



Ottero Pty Ltd

Revolutionizing Invoicing, Quoting, and Asset Management with AI

Cofounders: Mani H. and Reza G.
mani@ottero.io, reza@ottero.io
ottero.io

Problem Statement

- **Manual Processes:** Invoicing, quoting, and asset management are time-consuming and error-prone.
- **Inefficiency:** SMEs struggle with inefficient workflows, leading to operational delays and increased costs.
- **Customer Satisfaction:** Poor customer service due to lack of automated support tools.

Market Opportunity

- **Target Market:** Small to Medium-sized Enterprises (SMEs)
- **Growth Potential:** Increasing demand for automation and AI-driven solutions in administrative tasks.
- **Competitive Landscape:** Comparison with existing solutions like Xero and QuickBooks.

Solution Overview

- **Ottero's Platform:** Comprehensive SaaS solution for invoicing, quoting, and asset management.
- **AI-driven Features:**
 - Email to Quote Conversion: Automatically generate quotes from customer emails.
 - AI-powered Chatbot: Provides customer support and assists with inquiries.
- **Automated Data Entry:** Scan and process physical documents.
- **Customer Insights:** Analyze feedback and social media for actionable insights.

Key Features & Benefits

- **Efficiency:** Automation reduces time and errors.
- **Customization:** Flexible asset management tailored to industry needs.
- **Integrated Experience:** Seamless workflow from inquiry to payment.

Technology Stack

- **Backend:** Spring Framework, Spring Boot, KeyCloak IDP, Kuerbentes
- **Frontend:** React.js
- **AI Integration:** AWS Generative AI capabilities
- **Data Security:** Robust measures to ensure data protection and compliance.

Business Model

- **Subscription Fees:** Tiered pricing based on features and number of users.
- **Referral Services:** Revenue from partnered businesses and services.
- **Additional Modules:** Optional add-ons for advanced features and integrations.

Go-to-Market Strategy

- Customer Acquisition: Targeted marketing campaigns, partnerships with industry associations.
- Pilot Programs: Initial rollout to selected SMEs for feedback and refinement.
- Customer Support: Dedicated team for onboarding and continuous support.

Traction & Milestones

- Current Status: Product development phase, initial feedback from pilot users.
- Key Milestones:
 - - Beta launch: end of 2024