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Empowering Small Business Owners to Grow and Retain Clients via AI Automation

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NEXSCALE

COMPANY OVERVIEW

Making AI Automation Simple for Small Businesses

NexScale helps small and medium-sized businesses grow through practical AI automation and digitalization.

Our easy-to-use tools automate daily operations, improve customer retention, and simplify decision-making – with minimal change and no technical expertise required.

We focus on service-based industries such as **wellness, fitness, preventive healthcare,** and **personal care**, helping owners save time, reduce burnout, and focus on what truly matters – growing their business and serving their customers.

THE PROBLEM

Small Business Owners Are Burned Out

- Owners spend 60%+ of their time on repetitive admin work.
- Customer engagement and retention fall through the cracks.
- Multiple disconnected tools create complexity and stress.
- Most digital solutions are too technical or expensive.

Small business owners need automation that works for them, not more tools to manage.



THE SOLUTION

NexScale – AI Automation That Works For Small Business Owners | No Tech Team or Expertise Needed

Our platform automates day-to-day operations, member engagement, and retention workflows.

NexScale integrates seamlessly with existing systems, reducing manual work and improving visibility across the business.

KEY BENEFITS

- ❖ Save hours per week on manual admin tasks.
- ❖ Improve member retention and recurring revenue.
- ❖ Empower staff with consistent processes and insights.
- ❖ Scale operations without hiring more people.



WHY NEXSCALE

Designed for People, Not Tech Teams

1

Built specifically for non-technical owners and managers.

2

Quick to set up – minimal change management.

3

Proven impact: fewer manual tasks, better retention, higher efficiency.

4

Focused on high-touch industries where relationships drive growth.

Technology that runs your operations, so you can focus on running your business.

THE FOUNDER

Founder & CEO of **NexScale** envisions to make AI automation accessible for small businesses

- ❖ Award-winning serial tech entrepreneur (3X founder)
- ❖ Seasoned B2B SaaS product executive with nearly 20 years of experience building and scaling AI-driven software companies.
- ❖ Former CPO and CTO leading global product and AI transformations across enterprise SaaS portfolios.
- ❖ Recognized thought leader with 20+ tech publications, 5 patents, and 30+ speaking engagements across innovation, AI, and product management.
- ❖ DE&I and community advocate, co-founder of Women in Product and Women of MENA in Tech (Montreal) communities, and recipient of the 2023 DE&I Champion Award & finalist of 2020 RBC Women Entrepreneur Award & Canada Women of Influence in 2019.



[Dr. Soodeh Farokhi](#)

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