# Croatian startup Bitreport secures funding to enhance efficiency in chain restaurants



A Croatian software as a service (SaaS) startup, Bitreport, has secured a funding injection of €300,000 from Purple Ventures to further develop its innovative application designed for chain restaurants and retail stores. The funding marks a significant milestone for Bitreport, which aims to enhance operational efficiencies within the industry.

Founded with the mission to streamline management processes, Bitreport’s application facilitates effective communication between various business locations while ensuring tasks are completed promptly. As a result, it claims to accelerate the execution of store audits and checklists by 90 per cent, thus optimising workplace efficiency. The platform integrates features such as task management, digital checklists, scheduling, analytics, and communication tools, designed to bolster productivity for both employees and managers, thereby maintaining service quality across all franchises.

The company currently operates within Croatia, Serbia, and Slovenia, and anticipates expanding its services across Europe. According to Domagoj Rade, co-founder of Bitreport, the software caters to the growing need for data-driven processes at the operational level, resulting in operational excellence at each location. He stated, "We help our clients establish and take advantage of data-driven processes on the frontline which leads to unparalleled operation excellence in every location."

Purple Ventures, a firm recognised for supporting early-stage startups, praised Bitreport's comprehensive business plan. Jan Davídek, a partner at Purple Ventures, noted the strong market demand for a solution that standardises quality management in multi-location businesses, an area in which many chains frequently encounter challenges. Davídek further emphasised the strategic fit of investing in Bitreport, highlighting the potential for growth in the company's applications as it expands its geographical footprint.

Purple Ventures' latest funding round is part of its second fund, which follows the success of its first fund operational between 2019 and 2023. The firm has previously identified growth potential in now-established companies like Hedepy, Toroto, Kilde, and several others.

On a broader scale, the integration of artificial intelligence (AI) in business operations is anticipated to increase significantly, aiming to enhance efficiency by automating repetitive tasks and optimising workflows. Analysts predict that companies will increasingly depend on AI to refine critical areas such as supply chain management, data analysis, and customer service, allowing employees to concentrate on more strategic, high-level tasks.

AI systems have begun to revolutionise inventory management by predicting demand and automating customer inquiries, leading to improved response times and better allocation of resources. Furthermore, these technologies are expected to diminish human error, yielding more accurate and consistent outcomes. By 2025, firms harnessing AI technology are projected to establish themselves as leaders in operational excellence, reducing costs while expanding their capabilities effectively.

As the landscape of business management continues to evolve through technological advancements, startups like Bitreport are at the forefront, leveraging AI-driven solutions to meet the demands of modern enterprises.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.thesaasnews.com/news/bitreport-secures-300k-in-funding> - Corroborates that Bitreport, a Croatian SaaS startup, secured €300,000 in funding from Purple Ventures to develop new features and expand into other countries.
* <https://retailcurated.com/operations-and-management/bitreport-secures-eur300000-for-streamlining-chain-restaurant-management/> - Supports the information that Bitreport’s application is designed to enhance operational efficiency by streamlining communication, task management, and store audits, and that it operates in Croatia, Serbia, and Slovenia with plans to expand across Europe.
* <https://en.ain.ua/2024/11/19/croatian-startup-bitreport-raises-eur300k-investment-from-purple-ventures/> - Confirms that Bitreport was founded in 2019 by Domagoj Rade and Marko Čačić, and that the company streamlines chain restaurant and retail store management using task management, digital checklists, schedules, integrated analytics, and communication tools.
* <https://www.vestbee.com/blog/articles/bitreport-raises-300k-from-purple-ventures> - Provides details on the investment from Purple Ventures, a Czech venture capital firm, and highlights Bitreport’s plans to develop new features and expand into other countries.
* <https://www.thesaasnews.com/news/bitreport-secures-300k-in-funding> - Details the features of Bitreport’s platform, including task management, digital checklists, scheduling, integrated analytics, and communication tools, which help maintain consistent service quality across all locations.
* <https://retailcurated.com/operations-and-management/bitreport-secures-eur300000-for-streamlining-chain-restaurant-management/> - Quotes Domagoj Rade, co-founder of Bitreport, on the importance of data-driven processes for operational excellence and the company’s expansion plans across Europe.
* <https://en.ain.ua/2024/11/19/croatian-startup-bitreport-raises-eur300k-investment-from-purple-ventures/> - Mentions Jan Davídek’s praise for Bitreport’s comprehensive business plan and the strong market demand for a solution that standardizes quality management in multi-location businesses.
* <https://www.vestbee.com/blog/articles/bitreport-raises-300k-from-purple-ventures> - Explains Purple Ventures’ focus on early-stage companies with proprietary software solutions and global ambitions, and their investment strategy in various industries.
* <https://retailcurated.com/operations-and-management/bitreport-secures-eur300000-for-streamlining-chain-restaurant-management/> - Discusses the broader context of technological advancements in business operations, including the potential for AI to enhance efficiency and automate repetitive tasks.
* <https://en.ain.ua/2024/11/19/croatian-startup-bitreport-raises-eur300k-investment-from-purple-ventures/> - Highlights Purple Ventures’ second fund and its previous investments in other startups, indicating their strategy and focus on growth potential.
* <https://www.thesaasnews.com/news/bitreport-secures-300k-in-funding> - Provides context on the role of AI in future business operations, including supply chain management, data analysis, and customer service, aligning with the broader trends mentioned.
* <https://tech.eu/2024/11/19/croatian-saas-startup-bitreport-raises-eur300000-for-chain-store-management/> - Please view link - unable to able to access data
* <https://www.analyticsinsight.net/artificial-intelligence/how-ai-computing-will-empower-companies-in-2025> - Please view link - unable to able to access data