

7,000
ENGINEERING HOURS TO BUILD NEORO

Domenico Senatore was in Amsterdam this month at World Summit AI.
Photo: Michael O'Brien

Consulting meets AI opportunity

A Perth startup is helping small to medium businesses avoid getting lost in the 'AI middle'.



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WELL-PAID professionals in modern consulting firms can spend hours every week hunting for files, writing proposals, assembling status reports and manually updating time sheets.

While corporate giants can deploy armies of operations staff and custom artificial intelligence (AI) infrastructure to tackle these inefficiencies, smaller firms can be left stranded.

Meanwhile, individual consulting practices may be able to get by on single professional AI plans, but these are not robust or secure enough for small to medium enterprises.

Perth-based AI startup Neoro is working to fix this.

"Small to medium professional firms can be lost in the middle," Neoro co-founder and CEO Domenico Senatore told *Business News*.

"At best, they are on some general-purpose AI chat plan, [but] not a unified system that learns how the firm actually works.

"They cannot capture their own judgement or how they price, staff and deliver their services across their team."

Built initially as an enterprise platform for boutique consultancies, Neoro aims to bring all the firm's relevant documents and data together in one place so the AI agents can work more effectively.

Initial technical architecture work for Neoro began in early 2025, culminating in formal corporate registration in March 2026.

Rather than selling seat licences for a lone chatbot, Neoro's platform connects directly to a firm's existing tools and document repositories.

Once integrated, nine specialised AI agents across functions from sales to legal begin executing recurring operational workflows across the entire firm life cycle.

For a 25-person consultancy, six or seven of these digital agents operate daily to scope projects, staff engagements and draft deliverables.

Crucially, human oversight remains baked into the core architecture.

"No client files go in until the approval and validation layer is finished," Mr Senatore said.

"Human authorisation is put in the loop at every point, keeping a person in charge of every decision that counts."

Building Neoro required more than 7,000 engineering hours and a clear strategic decision to move ahead of existing market capabilities.

"[My advice is] don't limit your vision to the technology of the day," Mr Senatore said.

"Had we built for what AI could do when we started, we would have launched out of date. In a market this fast, building for today means launching into yesterday."

This forward-looking perspective influenced both the startup's product architecture and capital strategy.

Recognising that local investors in Perth often prefer asset-backed or cash-flow-positive ventures over pre-revenue software platforms, the business was self-funded initially before sourcing growth capital from international investors who understood early stage software risk.

"Don't limit your search for capital to your own city," Mr Senatore advised Perth startup founders.

"Go where your kind of risk is understood. A Perth idea can be funded from anywhere and still built right here."

Following a strategic pivot in January 2026 to focus strictly on mid-sized professional services firms, Neoro is preparing to open customer access to early adopters in late 2026, with general release and initial commercial revenue targeted for Q2 2027.

The platform's traction is already extending beyond its initial scope, drawing waitlist sign-ups from regional engineering consultancies.

Earlier this month, Neoro took its technology to the global stage as an accelerator partner at the World Summit AI in Amsterdam.

Over the next three to five years, Mr Senatore aims to scale Neoro into the primary operating system for tens of thousands of mid-sized consultancies across Australia, North America, Europe, Asia and the Middle East, supported by an upcoming series-A funding round.

"The firms that win with AI won't have the most individual software licences," Mr Senatore said.

"They will capture their own judgment and share it across the team.

"Documents are portable; a firm's way of working is not. [We aim to] hold onto it, with a human in charge of every decision."

• *Charlie Gunningham has spent 25 years in WA's startup sector, is on the WA government's Innovation Advisory Board and chair of Startup WA*