

ShephERP by SoftCollie

The app that serves the person.

The all-in-one ERP + CRM for small businesses, run by talking to it.
No menus, no forms, no learning curve.

Pedro López Escudero · Venture Day



THE PROBLEM

Using an ERP isn't the problem. Learning to use it is.

≈1,000 h

of training, on average, to roll out
business software in a company

12–18

months is the average ERP
implementation before it is operational

70%

of ERP implementations fail to meet
their objectives

Business software forces the person to adapt to the machine. A small business does not have 1,000 hours — so it underuses the tool, or abandons it.

THE SOLUTION

What if you didn't have to learn it?

You talk. It does it.

Zero training hours

if you can send a message, you can use ShephERP

Plain language

“invoice this”, “how much did I sell?”, “prep tomorrow’s visit”

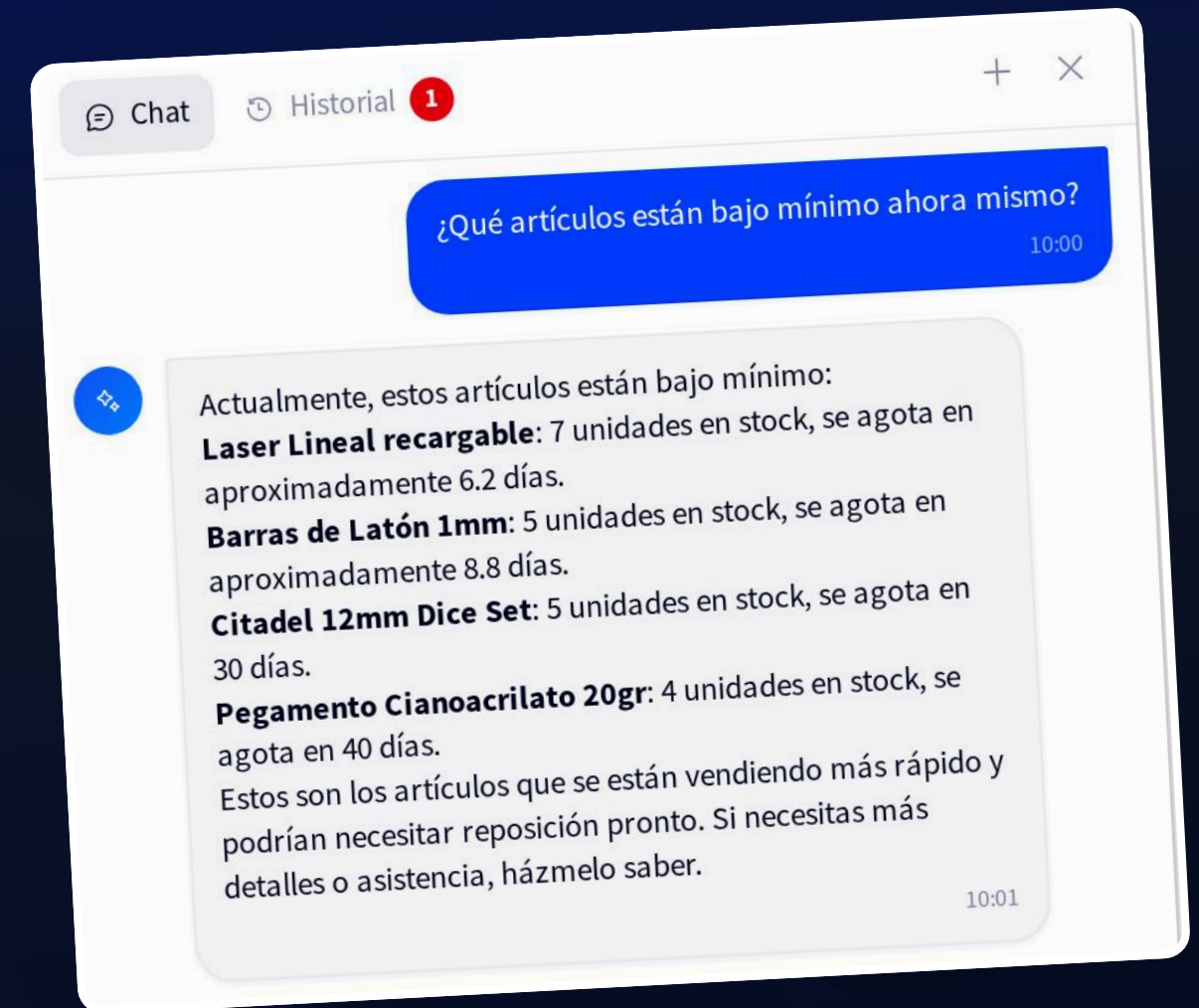
The app adapts to you

not you to the app: the person comes first

A full ERP underneath

the chat executes on a real management system

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MARKET OPPORTUNITY

A huge market that still runs on paper.

≈91k

companies in Spain use NO ERP at all — 45.4% of the total

≈177k

companies with 10+ employees use no AI to improve productivity

2027

VeriFactu becomes mandatory: companies in January, sole traders in July

A legal deadline accelerates adoption

VeriFactu turns an optional upgrade into a date on the calendar

Spain first, LATAM next

same language, same need, same gap

TARGET MARKET

Who we serve

Small businesses (1–50 employees)
retailers, distributors, workshops, services

The owner who does everything
salesperson, back office and operator at once

No IT department
and no time to learn complex software

Spanish-speaking market
Spain first, then LATAM

Why we fit

They already know how to chat
it's their daily tool: nothing to teach them

Zero friction to start
from first message to first result, in minutes

Spanish tax compliance
VeriFactu built in, nothing to configure

A product in production
with businesses using it daily, not a mockup

≈200 M

active WhatsApp Business accounts (46.8 M monthly users in the EU):
your customer already lives in chat.

COMPETITION

Good tools. Every one has to be learned.



Zoho One

Huge suite (50+ apps), global

Powerful but complex and costly; Spanish tax not native



Holded

Spanish ERP + CRM, compliant

Classic menu-driven software; no conversational interface



STEL Order

ERP + field service for SMBs

AI for the owner; no customer channel, no store with payments



GoHighLevel

All-in-one marketing/agencies (US)

Very US-centric; no ERP, no Spanish tax compliance

The others help you run the business. ShephERP also serves and sells to your customers:
by chat, by web and by voice, with an online store built in.

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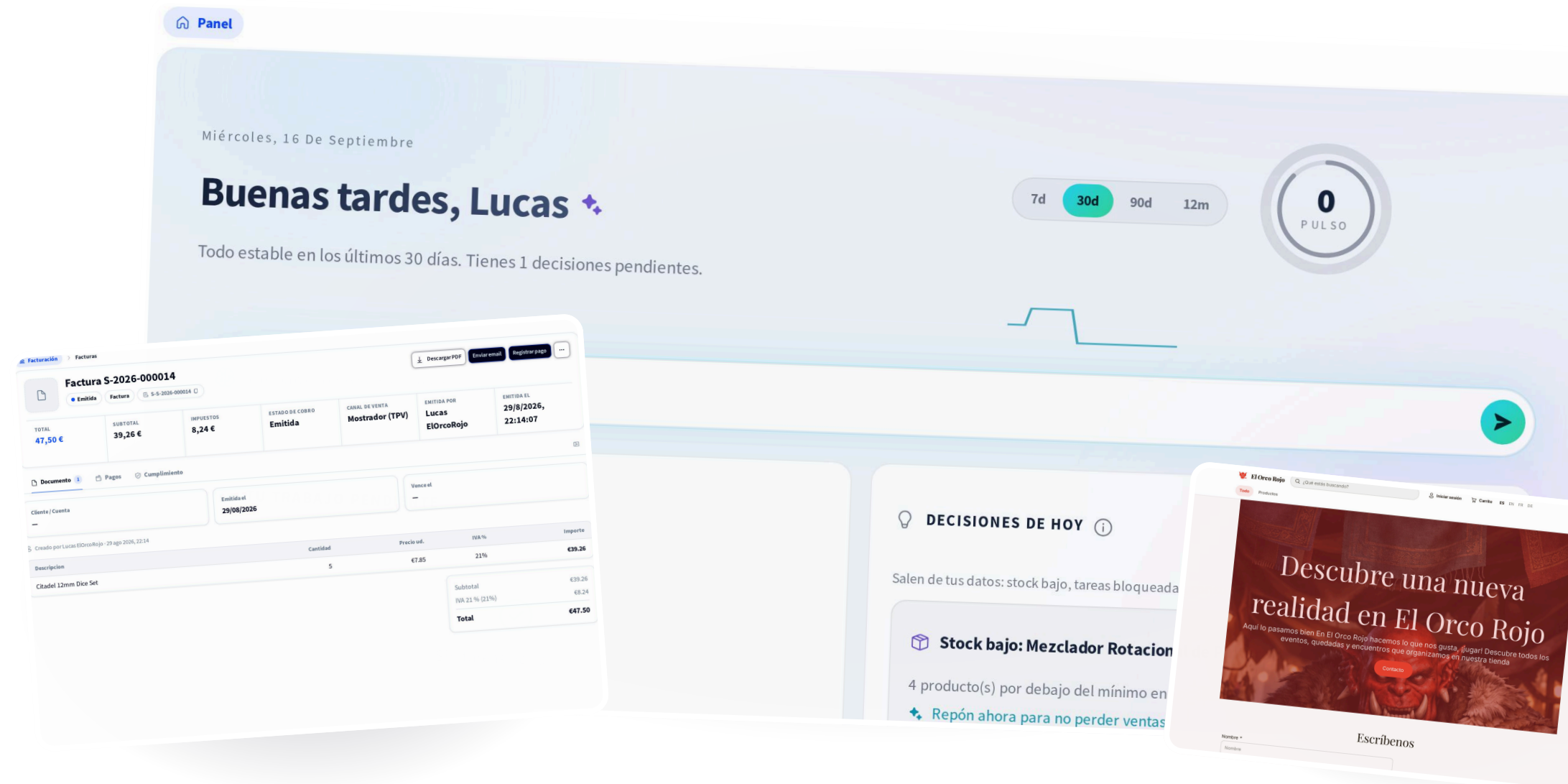
PRODUCT

Not a mockup. It's in production.

A dashboard that decides for you
spots low stock and proposes restocking before the sale is lost

Invoicing with Spanish tax compliance
VAT, correlative series and VeriFactu built in

Online store built in
the same catalogue, published and taking payments



What already works and what comes next.

In production

working today

- A full ERP + CRM: catalogue, inventory, purchasing and invoicing with VeriFactu
- AI across the product: the chat executes, agents work on their own and reports are asked for out loud
- A call desk that answers with AI, transcribes and files it on the customer record
- Automatic restocking: it spots the minimum, picks the supplier and places the order
- Website, store and POS taking payments, on the customer's own domain with automatic DNS
- Clock-ins, work reports and team scheduling

Under way

shipping in the coming months

- Chilean e-invoicing and launch with a local partner
- Time tracking compliant with Spanish and Chilean law
- Buying the domain from inside the application
- Marketplaces and additional sales channels

With the investment

what the round unlocks

- Assisted operator desk: a person takes the call while AI guides them in real time, with the customer record and their orders on screen
- Tax compliance for the rest of Latin America, without rebuilding the product
- More verticals closed and more languages

Everything in the first column is in production and in daily use. The second is under way and ships in the coming months. Only the third column depends on this round.

Three revenue engines.

Subscription

Free · Starter €50 · Pro €150 · Business €500
per month

AI consumption

token packs included per plan, plus extra
packs: more use, more margin

Transactional

3% + €0.30 per payment in the store,
bookings and memberships: we only earn
when the customer sells

A win-win model: when our customers win, we win.

Recurring (MRR)

a predictable revenue base, month after month

Usage-based

revenue scales with real use: more value, more
margin

Success-based

our ROI grows with the customer's: aligned
incentives

Where the €200,000 goes.



55%
€110,000

Sales team and channel

4 sales reps brought in by phases, on base plus commission per retained customer, and the accountant and partner channel

30%
€60,000

Product and engineering

+1 senior and +1 mid developer to close milestones 8, 9 and 10, the assisted call desk and internationalisation

10%
€20,000

Marketing and acquisition

tailored demos, content, industry events and the WhatsApp channel

5%
€10,000

Operations and infrastructure

servers, AI models and the team’s tooling

Why €200,000 and not less

4 sales reps

instead of 2: twice the pace of new accounts from the first quarter

Month 15

is when the business pays for itself with the full team in place

We get there without a round too

by reinvesting revenue — but it takes twice as long

Rounded fully-loaded costs: sales rep ≈€2,200/mo including commission · mid developer ≈€3,200/mo · senior ≈€4,000/mo. A sales rep covers their own cost with ~15 retained Pro customers; beyond that, every new account is margin. The team joins in phases: the cost base goes from ≈€18,000/mo to ≈€30,000/mo once everyone is in.

PLAN AND RETURN ON INVESTMENT (ROI)

From €200,000 to 5× in 24 months.

T1 months 1–4	T2 months 5–8	T3 months 9–12	T4 months 13–16	T5 months 17–20	T6 months 21–24
30	80	150	260	380	500
paying customers	paying customers	paying customers	paying customers	paying customers	paying customers
MRR €4,500	MRR €12,000	MRR €22,500	MRR €39,000	MRR €57,000	MRR €75,000
team scaled up: first sales reps and +1 developer	accountants and partners as referral channel	all four sales reps at full speed	break-even: positive EBITDA, the business pays for itself	Chile launch with a local partner: the door to LATAM	€0.9 M ARR: the entry ticket is worth 5×

month 15
operating break-even:
positive EBITDA

€0.9 M
ARR at 24 months
(500 paying customers)

5×
target MOIC:
€200,000 → €1 M

Assumptions and KPIs: ARPU €150/mo (subscription + AI + 3% + €0.30 transactional) · 80% gross margin · monthly churn ≤ 2% · CAC ≈ €600 (5-month CAC payback) · LTV/CAC ≈ 10. The cost base grows in phases, from ≈€18,000/mo to ≈€30,000/mo with the full team. 5× at a 5.5× ARR valuation on a €1 M post-money entry.

INVESTOR RETURN

In today, exit window
from month 24.

€0.9 M

ARR at month 24

≈€5 M

valuation at 5.5× ARR

5×

target return:

€200,000 → €1 M



The exit can be a sale of the stake to a strategic buyer, a fund coming in at the next round, or a buy-back by the company. 5.5× ARR, the usual multiple for vertical SaaS at this growth and this margin. This is a projection under the stated assumptions: neither a guarantee of return nor a buy-back commitment.

WHO WE ARE

The team



**Pedro López
Escudero**

CEO & CTO



**Jesús Ignacio
Visa Otazo**

Head of Sales



**Claudio
Pérez**

Partner in Chile · LATAM



**Dominik
Frackowiak**

Full-stack development



**Marco
Gómez Zazo**

Full-stack development

THE ASK

We're raising €200,000 to scale.

Break-even in 15 months and €0.9 M ARR in 24

use of funds: 55% sales and channel · 30% product · 10% marketing · 5% operations

≈€400,000 already invested

the product is in production with real customers: technical risk is retired

**ShephERP isn't another ERP: it's the first one you run by talking to it.
Software, at last, at the service of the person.**



Everything about the round
shepherp.com/en/investors