PASCUAL DIGITAL

# Practical AI for businesses that don’t have a technology team.

If any of this sounds familiar

"Everyone says we need AI. Nobody can tell us what to do first."

"We don't want to depend on something we can't maintain."

These are the conversations I have most often.

# How it works

## 1 Conversation

30 minutes, free. What you're doing now, what isn't working, and whether there's anything worth pursuing. Within a day you get a one-page proposal: your gaps ranked and the next step I'd recommend. If there's nothing worth doing, I'll say so.

## 2 Start small, or start with the full picture.

You choose.

**Quick win**

One fixed-scope improvement, done in days. For example, your whole team using an AI assistant safely, with written ground rules. Measured before and 30 days after.

**Assessment**

Two to three weeks, depending on the size of your business. A written report: what's worth doing, in what order, and what it will take. See what's in it, page 3.

## 3 Build

Six to twelve weeks. Implementation with the logging, version control and documentation that keep it working. Before I leave, one person on your team owns it, and the people who use it every day have written routines.

**Optional: Keep it working**

Monthly. I check each system against standards we agree on and send a one-page scorecard: what ran, what failed, what changed.

# What you get from an Assessment

A written report you keep, whether or not you hire me to build anything.

1. The three things worth doing first, on one page.
2. How work moves through your business today, mapped.
3. Where time and money leak, with hours and dollars estimated from your own numbers.
4. Every opportunity ranked by value and effort.
5. What not to do yet, and why.
6. What has to be true first: your data, your software and ground rules for AI.
7. A 90-day plan and a 12-month roadmap, with what each step takes.
8. A walkthrough meeting with you and your team.

Two to three weeks, depending on the size of your business. Fixed fee, agreed before we start. More than 10 staff? Start with one department: Sales and Marketing, Operations, Finance or Customer Support.

# By industry

Find the one closest to your business. Each has its own page of opportunities at pascualdigital.com/opportunities.

### Distribution

Built for GTA wholesale and specialty distributors. Inventory, quotes, A/R and order status.

Start with quote and stock quick wins.

### Automotive

Built for independent dealers and multi-bay service. Repair orders, parts, appointments and reputation.

Start with appointment and estimate quick wins.

### Specialty retail

Built for furniture, appliances, flooring and similar showrooms. Special orders, deposits, delivery and floor follow-up.

Start with special-order and deposit quick wins.

### Cross-industry

A practical catalog for GTA businesses.

Explore Quick wins first.

Why me

# Twenty years building the systems businesses run on. I still write the code.

**Florante Pascual**
Principal

## 15 years, 500 users, 10 countries

I designed and built the ERP that ran a medical and optical distributor working from a bonded warehouse in Dubai. It never needed replacing while the business grew to US$100M in revenue.

## 4 days to 4 hours

I cut dealer onboarding at an automotive marketing company from 4 days to 4 hours, moving dealers to a new website platform and setting up their campaigns: 400 dealers in 2 months with a team of 5.

## Optical, automotive, distribution

I advised a global lens manufacturer's regional business on lab production and the optical shop channel, and built software for car dealers' online marketing.

I published STRATA Protocol, a method for governing AI-assisted development, because most of what gets built with AI quietly loses the things that make software trustworthy.

Based in and working across the Greater Toronto Area. More at **florantepascual.com**.

# Start with a conversation.

Thirty minutes, no charge, no pitch. If I'm not the right fit, I'll tell you who is.

**Book a 30-minute call →**

Replies within one business day

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