avero

INTRODUCTION

Better business operations. Practical technology.

> Avero helps Canadian small businesses improve how work gets done. We find where the friction is, then build something practical that removes it, using the tools you already pay for.

The work behind the work is what slows a business down.

> As a business grows, the everyday steps multiply. Information gets moved by hand, follow-ups wait on someone remembering, and the picture of what is happening lives in three different places.

Administrative overload

Repetitive entry, paperwork and follow-ups take hours that were meant for the work itself.

Disconnected systems

The same customer detail is typed into the CRM, the invoice and the job sheet, then corrected twice.

Unclear handoffs

A step waits because nobody knows it is theirs, and the delay shows up later as a missed appointment.

Limited visibility

Numbers arrive at month end, in a spreadsheet, after the decisions that needed them.

Start with the business. Then choose the technology.

> We do not begin with a tool, or with a process because it happens to be automatable. We begin with how your business works now, and where that costs you time.

01 **Understand**

We learn how work moves through the business today, from the person who does it.

02 **Identify**

We find the bottlenecks, the duplicated effort and the steps that only exist because of an old workaround.

03 **Design**

We recommend a practical approach that fits your people, your budget and the tools you already own.

04 **Implement**

We build it, test it against the requirements, hand it over and stay for the first month.

Practical improvements, in the work you already do.

> The right answer depends on how your business runs. These are the improvements clients usually come to us for.

01 **Less administration**

Repetitive tasks, document handling and routine follow-ups run without a person retyping them.

02 **Faster follow-up**

An enquiry becomes a CRM record, a reminder and a reply, without waiting for someone to notice it.

03 **Connected systems**

Your existing platforms share information, so the same detail is entered once.

04 **Visible operations**

Reporting and dashboards show what is happening across customers, jobs and money.

05 **Better use of what you own**

We get more from the software you already pay for before suggesting anything new.

Six kinds of work, chosen to fit the problem.

> Avero is platform-agnostic. The tools are chosen after we understand the workflow, your existing systems, the budget and what will still be maintainable in two years.

UNDERSTAND

Business review

Review up to three workflows and your software, with estimated time savings, potential ROI and a prioritized roadmap.

UNDERSTAND

Software tune-up

Get more from Microsoft 365, Google Workspace, your CRM or the staff tools you already pay for.

IMPROVE

Workflow build

Build one workflow, from onboarding to approvals or lead follow-up.

IMPROVE

Connecting your tools

Connect your CRM, accounting, website and booking tools so the same detail is entered once.

IMPROVE

Document intake

Use AI and OCR for forms and invoices, with a person reviewing what matters. Scoped after discovery.

KEEP RUNNING

Monthly support

Monitoring, fixes and agreed improvements for the workflows Avero built.

Small steps, each priced before it starts.

STEP 01

Initial consultation

Free

Understand your business, discuss your challenges and identify where improvements may be possible.

A recommended next step, with no obligation.

STEP 02

Business quick scan

$500–750

Identify inefficiencies in one workflow and receive a practical assessment with prioritized recommendations.

Estimated hours back, and a written quote for the build.

STEP 03

Workflow implementation

From $3,500

Design, build and implement a tailored workflow, including documentation, handover and 30 days of defect support.

One working automation in your own accounts.

Prices in CAD, before tax. Larger work is scoped after consultation. Support is quoted after the build. Everything is a fixed fee agreed in writing, never an hourly rate.

What this could look like in your business.

> Three common shapes of the same problem. These illustrate the kind of work Avero designs, not completed client projects.

Construction and trades

Capture new enquiries, organize customer and job information, prompt timely follow-ups and make job status easier to track.

Professional services

Coordinate document requests, organize incoming files, send client reminders and take the repetition out of administration.

Service businesses

Connect CRM, email, scheduling and reporting so information moves between teams without a person carrying it.

These are illustrations of typical projects, not past clients. Real client stories will replace them as clients agree to be named.

A clear process, from first conversation to handover.

> Engagements are scoped around your goals, systems and requirements. You know what is included, what is not, and what happens next.

01

Introductory conversation

A free 15 to 30 minute discussion about your business and the problem that costs you the most time.

02

Discovery and scope

Understand the workflow, the current tools, the requirements and the outcome you want.

03

Proposal

Agree on deliverables, exclusions, timeline, investment and any third-party costs, in writing.

04

Build and validate

Implement, test against the agreed requirements, and refine where needed.

05

Handover and support

Documentation, access handover and the agreed post-delivery support period.

Business understanding. Technical execution.

> Avero brings commercial understanding and technical leadership together, with a practical view of what a small business should take on.

Business first

We understand the problem before recommending a solution, and we will say when the answer is not worth the money.

End-to-end ownership

One team from discovery and design through implementation and handover, so nothing falls between suppliers.

Direct founder involvement

You work with the people who understand and build the solution, not an account manager and a queue.

Platform agnostic

We use the tools that make sense for the business, not technology for its own sake.

Commercial perspective. Engineering leadership.

William Thornley

Co-founder, commercial and business development

William combines computer science studies, independent IT support experience and firsthand knowledge of the electrical and HVAC trades. He leads business development, client relationships, commercial strategy and business process discovery.

Tjakoen Stolk

Co-founder, chief technology officer

Tjakoen brings software engineering, systems architecture and product development experience, including engineering management, CTO and IT leadership roles, and teaching software engineering and full-stack development. He leads technical strategy, automation development and delivery. His work is at portfolio.tjakoen.com.

Specialists join projects when the work calls for them.

Support that continues after handover.

> For the systems Avero builds or agrees to manage, support keeps the workflows reliable as the business changes. It covers what we built, not a general helpdesk.

Monitoring and troubleshooting

We watch for failures and resolve problems with the agreed workflows and integrations.

Minor adjustments

Small changes and configuration improvements within the agreed scope.

Review and recommendations

A regular look at system health, with practical opportunities to improve.

A defined scope

Included workflows, hours, response expectations and exclusions, agreed in writing.

Support is quoted after the build, per business rather than per user.
New automations and major redesigns are quoted separately.

Avero Desk, the platform our clients will work in.

> Desk is where a client will see a project, sign what needs signing and follow what we are doing, without asking for a status update. It is how Avero will keep a project, its records and its money in one place instead of across email and spreadsheets.

Desk is in development and follows the consulting work, not the other way around. The demo on the platform page shows the product we intend to ship, using one invented project, so you can look around before you have one.

Let's find what is slowing your business down.

> Start with a conversation about how the business works today, what is getting in the way, and where a practical improvement might be possible. The first call is free and there is no obligation after it.

BOOK A FREE CONSULTATION AT WORKWITHAVERO.COM/BOOK

Avero is Tjakoen and William, two consultants serving Canadian small businesses. You talk to the people who do the work.