



TaskifAI

Investor-Focused Business Plan

From reseller data chaos to instant insights

Executive Summary & Market Opportunity

The Problem

Most brands in industries like beauty, fashion, and wellness receive monthly sales reports from dozens of resellers — each in a different Excel format, with inconsistent structures, missing data, and no standardization. The result is a labor-intensive process that can consume 20–50+ hours of staff time each month before any meaningful analysis can even begin.

Our Solution

TaskifAI eliminates this inefficiency by automating every step of the process. We provide a secure portal for resellers to upload their files, use AI to automatically detect the file structure and clean the data, store the results in a secure, scalable database, and deliver insights instantly through interactive dashboards and an AI-powered chat interface.

Business Model

One-time setup fees (€5k–€7.5k) plus monthly subscriptions (€799–€1,299). Annual plan option (12% discount). Target market: Mid-sized to large consumer brands with reseller networks of 5–50 partners. Currently serving luxury fragrance brand BIBBI Parfum with strong early results.

Why Now

- Omnichannel Data Complexity

Brands are no longer selling through one or two major retailers — they're managing relationships with a mix of physical stores, online marketplaces, regional distributors, and direct-to-consumer channels. Each channel generates its own sales reports, often in incompatible formats, which makes consolidated reporting increasingly difficult.

- AI Adoption Accelerating

Executives and operational teams are growing accustomed to AI tools that deliver instant answers. In this climate, waiting weeks for a sales performance report is unacceptable. Brands that can access live, clean data have a significant competitive advantage in responding to trends and adjusting their strategies on the fly.

- Compliance Pressures Increasing

Data protection regulations like GDPR in Europe and CCPA in the U.S. mean that sharing spreadsheets via email is not only inefficient but also risky. A single mishandled file can result in costly fines and reputational damage.

TaskifAI directly addresses all three of these market drivers, making this a prime moment to capture market share.

Company Overview

TaskifAI was founded in 2024 in Europe and is fully GDPR-compliant by design. We operate in the Business Intelligence & Data Analytics SaaS sector, with a laser focus on automating reseller data processing for consumer brands.

Frontend

Next.js 14, TypeScript, Tailwind CSS for a modern, responsive interface.

Backend

AI-powered data processing engine for automated format detection, data cleaning, and error handling.

Database

Supabase (PostgreSQL) for scalable, reliable storage and real-time synchronization.

Security

Enterprise-grade encryption, role-based access control, and audit logging to meet the highest compliance standards.

Deployment

DigitalOcean-ready infrastructure for fast, global delivery.

Market Analysis & Competitive Landscape

The global business intelligence market is valued at \$29.4 billion (2024) and is projected to grow at a CAGR of 10.1%. Within this, TaskifAI's addressable market includes the following high-value consumer brand segments:

\$511B

Beauty & Cosmetics

\$1.7T

Fashion & Accessories

\$4.5T

Wellness & Lifestyle

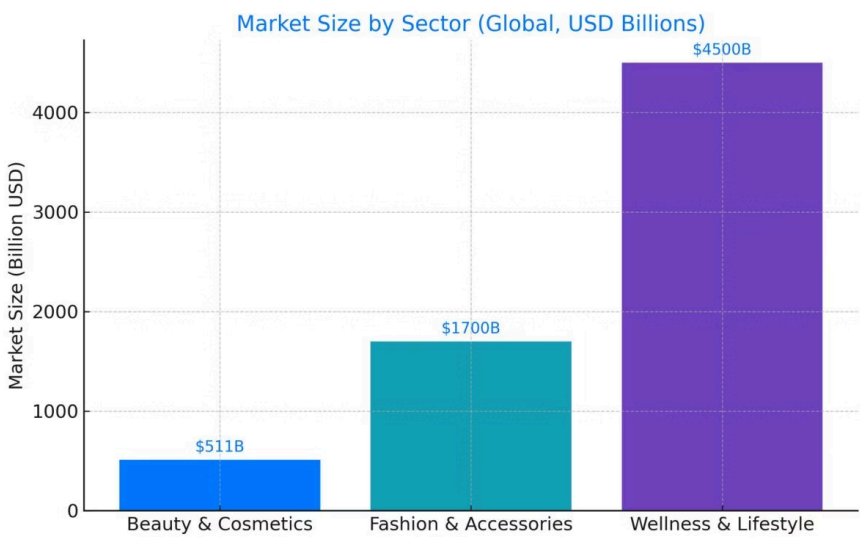
These sectors are characterized by broad reseller networks, frequent product launches, and the need for detailed performance tracking across multiple channels.

Trends Driving Demand:

- Digital transformation in consumer brands, pushing for automation.
- Real-time decision-making as a competitive necessity.
- Increasing reseller complexity with multi-channel expansion.
- Mainstream AI adoption driving expectations for instant insights.
- Compliance-first culture due to strict data privacy laws.

Target Customer Profile:

Our ideal customer is a consumer brand with €1M–€50M in annual revenue, selling through 5–50 resellers, and currently struggling with manual data aggregation and reporting.



Competitive Analysis



General BI Tools

Platforms like Tableau and Power BI are powerful for visualization but require pre-cleaned, standardized data. This means the ingestion and cleaning work still falls on the customer.



Vertical Solutions

Tools like Alloy.ai and Accelerated Analytics are tailored to retail data but tend to focus on large enterprises and require long onboarding times and higher costs.



Custom Development

Some brands build internal solutions, but these projects can take 6–12 months and cost hundreds of thousands of euros.

TaskifAI's Competitive Edge: We combine the specialization of vertical tools with the agility and cost-effectiveness of SaaS. Our 60-day onboarding, AI-driven ingestion, and built-in reseller portal create a barrier to entry for competitors.

Value Proposition



Time Savings

By automating ingestion and cleaning, we reduce manual processing by 95%, freeing staff for higher-value work.



Accuracy

AI-powered standardization minimizes human error, ensuring reliable data for decision-making.



Accessibility

Our natural language AI chat lets any user from marketing to finance query data without technical skills.



Security

Built-in compliance and secure workflows protect against data breaches.

Services, Implementation & Financial Projections

Our Services

01	Secure Reseller File Upload Portal	02	AI-Powered Format Detection & Cleaning
03	Supabase Data Pipeline & Infrastructure	04	Custom Interactive Dashboards
05	AI Chat Interface for Natural Language Queries	06	Automated Weekly Reports & Smart Alerts

Implementation Process



Customer Acquisition Strategy

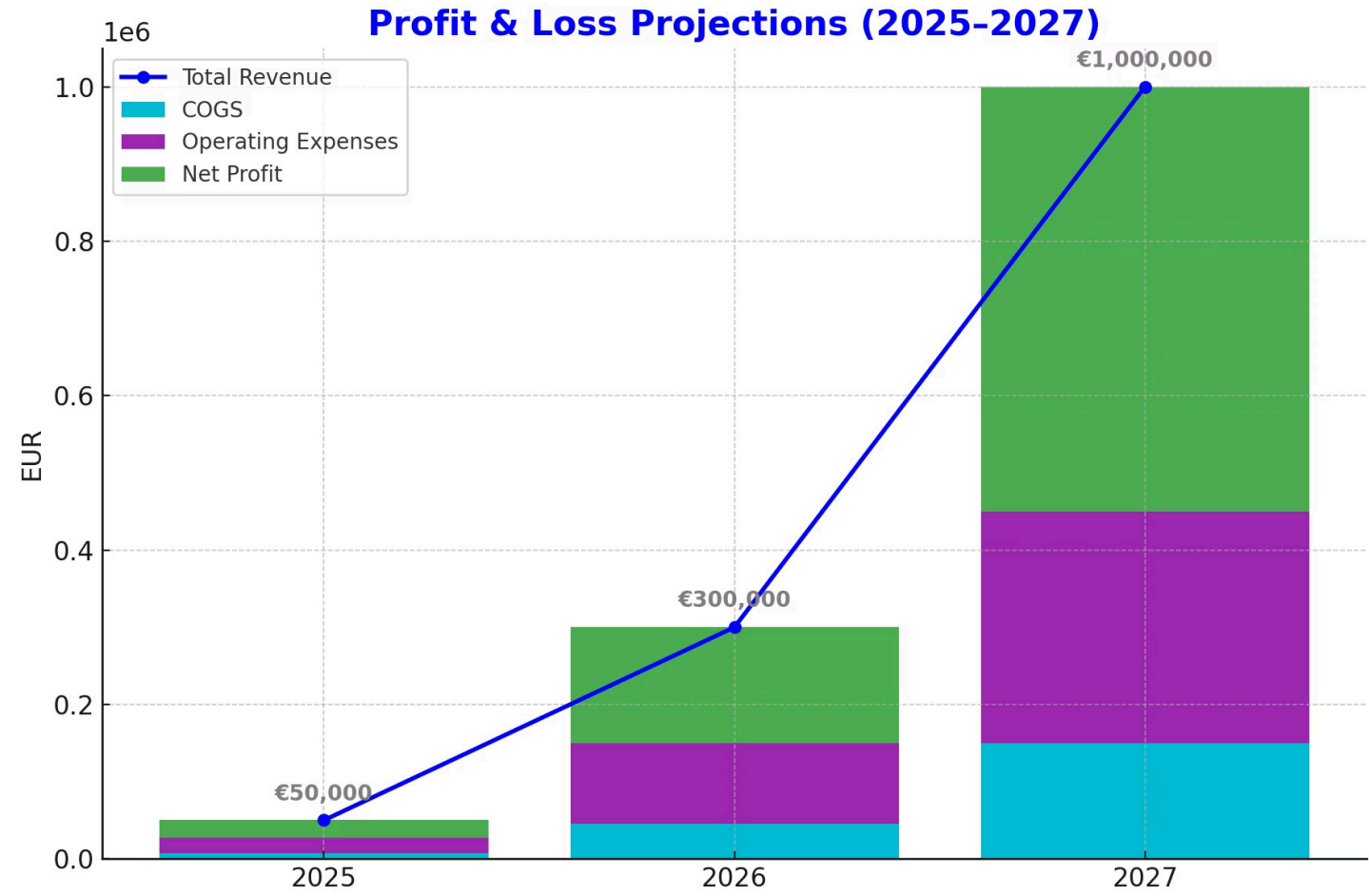
Our go-to-market combines targeted outbound sales, content-driven inbound marketing, industry events, and a referral program. This mix ensures we're visible to decision-makers while building credibility and trust.

Quarter	Stage & Focus	Key Actions	Success Metrics
Q3 2025	Proof & Authority	- Publish BIBBI Parfum case study (PDF + LinkedIn carousel). - Ramp LinkedIn to 4–5 posts/week.	2 new clients, 1 partnership lead, 10% increase in LinkedIn engagement.
Q4 2025	Event Presence	- Launch a simple referral program for early clients. - Continue outbound + LinkedIn content.	3–4 new deals from referrals, 20% lift in demo bookings.
Q1 2026	Scaling Outbound	- Add light paid LinkedIn campaigns to warm audiences. - Expand outbound list to 300–400 brands.	5–6 active deals in pipeline, 3 signed customers.
Q2 2026	Customer Success Leverage <i>(CSM hire)</i>	- New CSM gathers testimonials & case studies. - Use client success stories in outreach. - Push referral program harder.	3+ referrals, 2 new case studies, 15% higher close rate.
Q3 2026	Partnership Build <i>(part-time dev hire)</i>	- Build integrations with 1–2 common ERP/e-comm tools. - Co-market with integration partners. - Attend 1 major industry conference.	2 integration partners signed, 2 deals from partnerships.
Q4 2026	Repeatable Playbook	- Document sales process & outreach cadences. - Start light SDR contractor test if budget allows. - Continue case-study-driven inbound.	Consistent 3–5 deals/quarter close rate.
Q1 2027	Pipeline Expansion	- Expand to new sub-niches in consumer brands. - Increase paid campaigns for awareness. - Add second integration partner.	25% larger prospect list, 2 new integrations.
Q2–Q4 2027	Growth Flywheel	- CSM-led upsell campaigns. - Advanced referral incentives. - Participation in 2–3 big trade shows annually.	25 customers by year end, +10% recurring revenue from upsells.

Hiring Roadmap



Financial Projections



Risk Analysis & Conclusion

We face technical risks (AI accuracy), market risks (economic downturn), and operational risks (founder dependency). Each has a mitigation plan, from rigorous AI training to phased hiring and diversification of customers.

TaskifAI is positioned to become the go-to platform for reseller analytics in consumer brands. Our combination of automation, speed, and industry specialization gives us a sustainable competitive advantage in a market primed for disruption.