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.

Feel guility

I SHOULD…

Feel powerless

BUT HOW AND WHEN ?

Denial

I'M IN THE WRONG MOOD NOW

Do Nothing

I'LL DO IT TOMORROW

Panic, stress

IT'S ALMOST TOO LATE

Value Proposition

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

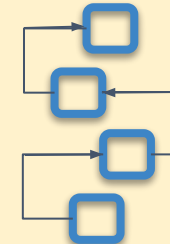**Collective intelligence**, from which experience and knowledge are shared on planning events

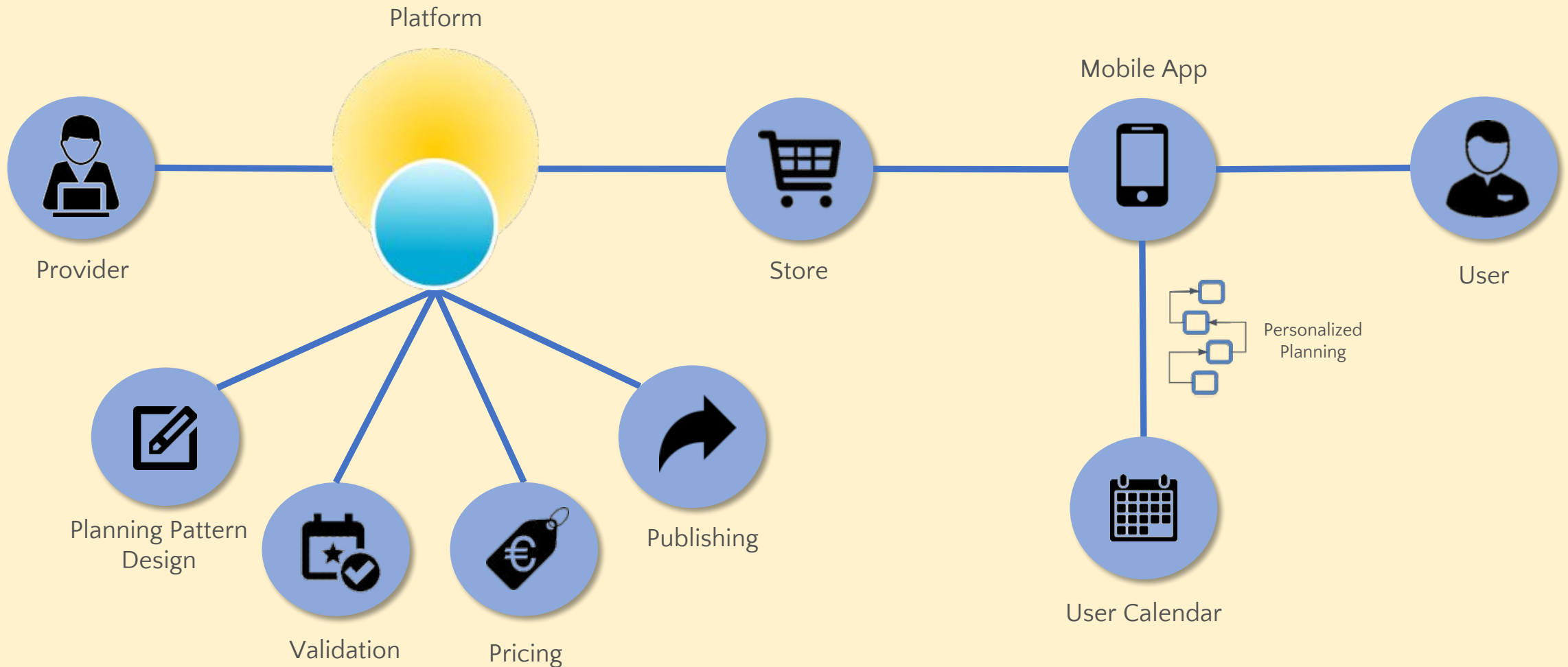A single **platform** containing plannings on **any subject**

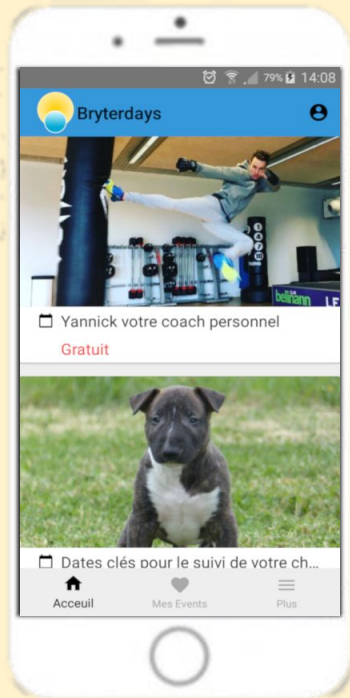A **personalized** planning for my own need

Time Management

Feel Powerful

Sense of control

The Solution

Bryterdays the Personalized Planning marketplace

Platform

Provider

Store

Mobile App

User

Planning Pattern Design

Validation

Pricing

Publishing
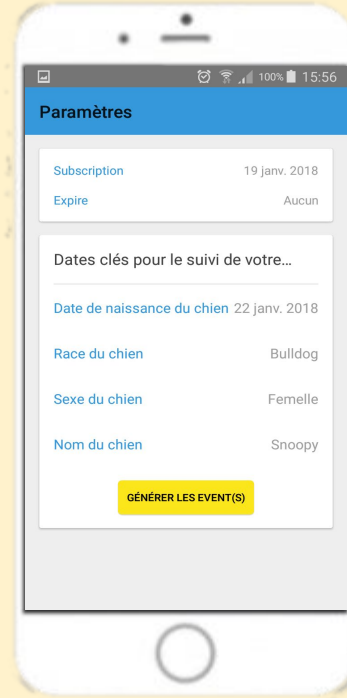
Personalized Planning

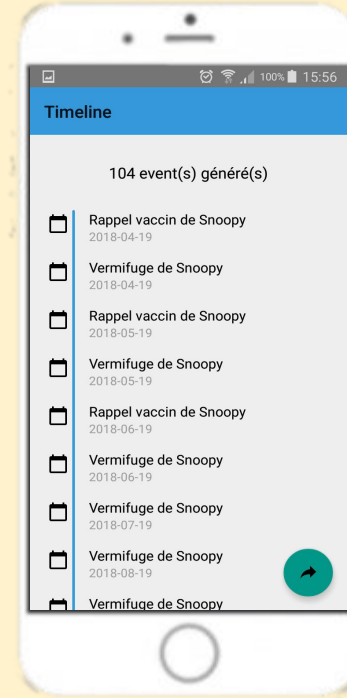User Calendar

The Product

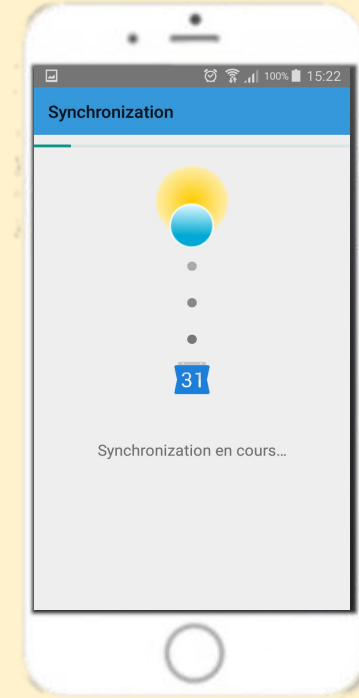Browse available plannings designed by a provider
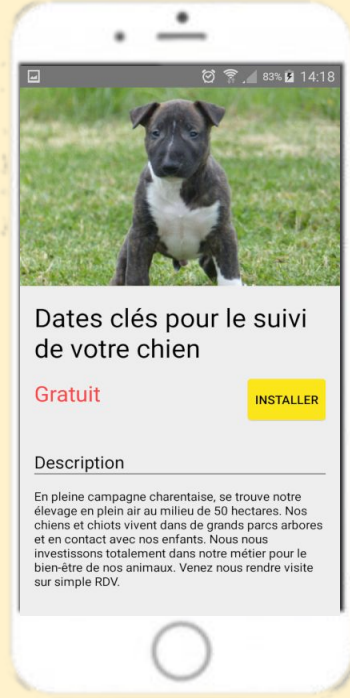
Choose and install

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

- Plannings provided by Bryterdays

- Customer word of mouth

- Local campaigns

Vision

MID-TERM

- Self Office (Visual Studio, Reporting, Customer surveys,...)

- Bryterdays Board (Unified planning, Social Networking, Data Privacy,...)

- Planning events enrichment (Suggestions, Geolocation, Multimedia,...)
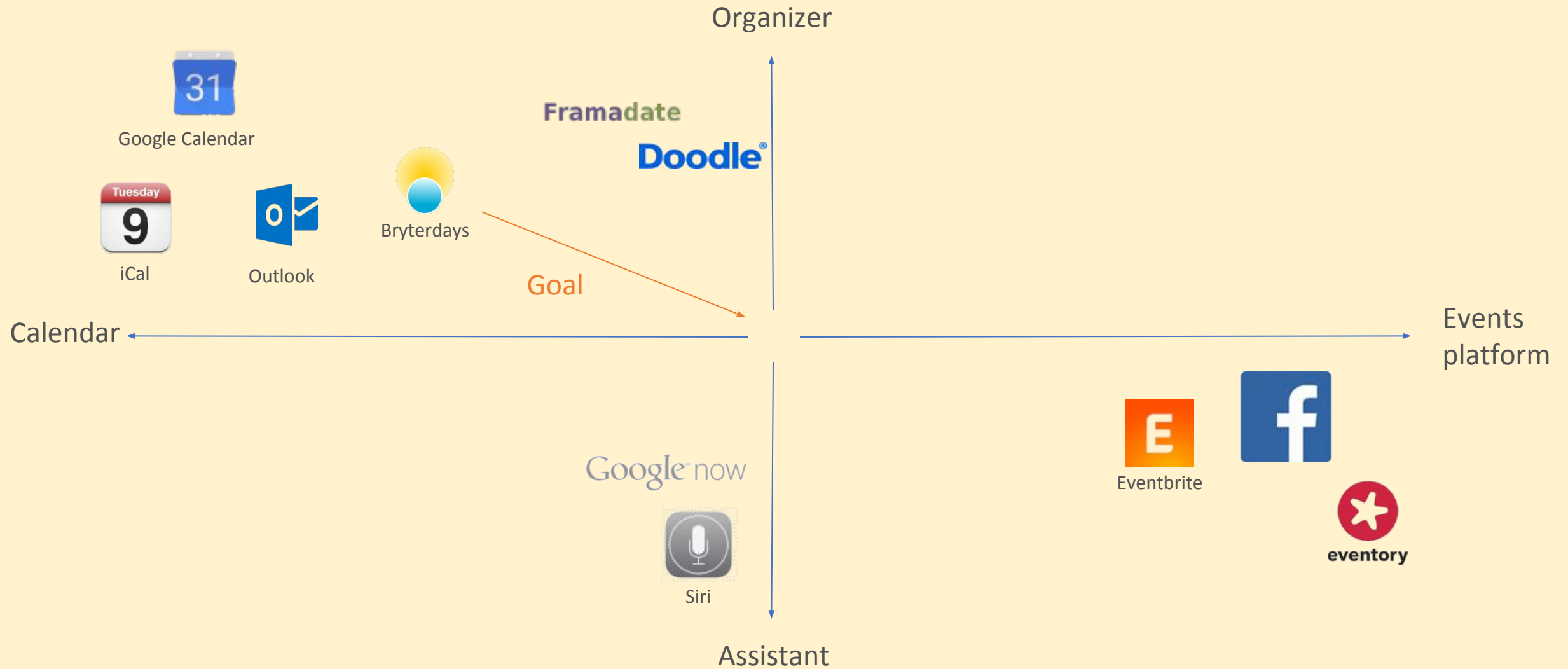
LONG-TERM

- Automated organizer

- Internet Of Thing

- Bryterdays at the service

GOAL

- Personal Assistant (AI)

- Events oriented Operating System

Competitive Landscape

Pilot Plannings
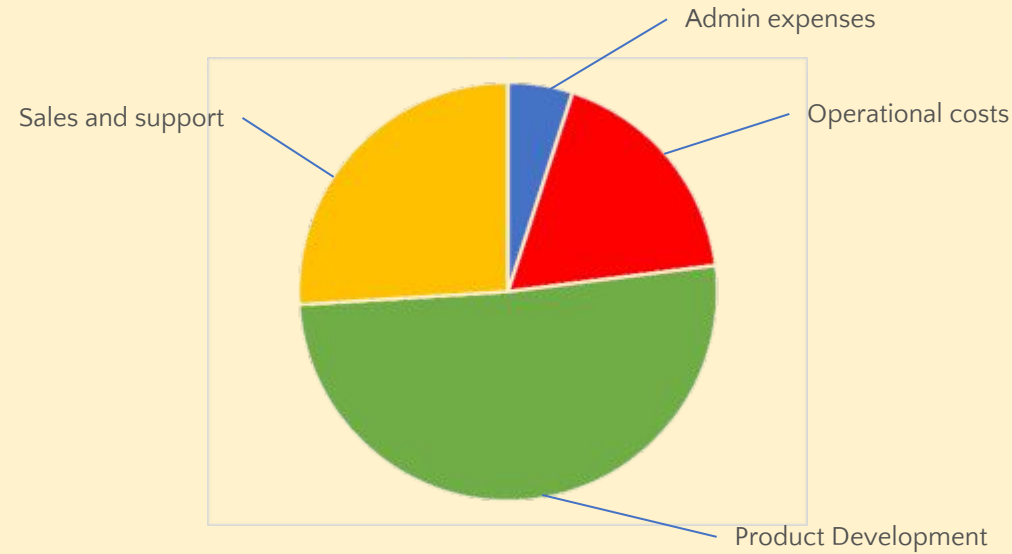
Take care of your dog
Domaine des Terres de Forges

Set up your company
Alertes Formalités

Personal Coaching
theSAME

Wedding Planner
Bryterdays

Accomplishment, Funding request and Use of funds

250K€

In Seed Capital

Admin expenses

Sales and support

Operational costs

Product Development

Mobile App Beta

Office Beta

Monetization process

Public Office

Dec 2018

Fev 2019

Jul 2019

Sept' 2018

Jan' 2019

June' 2019

Dec' 2019

End Pilot Phase

Close seed round investment

Reach 50 partners

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