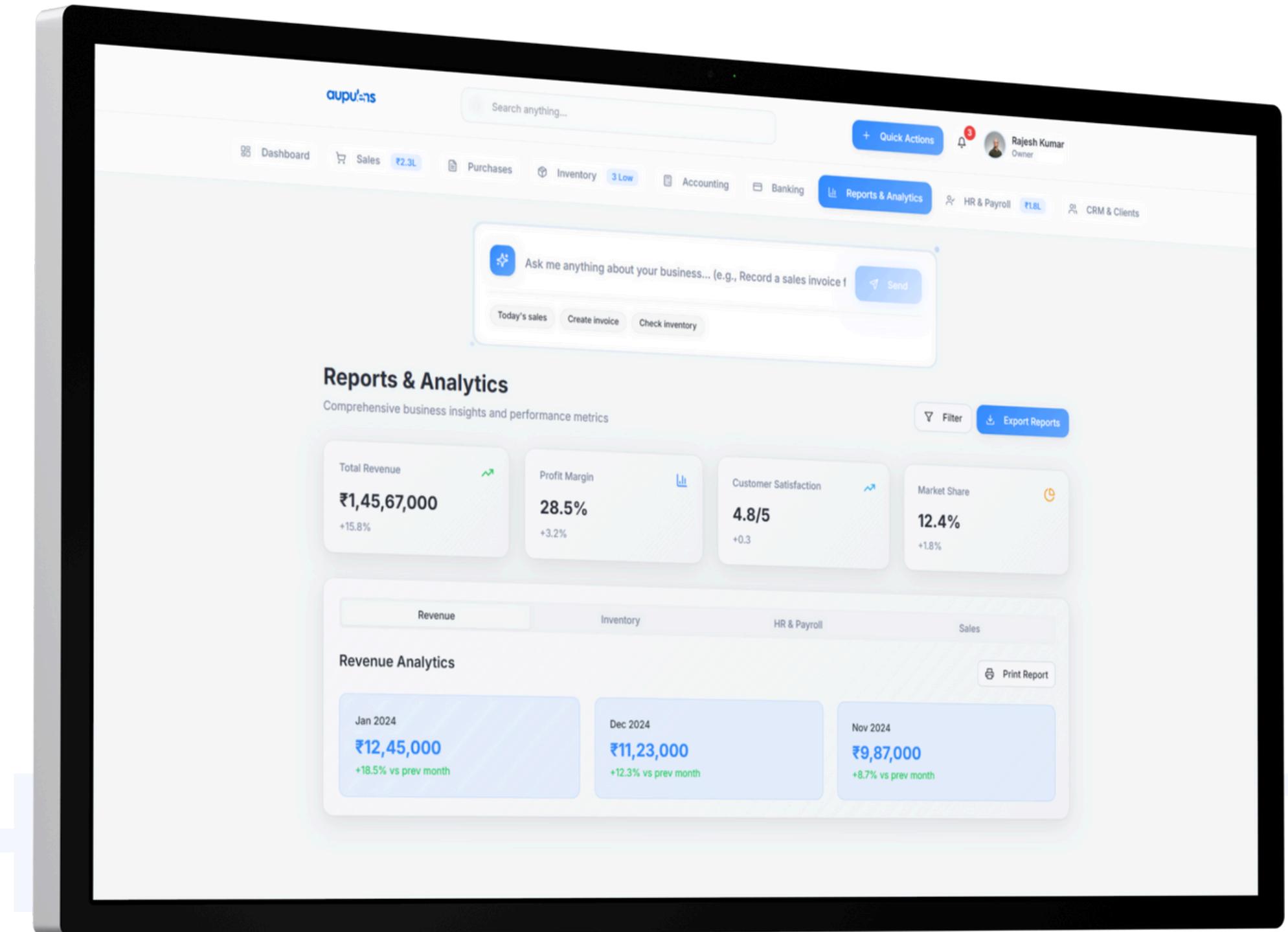


AI FIRST ENTERPRISE RESOURCE PLANNING

PITCH DECK



Problem: Issues With Existing ERP Softwares

Poor UX	Most ERPs need too many clicks for a simple task.	Cluttered Interfaces	Navigation is cluttered, menus are overloaded and UI feels intimidating.	Rigid Workflows	Customizing flows requires technical expertise or consultants.
Excessive Manual Data Entry	No automation for recurring entries or data prediction.	Steep Learning Curve	Onboarding is non-intuitive for teams without ERP background.	Ownership Cost	Entry plans are limited, critical features are locked behind expensive tiers.
Poor Mobile & Remote Usability	Most ERPs lack fluid mobile experience.	Too Many Modules	Some ERPs lack unified workspace, requires usage of different applications.	Lack of Contextual AI	No unified intelligence layer, no contextual prompts or proactive suggestions.

Market Size: Understanding The Market & Opportunity

Global ERP Market



TAM : \$71.6 Billion (2025)

Large enterprises account for 37-41%, SMBs represent the rest

SAM : \$35-37 Billion (2025)

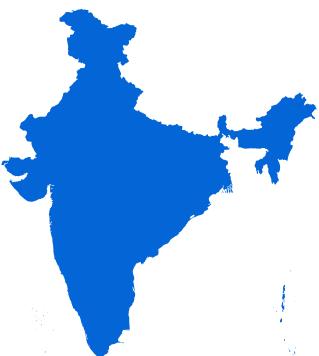
SMB ERP software segment accounts for 60-63% of Global TAM

SOM : \$35-350+ Million

We aim to capture 0.1-1% of global SMB ERP in 5 years via niche AI-native ERP

Expected to grow at 9.6% CAGR (2025-2030)

Indian ERP Market



TAM : \$1.7-1.8 Billion (2025)

Entire Indian ERP market

SAM : \$0.9-1 Billion (2025)

Indian SMBs represent roughly half of the TAM

SOM : \$63-127+ Million

Targeting 5-10% of digitally active SMB segment in exports and other industries in 5 years.

Expected to grow at 7.39% CAGR (2026-2031)

Why Now?

- 75M+ SMBs in India, majority still under-digitized
- India's exports to hit \$1T+ by 2030, strong push from MSME sector
- GST, e-invoicing and audit norms driving ERP demand
- Lack of AI-native, easy to use tools tailored for Indian SMBs
- Massive gap in unified workflows and intelligent compliance for exporters
- Government schemes (PLI, ONDC, DGFT initiatives etc) incentivizing ERP adoption

We see a **massive opportunity in India's growing export-focused SMB sector**. With increasing digitization, compliance mandates and government backed initiatives (Digital India, MSME Digitization), these businesses are actively seeking intelligent ERP solutions, yet most rely on outdated tools. Our AI-native ERP is designed to serve this rising demand, empowering SMB with real time insights, automation and effortless compliance.

Solution: A Smarter ERP for SMBs

We're building a next-gen, AI-native ERP system designed to simplify and accelerate operations for Indian and global SMBs. Unlike traditional systems, ours enables:

Prompt-to-Action AI: Just type what you want and the ERP does it.

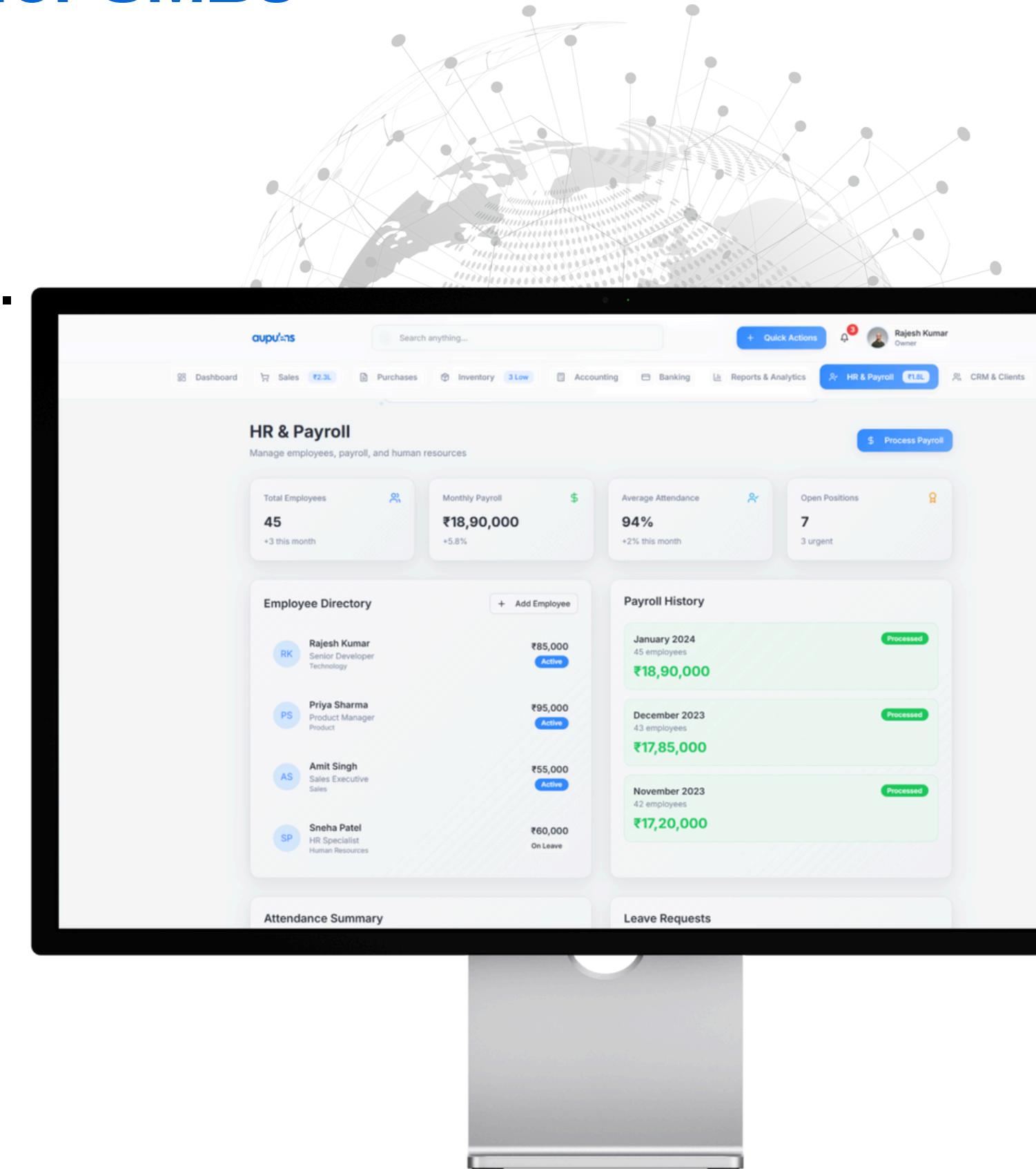
AI-Powered Insights: Auto-generated reports, growth suggestions & simulations.

Always-On AI Advisor: Helps detect compliance gaps, actively monitoring always.

Modular Design: Tailored industry-specific tools, no bloat.

Smart automations: Sales, HR, inventory, finance: all work in sync, powered by AI.

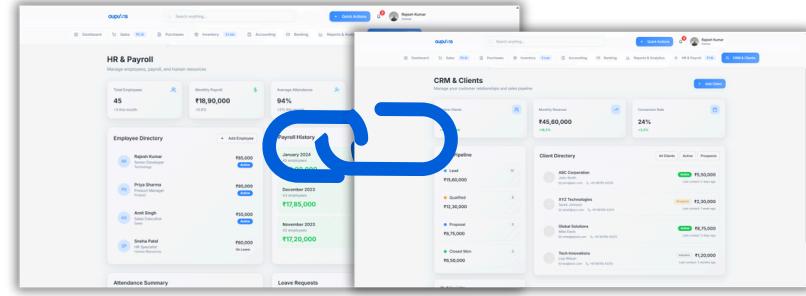
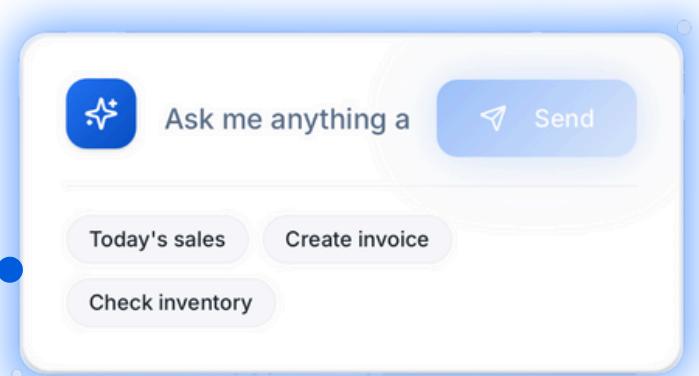
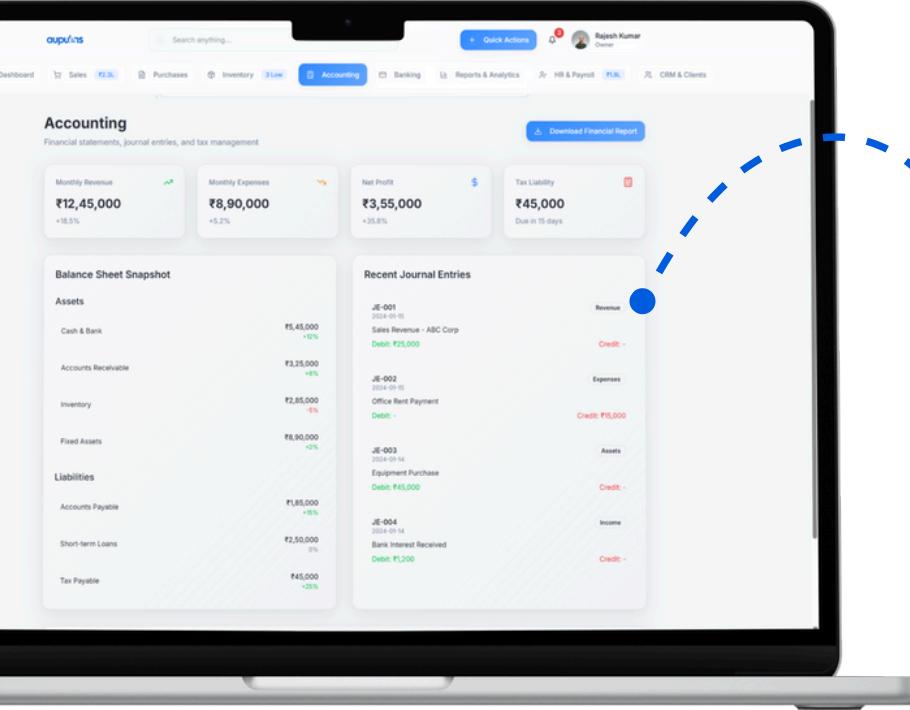
Clean, intuitive UI: Designed for non-tech business owners.



Competition: A Detailed Competitors Analysis

SUITABLE FOR SMBs		
Zoho One	Odoo	TallyPrime
<ul style="list-style-type: none">• Zia AI offers insights in CRM, emails, dashboards• AI is module-specific, not across ERP• No true prompt-based workflows• Workflow automation still manual & rule based	<ul style="list-style-type: none">• Some ML used in invoicing, OCR, chatbot apps• AI apps are optional add-ons, not native• No natural language input• Developer required for deeper automations	<ul style="list-style-type: none">• No AI features• Fully rule-based, manual accounting• No workflow automation, learning, or insight generation• Outdated UI, not a full ERP
OFTEN AN OVERKILL FOR SMBs		
Oracle NetSuite	MS Dynamics 365	SAP Business One
<ul style="list-style-type: none">• Embedded AI for reporting, forecasts, chatbots• Enterprise-grade, requires consultants & training• No cross-module prompt-to-action interface	<ul style="list-style-type: none">• Strong Copilot AI across module• Natural language summaries, email generation, insights• Still module-confined, no full-system prompt control• Needs trained users/consultants	<ul style="list-style-type: none">• Advanced ML & analytics, predictive models• “Intelligent ERP” direction in S/4HANA• Complex interface, built for enterprises• No simple AI layer for SMBs or natural language prompts

Innovation: Fully AI-Native Not AI-Enabled



Natural Language Prompts are converted into ERP workflows

Custom AI Agents Create Agent +

Users can build their own AI assistants for follow-ups, tasks and alerts.

Prompt-Driven User Experience

Type in plain English, trigger real ERP workflows instantly.

Smart Business Monitoring

AI tracks business activity, flags issues and suggests fixes.

Intelligent Compliance Engine

Auto detects tax gaps, applies relevant laws, simplifies audits.

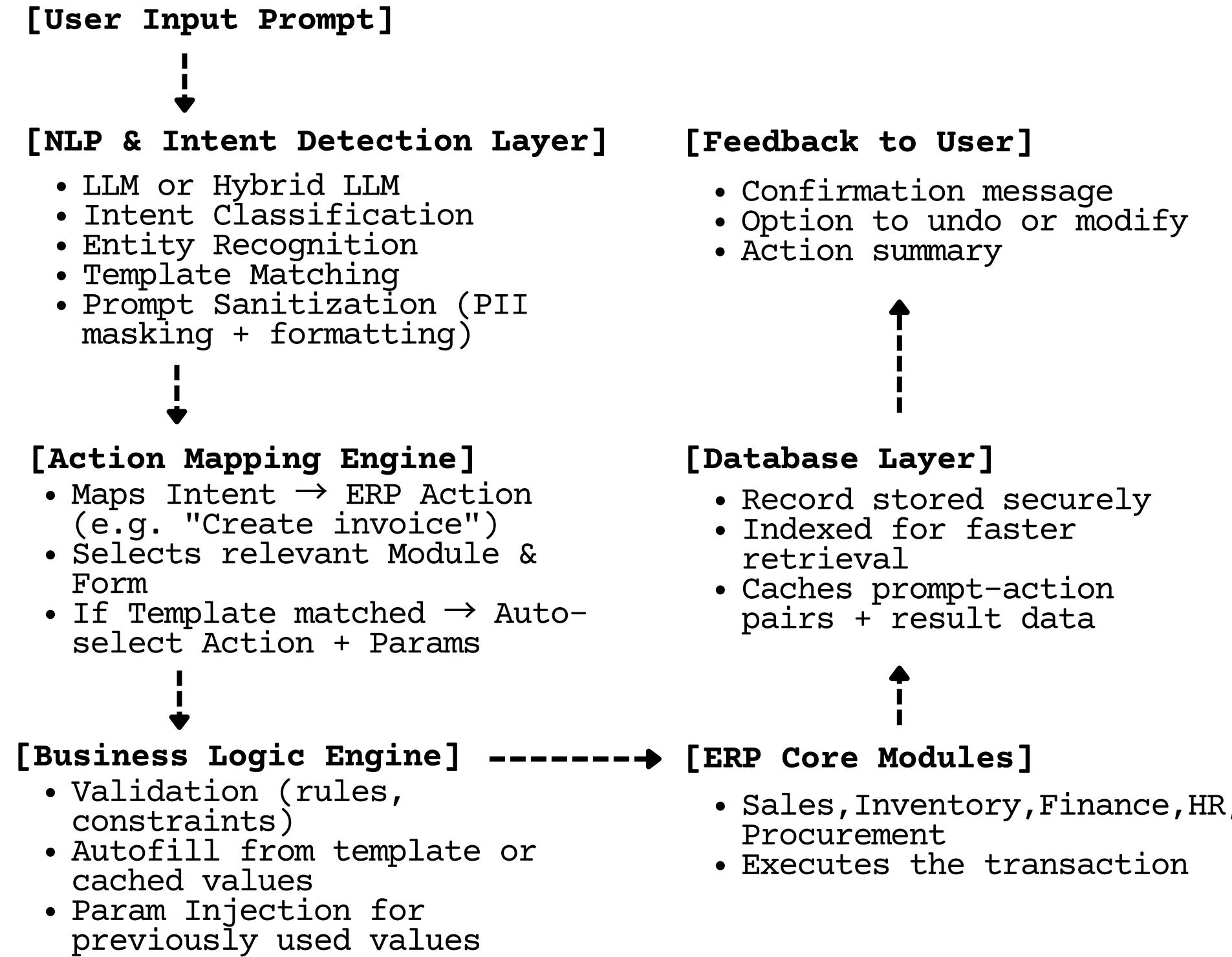
Customizable for Any Business

Drag-and-drop module builder, tailor workflows for any industry.

Interactive Dashboards

Real-time adaptive views personalized to roles and goals, no more static charts.

Prompt-to-Action ERP System Architecture (Workflow View)



AI-Native ERP Architecture

A lightweight, modular system powered by LLMs, prompt templates and RAG, enabling natural language prompts to trigger real business workflows instantly with smart reuse and cost optimized logic.

Optional Add-ons

- AI Recommendations (Based on history/behavior)
- RAG-enabled Knowledge Base
- Private Vector Store (for secure RAG queries)
- Auto-generated Reports

Cost Optimization Layer

- Prompt Templates for common ERP tasks
- Intelligent Caching of previous queries
- Hybrid LLM Strategy (use open-source LLMs with API fallback for complex tasks)
- Smart Result Reuse (prompt result caching with parameter injection)

We use a cost-efficient AI-native architecture combining prompt templates, intelligent caching and RAG for scalable prompt handling. FastAPI powers the backend, PostgreSQL stores structured data and a vector DB enables contextual search. We minimize LLM calls using a hybrid model with template fallbacks and caching.

Business Model: About Business & Revenue Model

Product Offering

Unified AI-Native ERP

Natural language-driven workflows, reporting, compliance and assistant modules.

All in one cloud platform



Pricing Strategy

SaaS Plans

Affordable Monthly/Yearly Plans
Custom pricing for Enterprise Plans

Flat User Pricing

No extra charge per user

Geo-based Pricing

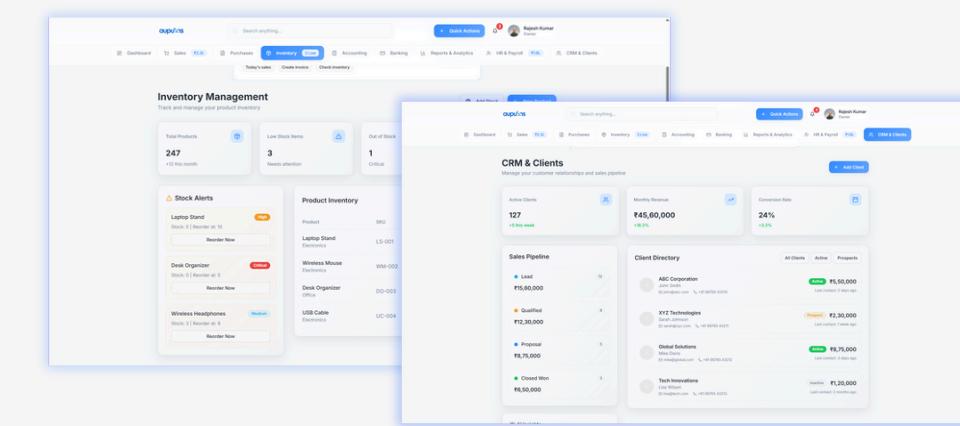
Currency localized pricing

Freemium Access

Limited free trial on sign up

AI Usage Credits

For high-load AI features



Add-Ons & Services

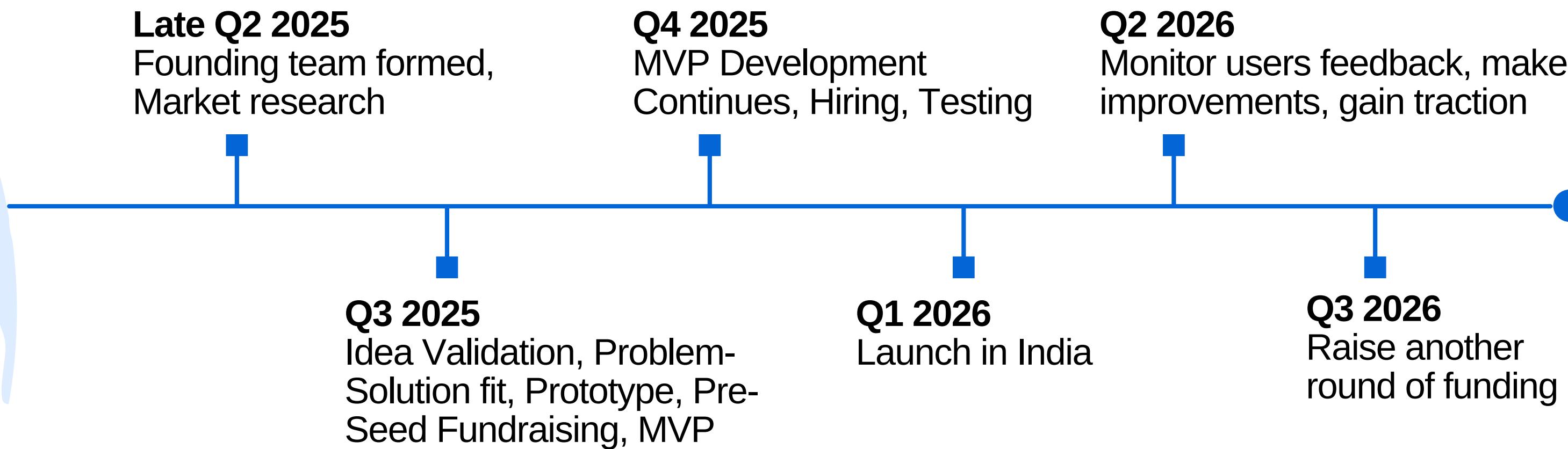
Professional Setup

Optional onboarding, migration & design

AI Modules

Compliance AI, report agents etc.

Roadmap: What's Planned For The Future



Founders Team: The Team Behind The Idea



Anurag JP

Co-Founder
Vision & Product Strategy

Commerce graduate with deep interest in finance and business. Brings sharp analytical thinking and a product first mindset from years of self driven equity market research.



Mohammed Sherhan

Co-Founder
Tech & Product Design

Electronics Engineering Graduate specialised in Machine Learning & Design Thinking with a sharp eye for usability and intuitive design. Brings technical fluency and a user first approach to building practical solutions.



Varun Naidu

Co-Founder
Business & Product Operations

With a background in engineering and a deep rooted passion for startups & finance, he thrives at the intersection of strategy, product and execution. A natural problem solver and go getter, he ensures every idea moves from whiteboard to real world impact.

Funding Ask: Funding Requirements

We're raising
\$500,000 USD

to build the MVP, expand our team, launch in pilot markets and kickstart go to market.

75M+ SMBs
exist in India

30-35%
contribution to GDP

Massive Growth
is forecasted ahead
23% to 73%

Increase in AI adoption by Indian Businesses

Forecast: nearly all businesses globally will be using or experimenting with AI by 2030.

\$64.8 Billion
Global
ERP
Market



**Revenue Potential of
\$10+ Million**
ARR every year globally

in a rapidly growing market with clear whitespace
for modern AI-first solutions

Funds Allocation
12-15 Months Runway

Product Development: 35%
AI Infra & API: 10%
Initial Team Hiring: 25%
GTM & Marketing: 15%
Legal & Admin: 5%
Runway Buffer: 10%

With \$500K, we secure 12–15 months of runway to build and test with real users: covering infrastructure, prompt optimization and GTM experiments. Our goal is to achieve early revenue and product–market fit signals within this timeframe.

aupulens



THANK YOU

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