

SMARTBIZ360

AI-Powered Business Toolkit for MSMEs

Tagline: Empowering every small business in India with simple, smart, and affordable technology.

Prototype Link: smartbiz360.vercel.app

Founders:

- Saravanan E – Pre-final year, SSN College of Engineering
- Vignesh V – Pre-final year, Shiv Nadar University Chennai

Problem Statement

India's Micro, Small, and Medium Enterprises (MSMEs) are the backbone of the economy — contributing nearly 30% of GDP and employing over 110 million people. But despite their importance:

Digital Adoption Gap

Over 63 million MSMEs exist, yet less than 20% use any form of digital business tools.

Manual Operations

Most still rely on paper-based billing, ledgers, and manual inventory tracking.

Lack of Data Insights

Without digital records, MSMEs lack data-driven insights for better decision-making.

Unstructured Communication

Communication with customers is reactive, unstructured, and mostly offline.

Cost & Complexity

Current software is too costly, overly complex, and not tailored for local languages.

Impact of the Problem:

- Missed sales opportunities due to stock-outs.
- Lost customers due to delayed payments and lack of follow-ups.
- Poor financial visibility, making it hard to access loans or credit.

Proposed Solution

SmartBiz360 is a modular, mobile responsive application designed specifically for Indian MSMEs — making advanced digital business tools as simple as talking to a friend.



GST-Compliant Digital Billing

Generate instant invoices with tap-to-print or share via WhatsApp/SMS.



Inventory Tracking

Receive low-stock alerts and expiry notifications for perishable goods.



AI-Powered Business Dashboard

Ask simple questions like “Which product sold most this month?” and get instant insights.



CRM via WhatsApp/SMS

Automated payment reminders, seasonal offers, and customer re-engagement.



Offline-First Architecture

Works even in areas with poor connectivity. Offline Mode with Data sync when Online



Regional Language Support

English and Tamil to start, with expansion to Hindi, Telugu ,Bengali etc..

Innovation & Uniqueness

SmartBiz360 stands out because it:



First-of-its-Kind

Is the first Indian MSME toolkit to combine AI + Regional Language features in one platform.



Modular Approach

Uses a modular approach — MSMEs pay only for the features they need.



Offline Reliability

Is offline-first, making it reliable even in rural areas.



Natural Language AI

Offers AI insights in natural language, removing the need to interpret complex graphs.



Seamless WhatsApp Integration

Integrates seamlessly with WhatsApp Business API for customer engagement.

Market Opportunity

Target Audience: Retail shops, kirana stores, salons, workshops, tailors, small manufacturers, and pharmacies.

63M+

Total Addressable Market (TAM)

MSMEs

3M+

Serviceable Obtainable Market (SOM)

potential paying users (with 5% adoption)

- Government's Digital India & ONDC initiatives create a favorable adoption environment.
- Increasing smartphone penetration and UPI adoption make mobile-based solutions viable.

Impact of SmartBiz 360

- Makes small businesses more digital and data-driven.
- Helps MSMEs comply with taxation and customer needs.
- Reduces paperwork and human errors.
- Scalable across rural and urban MSMEs.

Go-To-Market Strategy



Pilot Phase (Months 1–3)

Launch MVP with 50 MSMEs in Chennai & Tier-2 Tamil Nadu cities.



Local MSME Association Partnerships

Onboard shopkeepers through trust-based networks.



Hardware Vendor Tie-ups

Bundle SmartBiz360 with POS machines & receipt printers.



Digital Word-of-Mouth

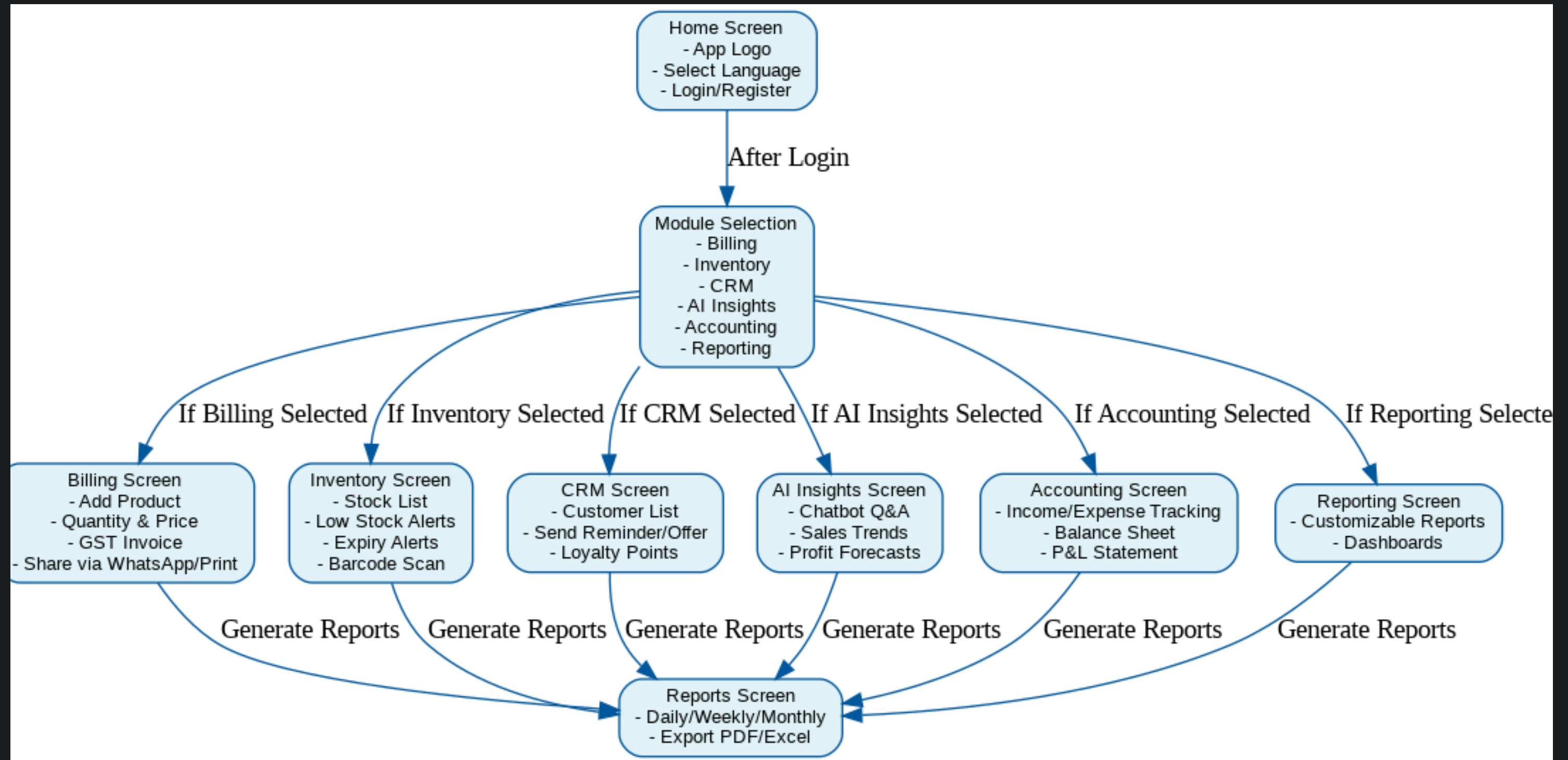
Referral rewards and WhatsApp-driven promotions.



Language Expansion

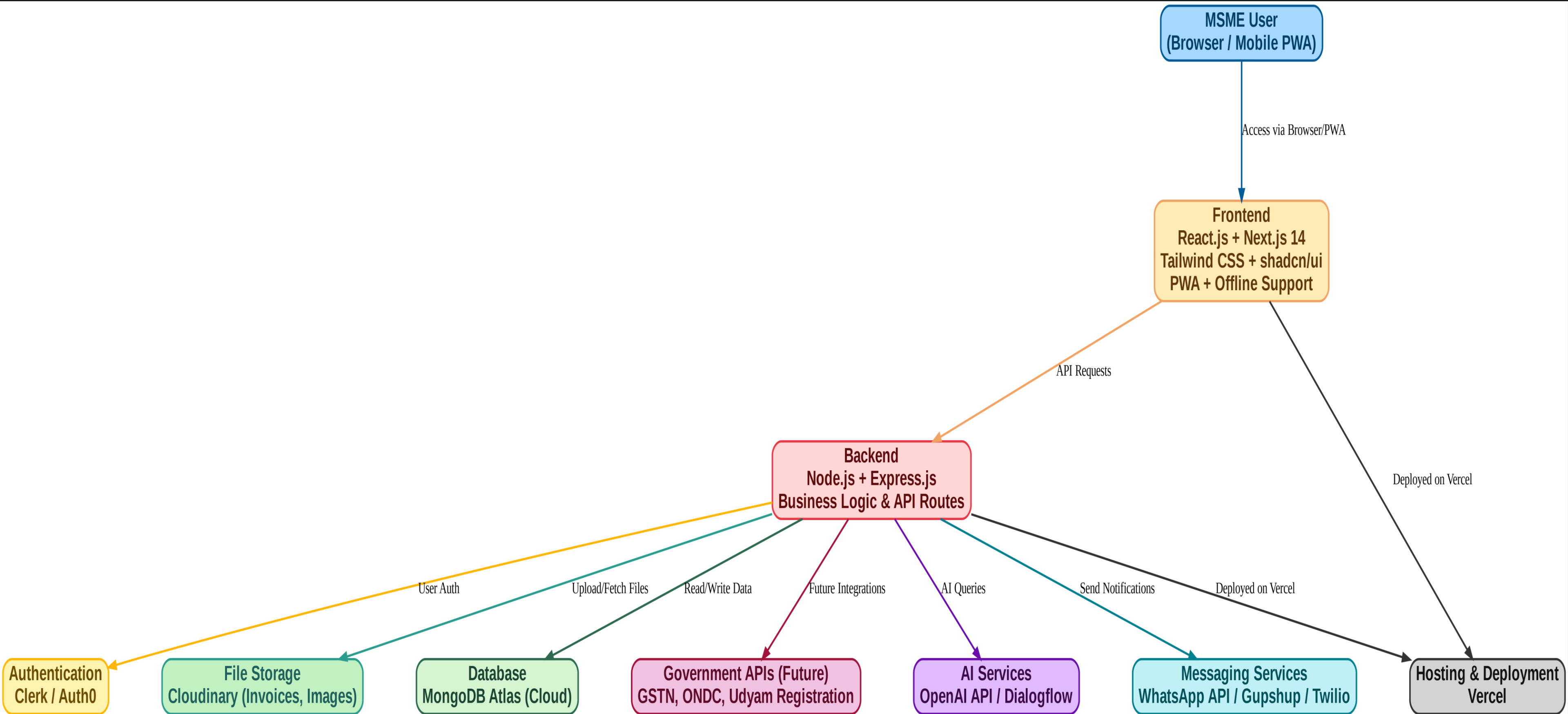
Add Hindi & Telugu to tap into North and South Indian MSMEs.

SMARTBIZ 360 Wire Frame

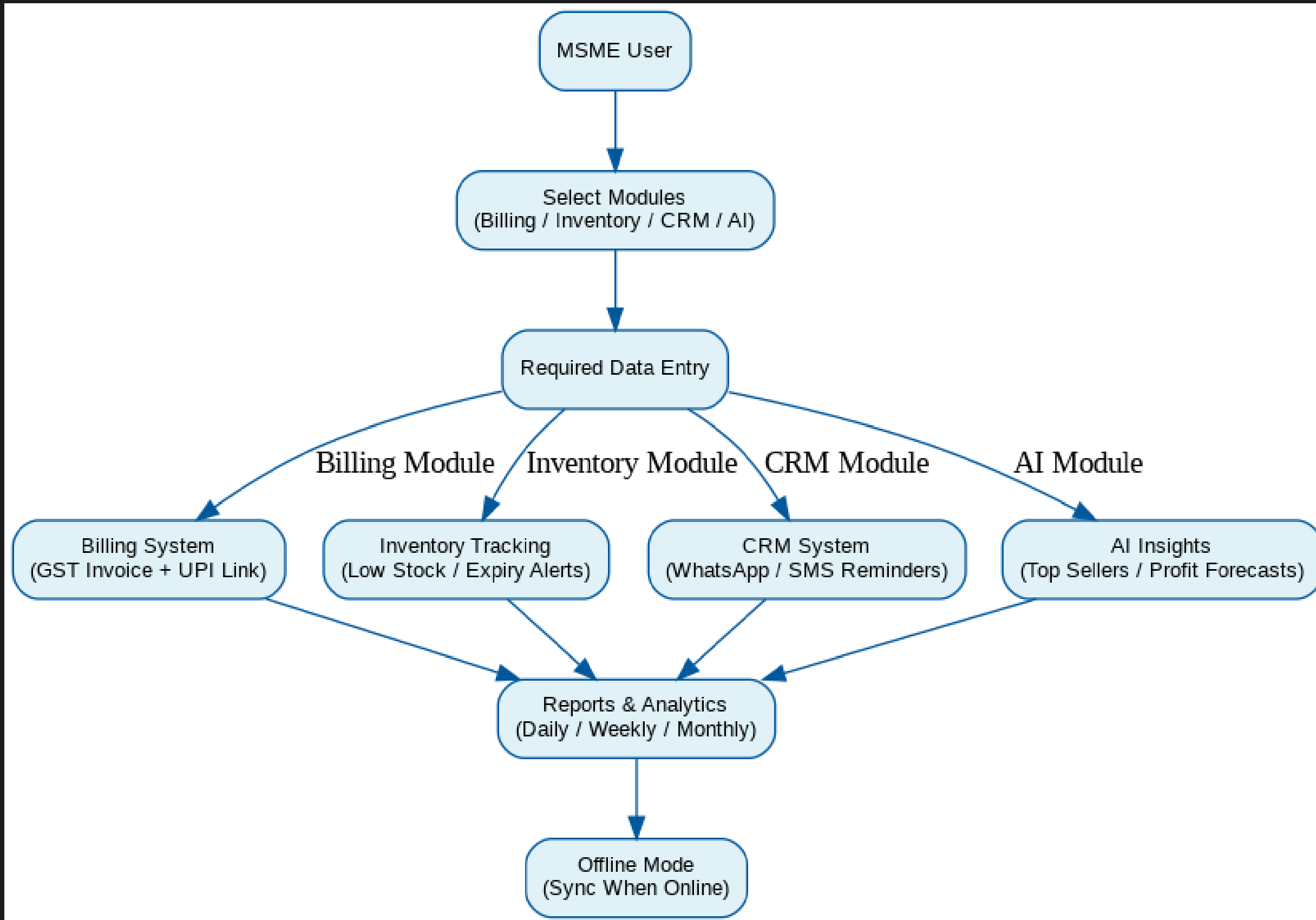


SMARTBIZ 360 's

Web Architecture Diagram



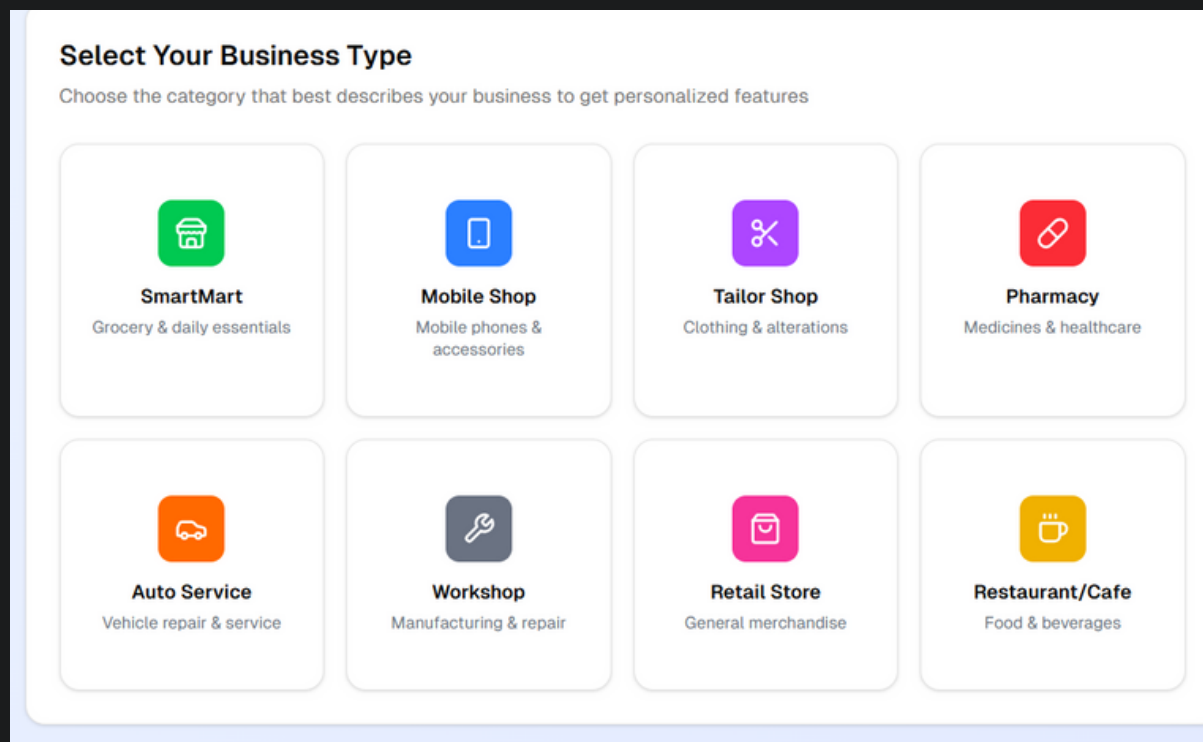
User 's Workflow in SMARTBIZ 360 's



Product Prototype

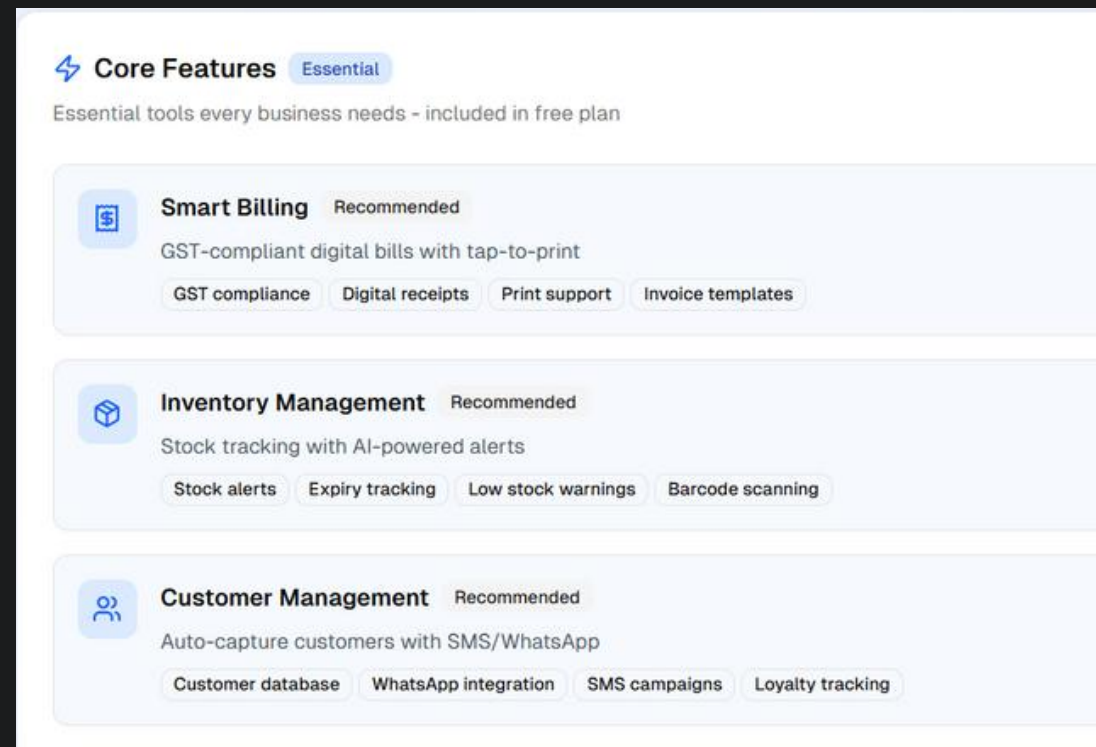
(Current Status: UI/UX complete, Ai Model Should be Trained Next)

Demo Screens Include:



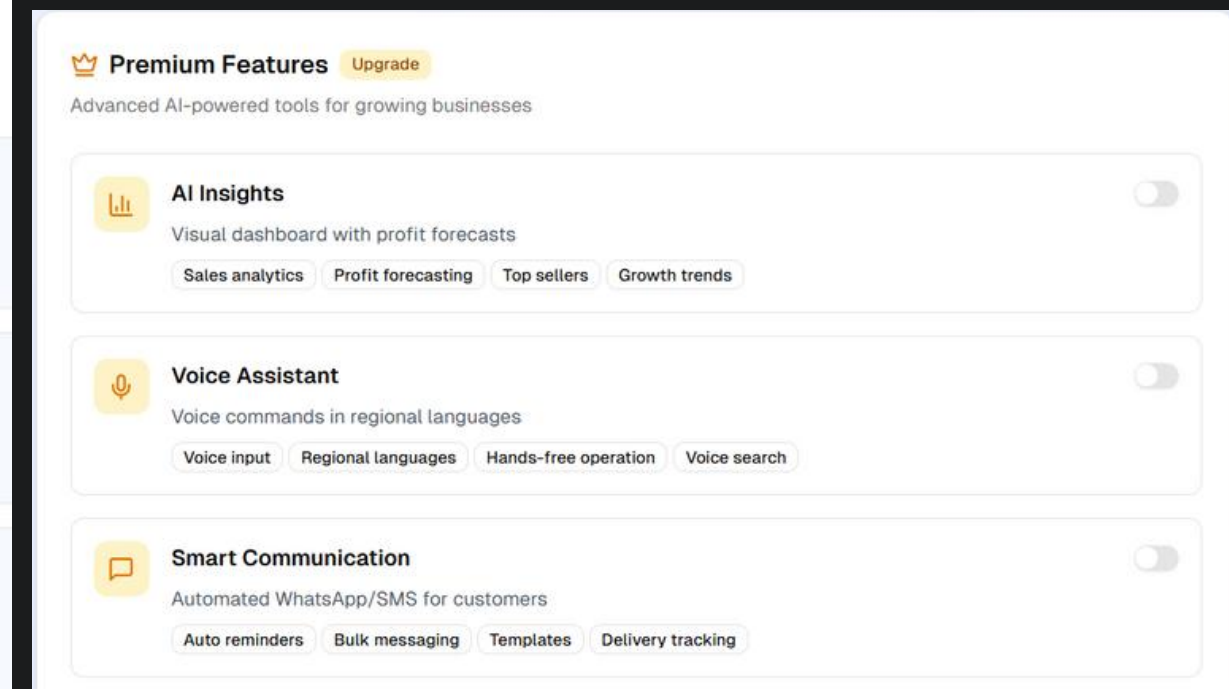
Business Selection Screen

Select Your Business Type

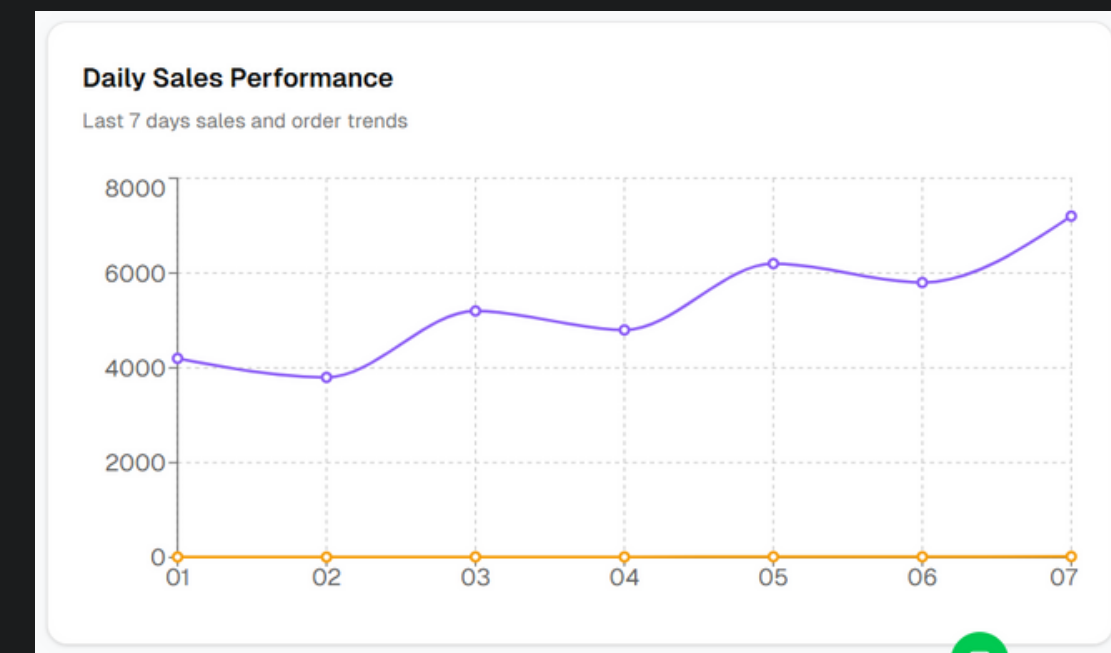
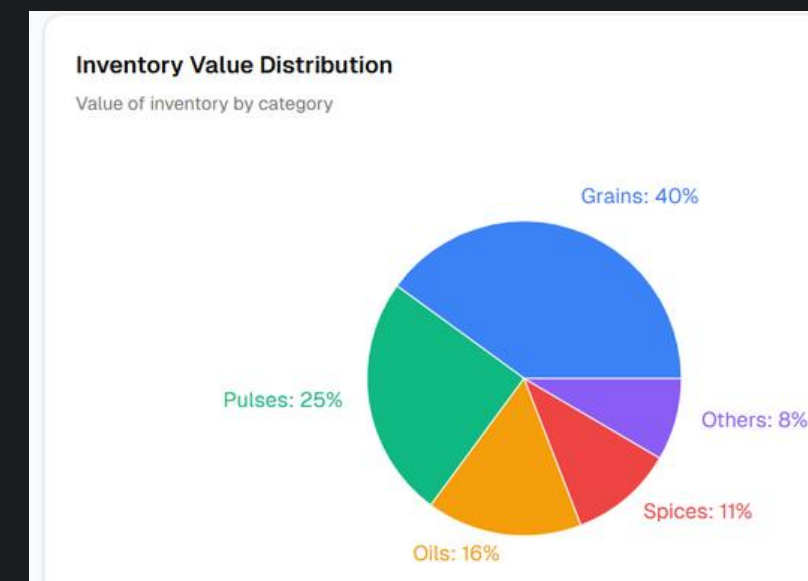
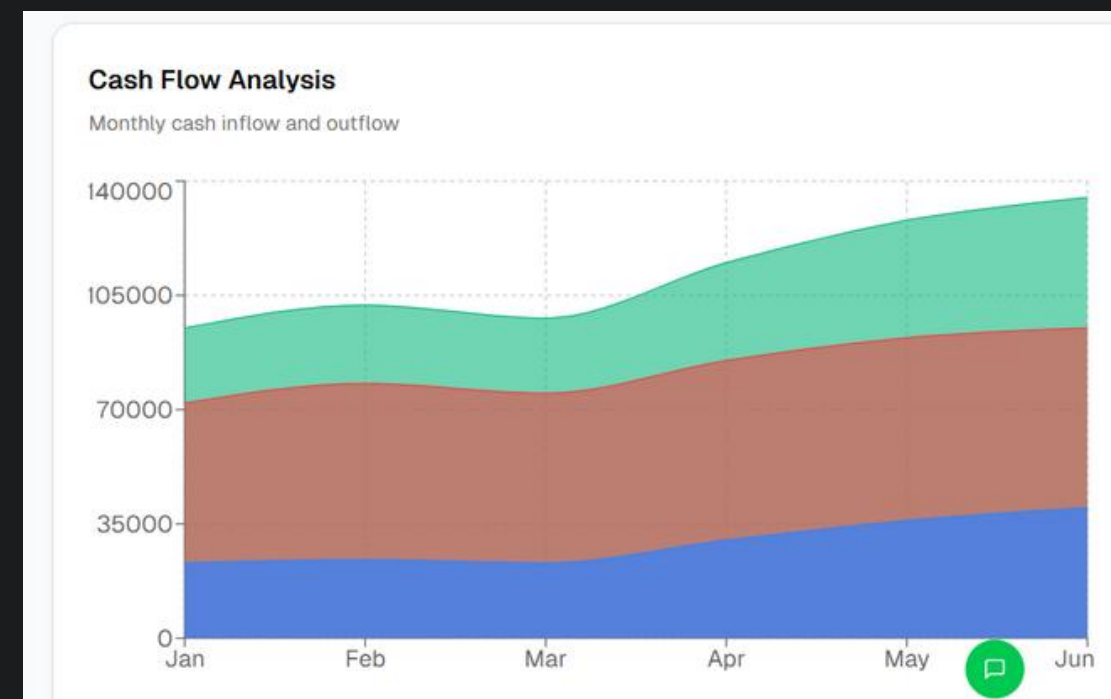
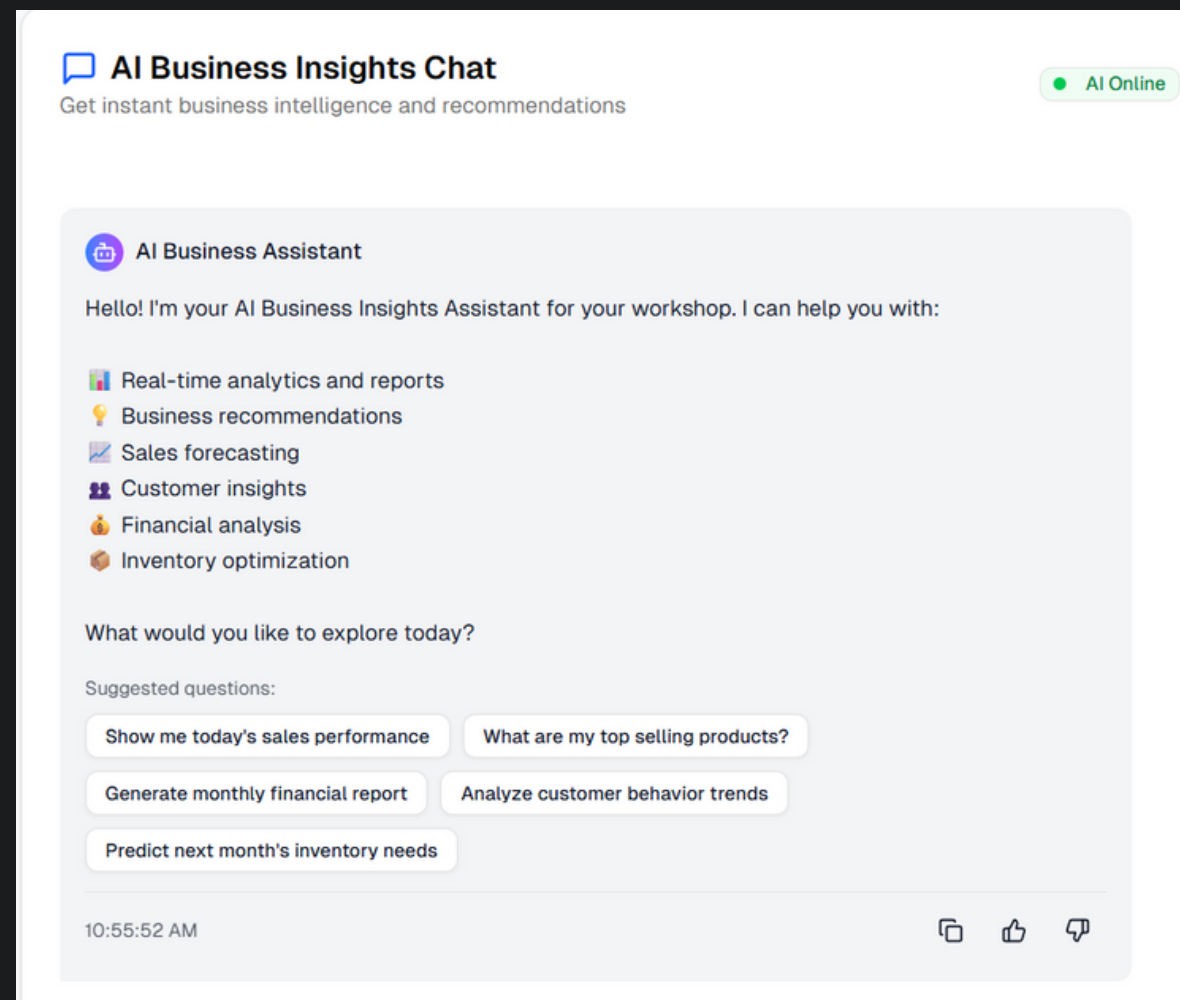


Module Selection Screen

Choose billing, inventory, CRM, AI insights, etc.



Complete Prototype Link : <https://smartbiz360.vercel.app/>



AI Query Interface

Ask “Which item is low in stock?” and get a real-time answer.

Data Analytics with Visualization

Various Business Data Analysis with detailed Visualization Reports

Roadmap

Month	Milestone
M1–M2	UI/UX design, core billing module
M3–M4	Inventory tracking, CRM integration
M5	AI assistant & analytics
M6	Multilingual & offline capabilities
M7	MVP launch & feedback
M12	ONDC integration, regional rollout

Founding Team

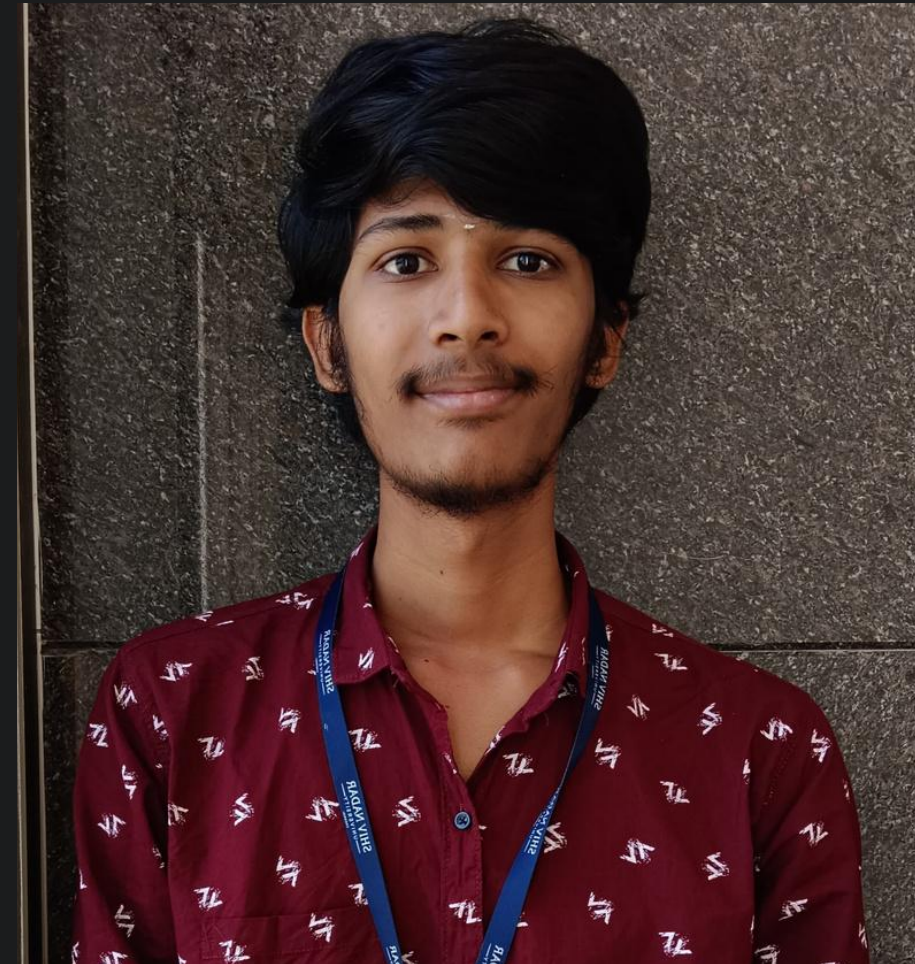


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Support Required from Incubator

Funding

- Seed support to complete the MVP, integrate essential APIs (WhatsApp, UPI, AI), and conduct initial pilot testing.

Market Access

- Connections with MSME associations, trade networks, and potential pilot partners
- Visibility at relevant MSME and startup events

Mentorship

- Technical guidance on secure, scalable, offline-first architecture
- API integration workflows (WhatsApp Business, UPI, SMS, AI/NLP)
- Product-market fit, pilot program design, and MSME onboarding strategies
- Guidance on accessing government schemes, grants, and investor readiness

Our Vision:

- To make advanced business tools accessible to every small business owner in India — no matter their language, tech skills, or internet speed.
- SmartBiz360 will help MSMEs sell smarter, manage better, and grow faster.

Contact Us:

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Thank You!

‘’Let's empower every small business in India with **SmartBiz360**.
Together, towards a Digital India.’’