



MEX ASSISTANT

● AI-POWERED INSIGHTS AND GUIDANCE

Kim Hong Zhang

Izzminhal Akmal
bin Norhisyam

Wong Kai Shen

Chow Ying Tong

Choong Jia Xuen

PROBLEM STATEMENT

WHAT'S WRONG WITH TRADITIONAL PRACTICES?



Language and literacy diversity

Southeast Asia's diverse languages and varying levels of tech familiarity make it challenging for merchants to adopt and benefit from digital tools. Complex interfaces or unclear communication result in low engagement, misinterpreted insights, and ultimately, ineffective decision-making.



Lack of Real-Time Insights

Merchants struggle with delayed or outdated information, making it difficult to respond quickly to sales trends, inventory shortages, or operational bottlenecks. Without instant, accurate data, they miss growth opportunities and face preventable revenue losses.

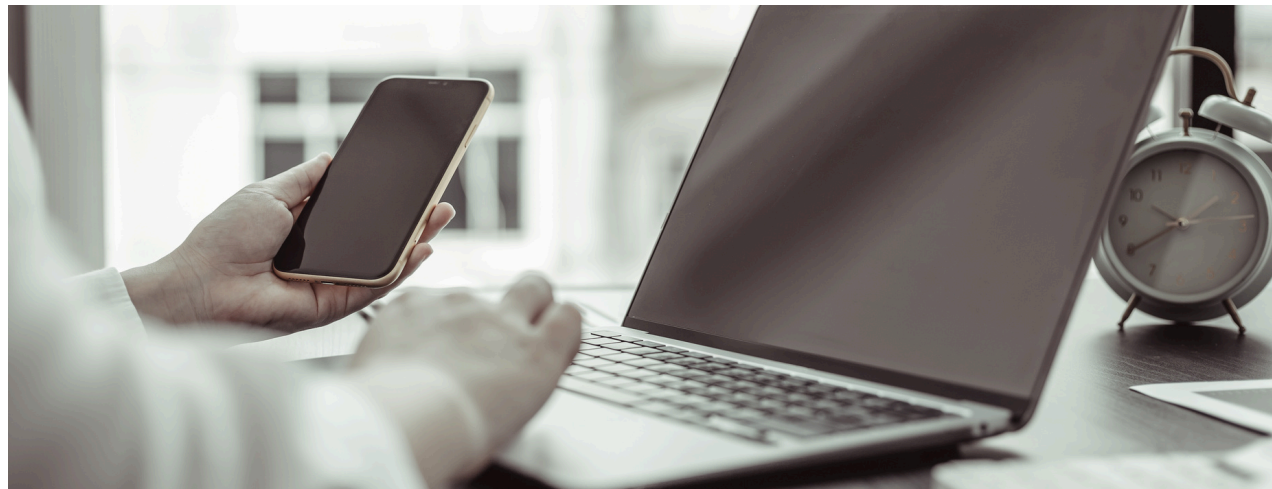


Generic Advice and Guidance

Existing solutions often provide generic recommendations that ignore critical factors like business type, scale, location, and market maturity. This leads to irrelevant advice, wasted resources, and missed opportunities for merchants who need tailored strategies to stay competitive.

OUR SOLUTION

HOW DO WE SOLVE THIS?



01

Real-time Analytics and business insights

- AI-Powered Analytics Dashboard with automated alerts for critical issues
- Automated Reports highlighting top-selling items, restocking needs and cash flow trends.
- Predictive Alerts utilising Machine Learning to forecast shortages and sales opportunities

02

Personalized Guidance

- Merchant profiling based on business type, location and growth stage
- Competitive benchmarking of performance over time
- Actionable Advice such as pricing adjustments, promotions or bundle sales.

03

Language Switch

- Multilingual chat and user interface
- Voice and Visual Aids
- Simplified and Direct Alerts

TARGET MARKET



WHO ARE WE HELPING?

01 Food and Beverage Business in Southeast Asia

- SME's across urban and peri-urban areas in Southeast Asia
- Our MEX Assistant prevents inventory shortage and spoiling with real-time forecasting, effective and actionable advice in competitive markets and closes the language barrier between suppliers and customers.

02 Retail/Online Sellers in Southeast Asia

- Cross-border and local microbusinesses in Southeast Asia
- Our MEX Assistant eases management of inventory across platforms, provides localised and competitive pricing insights, and provide multilingual Customer Service Ai Chatbots



UNIQUE FEATURES

**AI Sales
Advices**

**AI Menu
Optimizer**

**AI
Anomaly
Detector**

**AI
Customer
Insights**

**AI
Business
Chat**

**AI
Customer
Service
Chatbot**

**AI
Inventory
Advice**

**ML Sales
Prediction**



TECH DEMO

● HERE'S HOW WE STAND OUT



MARKET SIZE

OUR CLIENTS COME FROM EVERYWHERE



E-Commerce Market Value in 2025

\$ 8.22 Billion

(Primarily driven by e-commerce and F&B SaaS)

Market Value Projection in 2030

\$ 33.29 Billion

Source: Statista

Market Size Change from 2025-2030

29.16%

Source: Statista

BUSINESS MODEL

Freemium

We want to support and provide a lower barrier for micro-merchants to utilize our service, but also empowering larger businesses with our functionalities.

Transaction Fees

As reimbursement for using our AI-Driven services, we plan to charge 0.5%-1% per upsell driven by AI Recommendations (such as bundle and sale recommendations)

- ✓ Access to Advanced AI Insights (eg. demand forecasting)
- ✓ Better Support
- ✓ Access to User Interface Customisations
- ✓ Early access to new features
- ✓ RM 5 - RM 10 per Month

BUSINESS MODEL

Gamification

Users can complete quests or missions to earn points, which can be used to unlock higher tiers and various rewards.

- ✓ Sales Performance-based reward system
- ✓ Customer Service Performance Rewards
- ✓ Unlockable tiers via Points System
- ✓ Long-term goals to ensure sustained efforts

STATISTIC

Solution	Grab MEX	Shopify Magic	Toast POS	Lazada Seller Center
Real-Time Insights	✓	✓	✗	✓
SEA Localisation	✓	✗	✗	✓
Multilingual Support	✓	✗	✗	Limited
Hyper-Personalisation	✓	✗	✓	✗
Inventory Alerts	✓	✓	✓	✓
Integration with Grab ecosystem	✓	✗	✗	✗
Adoption in SEA	✓	✗	✗	✓

YOU THINK THAT'S
ALL ?



FINAL ROUND TECH

Backend



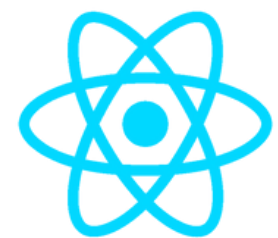
AI Model



deepseek



Library

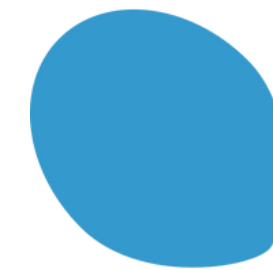


React



Vitejs

Pandas



scikit

learn



tailwindcss



Hugging Face

FINAL ROUND TECH

Features

1. Customize report
2. User campaign visualize tutorial
3. Advance map function
4. User authentication
5. Weekly/Monthly Leaderboard
6. Employee management

*Stay
Tuned*



THANK YOU

● FOR YOUR NICE ATTENTION

