

BRIDGING THE GAP BETWEEN CURIOSITY AND COMMERCIAL VALUE

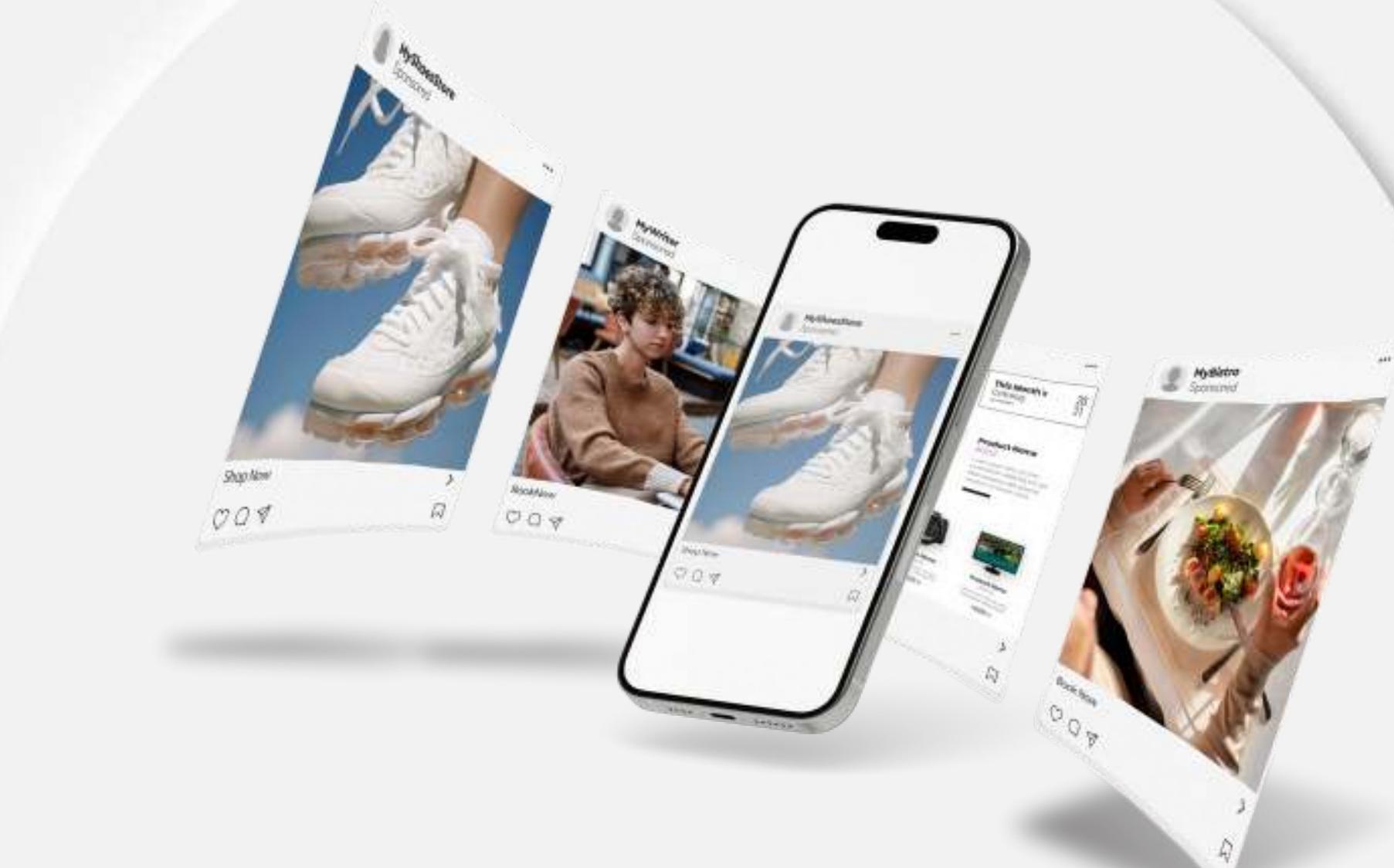
How scientific curiosity becomes commercial innovation.

presented by

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Do itforme



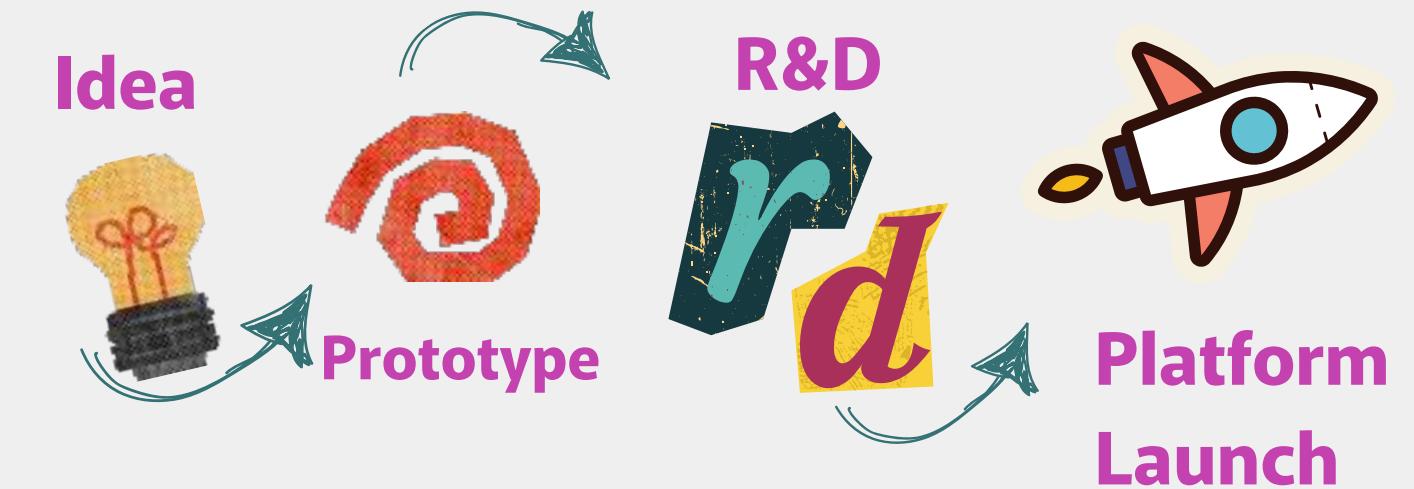
From Curiosity to Company: The Story of **Doitforme.eu**



LUIGI GOULIANOS
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**CAN DIGITAL ADVERTISING FOR SMALL
BUSINESSES BECOME FULLY AUTOMATED?**



Today, the platform serves as an intelligent advertising assistant for SMBs simplifying campaign setup, optimization, and creative generation on Facebook & Instagram.

AWARDED FOR OUR INNOVATIVE SOLUTION



THE CORE IDEA

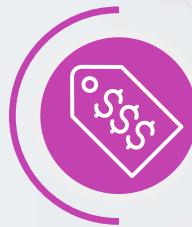
CURIOSITY → UNDERSTANDING → APPLICATION → VALUE

Scientific curiosity is the starting point, but innovation happens when curiosity meets a real-world problem and delivers measurable results.



SOLVE A REAL PROBLEM

A GLOBAL **CHALLENGE** FOR SMALL BUSINESSES



DIGITAL AGENCIES ARE EXPENSIVE

Small Businesses & Freelancers lack funds to outsource marketing efforts to third parties.



META ADS MANAGER IS TOO COMPLEX

It needs expertise to run ads on Meta Ads manager efficiently.



SMALL BUSINESSES CAN'T TRACK AD PERFORMANCE

Small business owners do not understand if their ads are performing well.

FROM PROBLEM TO SOLUTION: HOW WE DO IT

Step
01

Small businesses & freelancers just answer a questionnaire.

Step
02

Our algorithm analyzes their answers.

Step
03

Our application creates different number of campaigns with different goals to optimize leads & sales

Step
04

Delivers real time leads / Sells products & tracks performance.

Step
05

Sends automatic reports and provides advice based on the data gathered.

THE RESEARCH QUESTION

Can we design an “**If**” Based system that manages and improves ad campaigns **automatically** combining data, creativity, and decision-making? Can we use **AI** to do that?

FROM RESEARCH TO SOLUTION

AI-Driven Campaign Orchestration & Creative Automation

Our R&D project combines:

- Sequential Funnel Automation
- AI Decision Engine (using llms)
- Data Normalization & KPI Consistency
- Generative AI for visuals and copy (using llms)
- Sequential Funnel Automation

RESEARCH-TO-MARKET PATH

Research Stage: Identify problems, prototype, gather feedback.

Commercial Stage: Validate market, optimize user experience, scale globally.

From Exploration → Focus

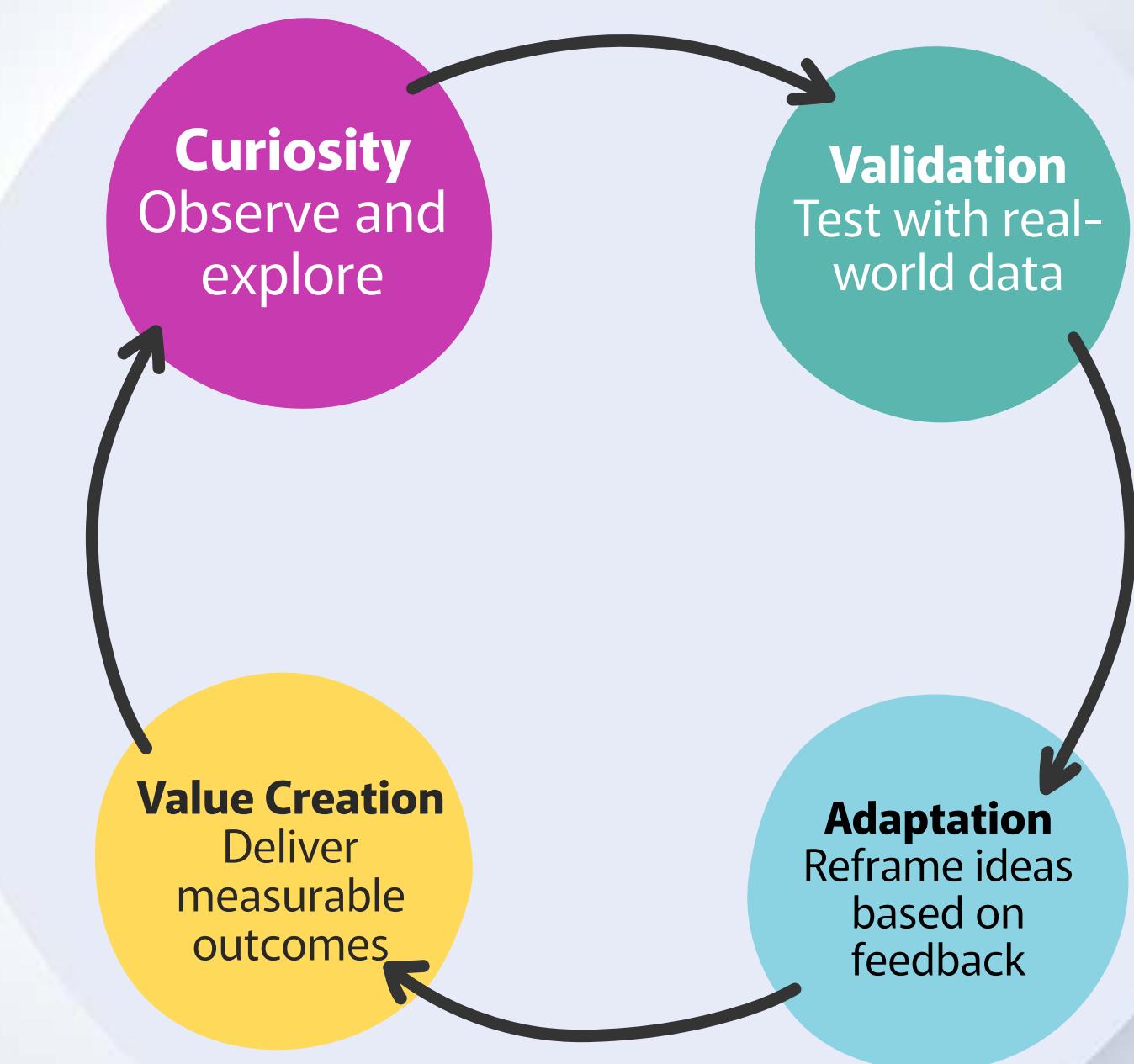
From Perfection → Progress

From Individual Work → Collaboration



“Innovation is a team sport.”

THE BRIDGE MODEL



CASE **INSIGHT**: DOITFORME.EU

Scientific curiosity: Can AI outperform human campaign managers?

Commercial result: Doitforme automates daily ad optimization and creative refresh.

Impact: 80% faster setup, higher ROAS, scalable outcomes.

COLLABORATION AS THE **CATALYST**

No Innovation Happens Alone

Bridging curiosity and value requires synergy among researchers, engineers, SMEs, and investors.





Do itforme
THANK YOU