

L A I F

DATA DEMOCRACY





# Who we are



## Marco Vita

Mathematician, expert in data engineering, cloud architecture, and development team leadership.

Passionate educator in both academic and sports settings.



## Andrea Mordenti

Computer engineer specialized in business intelligence, data management and AI solutions.

Skilled communicator and seasoned in client relations.



## Marco Pinelli

Theoretical physicist, expert and innovator in modern AI solutions with focus on full stack development. Driven by curiosity and innovation.



## % of companies that have activated at least one AI experimentation project

Large enterprises



SMEs (< 250 employees)



**Without investments  
from SMEs, AI risks  
being an advantage  
only for large  
companies in Italy**

SMEs represent 80% of jobs and  
produce 70% of added value in Italy



# What can SMEs do now?



## Business as usual:

low digitalization, poor data utilization, risk of market exit

## Tech market products:

many specific solutions, low flexibility for custom processes

## Tech providers and traditional software houses:

focus on large companies, old technology or high costs



**LAIF**  
**DATA**DEMOCRACY

# Mission

Our goal is to provide innovative and **customer-centric data-analysis and AI solutions** that enable small and medium enterprises to adapt, grow and succeed.

We are dedicated to developing accessible, **high-quality technological solutions** that not only meet but exceed our clients' expectations based on their unique needs.

Our end-to-end support ensures that every SME can thrive by making informed decisions and **driving sustainable growth** in the digital age, saving time and optimizing processes.

We are committed to **democratizing data usage**, providing the tools and training necessary to transform and prosper in their respective markets.



### 1) Requirement Analysis:

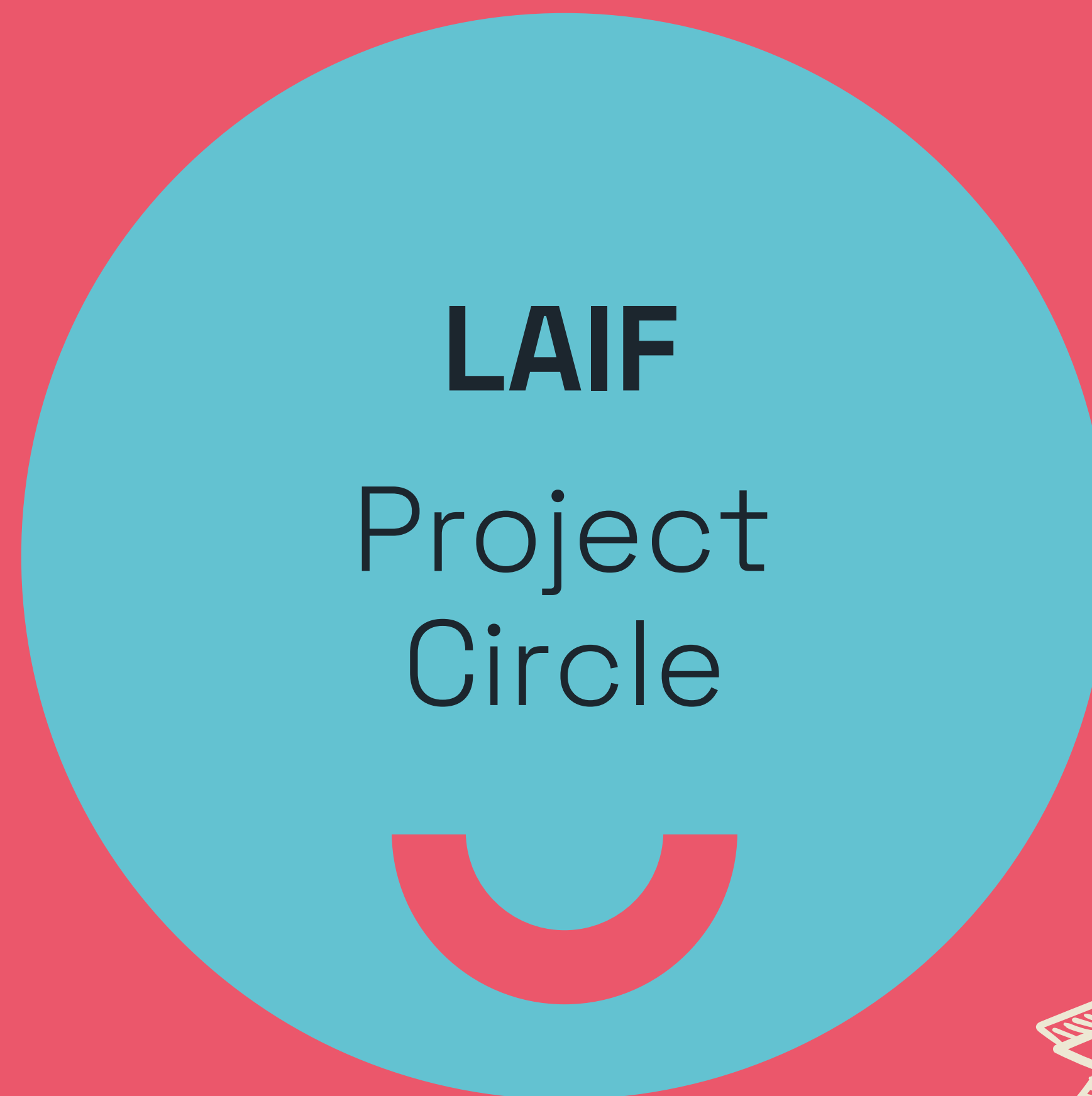
We delve into the problems your company faces and guide you through the introduction of data analysis and artificial intelligence solutions.

### 2) Proposal Design:

Together, we design a solution that reflects your vision and needs with a visual and data management design. We then propose a preliminary mockup to validate the project idea.

### 3) Quotation:

We detail the scope of collaboration with a quotation that serves as a roadmap for the journey we will undertake together, outlining both functional aspects and UI/UX details.



### 4) Solution Development:

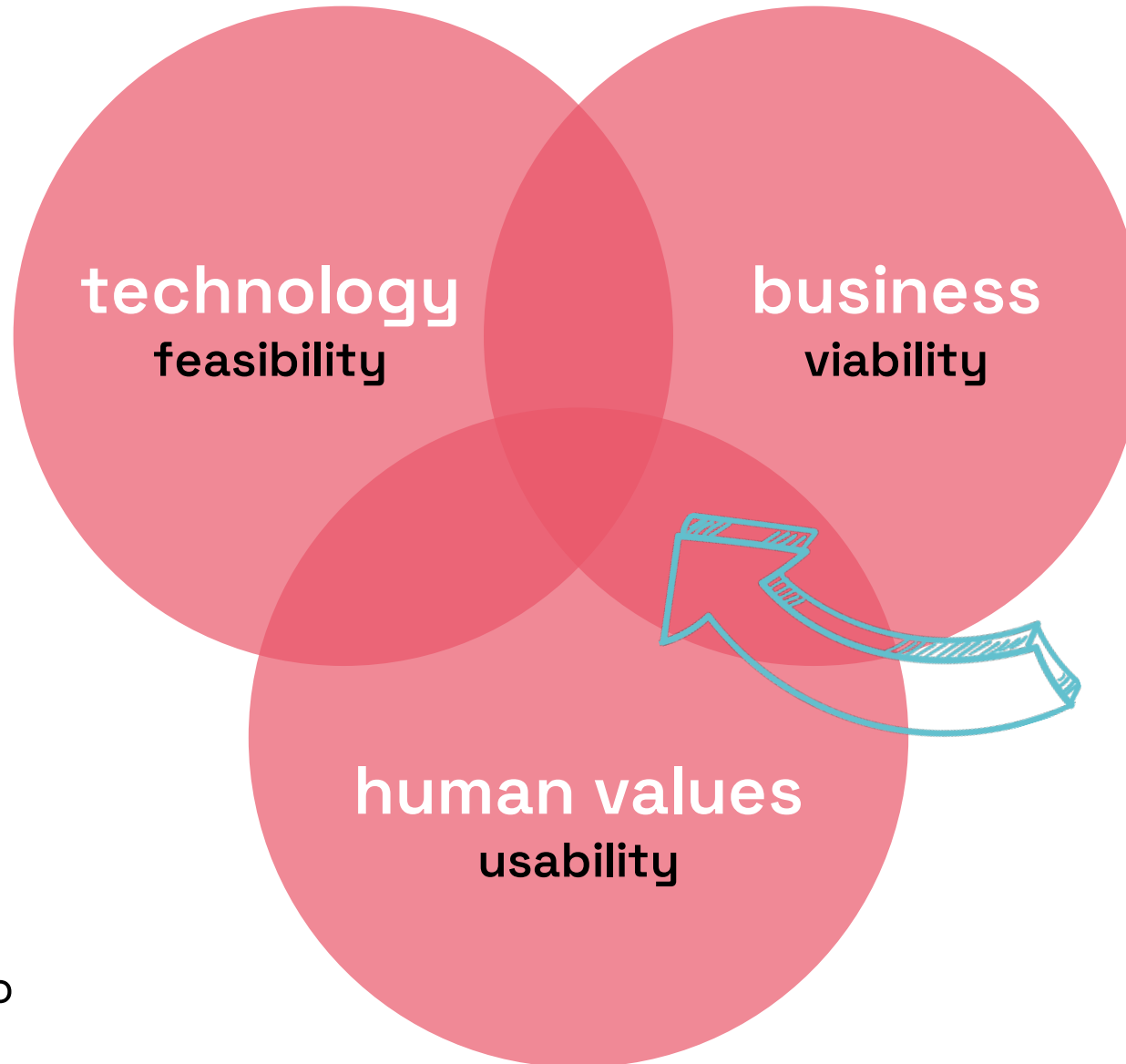
We develop through progressive releases, creating a prototype and continuously integrating your feedback until the conclusion of testing and final acceptance.

### 5) Adoption:

We guide you through the adoption of the solution with dedicated onboarding and training sessions. We ensure long-term performance through maintenance services and an effective ticketing system.



**Design  
Thinking**



**Design  
Innovation**



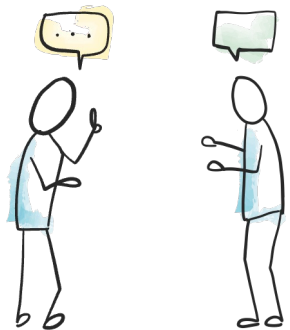
Our approach to  
generate value



# Laif Benefit for SMEs

## Streamlined processes

Our delivery is quick and efficient. We gather requirements, co-design the app with you, and develop it swiftly to meet customer needs.

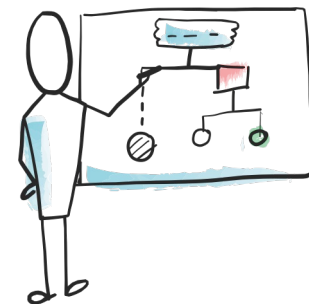


## Customizable quality software

We are customer-driven, designing solutions together to ensure they work for specific processes. Our technology is thoroughly tested to guarantee high-quality software at prices accessible for SMEs.

## Emphasis on simplicity, usability, and adoption

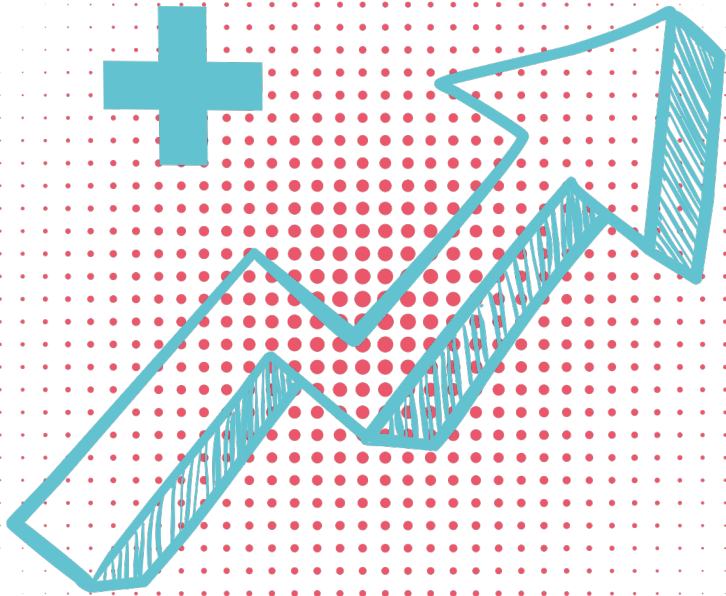
Our goal is successful implementation, which we measure by user engagement. We focus on making our software easy to use and integrate into daily operations.







# Use case examples



## **Document Management**

Classification, information extraction, and summarization.

## **Chatbot**

Conversational platform for interacting with corporate documents.

## **Predictive Systems**

Forecasting future trends on sales and other key business metrics.

## **Clustering**

Customer and supplier segmentation based on purchasing behavior.

## **Anomaly Detection**

Identification of anomalies in the use of resources.

## **Resource Optimization**

Applicable in production, human resources, and resource management.

## **Debt Recovery**

Prioritization of debtor users and automation of reminder notifications.

## **Recommendation engine**

Product/service proposals for up-selling and cross-selling.



# Document Management

## THE 3 BENEFITS

**1 → Processing speed:** Reduce the management times of each document, even for repetitive tasks, thanks to the automated features of our platform.

**2 → Greater accuracy:** Minimize human errors in repetitive activities through automated and programmable checks.

**3 → Business value:** The time spent by the user moves from processing the documents to their validation, ensuring an effective human-in-the-loop (HITL) approach



## APPLICATION:

- Administration
- Supply chain & logistics
- Marketing & Sales

Our document management platform centralizes and organizes business information, whether it is native digital documents or paper scans.

It offers advanced features such as the automated classification of documents (invoices, contracts, bills), extraction of key information (addresses, amounts, dates), and the ability to generate detailed summaries of the contents.



# Chatbot

## THE 4 BENEFITS

**1 → Accuracy and service level:** The conversational agent, unlike generic chatbots, provides answers considering company data, often closed to the outside. It provides answers within the corporate context; therefore, more accurate.

**2 → Security:** Documents, data, and conversations between the chatbot and users are protected and inaccessible to third parties.

**3 → Speed:** Access company information quickly, especially in environments with vast document archives, significantly reducing waiting times.

**4 → Autonomy:** The documents and information provided to the chatbot can be updated autonomously by the client, creating and modifying new sources according to the specific need.

## APPLICATION:

- Amministrazione
- Supply chain & logistica
- HR
- Production
- Marketing & Sales

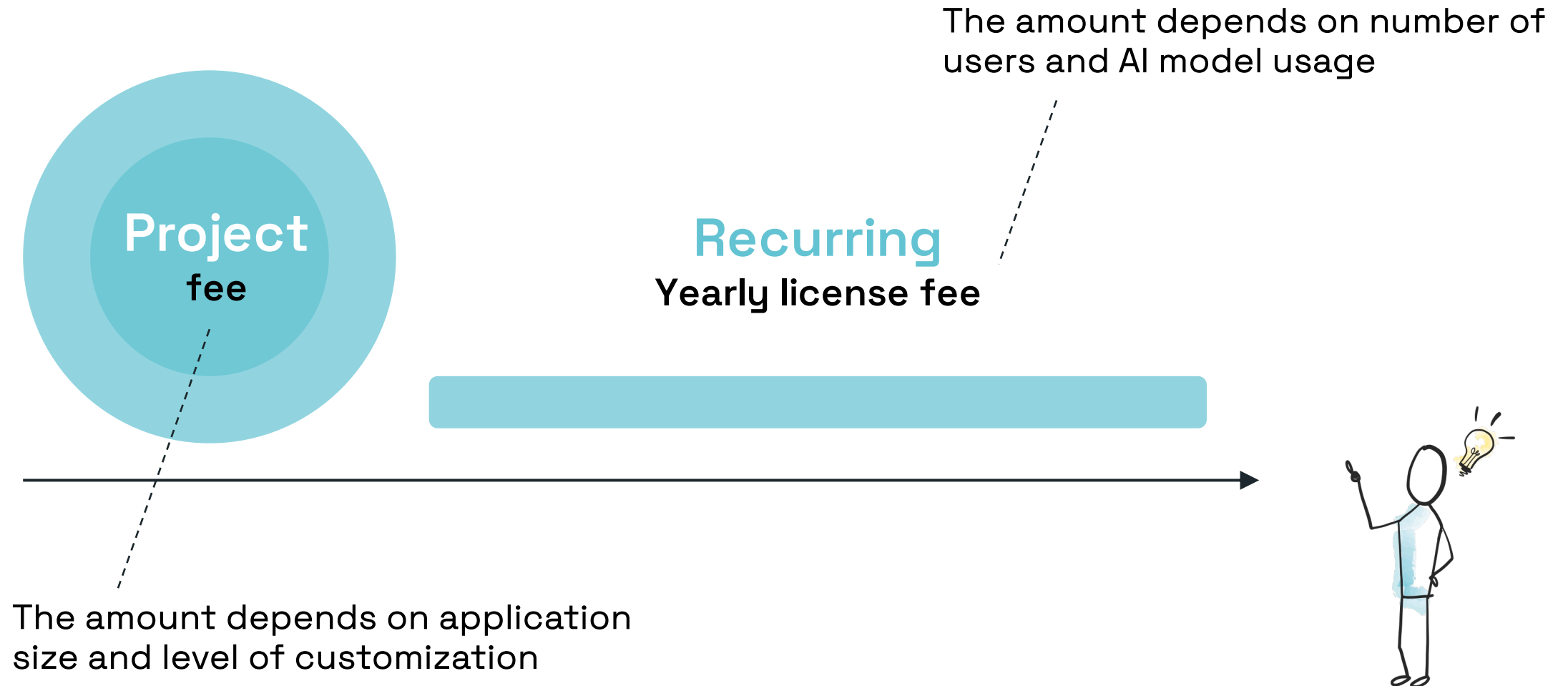
Our chatbot facilitates real dialogue between the user and the internal knowledge of the company, querying predefined databases and internal documentation via a dedicated platform.

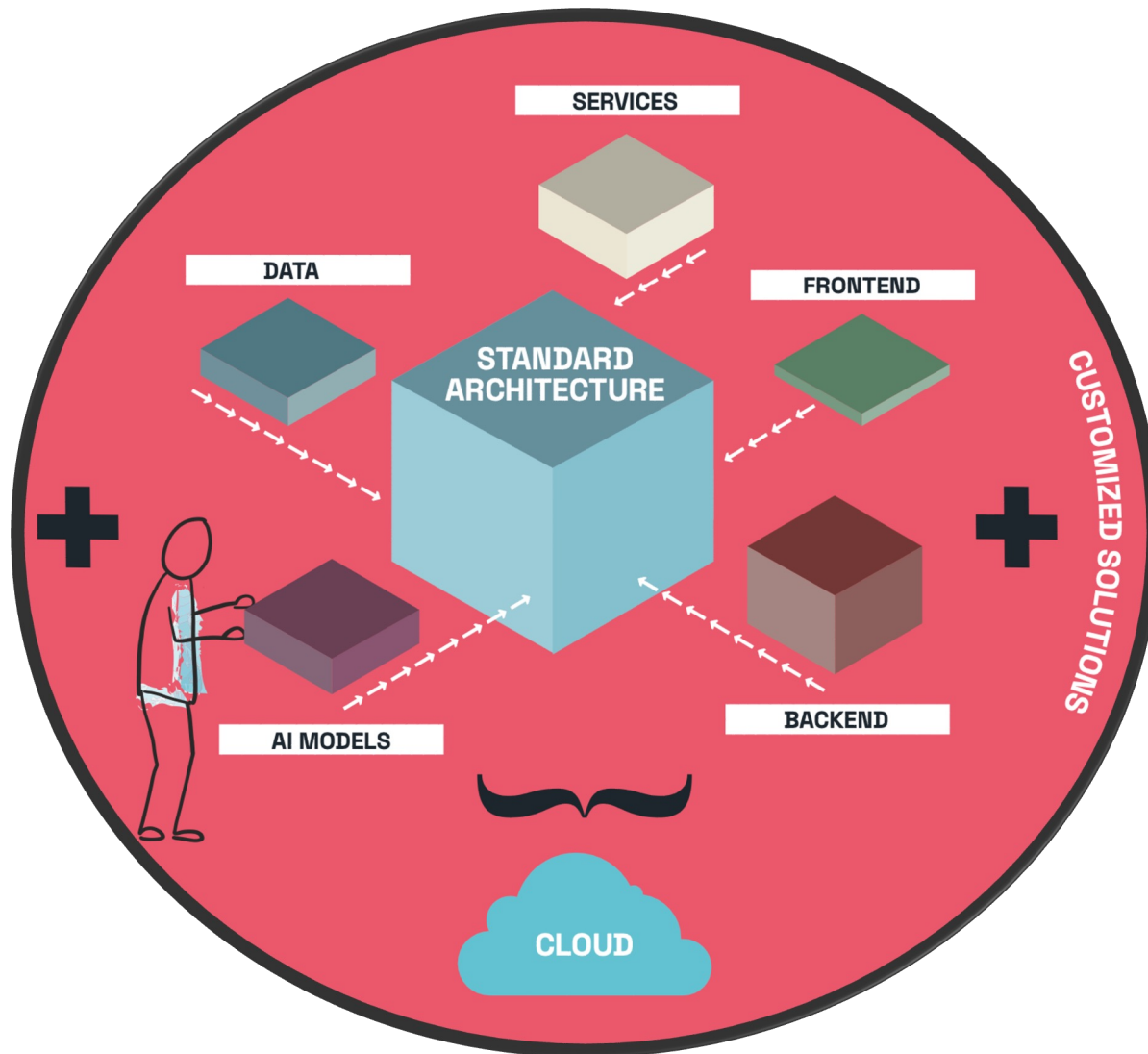
The chatbot provides answers to the questions asked by querying the knowledge base that has been defined previously (websites, databases, internal documentation) through a screen dedicated to both internal company users and external ones, such as final customers.

Adaptable to different user profiles, the chatbot responds considering various levels of knowledge and adopting appropriate conversation tones. It also offers the possibility to define document drafts, providing standard and customizable templates.



# Pricing





## How do we do

We offer **customized web applications**, managed as a service (**SaaS**) on a private cloud for the customer.

Customer can choose the needed **modules**, ensuring customization and scalability.

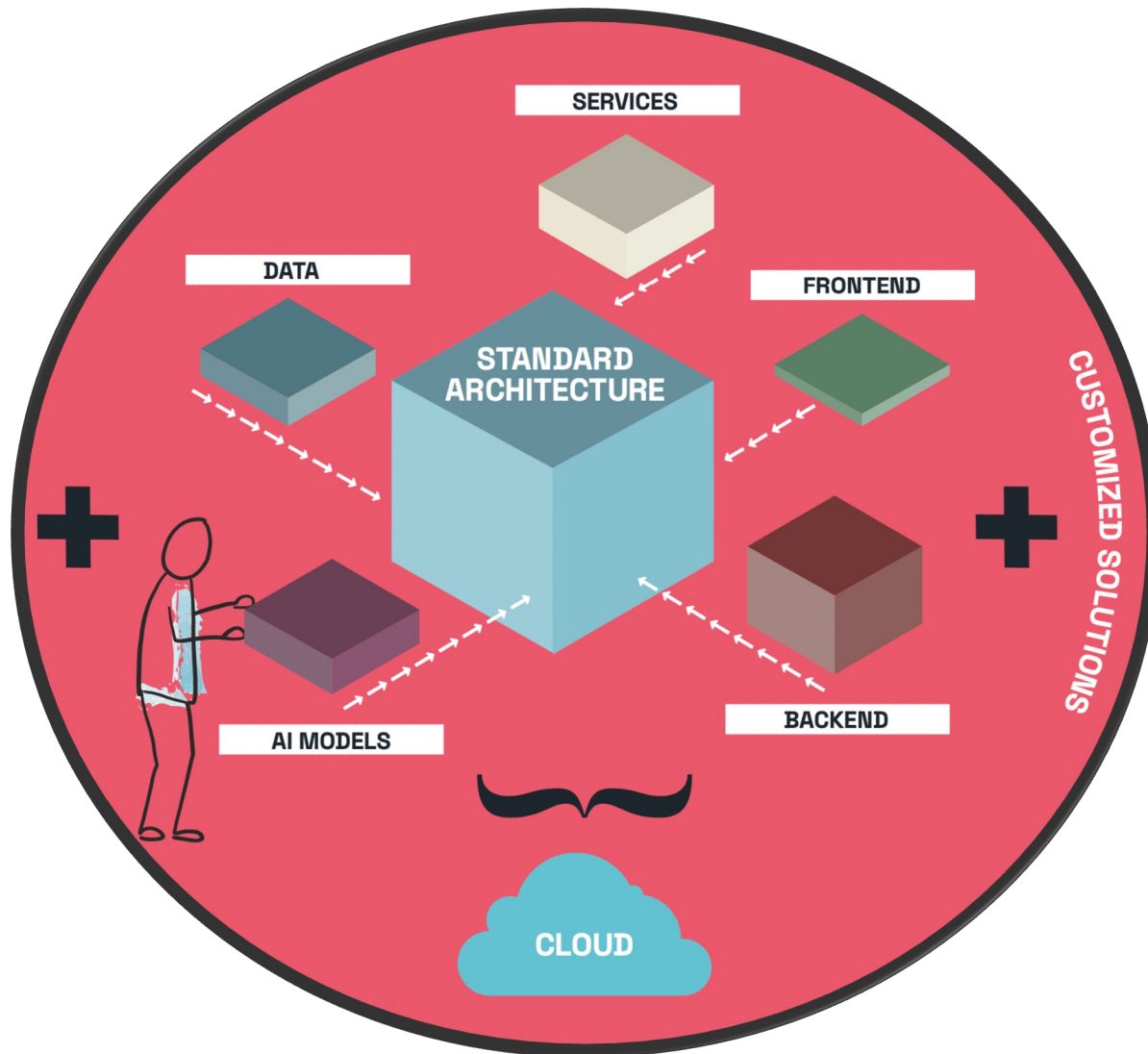
The success of our software is measured by its **adoption** and **easy of use**.

Our **tech stach** allow us to deliver the project in **weeks**, not months.





## Our tech components



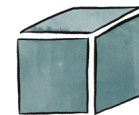
AWS IaC proprietary library for cloud architecture



RestAPI template backend container in **FastAPI**



React Nexjs white-label application & relative design system for prototyping

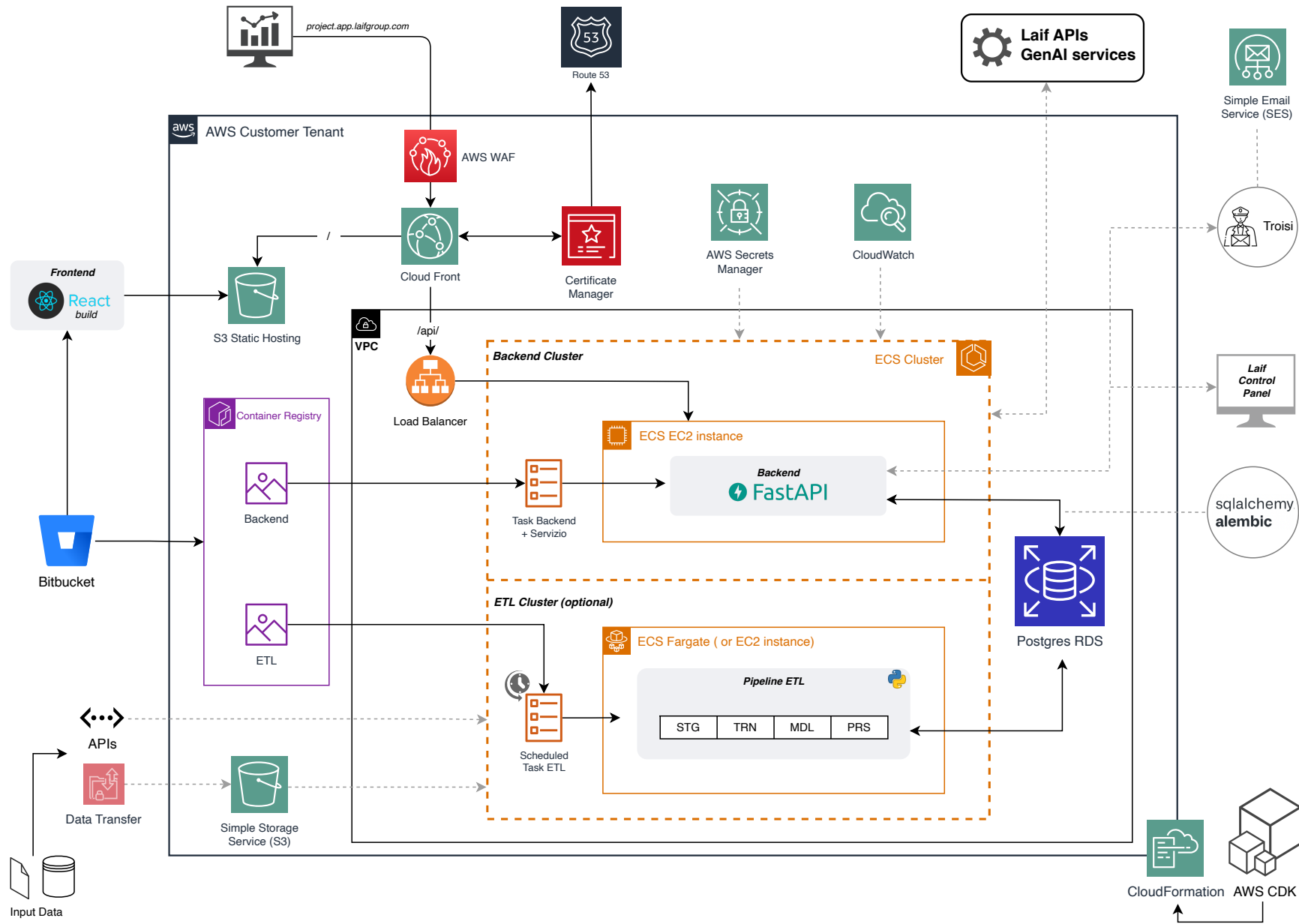


Homemade or third part data and AI microservices integration





# Laif Core Stack





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