verticales:
 - Servicios de transporte
 - Vending y comercio automatizado
 - Ecosistemas de terminales bancarios
- Los vientos de cola normativos garantizan la demanda y la adopción a largo plazo

Productos y Plataforma

La empresa ofrece un ecosistema completo de fiscalización, que incluye:

- Soluciones de caja registradora basadas en software (multiplataforma)
- Sistema de procesamiento de transacciones de alta carga
- Servicios de fiscalización en la nube
- Herramientas de gestión de almacenes e inventarios
- Integraciones API con sistemas de terceros
- Conectores de pago y bancarios
- Herramientas de análisis de datos e informes

Pipeline incluye una plataforma de facturación y gestión de transacciones de nueva generación

Estrategia de crecimiento

TARGET PRICE

\$ 4,900,000

GROSS REVENUE

\$ 4,200,000

EBITDA

\$ 1,000,000

BUSINESS TYPE

Software y SAAS

COUNTRY

Bielorrusia

BUSINESS ID

L#20261054

- Ampliación de la base instalada a más de 70.000 unidades (a corto plazo)
- Lanzamiento de soluciones verticales específicas
- Ampliación de las integraciones con proveedores de servicios bancarios y de pago
- Ampliación de la red de socios y distribución
- Monetización de la nube y servicios de valor añadido

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