JOHKU
The Future of Entrepreneurship

Vision

To create new business opportunities together with entrepreneurs - for entrepreneurs.

Mission

To integrate entrepreneurs into the scalable omni-channel sales ecosystem and state-of-the-art data-powered technology through a single user interface.

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Solving the Problem

The problem in the evolving business environment is that it requires that Entrepreneurs are superheroes - multitasking, networking, learning and using multiple new technologies and processes every day, as well as selling everywhere 24/7. An opportunity exists for all businesses (small to enterprises) to monetise their present volume of customers and website visitors better, if they could provide their own channels to other merchants without taking the sales risks and responsibilities.

Johku – Enabling Success

Johku is a completely new ecosystem that enables entrepreneurs (small, micro, medium) or other business practitioners to sell, save time, track and develop.

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Omni-Channel Sales

Johku helps merchants to innovatively sell their products and services onsite and online

1. Aided and self-service order processes in B-to-B finalized with invoicing.
2. Aided and self-service order processes in B-to-C with transactions.
3. Brick and mortar store sales through POS and integrated payment terminals.
4. Dynamic cross-selling in Johku Merchant Network Storefronts. Any merchant on Johku can sell any other merchant's products and services through the platform (websites and brick and mortar stores).
5. Order flows from integrated external channels.
6. Sales risk and responsibility management.

"We will help our merchants to combine all channels to one sales flow"

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Automating Processes

Johku helps automating several operations related to the sale of products and services (all types):

1. Resource management (availability and stock)
2. Order and reservation management (booking and sales tools)
3. Communications (email & SMS automation)
4. Customer service and management
5. Financial management (Accounting automation)
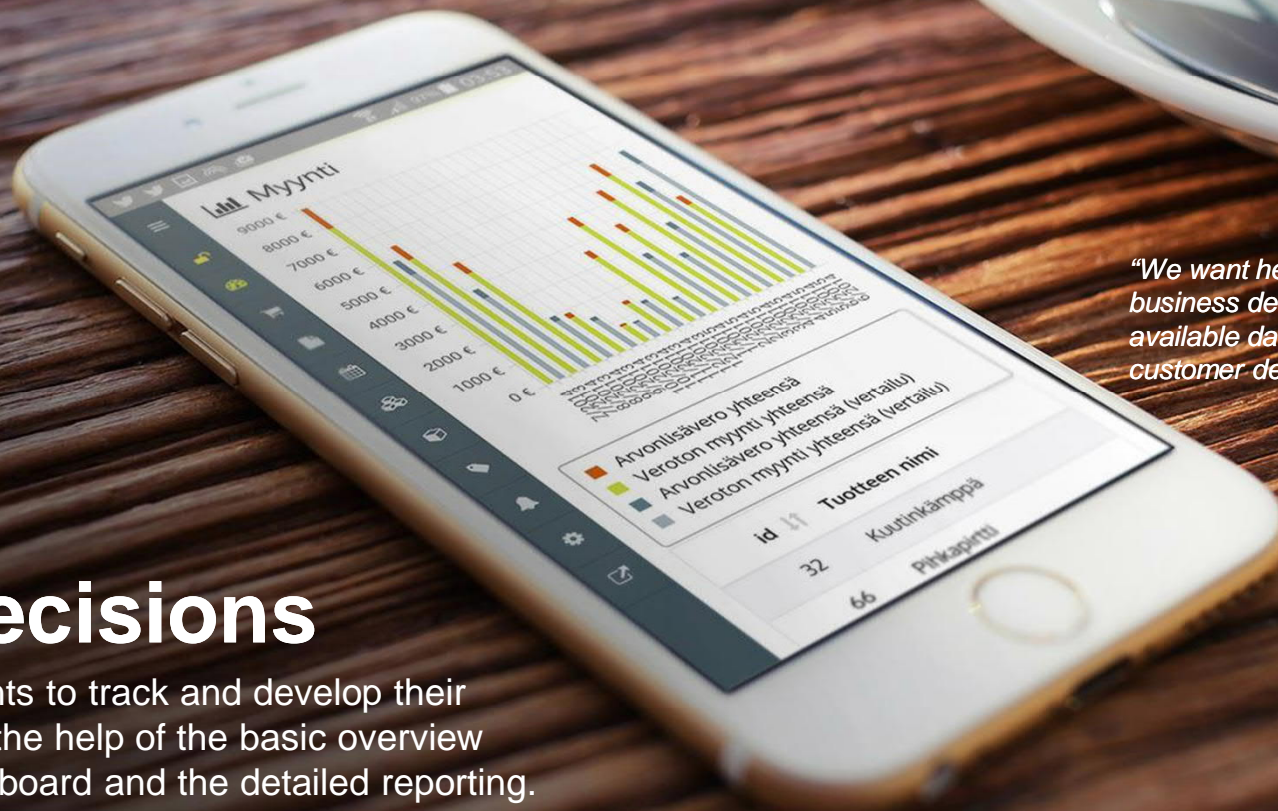6. GDPR compliance built in via MyJohku

"We will help our merchants automate everything"

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"We want help our merchants make better business decisions by providing the best available data from multiple sensors on the customer decision journey."

Better Decisions

Johku helps merchants to track and develop their business easily with the help of the basic overview provided by the dashboard and the detailed reporting.
All the way to the fully automated financial management.

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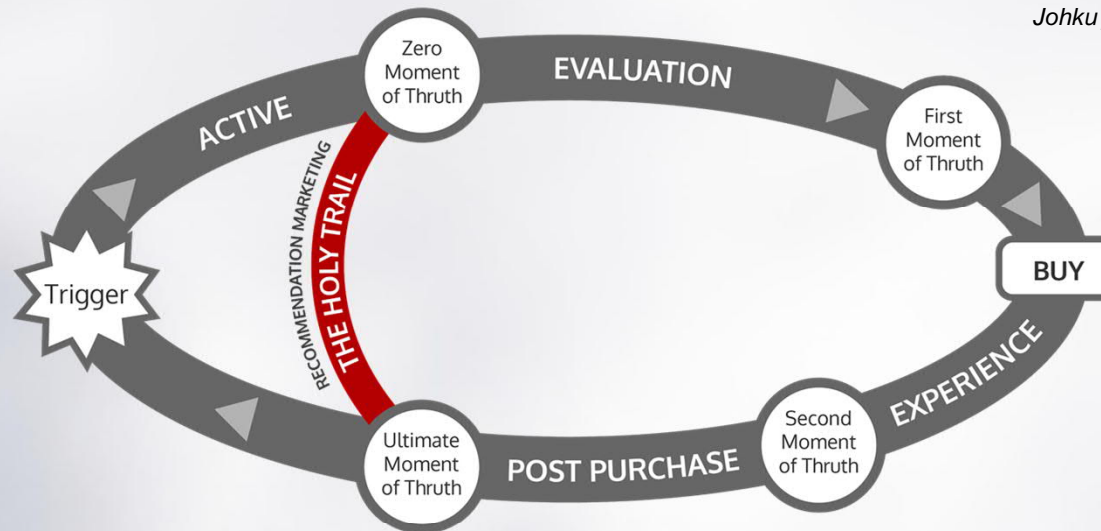
The Foundation for Growth

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Johku Ideology

Johku is based on the idea and concept of the customer decision journey, where each step can be predetermined and tracked.

First contact with the customer

Channels play an important part in whether or not the product ends up in the customer's initial consideration set. Clear product presentation and sales and a straightforward checkout process drive purchases and generate sales.

Johku aims to offer tools that enable seamless connection to channels. In the simplest case we provide availability and pricing information. Our deepest integrations provide the channel with all content and an optimized checkout process.

Forming and managing the customer relationship

Once the purchase decision has been made, it's critical to communicate with the customer efficiently and automatically.

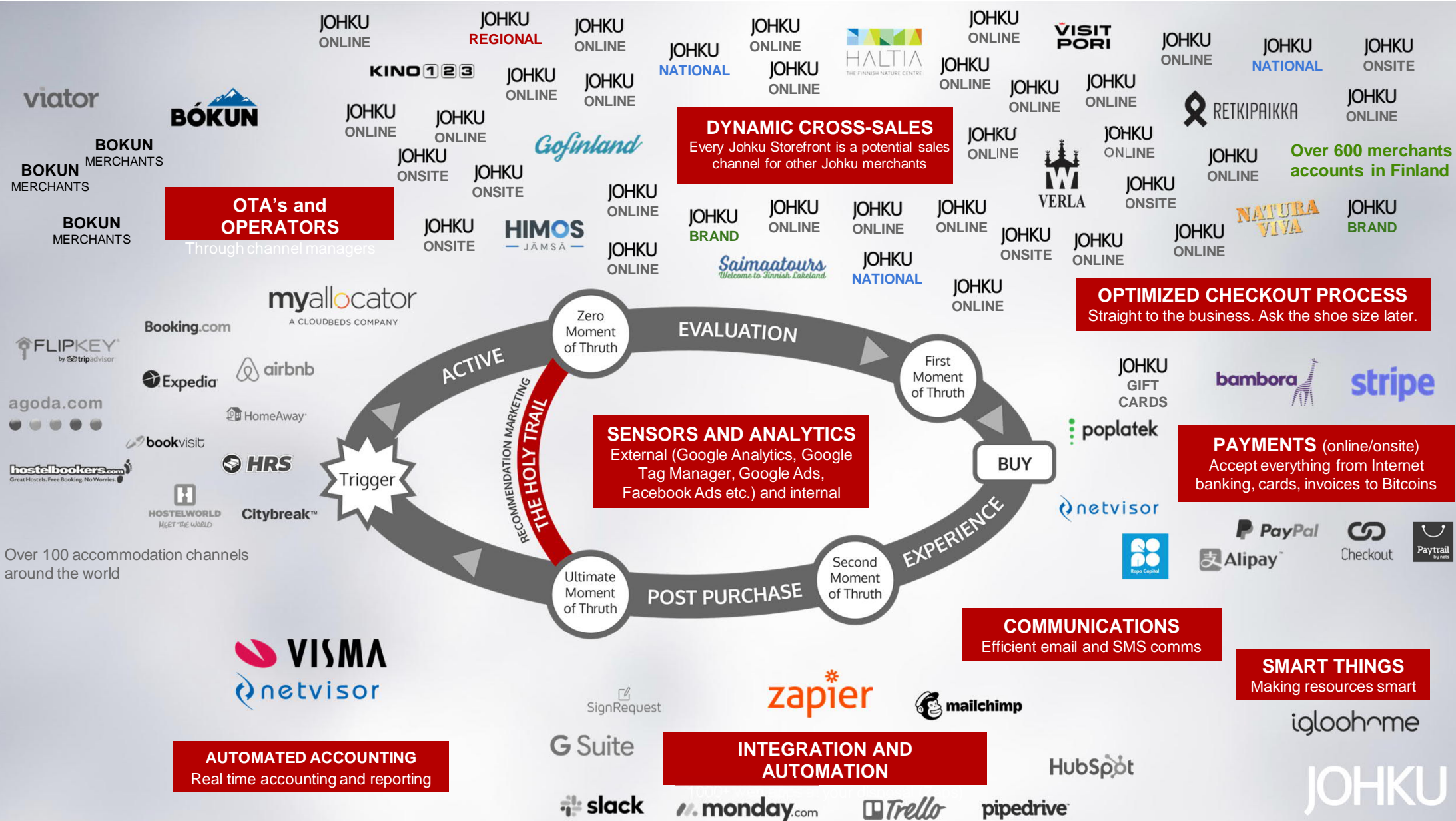*Johku provides tools for automating communications.*

Easy delivery of the product/service

Relevant information on what to do and when to do it is the key to stress-free entrepreneurship.

Johku aims to offer tools for order and task management, as well as invoicing and POS operation.

Trigger — ACTIVE — Zero Moment of Thruth — EVALUATION — First Moment of Thruth — BUY — EXPERIENCE — Second Moment of Thruth — POST PURCHASE — Ultimate Moment of Thruth — RECOMMENDATION MARKETING — THE HOLY TRAIL

Planning for success

The customer decision journey culminates in the moment they decide to share their experience with others.

Johku strives to help design each part of the journey so that the probability of success is highest.

Ultimate moment of truth, Brian Solis 2013
ZMOT Handbook, Ways to win shoppers at the Zero Moment of Truth, Google 2012
McKinsey Quarterly, The consumer decision journey, McKinsey&Company 2009
First and Second moment of truth, P&G 2006
Third moment of truth, Peter Blackshaw (P&G/Nielsen) 2006

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How it Works

Reservation/show management
- Reservation/show details view
- Processing of reservations

Order management
- Creation of open orders
- Invoicing of open orders
- Sending payment links
- Order tracking
- Order processing

Invoicing and invoice management
- Creation of invoices
- Management of invoices
- Accounts receivable management

Customer database
- Merchant-level customer database
- Management of customer data
- Verification and updates of data by the customer (My Johku)

Johku Dashboard
Reporting engine
- Supports different models
- Scheduling (creation and sending to predefined address)
- Various filters

The accumulated data is processed to support decision making either inside Johku or in third party systems via Zapier

SALES

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Johku POS setup
- POSes
- POS layouts and layout components
- Devices and payment terminals

zapier

TRACKING

Product management
- Product categories and grouping
- Sales channel management and sharing of product data
- Management of product level communications (sms and email)
- Product data management (product datasheets and images)
- Product types (cabin, activity, reservable, buyable)
- Pricing (simple pricing, dynamic pricing models)
- Availability management

Resource management
- Availability management
- Management of resource level communications (sms and email)
- IoT integrations (IglooHome)

Settings
- Payment provider management
- Sales channel management
- Cross-selling management
- User management
- Merchant details management
- Delivery method management
- Language management
- Integrations management (transmitting order data to other systems)

Johku POS
- Button maps
- Transactions
- Receipt view
- Open order processing
- Payment by cash/card/mobile wallets
- Move to invoicing
- Show lists
- Product lists
- Category lists
- Fully integrated cloud payment terminals
- Hardware independent POS environment (no installation)
- Support external payment terminals and receipt printers

Johku ZAPIER APP
All order data can be transferred to third party systems to be processed.

Zapier is an integration and automation platform that enables Johku to connect to hundreds of different services, for example CRM, marketing automation, project management, logistics, etc.

Zap register:
https://zapier.com/app/explore

Johku Ecosystem

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Together to the Top

Strategic partners and full integrations
- Alma Mediapartners Oy, Gofinland (channel sales)
- Jotuca Oy, Retkipaikka (channel sales)
- Bambora, Paybyway Oy (payment processing, dynamic cross-sales support)
- Poplatek Oy (payment terminals, dynamic cross-sales support in certification)
- Netvisor, Visma Solutions Oy (financial management, automatic payment control, invoicing)
- Tervarumpu / Repovalkea Oy (alpha-testing Johku in production)

Johku Evangelist Program (planned 2019)

Network of integrated solutions
- Ropo Capital Group Oy (full integration, automatic payment control, invoicing)
- Other payment providers (full integrations)
  - Stripe
  - Alipay (via Stripe)
  - Paypal
  - Paytrail Oyj
  - Checkout
- SMSAPI (Johku SMS services)
- Ålcom (SMS Gateway, two-way SMS-services)
- Zapier
- MyAllocator (integration, channel management, accommodation)
- Bokun (integration, channel management, activities)
- IglooHome Ltd. (integration, automated smart lock and keybox control)
- Aptual Oy (Qualified Google Partner, G Suite and Chrome Enterprise)

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Fair Pricing

2,5% - 0,1%

It only costs to use Johku when we succeed. The better we succeed, the less you pay.
The pricing of Johku is tiered, based on the sales that pass through it.

SALES	COMMISSION	SALES	COMMISSION	SALES	COMMISSION
0	2,5%	150 000	0,85%	900 000	0,375%
10 000	2,25%	300 000	0,725%	1 000 000	0,35%
20 000	1,75%	400 000	0,65%	1 500 000	0,275%
30 000	1,5%	500 000	0,575%	2 000 000	0,225%
40 000	1,3%	600 000	0,5%	3 000 000	0,15%
50 000	1,2%	700 000	0,45%	4 000 000	0,1%
75 000	1,0%	800 000	0,4%	5 000 000	0,1%

Johku is always priced on a yearly basis and the billing period is one month. The price is automatically calculated and each tier is processed in turn with its associated commission percentage. On your invoice this manifests as a larger percentage at the start of the year, and as the sales accumulate the commission percentage becomes smaller and smaller. Your effective commission percentage can be calculated here:
http://johku.fi/include/site/pricing/

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Who Are We?

The Team
- Sami Hänninen, concept planner, CEO
    - https://www.linkedin.com/in/hanninen/
    - Owner 33,3%
- Saku Mikkola, UX/Design
    - https://www.linkedin.com/in/sakumikkola/
    - Owner 33,3%
- Marko Tukiainen, Lead developer
    - https://www.linkedin.com/in/tukiainen/
    - Owner 33,3%
- Minna Mikkola, user support specialist
    - https://www.linkedin.com/in/minnarajala/

Know-how
- Over 80 years of experience in the development of Internet technologies and concepts
- A strong R&D know-how and experience in multiple bleeding edge projects
- A strong understanding and experience of the World of APIs
- Specializing in idea-to-market processes through various R&D projects
- Deep and evolving understanding of Travel business through excellent merchant partners
- Deep and evolving understanding of Cinema and event business through excellent merchant partners
- Always experimenting and exploring new frontiers

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Thank You!
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