



Pitch Deck – BookMe & BookMe Biz

Cover Slide



Simplifying service booking and business management

Smart solutions for salons, beauty centers, and appointment-based service businesses.

Javokhirbek Nematillaev | 15.07

2. Problem

⚠ The current system is outdated and inefficient

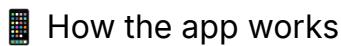
- Over 80% of salons and service businesses in Uzbekistan still rely on **manual bookings** (notebooks, phone calls, DMs)
 - For customers, this means **waiting in lines**, **confusion**, and **lack of trust**
 - For business owners, it leads to **no-shows**, **scheduling errors**, and **lost clients**
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3. Solution

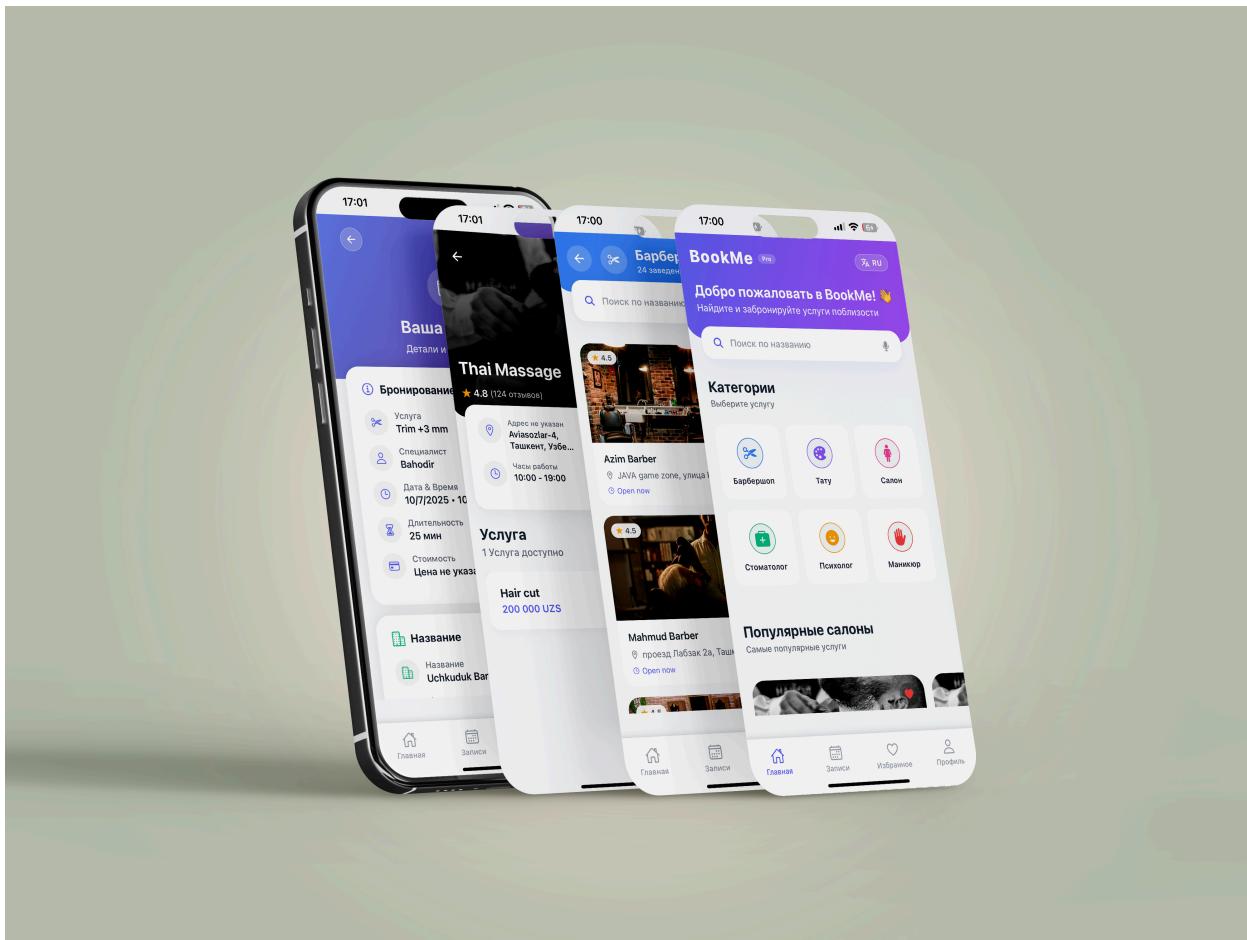
BookMe – A modern and easy-to-use platform

- **BookMe (for customers):**
Search and book services in just a few taps
- **BookMe Biz (for businesses):**
Manage clients, staff, and schedules with automatic reminders and analytics
- Notifications via **Telegram, Email, and SMS**
- Ideal for salons, barbershops, clinics, personal trainers, and more

4. Product Overview / Screenshots

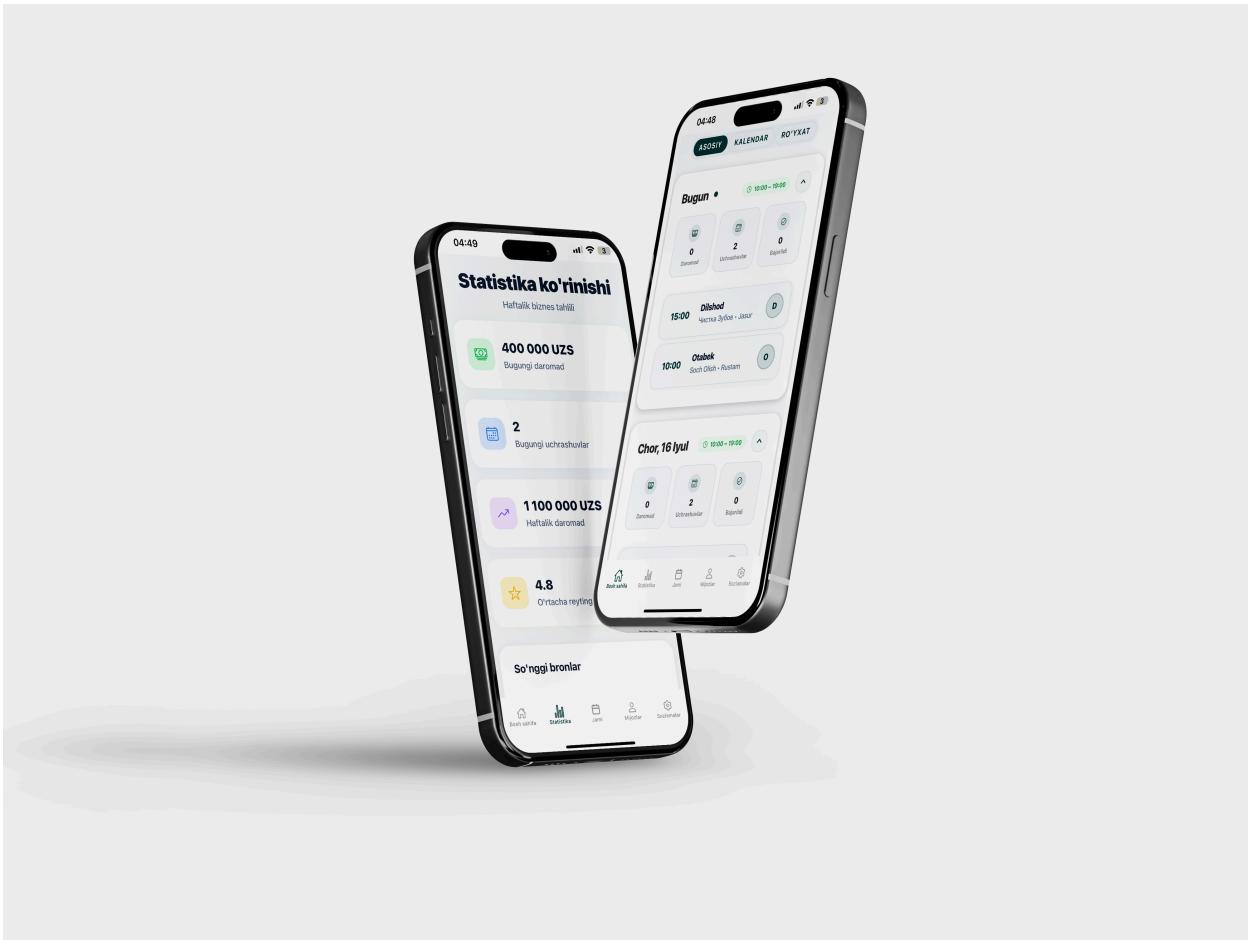


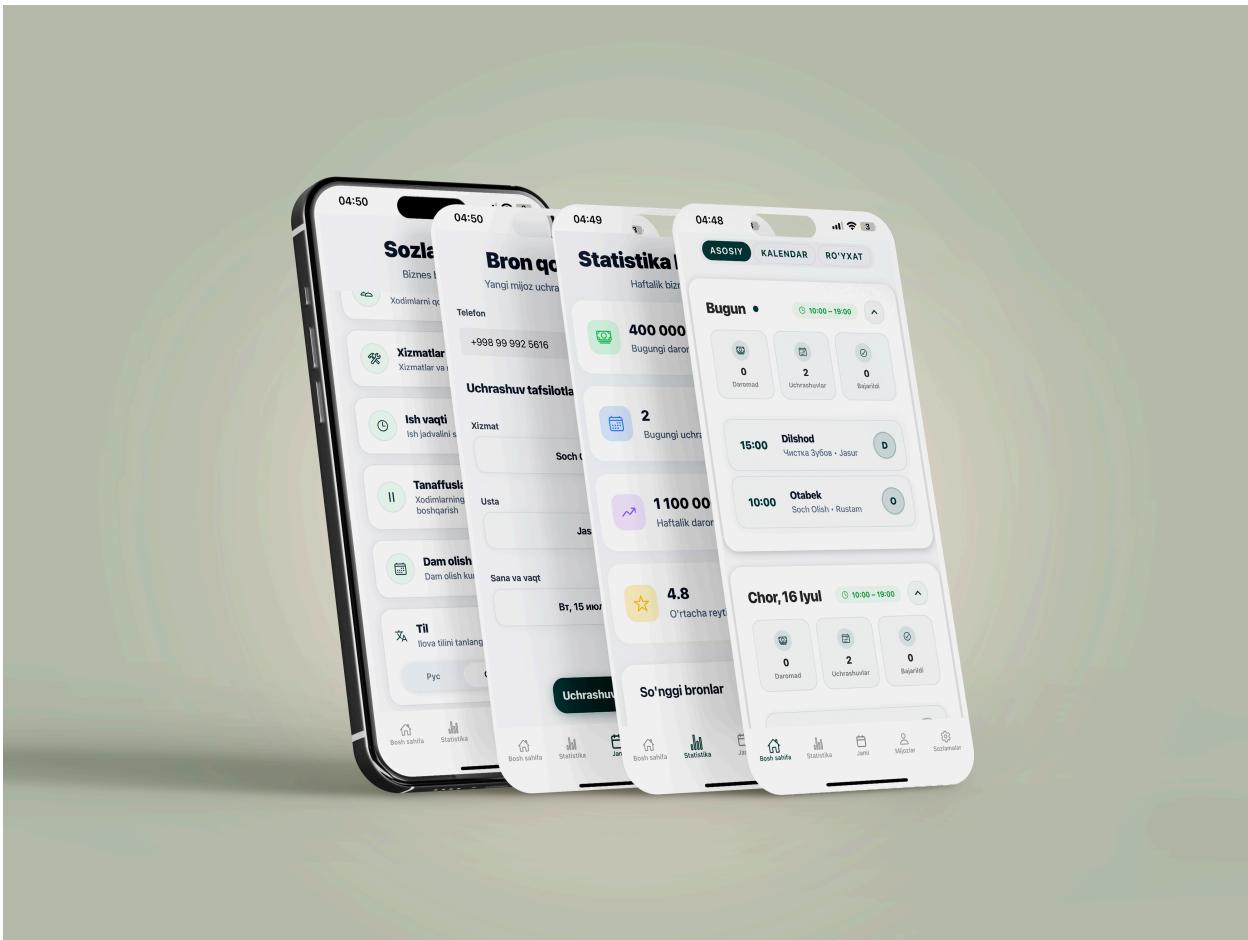
Customer flow: Search → Book → Get notified



Business flow:

Add service → View bookings → Track analytics





5. Market Opportunity

🌐 Huge demand in Uzbekistan and Central Asia

Market facts:

- 30,000+ salons and service providers in Uzbekistan
- Increasing interest in mobile apps
- High demand for digitalization in daily business
- Next target markets: Kazakhstan, Kyrgyzstan, Tajikistan

Estimated market potential: \$100M+

6. Business Model

💰 How we generate revenue

- **Freemium + Subscription Model:**

Premium features for ~~30,000–50,000 UZS/month (\$2–\$4)~~

- **In the future:**

Small commission per appointment

- **Add-on services:**

SMS bundles, advanced analytics, custom domains

7. Traction / MVP

What we've accomplished so far

- Two MVP apps ready: BookMe & BookMe Biz
 - Integrated with Telegram, Email, Google Maps, and Redis
 - 5+ salons onboarded for pilot testing
 - Pilot phase launched in Tashkent
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8. Go-To-Market Strategy

How we will enter and grow in the market

- Active content on **Instagram, Telegram, TikTok**
 - Onboard 100+ businesses in-person (offline outreach)
 - Partner with local bloggers and micro-influencers
 - Outdoor advertising: banners and QR codes near salons
 - Launch offer: 1st month free, referral bonuses
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9. Competitive Advantage

Why we stand out

Feature	BookMe	Traditional
Dual app (customer + biz)		
Telegram integration		

Uzbek / Russian support		
Localized product		
Free to start		

10. Team

Founders

- **Javokhirbek Nematillaev** – Co-founder

*Experience: Accenture, Foundever, currently a student at 42 Warsaw.
Background in IT, customer service, and data analysis.*

- **Emir Marles** – Co-founder

Student at 42 Warsaw. Background in data entry and data handling. Strong analytical and product-thinking mindset.

11. Roadmap

What's next

Quarter	Milestone
Q3–Q4 2025	Launch in Tashkent, onboard 100+ businesses
Q1 2026	Expand into Kazakhstan and Kyrgyzstan
Q2 2026	Introduce AI-based optimization features

12. Financial Projections

Growth Forecast

Year	Users	Revenue (USD)	Expenses	Net Profit
2025	5,000	\$12,000	\$6,000	\$6,000
2026	25,000	\$75,000	\$25,000	\$50,000
2027	100,000	\$350,000	\$120,000	\$230,000

13. Investment Offer

 We are raising **\$10,000 – \$20,000** to:

- Scale technical infrastructure (hosting, APIs, SMS)
- Launch targeted digital marketing campaigns
- Expand the core team
- Develop and release premium business features

In return, we offer:

- Equity or partnership opportunity
 - Transparent reporting and growth tracking
 - Optional regional exclusivity
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14. Contact

 Let's build the future of service booking together!

Javokhirbek Nematillaev

Email: uzbookme@gmail.com

Telegram: [@devvice](https://t.me/devvice)

[Website](#)