

Pilot ERP Business Plan

The primary objective of this material is to provide a thorough and transparent presentation of the business plan for Pilot ERP. We aim to detail the assets we have meticulously constructed over the recent development cycles and provide a clear, strategic perspective for the upcoming operational year. This document serves as a roadmap that explores our trajectory with and without external investment, ensuring that all stakeholders have a profound understanding of our current position and the path toward scaling. Rather than merely attempting to impress potential partners with unrealistic and inflated financial projections, we intend to demonstrate with total transparency where we stand, what we have already validated in the field, and, most importantly, the specific architectural elements that are still under construction. We believe that a strategic investor does not look for perfection in the early stages but rather for clarity on where their specific expertise and capital can generate the most significant impact. By highlighting our advances as well as our existing gaps, we invite a partnership based on objective reality and shared strategic goals.

Pilot ERP is a specialized Software-as-a-Service (SaaS) platform designed for the complex knowledge and operational management of small and medium-sized enterprises (SMEs) within the Brazilian foodservice sector. In practical terms, we function as an intelligent conversational layer that integrates and interprets the vast amounts of fragmented data that typically drowns a restaurant owner. Our solution consumes every relevant data source available to the enterprise, including fiscal invoices, supplier billets, point-of-sale records, and internal spreadsheets. Unlike traditional systems that require the user to master complex navigation menus and technical jargon, Pilot ERP delivers critical information through an intuitive, natural language interface. This allows employees and managers to resolve their daily operational difficulties by simply asking the system for guidance, effectively turning a passive database into an active strategic advisor that understands the unique pulse of a professional kitchen.

The founding team behind Pilot ERP is composed of dedicated professionals trained at the Inteli Institute of Technology and Leadership, a hub for high-performance innovation in Brazil. The leadership is spearheaded by Vitor Moura de Oliveira, who serves as the lead Project Analyst and technical visionary. Our team brings a multidisciplinary background that combines deep expertise in full-stack development, venture capital, and strategic data consulting. Members of our core group have prior experience in major financial institutions such as BTG Pactual and have led innovation initiatives in diverse sectors. We are united by a common motivation: the belief that the Brazilian foodservice industry, while massive, is underserved by existing technology. We see

ourselves as a core member of the client's team, bringing a creative and critical perspective to a sector that has long been neglected by modern digital transformation. For us, Pilot ERP is not just a software project; it is the culmination of a rigorous diagnostic journey intended to provide entrepreneurs with the freedom to be creative rather than purely operational.

Pilot ERP was officially established in late 2024, following a period of intense field research and diagnostic observation. The company is registered as a limited liability partnership, specifically structured to operate under the Simples Nacional tax regime to ensure maximum fiscal efficiency for a growing tech startup. Our initial operations have been funded through a combination of personal investment and capital secured through high-performance technical competitions, known as hackathons, which allowed us to build our first functional prototypes without premature dilution. We have also secured significant cloud credits from major providers like Microsoft and AWS, ensuring that our technical infrastructure is robust and scalable from day one. Our current physical base is in São Paulo, strategically located to maintain proximity to the largest concentration of independent restaurants in Latin America. This proximity allows us to continue our "guinea pig" methodology, where we use real establishments as testing grounds for our newest AI features.

The culture of Pilot ERP is built upon the foundational values of deep relationship with the customer, radical authenticity, and innovation. We prioritize the well-being of our team members, fostering an environment where ideas are challenged and refined without prejudice. This authentic atmosphere is directly reflected in our product development process, where we are not afraid to propose bold, non-traditional solutions to age-old management problems. Our mindset refers to our ability to generate high-impact results with lean resources, a skill we honed while building our initial funding from scratch. We believe that any partner or stakeholder joining our journey must align with this spirit of courageous innovation and technical excellence. We operate with a sense of urgency, understanding that the small business owner cannot wait months for a solution to their immediate cash flow pains.

Our vision is to become the preeminent SaaS for management and knowledge interpretation across the Latin American foodservice market. We do not aspire to be just another ERP provider; we aim to redefine the category by moving away from data entry and toward automated intelligence. We see a future where every small restaurant in the region has access to the same level of analytical power as a global franchise. By lowering the barriers to digital literacy and technical mastery, we intend to democratize strategic management, allowing the independent owner to compete on a level playing

field through the power of Pilot ERP.

The objective of our current funding round is to professionalize our operations and significantly accelerate the development of our AI interpretive layer. The market for generative AI in management is currently at a critical turning point, and we believe that speed of execution is our most valuable asset. The capital will be utilized to expand our technical engineering team, specifically focusing on building more robust connectors for the diverse range of legacy systems found in Brazil. Furthermore, we intend to invest heavily in our go-to-market strategy, moving from an organic, relationship-based approach to a structured commercial operation that can reach thousands of establishments across the country. We also seek to conduct feasibility studies for defensive barriers to entry that will protect our market share from larger, slower-moving international competitors.

What we expect from our investors goes far beyond simple financial support. We are looking for strategic partners who understand the "daily grind" of the SME sector and who can provide the connections necessary to penetrate the enterprise and franchise segments. We value a partnership that respects our culture of authenticity and is willing to support bold growth initiatives. As an early-stage startup, we require guidance in refining our commercial strategy and navigating the complex regulatory and fiscal landscape of the Brazilian food industry. We want investors who are as critical and creative as we are, and who see the massive potential in transforming how small businesses handle their internal data.

The problem Pilot ERP addresses is a profound structural inefficiency within the Brazilian foodservice sector, an industry that moves over five hundred billion reais annually but remains trapped in archaic management practices. Small entrepreneurs find themselves drowning in a sea of to-do lists, manual accounting, and repetitive processes that leave them zero time to study their business health or market opportunities. Our research indicates that nearly forty percent of a finance department's time in a small restaurant is consumed by the manual digitization of physical invoices and supplier bills. Furthermore, the institutional design of the Brazilian financial system causes a thirty-day delay in credit card receivables, creating a severe liquidity gap. To survive, forty-five percent of merchants are forced to pay exorbitant discount rates, ranging from two to eight percent per month, to anticipate these payments. This cycle of credit anticipation and overdraft usage effectively erodes the profit margins of even the most popular establishments.

Our product is structured around a central conversational interface that acts as the primary point of interaction for the user. Instead of navigating through dozens of nested

menus, a manager can simply ask Pilot for a profit and loss statement or an analysis of their cost of goods sold. This interface is supported by an Administrator Area that provides high-level insights into operational bottlenecks and missing data. The Knowledge Hub serves as the foundational data lake, standardizing and centralizing information from all integrated systems into one coherent environment. We have developed this "To-Be" model to ensure that the entrepreneur is no longer a manager of data but a consumer of insights. Our frontend is designed for clarity and efficiency, ensuring that even under the stress of a busy dinner service, a manager can get the answers they need in seconds.

The screenshot displays the Pilot software interface, which is a cloud-based management system for restaurants. The top navigation bar includes links for 'Perfil' (Profile), 'Suporte' (Support), and 'Restaurante A' (Restaurant A). The left sidebar features a 'PAINÉIS' (Dashboards) section with 'Geral' (General) selected, and 'Estoque' (Inventory) and 'Contas a Pagar' (Accounts Payable) also listed. Below this is a 'CHATS' (Chats) section with three items: 'Análise de Vendas' (Sales Analysis), 'Controle de Estoque' (Inventory Control), and 'Relatório Financeiro' (Financial Report). At the bottom of the sidebar is a blue button labeled 'WhatsApp' with a phone icon.

The main content area is divided into several sections:

- Receita Hoje:** Shows R\$ 0,00 with a dollar sign icon and a note 'Atualizado em tempo real' (Updated in real time).
- Pedidos Hoje:** Shows 0 with a shopping cart icon and a note 'Atualizado em tempo real' (Updated in real time).
- Ticket Médio:** Shows R\$ 0,00 with a note 'Calculado automaticamente' (Automatically calculated) and a person icon.
- Receita - Últimos 30 Dias:** A line chart showing daily revenue over the last 30 days, ranging from approximately 2,000 to 8,000. The x-axis shows dates from 31/08 to 27/11.
- Resumo de Vendas:** A summary table with the following data:

Indicador	Valor
Receita de Hoje	R\$ 0,00
Pedidos de Hoje	0
Receita Total (Este Ano)	R\$ 312.810,00
- Pedidos Recentes:** A table listing recent orders:

ID Pedido	Horário	Cliente	Total	Status
#4090	21:11	Cliente	R\$ 81,00	Pendente
#4089	21:05	Cliente	R\$ 57,50	Pendente
#4092	20:07	Cliente	R\$ 8,00	Pendente
#4084	19:42	Cliente	R\$ 109,50	Pendente

Piloto

PAINÉIS

- Geral
- Estoque**
- Contas a Pagar

CHATS

- Análise de Vendas
- Controle de Estoque
- Relatório Financeiro

Itens Prioritários para Reordenar

Batata	Atual: 8kg / Mínimo: 10kg	20% abaixo
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Valor Total do Estoque **R\$ 3.541,00**

Total de Itens **16**

Itens Abaixo do Mínimo **1**

Histórico de Transações de Estoque

Data	Item	Tipo	Quantidade	Custo	Observações
27/11/2025, 12:10	ARROZ TIPO I	Entrada	5	R\$ 0,00	"Inserted by Piloto"
27/11/2025, 12:10	Café Torrado	Entrada	0.5	R\$ 0,00	"Inserted by Piloto"
27/11/2025, 12:10	Banana Prata	Entrada	1	R\$ 0,00	"Inserted by Piloto"
27/11/2025, 12:10	Pão Francês	Entrada	1	R\$ 0,00	"Inserted by Piloto"
27/11/2025, 12:10	Leite Integral	Entrada	1	R\$ 0,00	"Inserted by Piloto"
27/11/2025, 12:10	Feijão Carioca	Entrada	1	R\$ 0,00	"Inserted by Piloto"
27/11/2025, 10:14	Leite Integral	Entrada	1	R\$ 3,00	"Inserted by Piloto"
27/11/2025, 10:14	Café Torrado	Entrada	0.5	R\$ 20,00	"Inserted by Piloto"
27/11/2025, 10:14	Banana Prata	Entrada	1	R\$ 3,00	"Inserted by Piloto"
27/11/2025, 10:14	Pão Francês	Entrada	1	R\$ 5,00	"Inserted by Piloto"
27/11/2025, 10:14	Feijão Carioca	Entrada	1	R\$ 4,00	"Inserted by Piloto"

WhatsApp

Piloto

PAINÉIS

- Geral
- Estoque**
- Contas a Pagar

CHATS

- Análise de Vendas
- Controle de Estoque
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Pagamentos Próximos (Próximos 30 Dias)

Mercado Bom Preço - Fatura NF-94859 Vence em 3 dias (22/12/2025)	R\$ 201,50	Urgente
Mercado Bom Preço - Fatura NF-97706 Vence em 3 dias (22/12/2025)	R\$ 82,50	Urgente
Distribuidora Central - Fatura NF-50912 Vence em 4 dias (23/12/2025)	R\$ 104,00	Atenção
Distribuidora Central - Fatura NF-63875 Vence em 4 dias (23/12/2025)	R\$ 130,00	Atenção

Gastos por Fornecedor (YTD)

Status das Faturas

The Pilot ERP go-to-market strategy is organized into distinct phases designed to build credibility and scale. In the short term, we are focusing on our "strategic guinea pig"

model, where we use partner restaurants to validate our AI's ability to predict cash flow needs and identify cost-saving opportunities. We are also leveraging our academic and professional network within the Brazilian tech ecosystem to secure early adopters. In the medium term, we will implement marketing tactics that highlight the contrast between our simplified interface and the bloated, complex legacy systems currently on the market. Our long-term goal is to foster a community of proactive entrepreneurs who use Pilot ERP as the standard for strategic growth, creating a powerful network effect that makes our platform indispensable.

The market landscape for Pilot ERP is defined by a massive, fragmented demand and a lack of intelligent solutions tailored for small businesses. Our Total Addressable Market includes approximately one million foodservice establishments in Brazil. We have identified a Serviceable Addressable Market of roughly one hundred and eighty thousand formalized small businesses that have reached the level of complexity where manual spreadsheets are no longer sufficient. Our Serviceable Obtainable Market targets the forty-five thousand to ninety thousand establishments that are currently using either no system or a legacy ERP that they find too difficult to use. We face competition from large incumbents like TOTVS and SAP, as well as specialized tools like AnotaAI and Alo Chefia. However, our differentiator is our ability to offer a unified, AI-driven interpretive layer that works across all business functions rather than just solving a single niche problem like inventory or delivery.

Our financial plan is focused on reaching operational break-even within the first twelve months of full-scale deployment. We have projected a structured growth curve that accounts for the cost of acquiring and onboarding new users while maintaining a lean overhead. Our revenue is generated through a recurring monthly subscription, with pricing tiers that reflect the value of the insights provided. We anticipate that by helping a restaurant save nearly four thousand reais per month in credit anticipation fees, our subscription fee will be viewed not as a cost but as an investment with an immediate and measurable return. Our budget allocates significant resources to continuous research and development, ensuring that our AI remains at the forefront of the technological curve in Latin America.

We are currently opening a seed round to secure two hundred and fifty thousand reais. This capital is intended to bridge the gap between our current functional prototype and a market-ready, scalable solution. The round is structured to allow for a valuation that respects the significant sweat equity and technical validation we have already achieved. We are looking for an investor who wants to be part of a high-growth journey and who values a team that is 100% dedicated to its mission. We believe that this initial capital will provide the necessary runway to reach our first thousand active users, a critical

milestone that will trigger our next phase of exponential expansion.

Regarding exit strategies, Pilot ERP is positioned as a highly attractive acquisition target for several types of global players. International software firms looking to enter the Brazilian market would find our established user base and deep integration with the local fiscal system to be an invaluable asset. Additionally, major financial services and payment processing companies are increasingly looking for ways to provide added value to their merchants, and an AI management tool like Pilot ERP would be a perfect complement to their existing service suites. We remain open to these possibilities, provided they align with our long-term goal of empowering small business owners through technology.

As the CEO of Pilot ERP, I want to emphasize that this company was built by three friends who wanted to create something truly useful before they ever thought about becoming millionaires. Our dream is to help the people who make the Brazilian foodservice industry run—the chefs, the managers, and the owners—to stop doing "boring work" and start having fun with their businesses again. We started with literally zero reais, winning our first funding through hard work and late-night coding sessions. Today, we have a product that is on the verge of transforming thousands of lives. If the idea of investing in a team that is using the most advanced technology of the century to help a small restaurant survive seems logical to you, then you are exactly the partner we are looking for. Thank you for your time and for believing in the power of Pilot ERP.