WHO WE ARE

One AI business OS for every branch.

StartERP is an AI business operating system for small and medium businesses. It brings accounting, sales, purchases, inventory, POS, CRM, HR and payroll into one platform, opens the owner's own data to AI, and runs every branch from one place. StartERP was founded in Jeddah on 1 September 2026 by Sirin Kolasseri and grew out of Start POS, an open-source point-of-sale system.

MISSION

Our mission: equip every small and medium business to

1. 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.

2. 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.

3. Sell online

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

4. See your business

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

5. Work anywhere

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

6. 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.

7. Run everything in one place

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

THE PROBLEMS WE SOLVE

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.

KEY FACTS

Founded	1 September 2026, Jeddah, Saudi Arabia
Founder	Sirin Kolasseri, Founder & CEO
Stage	Live product at starterp.org with pilot customers. The company will be registered once the MISA entrepreneur licence is granted.
Markets	The UAE and Saudi Arabia, then the rest of the GCC and beyond
Platforms	Web, Android, Windows and macOS, with two-way offline sync
Compliance	UAE VAT, FTA tax invoices and VAT 201 built in
Coverage	100+ business categories, each with its own screens, dashboard and POS
Open to AI	StartAI chat, daily brief and Radio; MCP server and API for any AI agent

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.

FOUNDER

Sirin Kolasseri is a full-stack and AI engineer with 15+ years of building software for startups and enterprises in the GCC, Europe and the US, including CTO roles. Before StartERP he was a senior AI engineer at a Jeddah industrial supplier, where he built its ERP and POS.

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