LVW | AI ENABLEMENT COMPANY

PRE-SEED · NOVEMBER 2026

Automate the weekly work.
Keep a person in charge.

AI automations for online shops and small teams: reports, product catalogs, translations, data clean-up. Code does the numbers, AI writes the words, a person approves.

THE PROBLEM

Small teams redo the same reports, catalogs and translations by hand, every week

Monday

The sales report

Someone exports last week's orders, rebuilds the same charts and writes the commentary. Hours gone, and copy-paste errors land in the numbers the owner reads.

New stock

The product catalog

SKUs, prices from cost, a description per product, filled in a spreadsheet by hand. A price below margin only shows up once customers see it.

Every market

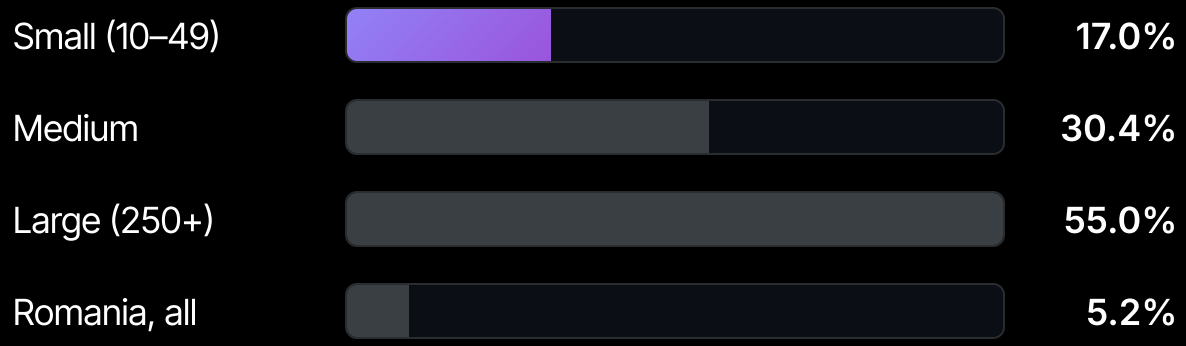
The translations

Every description again in each language the shop sells in. A missing translation means a page customers can't read.

WHY NOW

AI use in EU firms jumped in a year, but small firms are being left behind

EU enterprises using AI, 2025, by size



13.5% → 20%

EU firms using AI, 2024 to 2025

70%

of firms that considered AI but don't use it name lack of expertise as the reason

Source: Eurostat, AI use in enterprises (isoc_eb_ai), Dec 2025 release · enterprises with 10+ employees

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THE SOLUTION

Code does the numbers, AI writes the words, *a person approves*

code

Does the maths

Totals, prices and checks run in a script and are saved to a file.

AI

Drafts the words

Commentary, descriptions and translations, quoting only checked numbers.

person

Signs off

Nothing ships until someone approves it, with a name and a date.

The model never does maths

Every number it writes must exist in the computed file.

Rules live in code

Margins, formats and banned claims are checked after the AI writes.

Approval is recorded

Every output is traceable to who approved it and when.

Bad input stops the run

A clear error beats a polished file with wrong numbers.

PRODUCT

Two open-source automations already prove the method

iamwlady/weekly-sales-report · Python · MIT

Weekly sales report

Orders export → reviewed, ready-to-present six-slide deck.

01	Compute metrics from the orders CSV	code
02	Draft headline, highlights, risks	AI
03	Review and approve the commentary	person
04	Build the deck	code

iamwlady/product-catalog-pipeline · Python · MIT

Product catalog pipeline

New products → priced, described, translated, validated import file.

01	Prices from cost × markup, 45% min margin	code
02	Descriptions and translations	AI
03	Margin, claims, length, coverage checks	code
04	Sign-off, then import.csv is written	person

WHAT WE AUTOMATE

One method, six repeatable use cases

Recurring reports

`orders.csv → weekly-report.pptx`

Product catalogs

`brief.yaml → import.csv`

Translations

`en → ro, de, …`

Documents to data

`invoice.pdf → rows.csv`

Inbox triage

`inbox → tagged queue + drafts`

Data clean-up

`export.csv → clean.csv + changes.md`

Good candidates are boring, regular and checkable. Each new build reuses the same skeleton, so delivery gets faster with every client.

TRACTION

Pre-revenue, with the method public and running

2

Automations live

Open source on GitHub, documented, runnable end to end.

6

Use cases defined

Packaged with a 4-step delivery process on lvw.ro.

[redacted]

Design partners plan

Target by end of Q1 2027, at a reduced pilot rate in exchange for a case study.

BUSINESS MODEL PROPOSED PRICING

A fixed-price build, then a monthly fee to run it

[redacted]

Build, per automation

Built on the client's real data, run side by side until trusted.

[redacted]/mo

Run & maintain

Monitoring, rule updates, fixes. Code stays the client's.

[redacted]

First-year value

Per automation. Clients usually start with one, then add.

STEP 01

Show us the task

One call and a real export.

STEP 02

We build on your data

Code, AI and approval steps.

STEP 03

Run side by side

Until the output is trusted.

STEP 04

Hand over

Code, docs and a run guide.

MARKET

A large base of small teams, starting at home in Romania

€12.9bn

RO B2C e-commerce, 2025

Up 10% year on year, more than double 2021.

12%

of RO SMEs sell online

Below the EU average: the shops that do need to run lean.

83%

of EU small firms skip AI

The gap in AI adoption among small firms (10–49 staff), across the EU.

18-month target

[redacted] automations live × [redacted]/month ≈ [redacted] **ARR run-rate**, plus [redacted] in build fees, then expand to German- and English-speaking markets.

Sources: European E-Commerce Report 2026 · ARMO / E-Commerce Report 2025 · Eurostat 2025

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COMPETITION

Between DIY tools and custom development

	NUMBERS CHECKED IN CODE	HUMAN SIGN-OFF BUILT IN	CLIENT OWNS THE CODE	NO IN-HOUSE SKILLS NEEDED
No-code tools (Zapier, Make)	Partly	No	No	Partly
AI chat assistants	No	Manual	n/a	Yes
Freelancers	Varies	Varies	Varies	Yes
Software agencies	Yes	Varies	Yes	Yes, at a high price
LVW	Always	Always	Always	Yes, fixed price

TEAM

A founder who has built products and run operations at scale

Vlad Luca

Founder · product, operations, build

Platform Ops Manager, Modex · ran FIFA Collect operations and FIFA World Cup 2026 ticket operations

Operations Manager, Modex · contracts, HR, recruitment, treasury

Head of Product → Product Owner · 2017–2023

Founder, Inveo Marketing · branding and digital design studio

Hires funded by this round

Automation engineer

Python, LLM integration, test-first builds.

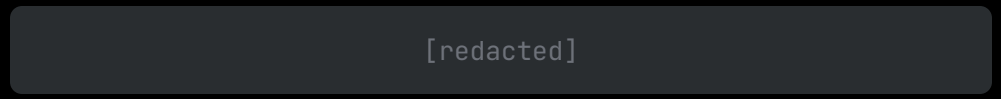
Part-time sales & partnerships

Shop platforms, agencies, e-commerce associations.

THE ASK PROPOSAL

[redacted] pre-seed for 18 months, to reach [redacted] ARR run-rate

Use of funds



- [redacted] team
- [redacted] go-to-market
- [redacted] product
- [redacted] legal & ops

MONTH 6

[redacted] **design partners**

[redacted] automations live, first case studies.

MONTH 12

[redacted] **clients**

[redacted] automations live, [redacted] ARR run-rate.

MONTH 18

[redacted] **clients**

[redacted] automations live, [redacted] ARR run-rate, seed-ready.

Next step: a 30-minute call to walk through the code.

hello@lvw.ro · lvw.ro

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