Plano de Projeto - Empreendedorismo

Inteli - Instituto de Tecnologia e Liderança
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1. Project Team Members

Full name
Vitor Moura de Oliveira

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.

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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

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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.

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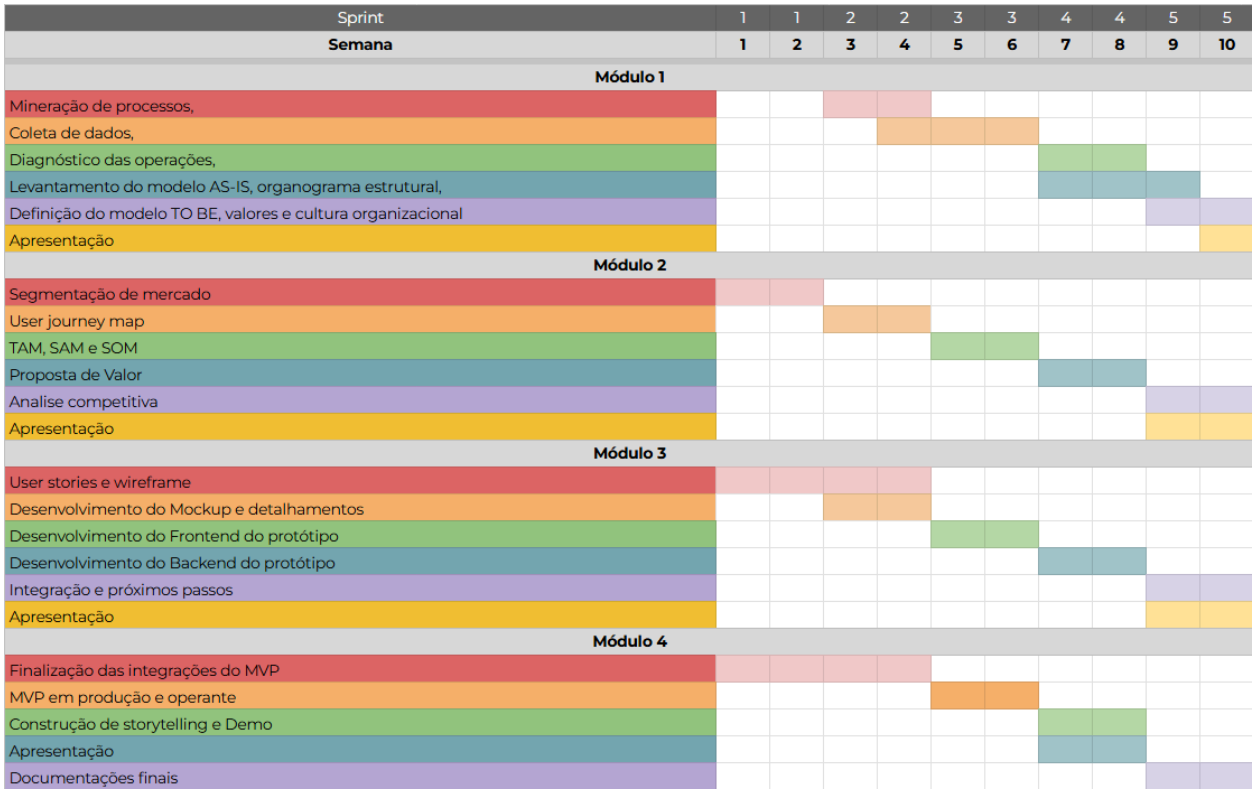

7. Scope

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:

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- **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.

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- **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 Prototyping

This module is dedicated to the initial structuring of the product, transforming the previous insights into concrete deliverables. The focus is on creating the first visual and functional representations of the solution, evolving from user stories to an integrated prototype.

- **Sprint 1 – User stories and wireframe:** Definition of user stories based on the needs identified, accompanied by the design of the main flows using wireframes.
- **Sprint 2 – Mockup development and detailing:** Creation of medium-fidelity mockups, detailing screens and interactions to validate the user experience.
- **Sprint 3 – Prototype frontend development:** Implementation of the prototype's interface, addressing usability and initial navigation.
- **Sprint 4 – Prototype backend development:** Construction of the prototype's logical and structural foundation, ensuring support for the defined data flows.
- **Sprint 5 – Integration and next steps:** Integration between the prototype's frontend and backend, initial consistency testing, and definition of the next steps for the solution's evolution.

Module 4: MVP Finalization and Demonstration

This module focuses on the technical structure and the delivery of the system's first functional version. Based on the created MVP, the objective is to finalize the

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integrations and AI features, process the data, and make available an MVP that allows validating the hypothesis with users.

- **Sprint 1 and 2 – Finalization of MVP integrations:** Finalization of the system's integrations, covering data, application, and interface layers, aligned with the project's objectives.
- **Sprint 3 – MVP in production and operational:** Production deployment, consolidating the technical infrastructure necessary for the system's operation.
- **Sprint 4 – Storytelling construction and Demo:** Consolidation of user pain points and solution features into a demonstration, in order to present to potential investors.
- **Sprint 5 – Final documentation:** Delivery of the system's final documentation, for client use, maintenance, and future developments.

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