



Bryterdays

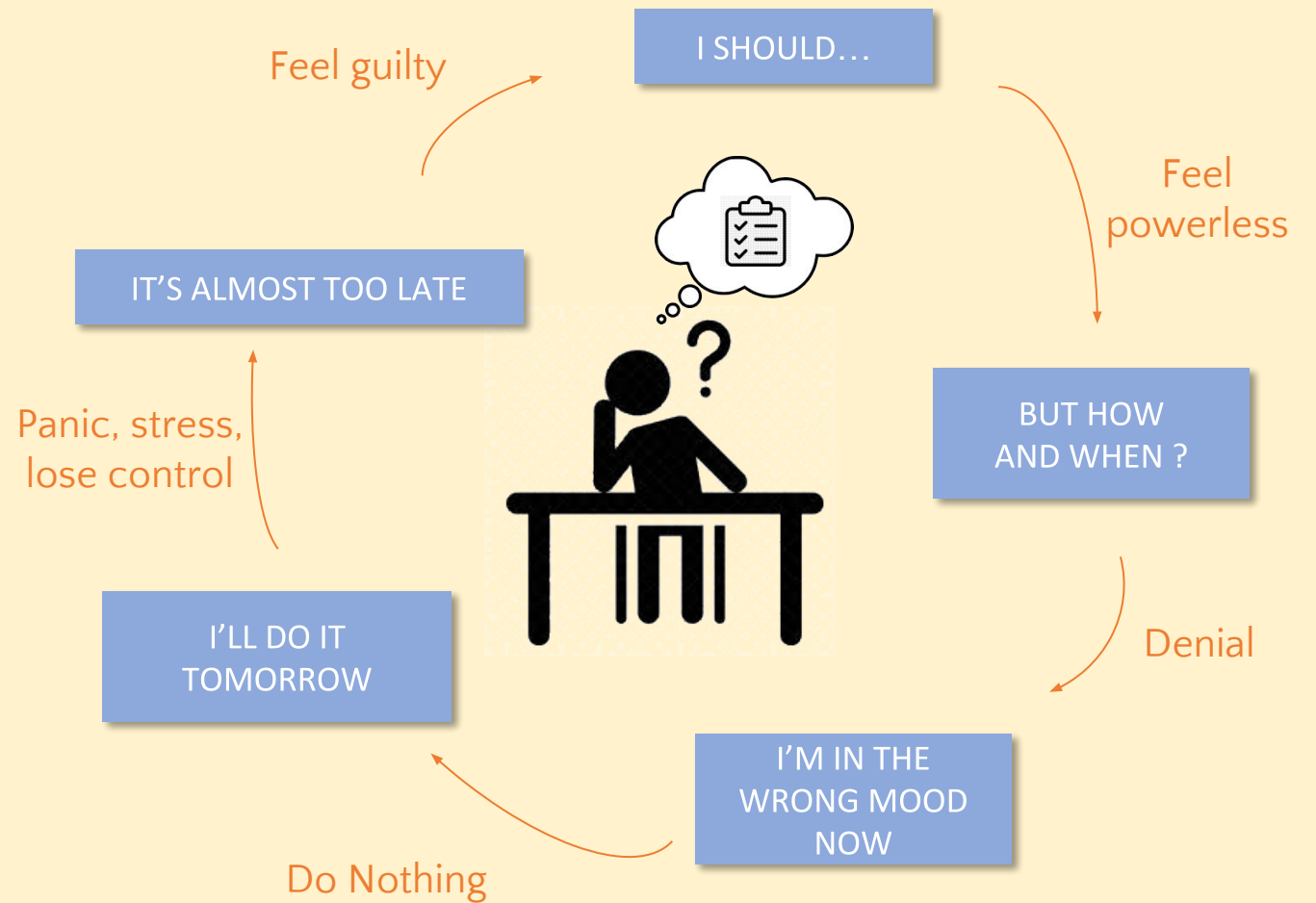
Don't plan, pre-plan

The Problem

The brain has a primitive tendency to see **discomfort** as something to be protected from and 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...



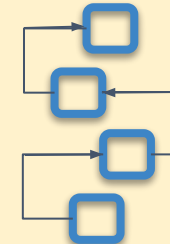
Collective intelligence, from which
experience and knowledge are
shared on planning events

**Time
Management**



A single **platform** containing
plannings on **any subject**

**Feel
Powerful**

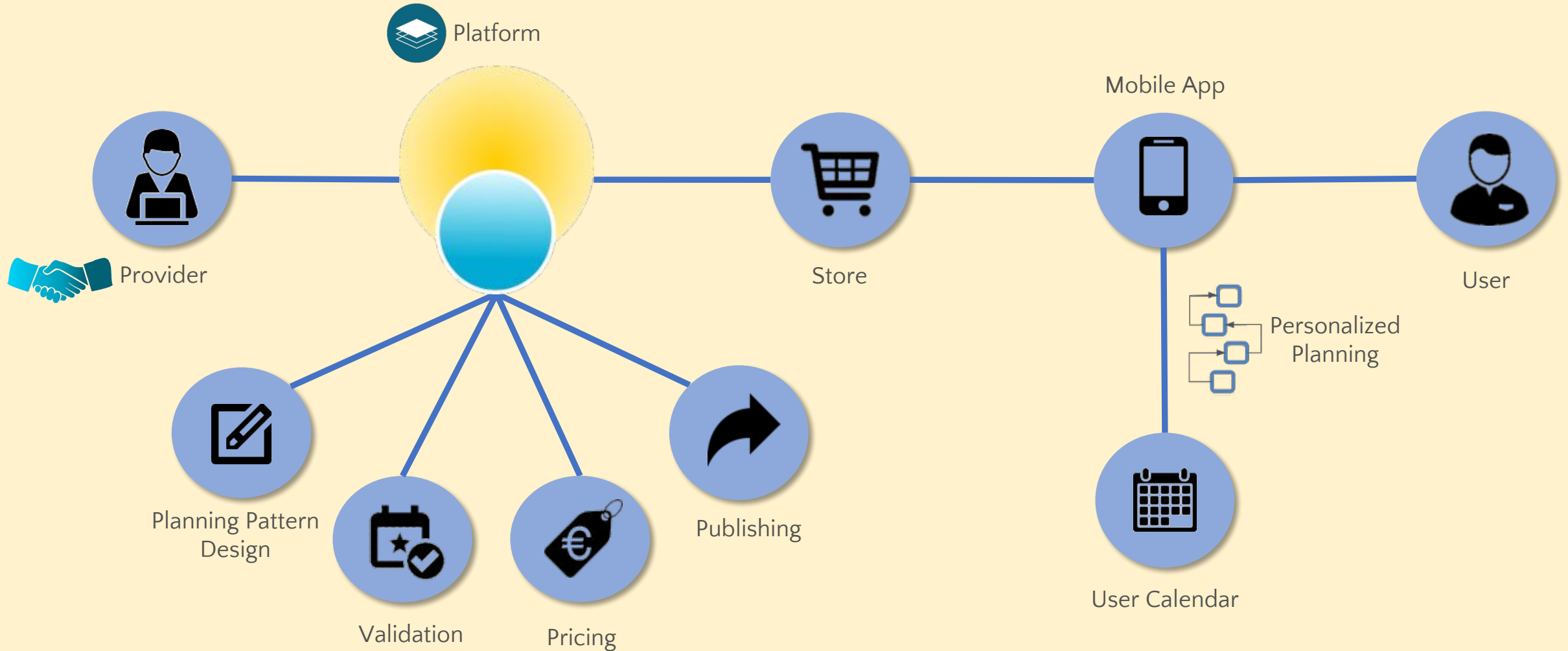


A **personalized** planning
for my own need

**Sense of
control**

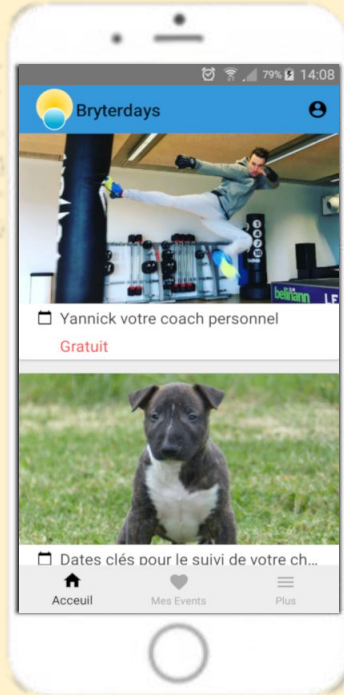
The Solution

Bryterdays the Personalized Planning marketplace

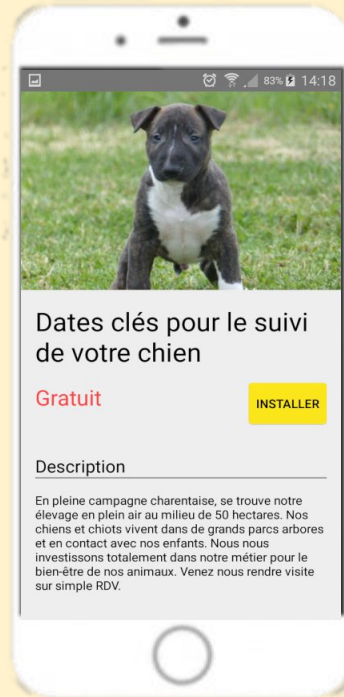


The Product

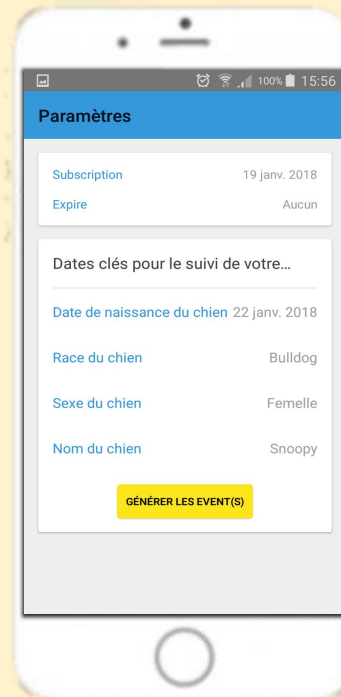
Follow the
magical
recipe...



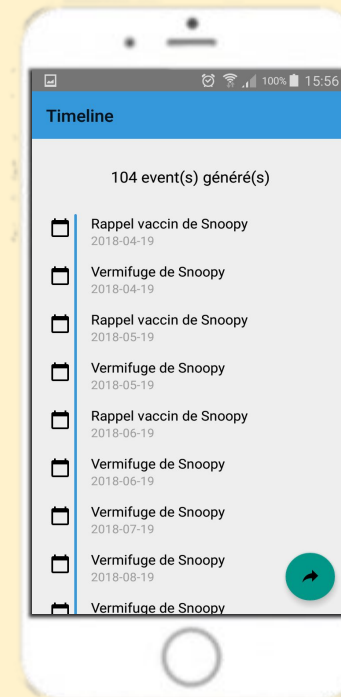
Browse available
designed plannings



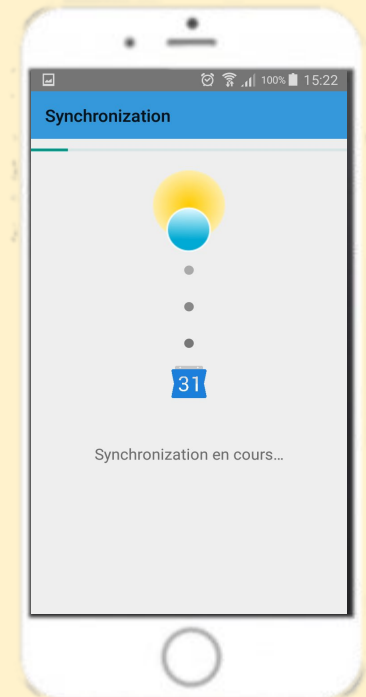
Choose and
install



Set required inputs



Preview generated
events of your
planning



Synchronize your
planning with a
calendar of your choice

Targeted Business Model



10% fee for every payable
provider planning



Contracted staff for custom
provider planning developments



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

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

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



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

Vision

1-2
Years

-
- External Calendar Synchronization
 - Self Office (Planning Editor, Customer surveys, Reporting...)
 - Bryterdays as a service
 -
 - Bryterdays Board v1 (Unified planning, Social Networking, Data Privacy...)
 - Bryterdays Board v2 (Suggestions, Geolocation, Multimedia,...)

3-5
Years

-
- Automated organizer
 - Internet Of Things



-
- Personal Assistant (AI)
 - Omnichannel (Mobile, Tablet, Vocal, Cars...)

Competitive Landscape



Pilot Plannings



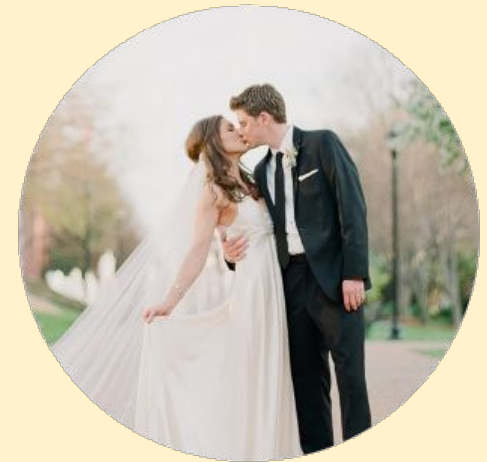
Take care of your dog
Domaine des Terres de Forges



Personal Coaching
theSAME

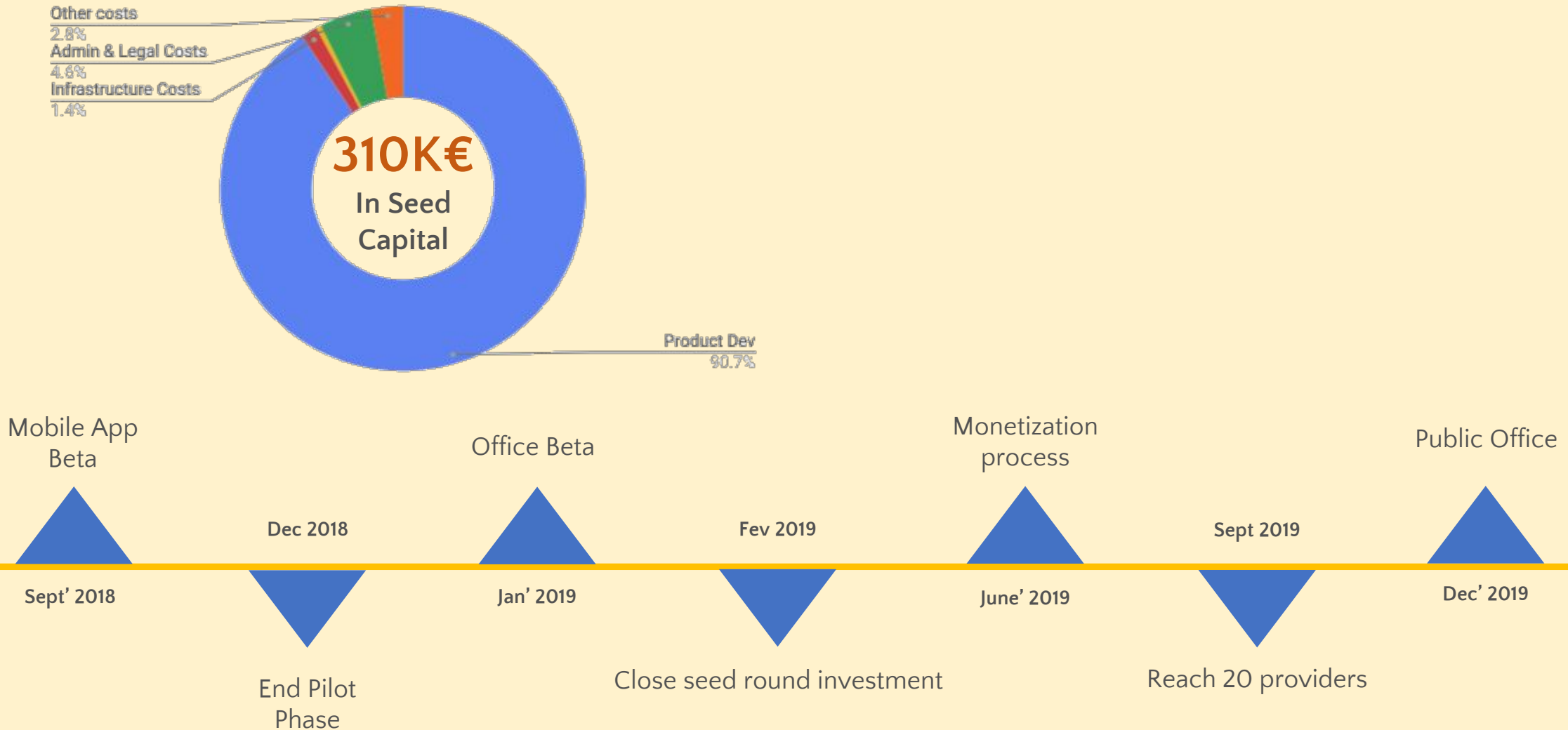


Set up your company
Alertes Formalités



Wedding Planner
Bryterdays

Accomplishment, Funding request and Use of funds



Team Management

Uni class friends (*18 years*)



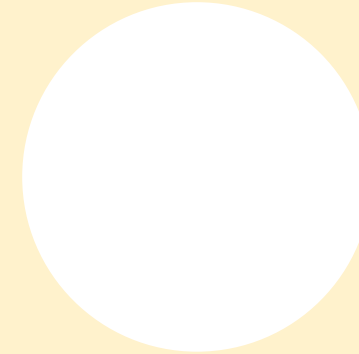
Jérôme Poté

IT Manager and Co-founder

8y IT Technical leader, Developer

5y IT Architect

5y IT Team Manager (50 people, 10M€ annual budget)



Madjid Belaïd

Business Developer and Co-founder

8y IT Development (5y abroad)

7y Offshore coordinator, Project Manager, Business Analyst