# Ottero Pty Ltd

Revolutionizing Invoicing, Quoting, and Asset Management with AI

Cofounders: Mani H. and Reza G.
[mani@ottero.io](mailto:mani@ottero.io), [reza@ottero.io](mailto: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.
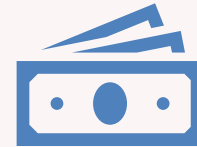- **Customer Insights**: Analyze feedback and social media for actionable insights.

# 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
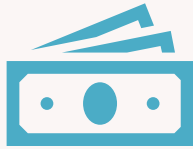
**FRONTEND**: REACT.JS
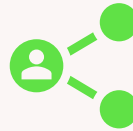
**AI INTEGRATION**: AWS GENERATIVE AI CAPABILITIES

**DATA SECURITY**: ROBUST MEASURES TO ENSURE DATA PROTECTION AND COMPLIANCE.

# Business Model

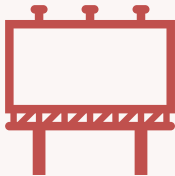**Subscription Fees**: Tiered pricing based on features and number of users.

**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
MVP: March 2025