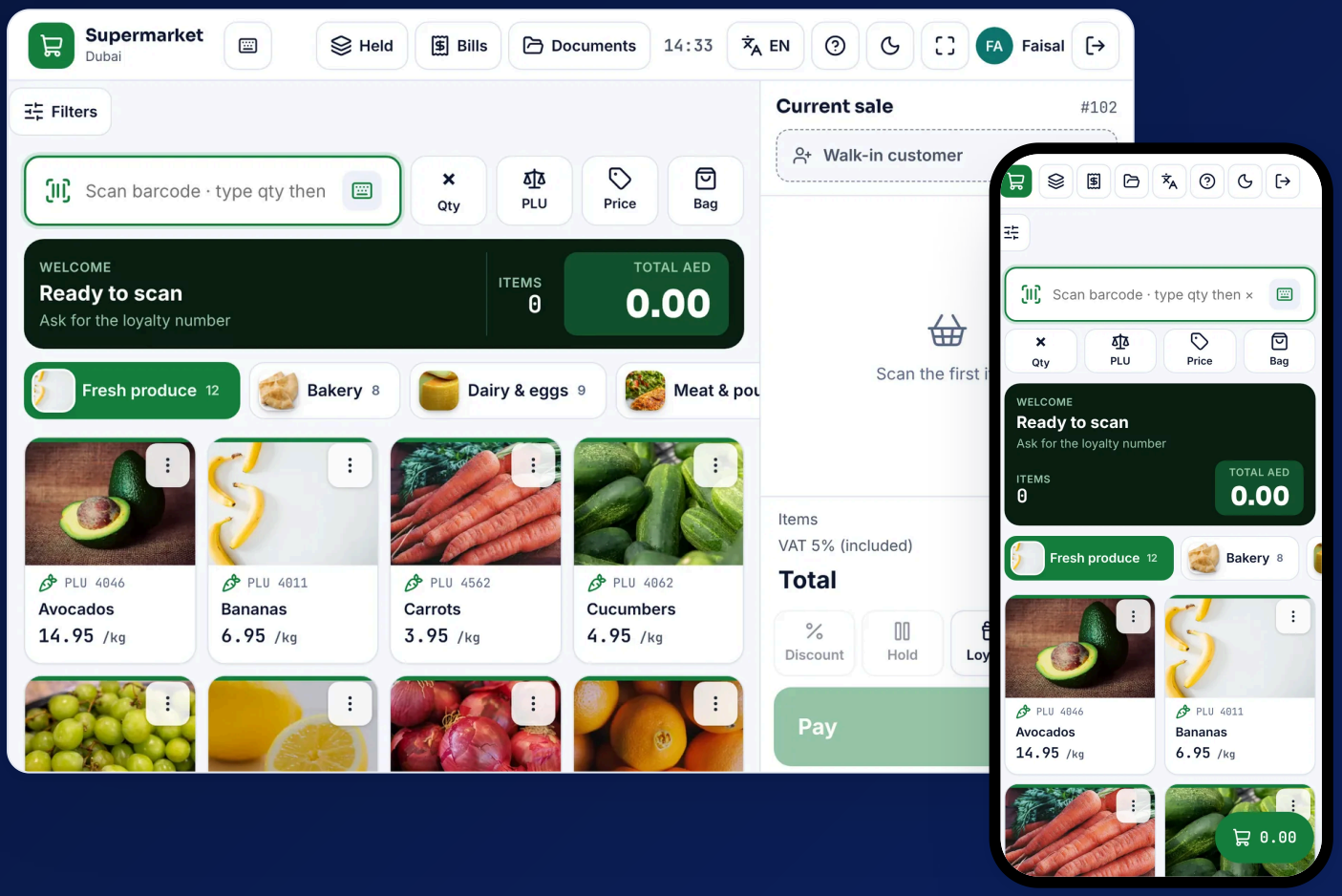
StartERP
AI BUSINESS OS

One AI business OS for every branch.

StartERP moves your business off old desktop software, runs every branch on one platform and lets you talk to your own data.



WHY OWNERS SWITCH

Desktop software kept your business in the dark

Your data is locked in desktop software

Many UAE SMEs still run offline desktop apps. Years of sales, stock and customers sit on one PC, out of reach of the owner and of AI.

Every branch runs its own software

Separate, unlinked systems mean no shared stock, sales or accounts, and no easy transfers between stores.

WHAT STARTERP DOES

Seven things, one system

Unlock your unused data

Move years of records out of old desktop software (.NET and SQL Server apps, Tally) with Excel import or our AI migration agent, then open them to StartAI or any AI agent through MCP and API.

Talk to your business

Ask StartAI questions and give it tasks, read the AI daily brief every morning, and hear StartAI Radio read out the latest news from your own stores.

Sell online

Your own online shop, website and bookings, made for your trade, with delivery partners and card payments built in.

See your business

Dashboards made for your category, with rich charts, forecasts and a Business Advisor that tells you what needs a decision today.

Work anywhere

Web, Android, Windows and macOS apps. Keep selling offline; everything syncs both ways when you are back online.

Stay compliant

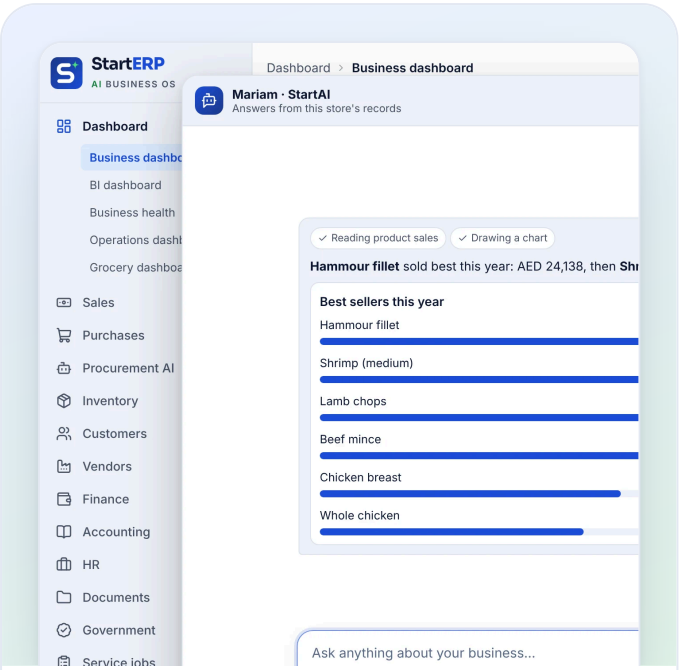
FTA-compliant tax invoices with your TRN and VAT at 5%, the VAT 201 return and the FTA Audit File, and the right tax files in every country we serve.

Run everything in one place

Accounting, sales, purchases, inventory, POS, CRM, HR and payroll for 100+ business categories, in your language, across every branch.

INSIDE THE APP

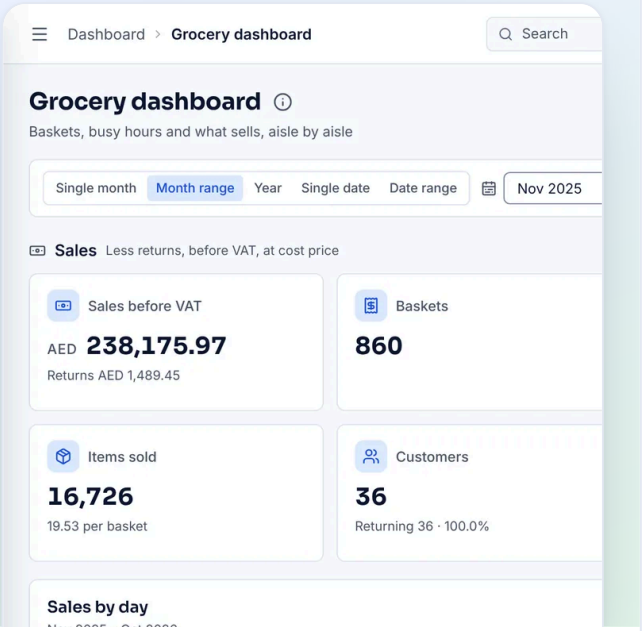
Real screens from StartERP



STARTAI

Talk to your business.

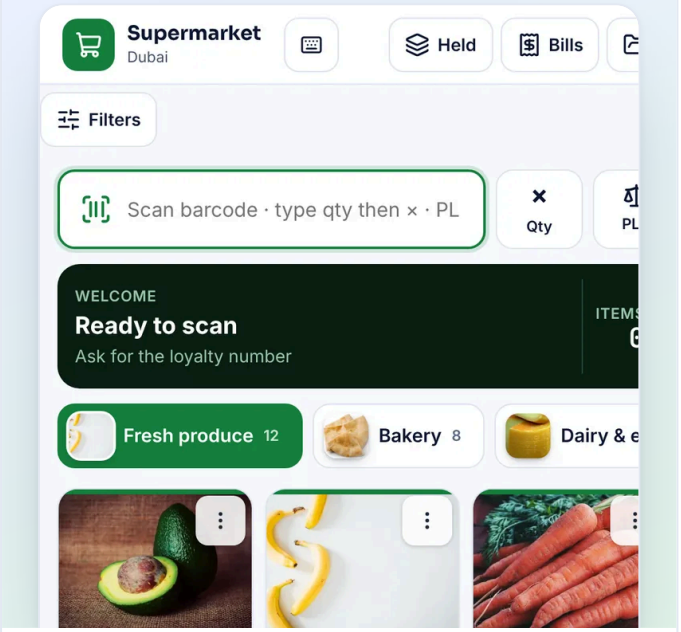
Ask in your own words and your own language. StartAI answers from your live data and does the work for you.



DASHBOARDS & BUSINESS ADVISOR

See your whole business at a glance.

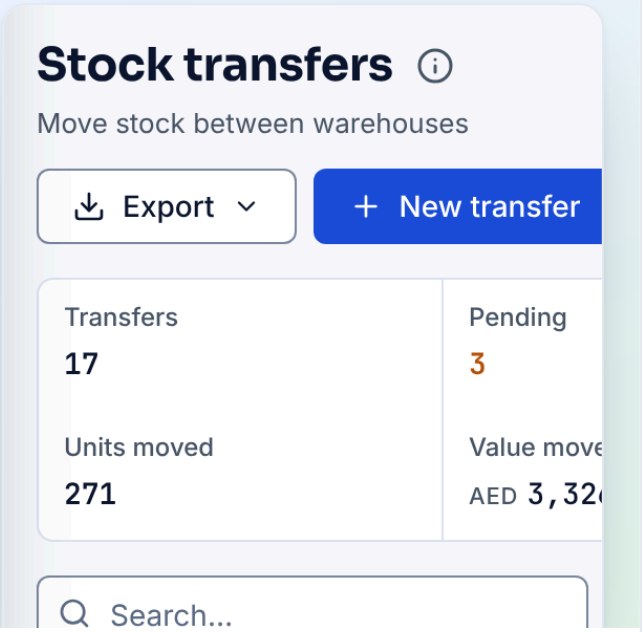
Dashboards built for your category, and an advisor that turns your own figures into decisions.



POS & UAE VAT

A fast, compliant till that works offline.

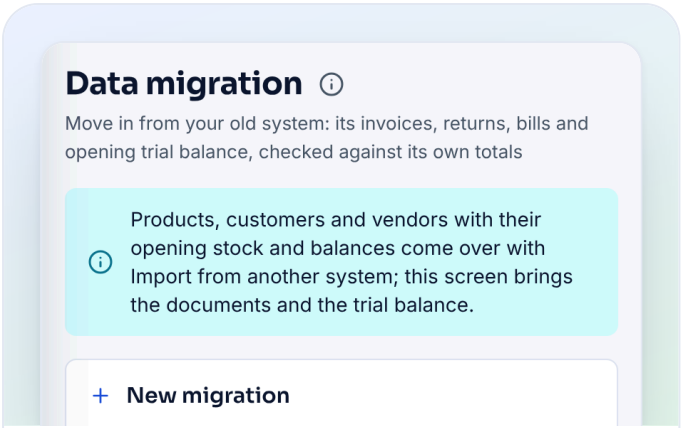
Sell from a tablet, phone or PC with real product pictures, and print FTA-compliant tax invoices with your TRN.



MULTI-BRANCH

Every branch on one platform.

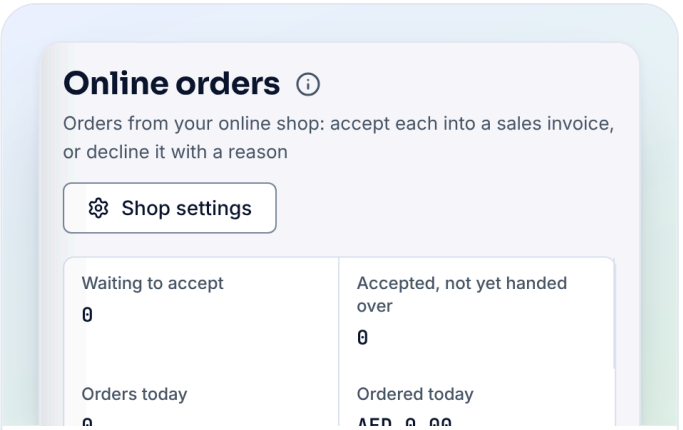
Stop running a separate system in each shop. Share stock, sales, accounts and reports, and move stock between stores.



DATA MIGRATION ADD-ON

Bring your old system's data with you.

Leave the desktop app, keep the history. StartERP moves products, customers, vendors, balances and documents in, and checks them against your old totals.



E-COMMERCE ADD-ON

Open your online shop.

A shop, website and bookings made for your trade, connected to the same stock and accounts as your counter.

FOR EVERY TRADE, ON EVERY DEVICE

100+
business categories

7-in-1
data, AI, shop, dashboards, apps, compliance, ERP

4
platforms: web, Android, Windows, macOS

VAT 5%
FTA tax invoices, VAT 201 and FAF

ALREADY RUNNING IN GULF STORES

6 store branches · **3** businesses · **4** cities in Saudi Arabia. Pilot customers in trading and industrial supply in Saudi Arabia. UAE stores get the same platform, with UAE VAT and prices in AED.

1
See it
Open the demo store for your trade, or book a free demo.

2
Move in
We bring your products, customers, balances and history across.

3
Go live
Sell on day one, in every branch, online and offline.

Book a free demo · Try the demo store

starterp.org · sirin@starterp.org · +966 50 197 1075 · Jeddah, Saudi Arabia