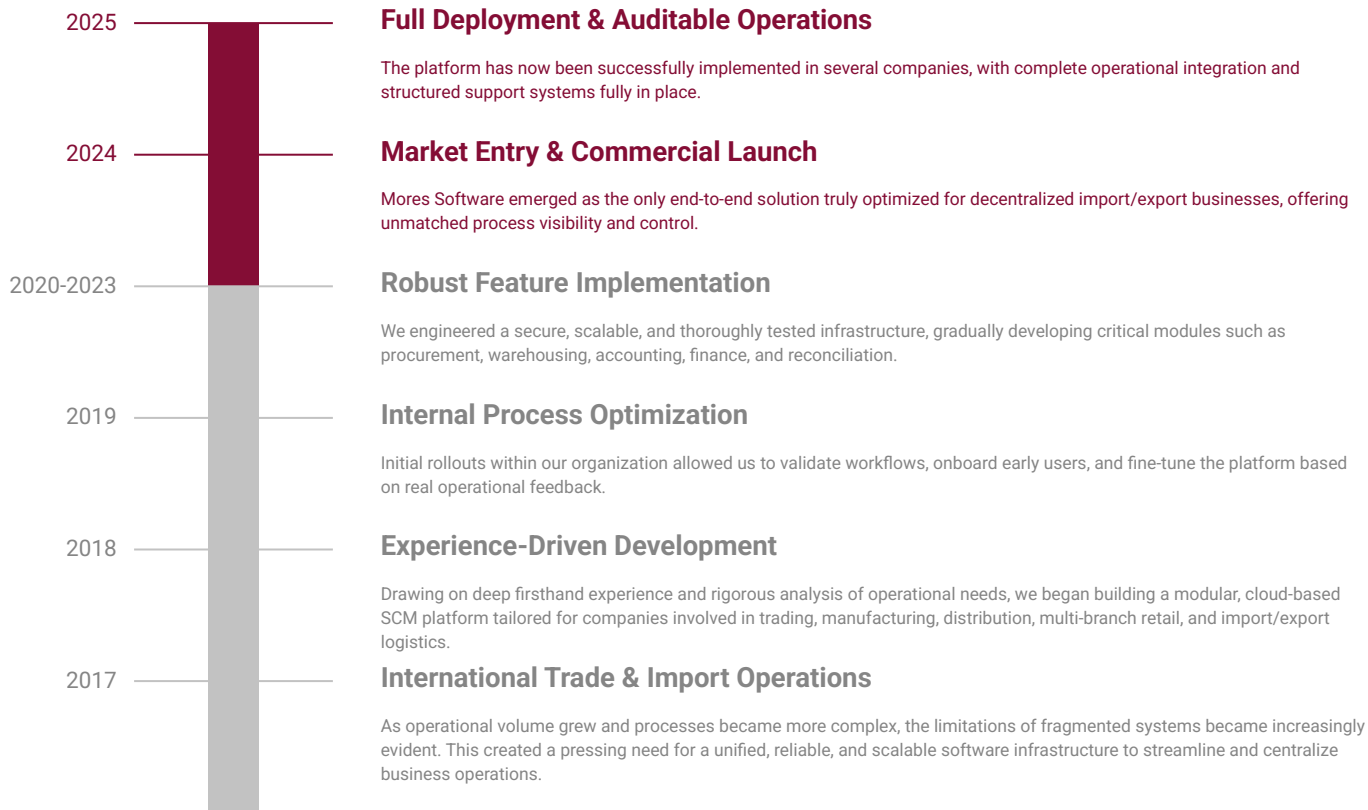# mores

*Just as 'mores' define a society's ethical foundations, **Mores platform** defines the gold standard for supply chain integrity and efficiency*

Mores

Cloud-Based Business and Operations Management Platform

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Background

2025 — **Full Deployment & Auditable Operations**

The platform has now been successfully implemented in several companies, with complete operational integration and structured support systems fully in place.

2024 — **Market Entry & Commercial Launch**

Mores Software emerged as the only end-to-end solution truly optimized for decentralized import/export businesses, offering unmatched process visibility and control.

2020-2023 — **Robust Feature Implementation**

We engineered a secure, scalable, and thoroughly tested infrastructure, gradually developing critical modules such as procurement, warehousing, accounting, finance, and reconciliation.

2019 — **Internal Process Optimization**

Initial rollouts within our organization allowed us to validate workflows, onboard early users, and fine-tune the platform based on real operational feedback.

2018 — **Experience-Driven Development**

Drawing on deep firsthand experience and rigorous analysis of operational needs, we began building a modular, cloud-based SCM platform tailored for companies involved in trading, manufacturing, distribution, multi-branch retail, and import/export logistics.

2017 — **International Trade & Import Operations**

As operational volume grew and processes became more complex, the limitations of fragmented systems became increasingly evident. This created a pressing need for a unified, reliable, and scalable software infrastructure to streamline and centralize business operations.

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Built with Everything We Had – Now Ready for What It Needs

Over the past several years, we've poured our lives — our time, energy, and every available resource — into building a platform that doesn't just check boxes but redefines what an SCM and ERP system should be.

Mores is not a prototype or idea — it is a fully developed, cloud-native application running on AWS with over 7 million lines of tested and production-grade code. We built this not for short-term gain, but with the ambition of creating a billion-dollar foundation that can evolve, spin off, and scale new products and services across industries.

Instead of rushing to market with a simplified version to gain early revenue, we chose the harder path: deep, embedded collaboration with real, complex businesses. We onboarded 40 high-touch early adopters during our MVP phase — not as customers, but as co-architects — shaping the product through their real-world problems This led to powerful, scalable modules, but it also extended development timelines.

While the expectation from some markets was that this would be a local Iranian solution, our architecture, operations, and ambitions were always global — hosted entirely on AWS, structured for international deployment, and built to compete with world-class platforms. Unfortunately, the economic and political disruptions of the past year, including severe internet outages in Iran, crippled our ability to market at scale or convert locally — just as we were preparing to launch.

We identified this challenge early and initiated development of five new modules focused on onboarding and process simplification — designed to ease traditional businesses into digital transformation and gradually scale them into the full system. But without the financial runway, that momentum stalled.

Today, what we have is a ready platform — complete, powerful, and battle-tested — waiting for the right partners, expertise, and fuel to go where it deserves. We don't need to rebuild the plane — we've already built it. Now we need the runway.

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Our vision

This is not automation. This is autonomy

Software is no longer a tool — it's a partner, a strategist, a silent executive.

What the World Will Look Like with Mores

- A business with 3 people can manage global operations like a company with 300.
- Mores becomes the trusted brain that connects sales, finance, inventory, people, contracts, and compliance — across borders and languages.
- The world of spreadsheets, backlogs, double entries, and "just give me one more week" is over.

Mores will not just compete with legacy systems.

**It will replace them.
Quietly. Elegantly. Permanently**

To become the silent infrastructure behind the next generation of global businesses — self-operating, self-evolving, and built for a world where humans focus on strategy, not struggle.

1

2

3

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THE PROBLEM

The world runs on broken systems.

01 Disconnected systems

Accounting in one software, inventory in another, CRM in a spreadsheet, contracts in someone's inbox.
Nothing talks to each other — and it all depends on a person to remember what's where.

02 Repetition disguised as productivity

Every invoice, contract, or bank form must be retyped. Every payment followed up manually. People don't manage the business — they manage the paperwork.

03 No real-time visibility

Owners and managers fly blind. They don't know what was sold yesterday, which warehouse is overstocked, or who's overdue — until it's too late.

04 Legacy software wasn't built for today's world

Clunky ERPs and accounting tools were designed decades ago for static companies. They can't adapt to multi-branch, multi-currency, remote-first, fast-paced operations.

05 Small mistakes become systemic risks

A missed stock update leads to delayed shipments.
A forgotten renewal leads to a fine.
A contract sent late means lost revenue.

06 Humans are drowning in tools not empowered by them

Apps aren't helping. They're multiplying the chaos. Businesses are adding tools to patch holes instead of fixing the foundation.

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THE CURRENT ALTERNATIVES

The post-pandemic business reset Thousands of businesses realized they can no longer rely on fragmented systems, old habits, or "just hiring more people."

The DIY Tech Stack
Businesses cobble together 5–15 tools: Excel for stock, WhatsApp for approvals, Dropbox for contracts, local accounting software for finance, and Trello for tasks.

- **No central control**
- **Teams waste hours copying info**
- **No audit trails or visibility**
- **High risk of human error**

Legacy ERPs
SAP, Oracle, Dynamics, or regional old-school software

Expensive, complex, slow to implement, not built for SMEs, poor UX

Point Solutions
Tools for CRM, Inventory, or Docs (e.g., Zoho, Airtable, Trello)

Fragmented data, no central control, inconsistent UX across tools

Accounting-Only Tools
QuickBooks, Xero, local DOS-based systems

No operations visibility, disconnected from warehousing, sales, logistics

Spreadsheet "Systems"
Excel, Google Sheets

Manual, error-prone, no audit trail, no automation, no real-time sync

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not a tool. Not a dashboard
A launchpad

Managers juggling tabs & chasing updates

Role-based dashboards that surface exactly what each person needs — no noise, no delays

Excel chaos, copy-paste errors

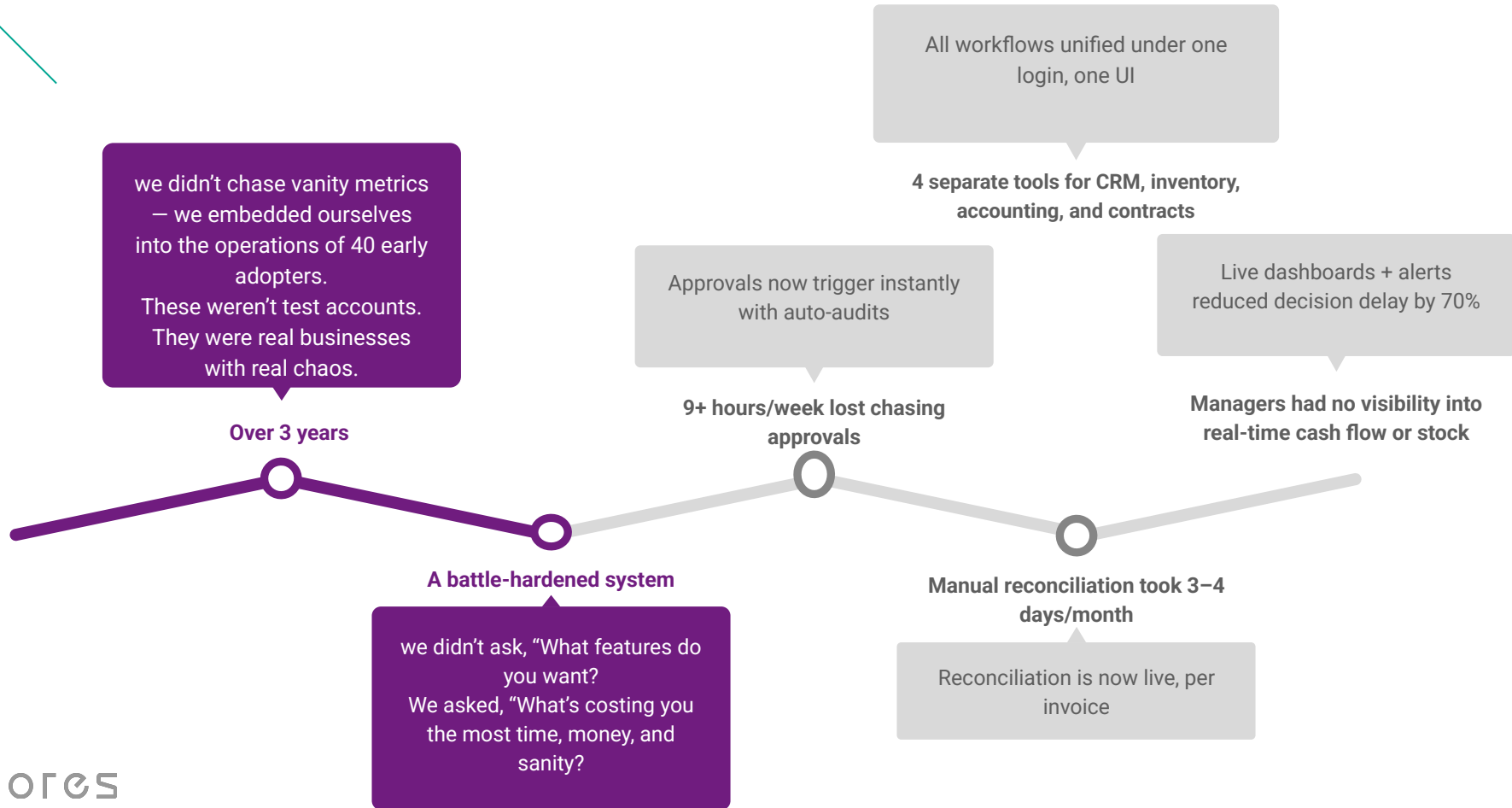**Real-time inventory, cost tracking, multi-branch visibility**

We didn't build Mores to be a better system. We built it because no system was good enough.

10 platforms, 10 logins, 10 silos

One login, one UI, one operating system for the whole business

WhatsApp approvals & lost messages

Structured workflows, logs, version control, and compliance

Scattered tools for CRM, contracts, invoicing

End-to-end process automation in one native system

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Built With Our Users, Not Just For Them

we didn't chase vanity metrics — we embedded ourselves into the operations of 40 early adopters.
These weren't test accounts.
They were real businesses with real chaos.

Over 3 years

A battle-hardened system

we didn't ask, "What features do you want?
We asked, "What's costing you the most time, money, and sanity?

All workflows unified under one login, one UI

4 separate tools for CRM, inventory, accounting, and contracts

Approvals now trigger instantly with auto-audits

9+ hours/week lost chasing approvals

Live dashboards + alerts reduced decision delay by 70%

Managers had no visibility into real-time cash flow or stock

Manual reconciliation took 3–4 days/month

Reconciliation is now live, per invoice

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An Exploding Market, An Overdue Revolution

SOM (Serviceable Obtainable Market)

Niche ERP/SCM for import/export, multi-branch retail, and services
$10M+ (Initial 3-year focus)

SAM (Serviceable Available Market)

MENA, South Asia, and under-digitized mid-market firms $12B+

TAM (Total Addressable Market)

Global SME digitization + ERP adoption market $150B+

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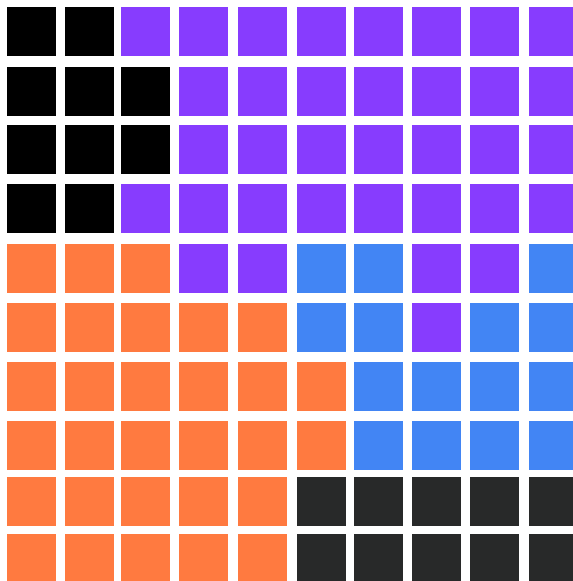**Revenue Breakdown by Source**

Premium Insights & Automation
AI-driven forecasting, advanced dashboards, auto-reporting, smart workflows

10%

Integrations & API Marketplace
Third-party integrations (banks, logistics, HR), data sync tools, custom connectors

35%

30%
Core Platform Subscriptions
Annual access to base modules (Accounting, Sales, Inventory, Reports)

15%
Modular Add-ons
Advanced features: CRM, Contract Management, Manufacturing, etc.

10%
User-Based Billing
Additional seats for teams beyond base plan

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Breakdown

Revenue Breakdown by Source

Procurement 4.7%

Mores 14.7%

International invoices 9.3%

Wms 3.2%

CRM 34.1%

Contract Management 34.1%

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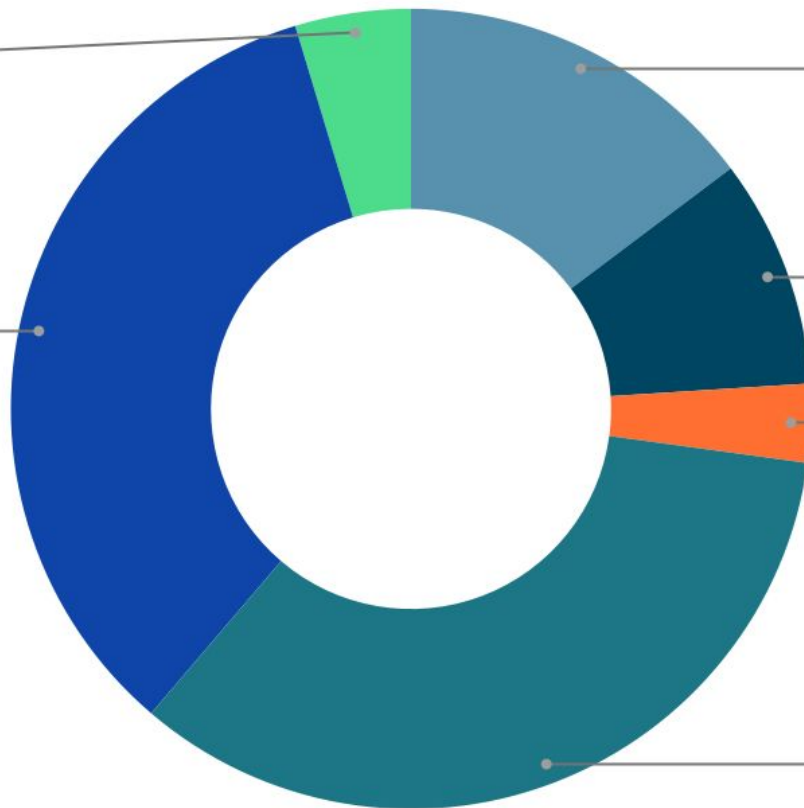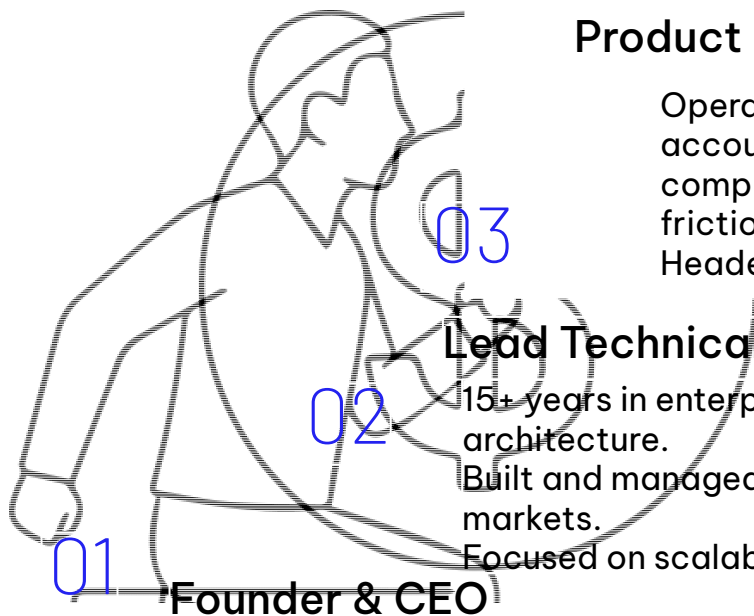
Product Manager / Operations Lead

03

Operational expert in supply chain coordination, accounting workflows, and regulatory compliance.Translates complex business needs into frictionless digital flows.
Headed onboarding for 40 early adopter businesses.

Lead Technical Architect

02

15+ years in enterprise software, specializing in microservices and its architecture.
Built and managed dev teams across international and regional markets.
Focused on scalability, security, and multi-tenant SaaS delivery.

01

Founder & CEO

10+ years in global trade, procurement, and SCM operations.
Scaled an import/export business from scratch — and built Mores to solve the daily chaos it faced.Personally led development strategy and early customer acquisition.
Self-funded over $2M across 7+ years.

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Why This Market Is So Compelling

01

Businesses Are Under Pressure to Cut Costs — Without Losing Control

In today's economic climate, companies — especially SMEs — are urgently seeking ways to reduce operational expenses while staying in control of their finances, reporting, and growth.
Mores is built to automate core financial and business processes, minimizing manual work, overhead, and reliance on fragmented tools — all while remaining easy to adopt and affordable to maintain.

02

Simplicity + Depth: Solving a Real Gap in the SME & Mid-Market Space

Most advanced business platforms are designed for large enterprises — leaving SMEs stuck between oversimplified tools and expensive, complex software.
Mores delivers high-end capabilities like modular operations, reporting, and CRM in a simple, intuitive format that SMEs can actually use — helping them scale and mature without friction.

03

Built with Modern Architecture and AI at the Core

Mores was engineered from day one with:
A cloud-native, microservices-based backend and front-end
Open API infrastructure for seamless integrations
AI-driven features such as smart reporting, predictions, and task automation
This makes it far more adaptable, cost-efficient, and future-proof than traditional or Hybrid competitors.

04

Post-R&D, Pre-Scale — The Most Strategic Investment Timing

Mores has already completed years of product development, infrastructure setup, and team building — and is now entering its go-to-market acceleration phase.
Early traction and high retention are proven — now is the moment to invest before the platform enters rapid growth and valuation multiples.

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Mores is built with flexibility, multilingual, multi currency support, and modular architecture,making it well-suited for international markets with minimal adaptation.
Cloud-native, modular, affordable and quick to deploy
Tailored to local accounting, taxation, and business workflows
Ideal for businesses upgrading from Excel, legacy software, or manual methods.

How its spent

Persian-Speaking Countries & Communities
Shared language, cultural alignment, and similar business workflows
High demand for digital tools in retail, trade, and services
Often underserved by global SaaS providers

Persian

The Middle East is home to a fast-growing SME sector, increasingly pressured to digitize operations, meet regulatory compliance, and compete in globalized markets. Mores is designed to serve this transition — starting in Iran, and ready to scale across the region.

Arabic

China's digital ecosystem favors cloud-based, API-driven platforms ,Large base of small-to-mid sized trading companies .Growing number of import/export firms, e-commerce sellers, and service businesses seeking leaner ERP alternatives and automation.

Chinese

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Why This Market Is So Compelling

01
A Massive, Underserved Global Segment

The majority of SMBs globally still rely on disconnected tools, manual workflows, or legacy on-premise systems. Modern, flexible, and localized SaaS platforms are in high demand but under-delivered — especially outside mature tech ecosystems.

02
Cloud-Native SaaS Adoption Is Accelerating Worldwide

From Asia to Latin America to Eastern Europe and Africa, small and mid-sized businesses are moving online faster than ever before.
COVID-19, regulatory shifts, and competitive pressure have made digital transformation a survival necessity — not a luxury.

03
The Shift from Generic to Fit-for-Purpose Platforms
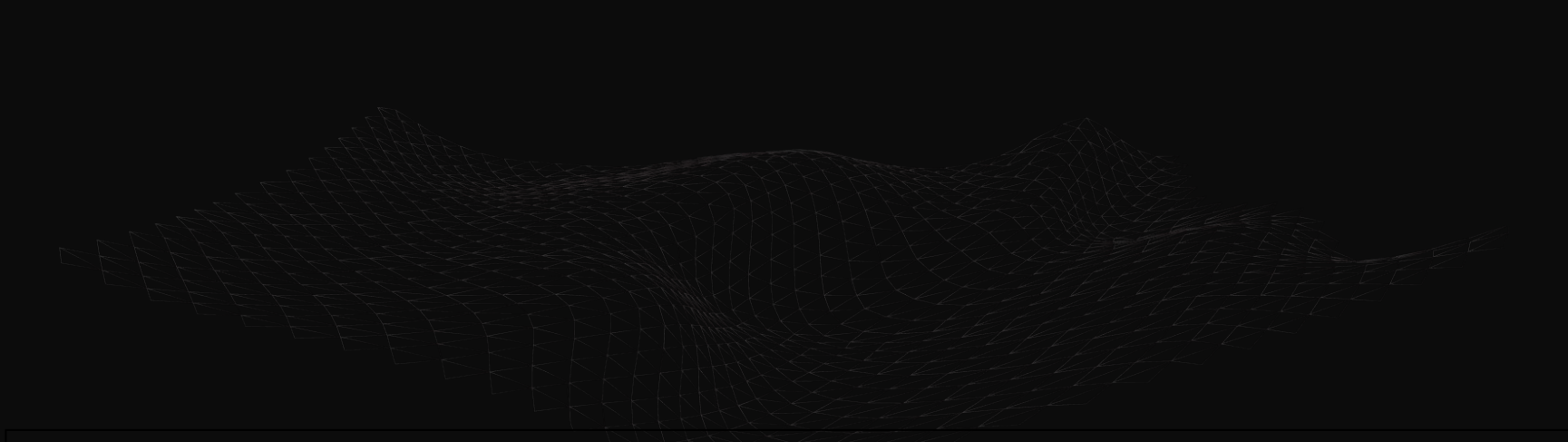
Global SMBs are looking for solutions that:
Speak their language (literally and operationally)
Align with local regulations
Scale with their growth

04
Mores Can Lead in Emerging High-Growth Markets

While enterprise players focus on Fortune 500 companies, Mores focuses on the fastest-growing and most under-supported segment: global SMBs that need real solutions — not just tools.
Bottom line: The SMB software market is exploding — and Mores is uniquely positioned to lead in the space where real demand meets real complexity.

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Lived the Problem — Built Mores from real-world chaos, not a whiteboard.
        Built the Tech — Every line of code tested and scaled in the field.
        Skin in the Game — Over $2M invested, 7 years bootstrapped, still standing.
        Ready for Global Scale — Now building the team to go from "proven" to "dominant."

We don't need to imagine the future — we've already built it. Now we're looking for partners to fuel it.