



Bryterdays is a simplified joint-stock company founded and entirely owned by Jérôme Poté and Madjid Belaïd. The company was founded in 2014 and has received no outside investments. Jérôme and Madjid are interested in taking the company to the next level by entering the market within 2019.

Problem

Daily-basis tasks and activities being time and effort consuming result in a frustrating procrastination and inevitable stress and anxiety. Consequence is people usually see themselves as lazy and powerless. Studies have shown that among possible reasons, Time Management and Planning fallacy represents a big part of the cause.



Solution

Bryterdays is a Customizable Plannings Marketplace giving the opportunity for experts (called Providers) in organisation and time management to sell customers their field expertise through customizable plannings.

Providers find in Bryterdays platform the tools to design underlying planning personalization rules and promote them on the Store. Any user interested in desired plannings can benefit from the providers knowledge and make them their own by customizing them and viewing the output on their Board.

So far, Bryterdays succeeded to develop a working MVP, a mobile app version combining a light version of a Store and a minimum required Board to view, generate and synchronize a personalized planning with an external calendar app such as Google Calendar.

Market

Rather than analysing intrinsic competitors shared between Note taking tool app, Organizer and Virtual Assistant, we'd rather keep an eye on the **procrastinator population**, most willing to see Bryterdays as a solution. Bryterdays is participating in a global market of 780M people corresponding to 20% of the worldwide self-defined chronic procrastinators. Zooming deeper we can extract a third of the population for which Time Management and Planning Fallacy is the root cause with a total number of 265M people. The target customers, the French procrastinators from 20 to 60 using mobiles, represent 2.1M people.

Strategy

Bryterdays will follow four concise strategies to achieve the desired growth.

1. They will focus on planning personalization engine and delegate planning rendering and use to external calendar tools through synchronization.
2. Bryterdays will primarily focus on independent workers and small size companies profiles, providers with low native digital emphasis, deep human related interaction and for which customer support activity has a huge impact on business-as-usual. Bryterdays will help providers to delegate part of their effort to the generated plannings and ease end-users interaction, information and knowledge. This will be a key for Bryterdays to get their products known on the market.
3. Bryterdays will prospect and attract planning providers to fill-out the store, benefits from providers business planning customization to extend planning personalization engine possibilities and bring providers customers to the platform. Providers and related customers will ensure the balance between offer and demand of plannings is always reached.

4. Lastly, Bryterdays will focus on unifying user plannings through a dedicated User Board allowing user to manage in a single place all their contents and use it as daily life planner companion.

Revenue will sequentially be generated from:

- **Commission** fee on every payable planning
- **Consulting** revenue to implement and enroll new provider plannings
- **Bryterdays as a Service** for providers dedicated access
- Providers **premium features**

Management Team

Jérôme and Madjid are friends for 18 years. They met at the University, undertaking multiple projects successfully as classmates. In 2014, joining multiple ideas, Bryterdays was founded and build on humble beginnings while keeping their primary jobs as IT Team Manager for Jérôme and Senior Business Analyst for Madjid. Bryterdays becoming a more concrete project, the team entered in 2018 as a Bryterdays full-timer and dedicated their energy to finalize the prototype version. Jérôme is now primarily responsible for technical aspects and Madjid the business part.

They gained experience over the years in complementary roles making them capable of executing ambitious projects. Their strength rely on their mutual trust, gentle ideas rivalry and the seek of growing and helping each other.

Objectives

Bryterdays's objectives are ambitious yet achievable. Progressing on its ongoing developments, planning sales will start in **2019 reaching 50k€ revenue and doubling for the next year**. They also forecast commensurate gross margin and net profit increases thanks to providers customers acquisition. Then the goal is to **hire one employee in 2020** in order to help sustain business growth. By attracting 50 providers in **2021**, Bryterdays will tend to equilibrium with around **300k€ annual revenue**.

Financing Needed

Bryterdays is seeking for a **610K€** seed capital investment in return of **15% equity**. This investment will mainly be invested in product development and infrastructure.