

# Simplify Solutions: Empowering SMBs

Customizable ERP  
for Seamless Digital  
Adoption

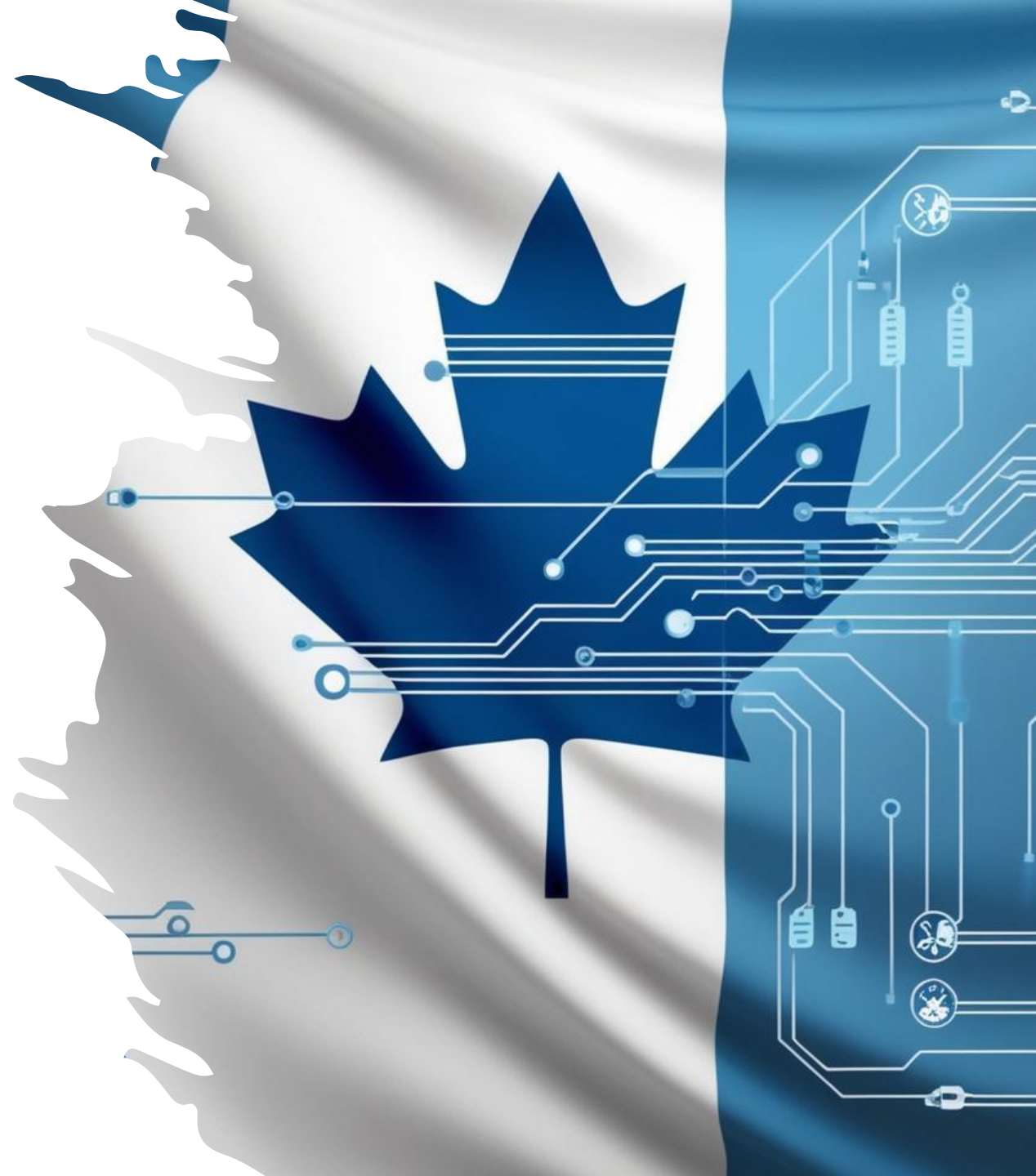


# Our Vision:

## Transforming Canadian SMBs with

- Affordable,
- Customizable ERP solutions
- That adapt to their workflows,
- Solve real pain points,
- And actively promote digital adoption.

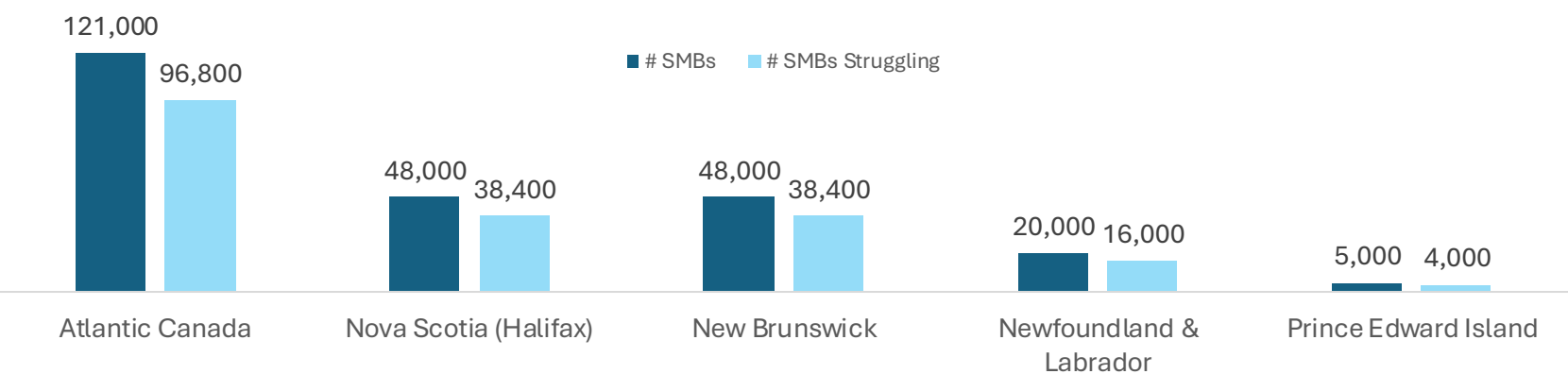
**Because no business should have to change how they work to fit their software.**



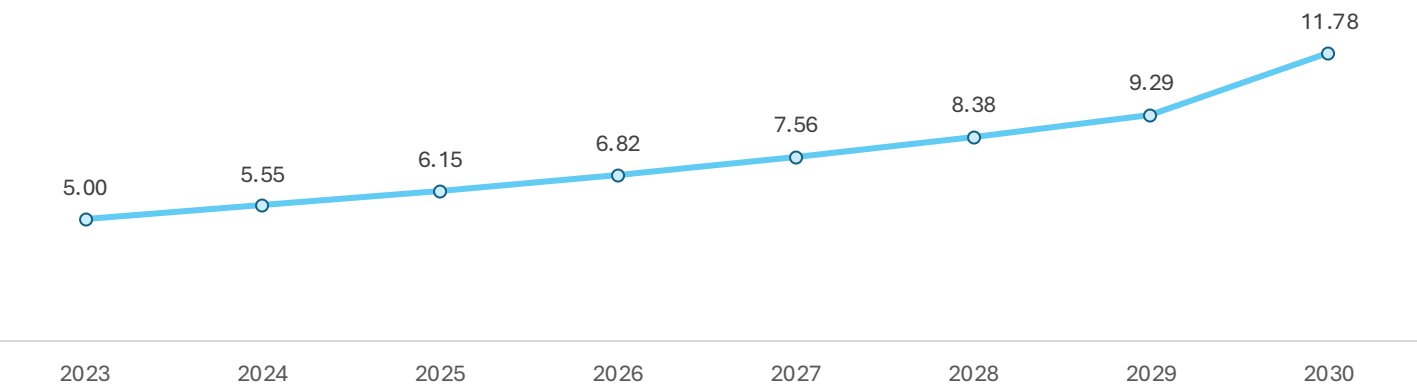
# The Potential: ERP Adoption Among SMBs in Canada

80% of SMBs struggle with digital adoption, creating a \$11.78B opportunity by 2030

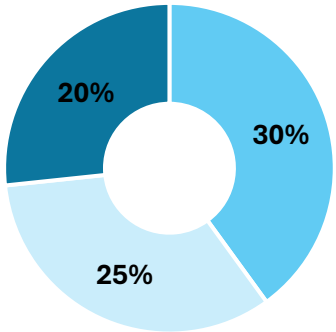
Digital Adoption Gap: Total SMBs vs. Struggling SMBs



Canada ERP market growth from 2023 to 2030 (USD Billion)



Top 3 Reasons for Slow Adoption:



- 30% Lack of Awareness and Understanding
- 25% Limited Financial Resources
- 20% Insufficient IT Capabilities

Sources:

- SMBs Struggle: [Industry reports and trends from Dynamics Square and other ERP market analyses](#)
- ERP Market Growth: [Grand View Research, Canada ERP Software Market Report](#)
- Top 3 Reason for Slow Adoption: [ERP Statistics in Canada – 2024](#)

# The Market Gap: What SMBs Really Need

## Meet Mark,

A fitness studio owner, is overwhelmed by gym class scheduling and spends hours managing it manually.

He struggles with inefficient tools and lacks time to focus on his clients.

**We're** here to bridge **the gap**.



# Tailored ERP Solutions: Solving Real Pain Points for SMBs



## Solution

Our ERP solution offers a customizable gym class scheduling module designed specifically for fitness studios.

**It automates scheduling, reduces errors, and frees up Mark's time to focus on his clients.**



## Benefit

### **Streamlined Scheduling:**

Automates class bookings and reduces manual work.

### **Improved Client Experience:**

Allows Mark to focus on his clients, not admin tasks.

### **Scalable and Flexible:**

Adapts to Mark's growing business needs.





# Tailored ERP Solutions for Every SMB: Affordable, Customizable, and Scalable

*Our solutions are designed for SMBs like Mark, Sarah, a Restaurant Owner, and Elena, a CEO in a construction company — helping them streamline operations and grow their businesses.*

## Key Features:

- Cloud-based, user-friendly ERP system.
- Customizable workflows to fit unique business needs.
- Scalable for growth.

## Support & Training:

- Consultative partnership: Ongoing support and training.
- Discounts & flexible payment options.

## Industries Served:

- Industries: Restaurants, construction, retail, service.



# Our Strategic Vendor Partnership & Me

## About me:

As the founder, I bring over 10 years of IT project management experience and a commitment to helping Canadian SMBs streamline operations with a cost-effective, customizable ERP solution. Partnering with a trusted vendor in Brazil, we deliver high-quality solutions tailored to the Canadian market.

## Why Brazil?

- Cost efficiency.
- Technical expertise.
- Time zone alignment.

## Benefit to Us

- Focus on strategy, sales, and customer relationships.
- Deliver a high-quality, affordable ERP solution.

We partner with a highly skilled vendor in Brazil to deliver a cost-effective, high-quality ERP solution, allowing us to focus on serving Canadian SMBs with localized expertise and innovation.

James Milton



**Role:** Founder,  
Product Owner &  
Business Strategist



Brazil Vendor

**Role:** ERP Development,  
Support & Infrastructure



# Profitable Growth by Year 3 with Sustainable Revenue Streams

## Customer Segmentation Target



**STARTER (30%):**  
MICRO BUSINESSES OR  
STARTUPS



**FOUNDATION (40%):**  
SMALL BUSINESSES JUST  
STARTING TO SCALE

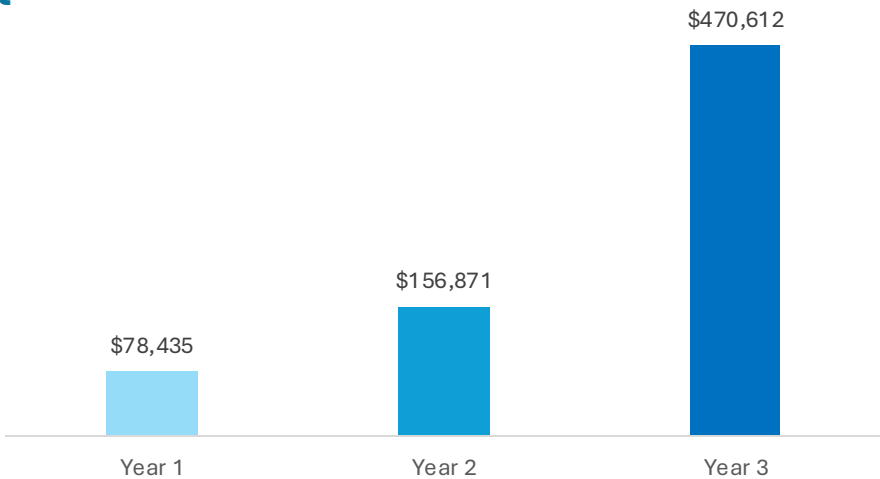


**GROWTH (20%):**  
GROWING SMBS NEEDING  
ROBUST SOLUTIONS



**ENTERPRISE (10%):**  
LARGER SMBS OR  
ENTERPRISES WITH  
ADVANCED NEEDS

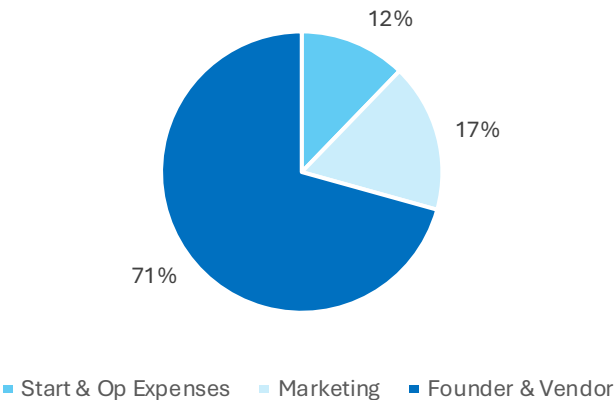
## Revenue Projections



P&L



## Expenses Breakdown



## Key Metrics

CAC	\$82.35
LTV	\$18,455.20
Churn Rate	5%
LTV:CAC	224:1



# Why I'm a Strong Candidate for CEED



## Mentorship

Guidance from experienced advisors to overcome growth challenges.



## Networking

Connect with potential partners and customers.



## Help to Scale

Access to funds and grants for rapid growth.

**Together, we can drive sustainable growth, foster innovation, and make a lasting impact on the business landscape.**