Webidoo launches Groow: the AI platform that transforms the productivity of Italian SMEs

Milan, 5 June 2025 – Webidoo announces the launch of Groow, the first Italian platform based on AI Agent, ready to revolutionise the organisation and growth of small and medium-sized enterprises. Groow was created to respond to a concrete need: **to free up time, enhance internal resources and support entrepreneurs in their daily activities, making digital transformation accessible, concrete and immediately operational**.

Groow is much more than just technology. It is a **human-centric system** that integrates intelligent virtual assistants into business processes, allowing SMEs to delegate repetitive, low-value tasks so they can focus on what really matters: strategy, innovation and people.

'Time is the most precious currency for an entrepreneur' says **Giovanni Farese, CEO of Webidoo**. *'Groow was created to give some of that time back, thanks to artificial intelligence that works alongside people, not in their place. We never leave the customer alone: Groow is designed to be simple, but behind every agent there is a whole team of experts working to customise it and maximise its operational impact,'* continues Farese.

Customised AI Agents, AI Specialists and tailored onboarding: AI has never been so accessible

Groow offers a set of vertical **AI Agents**, already trained to operate as true experts in key areas such as export, digital marketing, customer success, human resources and operations. But the real potential is unlocked when the customer uploads documents, materials and internal procedures: the agents learn and specialise in what the company does, becoming **tailor-made digital collaborators**, capable of operating autonomously and accurately.

What makes the difference is the ability to **count on the support of a Webidoo AI Specialist**, an expert who accompanies the customer from the initial orientation on the platform to all future updates, offering assistance in configuring agents and using the main features.

For companies that want an even smoother experience and to completely delegate the adoption of AI, Webidoo offers a **personalised onboarding service**: in this case, the Webidoo team manages all stages of integration with the company's systems from start to finish, trains the agents with the customer's specific content and delivers the platform ready to use, with agents ready to go, perfectly contextualised in the company's language, flows and processes.

Technology designed to be used, not just admired

Groow can be activated in just a few minutes by simply entering basic company data. It is **plug & play**, requires no technical expertise and can be used with the tools that companies already use every day: WhatsApp, email and chat. Just like interacting with colleagues.

Soon, it will also be possible to speak directly with AI agents on the phone for quick, effective interactions **available 24 hours a day, 7 days a week**. This is a paradigm shift that takes AI from theory to everyday operation.

The platform will be available in Beta version from launch day until September. Companies that decide to get on board immediately will have priority access, an extremely advantageous price and, above all, the opportunity to be the first to experience **the transformative potential of AI Agents** integrated into their operational processes.

'Groow represents a real turning point: it is not AI that threatens businesses, but inaction', concludes Farese. *'The companies that are the first to integrate these tools will gain a real, scalable and lasting competitive advantage. AI does not replace people: it empowers them, multiplies their effectiveness and frees up resources to focus on what generates value. This is a new level at which we are pursuing our mission to support SMEs by accompanying them in their digitalisation processes.'*

About Webidoo SpA

Webidoo is a company that designs and develops technological products, specialising in AI-based platforms for B2B. With an international presence in Milan, Tenerife, Dubai and Chicago, Webidoo aims to accelerate the impact of technological innovation on companies' competitive capabilities. It does so with a vision of artificial intelligence centred on human experience, aimed at enhancing work and freeing up time and resources in organisations of all sizes. Webidoo's main projects include Jooice, the native AI platform that centralises digital marketing activities, and Groow, the multi-skilled AI-Agents system designed to multiply companies' resources.

www.webidoo.com

www.jooice.com

www.groow.ai

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