

THE MULTI-TENANT SAAS PLATFORM, READY OUT OF THE BOX

Launch your SaaS in weeks – not years.

Launching a SaaS shouldn't take months of setup. Clever Initiative delivers an enterprise-ready, secure, multi-tenant platform out of the box – built to grow from your first customer to your thousandth. You serve customers; we run the platform.


Weeks to launch

Up to 70% lower cost

Bank-grade security

99.9% uptime · 24/7

WHY TEAMS CHOOSE US

Everything you'd build yourself – already built



Launch in weeks

Skip a full year of foundational work. Go to market on a platform that's already built, tested, and ready for customers.



Enterprise security

Your data and your customers' data are protected by the same standards trusted across finance and healthcare.



Up to 70% lower cost

Skip the expense of hiring and running a large engineering team. Pay for the platform you need, not years of build.



No maintenance

We handle updates, upgrades, security, and reliability – your team stays focused on customers and growth.

THREE WAYS TO WORK WITH US

Pick the path that fits – switch later if it changes

01 – MANAGED PLATFORM



We build & run it for you

We host, secure, update, and continuously improve the platform. You run your business – we run the platform.

- ✓ Fully managed hosting & updates
- ✓ 24/7 monitoring & security
- ✓ No technical staff required

02 – CUSTOM, BUILT BY AI



Exclusive modules for you

Describe what you need in plain language – our AI builds an installable module for your tenant, never resold to anyone else.

- ✓ Exclusive to your tenant
- ✓ Optional source-code ownership
- ✓ Wired into every other module

03 – WHITE-LABEL



Resell it as your own

Brand the platform as your own product – your name, your colors, your domain. We stay invisible behind the scenes.

- ✓ Full white-label branding
- ✓ Unlimited client workspaces
- ✓ Your own recurring revenue

BUILD · BUY · PARTNER

The three paths to launching a product

WHAT YOUR BUSINESS GETS	BUILD IT YOURSELF	GENERIC SAAS	CLEVER INITIATIVE
Launch in weeks, not years	×	✓	✓
Enterprise-grade security from day one	×	✓	✓
Fully customizable to your business	✓	×	✓
Your own brand & your own domain	✓	×	✓
No maintenance or upgrade headaches	×	✓	✓
Custom modules built exclusively for you	✓	×	✓

Switch on exactly what your business needs

Your platform isn't one giant block of code — it's built like LEGO. Install a capability in minutes, use it, remove it later. No downtime, no rebuild. **10+ production-ready modules** available today, with new ones added every month.

 Invoicing Branded invoices in any language & currency — EU e-invoicing ready.	 Payment Gateways 100+ providers — Stripe, PayPal, iDEAL, OpenPayd & local heroes.
 Crypto Payments Accept BTC, ETH & stablecoins — settled to your wallet, no blockchain hassle.	 AI Chat AI An AI agent trained on your business, answering customers 24/7.
 CRM Leads, contacts, deals & pipelines in one clean workspace.	 Crowdfunding ECSPR & MiFID II-aligned equity, debt & reward campaigns.
 AI Reservations AI AI books appointments, tables, services & rooms from your availability.	 Subscription Manager Your own plans, renewals, dunning & taxes — a recurring-revenue engine.
 Customer Wallet NEO-bank-style wallets — balances, top-ups, withdrawals & history.	 AI Module Generator AI Describe what you need — AI builds a custom, installable module.

THE INNOVATION THAT SETS US APART



Don't see what you need? Just describe it.

Our specialised AI agents build a fully custom, installable module for your tenant — already wired into payments, invoicing, customers, and every other module. When a request is too complex for AI, our human experts step in and finish the job, in your language and your region.

BUILT FOR SERIOUS BUSINESS

Why founders trust the platform behind their product

 Database-per-tenant Your data lives in its own dedicated database — never co-mingled, impossible to leak across customers.	 Bank-grade security OWASP ASVS Level 2, two-factor auth, RSA-4096 signed modules & independent penetration tests.	 GDPR by design EU hosting, AES-256 encryption at rest, and an immutable audit trail of every action.
 99.9% uptime, 24/7 A 50+ person global team across every time zone keeps your platform running while you sleep.	 Future-proof stack Built on .NET 10 & Angular 21 — the latest, most hireable technologies, not legacy code.	 Speaks your markets English, Dutch, German & more — ready for European expansion without a rebuild.

LET'S FIND YOUR FASTEST PATH TO LAUNCH

Ready to launch in weeks, not years?

Tell us where you want to take your business — we'll show you the fastest way to get there, on a platform that's already built.

[Book a Discovery Call](#)