

Knowledge must find the worker.

Softex Miami Immersion Program

Flávio Oliveira · Co-founder & CEO, IseTool

80% of workers never sit at a desk.

Invisible to digital transformation.

— Emergence Capital, 2020

They guess. Everyone pays.

Every wrong micro-decision is revenue dripping away.

Errors

Workers guess at the moment of the micro-decision.

Rework

Managers fight fires and re-train the same steps.

Turnover

No standard across units. Careers stall, people leave.

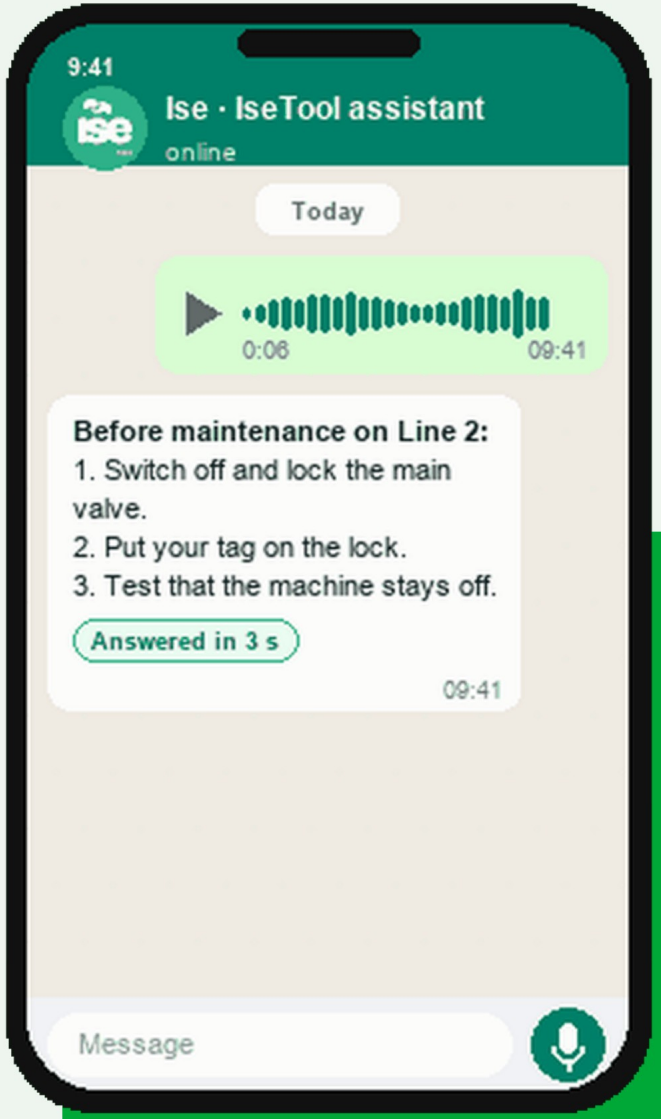
That’s why we created

Ise tool

Ask. Get it right.

Workers ask by text or voice. Ise answers in seconds with the company’s own steps, inside the apps they already use.

WhatsApp | Teams | Slack | No new app



OTHERS STORE CONTENT

- **LMS**
- **Wikis**
- **Employee apps**



ISE

Acts at the moment of the decision.

Others store knowledge.

We put it to work.

01 Private by design

Answers only from the client's approved content. Data isolated on AWS, never used to train public AI.

02 Protected know-how (SCORM)

Training content stays packaged and protected, inside the client's own environment.

03 Smarter every day

Every interaction feeds the client's environment back, so answers get sharper over time.

Signed with global leaders.

3 POCs signed in Brazil, beyond our base of 18 clients.

natura

POC SIGNED

2.8M+ beauty consultants

Natura + Avon · the frontline direct sales force

AJINOMOTO

POC SIGNED

Global food, 130+ countries

Food-service restaurant operators

suzano

POC SIGNED

World’s largest pulp producer

Forestry, mill and logistics operators

Next market

US supermarkets.

- **In conversation:** H-E-B and its banners, Austin, Texas
- **Mapped:** Sedano’s, Presidente and Publix in Florida, not yet contacted
- **Beyond the US:** Pick n Pay (South Africa) and Tesco (UK), in conversation
- **Next step:** our first US pilot. Miami finds buyers; Austin is where selling starts.

H-E-B · Sedano's · Presidente Supermarket · Publix



Already working.

US$ 620K

ARR

Live in 3 countries

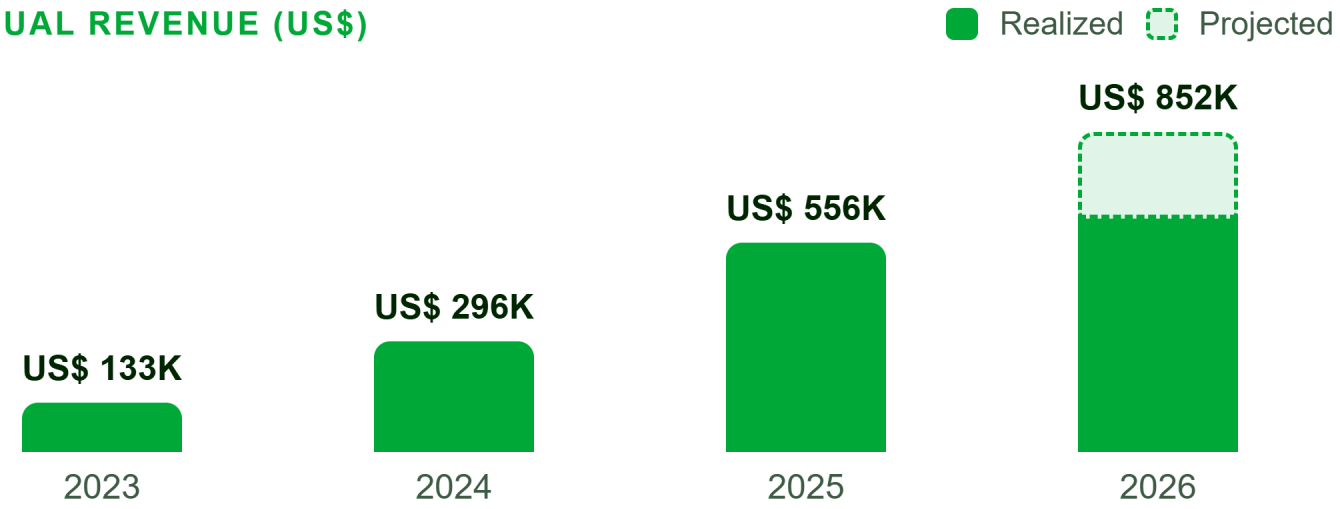
US$ 52K
MRR

3x
growth per year

18
clients

125K+
frontline workers

ANNUAL REVENUE (US$)



2026: US$ 620K realized year to date; US$ 232K projected. Converted from BRL at 5.40 per US$.

Our Ask.

RAISING

US$ 600K

TARGET

US$ 100K MRR by mid-2027

72%

Commercial expansion

GTM sales machine and key account managers to turn POCs and new logos into ARR.

20%

Product

R&D for adaptations and new features: more adoption, retention and expansion per account.

8%

Certifications

SOC 2 and ISO 27001, planned for 2027 (not yet obtained). Unlocks enterprise deals.

With this round: convert the 3 signed POCs into contracts and run our first US pilot.

We have a solid business in hand.

Join us.

FOR INVESTORS & PARTNERS

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Scan the QR code isetool.com



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