

Public Report: Project for an AI-Powered Management Solution for Foodservice SMEs

Introduction

The Brazilian foodservice sector, a cornerstone of the national economy, is predominantly composed of small and medium-sized enterprises (SMEs). These businesses face substantial challenges in operational and financial management due to the complexity and high cost of existing management software. Many entrepreneurs, often immersed in daily operations, lack the time and specialized knowledge to effectively use traditional Enterprise Resource Planning (ERP) systems, leading to inefficiencies and missed growth opportunities. This project was initiated to address this critical gap by developing an integrated, Artificial Intelligence (AI) powered system designed to simplify and automate key management processes. The goal is to provide an intuitive tool that empowers small restaurant owners, transforming them from operational managers into strategic decision-makers.

Execution and Decisions

The project was executed over five agile sprints, with each phase building upon the last to systematically de-risk the concept and refine the solution.

1. **Market Segmentation:** The initial sprint focused on identifying the most viable target audience. Through firmographic analysis, the team made the crucial decision to focus on **Small Entrepreneurs** (owner-operated, single-location businesses with up to 49 employees). This segment was chosen due to its clear lack of dedicated IT resources and its need for simple, centralized management tools, making it the ideal beneficiary for an accessible AI solution.
2. **User Journey Mapping:** To deeply understand the target user, the team mapped the typical experience of a small restaurant owner interacting with current management systems. This exercise revealed significant pain points, including the time-consuming nature of manual data entry, the frustration of

interpreting complex reports, and a general feeling that the high cost of software did not justify the return. This led to the decision to prioritize an exceptionally user-friendly and intuitive interface above all else.

3. **Market Sizing (TAM, SAM, SOM):** This sprint quantified the business opportunity. The analysis confirmed a substantial **Serviceable Obtainable Market (SOM) of 45,000 to 90,000 establishments** in Brazil that are likely to adopt an intuitive AI solution due to dissatisfaction with existing complex systems. This data-driven decision validated the commercial potential and justified continued investment in developing the solution for this specific niche.
4. **Value Proposition Design:** Using the Value Proposition Canvas, the project team aligned the product's features directly with the needs identified in the user journey. The core decision was to design the solution around a **conversational AI interface**. This feature directly addresses the user's primary pain point—complexity—by allowing them to ask questions and receive insights in natural language, eliminating the need for technical expertise.
5. **Competitive Analysis:** The final sprint analyzed the competitive landscape. It was determined that existing solutions were either too complex (traditional ERPs) or too narrow (niche AI tools for single tasks like inventory). This led to the key strategic decision to differentiate our product by building an **end-to-end AI agent that serves as the central core of the management system**, offering a holistic and integrated experience that no competitor currently provides.

Insights & Conclusion

This project has yielded critical insights into the needs of the Brazilian foodservice SME market. The primary barrier to technology adoption is not a lack of options, but overwhelming complexity. Small business owners require a solution that acts less like a passive tool and more like an active partner in their business. The most significant opportunity lies not merely in automating tasks, but in translating raw data into clear, actionable intelligence that empowers entrepreneurs to make strategic decisions with confidence.

The conclusion of this five-sprint investigation is a clear validation of the initial hypothesis. There is a strong, unmet demand for an intuitive, integrated, and intelligent management solution tailored to the reality of small foodservice entrepreneurs. By focusing on a conversational interface and proactive, AI-driven insights, the proposed solution is uniquely positioned to capture this market, giving business owners back their most valuable resource: time to focus on growth