2026-02-23 Press release Figaro

MoovinV: From an Industrial Marketplace to an AI Ecosystem for the Supply Chain

As supply chains become increasingly strained, industrial decisions are being made earlier in the value chain. Founded in 2017 in Montreal, MoovinV was founded from a very concrete observation in the aerospace sector: raw materials available on one side, urgent needs on the other, but no dialogue between stakeholders. From this insight grew a digital ecosystem powered by artificial intelligence, designed to help industrial players make informed trade-offs, anticipate risks, and better leverage their resources. CEO Michel Ohayon reflects on the company's journey.

MoovinV was born in aerospace Industry. What was the starting point?

The idea stemmed from a simple observation drawn from our industrial experience. On one side, companies were accumulating surplus certified raw materials they were not using. On the other, nearby companies were urgently looking for those exact same materials. And these players were not communicating.

We therefore created a marketplace designed to connect these companies within a secure industrial framework. It was a very practical response to an operational issue, delivering a double benefit: economic and environmental. That was the foundation on which MoovinV was built.

When did you move from a marketplace to a broader digital ecosystem?

Very quickly, our clients asked us to use these tools for their own internal organization. It was no longer just about exchanging surplus materials, but about structuring procurement and supply chain processes.

We then evolved our approach: the marketplace became a licensed software solution called Julie. Over time, in response to market needs, Julie expanded into a comprehensive digital ecosystem dedicated to supply chain decision-making.

Today, what are the main challenges your clients face?

They are consistent across industries. The first is securing procurement in a context of geopolitical tensions and increased dependency on certain suppliers or regions. The second is cost control, with sustained raw material inflation and strong margin pressure.

Finally, there is a now unavoidable issue: environmental footprint. Producing or sourcing more locally, reusing existing resources, and shortening logistics cycles are no longer optional narratives — they are operational requirements.

How does Julie concretely address these challenges?

Julie is built around three main solution families. The first, Julie Agile Sourcing, automates the procurement cycle for commodities such as raw materials, electronic components, and manufactured parts. Repetitive tasks — RFQs, analysis, comparisons — are handled by the platform, allowing buyers to focus on what truly matters: negotiation, supplier strategy, and anticipation.

A key element is access to global supplier databases, enabling direct engagement with qualified suppliers worldwide and structured offer comparisons.

You have also developed so-called "intelligent" tools. What are they used for?

These tools are aimed at functions beyond procurement, particularly engineering and industrial management. Julie Partfinder, for example, identifies already-designed or similar parts for new projects. This avoids reinventing the wheel and can significantly reduce both development costs and lead times.

Julie Should Cost provides a theoretical cost estimate for a part based on technical data. It is a decision-support tool for both OEMs and suppliers, helping objectify pricing discussions.

Finally, Julie Mat-GPT supports material selection from the early design stages. Using AI, it analyzes databases to provide insights into material costs and availability in the short and medium term.

AI is at the core of your offering. How do you use it?

We do not use AI as a marketing slogan. It is integrated where it creates tangible value. Our CTO holds a PhD in artificial intelligence, which ensures a rigorous and controlled approach to these technologies.

AI is used to analyze large volumes of data, identify trends, and generate recommendations. However, it remains a support tool — final decisions always rest with the user. We speak of "useful intelligence," serving operational expertise.

Your third solution family, Julie Supply Hub, is more collective in nature. Could you explain?

Julie Supply Hub emerged from requests by associations and business clusters. The idea is to enable an industrial community — at a regional or sector level — to pool certain resources: raw materials, production capacity, and even expertise.

In regions such as North Africa, for example, this allows the valorization of underused local resources, shorter supply circuits, reduced carbon footprint, and strengthened collective resilience.

MoovinV is now present on several continents. What is your expansion strategy?

We have a global vision with local execution. We operate in North America, Europe, and Asia, with a particular focus today on Canada, the United States, and several European countries. India is currently more exploratory, particularly to support Western groups requiring local assistance.

This international presence allows us to address complex and interconnected industrial ecosystems.

How do you see supply chains evolving in the coming years?

Supply chain management is becoming a true strategic lever. It will increasingly be data-driven, collaborative, and resilience-oriented. Companies will need tools capable of complementing their existing systems without disrupting them.

This is precisely where we position ourselves: as a complementary player bringing visibility, anticipation, and coherence to an industrial environment undergoing profound transformation.