



Pool of ideas

INESS: INtelligent Entrepreneur aSSistant

Aim

INESS will be an intelligent active personal assistant software providing the entrepreneur and the startuper the required information from the idea formation to the business development.

The information instantly will be provided in a clean, intuitive manner without the user requesting it through an artificial intelligent system. The intelligent assistant will perform ongoing tasks (e.g., schedule management) autonomously.

The user can select his/her preferences and the business stage that he/she is in and **INESS** can provide solutions to the everyday problems that the entrepreneur has to cope with. INESS suggestions will be based on:

- a) The user business stage
- b) The user preferences
- c) Data from other databases
- d) The recognition of the repeated actions that a user performs on a device (common locations, repeated calendar appointments, search queries, etc.)
- e) Other users preferences marching to the users profile
- f) Answers to questionnaires

How INESS could work

Specialized information can be for some of the following stages:

- Idea Formation (e.g. Viability of the entrepreneurial idea)
- Business Establishment (e.g. How to start a company, company location)
- Competition (e.g. Competition analysis, their location)
- Promotion (e.g. Advertising strategy, offers etc)
- Training (e.g. Training courses based on the users training needs)
- Finance (e.g. Startup capital, Cash flow, Break even, loans, funding)

INESS interprets speech, text or other input, while interacting with appropriate applications or operating systems, to the user and conceptualize meanings from input and to dynamically generate new output.



Who can use INESS?

INESS will be an intelligent system for potential and current entrepreneurs aiming to be established as the most used personalized business assistant and consultant.

Proposed Methodology

1. Desk research for the selection of the best fit technology
2. Business Scenario
3. Artificial intelligence
4. Prototype development
5. Testing prototype/ Beta testing and evaluation
6. Final version testing

Potential Collaborator

Our goal is to establish a research team that will design and develop INESS and the partners could be, universities, research organizations, SMEs. Expertise needed could be in intelligent agent design and development, business scenarios etc.

Research team: This team will plan and develop the **INESS** target audience, the types of questions & answers that the app will provide and also find, analyze, combine and present the data needed for the operation of the app depending on the user's demographics to the developers.

Developer team: The programming team will code the app depending on the research team's proposals. Android and iOS developers are needed.

User Testing & Quality Assurance team: The role of this team is to bind together the research and the developer teams. They will receive periodic samples of the app from the programming team in order to perform user and quality assurance tests. They make sure the outcome is the same with what was planned beforehand.

This proposal is not a project proposal although it could be proposed for funding under an EU programme in the near future



Institute of Entrepreneurship Development

Address: 60 Iroon Politechniou str,
41335, Larissa, Greece

Tel/Fax: +30 2410626943

Email: info@entre.gr

Website: www.entre.gr