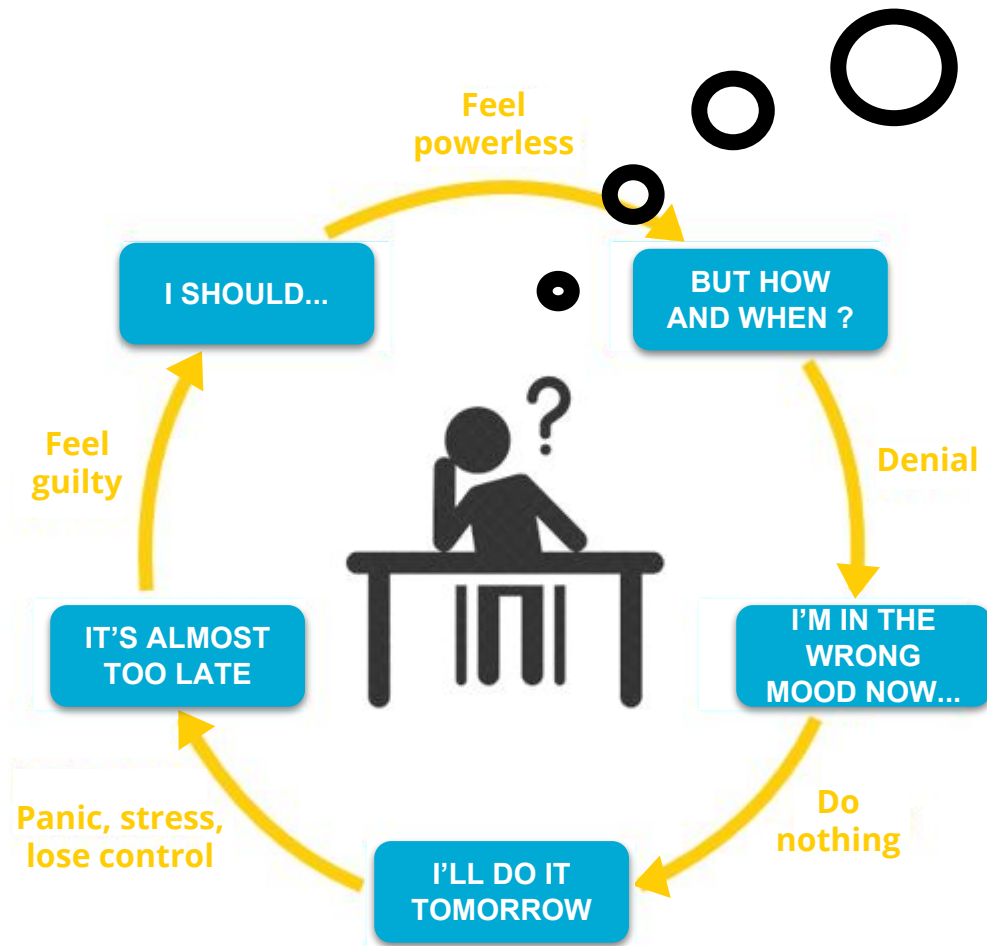


Bryterdays
The way of planning

THE PROBLEM



« I wish I could be more organized. »

« I wish I could personally take care of this event. »

VALUE PROPOSITION

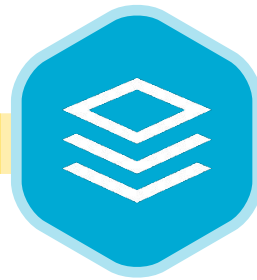


What if the community could help me out
to **BUILD PLANNINGS** through...



COLLECTIVE INTELLIGENCE

...from which experience and knowledge
are shared on **planning events**



REPOSITORY

A **repository** containing
customizable plannings on **any subject**

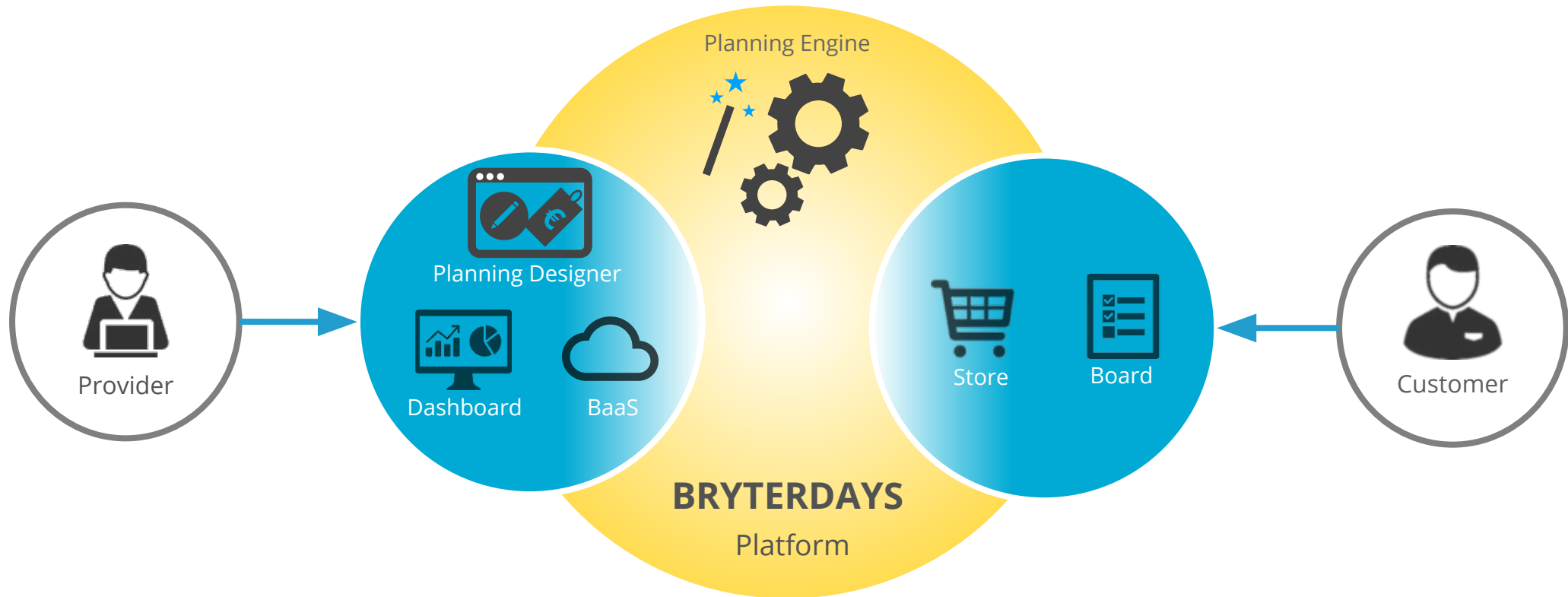


PLANNING

A **personalized planning** for my
own need

THE SOLUTION

BRYTERDAYS, the **CUSTOMIZABLE PLANNINGS** marketplace



BENEFITS

BRYTERDAYS, the **CUSTOMIZABLE PLANNINGS** marketplace



MAKE MONEY

Revenue from planning sales

GROW BETTER

Added value service, Business visibility and suggestions

SAVE TIME

In post-sale customer care and customer need



TIME MANAGEMENT

Greater tasks assessment

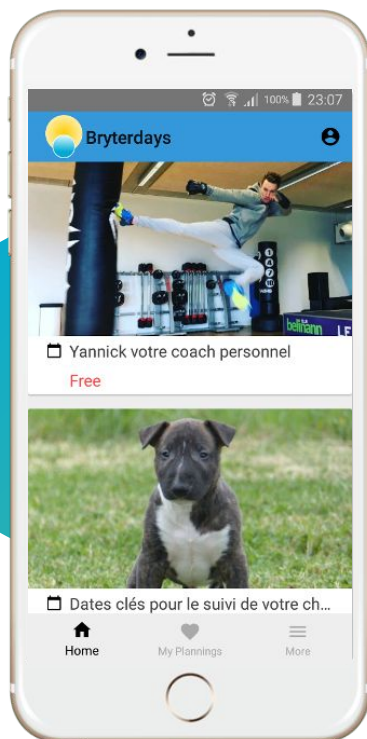
WELL BEING

Foresee personalized targets, increase sense of control

REDUCE IMPACT

Money and opportunities losses caused by delays

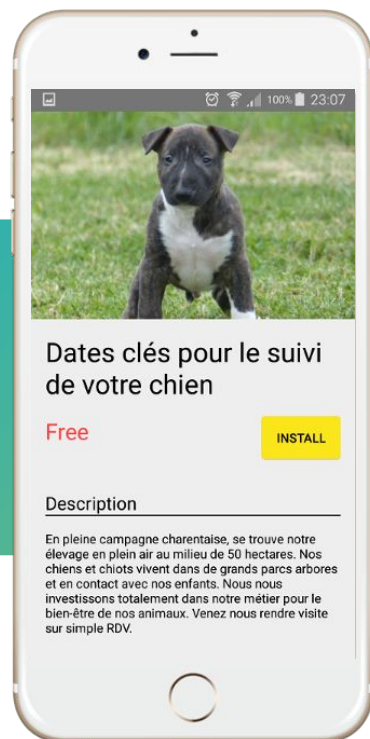
THE PRODUCT



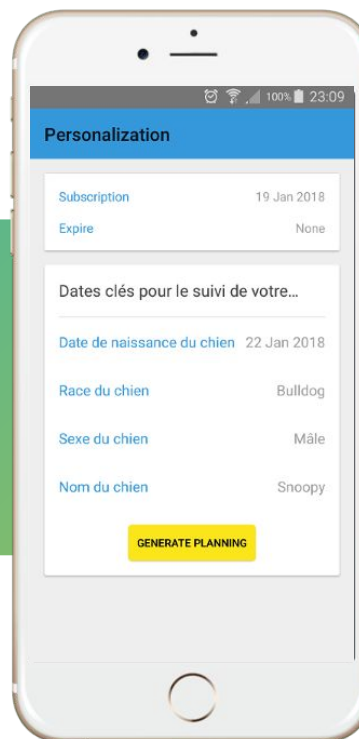
Browse available
designed
plannings



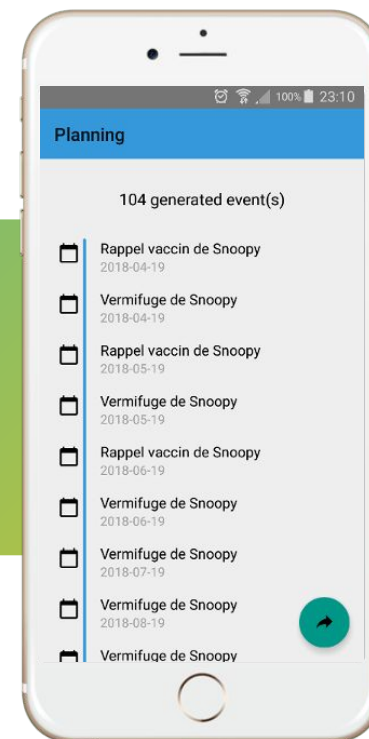
Choose and install



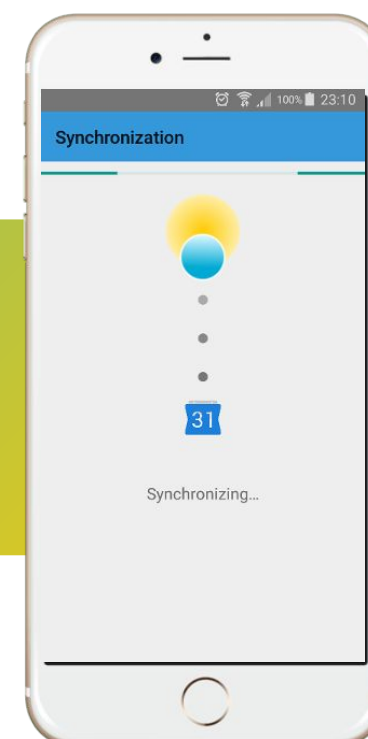
Set required
settings



Preview
generated events
of your planning



Synchronize your
planning with a calendar
of your choice



MARKET OPPORTUNITY



Total available market

20% of adults people living in developed and developing countries are chronic procrastinators

Source: 10th Procrastination Research Conference 2017



Serviceable market

34% of procrastination is caused by Time Management and Planning Fallacy

Source: Wolters, Won, & Hussain psychologists 2017



Target share

French procrastinators from 20 to 60 using mobiles willing to change

SUBSTANTIAL MARKET SHARE



Personalization

65% of consumers say they are extremely or somewhat likely to switch brands if they feel like a person rather than a number

Source: State of the connected customers, published by Salesforce



Digital impact

In an era of email, text messages, social media, we're all required to do several things at once. Multitasking and addiction to technology is making people less efficient

Source: Daniel J. Levitin. The Organized Mind: Thinking Straight in the Age of Information Overload



Non-procrastinators

Non-procrastinators would be a natural extension when achieving market acceptance

GO-TO-MARKET PLAN



- Target providers in-need to preserve Store offer-and-demand balance
- Easy-to-use back office

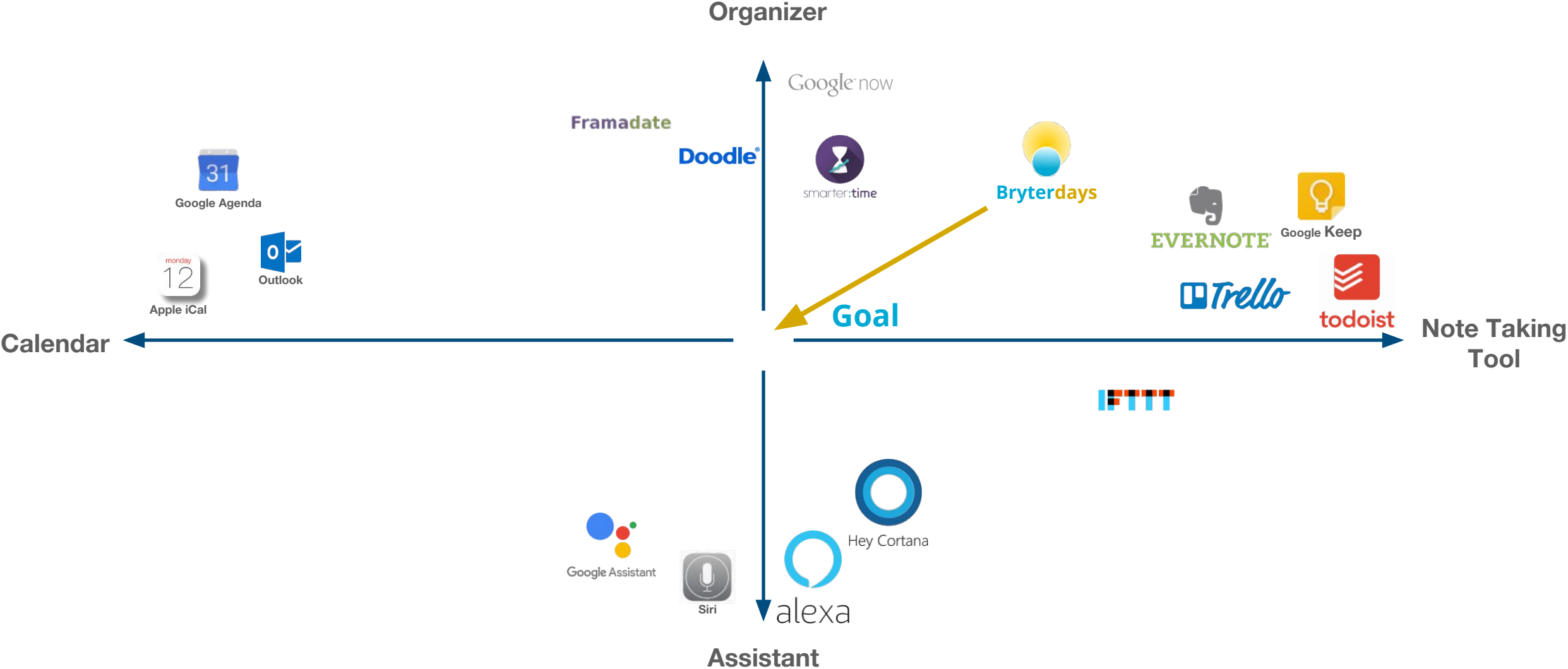


- Small businesses with low native digital emphasis
- Businesses where support activity has a huge impact on business-as-usual
- Deep human related interaction

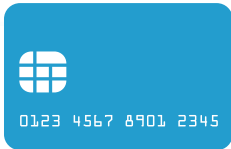


- Provider acquisition channel
- Plannings provided by Bryterdays
- Customer word of mouth
- Local campaigns

COMPETITIVE LANDSCAPE



BUSINESS MODEL



Commision for every payable planning

20%



Contracted staff for custom provider planning developments

900€/day



Bryterdays as a Service, a third-party provider making planning outputs available for dedicated access (website, white label branding,...)

eg: 1000€/month
High Traffic (50 000 users)



Features for **premium** providers to sustain and grow business:

- store visibility
- recommendations
- market trend
- ...

49€/month

TEAM MANAGEMENT



Madjid Belaïd
CEO & co-founder

*"We've got a strategic plan,
it's called doing things"*

Business Analyst

Project manager

Offshore coordinator

Developer

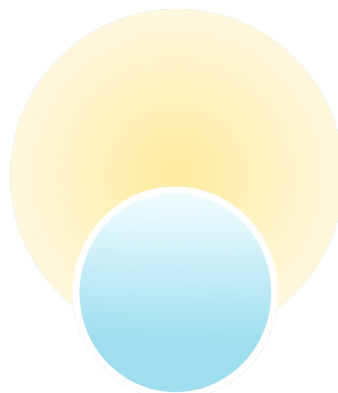
Pragmatism

Business

Energetic

Old-Fashioned

Uni class friends
18 years



Jérôme Poté
CTO & co-founder

*"Turn constraints into
advantages"*

Visionary

Technical

Calm

Digital



IT team manager

Solution architect

Tech leader

Developer

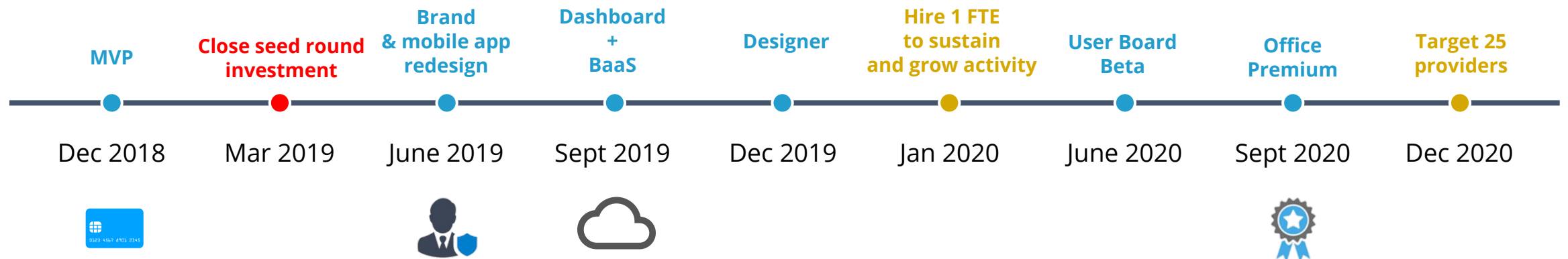
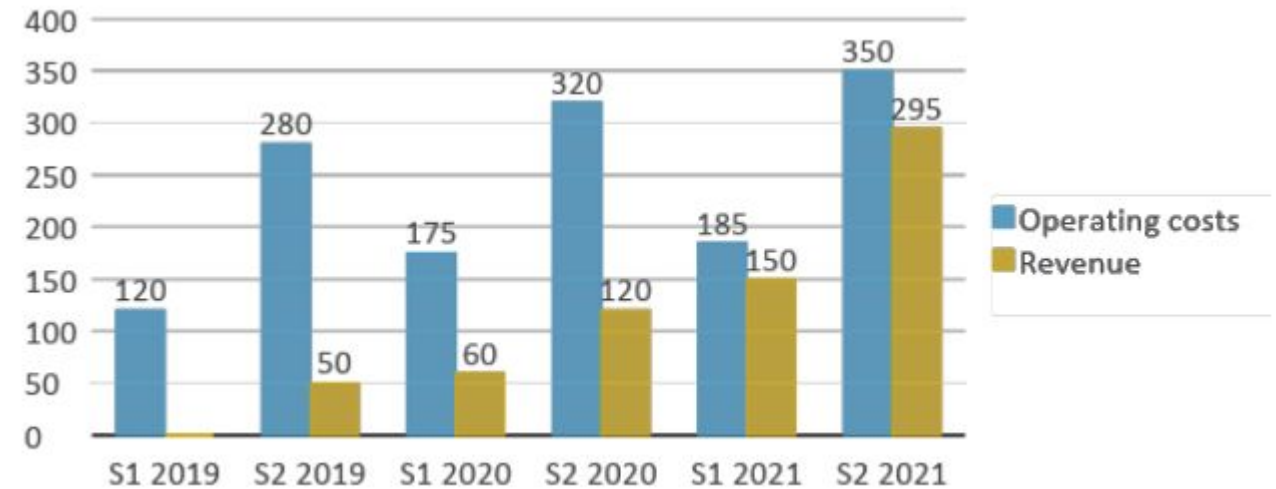
Bryterdays was started to resolve complementary problems. Since then the balanced team succeeded to shape a concrete and ambitious project to put on the road to success. **You can be an accelerator and a part of it...**

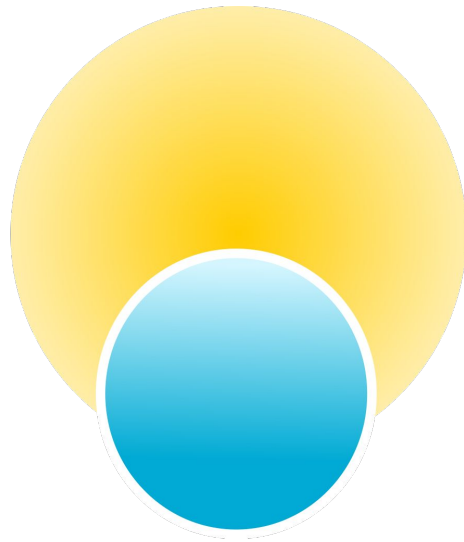
FINANCIALS

Seeking 610K€ Seed

Development	340 K€
Sales & Marketing	150 K€
Infrastructure	40 K€
General expenses	80 K€
Contingency	+100 K€

Break-even target sprint





Bryterdays
The way of planning