

Edmonton Founder Launches AI-Powered Platform to Cut Administrative Work by 40% and Boost ROI

Unveiled during Edmonton Startup Week, the innovative solution empowers businesses to streamline operations, improve efficiency, and enhance profitability.



EDMONTON AI-POWERED

Edmundston, New Brunswick Oct 10, 2025 ([IssueWire.com](https://www.issuewire.com)) - Startups fail for predictable reasons. According to CB Insights, **42% fail because there is no market need** and **29% because they run out of cash**. Edmonton founder [Konrad Misiewicz](#), of **Purple 25 Consulting**, is addressing both issues by launching a new **AI and automation service** during **Edmonton Startup Week, October 6–10, 2025**.

The service helps startups and growing businesses **validate ideas faster, cut administrative time by up to 40%, and streamline sales and operations**. The top priority is always **positive ROI**.

“Founders do not fail because they are not smart or passionate,” Konrad Misiewicz says. “They fail because they spend too much time on the wrong things. AI and automation give them time back and ensure every tool delivers measurable return.”

The Problem: Time and Validation

- Founders spend as much as **70% of their time on administrative tasks** in their first three

years (Sage survey, 2023).

- Manual sales and operations processes are estimated to cost small businesses **hundreds of hours per year** in wasted effort (Salesforce, 2024).
- Without fast validation, startups can burn through capital before finding product-market fit.

The Solution: ROI-First AI Integration

Purple 25's new service integrates AI and automation into:

- **Market validation:** using AI tools to analyze demand signals and test ideas quickly.
- **Sales workflows:** automating outreach, follow-ups, and CRM management to boost lead conversion.
- **Operations:** streamlining scheduling, reporting, and internal communication.

Industry benchmarks show automation can **reduce sales admin time by 30 to 50 percent** and **increase qualified leads by 20 percent**. Purple 25's goal is to achieve break-even ROI on every integration within **90 days**.

A Founder Who Knows the Grind

Konrad built his first startup, **Senta Inc.**, which developed advanced pipeline pig tracking technology, with the help of government funding and recognition in **TechLife Magazine** and the Alberta Innovation Awards.

He also spent time working from a cowork hot desk at **Edmonton Unlimited**, where he connected with other founders at sessions like **Messed Up Mondays**, led by Trystan Keller. "It was the kind of group where everyone understood the grind, the stress, and even the failures," Konrad recalls. "That community energy is exactly why we are launching this service at Startup Week."

Later, on a business trip to China for his import venture, Konrad saw how fast markets move. In Shenzhen, an idea could become a prototype in a week and a shipment in two. The speed reinforced a lesson he carries into consulting today: businesses that hesitate risk irrelevance.

Why Startup Week?

Edmonton Startup Week has become the city's stage for innovation, celebrating its 10th anniversary in 2024. Its flagship **Launch Party** has spotlighted more than 115 startups that collectively raised over **USD \$278 million** in investment and millions more in grants. The 2025 edition, powered by Edmonton Unlimited and community partners, continues the tradition.

"Every industry has its own rhythm," Konrad adds. "AI helps founders hear it sooner, test faster, and adapt with less waste. At the end of the day, it is about making better decisions that drive positive ROI."

About Purple 25 Consulting

[Purple 25 Consulting](#) has been helping businesses identify hidden revenue and optimize operations for more than **10 years**. Today, the firm integrates AI and automation into sales and operations, specializing in market validation, process efficiency, and ROI-driven growth. Founder Konrad has been recognized for his work in innovation and entrepreneurship across multiple industries.

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