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...

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

Feel Powerful

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

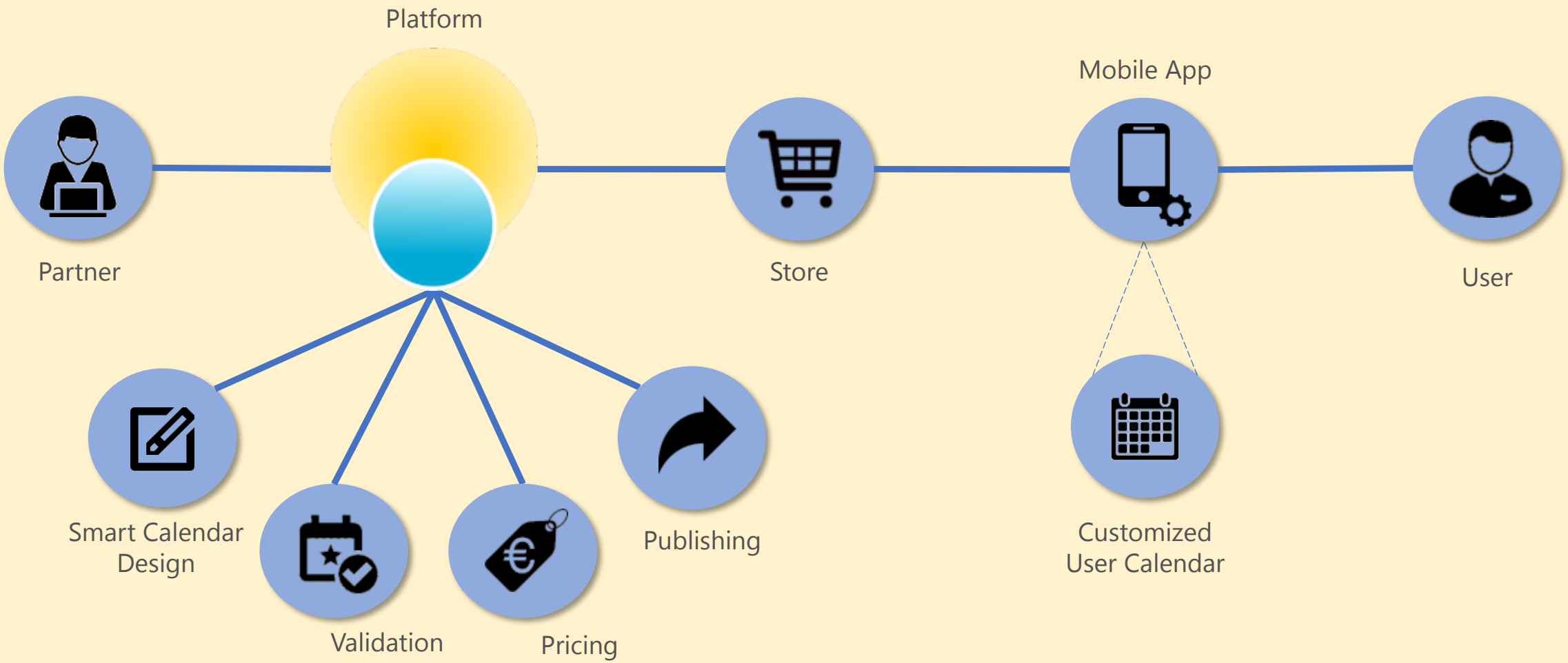
Time Management

A customized **agenda** for your own need

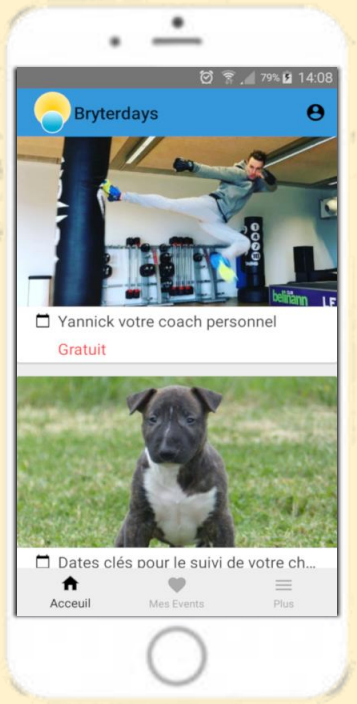
Sense of control

The Solution

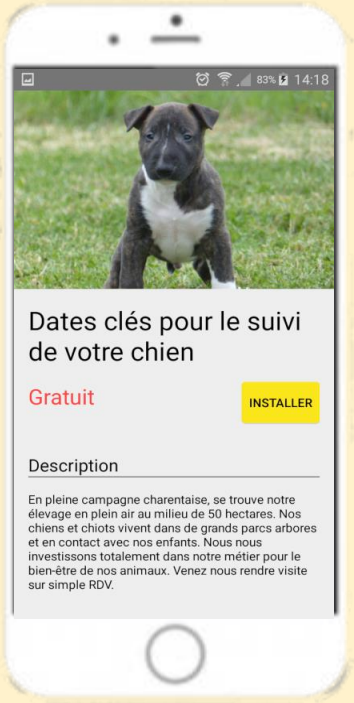
Bryterdays the smart calendars market place



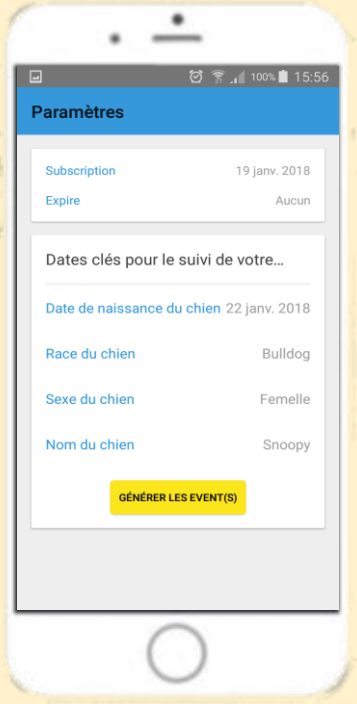
The Product



Browse available smart calendars designed by our partners



Choose and install



Set required inputs defined by the partner

Preview generated events

Synchronize one of your calendar

Follow the magical recipe...

Business Model

10% fee for every payable calendar

Contracted staff for smart calendar developments

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

Go-to-Market Plan

ORGANIC GROWTH

- Target Partners first
- 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,...

MARKETING

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

Vision

MID-TERM

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

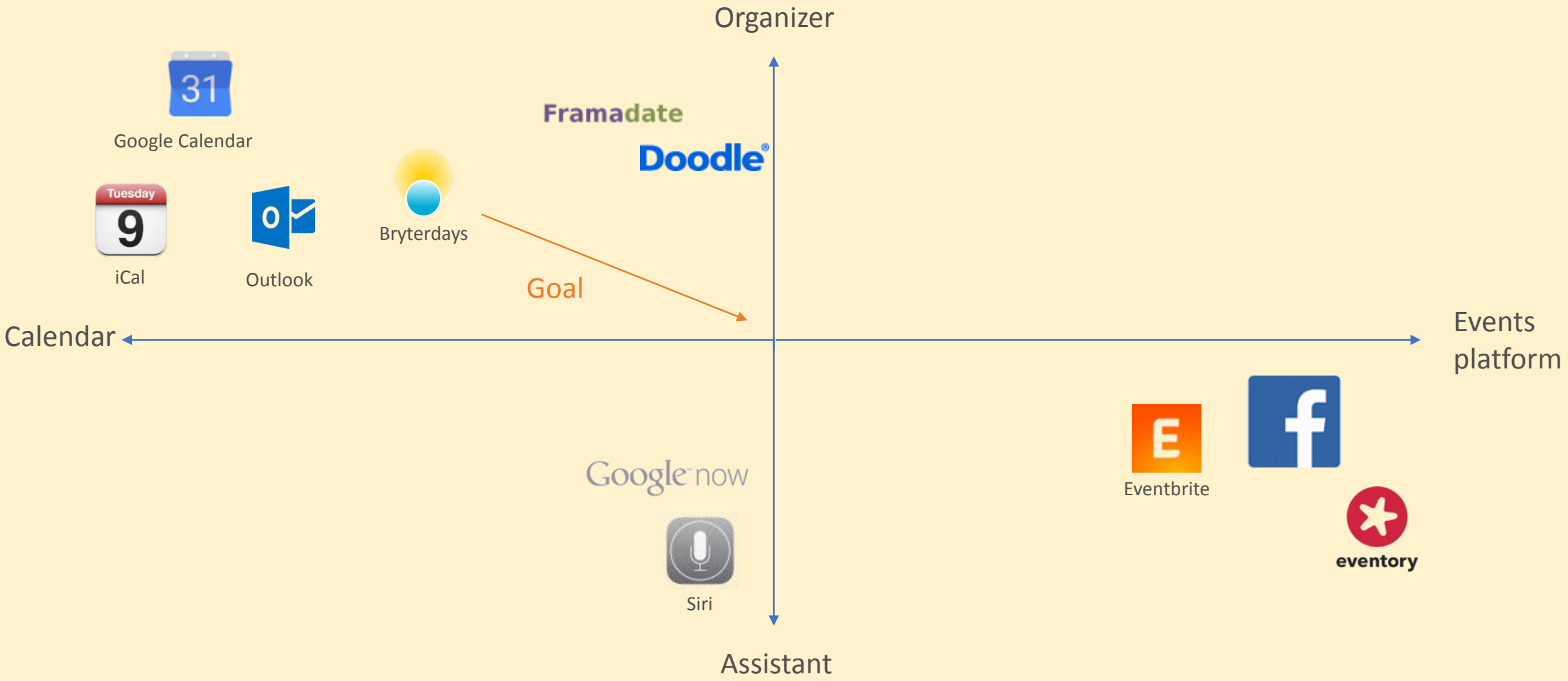
LONG-TERM

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

GOAL

- Personal Assistant (AI)
- Events oriented Operating System

Competitive Landscape

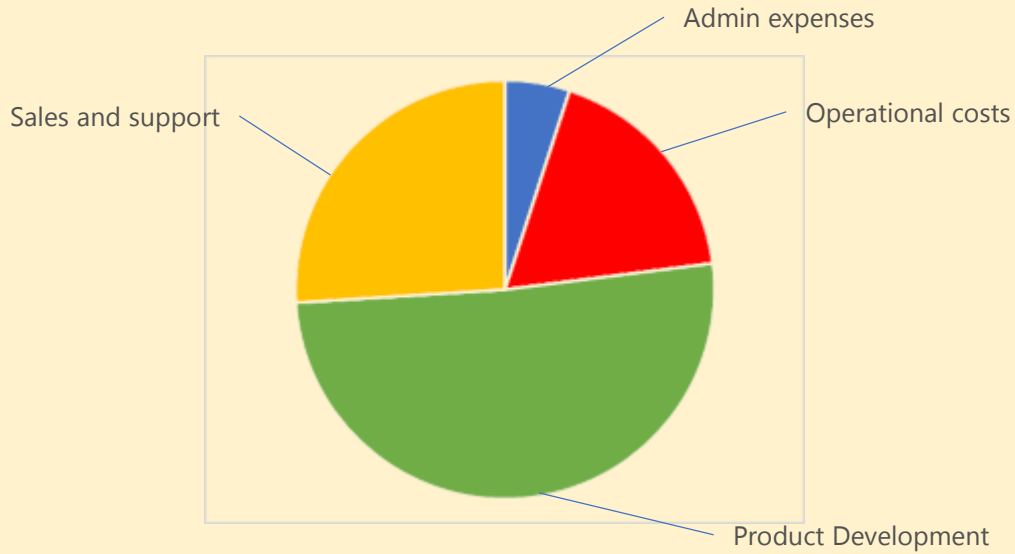


Traction & Key Metrics

(TODO)

Accomplishment, Funding request and Use of funds

250K€
In Seed Capital



Public Beta
Sept' 2018

Dec 2018
Office Beta

Enroll up to 10 partners
Jan' 2019

Fev 2019
Close seed round investment

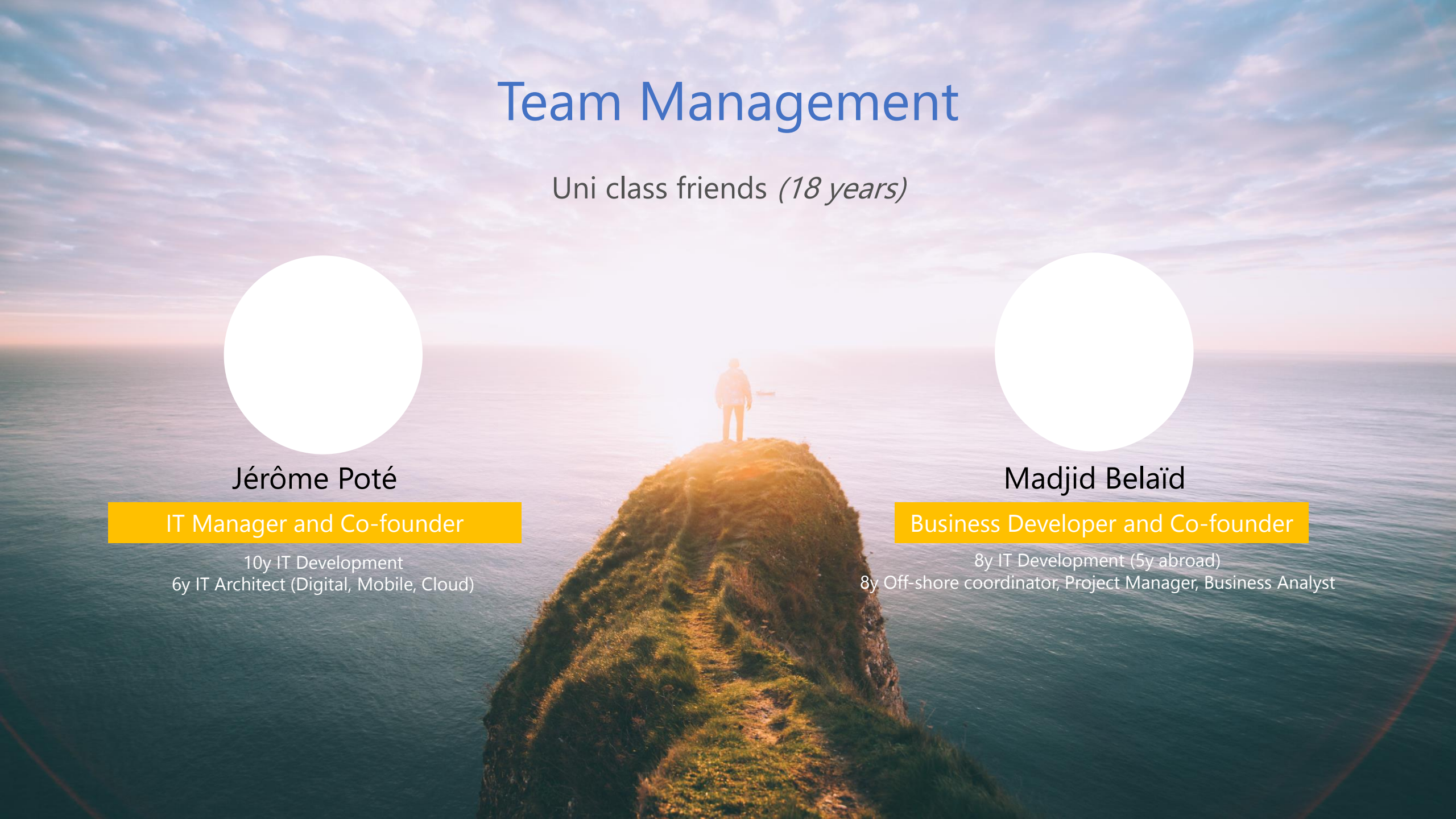
Monetization process
June' 2019

Jul 2019
Reach 50 partners

Public Office
Dec' 2019

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)
8y Off-shore coordinator, Project Manager, Business Analyst