

Personally.ai Shopper

SHORT DESCRIPTION

Personally.ai Shopper is a digital personal shopper solution that connects consumers with local businesses through an artificial intelligence (AI)-based chatbot. Its financing model includes advertising, commissions, and premium subscriptions.

NEED

Small local businesses face significant challenges due to competition from large online platforms, complexity in online search, and lack of digital visibility.

SOLUTION

Personally.ai Shopper uses AI to improve communication between businesses and consumers, facilitating a more efficient and personalized shopping experience. Our chatbot not only simplifies interactions, but also promotes local commerce and optimizes commercial management.

TEAM

Our interdisciplinary team includes specialists in AI/ML, marketing, and business. Each member brings unique skills to strengthen the implementation of technological strategies.

INNOVATIVE AND DIFFERENTIATING ASPECTS

Personally.ai Shopper distinguishes itself by prioritizing local commerce through an advanced chatbot that personalizes product recommendations based on local data and user preferences. Our solution boosts the local economy and reduces the carbon footprint, improving the user experience in real time.

TARGET MARKET AND COMPETITION

We focus on the vast local trade market in the World, where we seek to capture a significant portion. Personally.ai Shopper differentiates itself from giants like Amazon by focusing on proximity, sustainability, customization, and its data granularity.

FINANCIAL NEEDS

An initial capital of €500,000 is required for technological development, AI integration, marketing and operations.

FINANCIAL PROJECTIONS

Our revenue model combines monthly subscriptions, cost per click (CPC) and cost per thousand impressions (CPM). We expect constant growth in revenue and number of clients in the coming years.

ALLIANCES

We have the support of programs such as lablab.ai, mentors and

technology transfer offices that provide experience in business development and market knowledge.

STATE OF DEVELOPMENT

Currently in TRL 3, we have implemented a basic structure by retraining AI models with data from local businesses and exploring its integration with messaging and geolocation tools.

NEXT STEPS

Soon, we will validate the functionality with real users and integrate voice and image data ingestion. We will evaluate expansion to different sectors and the inclusion of open-source AI models.

INDUSTRIAL/INTELLECTUAL PROPERTY/CHALLENGES AND OTHERS

We are evaluating strategies to protect the innovative aspects of Personally.ai Shopper, maintaining the trade secret of the most valuable elements of our value chain.

CANVAS MODEL

PROBLEMS

- Decline in sales in local businesses due to online competition.
- Difficulty for small businesses to digitize their services efficiently.

SOLUTIONS

- AI chatbot to facilitate the connection between consumers and businesses.
- Marketplace platform that aggregates local services and products.

OUR PRODUCT AND MY MINIMUM VIABLE

- A chatbot accessible via popular messaging apps that allows users to explore and shop at local businesses.

OUR WEAKNESS

- Limitation of resources to compete with large e-commerce platforms.
- Limitation of time and financial resources

OUR STRENGTH

In-depth knowledge of the dynamics and needs of local commerce.
Interdisciplinary team with complementary skills.

OUR THREAT

- Rapid changes in technology may require constant adaptations.
- Legislation on data privacy and use of digital tools.

OUR OPPORTUNITY

- Growing interest in supporting local commerce and sustainable practices.

- Untapped digitalization market for small businesses.

WHAT WE KNOW ABOUT MY COMPETITORS

- They have greater online visibility and larger marketing budgets.
- They offer a wider range of products but less local customization.

WHAT WE KNOW ABOUT MY CLIENTS

- They prefer personalized and conscious shopping experiences.
- They are looking for convenience without sacrificing quality and uniqueness.

OUR BUSINESS MODEL

- Transaction fees and premium subscriptions for merchants.
- Targeted advertising and collaborations with local businesses.

OUR TEAM

- Specialists in AI, digital marketing, software development, and data analysis.

HOW MUCH DOES IT COST (INVESTMENTS)

- €500,000 for platform development, marketing, and operations.

HOW AM I GOING TO FINANCE IT

- Search for venture capital investment and grants for technology startups.

OUR NEEDED COOPERATORS

- Local merchant associations and chambers of commerce.

INCOME MODEL

- Monthly subscriptions for businesses.
- CPC and CPM for targeted advertising.

OUR WOW MESSAGE

- "Preventing local commerce from disappearing through intelligent connection between customers and stores."

MAIN METRICS

- Number of subscribed businesses.
- Transactions carried out through the platform.
- Customer retention and satisfaction.

HOW WE ARE DIFFERENT

- Focus on supporting and sustaining local commerce.
- AI integration for a highly personalized user experience.
- Data granularity and data structure