



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



Funded by the European Union – NextGenerationEU



Ya-Pro Agency

AI-Powered E-Commerce Automation



Pryazovskiy 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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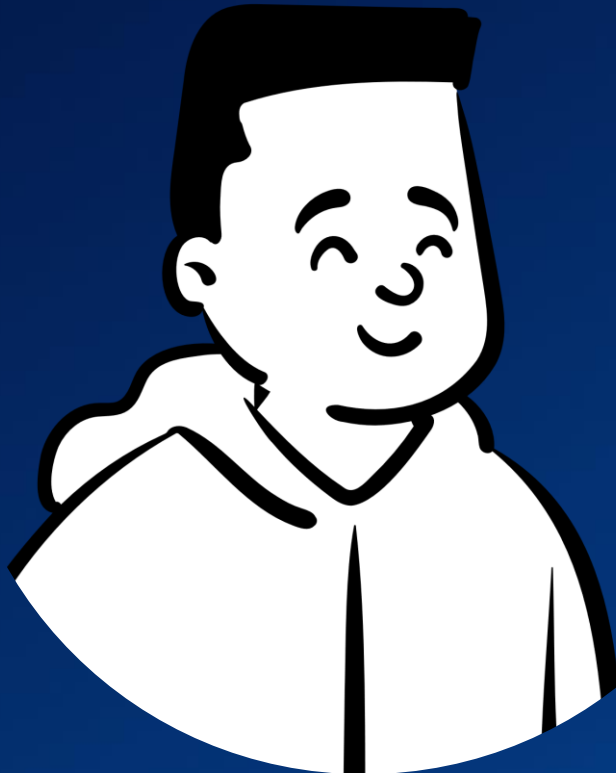


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Solution

We let our customers delegate all tech work to us and stay 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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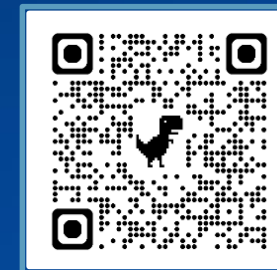
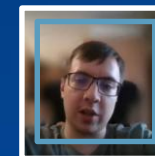
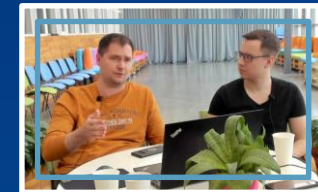
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Built with deep expertise

I started this agency with a strong background in e-commerce.

- **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 the full-scale war;
- **2023:** Received a business grant to restart entrepreneurship;
- **2023-2025:** Developing the 'YAPRO' agency and solving problems I have 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 the e-commerce entrepreneurship community.

- **Chats:** We lead an active group of 360 e-commerce entrepreneurs on Viber;
- **Social Network:** Our CEO is a top co-author and member of a Facebook community of 14,000 e-commerce entrepreneurs;
- **Conferences:** The CEO is often invited as an AI expert for offline and online events.



Competition / alternatives



ShopEditor

- Supports most popular marketplaces;
- Allows users to control stock, prices, and discounts;
- Allows user to control stocks, prices and discounts;
- Basic AI integration (no settings available).

- 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

- Supports most popular marketplaces;
- Allows user to control stocks, prices and discounts;
- Online-service.

- 12,000-SKU limit;
- Only 1 automation cycle per hour;
- Limit of 7 suppliers;
- Limit of 3 users;
- Chat with personal manager only for premium;
- Limited by standard prices format;
- Inflexible – allows only a preset list of integrations and modifications.

Average cost 29 EUR/month



Integration Fox

- Supports most popular marketplaces;
- Allows user to control stocks, prices and discounts;
- Online-service;
- Wide range of integration customization options;
- AI integration is possible

- Requires extensive technical expertise from the 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 the best of what our competitors offer and turned it into an easy-to-use solution.

Average cost: 99 EUR/month

1

- No UI or setup required.
- Everything is done by our team in the background, without involving the customer.

2

- Custom AI integration is set up with the market context, business goals, and specific data for each customer.

3

- No strict limits on the number of products or suppliers using our system.



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Traction

Customer results:

- ✓ **2 hrs/day saved time,**
522 hrs/year saved.;*
- ✓ **95% cost reduction,**
on content creation and call record analysis;
- ✓ **35% more orders**
average increase from automation.

**261 working days in Ukraine in 2025.*

Number of clients with recurring payments.





Business model

SOLID BASE:

In the past 2.5 years, we have been preparing to scale in 2026 by at least 5 times. Therefore, we have built a strong foundation:

- Our own CRM system, which allows us to:
 - Cooperate effectively within the team;
 - Onboard new employees quickly and easily;
 - Maintain a helicopter view of all processes and tasks.

PRODUCTS:

We have developed four separate products that we are already selling:

- **SellMax** - Auto-updates prices, stock, and discounts across all marketplaces, 99 EUR/month;
- **FullContent** - Auto-updates prices, stock, and discounts across all marketplaces, 99 EUR/month;
- **AI Transcription** - Analyzes sales calls and ensures the team follows scripts, typically 99 EUR/month*

KEY NUMBERS:

Pricing: 99 EUR/month

Unit economics: 95% retention

CAC: 0 (so far, all clients have come through referrals and social media posts)

NEXT STEPS:

1. Hire an SMM specialist
2. Hire a 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 the 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

According to our research, each of our competitors has over 600 clients with recurring payments.

About 80% of PROM.UA sellers match our ICP.

Currently, 60,000 sellers are registered on PROM.UA, and we consider 80% of them as our market potential. This equals

48000 potential customers only in

Ukraine





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Team



Hlib, founder and CTO, brings over 7 years of experience as an e-commerce entrepreneur to the table.



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



Tymofiy is our integration architect. He easily figures out how to connect complex databases and platforms.



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



Mykola is our project manager. He loves order and he loves our clients, which makes him successful in both.



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What we need



Advertising

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



New skilled employees

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



Energy independence

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



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THANK YOU FOR YOUR ATTENTION



Ваш бізнес
в надійних руках