

**BAS 26**

BUSINESS ANGEL SUMMIT 2026

écentic



Tirana, Albania

We find out why ChatGPT, Gemini and Claude don't recommend your products, then fix the product data so they do.

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THE ASK

€750K

for 10% equity, €7.5M post-money.
€260K in soft commits so far, no lead yet.



24-month plan focused on direct revenue generation: Shopify and WooCommerce App Store promotion (€225K), two US sales reps (€210K), US and EU e-commerce events (€110K), outbound tooling and lead generation (€105K), infrastructure and AI compute (€55K), legal/accounting/US entity (€35K), contingency (€10K). No spend goes to engineering headcount or founder salaries; founders are the engineering team and the product is live.

THE PROBLEM**LLM shopping is rising.**

Shoppers now ask ChatGPT, Gemini and Perplexity what to buy, but those systems read structured product data rather than the product page a human sees.

**The product record is usually broken.**

Price, stock, identifiers, ratings and shipping terms often fail AI buying systems. Adobe scored product pages at 66% on AI content readability in Q1 2026, the worst of any retail page type.

**Readable product data is now required for the sale.**

AI-sourced traffic to US retailers grew 393% year on year and converts 42% better than other traffic. Shopify turned UCP on by default in Spring '26, while Google, OpenAI/Stripe, Visa and Mastercard shipped agent transaction standards.

BUSINESS MODEL

Compete
\$14.90/mo
100 products



Scale
\$44.90/mo
1,000 products



Dominate
\$149/mo
1,000 products plus
drift alerts and UCP
generation

Free Scan entry point; pay-as-you-go at 3% of AI-attributed orders capped at \$500/mo; Enterprise is a direct contract. Gross margin: 80.1%. Customers are Shopify and WooCommerce brands, US brands doing \$10M-\$70M, and agencies with e-commerce clients.

KEY PERFORMANCE INDICATORS

FY ends Aug	2027	2028	2029
Revenue	€68K	€426K	€1.13M
ARR at year end	€229K	€596K	~€1.13M
Gross margin	80%	80%	80%
EBITDA	-€288K	-€373K	-€95K
Paying brands (self-serve)	180	532	~1,010
Enterprise clients live	2	4	~7
Free scans completed / yr	813	2,321	~4,400
Team size (FTE)	7	7	8

MARKET OPPORTUNITY

\$1T

TAM

agent-driven
commerce by 2030

€5.9B

SAM

Shopify 4.8M +
WooCommerce
~7M stores

€596K

SOM

ARR at month 24
(532 self-serve +
4 enterprise)

THE SOLUTION**Test real buying questions.**

Run the merchant catalogue against ChatGPT, Claude, Gemini and Perplexity, next to named competitors.

**Show what decided the outcome.**

Reveal which products get picked, which do not, and the exact field that determined the result.

**Write and publish the fix.**

Generate the corrected listing and publish it to the store and into the Google Merchant Center feed.

Unfair advantage: 36,797 agent purchases run through our engine. The same catalogue is recommended by ChatGPT 51.6% of the time, versus about 18.5% on Claude and Gemini.

NOTEWORTHY MILESTONES

- 2026 Two paying UK customers from founder outreach.
- 2026 DJIA Flavours reported a 12% rise in visits arriving from an AI assistant or direct, April to July 2026, after product data gaps were closed.
- 2026 Sep 3 Google Merchant Center integration approved and live.
- 2026 Flaviar (€70M ARR spirits marketplace) entered pilot technical integration after the scan found 86% of prices quoted by AI agents were wrong.
- 2026 Rock Face gave a verbal yes after 29 of 68 products were shown invisible to AI.
- 2026 €35K national innovation grant, 85% co-financed. SOC 2 and GDPR groundwork under way with Vanta.

FROM
IDEAS
TO REAL
PRODUCTS
AT SCALE.