



# Safira.ai - empowering online retail

**Safira.ai - founded in 2022- is an AI-based Software-as-a-Service (SaaS) offering that empowers online retailers to sell faster by automating and professionalising the steps required to run an eCommerce store. Even inexperienced users can set up a new store and products much more easily and with fewer resources.**

10% of eCommerce startups fail within the first 120 Days. And even if not, building a profitable eCommerce business is not as easy.

In general, retailers turn to low-cost eCommerce solutions such as Shopify, Wix Stores and WooCommerce. However, the functions offered are limited and can only be extended through external plugins or with expertise and at additional cost. To realize the full potential of an online store an online retailer needs to install in average 5-10 different additional plugins for managing the business.

Small and medium-sized retailers, in particular, usually lack the expertise and financial resources, so they can only carry out ongoing eCommerce activities, e.g. for purchasing, marketing, shipping, returns and refunds, at great expense. Also, it makes it difficult for them to access advanced technologies such as artificial intelligence, which is critical to effectively use and monetize data to stay ahead of the competition and maximize profits.

This makes it hard for them to compete and they run the risk of losing share to large eCommerce players in an increasingly consolidating market or, in the worst case, even being forced out.

With Safira.ai's all-in-one solution for content production, product marketing and customer support, we reduce complexity and lower costs.

Safira.ai wants to make eCommerce successful for everyone by providing every online retailer with professional eCommerce capabilities and strategies - with out-of-the-box, easy-to-use AI-based software tools that reduce time-to-market and increase conversion rates.

In 05/2023, there are 26.5 million eCommerce sites around the world. The top 4 eCommerce vendors Wix Stores, Shopify, WooCommerce and Squarespace Add to Cart have a combined 11.99 million active installations worldwide.

Entering these ecosystems with an expected average annual recurring revenue of \$105,7 gives us a potential market with \$1,24 billion in revenue.

The product with a planned launch in Q3/23 is already in development.

Investors can benefit from a highly motivated B2B SaaS team – with two co-founders, [Andreas \(Product\)](#) and [Raquel \(Marketing\)](#), as well as [Sabine \(Data & AI\)](#) - have more than 20+ years of experience in eCommerce, Product Information and Asset Management, covering all relevant competencies to make this venture a success.

We are happy to provide more details and share our vision in person.