



HEI-TRAIN. HEI Transformation for Entrepreneurship and AI-Driven Innovation



Funded by the European Union – NextGenerationEU



Ya-Pro Agency

AI-Powered E-Commerce Automation



Pryazovskyi State Technical University

Problem

Market overloaded with time eating services with unguaranteed results. Each requires personal involving into use process.



Time Drain

E-commerce sellers spend 2+ hours daily on repetitive tasks: updating prices, managing inventory, filling product descriptions and customer service control.

Complexity

Competitors offer complex and inflexible platforms. Which require from customer tech skills and time investments to become familiar with it even though provided solution covers only part of problems

High Costs

Traditional ways of assortment management for ecommerce are slow, ineffective and depend on human. It results in budget raising for both salaries and fixing human factor mistakes

Losses Loop

The absence or lack of automation and AI solutions in ecommerce business leads to losing out to competitors and a lack of time for automation and AI involving.



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Solution

We let our customers delegate us all tech work and keeping them focused on their own business goals.



No Setup Required

Customers simply tell us their needs in Telegram or via Google Meet. We handle all technical configuration behind the scenes.

Unlimited Customization

Unlike platforms with fixed features, we modify our systems for each customer's unique needs and scale.



Personal Account Manager

Each customer gets a dedicated manager who learns their business and continuously improves our service for them.



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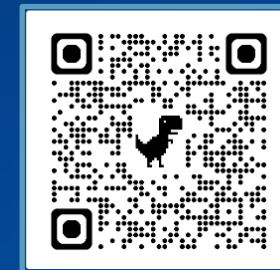
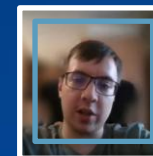
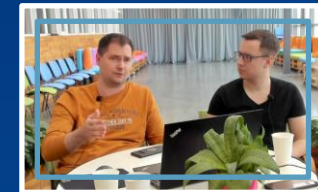
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Built with deep expertise

I've started this agency already having a huge background in ECOM.

- **2014-2016:** Worked at Prom.ua (Ukraine's largest marketplace)
- **2016-2022:** Built own e-commerce business: 190,000 orders in 6 years
- **2022:** Lost e-commerce business due to war outrage
- **2023:** Received a business grant to restart entrepreneurship
- **2023-2025:** Developing «ЯПРО» agency, solving problems I already faced as a merchant



Playlist of our educational videos for ecommerce entrepreneurs





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Community

Ya-Pro is an active member of ecommerce entrepreneur community

- **Chats:** We lead active group of 360 ecommerce entrepreneurs in Viber
- **Social Network:** CEO is top coauthor and member of Facebook 14 000 members entrepreneurs community.
- **Conferences:** CEO often invited as AI expert for offline and online events.



Competition / alternatives



ShopEditor

- | | |
|---|--|
| <ul style="list-style-type: none"> ✓ Supports most popular marketplaces; ✓ Allows user to control stocks, prices and discounts; ✓ Allows user to control stocks, prices and discounts; ✓ Primitive AI integrated (No settings allowed). | <ul style="list-style-type: none"> ✗ Requires installation on customer PC; ✗ Limited by only Windows OS; ✗ Overcomplicated UI; ✗ Updates and fixes have to be manually installed by each customer himself; ✗ No personal manager; ✗ Limited by standard prices format. |
|---|--|

Average cost 31 EUR/month



FOKS

- | | |
|--|---|
| <ul style="list-style-type: none"> ✓ Supports most popular marketplaces; ✓ Allows user to control stocks, prices and discounts; ✓ Online-service. | <ul style="list-style-type: none"> ✗ 12 000 SKU Limit; ✗ Only 1 automation cycle per hour; ✗ 7 suppliers limit; ✗ 3 users limit; ✗ Chat with personal manager only for premium; ✗ Limited by standard prices format; ✗ Unflexible – allows to use only preset of integrations and modifications. |
|--|---|

Average cost 29 EUR/month



Integration Fox

- | | |
|---|---|
| <ul style="list-style-type: none"> ✓ Supports most popular marketplaces; ✓ Allows user to control stocks, prices and discounts; ✓ Online-service; ✓ Huge amount of customizing integrations; ✓ AI can be integrated. | <ul style="list-style-type: none"> ✗ Requires huge technical expertise from customer; ✗ English language only; ✗ Heavily overcomplicated UI; ✗ Updates and fixes have to be manually installed by each customer himself; ✗ No personal manager; ✗ Email support only. |
|---|---|

Average cost 259 EUR/month



Comparing



We took best of what our competitors have and turned it into easy-to-use solution.

Average cost 99 EUR/month

1

- No UI or setup required. Everything made by our team on the backside without involving customer.

2

- Custom AI integration set up with context of market, goal and facts about each customer separately.

3

- No strict limits of products or suppliers proceeded with our system.



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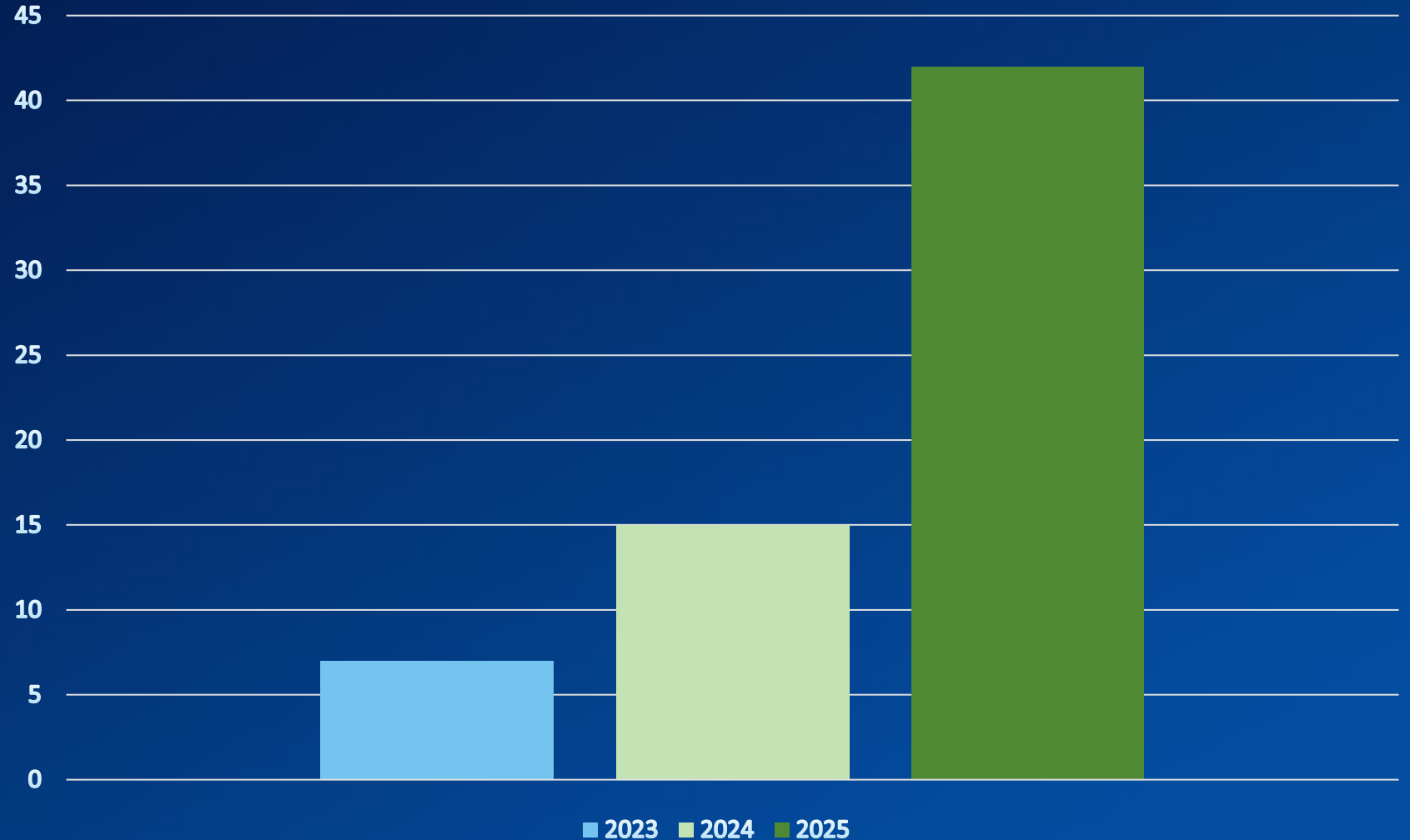
Traction

Customer results:

- ✓ **2 hrs/day saved time**
522 hrs/year*;
- ✓ **95% cost cut**
On content creating and call records analysing;
- ✓ **35% More Orders**
Average increase from automation

*261 working day in Ukraine in 2025

Amount of clients with recurrent payments





Business model

SOLID BASE:

In past 2,5 years we were preparing for a scaling in 2026 up to 5 times at least. There for we have built strong foundation:

- Our own CRM system which allows us to:
 - Effectively cooperate inside team;
 - Fast and easy onboard new employes;
 - Have helicopter view for all processes and tasks.

PRODUCTS:

We developed 4 separate products we already selling:

- **SellMax** - Auto-update prices, stock, discounts across all marketplaces, 99 EUR/Month
- **FullContent** - AI-powered product descriptions, 70 EUR/Month
- **AI Transcription** - Analyze sales calls, ensure team follows scripts, mostly 99 EUR/Month*

*Tarification may vary from minutes and chats to be analyzed

KEY NUMBERS:

Pricing: 99 EUR/Month

Unit Economics: 95%Retention

CAC: 0 (as previously we received all clients via recommendations and social media posts)

NEXT STEPS:

1. **Hire SMM dpecialist**
2. **Hire digital marketing specialist**
3. **Run ads on:**
 1. **Facebook**
 2. **TikTok**
 3. **Instagram**
 4. **Linkedin**



ICP

Company Size and Structure

- Small businesses with a team size of up to 5 people.
- Founder-led or managed directly by owner(s).

Digital Presence

- Operates and maintains one or more own websites.
- Actively manages item listings and product pages online.

Marketplace Activity

Sells products via major online marketplaces, including:

- Rozetka
- OLX
- Prom.ua
- Kasta
- Allo
- Etsy
- Amazon
- eBay

Business Characteristics

- Independently manages sales without external agency support.
- Publishes and updates item lists regularly.

Motivation and Needs

- Seeks automation, integration, or tools to streamline publishing and management across multiple platforms.
- Interested in increasing efficiency of multichannel sales.



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Market potential

Due to our researches each of our competitor has above 600 clients with recurring payments.

About 80 % of PROM.UA sellers are corresponding to our ICP.

Now it is 60 000 sellers registered on PROM.UA so we consider them as market potential which is

48000

Potential customers only in Ukraine





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Team



Hlib, founder and CTO brings over 7 years of experience as ecommerce entrepreneur to the table.



Maxim is our AI integration expert, responsible for predictive usage of LLMs for our clients.



Tymofiy is our integration architect. He easily figuring out ways of how to connect distinguished databases and platforms.



Vladyslav is our automation manager. Enthusiasm and passion are things we most value in his work.



Mykola is our Project manager. He loves order he loves our clients which means he is successful in both.



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What we need



Advertising

We plan **to run advertising campaigns** in social media.



New skilled employees

We plan to **hire digital marketing specialist.**



Energy independence

As our team located in **Ukraine to stay online**, we need to buy high-capacity batteries.



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THANK YOU FOR YOUR ATTENTION



Ваш бізнес
в надійних руках