

# BRIDGING THE GAP BETWEEN CURIOSITY AND COMMERCIAL VALUE

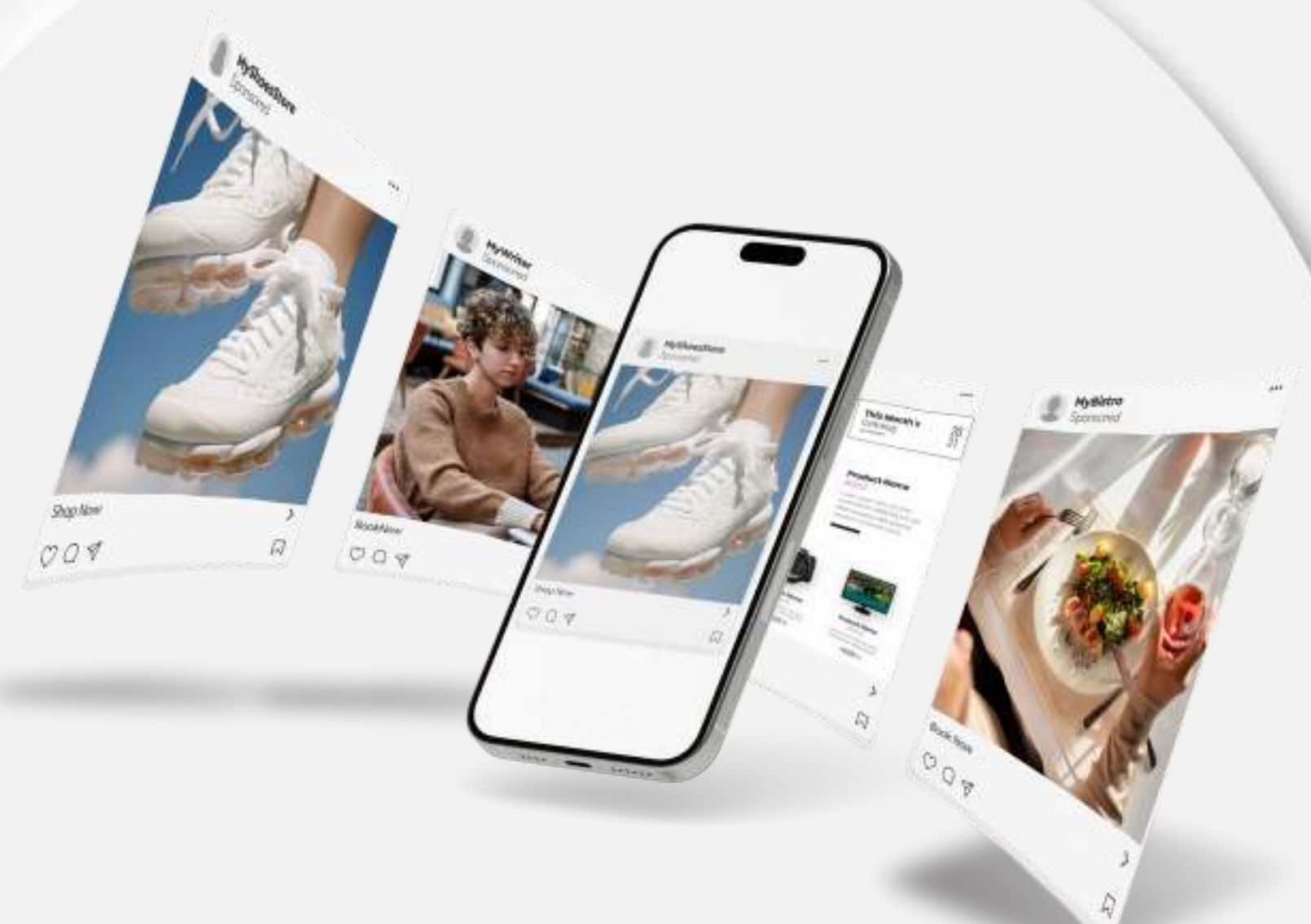
How scientific curiosity becomes commercial innovation.

presented by

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Doitforme



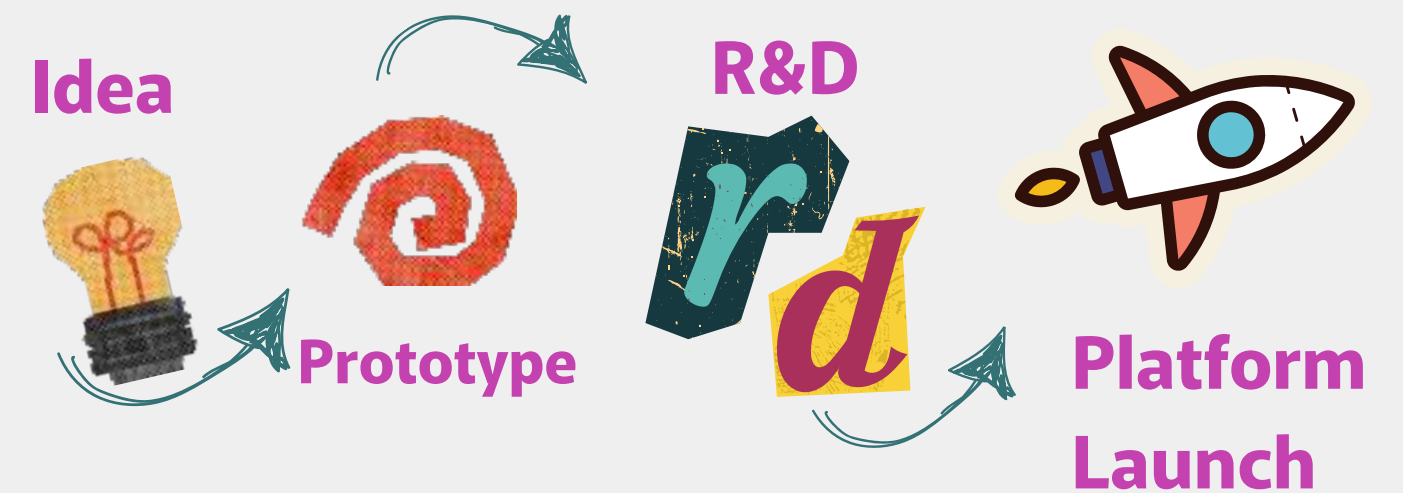
# From Curiosity to Company: The Story of **Doitforme.eu**



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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.



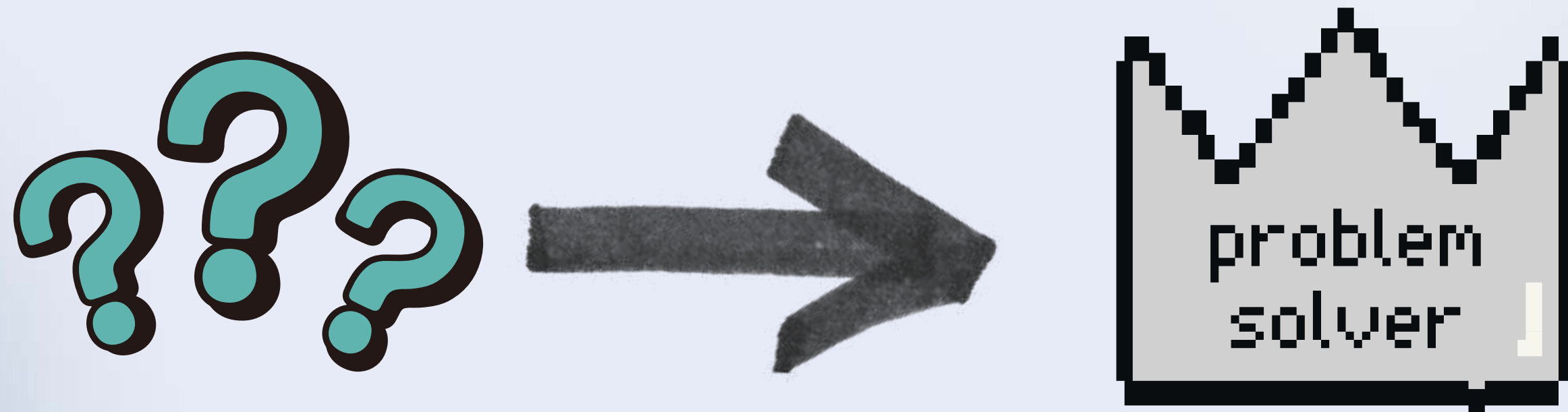
**AWARDED FOR OUR  
INNOVATIVE SOLUTION**



# 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

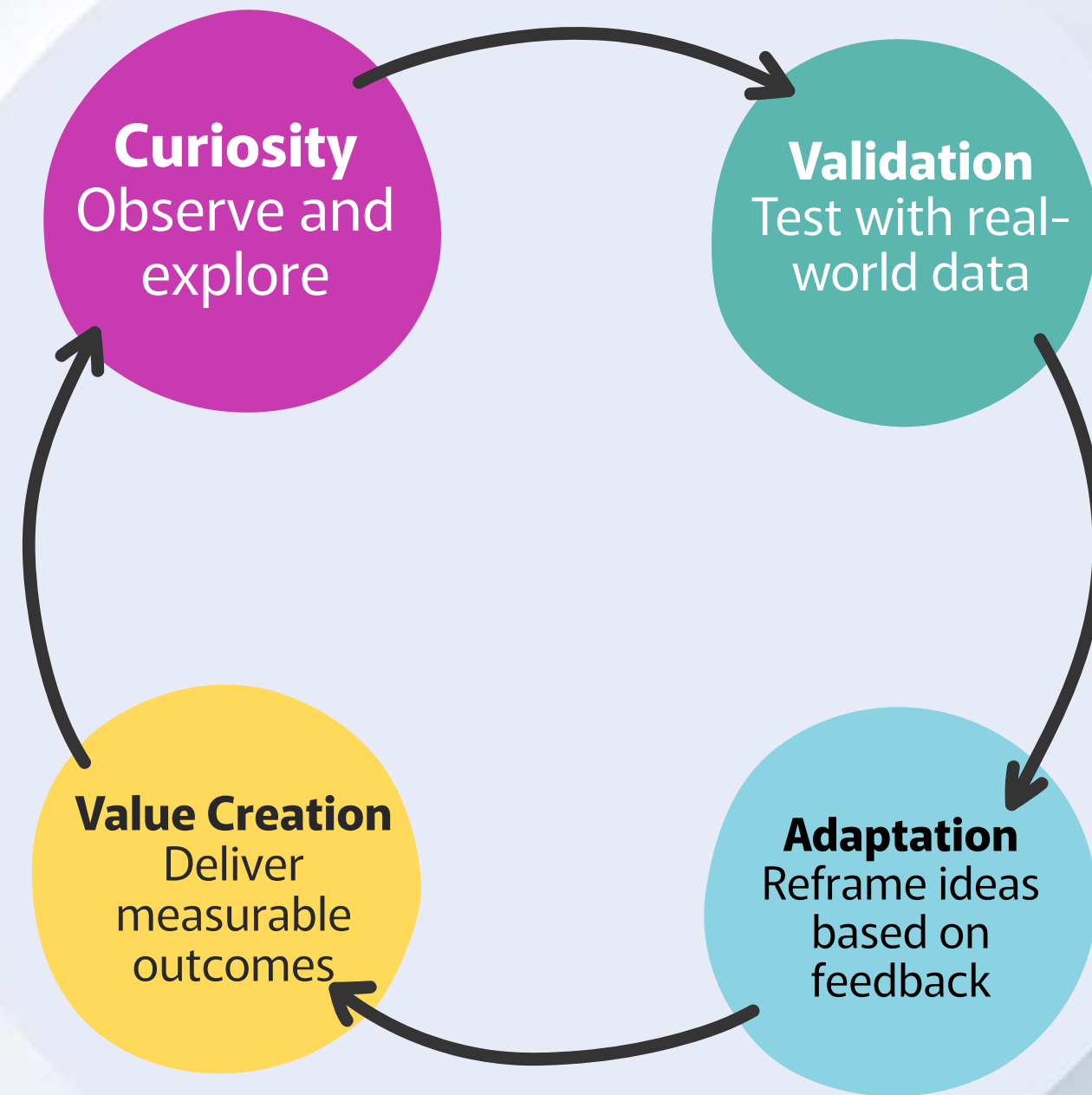
From Individual Work → Collaboration



"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.**





D<sup>oit</sup>forme

**THANK YOU**