



AIRP AI-powered resource planning for SMEs

MEHMET EYÜPOĞLU

ID: 2022719066

SWE598 - TECHNOVATION

01

Problem vs solution

What is the problem and how AIRP will solve it

02

Development

System Design, Rapid prototype, MVP, Beta version, full product

03

Market & competition

Existing market & competitors

04

Business model

You can describe the topic of the section here



Introduction

Mehmet Eyupoglu, Software Developer
mehmeteyupoglu2@gmail.com

Our (prospective) company

There is no need to setup a company before
the first sale or rent an office
Cost control within the project has a higher
importance



Our (desired) team



?

Ideally an AI engineer

Mehmet Eyüpoğlu

Currently responsible for
Business & Product
Development

?

Ideally a software
developer with cloud
expertise





01

Problem & Solution

Why do you need an AIRP while there are many ERPs?



Problem

- SMEs make up the 98% of the most of the national economies. However, they are limited in terms of financial & human resources to keep the organization neat

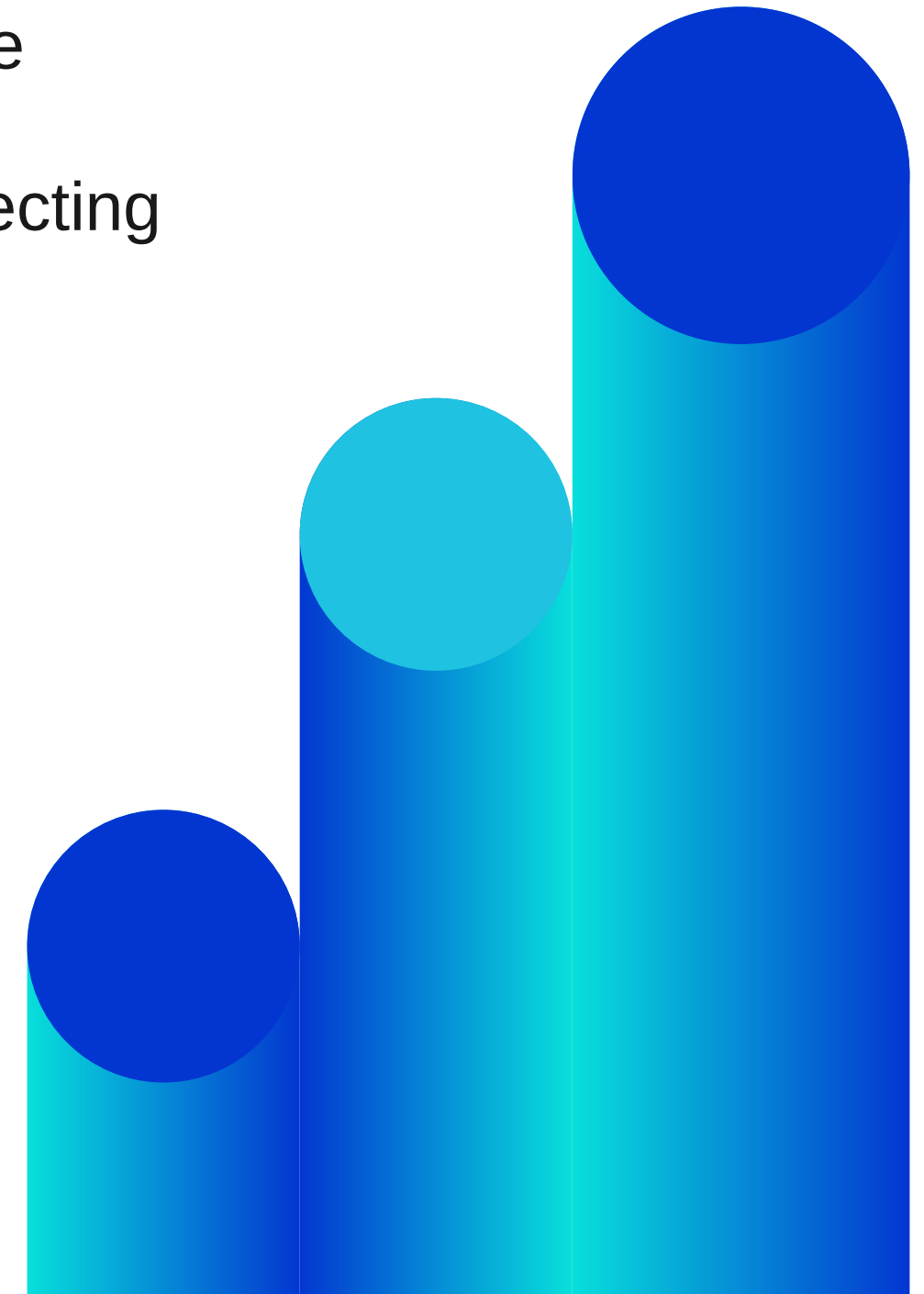
Problem

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- Data-driven management is rare in SMEs due to lack of data collecting capacity/ability



Problem

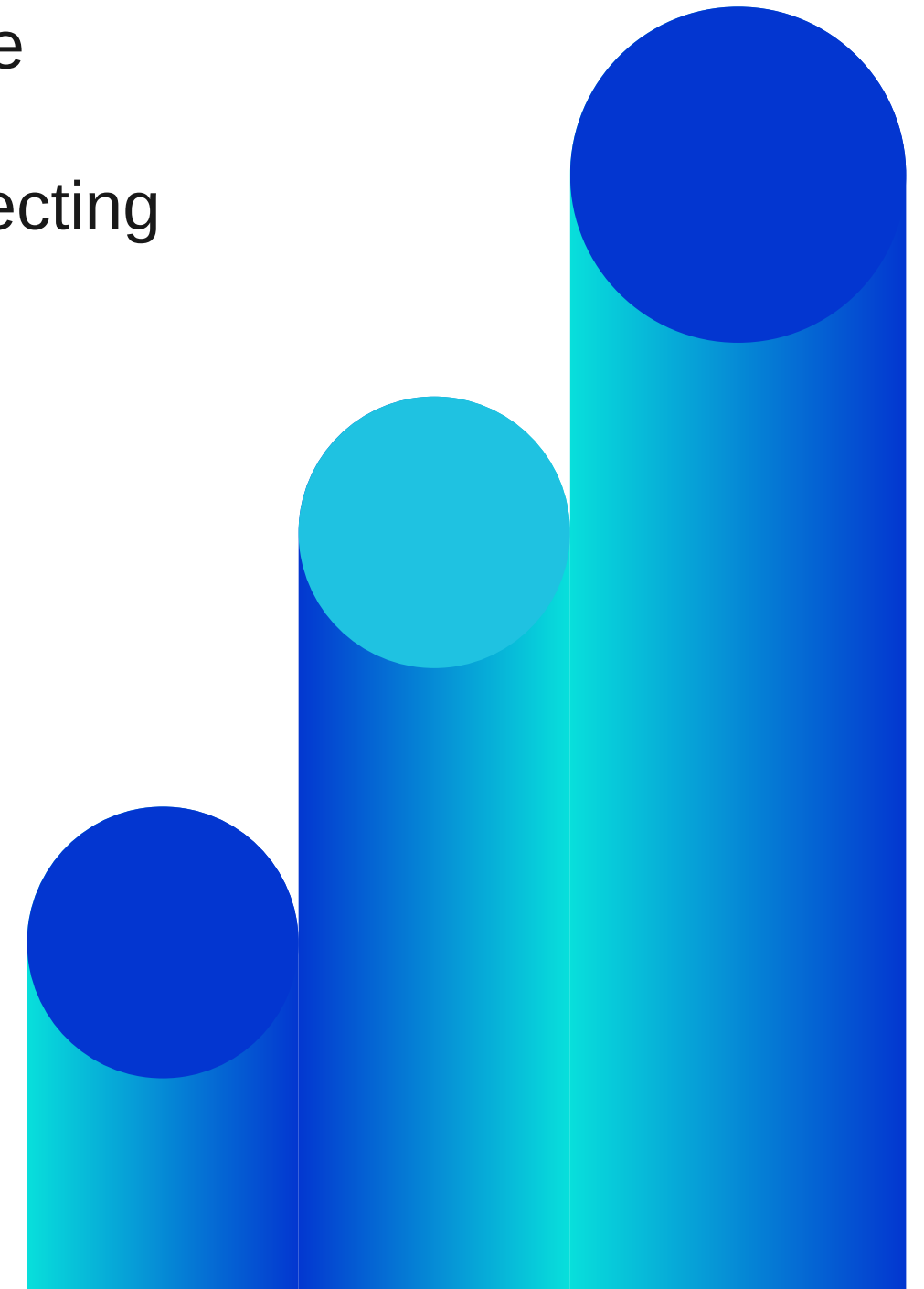
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- Data-driven management is rare in SMEs due to lack of data collecting capacity/ability
- Of-the-shelf ERPs are usually too generic or not for SMEs
- Mobile access is not a common practice in traditional ERPs



Solution

- Built-in data collection solutions (forms etc.)

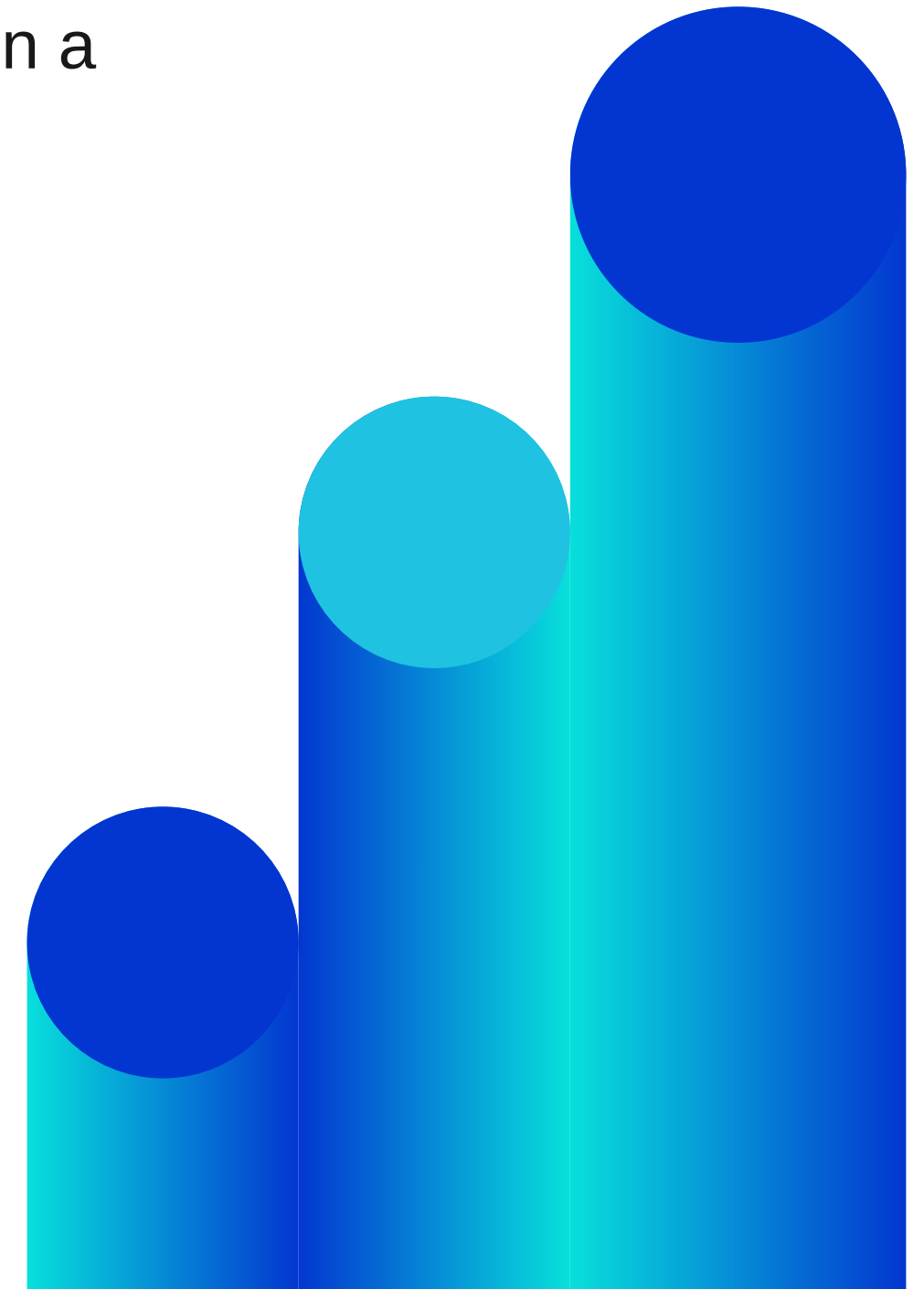
Solution

- Built-in data collection solutions (forms etc.)
- Domain specific solutions that address the majority of the issues in a specific industry



Solution

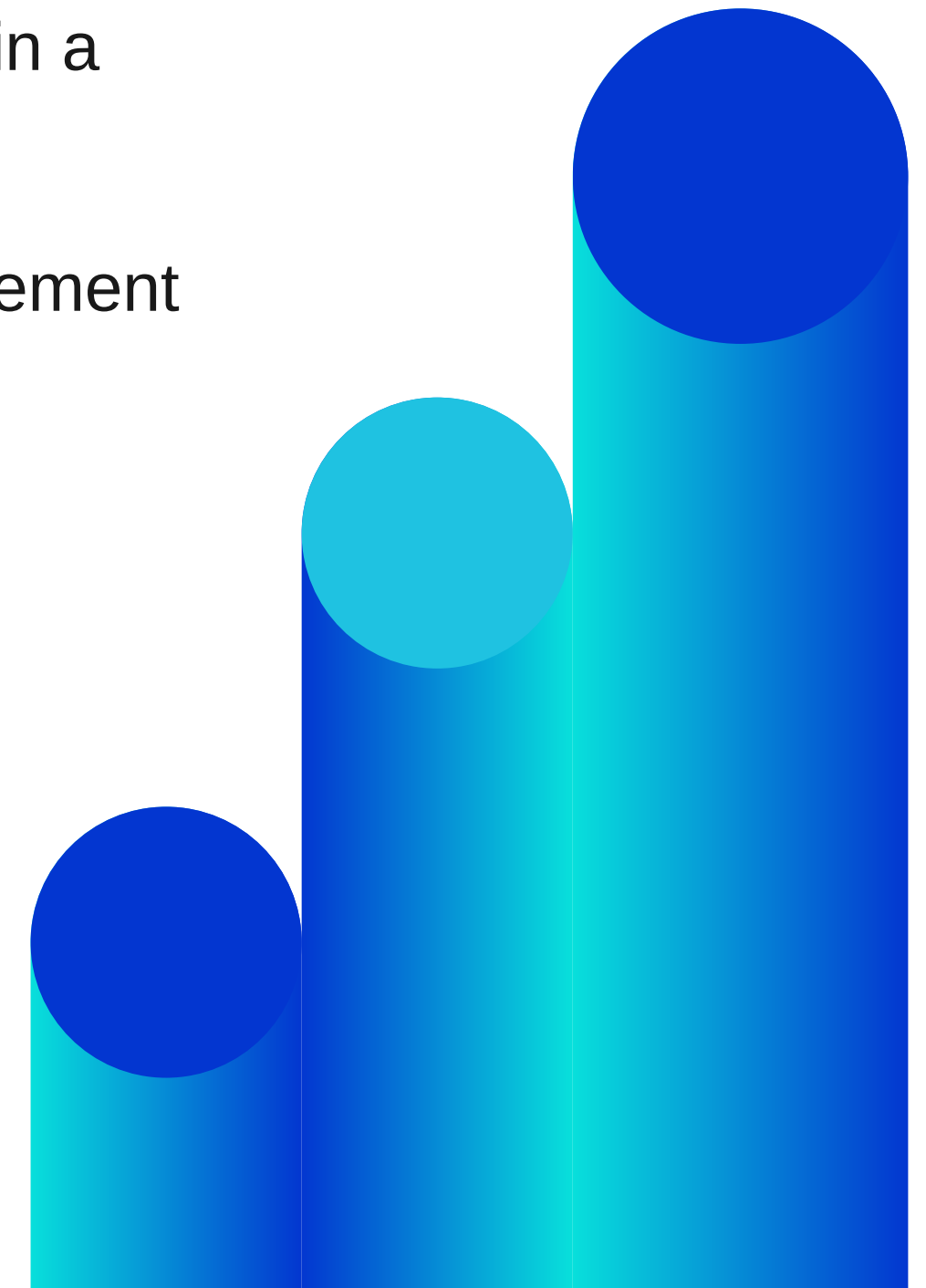
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- Domain specific solutions that address the majority of the issues in a specific industry
- Instant access to data through mobile solutions





Solution

- Built-in data collection solutions (forms etc.)
- Domain specific solutions that address the majority of the issues in a specific industry
- Instant access to data through mobile solutions
- AI technology exploitation to boost autonomous company management





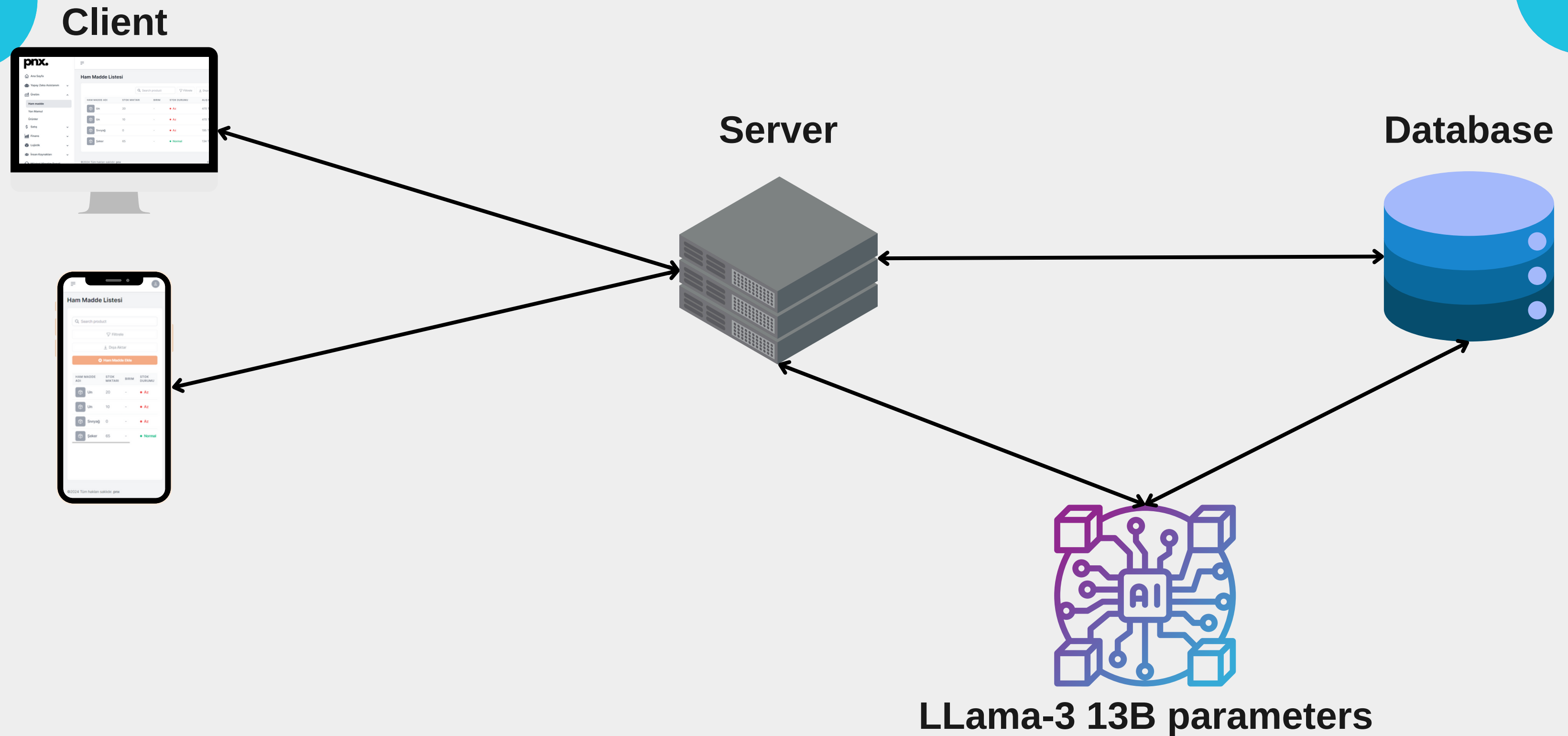
02

Development

System Design, Rapid prototype, MVP, Beta version, full product



Application Architecture

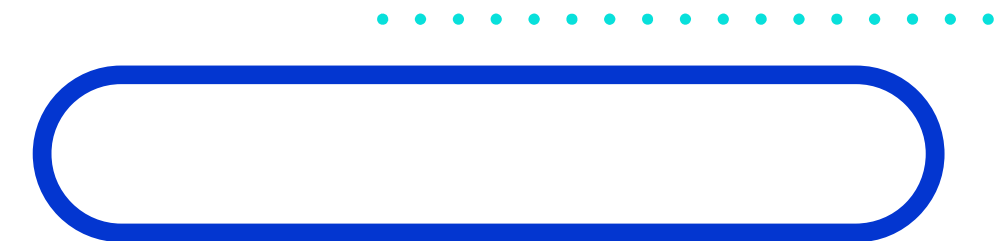




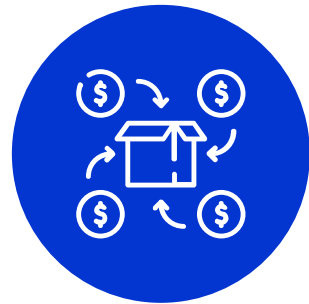
Technologies in use



- React on frontend
- Express.js on backend
- MySQL as db
- Docker as container
- LLama-3 from Facebook
- AWS EC2 for prototype, it may need to be changed before MVP



Development Plan



Rapid Prototype

Developed to test the idea in the field

Due: 15.06.2024



MVP

Developed to target larger audience and sell the product

Due: 15.08.2024



BETA Version

AI features & the rest of the modules will be introduced in this phase

TBD





Development Plan

Rapid Prototype Due: 15.06.2024

Features/Modules

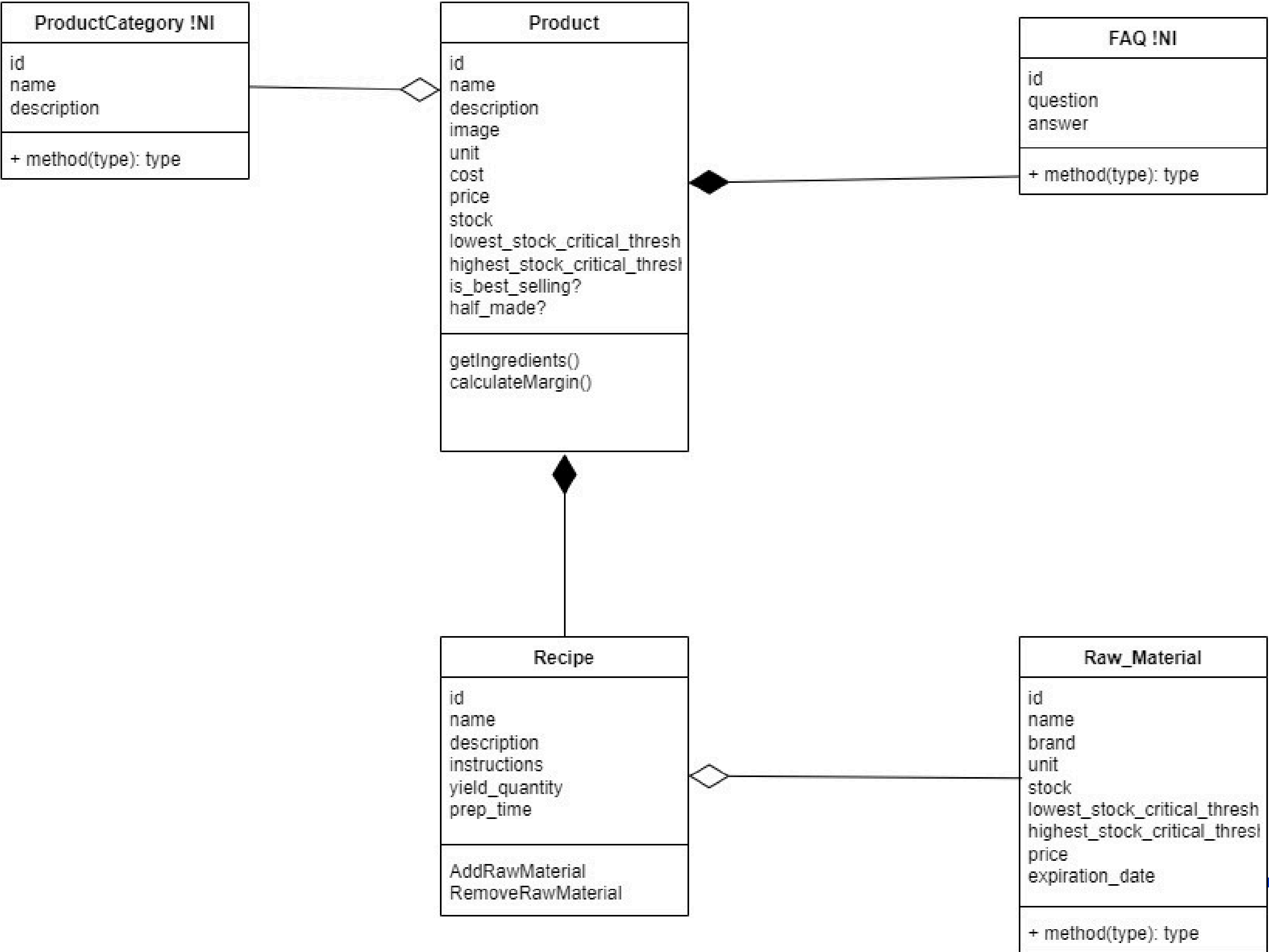
- Production
 - Stock Tracking
 - Cost Control
 - Built-in Recipes

Effort

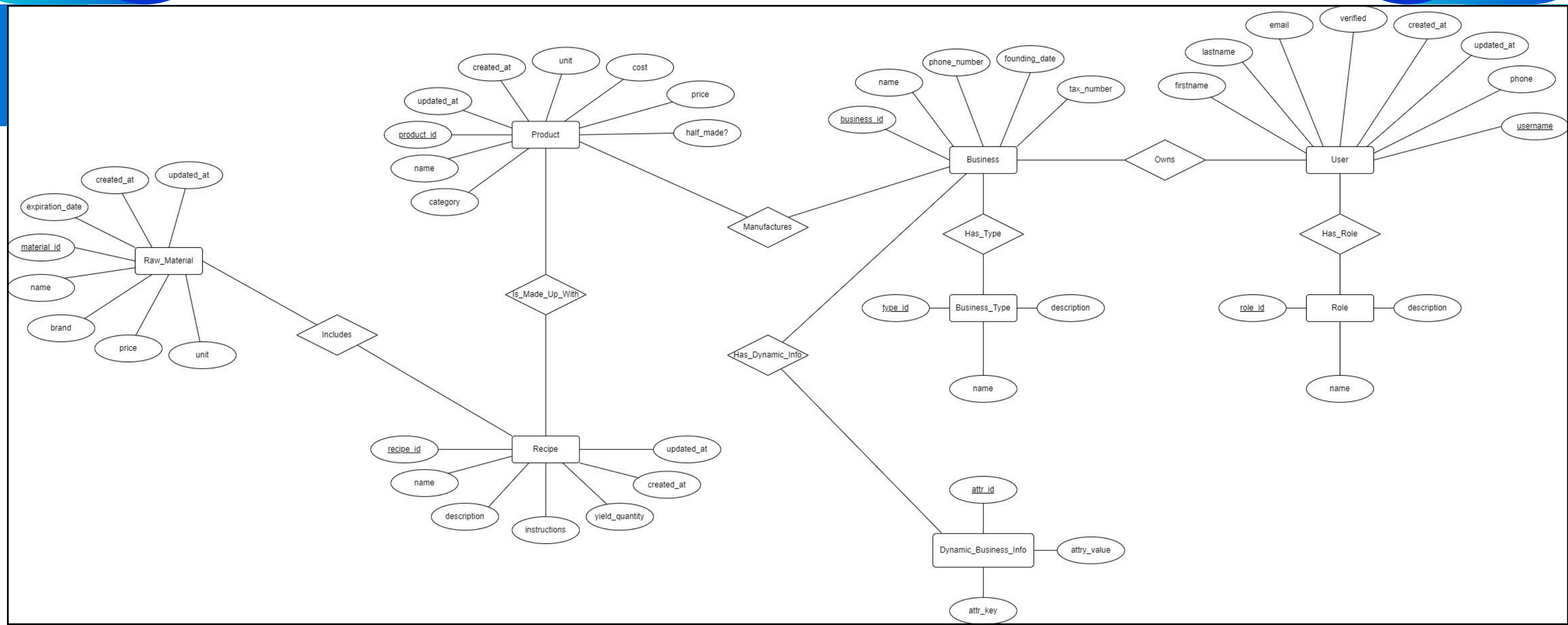
- 240 person/hour



Prototype Design



Prototype Design



Development Plan

MVP Due: 15.08.2024

Features/Modules

- Production
 - Production Plan
- Sales
 - Order Management
- Logistics
 - Delivery Management
 - Delivery Route
- Supplier Relations
 - Supplier Management
- Customer Relations
 - Customer Management

Effort

- 500 person/hour

Sales

- Sales will start at the end of this stage





Development Plan

BETA

Due: TBD

Features/Modules

- AI Assistant
- Modules
 - TBD

Other

- Data needs to be gathered from the early adopters
- Feedback loop to improve the product





03

Market Research

The current state of the existing market and
competitors



The current state of the ERP market



SAP

The global leader



Logo

It holds the majority of the market share in SME solutions in Türkiye



Mikro

Another important player in SME solutions, especially in accounting

| | SAP | Logo Starter | DIA | Monday .com | LIOX | Mikro |
|-------------------------------------|-----|--------------|--------|-------------|------|-------|
| Industry Specific Solutions | No | No | Partly | No | Yes | Yes |
| AI trained on company specific data | No | No | No | No | No | No |
| Industry Specific News | No | No | No | No | No | No |
| SMEs as target group | No | Yes | Yes | No | No | Yes |
| Cloud solution | Yes | Yes | Yes | Yes | Yes | Yes |

There is no single competitor who has all in one product

Domain-specific solutions

Built-in functionalities
powered with AI



AI support

AI trained on company
specific data to act as an
assistant



Mobile access

Data on the go





04

Business Model

The current state of the existing market and competitors



SWOT analysis

Strengths

AIRP is leveraging the LLM technology



SWOT analysis

Strengths

AIRP is leveraging the LLM technology



Weakness

Keeping the data organized is still a problem in SMEs



SWOT analysis

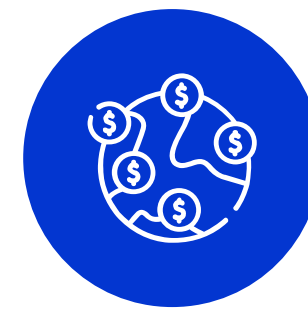
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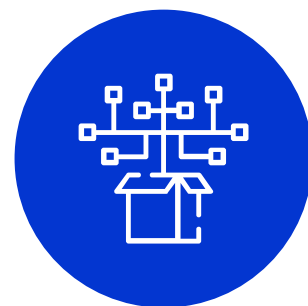
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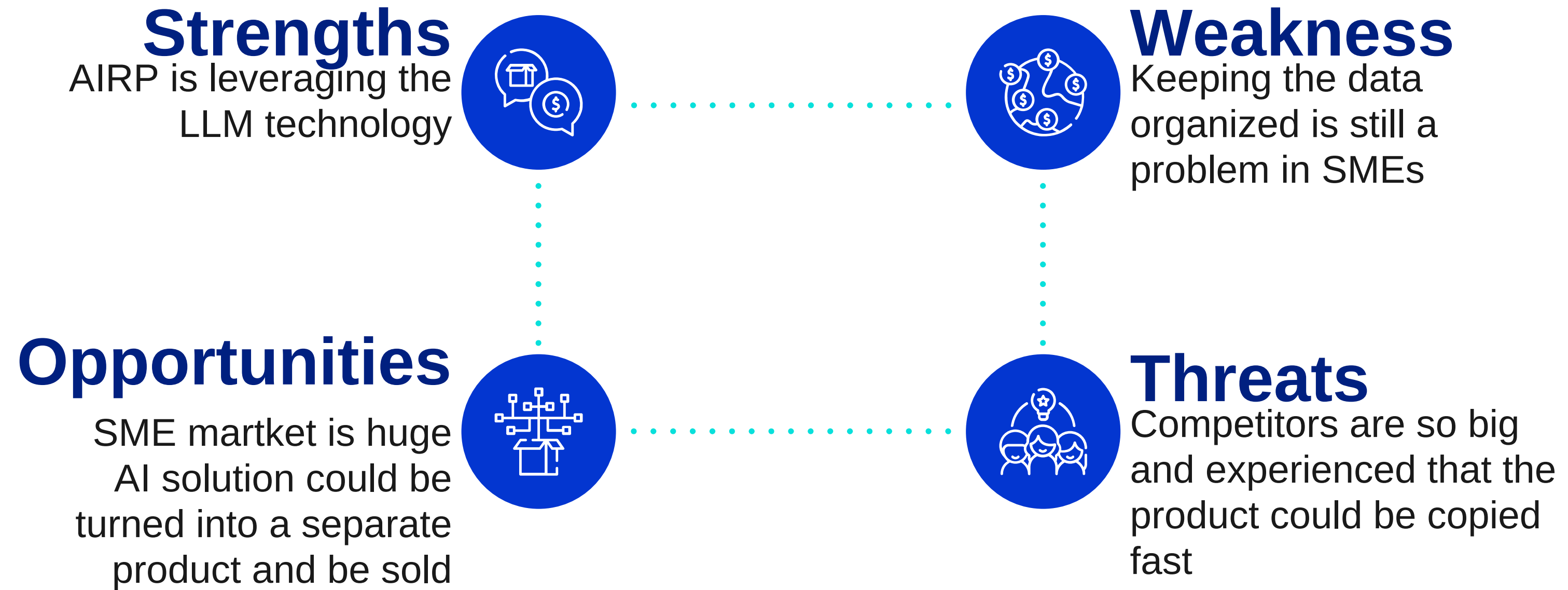


Opportunities

SME market is huge
AI solution could be turned into a separate product and be sold



SWOT analysis



Business Model



Baking Industry First

First in the food chain,
immune from recession

Business Model



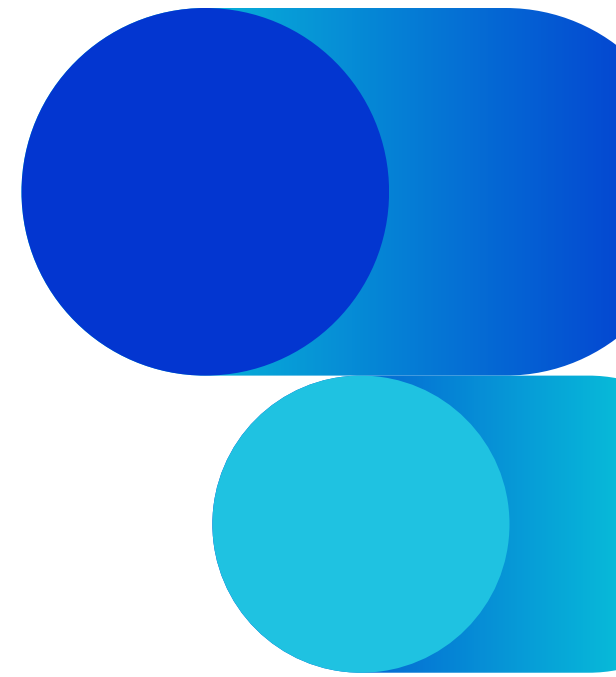
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Modular Design

Customize for future
industries, keep core
functionalities



Business Model



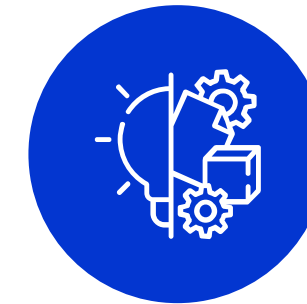
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MVP First

Keep core
functionalities for MVP
to sell

Business Model



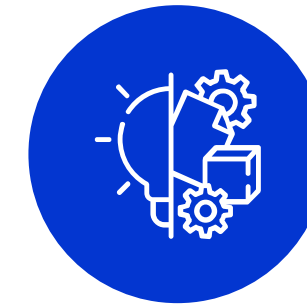
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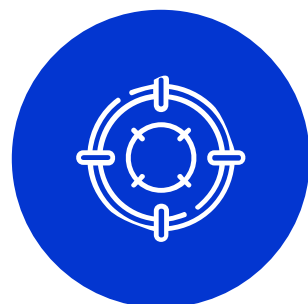
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Sales & Development

Refine product while
selling

Business Model



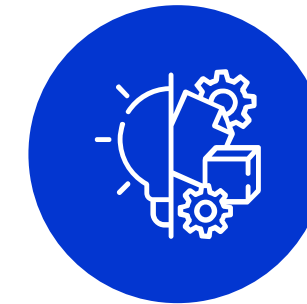
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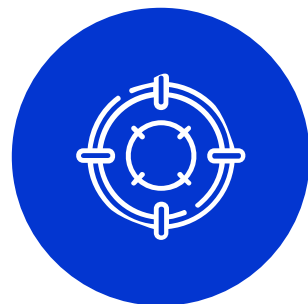
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Sales & Development

Refine product while
selling



Sales Operation

Leverage SME-focused
regional distributors

Business Model



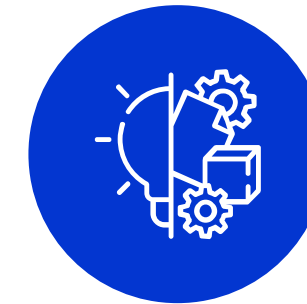
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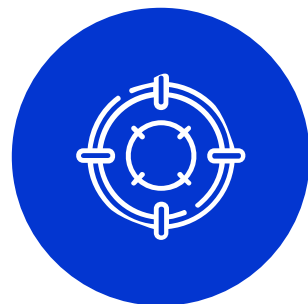
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MVP First

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Sales & Development

Refine product while
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Sales Operation Customer Support

Leverage SME-focused
regional distributors



Make sure customers
are helped in each
state




SOME NUMBERS

...



20K TRY

One time payment, %20 per cent annual data transfer fee, additional fees charged based on the number of users and data storage





20M TRY ARR

In the next 12 months following the first cycle of sales, around 800-1000
sales are targeted





20M TRY

INVEST BACK

%25 product development

%15 customer support & dom. spec. content

%10 marketing activities





“Plans are worthless, but planning is
everything”

—Eisenhower



Thanks!

Do you have any questions?

mehmeteyupoglu2@gmail.com

+90 553 173 19 91

