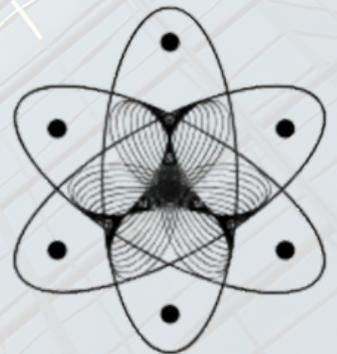


MSM ALGORIA

AI BEYOND THE EDGE



**SME, GROWTH  
& SIMPLIFIED  
DIGITALIZATION**



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MSM ALGORIA - AI Beyond the Edge is the strategic technology arm of MSM Global Investment Advisors (MSM GIA). Our mission is to be the growth accelerator for small and medium-sized enterprises. We understand that SMEs need technological solutions that are not only efficient, but also simple to deploy and affordable. We give you access to the essential digital foundation (professional websites, simplified management tools, basic automation) and the advanced intelligence needed to secure your growth, optimize your cash flow and expand your reach into new markets. We are your technical partner for scaling.

## about us

Our key difference for entrepreneurs lies in our synergy with MSM GIA. For SMEs, every investment counts. Our expertise in financial intelligence ensures that your digital spend is treated as strategic investments with a quick and clear return on investment, rather than just IT costs.

We help to control the financial risk related to digital transformation and structure your growth for the next steps of fundraising or expansion. By choosing MSM Algoria, you not only benefit from cutting-edge technology, but also from expert financial rigor.

Our solutions are designed for immediate and practical impact. We focus on the "quick-wins" that improve your daily efficiency: from setting up a secure e-commerce site to centralizing customer management (simple CRM), through light cybersecurity solutions to protect your vital data.

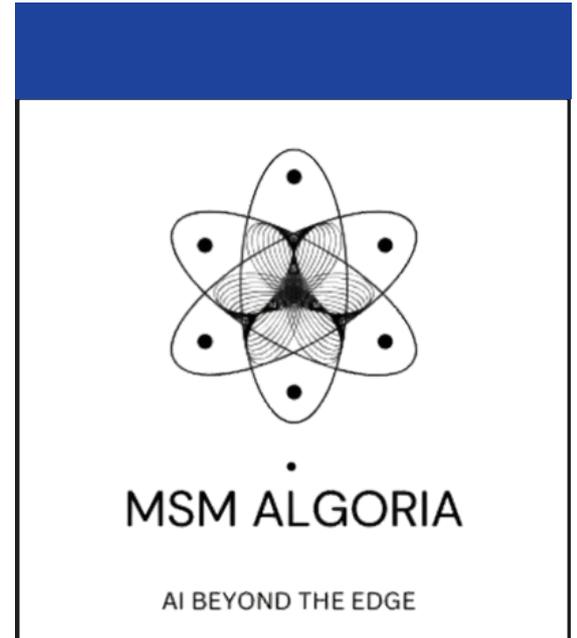
We provide tools that allow you to better serve your customers, optimize your inventory and automate your marketing, freeing you up to focus on your core business and growing your business.



# INTRODUCTION

In a market where 80% of purchasing decisions start online, digitalization is no longer a luxury reserved for large companies: it is the most effective lever for the immediate growth and survival of your SME. Today, customers expect to find your business online, and manual processes significantly slow down your ability to serve growing demand. The challenge is to build a solid and affordable digital foundation that secures your cash flow while opening up new markets.

This proposal is designed to be pragmatic, fast and focused on ROI. It presents a clear roadmap to integrate the essential digital tools and minimum intelligence required to improve operational efficiency (inventory management, billing), multiply your visibility (websites, digital marketing) and secure your revenue. Our goal is to transform your SME into an agile, resilient company ready for the next step of its expansion.



# the thing

Companies face a triple challenge

## ➔ 1

### Limited Visibility and Market Access

The lack of a professional digital presence (website, sales platforms) limits the company to the local market. This translates into a loss of credibility and a lack of growth opportunities, limiting the reach of SMEs.

## ➔ 2

### Operational Inefficiency and Waste of Time

The heavy reliance on manual methods (Excel, paper) for billing, inventory and customer tracking causes errors and slows down cash flow. This time absorbed by the administration directly limits the contractor's ability to focus on growth and scale.

## ➔ 3

### Vulnerability and Risk of Data Loss

The lack of basic cybersecurity and reliable backup systems exposes the company to breakdowns and cyber attacks. The risk of losing vital data (customers, invoices) is high and can threaten the very survival of the SME in case of a major technical incident.



# The Solution that We Bring: The Design Experience

The MSM Algoria solution for SMEs is designed to be affordable, quick to deploy and immediately generate growth. Our offer is a direct response to the challenges of inefficiency, visibility and risk, focusing on digital foundations that will allow you to optimize the present and secure the future.

## ➔ 1. Digital Foundation and Increased Visibility

We quickly establish a professional digital presence that lends credibility to your business and attracts new clients. This includes the design and deployment of modern websites (optimized for local and mobile SEO), the secure integration of online sales solutions (e-commerce), and the implementation of basic tools for digital marketing. This set allows you not only to multiply your reach beyond your physical market, but also to better understand where your customers come from.

## ➔ 2. Simplified Management Tools and Basic Automation

We replace manual management (Excel, paper) with integrated and affordable management tools, specially chosen or developed for SMEs. These platforms include a simple CRM for customer tracking, automated billing systems to improve your cash flow, and real-time inventory management. These solutions are easy to handle and generate immediate and significant time savings for the entrepreneur, allowing them to focus on business development and strategy rather than administration.

## ➔ 3. Essential Cybersecurity and Reliable Backup

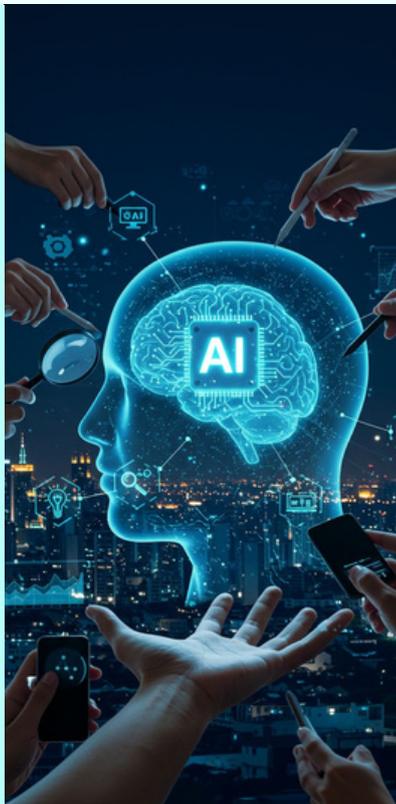
We provide the minimum life-saving protection needed to keep your business going. This includes setting up basic cybersecurity protocols (antivirus, firewall), training your teams in best practices, and above all, installing an automatic off-site data backup system. We guarantee that your key information (customer lists, invoices, contracts) are secure and can be restored quickly in case of hardware failure or incident, thus ensuring the sustainability of the SME.

# METHOD: THE PARALLEL EXECUTION



## A Brief History About the solution

The parallel execution method is our preferred approach to ensure a risk-free transition when deploying your new digital solutions. It ensures the continuity of your business operations without major interruption.



### simultaneous operation

a new system developed (for example, a new billing software) is put into service and works in parallel with your old system (manual methods or old software) for a determined period.



### 2. Validation and Data Integrity

During this period, the results of the two systems are compared and checked daily. This allows to confirm that the new system produces accurate data and to validate all processes before the final shutdown of the old tool.



### 3. Zero Risk of Cutting

This approach eliminates operational risk. In the event of a problem with the new system, your activity continues to be ensured by the old one, ensuring business continuity and a smooth transition.

# NOTRE AVANTAGE COMPÉTITIF (JUSTIFIER LE PREMIUM)

In the market of digital solutions for SMEs, competitive advantage is not measured by the complexity of technology, but by its ability to remove major obstacles: initial cost, ease of use and guaranteed growth. MSM Algoria is the only partner to combine cutting-edge technological expertise with unique financial rigour, thus eliminating the risks that hinder your expansion.

## **The MSM GIA Strategic Alliance: The Assurance of an SME ROI**

Our affiliation with MSM GIA is your strongest financial guarantee. We approach each solution as a strategic investment that must generate a quick return on investment (ROI), even for a small budget. We do not sell you expensive software, but financially optimized growth solutions. This expertise helps you structure your digital expenses, control your cash flow and prepare your business for future fundraising or bank credits, making us a partner both technically and financially.

## **Solutions "Ready to Grow" and Rapid Deployment**

We understand that time is money. Our advantage lies in our ability to provide you with "ready-to-sell" and "ready-to-grow" solutions. This means that you don't have to bear long and risky development costs. We quickly install modular digital platforms (websites, CRM, billing) that you can use immediately. This model minimizes your learning curve and initial capital investment (CAPEX), ensuring an impact on growth in the first few weeks.

## **Essential Cybersecurity and Affordable Local Support**

One of the biggest vulnerabilities of SMEs is their security. Unlike general providers, we integrate an essential and affordable layer of Cybersecurity from the foundation of your system (backup, antivirus pro, training in good practices). In addition, we offer local and responsive technical support that ensures the continuity of your business without incurring massive outsourcing costs. We ensure the sustainability of your work tool, allowing you to focus on sales and production with peace of mind.

# THE IMPACT

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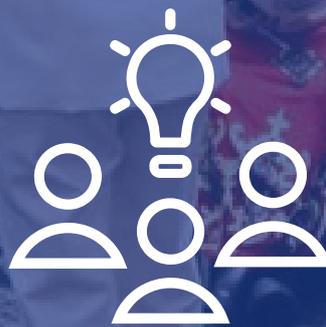
The implementation of our digital solutions is designed to generate tangible, immediate and directly measurable benefits on your performance. Unlike heavy IT projects, the transformation we propose does not stop at the simple installation of software: it guarantees concrete results that affect your cash flow and your ability to grow. We move you from reactive and manual management to proactive and digitalized management, ensuring that every euro invested in technology contributes to the net growth of your SME. Modernization simultaneously acts on your visibility, operational efficiency and the security of your assets.

**Increase in  
Commercial  
Reach**

**Operational  
Time Saving**

**Securing Cash  
Flow**

**Zero Data Loss**



In the end, the most important impact is the sustainability you gain. By becoming our partner, your SME goes from being a company vulnerable to breakdowns and limited by the administration to an agile, secure and ready for expansion player. You now have the foundation to support rapid growth without overburdening your structure. MSM Algoria is your guarantee for not only rapid growth, but above all well-managed and sustainable, ensuring that you can focus on your core business while we secure your digital future.

# CONCLUSION

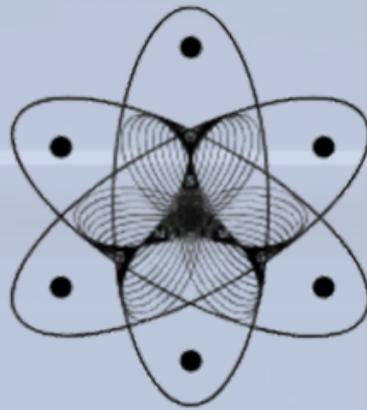
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Choosing MSM Algoria – AI Beyond the Edge for your SME is opting for a partner who understands that success comes from simplicity, affordability and quick ROI. We offer you more than just tools: we provide the essential digital foundation and intelligence to secure your growth, optimize your cash flow and expand your market. Our commitment is to de-risk your digitalization and guarantee you reliable technical support, ensuring that your technological investment saves you both time and money.

The moment to act is critical to capitalize on digital opportunities. We assure you that the next step of your expansion is on a solid footing.

We formally invite you to schedule the Strategic Work Meeting n°1. Let's make this first exchange the starting point of a more visible, more efficient SME ready to grow sustainably.





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# CONTACT US



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