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Entrepreneurship and AI-Driven Innovation



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Application of AI systems in terms B2B business model

MYKHAILO LUKASH

PROM-LIFE LLC, OWNER, DIRECTOR

About myself

Master of economics

PhD student

PhD researcher at Warsaw School of Economics 2015-2016

Business – owner, director since 2016.

Prom-Life LLC, Promstroiteh LLC.

Head of the department of sales to business clients

Privatbank 2014-2015



AI is an a good assistant, but not a replacement of a human.

Don't make a final decisions based only on AI at least in 2025...

‘You won’t lose your job to AI—you’ll ‘lose your job to somebody who uses AI’

Founder and CEO at Nvidia Jensen Huang

Prom-Life LLC.

Business: Non-specialized wholesale trading

Activity: Participates in 100–120 tender procurements per year

Recent experience (2016–2022):

- Participated in ~1000 public procurement tenders, 35–40% success rate
- About 800 tenders of Ukrainian metallurgical holding.



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Challenges

Type of activity	Time –public procurements	Time –commercial procurement
Finding tenders	5%	10%
Finding products that meet technical requirements	20%	40%
Communications with new vendors	10%	15%
Preparing tender documentation	60%	30%
Other	5%	5%



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Finding tenders / AI application in Ukraine

New tender search- didn't show good results.

Reasons:

Public tenders platforms already have integrated search by groups of products/regions/clients

Commercial tenders: AI search is very difficult to integrate because clients has no unified tender system

Solutions in other countries:

Archlet, Bid Ops, Scoutbee, Tussell (UK), GovWin IQ (US)



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Finding products that meet technical requirements

Estimated effect for product search time:

- 20% reduction for well prepared technical requirements
- up to 60% for bad prepared technical requirements;
- about 30% AI's proposals do not fit requirements correctly or best price for value.



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Communications with new vendors

- **local vendors: AI support is not necessary (up to 15 new vendors per tender)**
- **International Vendors: AI is very effective**



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Preparing tender documentation

Public Tenders in Ukraine: AI use is currently impossible

Commercial Tenders: AI is very effective



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New market entry

- preliminary market analysis;**
- creating draft of the business plan;**
- assistance in creating product profile in a foreign language.**



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Thank you for your attention!

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