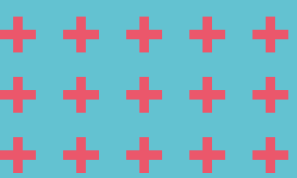


L A I F

DATA DEMOCRACY







# { Who is LAIF?

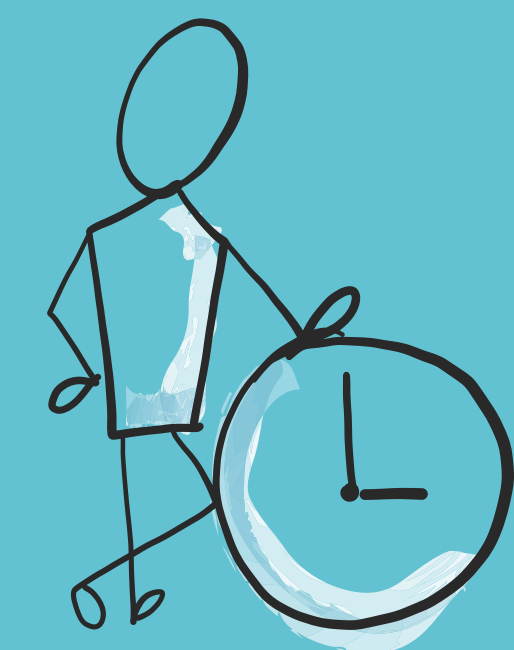
LAIF was initiated by an engineer, a mathematician, and a physicist with **several years of experience in data analysis, artificial intelligence, and software development.**

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We are experts in the end-to-end development of AI solutions for businesses. We cater to **small and medium-sized businesses** open to innovation and wanting to exploit their data with digital, modern, and sustainable solutions.

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We have a concrete goal: **To provide our customers with technological solutions that meet expectations, solve their problems, improve processes, and save time.**







## Marco Vita

Mathematician, expert in data engineering, cloud architecture, and development team leadership. Passionate educator in both academic and sports settings.



## Andrea Mordenti

Computer engineer specialized in business intelligence, data management and AI solutions. Skilled communicator and seasoned in client relations.



## Marco Pinelli

Theoretical physicist, expert and innovator in modern AI solutions with focus on full stack development. Driven by curiosity and innovation.





# **Mission**

Provide accessible **high-quality technological solutions to unleash the potential of businesses**, guiding the implementation and training people **to democratize the conscious use of data.**





### 1) Requirement Analysis:

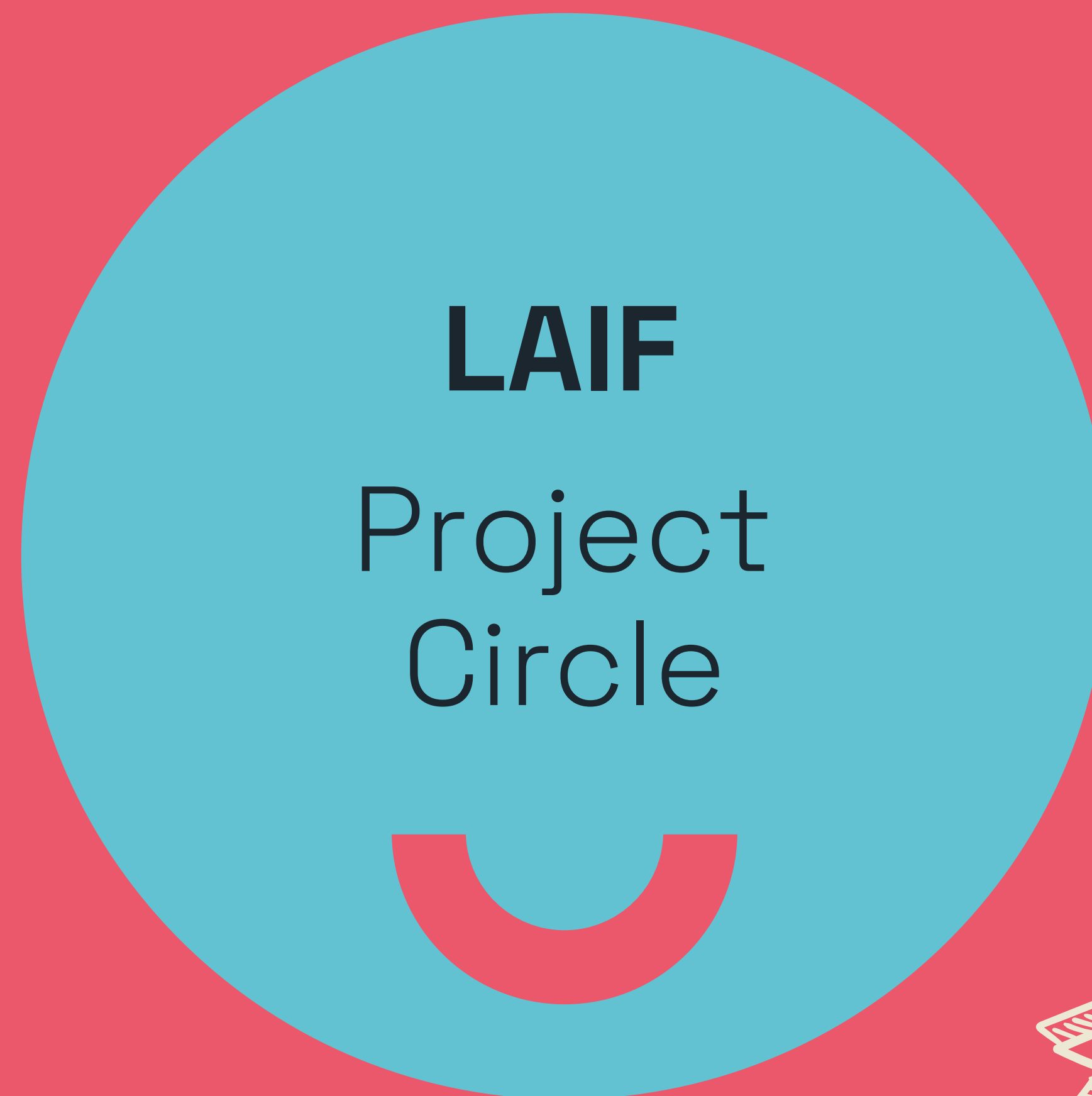
We delve into the problems your company faces and guide you through the introduction of data analysis and artificial intelligence solutions.

### 2) Solution Design:

Together, we design a solution that reflects your vision and needs with a visual and data management design. We then propose a preliminary mockup to validate the project idea.

### 3) Proposal:

We detail the scope of collaboration with a quotation that serves as a roadmap for the journey we will undertake together, outlining both functional aspects and UI/UX details.



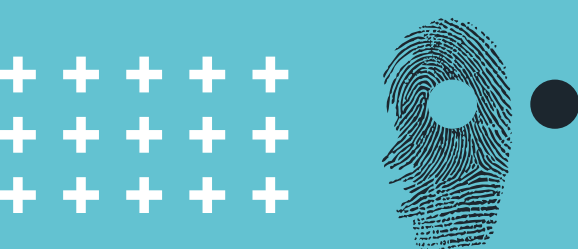
### 4) Solution Development:

We develop through progressive releases, creating a prototype and continuously integrating your feedback until the conclusion of testing and final acceptance.

### 5) Adoption:

We guide you through the adoption of the solution with dedicated onboarding and training sessions. We ensure long-term performance through maintenance services and an effective ticketing system.





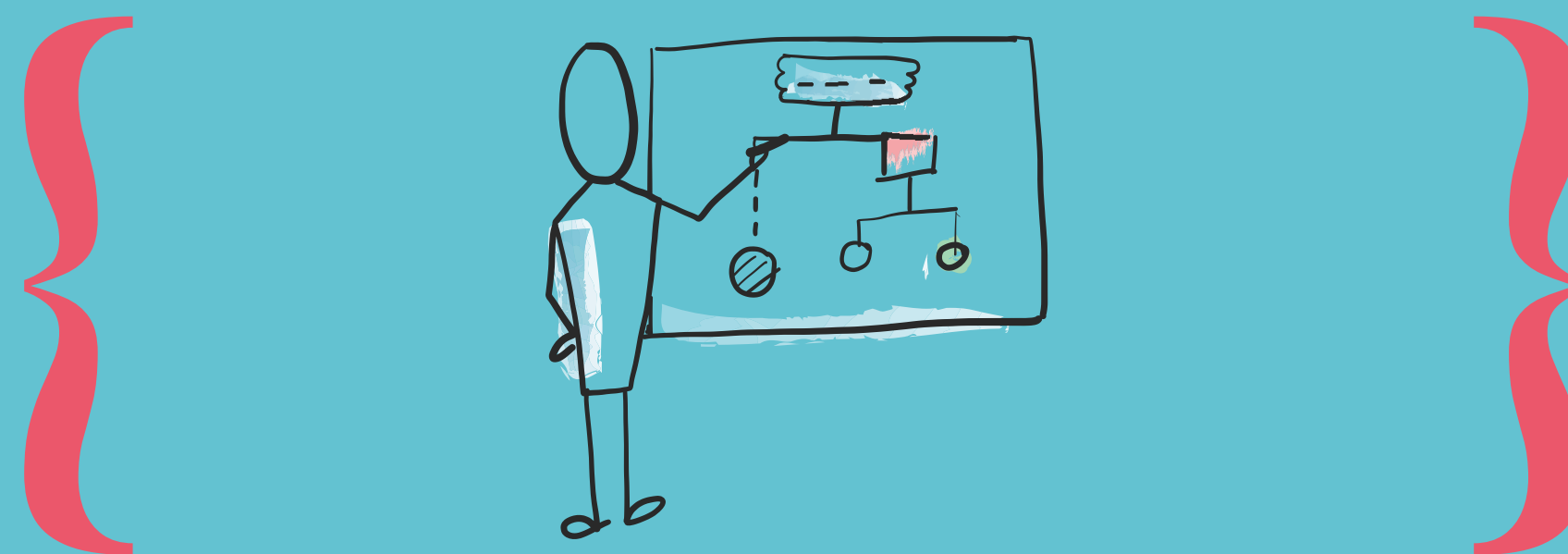
# LAIF's advantages



## Ease of Software Use

For us, the success of software is measured by its actual adoption within your company.

We focus everything on the simplicity of our solutions, because we firmly believe that technology, to positively transform your business, must be accessible to all, easy to use, and immediately operational.



## Customizable Software

Our approach is completely customer-oriented.

We collaborate closely to create solutions that are perfectly integrated into your business processes.

We use proven and reliable technologies to ensure a high-quality final product at competitive prices.



## Very Fast Delivery

Laif creates a solution for you in Software as a Service (SaaS) mode.

We are committed to deeply understanding your needs, we design the application together that can achieve your goals and we finish it in a short time.

Our working methodology indeed guarantees delivery in a few weeks, not months.





# + Solutions

These solutions represent just a fraction of the possibilities: every business is unique, with specific needs. For this reason, we are committed to developing customized projects that perfectly address your requirements. We invite you to contact us through the form to discuss how we can support you in your journey of digitizing your processes.

{ Forecasting Systems

{ Debt Recovery

{ Document Management

{ Business Recommendations

{ Chatbot

{ Anomaly Detection

{ Clustering

{ Resource Optimization







# Forecasting Systems

## THE 3 BENEFITS

**1 → Operational efficiency:** Manage complex business processes with a significant reduction in the necessary time, thanks to the automation of data retrieval and estimates of future values.

**2 → Greater accuracy:** Approach forecasts with mathematical methods to improve the accuracy of future projections, reducing errors in forecasts, such as in the quantities ordered by customers.

**3 → Flexibility:** obtain forecasts in a complete and versatile manner, not limiting oneself to the simple visualization of data. It is possible to manage existing and new products, create product sheets for alternative items, and review market demand, thus supporting the operational effectiveness of the end user.

## APPLICATION:

- Supply chain & logistics
- Production
- Marketing & Sales

Our forecasting systems analyze the behavior of one or more historical phenomena (orders, sales, purchases, consumption, etc.) integrating external data such as promotions, prices, and market trends, to provide accurate forecasts on different time horizons and levels of detail.

We use variable mathematical models, from simple historical series to complex neural networks, to adapt to different data patterns. The system not only simplifies the management of new products without historical data but also allows you to review and adjust forecasts based on actual needs.





# Document Management

## THE 3 BENEFITS

**1 → Processing speed:** Reduce the management times of each document, even for repetitive tasks, thanks to the automated features of our platform.

**2 → Greater accuracy:** Minimize human errors in repetitive activities through automated and programmable checks.

**3 → Business value:** The time spent by the user moves from processing the documents to their validation, ensuring an effective human-in-the-loop (HITL) approach

## APPLICATION:

- Administration
- Supply chain & logistics
- Marketing & Sales

Our document management platform centralizes and organizes business information, whether it is native digital documents or paper scans.

It offers advanced features such as the automated classification of documents (invoices, contracts, bills), extraction of key information (addresses, amounts, dates), and the ability to generate detailed summaries of the contents.





# Chatbot

## THE 4 BENEFITS

**1 → Accuracy and service level:** The conversational agent, unlike generic chatbots, provides answers considering company data, often closed to the outside. It provides answers within the corporate context; therefore, more accurate.

**2 → Security:** Documents, data, and conversations between the chatbot and users are protected and inaccessible to third parties.

**3 → Speed:** Access company information quickly, especially in environments with vast document archives, significantly reducing waiting times.

**4 → Autonomy:** The documents and information provided to the chatbot can be updated autonomously by the client, creating and modifying new sources according to the specific need.

## APPLICATION:

- Amministrazione
- Supply chain & logistica
- HR
- Production
- Marketing & Sales

Our chatbot facilitates real dialogue between the user and the internal knowledge of the company, querying predefined databases and internal documentation via a dedicated platform.

The chatbot provides answers to the questions asked by querying the knowledge base that has been defined previously (websites, databases, internal documentation) through a screen dedicated to both internal company users and external ones, such as final customers.

Adaptable to different user profiles, the chatbot responds considering various levels of knowledge and adopting appropriate conversation tones. It also offers the possibility to define document drafts, providing standard and customizable templates.





# { Clustering

## THE 3 BENEFITS

**1 → Improved segmentation:** Precisely identify the segment a customer belongs to, based on behavioral characteristics rather than just demographic.

**2 → Applicational versatility:** Apply clustering to various subjects, from customers and suppliers to machinery and employees, for more targeted management.

**3 → Quantitative behavioral analysis:** Base strategies on a solid analysis of historical data to effectively manage future actions.



## APPLICATION:

- Supply chain & logistics
- HR
- Production
- Marketing & Sales

Our clustering service defines homogeneous segments of customers or suppliers, classifying them based on their purchasing behavior or frequency of service use. This method goes beyond simple demographic categorization, considering past actions to identify behavioral patterns that inform business strategies.

The platform also facilitates the identification of behavioral changes, offering dedicated alarms that signal possible transitions between segments.





# Anomaly Detection

## THE 3 BENEFITS

**1 → Reduction of false positives:** Thanks to learning from historical data and adapting to new information, our solution significantly improves accuracy in detecting true anomalies, decreasing erroneous reports.

**2 → Reactivity:** Contrary to traditional methods that require intense manual analysis, our solution provides quick alerts, crucial in situations with limited time margins.

**3 → Optimization of operational costs:** By focusing on real and timely alarms, efficient interventions can be planned, obtaining immediate feedback in terms of costs and organization.



## APPLICATION:

- Supply chain & logistics
- Production
- Marketing & Sales

Our anomaly detection solution studies the trend of specific phenomena through the analysis of historical data, detecting deviations from values considered "standard" in a given period.

It remains in constant monitoring, sending alerts as soon as it identifies various types of anomalies, such as sudden variations, anomalous trends, or unusual collective behaviors, which could indicate significant changes in behavior or performance.





# Commercial recommendations

## THE 3 BENEFITS

**1 → Monitoring of sales effectiveness:** By crossing accepted suggestions with actual orders, it is possible to estimate the effectiveness of sales initiatives supported by AI models.

**2 → Analysis based on historical data:** We integrate the experience of sellers with mathematical analysis of purchase data and product characteristics, improving the efficiency of sales decisions.

**3 → Increase in sales:** Our solution broadens offer options, also supporting less experienced sellers or those with limited knowledge of customers, thus facilitating an increase in sales.



## APPLICATION:

- HR
- Marketing & Sales

The solution analyzes the products and services offered, combining the characteristics and functionalities with the purchasing behavior and historical usage by customers.

This approach produces up-selling and cross-selling suggestions, displayed within a dedicated customer card, that sales managers can accept or reject, obtaining direct feedback from the field and evaluating the effectiveness of the suggestion.





# Debt recovery

## THE 3 BENEFITS

- 1 → **Quantitative analysis:** Use historical analysis to identify concrete behaviors and real risk profiles of customers, improving the effectiveness of debt recovery.
- 2 → **Time saving:** The platform autonomously manages the analysis of payment data and the drafting of communications, freeing the operational team to focus on strategic decisions.
- 3 → **Increase in service level:** Optimize reminder times, avoid bothering regular customers and anticipate actions for those at risk, improve the service provided and thus reduce open credit.



## APPLICATION:

→ Administration

The debt recovery platform uses historical payment data to assign a "reliability score" to customers, which is periodically updated.

Based on these scores, it proposes a schedule of reminders and allows the administrative team to choose the most effective type of communication to send massive requests, also offering analytics to evaluate the performance of the activity.





# Resource Optimization

## THE 3 BENEFITS

- 1 → Cost Reduction:** Through efficient resource management, avoid unnecessary expenses and optimize planning.
- 2 → Productivity Improvement:** Workload calibration and shift optimization improve staff satisfaction and productivity.
- 3 → Agility:** Predict future variations and allow proactive changes to the resource allocation plan, improving business responsiveness.



## APPLICATION:

- Supply chain & logistics
- HR
- Production

The resource optimization solution combines forecasting algorithms and needs analysis to optimize the allocation of human and physical resources. It predicts staff needs, optimizes shifts, guides training and recruitment, and improves the use of equipment and supply chain management.

An administrative dashboard allows you to adjust operational parameters such as costs and working hours according to dynamic needs.





# Ambiti

{ Administration

{ Production

{ Supply chain  
& logistica

{ Marketing  
& Sales

{ HR







# { Administration

Laif can transform your company's administration by automating traditionally manual processes and optimizing the human resources involved. The introduction of artificial intelligence in the administrative area translates into automatic billing systems that minimize human errors and speed up transactions. Our AI algorithms analyze cash flows and financial reports in real time, providing accurate forecasts for better financial planning and risk management. We also support document management with intelligent archiving and document retrieval sy-

## SOLUTION:

- Document Management
- Chatbot
- Debt Recovery

stems, simplifying compliance and reducing search times. These solutions not only free staff from repetitive tasks, but also offer strategic insights for more informed decisions, contributing to the growth and competitiveness of the company.





# { Supply chain & logistica

Our experience in applying AI algorithms in supply chain and logistics allows companies to significantly improve their operational efficiency. We revolutionize human resource management and optimize stocks, accurately predicting product demand and managing inventory levels to reduce costs and warehouse space. Route optimization algorithms can reduce delivery times and transport costs, analyzing real-time traffic, weather conditions, and other external factors. In addition, we improve visibility

## SOLUTION:

- Forecasting Systems
- Document Management
- Chatbot
- Clustering
- Anomaly Detection
- Business Recommendations

along the entire supply chain, offering product and material traceability, reducing risks and improving the ability to respond to any disruptions. These solutions increase the efficiency and sustainability of operations, positioning the company as an innovative and ecologically responsible leader in its sector.





The introduction of AI in human resources through our solutions can transform the development of personalized training programs, identifying skill gaps and proposing tailor-made learning paths for each employee. Predictive algorithms analyze employee data to identify signs of dissatisfaction or burnout, allowing timely interventions to

**SOLUTION:**

- Chatbot
- Clustering
- Business Recommendations
- Resource Optimization

prevent turnover. These applications not only improve the efficiency of HR operations but also contribute to creating a more motivating and inclusive work environment, essential for attracting and retaining talent in a competitive market.





# { Production

With AI, your company can optimize production processes through predictive maintenance systems that analyze operational data to predict failures before they occur, reducing machine downtime and increasing plant longevity. AI also supports custom production, adjusting the load on production lines to meet specific customer demands with minimal human intervention. We integrate chatbots connected to workstation usage manuals to facilitate the onboarding of new employees and speed up maintenance operations. The adoption of AI not only in-

## SOLUTION:

- Forecasting Systems
- Chatbot
- Clustering
- Anomaly Detection
- Resource Optimization

creases productivity and flexibility, but also opens up new possibilities for product innovation, consolidating the company's position as a market leader.





# { Marketing & Sales

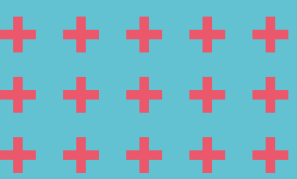
Laif has accumulated experience in numerous projects in the field of marketing and sales, offering advanced personalization and predictive insights. The use of AI to analyze customer behaviors and preferences optimizes advertising campaigns and commercial actions, aiming to reach the right audience with tailored messages. AI algorithms can anticipate purchasing trends, allowing the offer to be adjusted proactively. Our solutions improve the customer experience through chatbots that provide

## SOLUTION:

- Forecasting Systems
- Document Management
- Chatbot
- Clustering
- Anomaly Detection
- Business Recommendations

personalized assistance 24/7, increasing customer satisfaction and loyalty. These AI-based strategies not only increase conversions and the average value of orders, but also open up new opportunities for cross-selling and up-selling, driving significant revenue growth and strengthening the competitive position of the company.



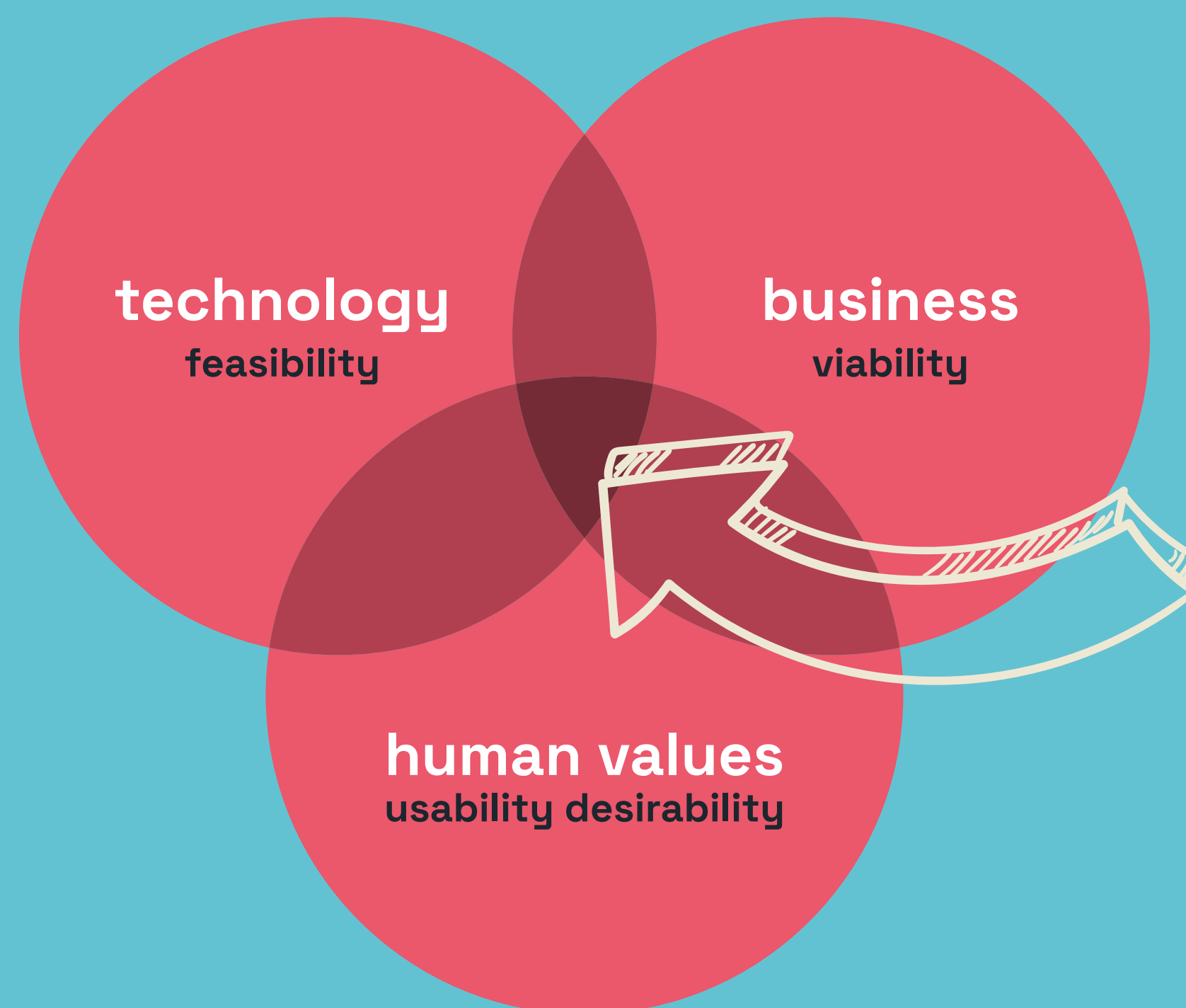


# Design thinking

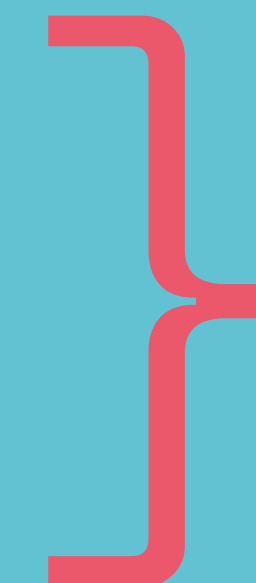
Designing can be applied to systems, procedures, protocols, and customer experiences. Design is transforming the process that leads companies to create value: from being engineering-driven to design-driven, from product-centric to customer-centric, and from marketing-focused to user-experience-focused. Design thinking draws on logic, imagination, intuition and systemic reasoning to explore the possibilities of what could be and to create desired outcomes that benefit the end user (the customer). **A design mindset is not problem-focused, it's solution-focused and action-oriented. It involves both analysis and imagination.**



Stanford Design  
Innovation Model



# Design innovation





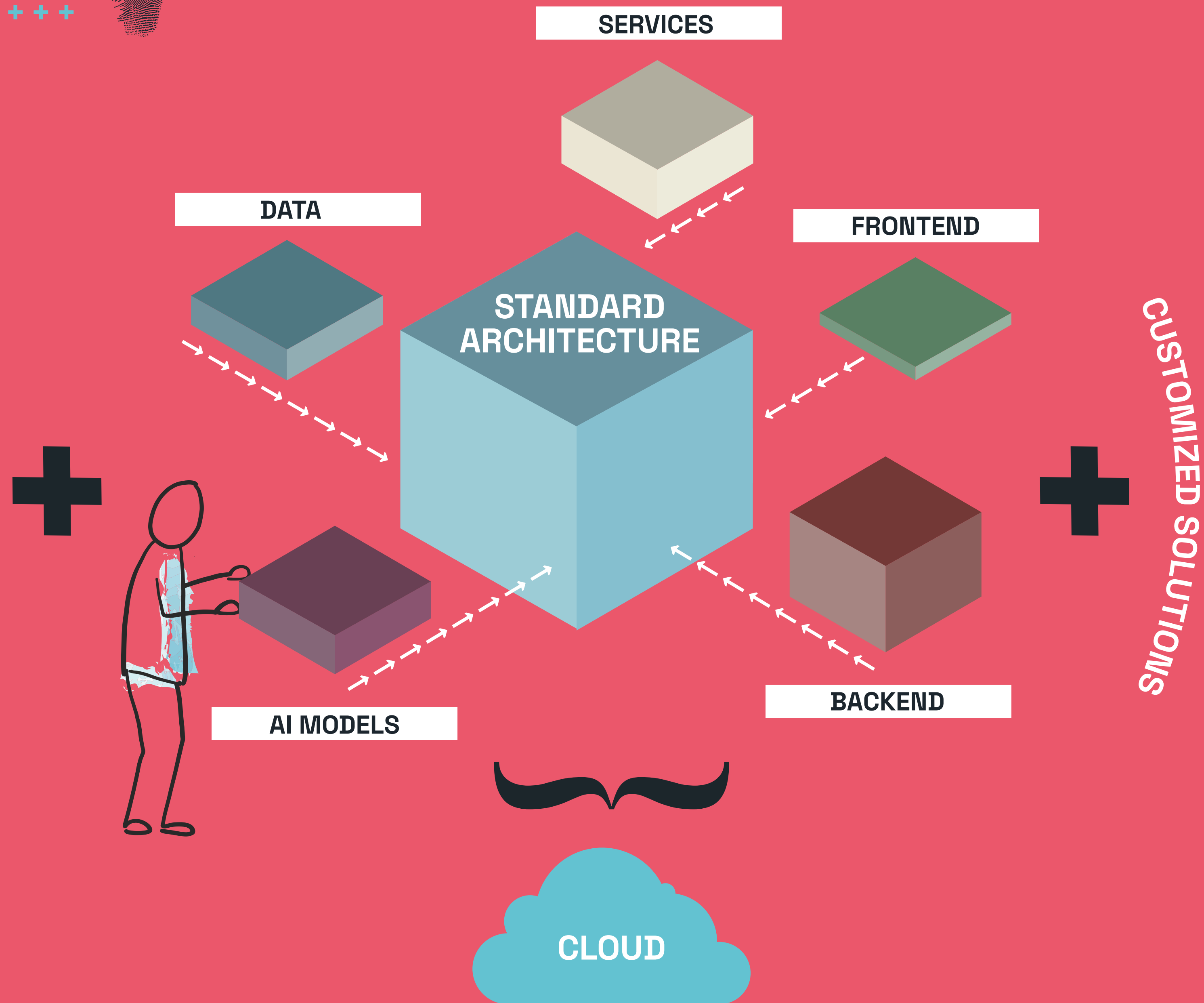


# { Digital Innovation

“At least 40% of all business will die in the next years... if they don't figure out how to change their entire company to **accommodate new technologies.**”

Jhon Chambers, former CEO CISCO





# Technology Stack

We offer **customized web applications**, managed as a Service (SaaS) on a private cloud platform tailored for you. **Thanks to our modular design, you can select the modules you need**, ensuring customization, integration, and scalability.

We use a **full-stack development** approach, integrating data science, web development, and cloud architecture with rapid deployments and high reliability. **We maintain flexibility through standardized and consolidated components**, enabling swift updates and the integration of new features.

With reproducible yet customized solutions, **we democratize innovation, making digital transformation accessible to SMEs** and allowing companies of all sizes to leverage the latest technologies to promote growth and operational efficiency.





# Access Subsidized Financing for SMEs



At LAIF, we not only develop advanced and customized technological solutions for small and medium-sized enterprises, **but we also facilitate access to subsidized financing through our selected partners.**

Our solutions, highly sought after for participation in grant applications, are **optimized to achieve high scores in rankings**, thereby increasing the chances of success for businesses that collaborate with us.

With LAIF, you **can transform technological challenges into opportunities for growth** and sustainable development for your SME.







# LAIF SRL

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