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Your *Buddy* for **Sales**  
and **Customer Care**

2026



What we deliver

A product that builds empathy by understanding user intent, enhancing the customer experience and driving business goals.

How we deliver

Through continuous analysis of user intent, we turn every conversation into a human, personalized, and conversion-oriented experience.

The customer experience, in a physical environment, is **typically positive and empathic**. **But online...**

## Lacks Creativity & Empathy

The online selling process tends to be **cold and impersonal**, missing the **human touch** that builds trust.

### 1 Misses Real-Time Intentions

Systems can't detect the actual intention of the customer, as they are based on the **profile history**.

### 2 Fails to Understand Needs

Unable to demystify **complex differences between product capabilities** or explain characteristics clearly.

### 3 Cannot Personalize Offers

Limited to standard benefits or **transversal promotions**, without ability to **negotiate** or customize solutions.

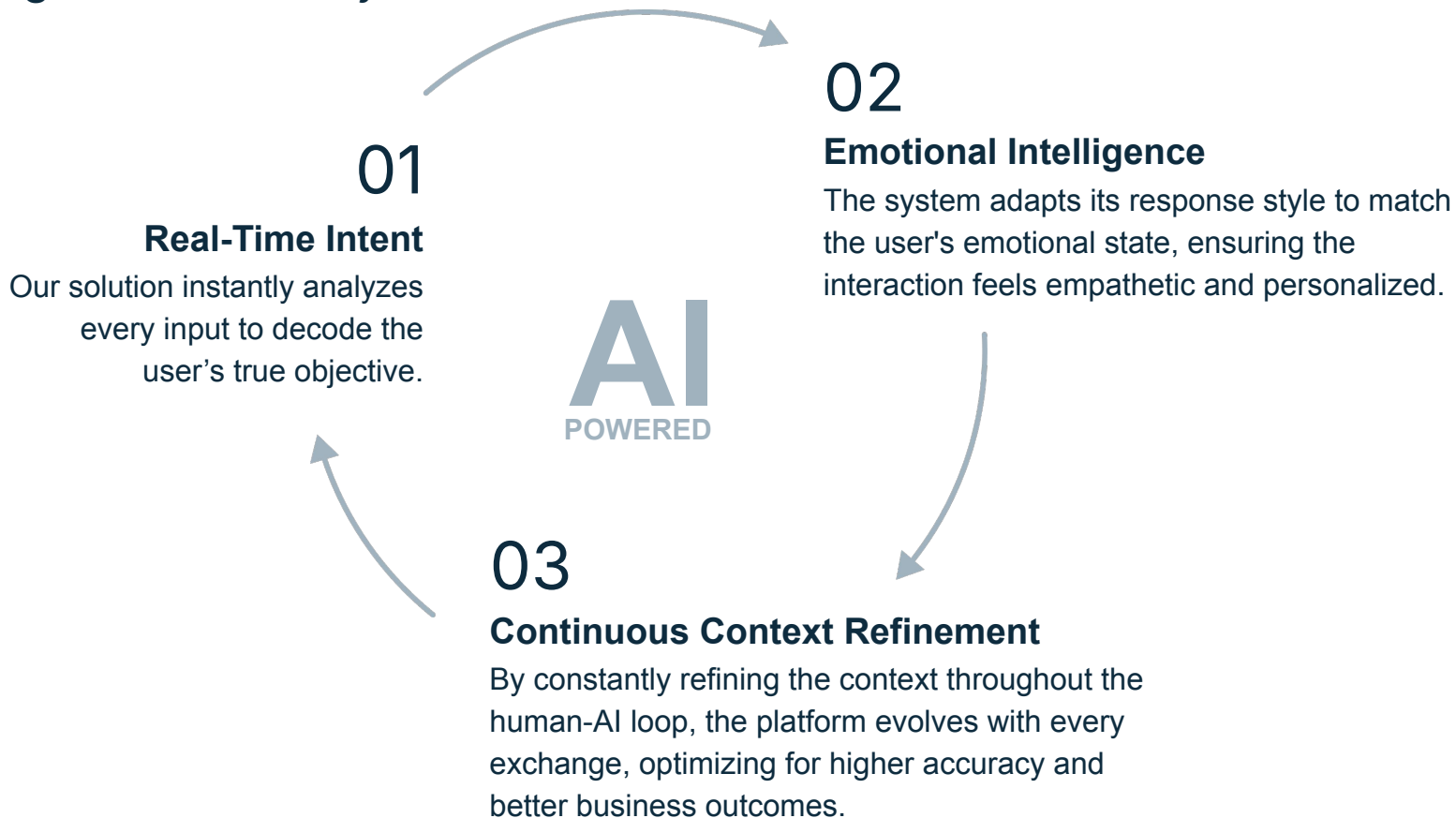
### 4 Disconnected Post-Sales

Support often ends at checkout. Systems are **reactive** and unable to assist proactively with **'how-to' questions** or **complex returns**.

## THE PRODUCT

# Sales Agent Powered by AI

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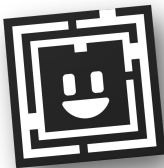
### Empathic

Understanding and responding to customer emotions



### Enlightening

Providing clear, valuable insights and information



### Smart

Intelligent responses that adapt to context



### Rewarding

Creating value for both parties in every exchange



### Trustworthy

Building confidence through reliable interactions

## THE PRODUCT

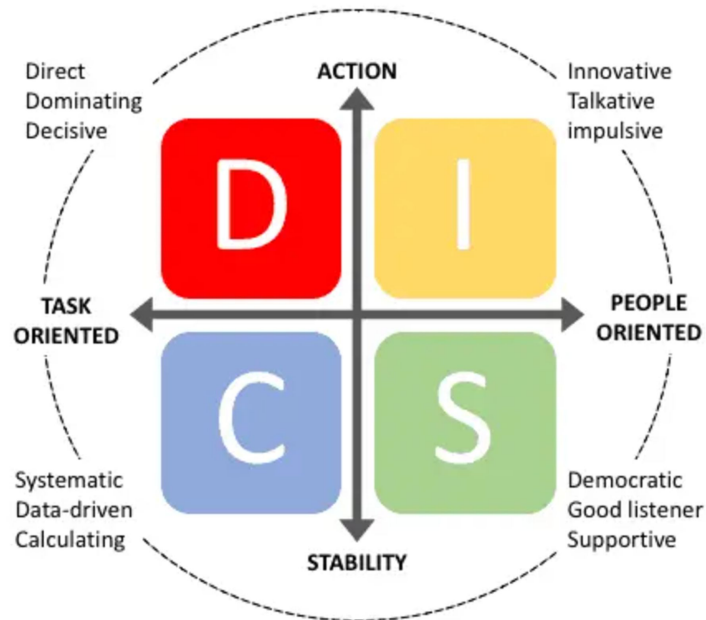
# Uses DISC profiles

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Assess and communicate with users according to their **DISC profile**

From the users' inputs, assess their DISC profile and adapt Buddy messages accordingly

This makes the conversation more **aligned to customers' behaviours**



# HOW IT WORKS

## HOW IT WORKS

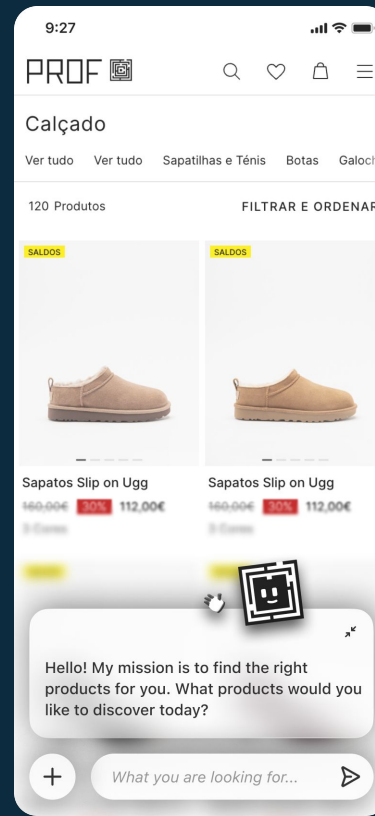
# The Customer Journey



**Jennifer**  
35 years

Jennifer has a wedding this Spring and is looking for the shoes that match her green dress.

She decides to visit website x to find the perfect shoes for a wedding.

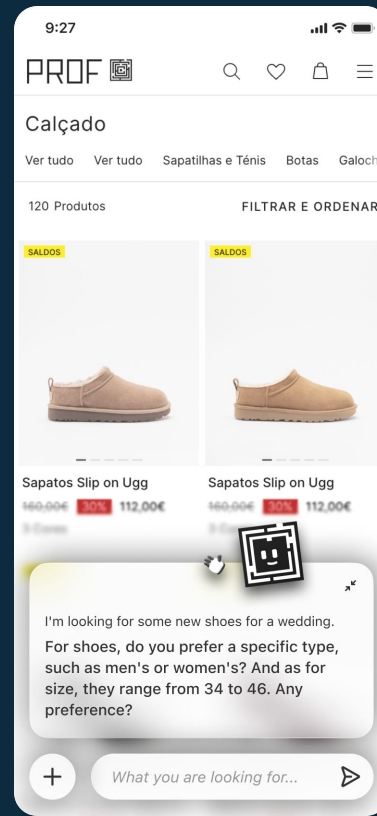
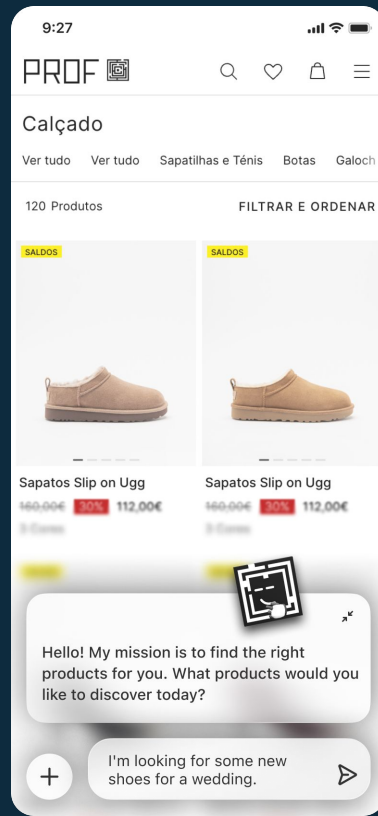


## HOW IT WORKS

# The Customer Journey

### Real-time persona:

Identify customer needs in real time through intelligent questioning that uncovers intent and drives better outcomes.

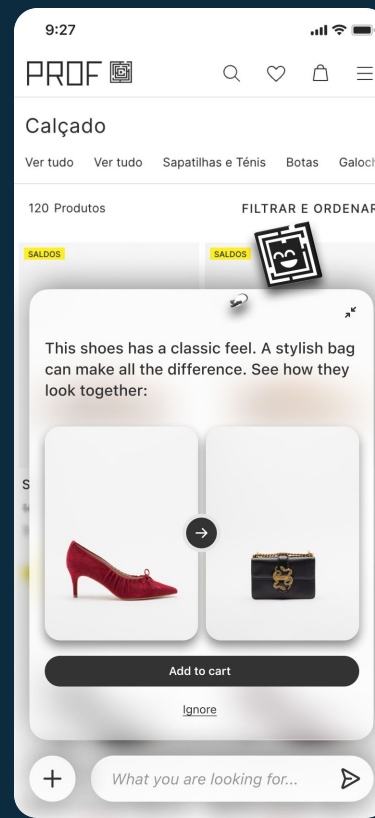
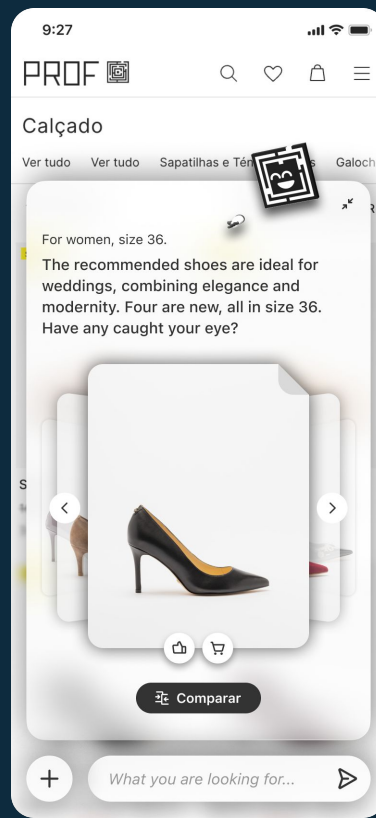


## HOW IT WORKS

# The Customer Journey

### Product recommendations:

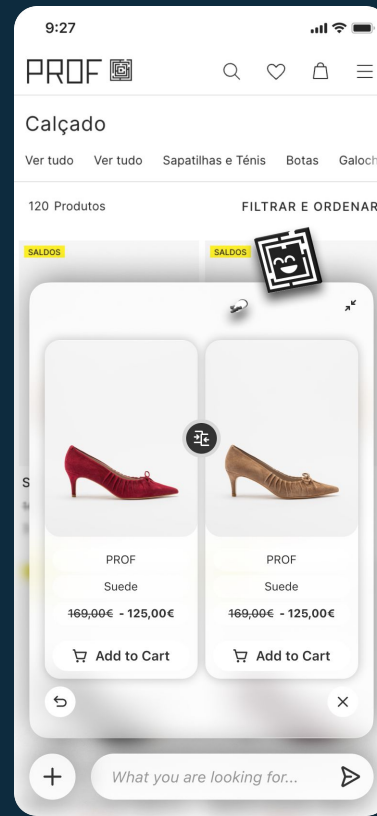
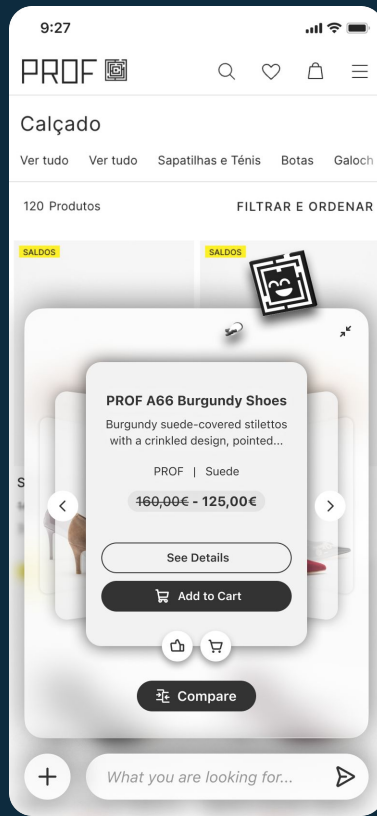
Drive higher order value by intelligently cross-selling relevant items and recommending complementary products.



# The Customer Journey

### Product explanation and comparison:

Clearly explains product features and benefits while enabling customers to easily compare options, specifications, and pricing—supporting more confident purchase decisions.

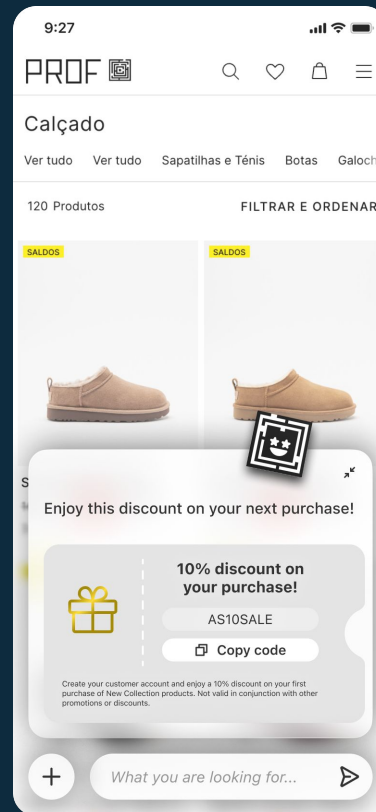


## HOW IT WORKS

# The Customer Journey

### Offer negotiation:

Support customers by intelligently presenting available offers and incentives to drive conversions.

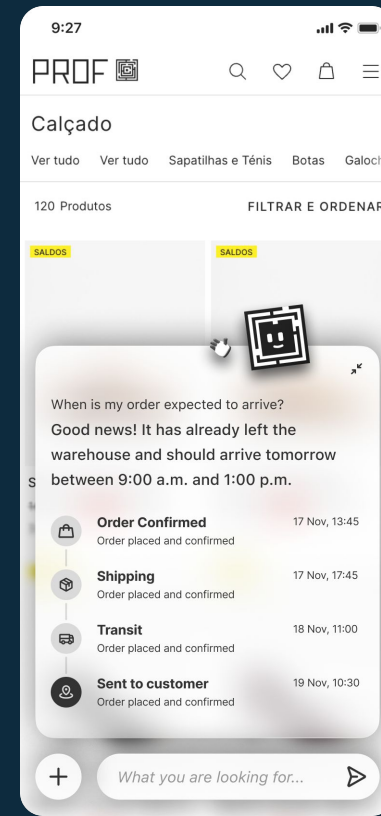
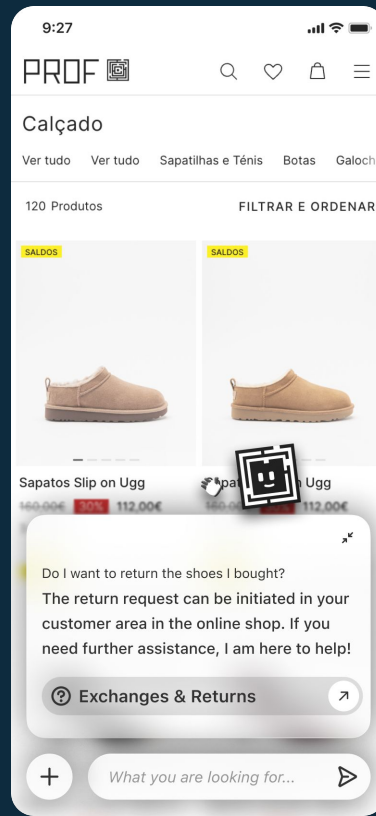


## HOW IT WORKS

# The Customer Journey

### Post-purchase support:

Ensure a seamless post-purchase experience by assisting customers with delivery and order-related questions.

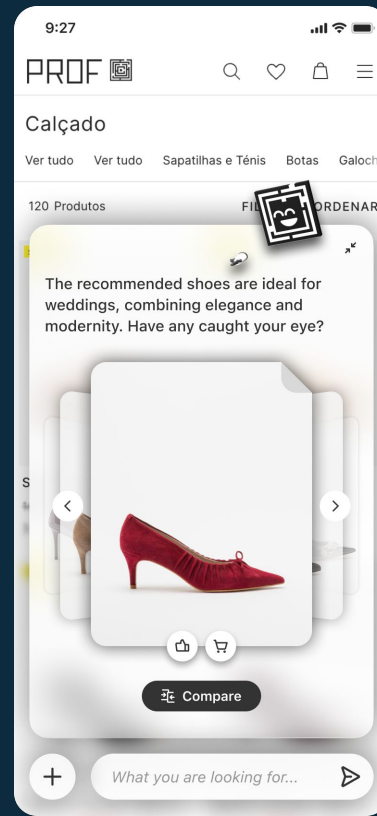
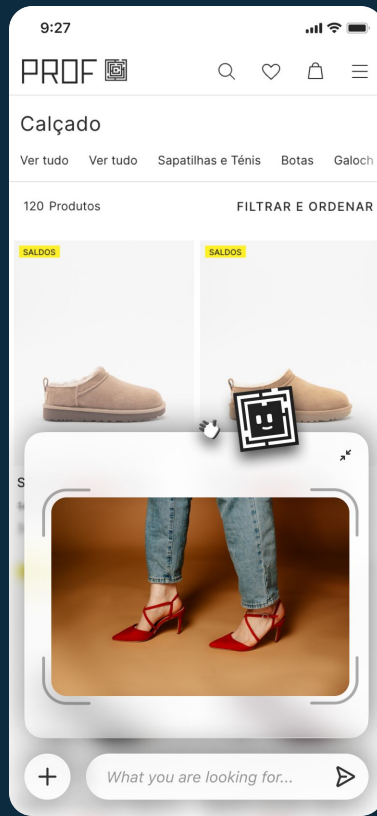


## HOW IT WORKS

# The Customer Journey

### Search by photo

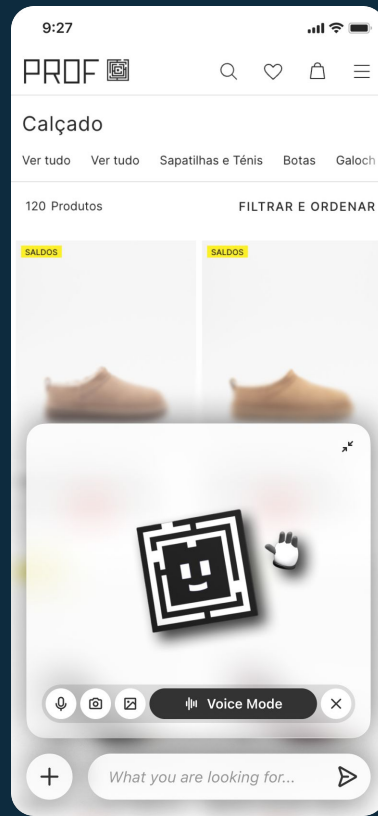
Customers can upload an image and instantly discover similar products from the catalog, making product discovery faster and more intuitive.



# The Customer Journey

### Voice interaction:

Enable voice-based interactions that allow customers to receive personalized product recommendations, pre- and post-purchase support, and negotiate directly with an AI-powered sales agent.



Buddy Stats



Overview

Conversations

Engagement

Accounts



Select date range

Account

Unique Users

14,787

Conversations Started

36,669

Successful Conversations

4,107.4

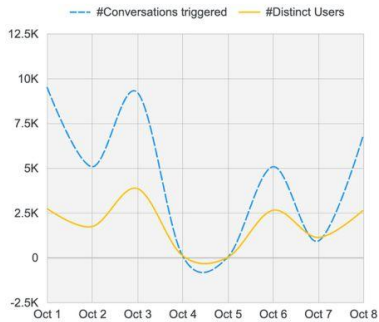
Average time per conversation

00:00:18

Conversations with Recommendations

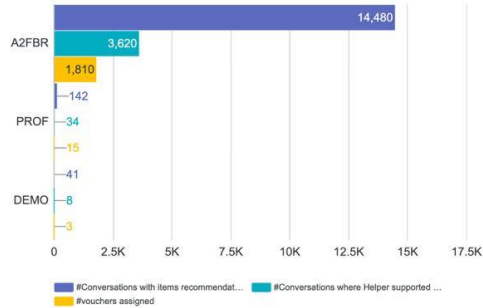
14,663

Conversations vs Users



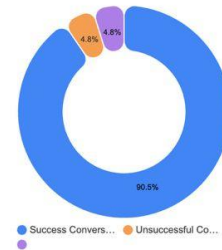
Compare total conversations triggered with distinct users over time to identify usage peaks or drops.

Conversations by Feature Usage



See which Buddy features drive the most interactions and outcomes across accounts.

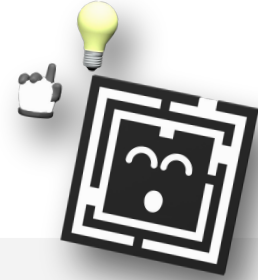
Conversation Success Rate



Shows the proportion of successful vs unsuccessful conversations.

## SEAMLESS INTEGRATION

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**Product feed catalog from an XML file or API integration** (similar to a Google Merchant Center or Meta Ads feed).

**JavaScript code snippets** that can be implemented via Google Tag Manager.

# THE TEAM

# Our Foundation and Market Reach

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## FOUNDING TEAM

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Tiago Coelho



Jorge Teixeira



Luís Silva

## VERTICALS | INDUSTRIES

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FACTORY

BRIGHT  
PLAY

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BRIGHT  
SOCIALS

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# Vertical Leadership & Sector Expertise

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Vera Maia

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BRIGHT  
STORE



Luís Silva

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BRIGHT  
PLAY

BRIGHT  
SOCIALS



Ricardo Ribeiro

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BRIGHT  
FS

## Research, Development & Innovation (R&D)



**Carlos Soares**

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*Artificial  
Intelligence*



**Isabel Paiva Sousa**

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*Negotiation  
& Dialogs*



**Rebecca Gonzalez**

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*Compliance  
& Ethics*



**Rui Sousa Silva**

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*Language  
& Linguists*

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# Thank you!

2026

