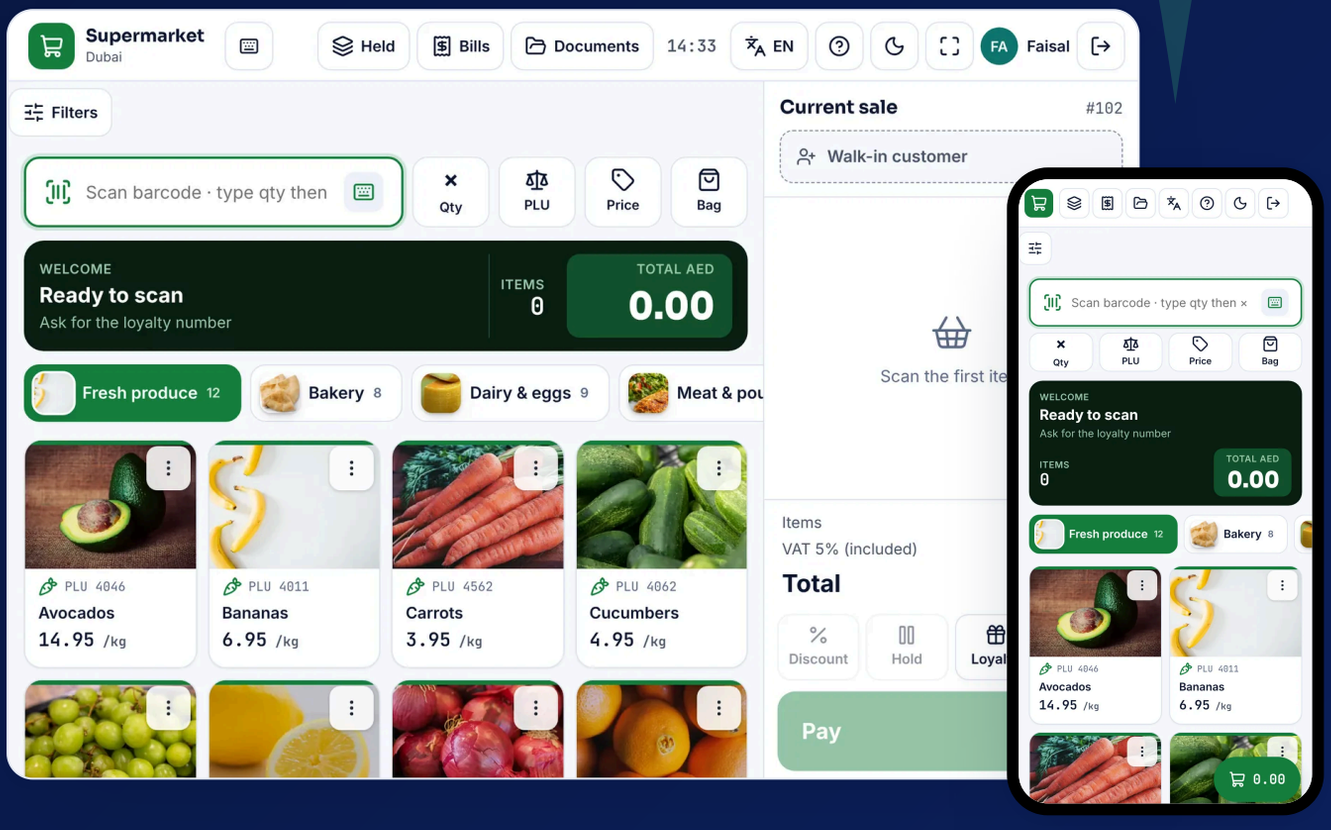
StartERP

AI BUSINESS OS

FOR BUSINESSES ACROSS THE UAE

Run every branch in the Emirates on one AI business OS.

POS, accounts, stock, an online shop and UAE VAT done for you, in English and Arabic, with an AI that answers questions about your own business.



UAE VAT 5% | TRN tax invoices | Works offline | Prices in AED

THE CHALLENGE

UAE SMEs are growing faster than their software.

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.

E-invoicing is coming to UAE VAT payers

The UAE is moving VAT-registered businesses to structured e-invoicing in phases. Old desktop tools and spreadsheets will not keep up.

StartERP does seven jobs in one system

Unlock your unused data
Excel import or AI migration agent, then MCP and API for any AI.

Talk to your business
StartAI chat, the daily AI brief and StartAI Radio.

Sell online
Your shop, website and bookings, with delivery and payments.

See your business
Category dashboards, forecasts and the Business Advisor.

Work anywhere
Web, Android, Windows and macOS, with offline sync.

Stay compliant
UAE VAT invoices, VAT 201 return and FTA Audit File.

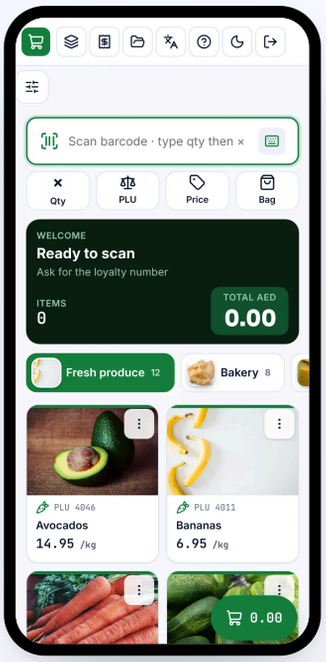
Run everything in one place
A to Z modules for 100+ business categories.

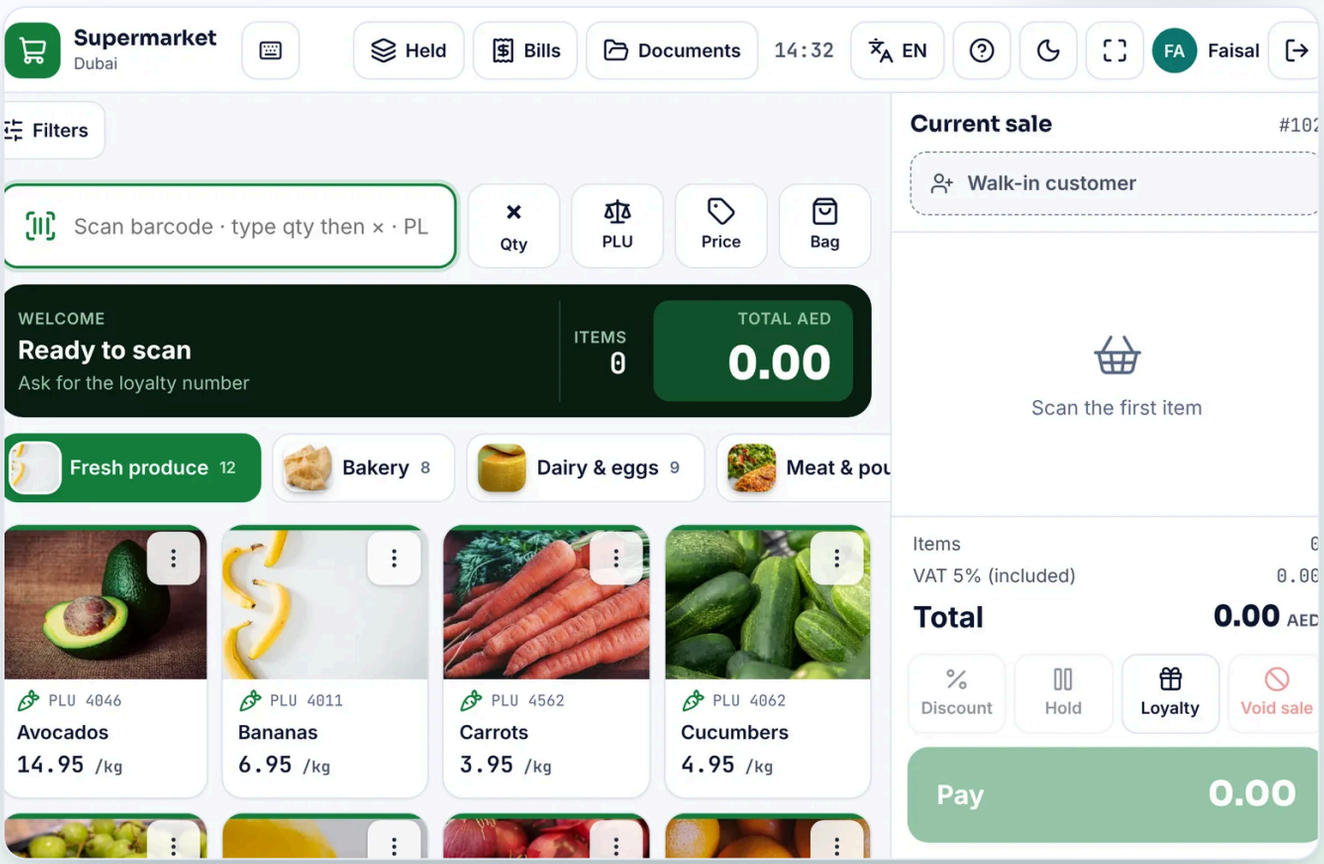
COMPLIANCE

UAE VAT, done right.

Every sale, return and note carries your TRN and the 5% VAT worked out for you, at the till or in the office.

- **Tax invoices** with your TRN, your business customers' TRN and the VAT on every line.
- **VAT 201 return** laid out box by box, with your standard rated sales by emirate.
- **FTA Audit File (FAF)** and the sales and purchase tax register, downloaded in a click.
- **Offline till.** Keep selling when the internet drops; everything syncs when you are back online.
- **Credit and debit notes** and returns, with the VAT reversed for you.
- **English and Arabic** invoices and screens, in AED.

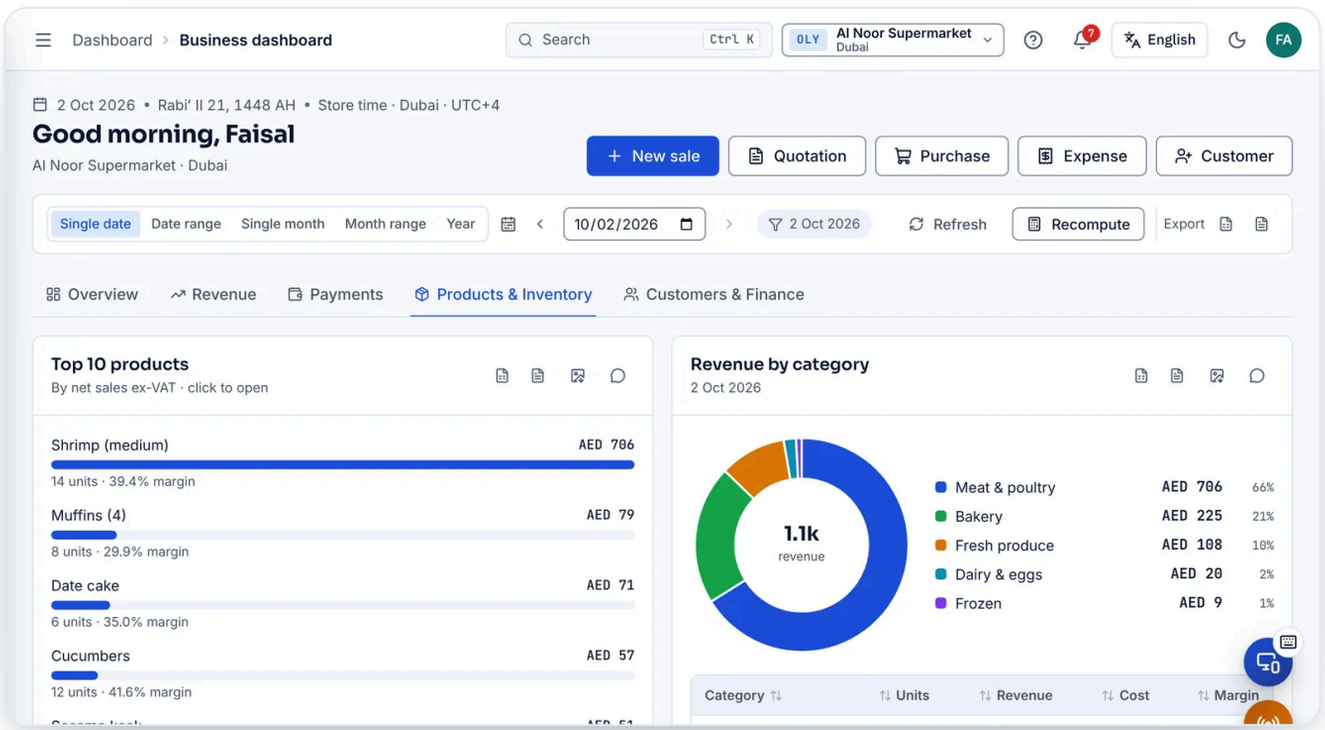




BRANCHES

Every branch, one system.

Dubai, Abu Dhabi, Sharjah or Al Ain: all your stores share one set of stock, sales, accounts and reports.



- **Shared stock** with live quantities per branch and warehouse.
- **Store-to-store transfers** sent, received and tracked, with the value moved.
- **Branch and group reports:** sales, profit and stock for one store or all of them.
- **Roles per branch** so each cashier and manager sees only what they need.
- **POS on any device:** web, Android, Windows and macOS, with two-way offline sync.

Web | **Android** | **Windows** | **macOS**

YOUR DATA AND AI

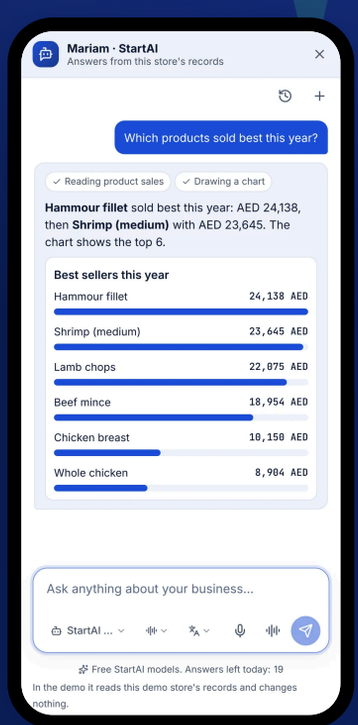
Bring your data in. Then talk to it.

Move off old desktop software

- **Excel and CSV import** for products, customers, vendors, sales and purchases.
- **AI-assisted migration:** with your consent, our desktop agent reads Tally or a custom SQL Server app and maps it into StartERP.
- **Open to any AI** through our MCP server and API.

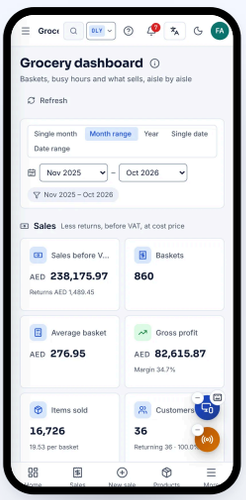
Talk to your business

- **StartAI chat:** ask "what sold best in Sharjah this week?" or tell it to raise a purchase order.
- **AI brief:** a short summary of yesterday, every morning.
- **StartAI Radio:** spoken news about your own sales, stock and targets.



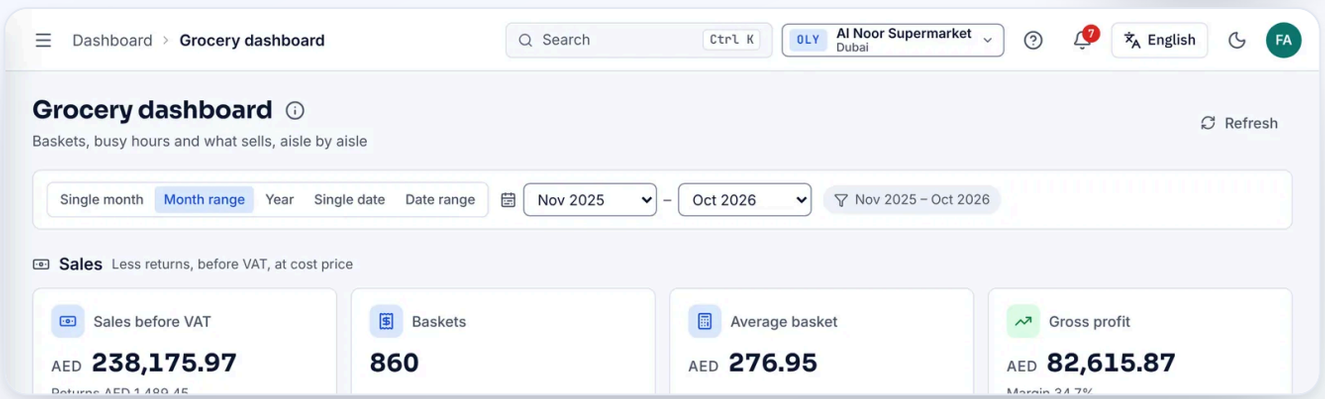
GROW

See your business. Sell online.



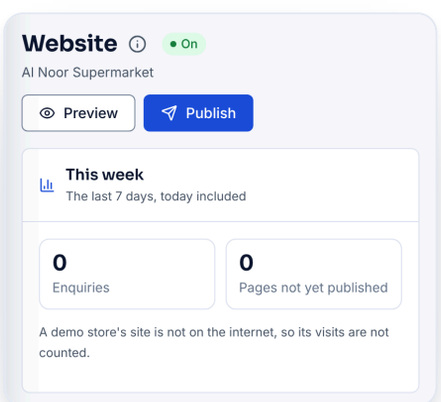
Dashboards made for your trade

A dashboard for your business category, forecasts, and the Business Advisor, which reads your numbers and suggests what to do next.



Your own online shop

- **Shop and website** on your own name, in English and Arabic, fed by the same stock.
- **Pay on delivery, at the counter or by card** through Tap, paid to your own bank account.
- **Delivery partners** and bookings for service businesses.



MADE FOR YOUR TRADE

100+ business categories, each with its own screens.

Your POS, forms, reports and dashboard use the words and fields of your trade. Modules you do not need stay out of the way.

Grocery & supermarket · Café & coffee shop · Restaurant · Bakery · Pharmacy · Clinic & dental · Salon & barber · Gym · Trading & wholesale · Industrial supply · Car showroom · Auto repair · Car rental · CCTV & IT · Hotel & apartments · Fashion & abayas · Electronics · Construction · Drinking water · Paint & building · **and 80+ more**

ALREADY RUNNING IN GULF STORES

6	3	4
store branches	businesses	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.

Switch in three steps

01
See it
Open the demo store for your trade, or book a free demo.

02
Move in
We bring your products, customers, balances and history across.

03
Go live
Sell on day one, in every branch, online and offline.

StartERP

AI BUSINESS OS

See StartERP running in your trade.

Book a free demo online, or open the demo store for your business category now.

Book a free demo

Scan to try the demo store

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Jeddah, Saudi Arabia · Founded in Jeddah in 2026.