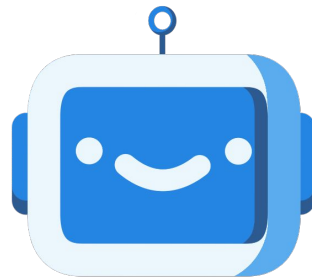


Enhance your business with bots !

2nd TPM- Ireland, 30th September 2025

Project number:
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PARTNERS



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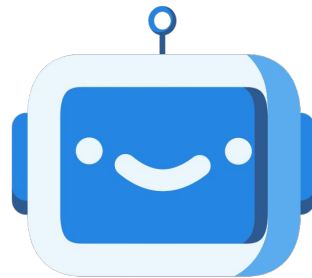
Specific sector



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1

Introduction



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Introduction

The roadmap supports SMEs in adopting AI step by step.

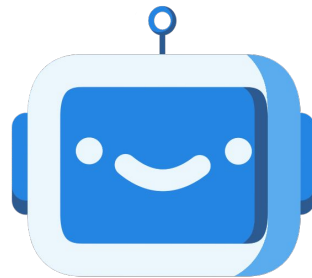
It is based on research in 6 EU countries: France, Spain, Croatia, Austria, Italy, Ireland.

It combines a Core Framework (valid for all SMEs) with Sector-specific pathways.



2

Research



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Research

RESEARCH SCOPE



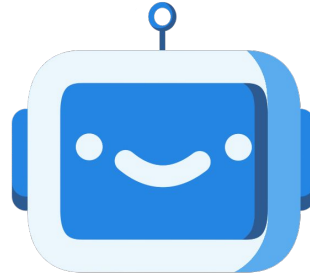
ChatGPT

The Research has revealed a list of SMEs sectors where AI has been applied in various activities:

- Commerce and Marketing and Sales
- Industry and Manufacturing
- Digital and Information
- Technology Healthcare and Life Sciences
- Business and Professional Services
- Finance and Fintech
- Logistics and Hospitality

3

Core Framework



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Core Framework

5 Phases

01

Assessment
and
Readiness

02

Technology
Selecting
and
Planning

03

Implementation
and Integration

04

Monitoring and
Optimisation

05

Compliance,
Ethics and
Scaling



Core Framework



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Assessment and Readiness

evaluate maturity, skills, and data



Technology Selection & Planning

choose tools, define KPIs, plan pilots



Implementation & Integration

deploy AI into workflows and train staff



Monitoring & Optimisation

track KPIs, refine tools, update models



Compliance, Ethics & Scaling

ensure GDPR, ethics, and plan expansion



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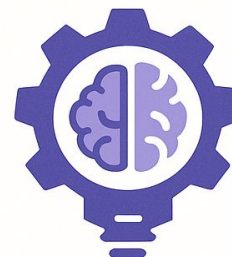
Phase 1: Assessment & Readiness



Map business
processes.



Audit digital
maturity and
data readiness.



Identify operational
challenges where
AI adds value.

Example: Savvie helped food SMEs reduce waste via AI sales data analysis.



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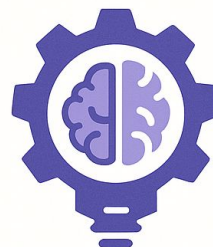
Phase 1: Assessment & Readiness



Map business
processes.



Audit digital
maturity and
data readiness.



Identify operational
challenges where
AI adds value.

Example: Hypefy (Croatia) automated influencer marketing.

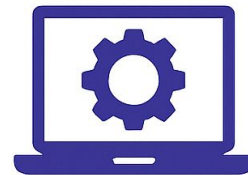
Phase 3: Implementation & Integration



Run pilot projects
(e.g., chatbot
for FAQs).



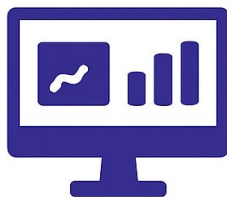
Train staff
(sales, HR,
operations).



Ensure CRM/ERP
integration.

Example: Craftworks (Austria) used AI for predictive maintenance.

Phase 4: Monitoring & Optimisation



Track performance
via dashboards
(Power BI,
Google Data Studio).



Collect staff &
customer feedback.



Update models
with new data.

Example: Lingvist (Estonia) personalises learning content in real time

Phase 5: Compliance, Ethics & Scaling



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GDPR audits
(data minimisation,
consent, security).



Draft an AI
ethics policy
(transparency,
fairness,
accountability.).



Plan for scalability:
omnichannel,
predictive AI,
loyalty systems.

Example: Exeo Lab (Italy) applied AI in EU project management



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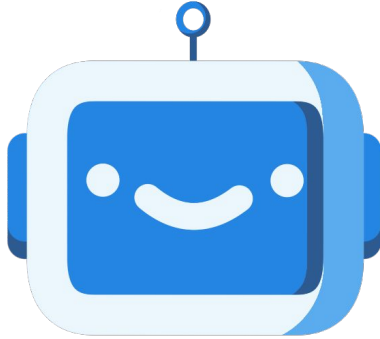
Next step



Each partner will focus on an allocated sector and prepare the pathway

:

- Commerce and Marketing and Sales- **CIB**
- Industry and Manufacturing - **FIPL**
- Digital and Information- **IDL**
- Technology Healthcare and Life Sciences- **CIB**
- Business and Professional Services- **BFI**
- Finance and Fintech- **POSTAL3**
- Logistics and Hospitality- **CALLIDUS**



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THANKS FOR THE ATTENTION

Bruna FONTANAROSA

Dania TATARANNI

Maria Pina TRIUNFO

www.projectwebsite.eu



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