



Multichannel AI Sales Assistant for SMBs

INVESTOR PITCH **2026**



INVESTOR THESIS

AIFA is a multichannel AI sales infrastructure for small and medium businesses that sell physical goods from catalogues. It turns a catalogue, policies and seller knowledge into a **24/7 AI sales assistant** across web chat, Telegram, WhatsApp and social DMs -- with a single cart, wishlist, customer profile and checkout flow.

Started in Q1 2026

Telegram bot built first to validate catalogue search, dialogue flow and seller notifications.

Expanded in Q2 2026

WhatsApp bot plus web lookbook with embedded web chat: the commercial offer is now productized.

Next channels in Q3 2026

Facebook Messenger and Instagram DM adapters are planned without changing the core engine.

THE PROBLEM

SMBs increasingly need to sell inside the channels where their customers already talk: **Telegram, WhatsApp, Facebook and Instagram**. For a florist, fashion seller, deli, cosmetics shop or local service business, a classic website alone is not enough -- but building a separate bot, storefront and admin process for every channel is too expensive and too technical.

Existing options force a bad trade-off: use a marketplace and lose the direct customer relationship, buy a generic chatbot with no real commerce layer, or pay for custom development every time a new channel is needed. AIFA solves this with one reusable commerce engine and thin channel adapters.

AIFA STUDIO SPECIALTIES



AI Sales

AI Sales Assistants
Conversational Commerce
AI Product Search
AI Recommendations
Catalogue Digitization



Channels

Multichannel Commerce
WhatsApp Automation
Telegram Automation
Instagram DM Automation
Facebook Messenger Automation



Commerce Core

Unified Shopping Experience
Unified Cart & Wishlist
Stripe Checkout Integration
Single Sign-On (SSO)
E-commerce Automation



Data & Systems

ML Data Preparation
End-to-End ML Pipeline
CRM Integrations
ERP Integrations
SMB Digital Transformation

AIFA Studio packages these capabilities into one reusable product: branded sales channels, unified customer state, ML-ready catalogues and subscription expansion instead of repeated custom development.

Channel expansion

New sales channels are subscription extensions, not separate development projects.

Client-specific configuration

Business rules, catalogue logic and integrations are adapted without rewriting the core.



PRODUCT BUILT FROM THE COMMERCIAL OFFER

The business-facing offer is simple: **your business, your catalogue, your policies** -- available through web lookbook, web chat, Telegram, WhatsApp, Facebook and Instagram from one engine. The same core can later power an **AI mall**: one basket, one wishlist and one conversational buying layer across many local sellers.

- AI catalogue search and product recommendations
- Stripe checkout and order status flow
- Web lookbook with embedded AI web chat
- Seller notifications via Telegram or WhatsApp
- Telegram and WhatsApp sales assistants
- CRM, marketplace and custom integrations on demand
- Unified cart, wishlist and customer profile
- White-label deployment for agencies and larger clients

COMPETITIVE LANDSCAPE

FEATURE	SHOPIFY	CHATBOT TOOLS	CUSTOM DEV	AIFA
Web lookbook + web chat	✓	~	✓	✓
Telegram / WhatsApp commerce	✗	~	✓	✓
Unified cart across channels	✗	✗	~	✓
AI product search	~	~	~	✓
Seller notifications	~	~	✓	✓
New channel = subscription extension, no development	✗	✗	✗	✓
CRM / marketplace integrations	~	✗	✓	✓
White-label agency model	✗	~	✓	✓
Your brand, not the platform's	✗	✗	✓	✓

TECHNICAL MOAT

Data-Driven Microservice Architecture

Reliable, fault-tolerant and built for high load. Orthogonal services scale independently, reduce bottlenecks and support zero-downtime evolution. New channels and client-specific features are modules, not risky core rewrites.

Multi-Tenant RAG Layer

Each business gets isolated catalogue knowledge while the infrastructure stays reusable and cost-efficient: separated client data, repeatable onboarding and reusable product intelligence.

Unified Customer State

Cart, wishlist, address, preferences and order context follow the buyer across chat, web lookbook and checkout without losing the sales context.

Composable Integrations

Payments, CRM, marketplaces, loyalty, analytics and inventory connect as independent modules, keeping customization practical and controlled.



TRACTION AND ROADMAP

Q1 2026

Telegram bot

✓ Built: first channel, catalogue dialogue, seller alerts

Q2 2026

WhatsApp + web

✓ Built: WhatsApp bot, web lookbook, web chat

Q3 2026

Facebook + Instagram

○ Planned: social DM adapters and demo pipeline

Q4 2026

First SMB clients

○ Target: first paying small and medium businesses

Q1 2027

First enterprise clients

Target enterprise accounts, agencies or mall-style operators.

Q2--Q3 2027

Repeatable sales motion

Standard onboarding, templates, partner channel and analytics.

Q4 2027+

Explosive growth

Scale the AI mall layer: many sellers, one basket, one conversational buying experience.

REVENUE MODEL

— Commission-first SMB offer

No upfront development fee for early clients; AIFA earns a percentage from sales generated through the platform.

— Setup + SaaS for larger accounts

Paid onboarding, monthly platform fee and channel package once the sales process is repeatable.

— Managed digital catalogue

Content, lookbook maintenance, product data and conversation tuning as optional service revenue.

— White-label / agency licensing

Partners sell AIFA under their own brand to local businesses and vertical operators.

THE ASK

AIFA is seeking seed investment to turn the validated multichannel commerce product into a scalable software business. The funding will be used to complete the Facebook/Instagram channel layer, strengthen the cloud platform, convert the first SMB customers in Q4 2026, prepare enterprise sales in Q1 2027 and build the operating capacity required for rapid growth.

40%

Software development

Core platform, channel adapters, analytics and multi-tenant product hardening

25%

Cloud infrastructure

Hosting, databases, AI/RAG workloads, monitoring, security and scaling

25%

Marketing & sales

SMB acquisition, enterprise pipeline, partner materials and demos

10%

Administration

Company operations, legal, accounting, compliance and support processes