



**Your business. Your catalogue. Your policies.**



Web

Telegram

WhatsApp

Facebook

Instagram

COMMERCIAL OFFER **EARLY ACCESS 2026**



## THE PROBLEM

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**500 million SMBs** worldwide sell physical goods from catalogues. Their customers now expect to shop inside the channels they already use — **Telegram, WhatsApp, Instagram, Facebook** — but building and maintaining a separate bot or storefront for each channel is too expensive and too technical for most small businesses.

Existing tools either work on a single channel only, or require months of custom development. The result: SMBs either **miss the channel entirely**, or **pay a developer** every time they want to expand.

## MARKET SIZE

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**\$290B**

Conversational commerce market, growing **25% YoY**

**2B+**

WhatsApp MAU; 500M+ business messages daily

**800M+**

Telegram monthly active users

**2B+**

Instagram MAU; 70% follow at least one business

Fashion · Bookshops · Florists · Delis · Photographers · Cosmetics · Clinics · Hospitality · Real Estate

## THE SOLUTION

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**AIFA** turns a business catalogue and domain knowledge into a **24/7 AI sales assistant**, deployed simultaneously across **web, Telegram, WhatsApp, Facebook, Instagram** and future channels — from a **single engine**, with a **single setup**.

- AI-powered catalogue search & recommendations
- Seller notifications via Telegram or WhatsApp
- Wishlist and cart — unified across all channels
- Size & address preferences — cross-platform
- Checkout with **Stripe** payments
- AI guide: discovery → sizing → ordering → returns
- Order tracking and status updates
- **Your brand** — not ours

## WHAT YOU GET

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- **Your brand, not ours**  
AIFA promotes your brand at every touchpoint — unlike marketplaces that build their own audience with your traffic
- **Order notifications**  
New orders, payments and messages delivered directly to your Telegram or WhatsApp — no new dashboard
- **24/7 AI sales assistant**  
Trained on your catalogue, pricing, policies, FAQs, sizing guides and brand voice
- **Full shopping experience**  
AI search, wishlist, cart, Stripe checkout, order tracking — all included out of the box
- **Single sign-on across all channels**  
Customer logs in once via any connected social network — cart, wishlist, sizes and address follow them everywhere
- **Extensible by design**  
CRM integration, messenger-based management, loyalty programmes, analytics — added on demand



### TECHNICAL MOAT

#### Data-Driven Microservice Architecture

Reliable, fault-tolerant and built for high load: services scale independently for traffic spikes and zero-downtime releases, while new channels and client-specific workflows are added as modules instead of risky core rewrites.

#### Proprietary ML / AI Pipeline (included)

End-to-end in-house pipeline: data collection, cleaning, structuring, model training and fine-tuning included in the subscription. Enterprise clients can deploy it on-premise, keeping model weights and customer data inside their own infrastructure.

#### Single Sign-On -- One Identity Everywhere

Customers authenticate once via any connected social network. Their profile -- cart, wishlist, sizes, delivery address -- is available across all platforms.

#### Open Extension Layer

Native hooks for CRMs, ERPs, analytics, loyalty and custom features. Payment providers, booking systems and inventory tools are added without touching the core engine.

### HOW IT WORKS

1

#### Send us your catalogue and policies

Product list, price sheet or website URL — plus returns, delivery, sizing guides, FAQs and brand voice. Any format accepted.

2

#### We prepare data and train the AI

Data cleaning, structuring and ML pipeline setup — all included. We configure the assistant with your products, policies and brand voice. You approve before go-live.

3

#### We deploy to your channels

Your AI sales assistant goes live on web, Telegram, WhatsApp, Facebook and Instagram — wherever your customers are. All at once, from one engine.

4

#### You sell. We maintain.

Orders, payments and notifications handled automatically. ML pipeline and catalogue kept up to date. Update products or policies any time.

### CHANNELS



Web -- ✓ Live now



Facebook Messenger -- roadmap



Telegram -- ✓ Live now



Instagram DM -- roadmap



WhatsApp -- ✓ Live now



CRM / Marketplace -- add-on



## COMPETITIVE ADVANTAGE

FEATURE	SHOPIFY	CHATFUEL	CUSTOM DEV	AIFA
Web + TG + WA + FB + IG	X	~	✓	✓
Unified cart across all channels	X	X	✓	✓
AI product search & recommendations	X	X	~	✓
Single sign-on via any social network	X	X	~	✓
Seller notifications in messenger	X	X	~	✓
ML/AI data preparation included	X	X	X	✓
New channel = zero extra work	X	X	X	✓
Maintenance included	X	X	X	✓
Extensible (CRM, custom features)	~	X	✓	✓
<b>Your brand, not the platform's</b>	X	X	✓	✓

## PRICING

	Starter	Growth	Enterprise
Channels	Web lookbook & chat, WhatsApp, Telegram	Web lookbook & chat, WhatsApp, Telegram, Facebook, Instagram	Full website & chat, all social channels
CRM & marketplace integrations	---	---	Amazon, Shopify, Salesforce, HubSpot, custom CRMs & ERPs
Products	Up to 500	Up to 3000	Unlimited
ML/AI pipeline & maintenance	Cloud-hosted	Cloud-hosted	Cloud or on-premise
Seller notifications	TG or WhatsApp	TG + WhatsApp	TG + WA + custom
<b>Onboarding fee</b>	<b>Free for first clients</b>	<b>Free for first clients</b>	✓
<b>Monthly fee</b>	<b>Contact us</b>	<b>Contact us</b>	<b>Custom quote</b>

### Connection / Onboarding Fee

Includes Web lookbook and web-chat development, sales-channel setup, catalogue structuring and ML/AI data preparation.

Free for first early-access clients. Standard onboarding fee applies after early-access slots.

### Enterprise / White-Label

Custom pricing for agencies and resellers. Revenue-share model available.

Early-access pricing locked in for 12 months.



We are onboarding a **limited number** of early-access businesses. Send us your catalogue and we will get back within **24 hours** with a setup plan and pricing.

EMAIL [vlad.rastvorov@outlook.com](mailto:vlad.rastvorov@outlook.com)  
SUBJECT "AIFA Pre-order"  
INCLUDE Business name, website or catalogue link, preferred channels,  
brief description of products or services.

**Early-access clients get:** pricing locked for **12 months** · priority onboarding ·  
roadmap input · **free connection / onboarding package**

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