



Bryterdays

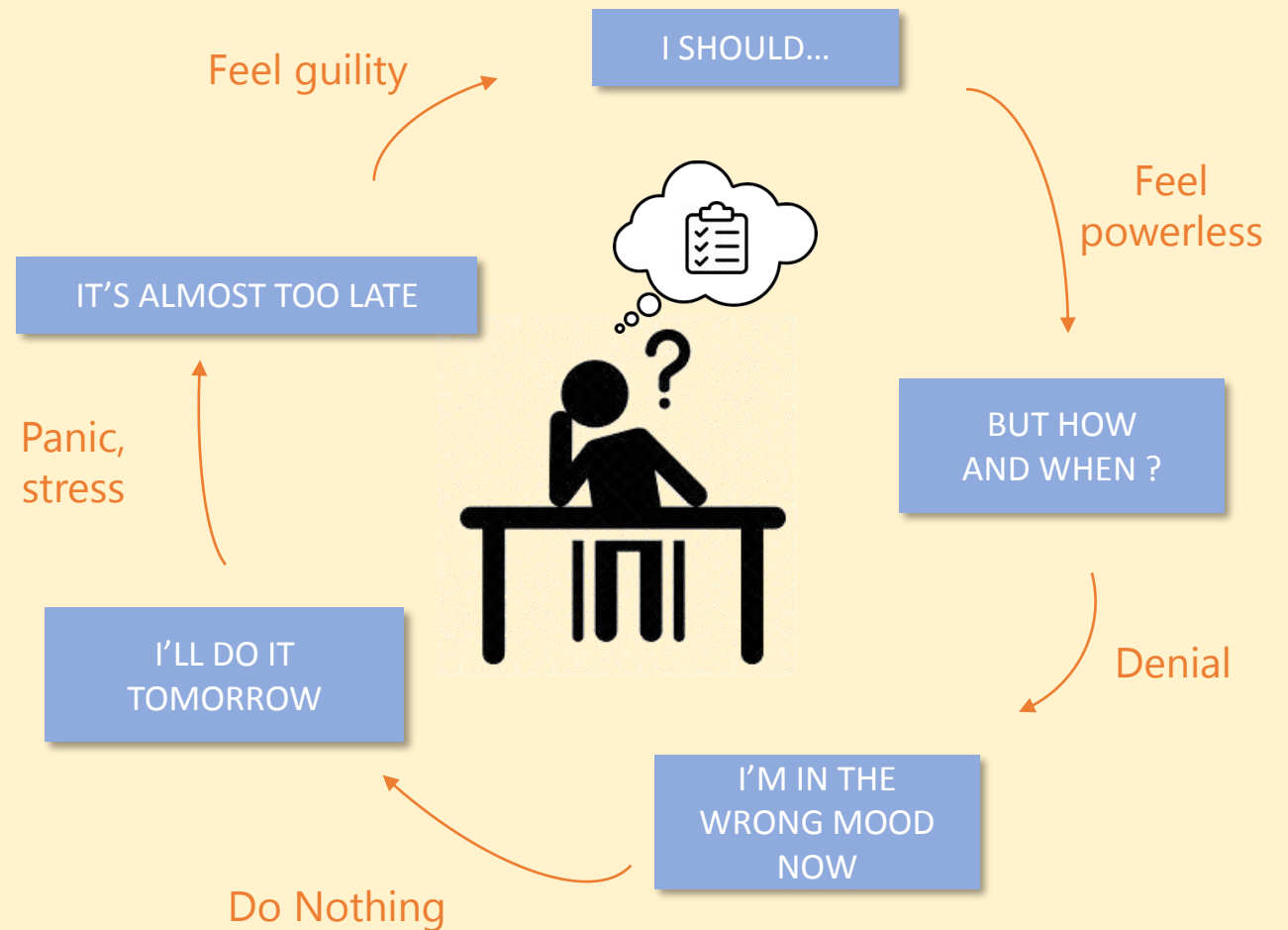
Don't plan, pre-plan

# The Problem

The brain has a primitive tendency to see **discomfort** as something to **keep away**.

Daily-basis **tasks and activities** being time and effort **consuming** result in a frustrating **procrastination**.

People see themselves as **lazy and powerless** while it's normal and legitimate.



# Value Proposition

What if the community could help me out  
to build and pre-plan through...



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Collective intelligence, from which  
experience and knowledge are  
shared on planning events

Feel  
Powerful



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A single platform containing  
**smart and organized** calendars  
on any subject

Time  
Management



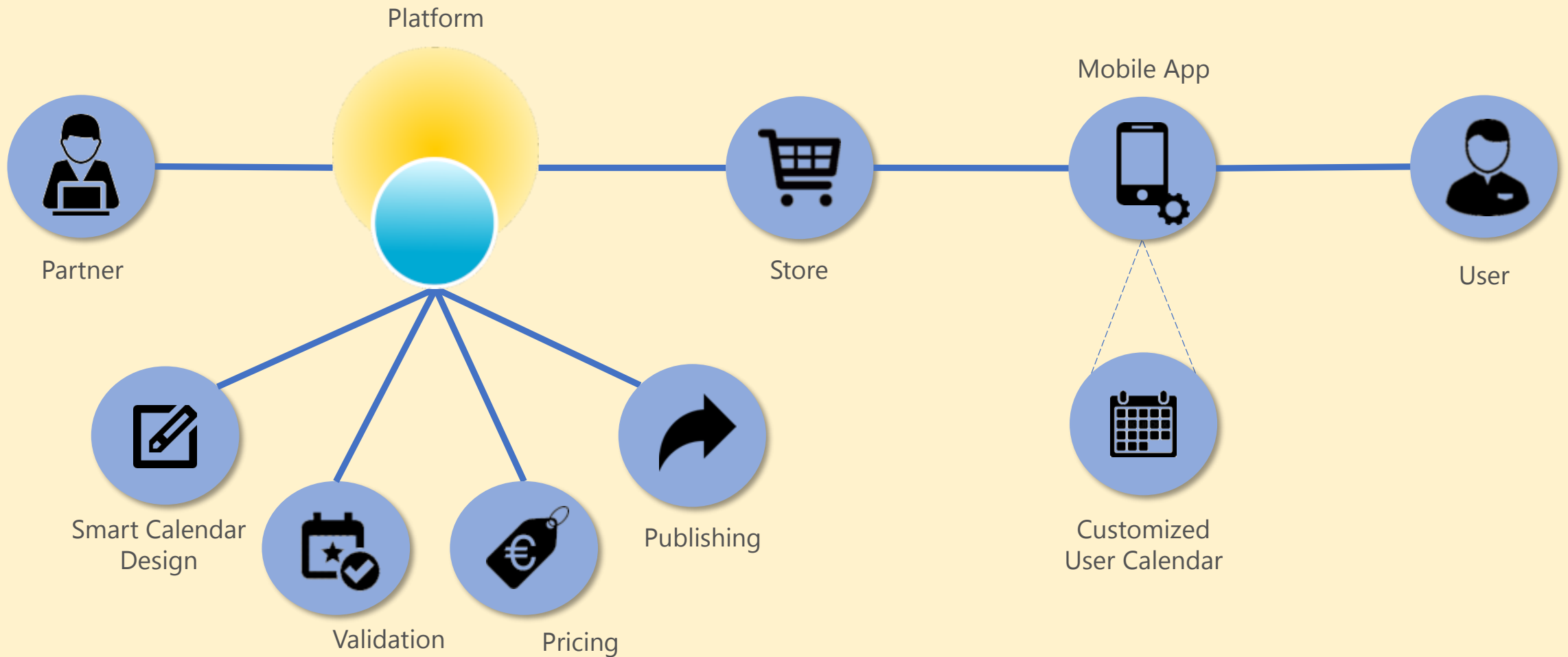
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A customized **agenda**  
for your  
own need

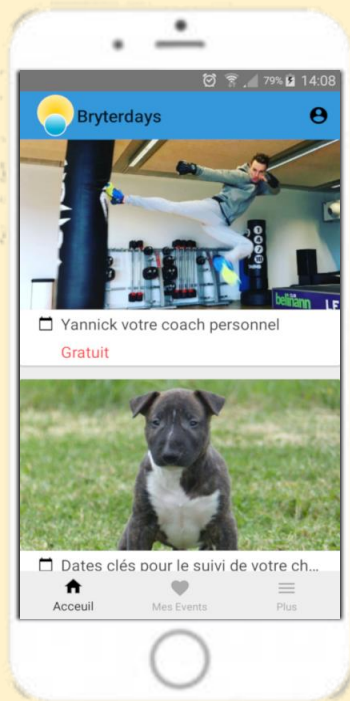
Sense of  
control

# The Solution

Bryterdays the smart calendars market place



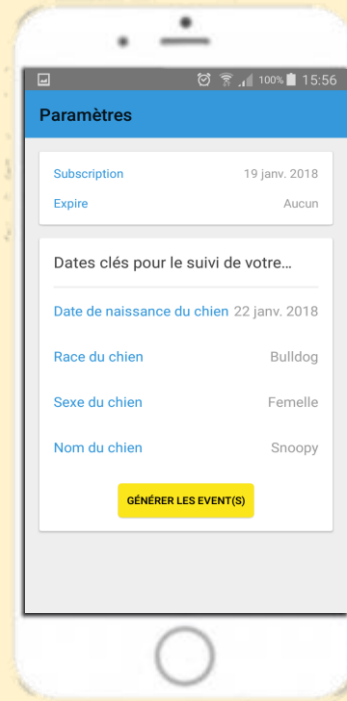
# The Product



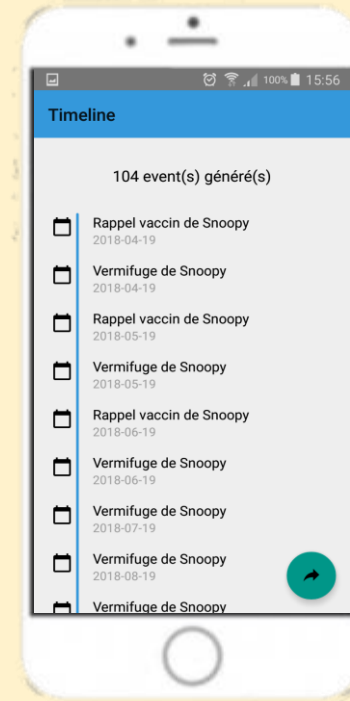
Browse available  
smart calendars  
designed by our  
partners



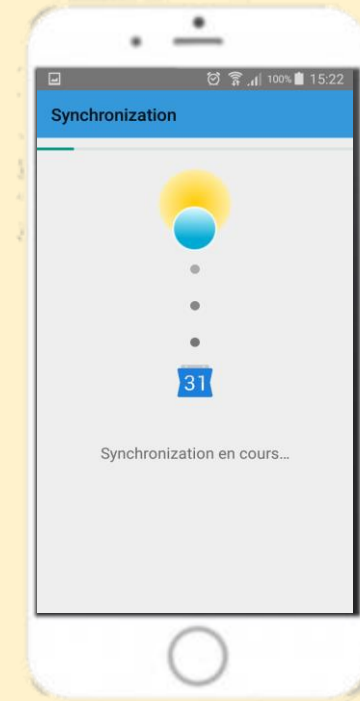
Choose and  
install



Set required inputs  
defined by the  
partner



Preview customized  
events based  
on inputs



Synchronize one of  
your calendar

Follow the  
magical  
recipe...

# Targeted Business Model



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10% fee for every payable calendar



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Contracted staff for custom  
calendar developments



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Dedicated tools for premium users to  
sustain and help providers business  
(recommendations, market trend,...)

# Go-to-Market Plan

## ORGANIC GROWTH

- Target Partners first with clients to preserve Store offer-and-demand balance
- Easy-to-use back office

## SEGMENTATION

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

Eg: Dog breeder, Personal coach, Wedding planner, Real Estate agents...

## MARKETING

- Partner acquisition channel
- Calendars powered by Bryterdays
- Customer word of mouth
- Local campaigns

# Vision

## MID-TERM

- Self Office (Visual Studio, Reporting, Customer surveys,...)
- Bryterdays Board (Unified calendars, Social Networking, Data Privacy,...)
- Calendar events enrichment (Suggestions, Geolocation, Multimedia,...)

## LONG-TERM

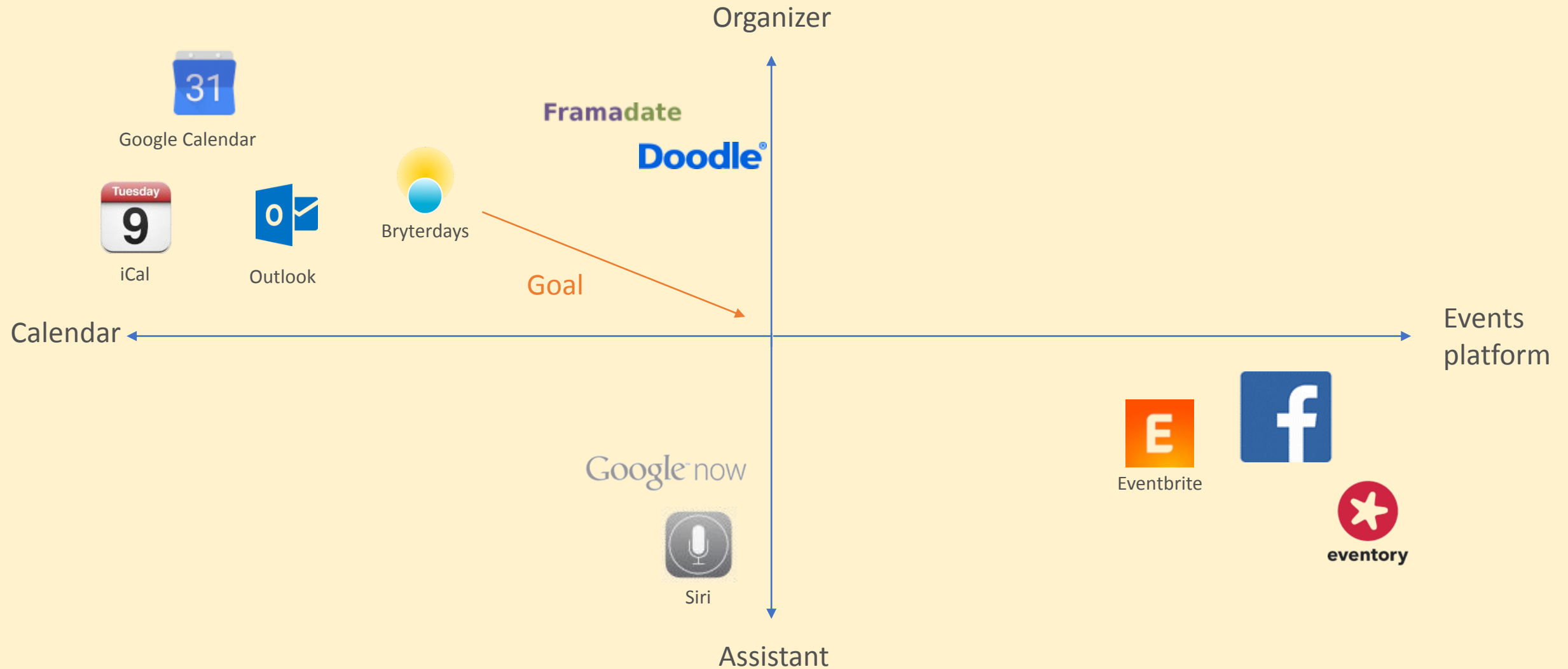
- Automated organizer
- Internet Of Thing
- Bryterdays at the service

## GOAL

- Personal Assistant (AI)
- Events oriented Operating System

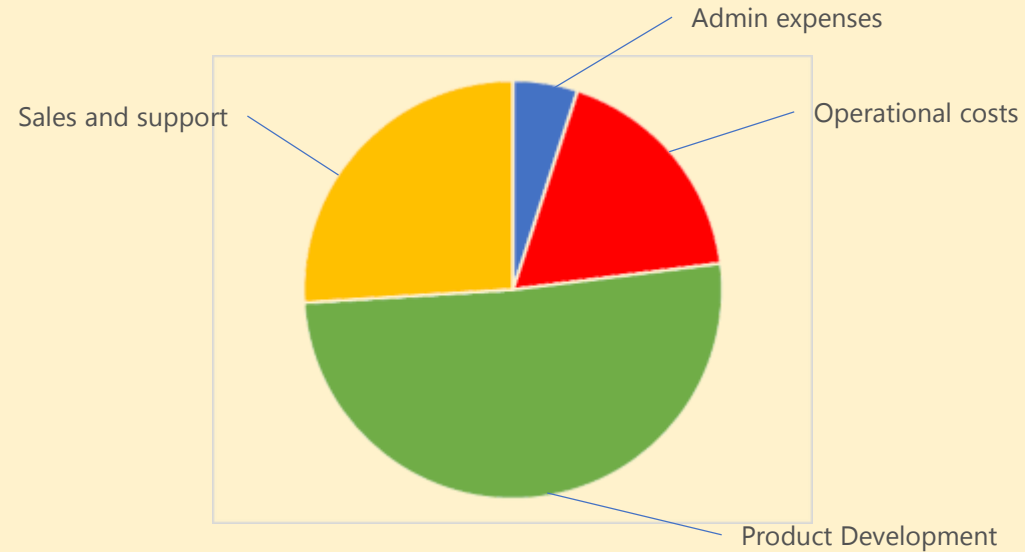


# Competitive Landscape



# Accomplishment, Funding request and Use of funds

**250K€**  
In Seed Capital



Mobile App  
Beta

Dec 2018

Office Beta

Fev 2019

Monetization  
process

Jul 2019

Public Office

Sept' 2018

Jan' 2019

June' 2019

Dec' 2019

End Pilot  
Phase

Close seed round investment

Reach 50 partners

# Pilot Partners

(TODO)

# Team Management

Uni class friends *(18 years)*



Jérôme Poté

IT Manager and Co-founder

10y IT Development  
6y IT Architect (Digital, Mobile, Cloud)



Madjid Belaïd

Business Developer and Co-founder

8y IT Development (5y abroad)  
7y Off-shore coordinator, Project Manager, Business Analyst