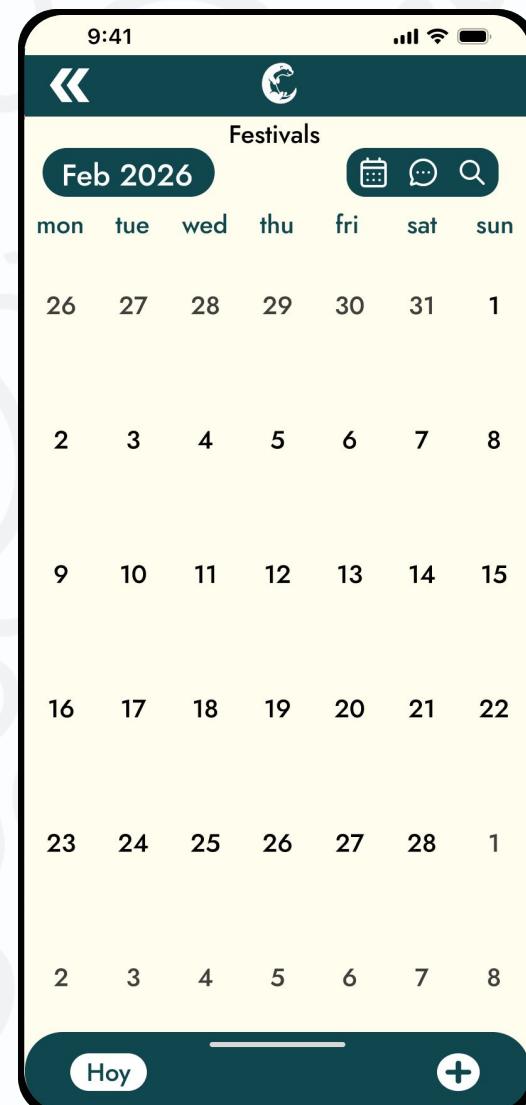
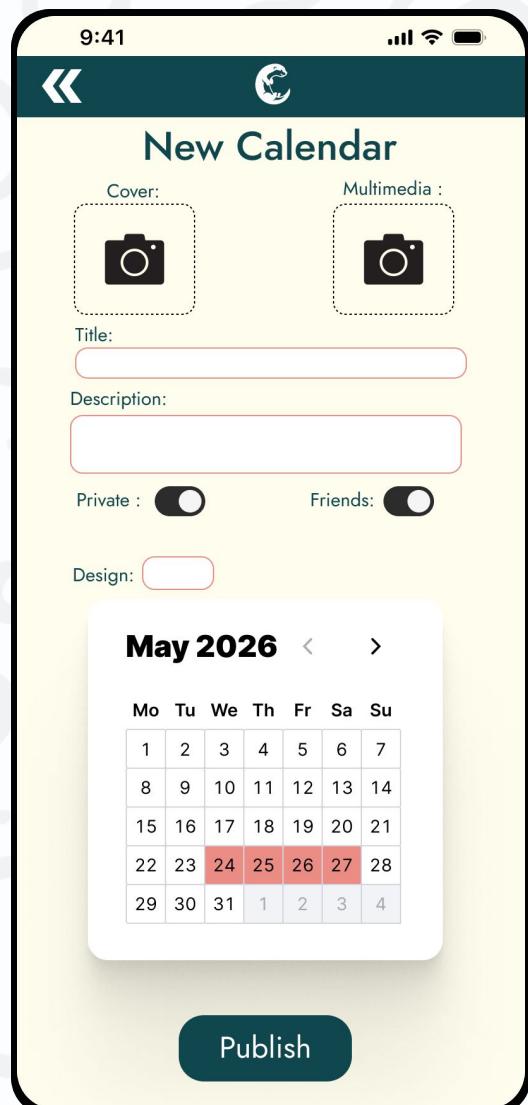


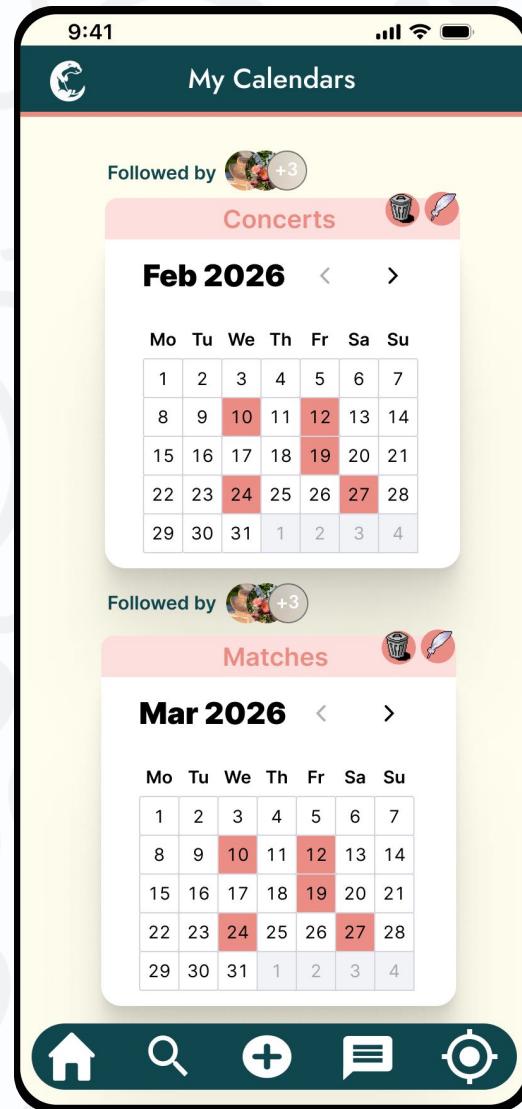
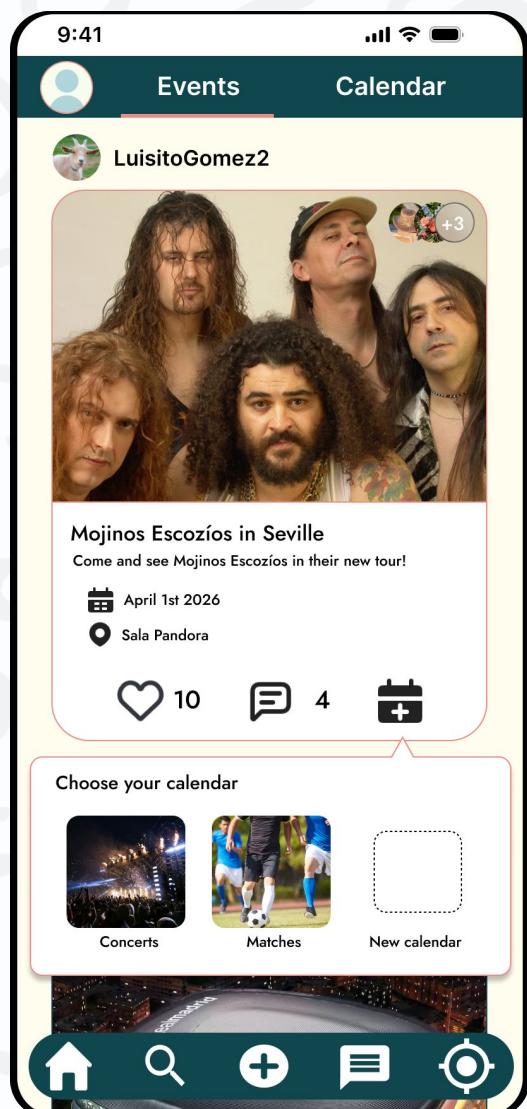


urrent
go with the flow

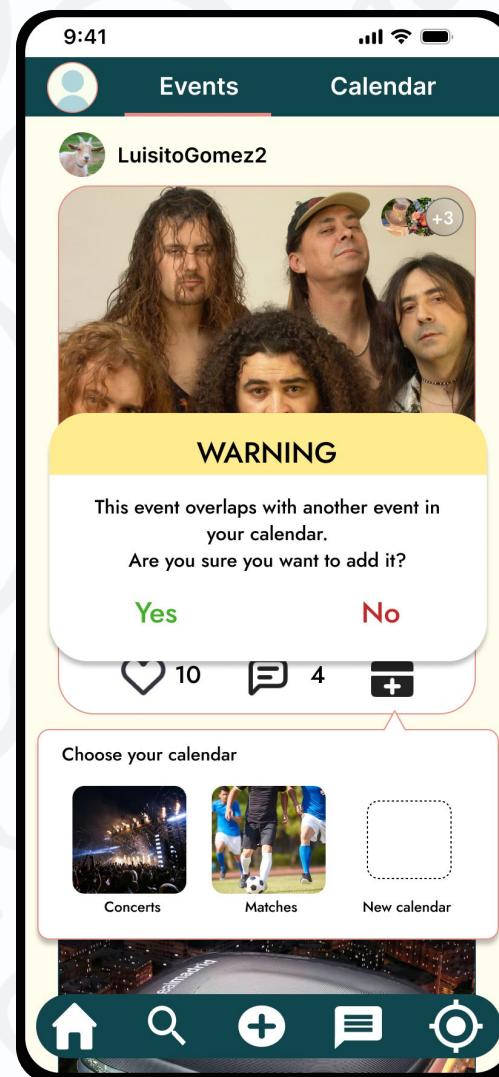
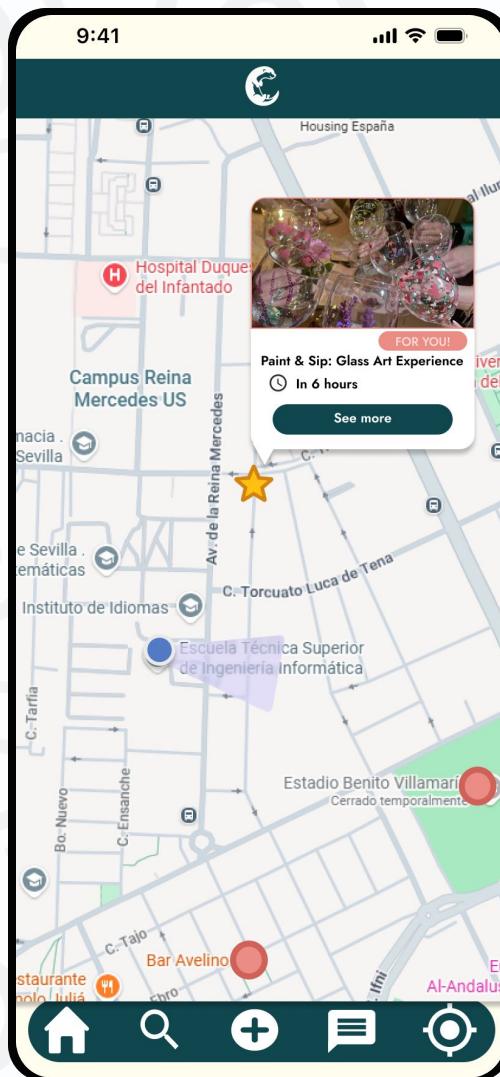
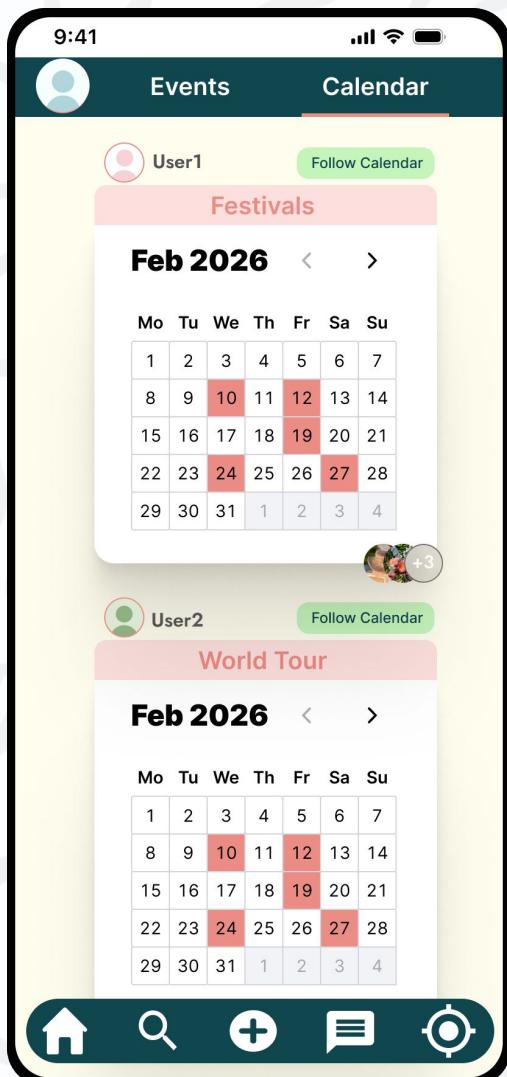
create your own calendars



explore other people's calendars



what makes us different?



the state of the market



functionalities we have compared

Social

Follower model

Multiple public/private
calendars/events

Reward system for popular users

Guest List Visibility

UX

Rich Media Support

Discovery tab

Price

Basic Plan price

Premium Plan price



functionalities we have compared

Utility

Conflict detection

One Click Add

External Calendar Sync

Main Points

Calendar focused

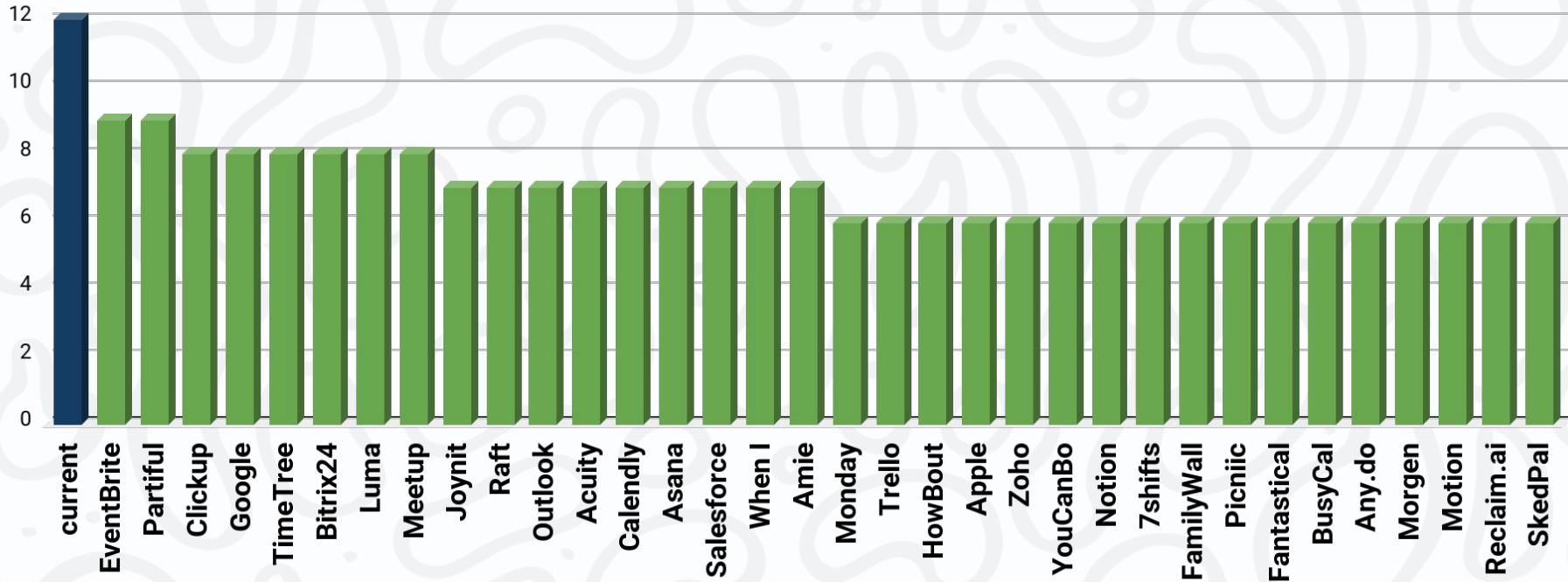
Social Events

Productivity

Market Availability + Downloads



how we perform against our rivals out of a market study including 50 softwares



what makes us stronger

	Calendar focused	Follower model	Discovery Tab	Location features	Reward system	Productivity features
current	✓	✓	✓	✓	✓	✓
Eventbrite	✗	✓	✓	✓	✗	✗
Luma	✗	✗	✓	✓	✗	✗
Partiful	✗	✓	✓	✓	✓	✗
Bitrix24	✓	✗	✗	✗	✗	✓
Google Calendar	✓	✗	✗	✓	✗	✗



strengths vs weaknesses

Strengths



Unique product

Design and brand

Team structure

Weakness

Project constraints

Technical overload

Open scope



threats vs opportunities

Opportunities



Underserved niche

Virality potential

Expansions and partnerships

Threats



Low initial user base

User interactions

Strong competition



our team

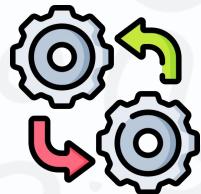


Miguel Prado Jiménez
CEO



**Pablo
Ferrería Hijón**
CMO + CFO

Alba González
Manuel Alcaraz
Javier Ruiz
Jose Manuel Moreno



**Salvador Ramón
Espinosa Merino**
COO

Luis Gómez de Terreros
Álvaro Barragán
Alberto Valenzuela
Alejandro Parody
Antonio Roldán
Jesús Villalba
Mario Rivas



**Aarón Jesús
Acuña Bellido**
CTO

Raúl Calero
Álvaro Baladron

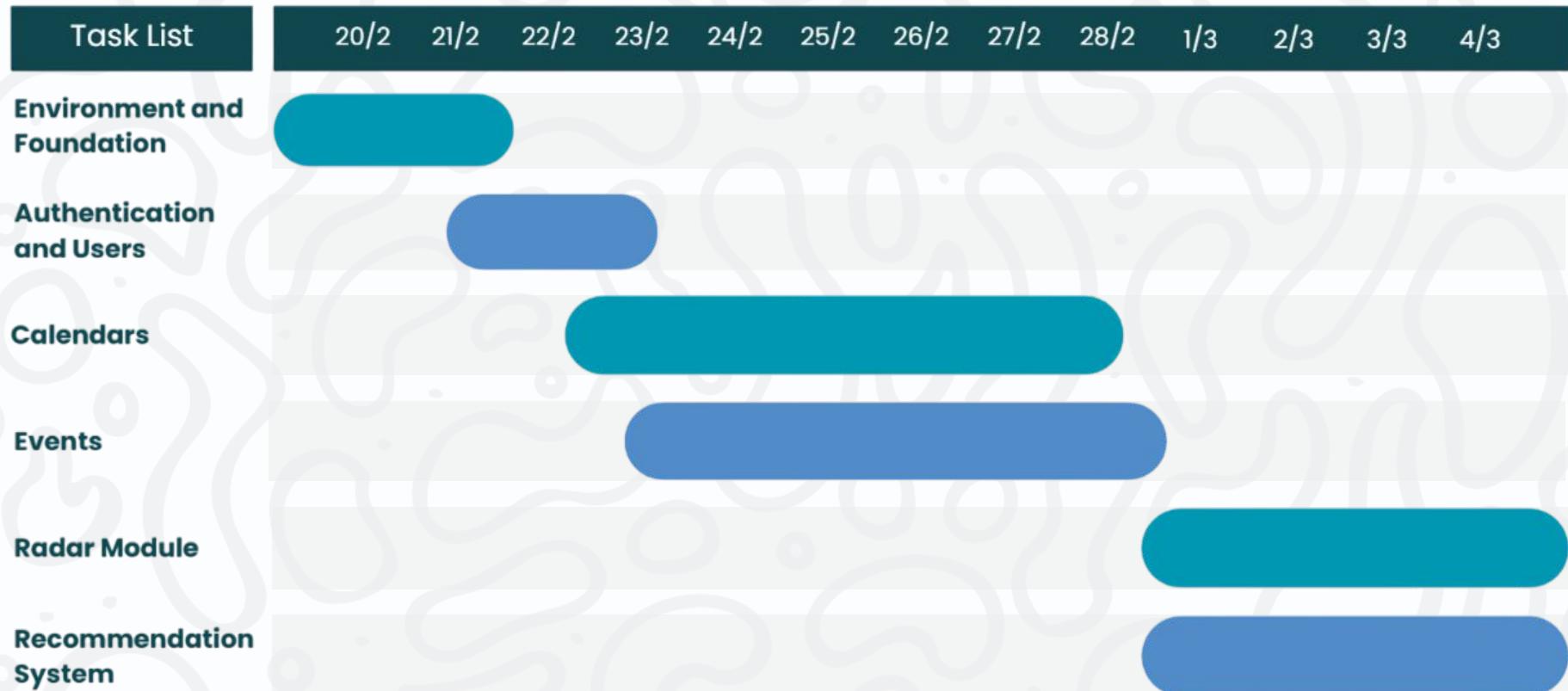


**Pablo
Romero Gómez**
CPO

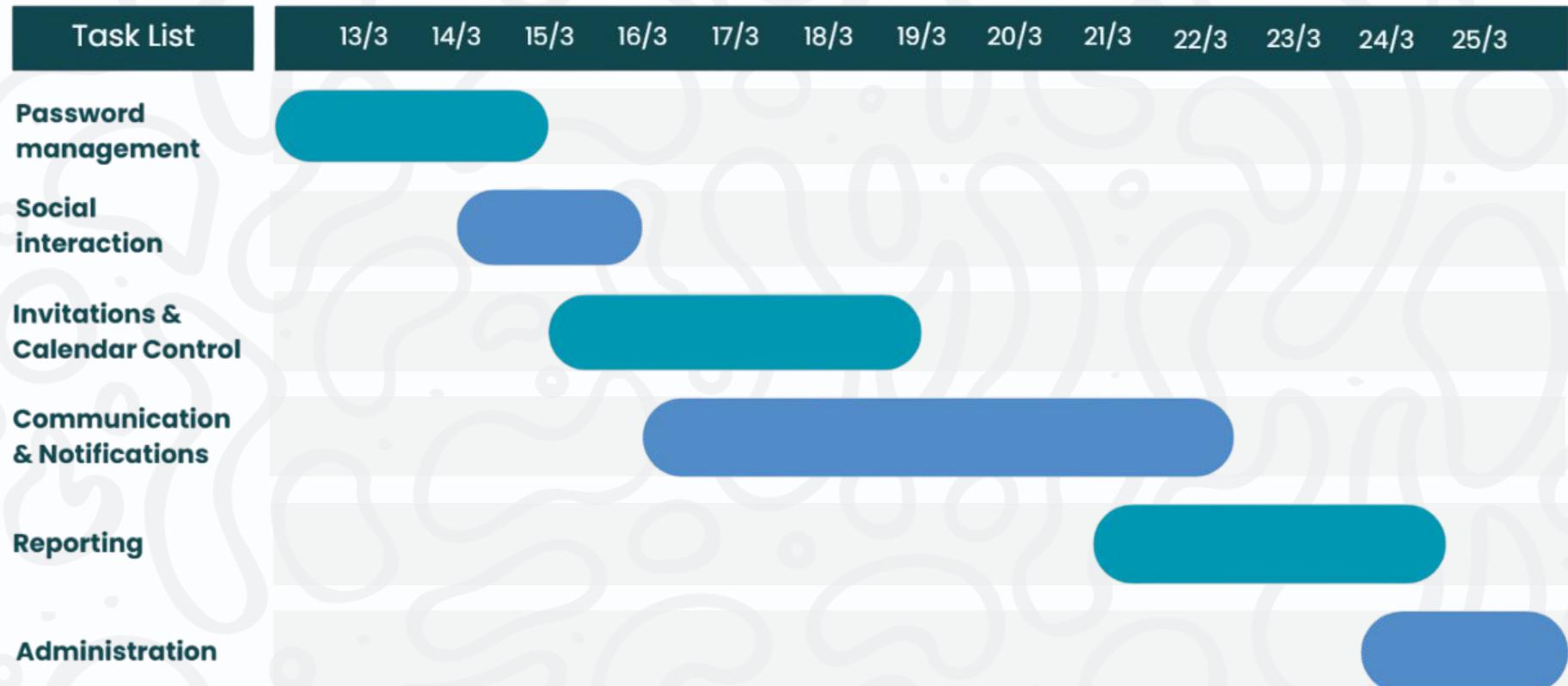
Rafael Pineda
Lucía Campos
Javier Arellano
Diego Manzanos



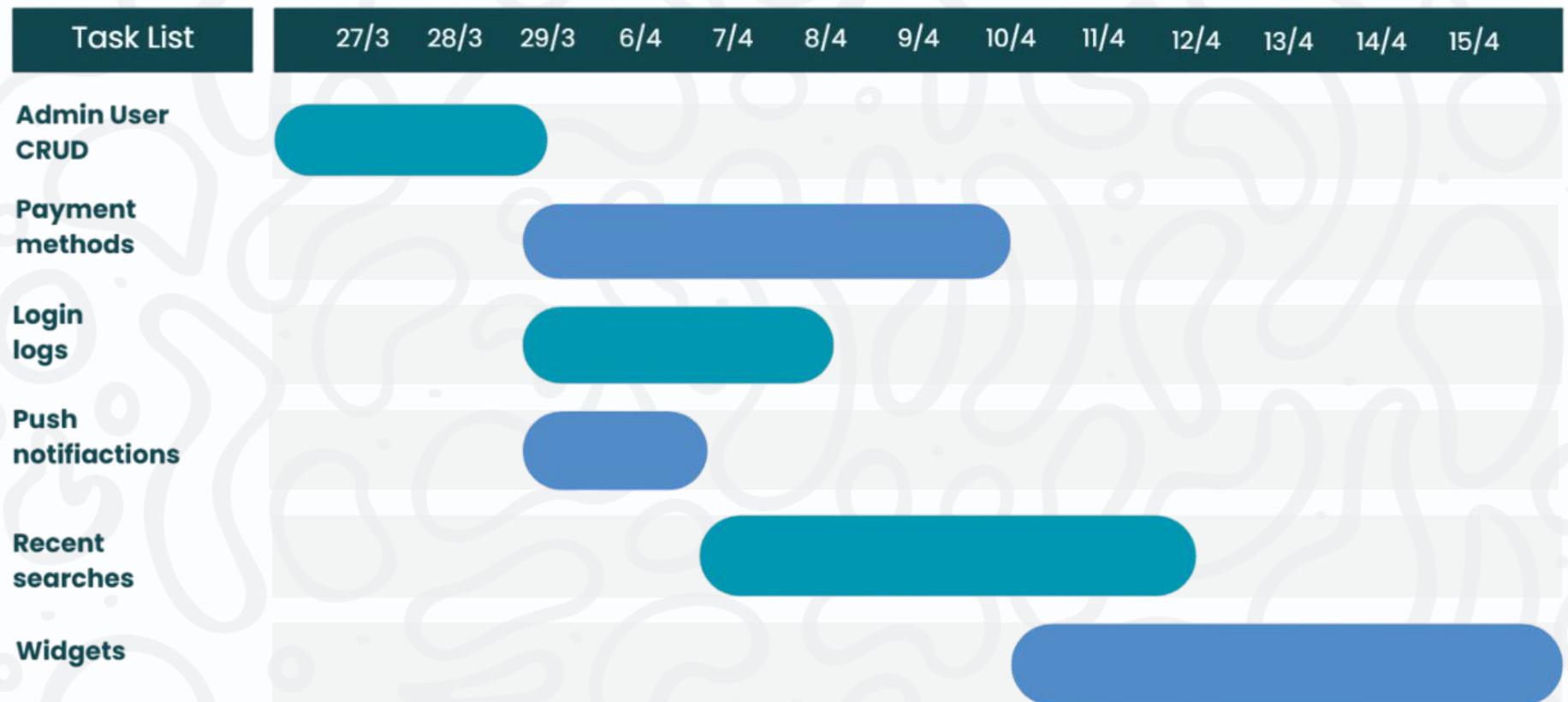
Gantt chart - sprint 1



Gantt chart - sprint 2



Gantt chart - sprint 3



MoSCoW Analysis

User Interactions
Calendars and Events
Radar Module
Recommendation Feed
Payment Methods

Mo

Communications & Notifications
Reporting
Administration Module

S

Password Management & Recovery
Login Logs
Advanced Search

Co

Widget Integration

W



RACI matrix

PO	Design Lead	Tech Lead	Sec Team	Backend Team	Frontend Team	
Auth & Users	A	C	C	C	R	R
Calendars	A	C	C		R	R
Events	A	C	C		R	R
Recommend.	A		A		R	C
Notific.	A		C	C	R	R



RACI matrix

PO	Finances Lead	Marketing Lead	Backend Team	Frontend Team
Monetization	A	A	C	R
Marketing	C	A		R
Admin	A		R	R



commitment agreement



TIME & TOOLS

10h / Week
Mandatory

Tracked in
Clockify



TEAM

Leaders
Defined

Clear
Reporting



MINDSET

Max Grade
Goal

Fixed Scope



CONFLICTS

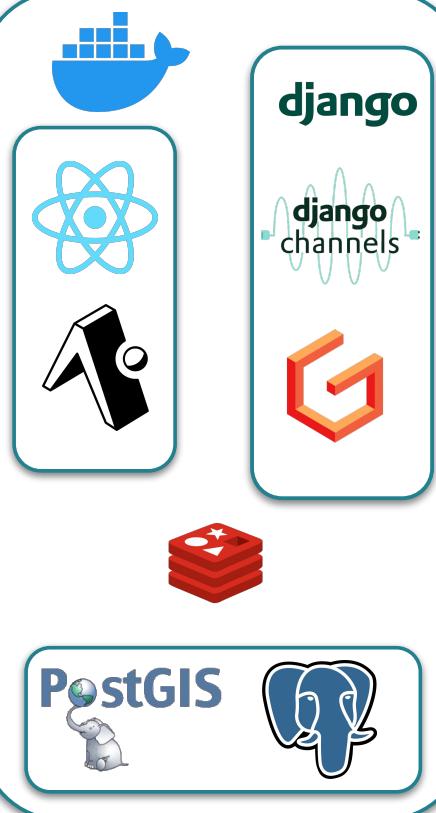
Asymmetric
Grading

Expulsion
(<50%)

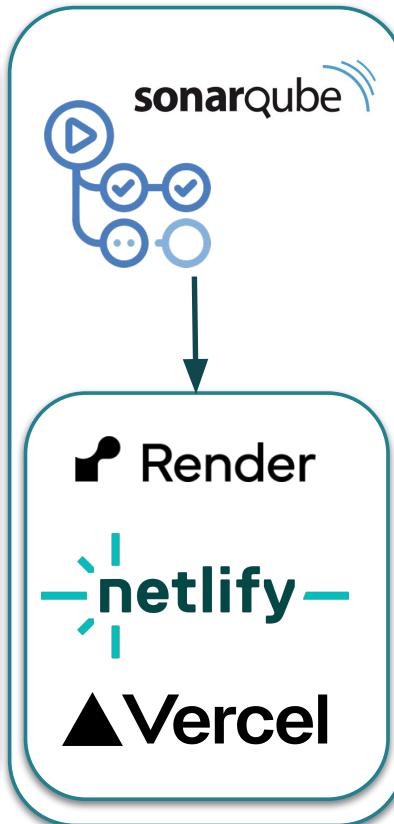


environments and management tools

DEVELOPMENT



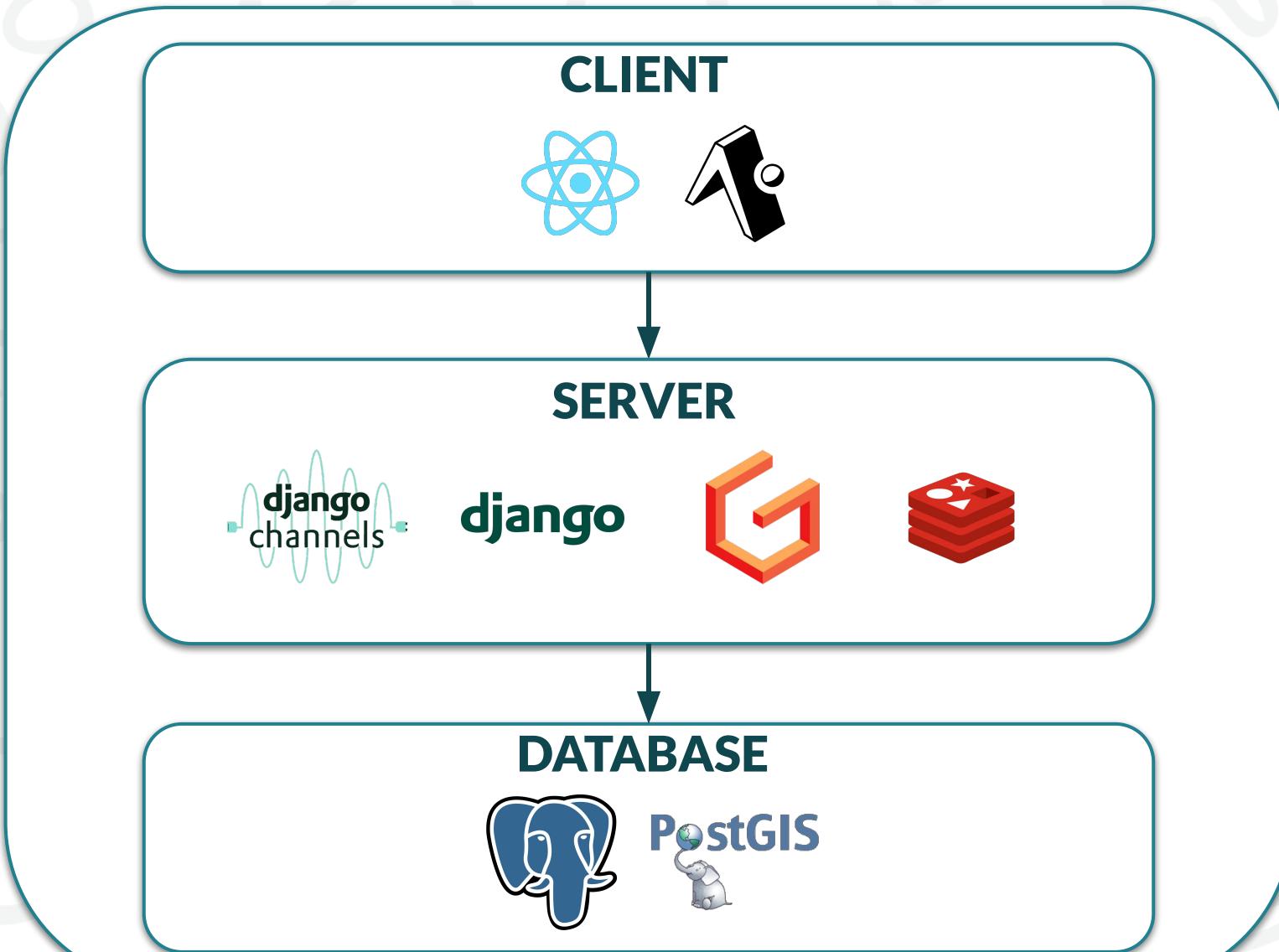
PREPRODUCTION



PRODUCTION



architecture



risk matrix

	Probability	Impact	Primary Mitigation Strategy
Kubernetes Cluster Failure	Low	Critic	Replicas + Health Checks
Unexpected Costs	Moderate	High	Budget Alerts + Auto-Scaling Limits
Environment Discrepancies	Moderate	Moderate	Docker Parity + Config Versioning
Django Performance Under Load	Moderate	High	Redis Cache + Load Testing
React Native Incompatibility	Moderate	High	Version Lock + Cross-Platform Testing

risk matrix

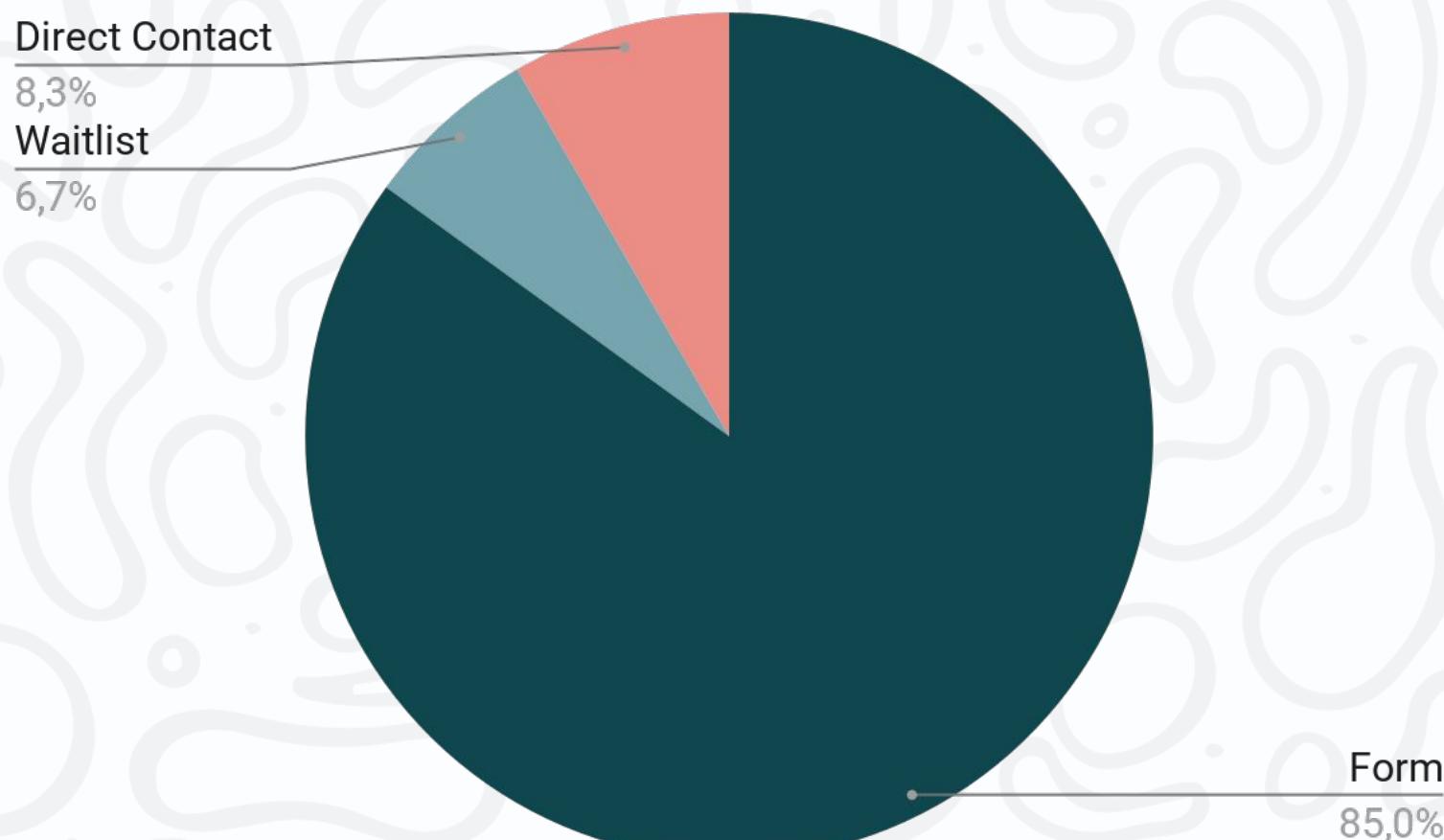
	Probability	Impact	Primary Mitigation Strategy
Redis Data Loss	Low	Moderate	AOF/RDB Persistence
External Service Dependency	Low	High	Abstraction Layer
Time Commitment Issues	High	High	Time Tracking + Task Redistribution
Pull Request Bottlenecks	Moderate	Moderate	24h Review SLA
Technical Debt Accumulation	High	High	Sprint Refactoring Buffer

pilot users

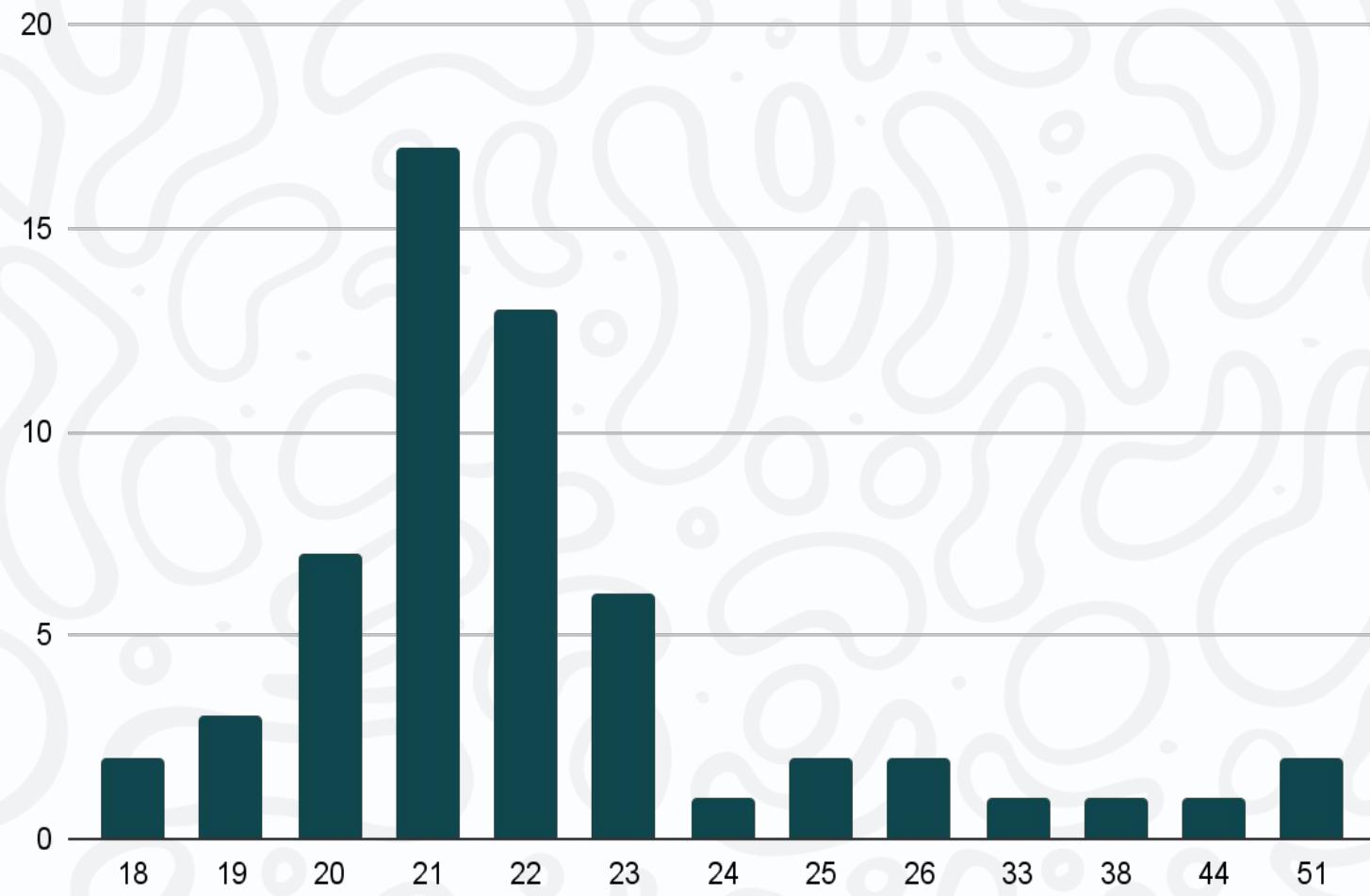
**61 PILOT
USERS**



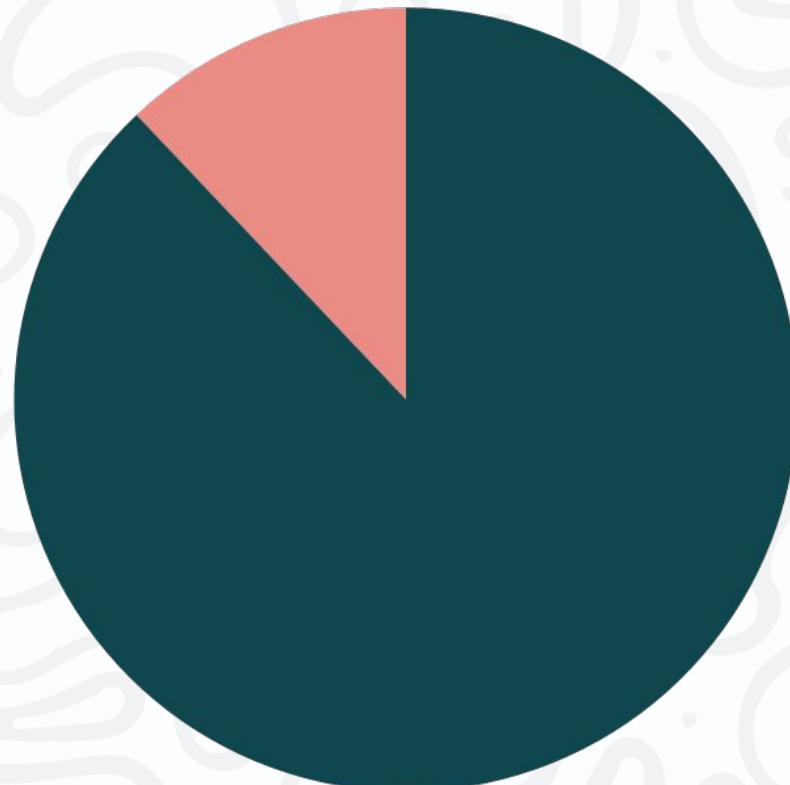
pilot users way of contact



pilot users age



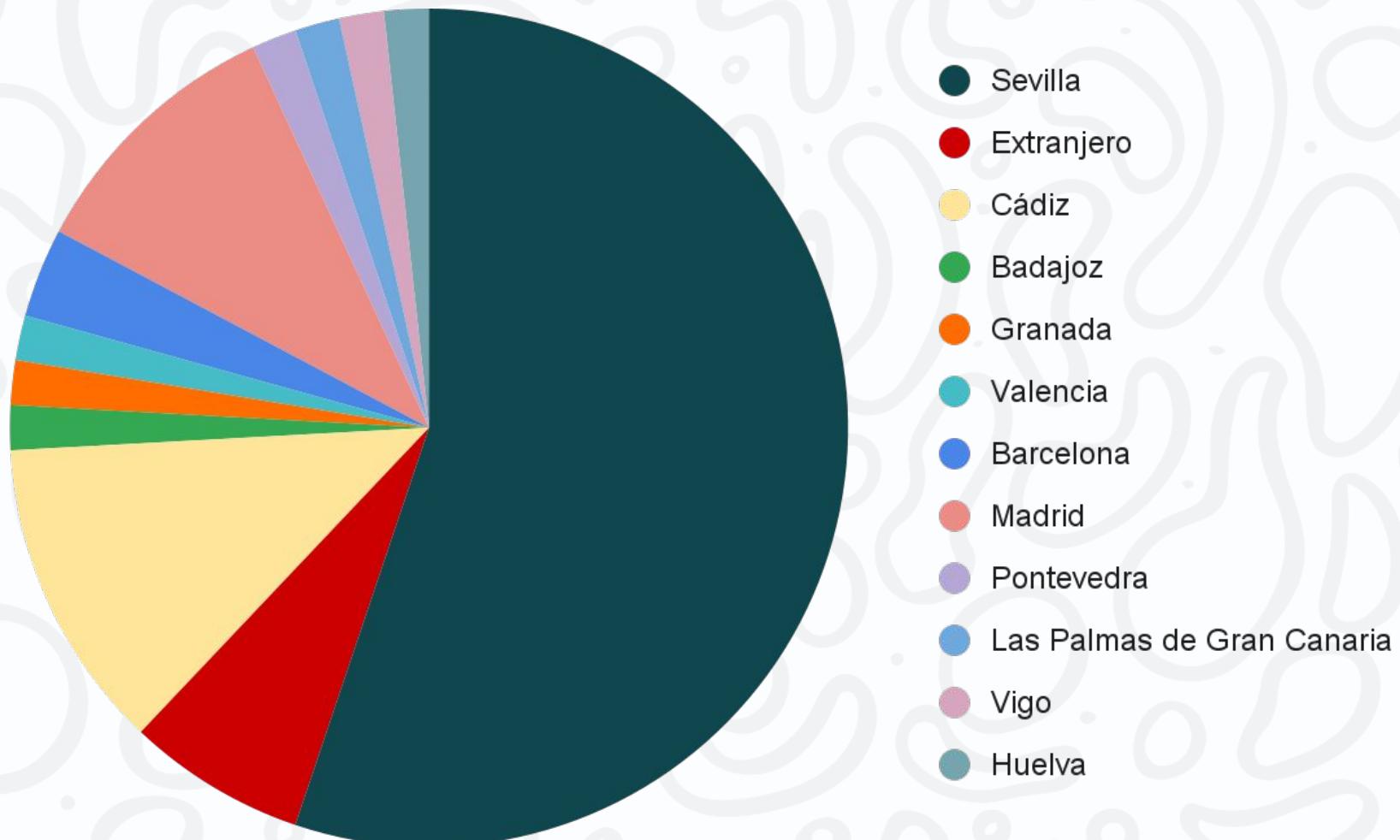
pilot users user profile



- Event Assistant 87.9%
- Community Manager 12.1%



pilot users residence





our socials



our landing page



check it out yourselves!



**Questions?
Feedback?**

**TIME TO
ASK!**

