# Simplisales secures $500,000 to expand AI-driven B2B wholesale commerce platform



London-based startup Simplisales has secured $500,000 in a pre-seed funding round to advance its AI-driven e-commerce platform designed specifically for B2B wholesalers. Founded in 2021 by Ihsan Diskan, the company offers a unified system that integrates sales, finance, and fulfilment operations with over 30 leading ERP and accounting platforms. This plug-and-play solution enables businesses to rapidly deploy branded mobile apps and web stores within days, a significant acceleration compared to traditional timelines.

Simplisales aims to transform the fragmented and often manual processes still prevalent in wholesale teams, which typically rely on phone calls, emails, WhatsApp, and paper-based systems. By unifying every customer interaction through custom-branded apps and web stores, the platform incorporates AI capabilities such as automatic drafting of repeat orders based on historical purchasing patterns and seasonality. It also provides personalised catalogues with real-time cross-sell and upsell suggestions, fuzzy search functions to quickly find SKUs — even with misspellings — and intelligent pricing features that suggest margin-safe discounts while respecting minimum order quantities and credit limits.

Currently, Simplisales processes more than $2 million in monthly gross merchandise value for clients including prominent names like Gima (UK) and Lowrie Foods. According to Diskan, the platform’s AI features are designed to boost sales margins and operational efficiency, while remaining affordable for businesses of all sizes. This recent funding round, led by SFC Capital with participation from Startup Wise Guys and Wise Angels, will be used to expand the research and development team and introduce new AI modules such as automated order drafting, predictive pricing, and autonomous stock replenishment to prepare for broader European market expansion.

The company’s appeal is underscored by positive customer testimonials, with Nicky Hodges, director at Arkay Chilled Foods, highlighting the platform’s ability to eliminate daily workflow friction and significantly improve team efficiency. This customer satisfaction reflects a growing demand for AI-native solutions in the cloud-based ERP market, which is projected to exceed $27 billion by 2025, yet remains underserved by advanced AI options.

Simplisales’ roots trace back to Diskan’s experience in 2019 helping a London food wholesaler develop an e-commerce app tailored for wholesale needs. Subsequent demand from wholesalers in other cities like Dublin affirmed a clear market gap for integrated, streamlined digital ordering tools. As the company continues to evolve, its vision includes adding AI-powered marketing features to further assist clients with cross-selling and upselling, ensuring wholesalers can compete with the efficiencies enjoyed by e-commerce giants.

While Simplisales focuses on harmonising sales and ERP workflows for wholesalers, other startups like Nominal are addressing complementary aspects of the ERP market with generative AI targeting financial management. The $44 billion ERP industry, marked by legacy systems, faces increasing pressure to modernise and automate, reflecting a broader trend where AI is poised to drive significant innovation across business software sectors.

In summary, Simplisales stands out by delivering an AI-enhanced, unified commerce platform that is already generating meaningful volume and client satisfaction, with fresh capital poised to accelerate innovation and market reach in the UK and Europe.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/), [[2]](https://fundingblogger.com/simplisales-empowers-b2b-retailers-to-thrive-in-e-commerce/), [[4]](https://www.marketmaze.me/article/simplisales-empowers-b-b-wholesalers-with-ai-tech)
* Paragraph 2 – [[1]](https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/), [[4]](https://www.marketmaze.me/article/simplisales-empowers-b-b-wholesalers-with-ai-tech), [[5]](https://www.bouncewatch.com/explore/startup/simplisales)
* Paragraph 3 – [[1]](https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/), [[4]](https://www.marketmaze.me/article/simplisales-empowers-b-b-wholesalers-with-ai-tech), [[2]](https://fundingblogger.com/simplisales-empowers-b2b-retailers-to-thrive-in-e-commerce/)
* Paragraph 4 – [[1]](https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/), [[4]](https://www.marketmaze.me/article/simplisales-empowers-b-b-wholesalers-with-ai-tech)
* Paragraph 5 – [[6]](https://siit.co/guestposts/simplisales-drives-e-commerce-growth-for-b2b-retailers/), [[1]](https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/)
* Paragraph 6 – [[7]](https://www.businesswire.com/news/home/20240327000607/en/Nominal-Launches-with-Generative-AI-to-Disrupt-the-44B-ERP-Market)
* Paragraph 7 – [[1]](https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/), [[2]](https://fundingblogger.com/simplisales-empowers-b2b-retailers-to-thrive-in-e-commerce/), [[4]](https://www.marketmaze.me/article/simplisales-empowers-b-b-wholesalers-with-ai-tech)

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## Bibliography

1. <https://tech.eu/2025/06/19/simplisales-raises-500k-to-bring-ai-erp-to-wholesalers/> - Please view link - unable to able to access data
2. <https://fundingblogger.com/simplisales-empowers-b2b-retailers-to-thrive-in-e-commerce/> - Simplisales, founded by Ihsan Diskan in 2021, offers an AI-powered e-commerce platform tailored for B2B wholesalers. The platform integrates seamlessly with over 30 ERP and accounting systems, enabling businesses to deploy branded mobile apps and web stores swiftly. By automating order entry, demand forecasting, and customer insights, Simplisales addresses the challenges faced by wholesalers in adapting to e-commerce. The company has attracted significant investment, including a €100,000 seed funding from Startup Wise Guys, and has secured clients with annual turnovers up to €100 million, processing over €20 million in Gross Merchandise Volume to date.
3. <https://pitchbook.com/profiles/company/535066-21> - Simplisales, established in 2021, is a London-based startup that has developed an AI-driven e-commerce platform for B2B wholesalers. The platform offers features such as multichannel selling, inventory management, CRM, and marketing automation, aiming to streamline the ordering process and enhance customer satisfaction. The company has secured a €100,000 investment from Startup Wise Guys and has grown to a team of 12 employees. Simplisales is privately held and continues to expand its presence in the B2B e-commerce sector.
4. <https://www.marketmaze.me/article/simplisales-empowers-b-b-wholesalers-with-ai-tech> - Simplisales, founded by Ihsan Diskan, provides B2B wholesalers with tools to thrive in e-commerce. Through an AI-powered platform, it eliminates manual order-taking with ERP-integrated apps and websites. Since launching, the company has attracted clients with annual sales up to €100 million, achieving €20 million in Gross Merchandise Volume to date. Simplisales now connects 24/7 to clients’ ERP systems, updating inventory and custom pricing every five minutes. Diskan plans to add AI-driven marketing tools for cross-selling and upselling, positioning the company to meet high demand in a largely untapped B2B market.
5. <https://www.bouncewatch.com/explore/startup/simplisales> - Simplisales is an AI-powered B2B e-commerce solution for wholesalers, offering a fresh perspective in the industry with its innovative approach. Founded in 2021 in the United Kingdom, it has quickly gained attention for its focus on AI, Automation, Enterprise Software, Platforms, SaaS, CRM, and Sales. The company recently secured a €100,000 seed investment on 31 October 2024 from Startup Wise Guys, showcasing its potential and attracting support from notable investors. With its commitment to out-of-the-box thinking and leveraging AI, Simplisales is well-positioned to disrupt the B2B e-commerce landscape.
6. <https://siit.co/guestposts/simplisales-drives-e-commerce-growth-for-b2b-retailers/> - Simplisales, founded by Ihsan Diskan, has developed an AI-powered platform to modernize B2B e-commerce. Inspired by his B2C experience, Diskan launched Simplisales to address B2B wholesalers’ lack of digital tools. Diskan’s idea began in 2019 after helping a London food wholesaler create an e-commerce app. In 2020, another wholesaler in Dublin requested a similar app, highlighting a need for streamlined, integrated digital ordering. Now, Simplisales is working to address complex issues in B2B e-commerce that its founder says “just screamed to be fixed.”
7. <https://www.businesswire.com/news/home/20240327000607/en/Nominal-Launches-with-Generative-AI-to-Disrupt-the-44B-ERP-Market> - Nominal is harnessing generative AI to bridge the gap between outdated, costly ERP systems and the financial management needs of modern mid-market, multi-entity businesses. The company launched today with $9.2 million in seed funding from Bling Capital and Hyperwise Ventures, with participation from Vela Partners, Incubate Fund and executives from Bill.com, Salesforce, Justworks, ServiceNow and Intel. The $44 billion ERP market (Gartner 2023), originally revolutionized by the cloud, now grapples with outdated systems requiring costly engineering to meet modern companies’ needs. Nominal believes that generative AI is a pivotal technology, especially in light of the decline in CPA candidates and the surge of financial and accounting point solutions. Compared to existing retrieval-based assistants such as SAP Joule and Sage Copilot, Nominal takes a proactive approach, transforming business logic into automated accounting workflows. The company plans to use the funds to accelerate its product offering, expand its market reach and increase sales and support resources in the U.S.