SIMPL

The end-to-end SaaS platform for SMEs to manage their industrial services

The Project

Every year industrial service providers waste over 20% of their revenue. This is because 2/3 of them continuously working with analog processes, e.g. pen and paper. Furthermore, their employees become dissatisfied and the customers (primarily large companies) are much further ahead in digitalization, which is why they tend to switch to competitors. Solely in Germany, more than 100,000 companies are affected by this problem, responsible for over €30 billion in sales in the MRO-Market (Maintenance, Repair and Operations). With SIMPL we develop an end-to-end platform to handle industrial services from request to execution to invoicing - together with their customers. SIMPL's solution is a modular and intuitive software-as-a-service that is as easy as the apps on our smartphones, relieving SMEs of IT responsibility. Concretely, we develop digital planning boards, service diaries or ticketing systems - everything from a single source. Currently, no Fraunhofer technology is included; the know-how is based on research projects and dissertations.

The Team

Location: Fraunhofer ISST, Dortmund

Members: **Dr. Can Azkan (Business Model Expert)**, Alexander Kreyenborg (Domain Expert), Dustin Chabrowski (Technical Expert)

AHEAD Infos **Batch:** 05/2022   **Phase:** 1   **Track:** Spin-off

The Business Model

Unique Selling Proposition:
SIMPLicity: One single solution for all service tasks with an intuitive UX (focus on SME; end-to-end process) - "Forget your 5 other tools, we provide a single source of truth!" & **SIMPLe connectivity**: Connecting different stakeholders (industrial service providers and their customers) on one single platform for data exchange (service trigger, information about the machine/plant)

Unfair Advantage:
Knowledge gained in 2 PhD-thesis with several SME service providers and held over 40 Interviews and Workshops. Existing pilot customers and strong connection to relevant multiplicators/associations

Revenue Model:
Different subscription models where users pay a monthly fee

Venture Readiness Level

VRL	Ideation	Incubation	Traction	Growth

Technology Readiness Level

TRL	1	2	3	4	5	6	7	8	9

The Side Facts

Customer Focus: B2B

Searching For: Investors, mentors, expert interview partners and further PoC

Industry Tags: Industrial goods & services, software & services, telecommunications

Technology Tags: Artificial intelligence, big/smart data, digital twin, location-based services, natural language processing, user engagement