Plano de Projeto - Empreendedorismo

1. Project Team Members

Full name
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2. Executive Summary

In a context where managing small businesses in Brazil is becoming increasingly complex, our project proposes an integrated AI system to simplify and automate managerial, fiscal, and operational processes. With a focus on making life easier for entrepreneurs, our project aims to provide a seamless platform that offers business insights, optimizes decision-making, and ensures legal compliance while adapting to the specific needs of Brazilian micro-entrepreneurs.

3. Problem Statement

Currently, Brazilian small entrepreneurs face increasing management responsibilities without a corresponding increase in resources for training or hiring specialized personnel. The market gap lies in the lack of accessible and easy-to-use tools that support business analysis, administrative task automation, and market projections. Many entrepreneurs, despite having management systems available, fail to leverage them due to a lack of knowledge in interpreting information and utilizing the tools effectively. This creates a cycle where technology, which should be an ally, is underutilized and does not deliver the expected value for business growth. Our project aims to address this need by providing an AI-powered system that functions as a complete managerial assistant.

4. Business Description

Our project aims to develop a management intelligence system powered by AI. Designed for small entrepreneurs, this system offers a solution that maps and automates processes, performs financial and sales analyses, and assists with accounting and tax compliance. The platform operates on a SaaS (Software as a Service) model, allowing business owners to access management tools online with a monthly subscription tailored to their business size and needs. Starting with a restaurant use case, we plan to enhance operational efficiency and, later, make business data interaction more intuitive and fluid for entrepreneurs.

5. Business Objectives

Our project is focused on transforming the reality of small Brazilian entrepreneurs through technology and strategic management. To achieve this, we have outlined the following goals:

- **Business Diagnosis:** Conduct an in-depth analysis to identify challenges and bottlenecks faced by small businesses, providing a clear and objective understanding of areas needing improvement.
- **Identity Definition:** Assist in formulating or refining the company's mission, vision, and values, creating a solid foundation for guiding future decisions and actions.
- **Process Optimization:** Map existing business processes, identifying opportunities to make them more efficient and cost-effective, aiming to increase productivity and reduce expenses.
- **Intelligent Automation:** Implement a management system integrated with AI technology that automates operational and administrative tasks while providing an intuitive user experience. Features will include automated

financial control, sales management, and accounting assistance to reduce the operational workload and enable strategic decision-making.

- **Simplified Management:** Provide a tool that simplifies managerial routines so that entrepreneurs can easily understand their business performance indicators. AI-based analyses and projections will support more strategic decision-making.

With these objectives, our project not only introduces a technological solution but also seeks to transform the way small businesses are managed in Brazil, offering a significant competitive advantage.

6. Work Schedule

Our project schedule is structured into strategic modules, outlining steps from the initial analysis of business processes to the development and evaluation of the AI-based management system. This phased approach allows flexibility and iteration to incorporate feedback and adjust the solution to real project needs.

⊞ Cronograma - Vitor

7. Scope

Module 1: Process Mapping and Organizational Structure

The first module serves as the foundation for the entire project, involving an in-depth analysis of the business environment and documentation of the **AS-IS** model. Key activities include:

- **Process Mining:** Identifying and understanding existing business processes, highlighting critical steps and inefficiencies that can be improved with AI technology.
- **Data Collection:** Gathering essential information to train the AI system and develop relevant performance metrics.
- **Operational Diagnosis:** Conducting a precise analysis of current operations to determine how automation and AI can enhance business efficiency.
- **Organizational Chart Development:** Understanding the organizational structure to ensure system integration aligns with business operations.
- **Future Model Development (TO-BE):** Designing an optimized process structure based on the insights gathered from the **AS-IS** model.

Module 2: Market Analysis

This module is dedicated to a deep market investigation to validate the need for the solution, define the target audience, analyze the competitive landscape, and assess the feasibility of the AI tool before large-scale development. The goal is to make data-driven decisions about the product's strategic direction.

- **Market Segmentation:** Identify and characterize the different segments of restaurants in the Brazilian market, analyzing their specific needs, pain points, and behaviors to define the priority target audience.
- **User Journey Map:** Map the current journey of restaurant owners/managers within the target segments, detailing their processes, touchpoints, challenges, and improvement opportunities that the AI tool can address.

- **TAM, SAM, and SOM (Market Sizing):** Estimate the Total Addressable Market (TAM), Serviceable Addressable Market (SAM), and Serviceable Obtainable Market (SOM) for the AI tool, quantifying market potential.
- **Value Proposition:** Develop and refine the unique value proposition of the AI tool, clearly communicating the benefits and differentiators for the target market segments based on identified needs.
- **Competitive Analysis:** Conduct a comprehensive analysis of direct and indirect competitors, evaluating their solutions, strengths and weaknesses, pricing models, and market strategies.
- **Presentation (Market Analysis Results):** Consolidate all findings from the market analysis into a cohesive presentation for stakeholders, summarizing key insights, validations, and strategic recommendations.

Module 3: Management System and Business Growth (Focus on Pilot Restaurant)

This module aims to apply the market analysis insights in a practical setting by implementing an ERP system and establishing business governance tools in the pilot restaurant. The goal is to test hypotheses, refine processes, and collect real data to inform the development of the AI tool.

- **ERP System Implementation (in the pilot restaurant):** Select, configure, and implement an ERP system suited to the pilot restaurant's needs, integrating its sales, inventory, and basic financial processes. Train the restaurant staff.
- **Creation of Income Statement (DRE) (for the pilot restaurant):** Develop a standardized DRE model using ERP system (or complementary tools) to provide a clear and any time view of the pilot restaurant's financial performance.
- **Cash Flow Development (for the pilot restaurant):** Implement a process and tools for managing and projecting the pilot restaurant's cash flow, enabling better planning and financial control.

- **Creation of Management Metrics (for the pilot restaurant and AI tool):** Define key operational and financial KPIs for the pilot restaurant (e.g., food cost, labor cost, average ticket). Identify which of these metrics will be crucial for the AI tool to monitor and optimize.
- **Presentation (Module Learnings and Next Steps):** Present the implementation results in the pilot restaurant, the data collected, insights on the processes, and implications for the AI tool design.

Module 4: Product Design and MVP Development

This module is centered on designing and building the Minimum Viable Product (MVP) of the AI tool. It uses insights from previous modules to create a functional solution that delivers essential value to the target users.

- **Updated Diagrams and Organizational Models:** Refine the restaurant's process and information flow models (based on the pilot) to show how the AI tool will integrate and optimize operations. Create solution architecture diagrams.
- **Low-Fidelity Prototype and Initial Architecture:** Develop wireframes and low-fidelity prototypes of the main interfaces and functionalities of the AI tool. Define the initial technical architecture of the solution.
- **Business Data Processing and Separation:** Collect, clean, anonymize (if necessary), and structure data from the pilot restaurant and other relevant sources to train the AI models.
- **AI Training and Development:** Develop an AI language model for core functionalities (e.g., automatic expense categorization, income statement insights, cash flow alerts). Train the models with the data and test its usability with the core user.
- **Functional MVP:** Deploy the functional MVP of the AI tool, integrating the prototype interfaces with the validated AI models, focusing on the defined priority features.

- **Presentation (MVP and Testing Plan):** Present the functional MVP, demonstrate its features, and share the plan for initial user testing (including the pilot restaurant and other early adopters).

1) **Preliminary Value Proposition:** Our solution provides small entrepreneurs with an AI-driven business management platform that simplifies complex tasks and offers accessible insights for decision-making. Unlike traditional tools, our system stands out with natural language processing, automated processes, and proactive assistance in critical areas such as sales, accounting, and market forecasting. This addresses the urgent need for managerial support without requiring specialized technical knowledge or significant investments, resulting in direct improvements in operational efficiency and strategic planning capabilities.

2) **Customer Segments:** Brazilian small entrepreneurs are the focus of our solution. These clients face the challenge of managing their businesses with efficient tools but often encounter complex options. Our AI system directly addresses this demand by providing simplified management and accessible insights. The competitive advantage lies in the user-friendly interface and customization capabilities, positively impacting businesses by reducing administrative burdens and empowering entrepreneurs to make more informed and agile decisions. This allows them to shift their focus from operational tasks to strategic growth.