



**eqon** **WE ARE**  
**ALL THE EVOLUCIÓN**

**Management, invoicing and electronic  
signature solutions.**

**eqon.app**

**#EvolucionandoJuntos**



Eqon began its journey as a development company for **international clients**.

In 2018, we took a strategic turn by starting to develop our **own electronic invoicing system**.

Since then, we have experienced **rapid and sustained growth**, consolidating ourselves as a reliable provider in the **Ecuadorian market**.

Our team, composed of 20 highly trained people, has been fundamental in this success.

**Their dedication and experience** have been pillars in the creation of **innovative solutions** and in the satisfaction of our customers.

**FOUNDED IN  
2013...**

# COMPANY PURPOSE

At **TOUWOLF, soon to be EQON**, we want to empower to drive the digital transformation of **SMEs and professionals** with efficient and secure management, invoicing and e-signature solutions to drive their growth.



SMEs and professionals face the challenge of managing complex administrative **processes and platforms** that consume a lot of time, diverting their attention and resources from growing their business.

The burden of administrative management and lack of knowledge can lead to **errors, delays and lost business opportunities**. This is where the need for digitization arises to become more **efficient and productive**, thus improving their competitiveness and fostering sustainable **business growth**.

# PROBLEMS OF SMEs AND PROFESSIONALS



93%

of Ecuadorian SMEs believe that the digital transformation process has a positive impact on their business. \*





We identified the need for a **comprehensive platform** that simplifies administrative tasks, reduces errors and frees up valuable time for **business growth**.

**eQoon** **WE ARE**  
ALL THE **EVOLUCIÓN**

Our solutions



tu**facturero.ec**  
by: **eQoon**

**ECUAFIRMA**  
by: **eQoon**

**eQoon**

offer unique value by providing **exceptional customer service** and a secure, **easy-to-use experience**.

# SOLUTION

Our ongoing commitment to innovation ensures that our solutions are tailored to our **customers' needs and budgets**.

# IMPACT ON ELECTRONIC INVOICING

Our service has had a **positive impact** on our users:



5K NUEVOS

13K USUARIOS

Currently, we have more than **13,000 customers in Ecuador**. With the new evolution of Eqon, our goal is to **reach 5,000 additional customers in one year** and thus have an impact on:

## TIME SAVINGS IN INVOICE ISSUANCE

Companies report a **30% reduction in time spent on invoicing**.

**Less than 1% of invoices** issued contain errors, ensuring compliance with tax regulations.

## ERROR REDUCTION AND TAX COMPLIANCE

## IMPROVED CUSTOMER RELATIONSHIPS

**Fast and accurate processes** that increase customer satisfaction.

**20% reduction** in collection time due to better tracking of outstanding invoices and payments.

## IMPROVED PAYMENT TRACKING

## IMPROVED FINANCIAL MANAGEMENT

Access to real-time reports improves financial planning and decision making.

## SIMPLIFICATION OF THE INVOICING PROCESS

Companies achieve better visibility and control of **their cash flow**.

**Easy-to-use tools** allow for a fast and efficient process.

## GREATER CONTROL OVER FINANCES

# IMPACT OF ELECTRONIC SIGNATURE

Our service has positively impacted our users in:

## SECURITY AND LEGAL VALIDITY IN DOCUMENTS

Ensures the integrity and authenticity of documents with a **90% reduction in the risk of fraud.**

**80% reduction in paper usage**, saving significant costs in materials and logistics.

## TIME AND PRINTING COST SAVINGS

## INCREASED SECURITY OF SENSITIVE DOCUMENTS

Advanced protection of confidential information, reducing the **risk of unauthorized access**

## EFFICIENCY IN THE MANAGEMENT OF CONTRACTS AND AGREEMENTS

Simplification of document management, **improving productivity by 40%.**

## TIME REDUCTION IN BUREAUCRATIC PROCEDURES

**50% faster administrative processes**, allowing professionals to focus on higher value activities.

# TARGET MARKET

Our main customers are **SMEs and professionals in Ecuador.**

With more than **35K active clients** in all our services and a projected reach of 60K users in Ecuador alone, our market potential is ample.

35k

60k

**We aim to expand our presence in Latin America, responding to a growing demand for efficient business management solutions and to make strategic alliances that allow us to improve our solutions.**

# BUSINESS MODEL

## SUBSCRIPTION SERVICES

Planes mensuales  
y anuales para  
acceder a  
nuestras  
plataformas

Customization  
and enhanced  
support.

## PREMIUM SERVICES

Additional  
functionalities  
adapted to  
specific business  
needs.

## ADD ONS





# FUTURE OUTLOOK

*Our expansion goal is to reach more than 10,000 new customers in the next two years through the new Eqon business management solution.*

Our vision includes integrating advanced AI-driven analytics, expanding our market reach in Latin America, the United States and Canada, and continuing to innovate to provide unparalleled value to our customers. We seek to empower more than 500,000 businesses, driving efficiency and growth throughout the region.

# ESTO DICEN NUESTROS CLIENTES



"Gracias por su apoyo el servicio que prestan es **fundamental para el trabajo** que realizo por ello gracias por ayudarme y apoyarme."

"Gracias por la guía y orientación en todo momento, la verdad un **excelente soporte y ayuda para nosotros los usuarios**, supieron resolver oportunamente mi requerimiento. "

"Excelente servicio tanto en facturación como cuando se necesita aclarar dudas."

"Es una empresa con **profesionales de excelencia**, guían los procesos de forma clara, el éxito del trámite se lo obtiene gracias a su apoyo."

"¡¡Muchas gracias!! Fue rápida en su respuesta y muy amable!!  
**La recomendaría un millón de veces!!** "

" Me quedo con la **excepcional atención** de sus colaboradoras, supieron orientarme en todo momento y sobre todo dar solución a mi requerimiento, les quedo muy agradecidos, y aunque siempre hay algo que mejorar, creo que es el **mejor servicio** que he recibido en estos últimos días. Gracias

