



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...



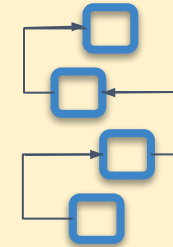
Collective intelligence, from which
experience and knowledge are
shared on planning events

**Time
Management**



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

**Feel
Powerful**

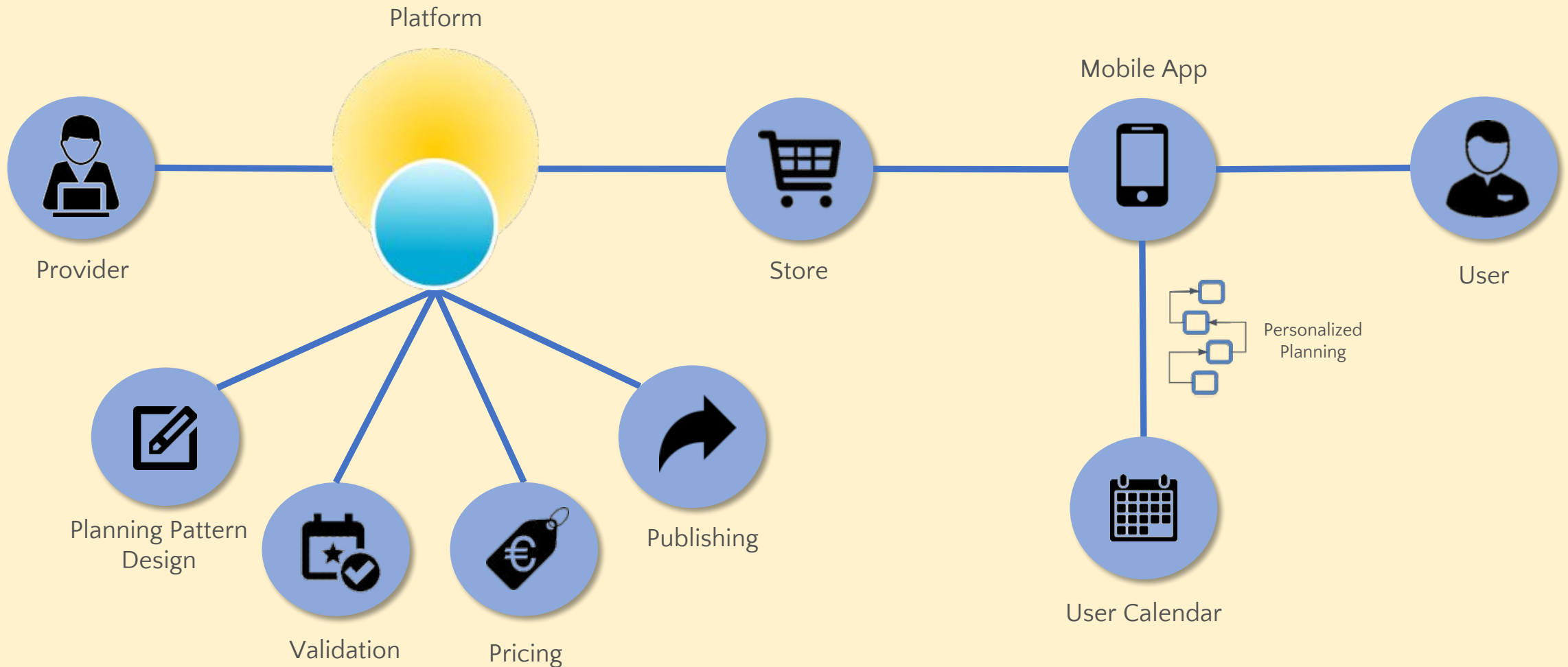


A **personalized** planning
for my own need

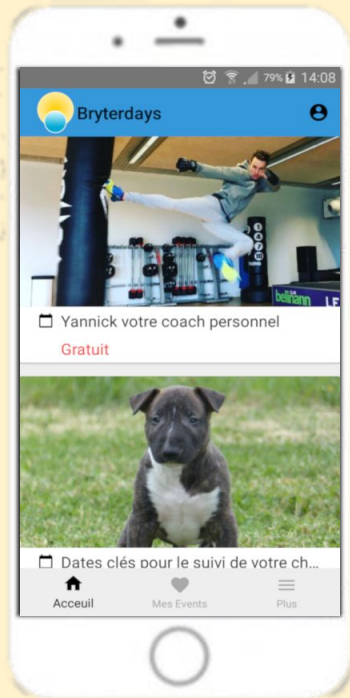
**Sense of
control**

The Solution

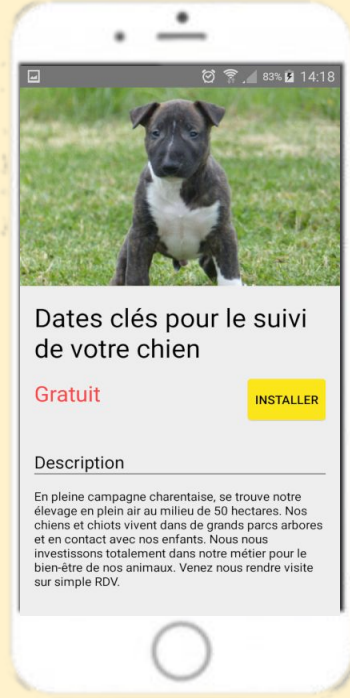
Bryterdays the Personalized Planning marketplace



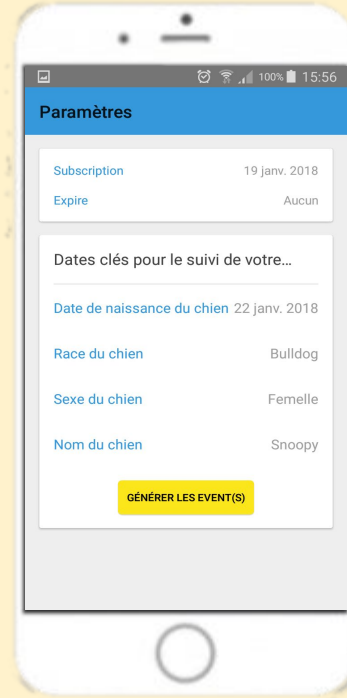
The Product



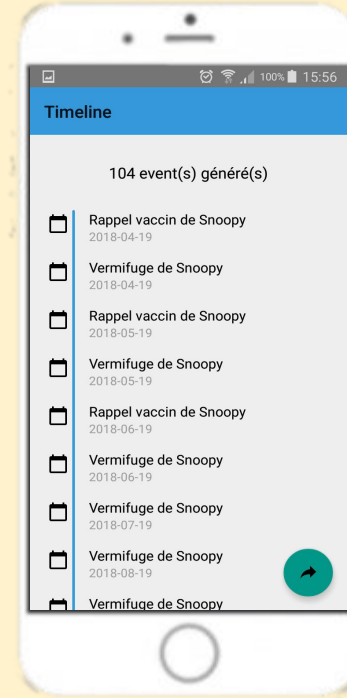
Browse available
plannings
designed by a
provider



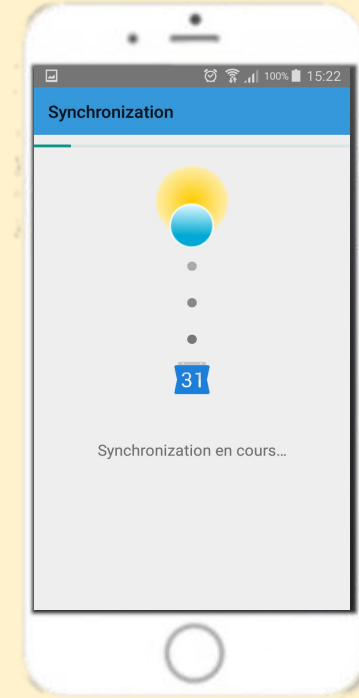
Choose and
install



Set required inputs



Preview generated
events of your
personalized planning



Synchronize your
planning with a
calendar of your choice

Follow the
magical
recipe...

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

ORGANIC GROWTH

- Target providers in-need 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,...)

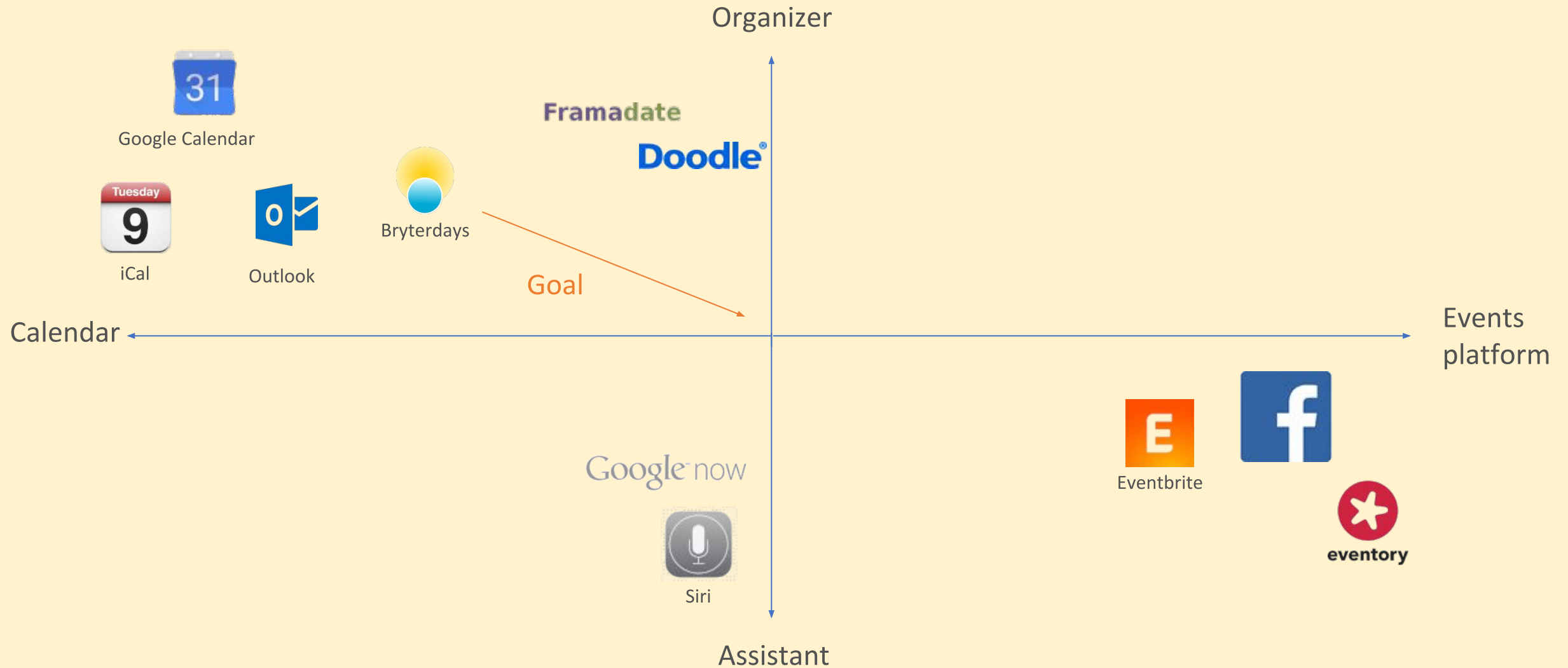
LONG-TERM

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

GOAL

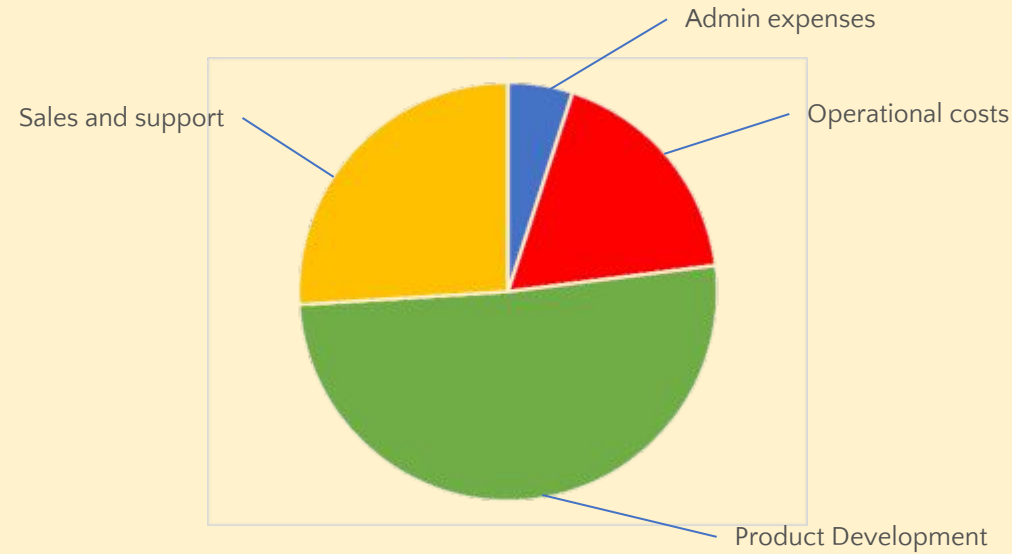
- Personal Assistant (AI)
- Events oriented Operating System

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