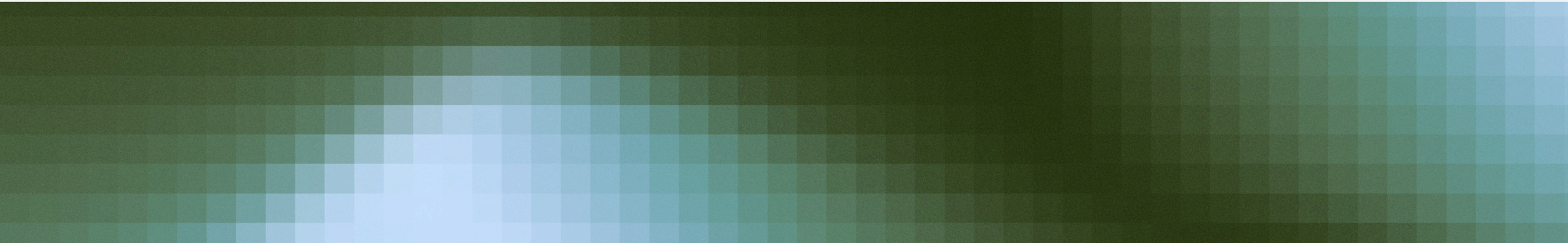
Seemly®

SOFTWARE ADAPTS THAT TO YOUR TEAM



Businesses need more control and automation.
But today’s solutions weren’t built for how they actually operate.

What they **have**

A fragmented operation, with disconnected systems and critical dependencies on key people.

What they **want**

Tener control sobre una operación integrada, escalable y visibile.

What they **fear**

Investing in a complex system that disrupts operations and creates friction across the team.

Traditional ERP

Complex · Rigid · Unintuitive · Fragmented · Expensive to customize

Custom Software

Slow · Expensive · High-maintenance · Hard to scale · Quickly outdated

What if the software ***adapted to your business***?

Seemly®

Builds an ERP from the ground up around how your business actually works.

Conversational

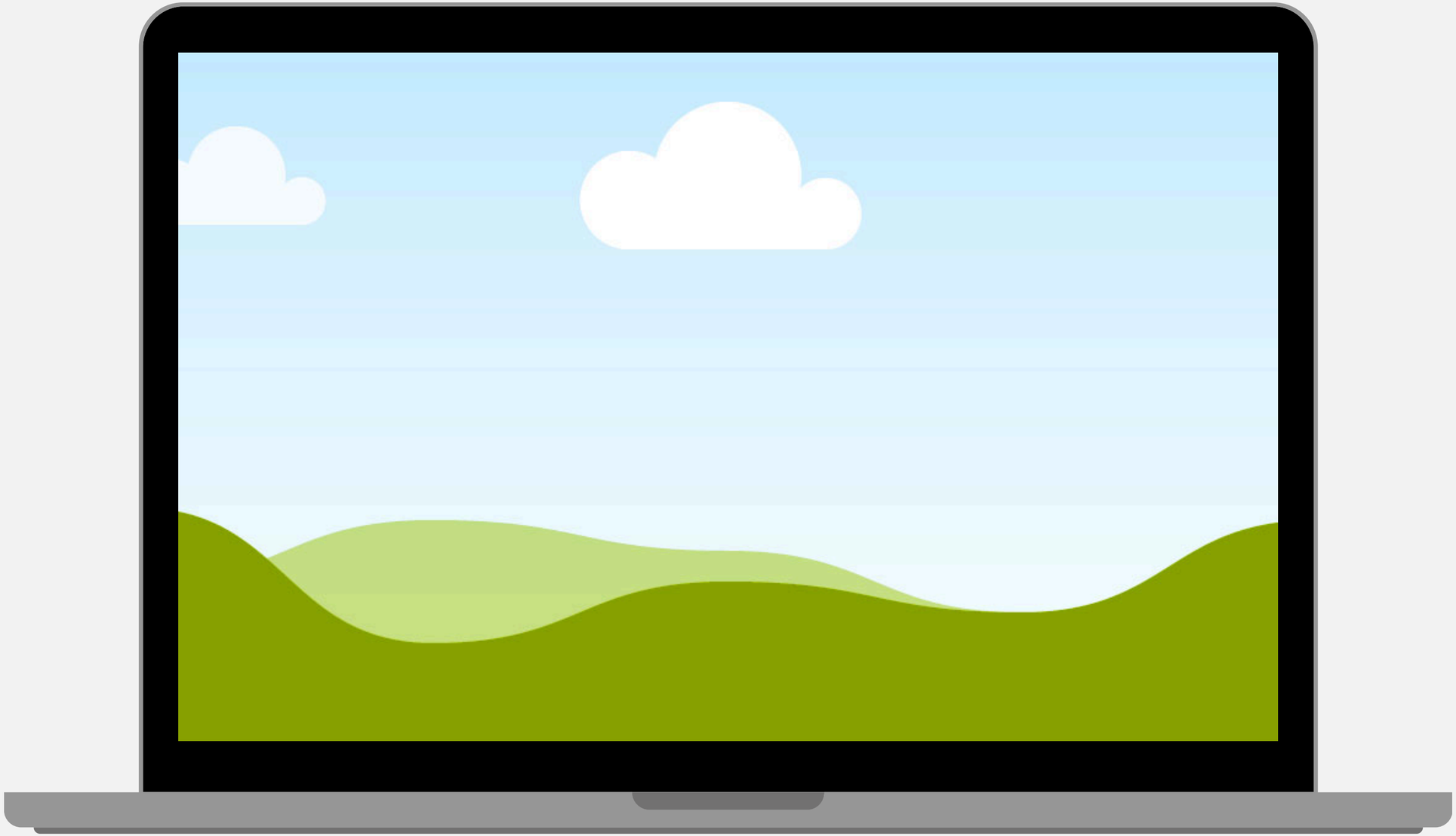
Adaptive

Evolving

Fast

Flexible

Demo



How It Works

Onboarding - *Gigi*

Who are you, and what does your business do?

Organization

Who is on the team, and what does each person do?

Operations

How does the business operate?

Data

What data exists, and where does it live?

Processes

How does work flow across the organization?

Permissions

Who can access, view and manage what?

Metrics

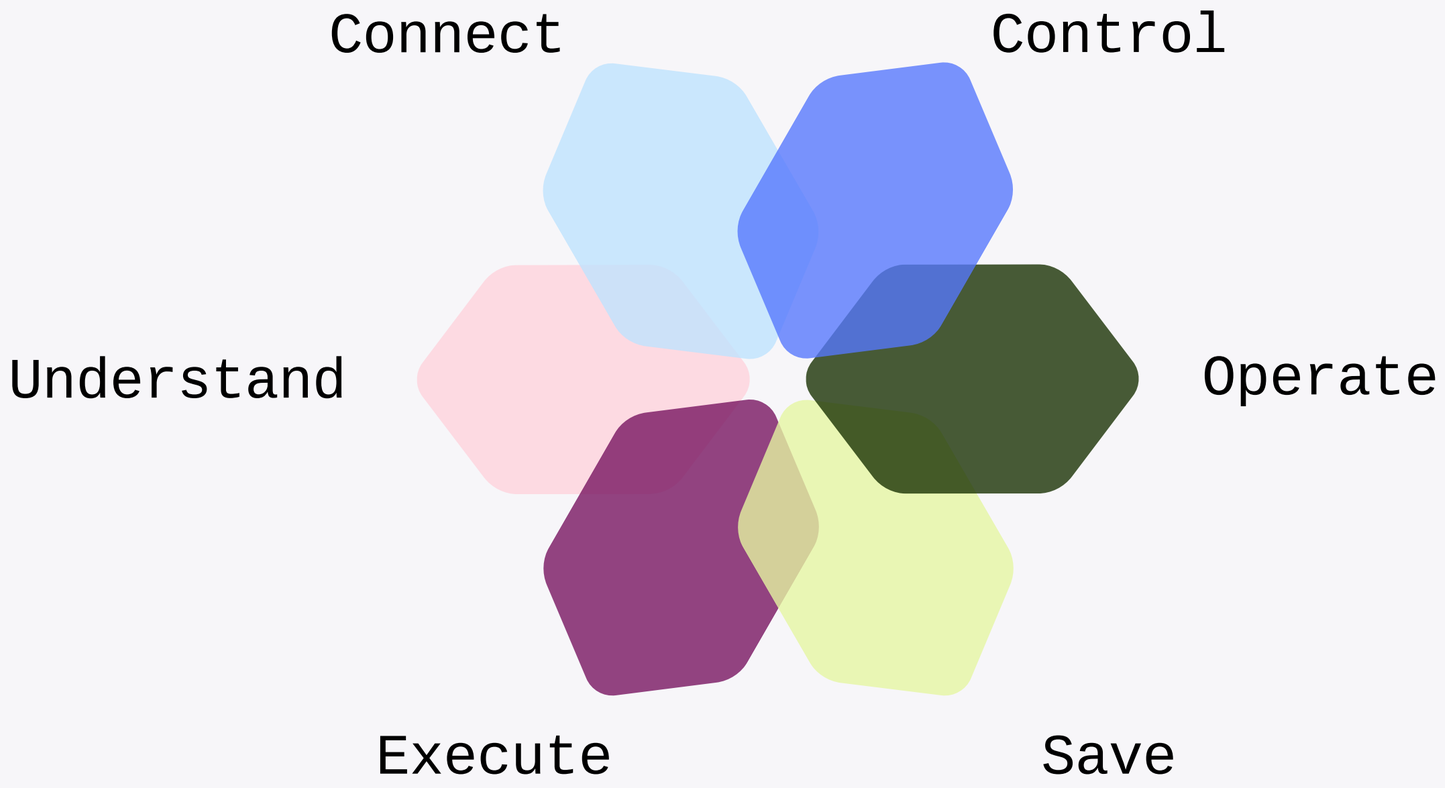
What should be measured, and how?

Result

A purpose-built ERP:

- Modules
- AI Agents
- Dashboards

Capabilities



why ***now***?

There is no clear market leader offering a comparable solution.

The market is ready to adopt digital tools.

A new category of **AI-native systems** is emerging.

ICP: Mid-Market Businesses (MMB)

Buyer

Dueño/CEO

Employees

50–250

Current Stack

Excel, CRM, correo, WhatsApp

“I know we need to professionalize our operations. I just don’t want implementing a new system to become another problem.”

38k MMBs

Initial Addressable Market

Mexico reported 5.4M SMBs in 2024. Approximately 0.7% fall within the 51–250 employee segment, implying an indicative universe of roughly 38,000 mid-sized businesses before filtering for industry, formality, operational complexity and willingness to pay.

(INEGI, 2024)

Beachhead

México

Natural Expansion

LATAM

SMBs represent approximately 99% of businesses across Latin America. (CEPAL)

Scale-Up

US & Global Markets

Business Model Hypothesis

Platform License

+

Per-User Subscription*

+

Usage-Based Pricing**

Tiers | *Starter* | *Growth*

*Based on access level

**For usage beyond included capacity

what’s next?

Roadmap

Build

- Product Development
- Brand

Validate

- MVP
- Business Model



Scale

- GTM
- Scale

The product works. We need to test it.

Adoption

How many businesses are willing to try it?

Repeatability

Can customers onboard themselves? Can we deploy across different businesses with minimal support?

Unit Economics

What does real-world usage look like, and what is our cost to serve?

Willingness to Pay

After using the product, are customers willing to keep paying for it?



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Founder & CEO

- *Tecnológico de Monterrey — B.S. in Civil Engineering*
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- *CEMEX Global Audit — Fraud Detection Systems*
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Lead Software Engineer

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Seemly®