



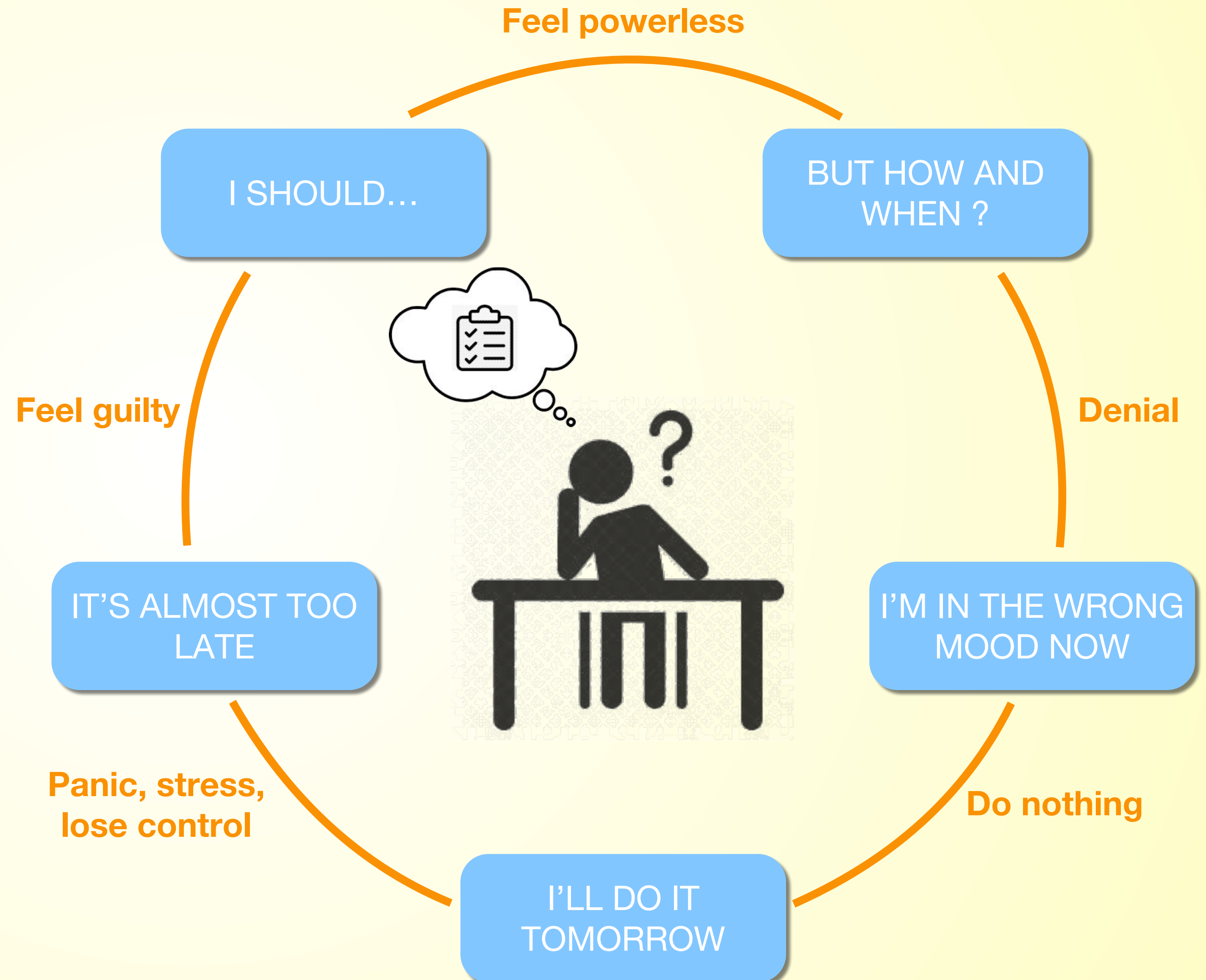
Planning has never been so easy

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



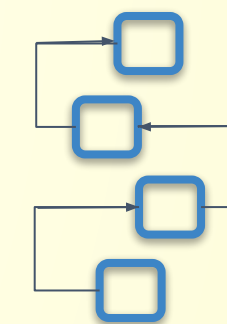
What if the community could help me out
to build plannings through...



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



A **repository** containing plannings
on **any subject**



A **personalized** planning for my own
need

The Solution

Bryterdays the personalized planning marketplace



The Solution

Bryterdays the personalized planning marketplace



MAKE MONEY

Revenue from planning sales

GROW BETTER

Added value service, Business visibility
and suggestions

SAVE TIME

In post-sale customer care and
customer need

TIME MANAGEMENT

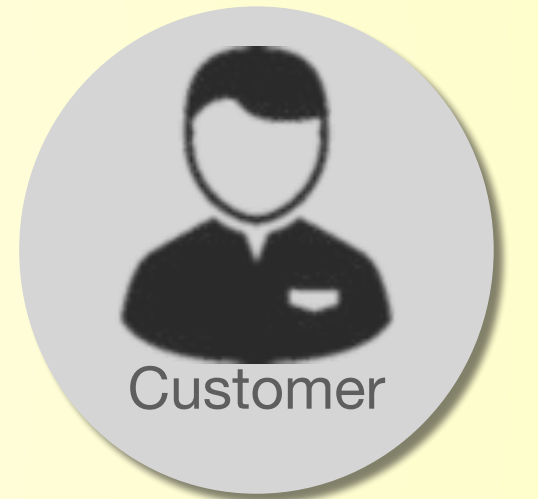
Greater tasks assessment

WELL BEING

Foresee personalized targets,
increase sense of control

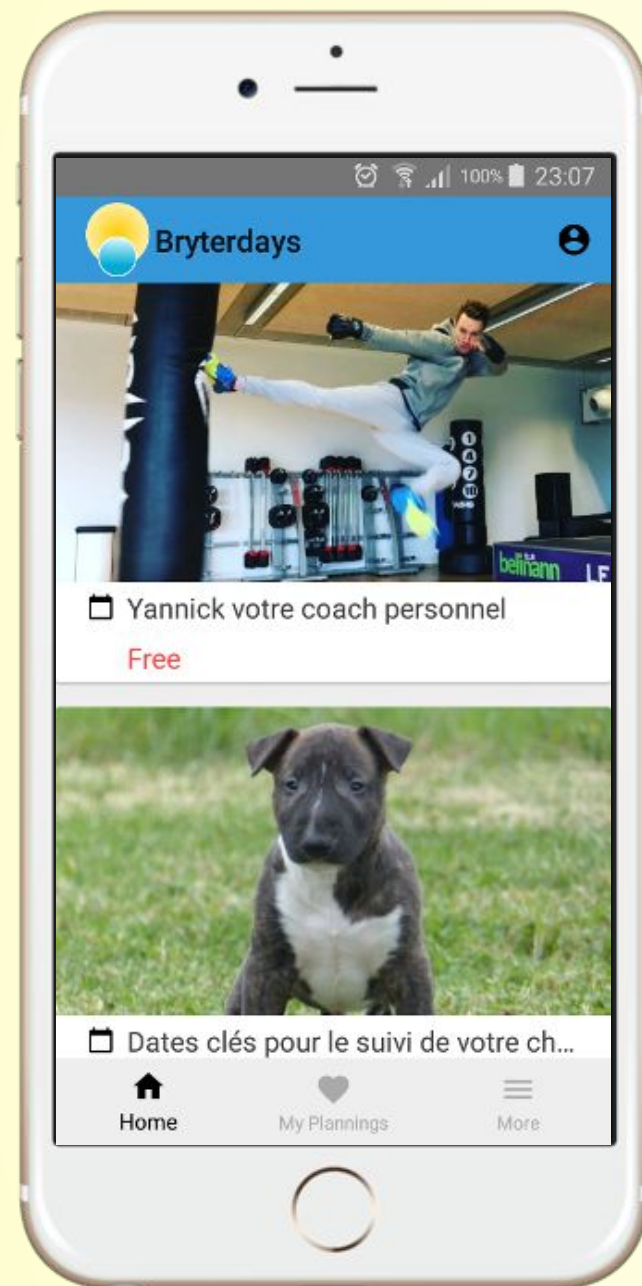
REDUCE IMPACT

Money and opportunities losses
caused by delays

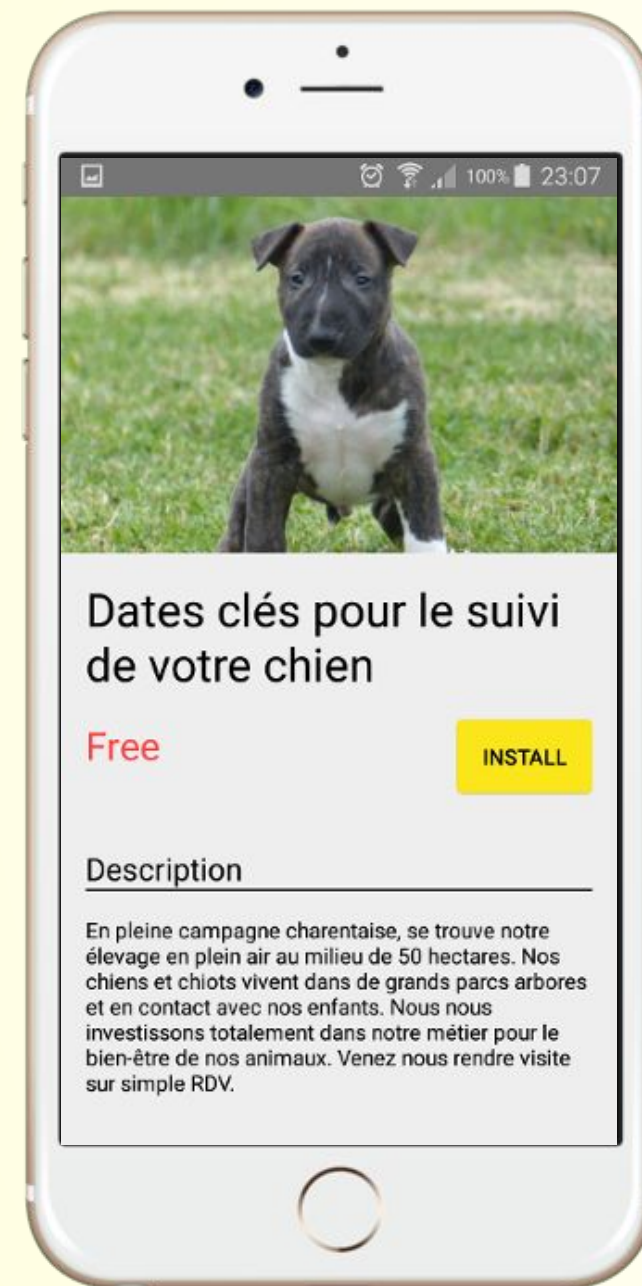


The Product

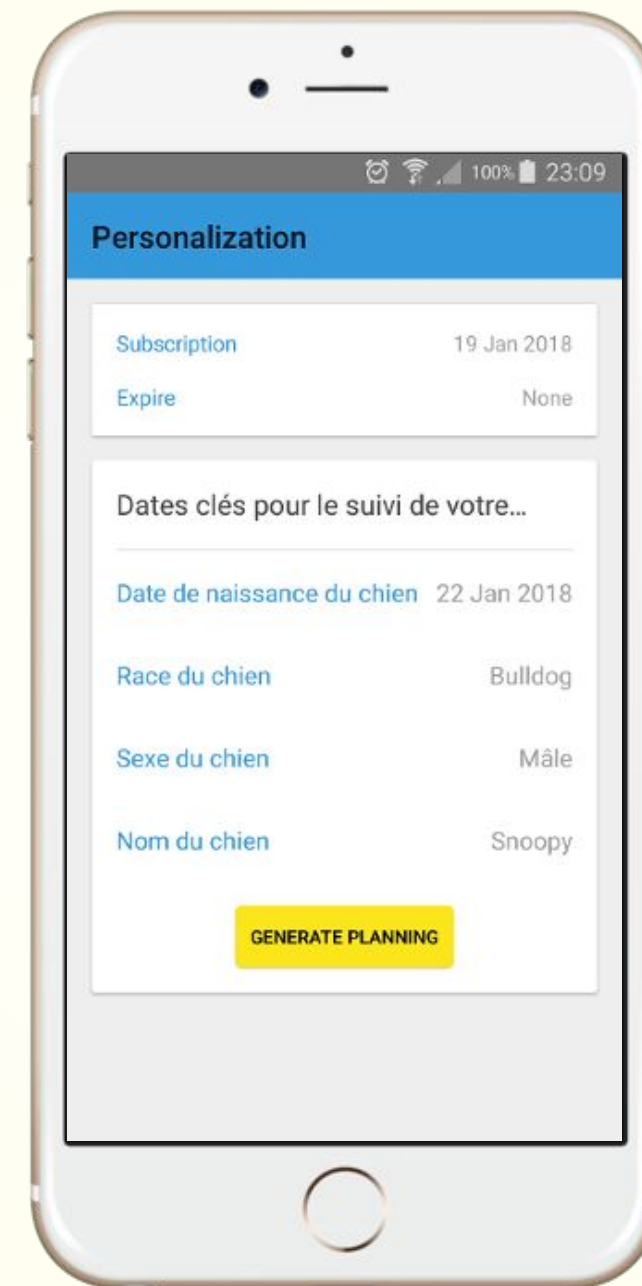
Follow the
magical recipe...



Browse available
designed plannings



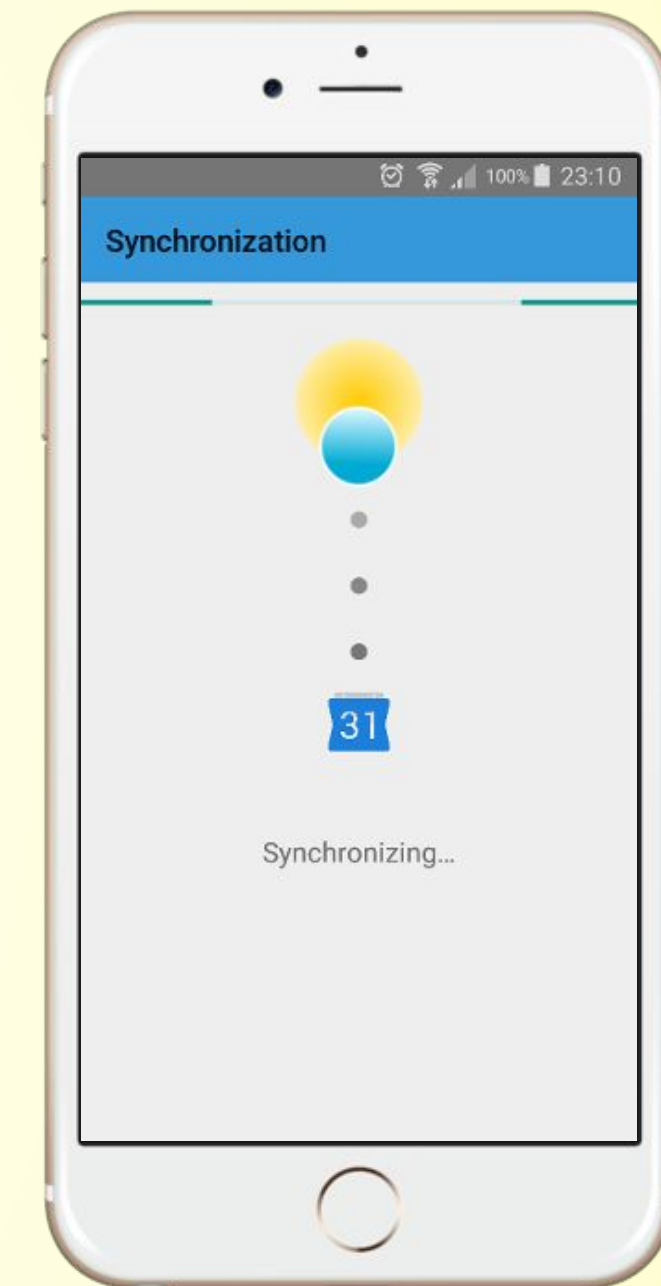
Choose and install



Set required settings

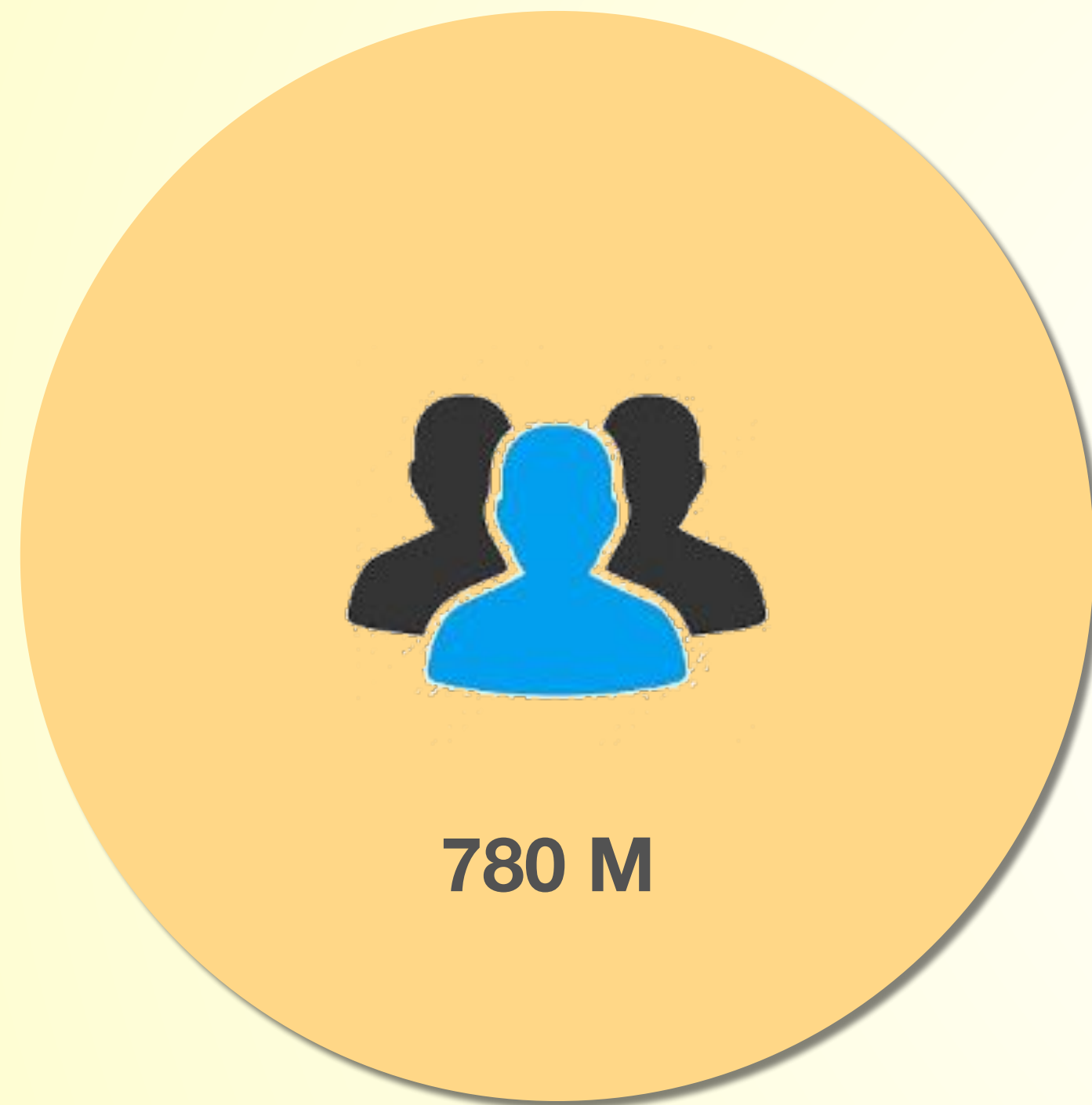


Preview generated
events of your
planning



Synchronize your
planning with a
calendar of your
choice

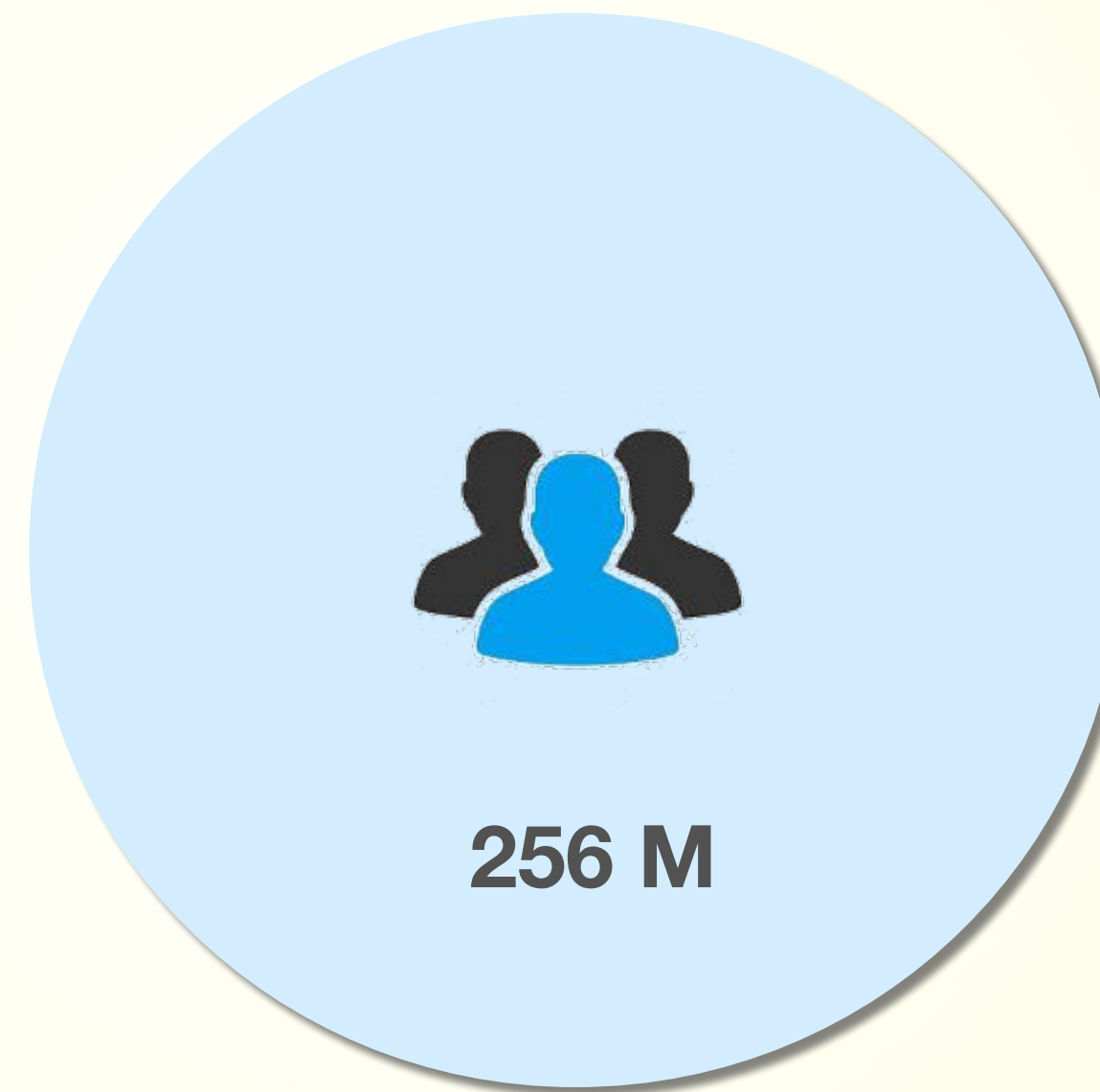
Market Opportunity



TOTAL AVAILABLE MARKET

20% of adults people living in developed and developing countries are chronic procrastinators

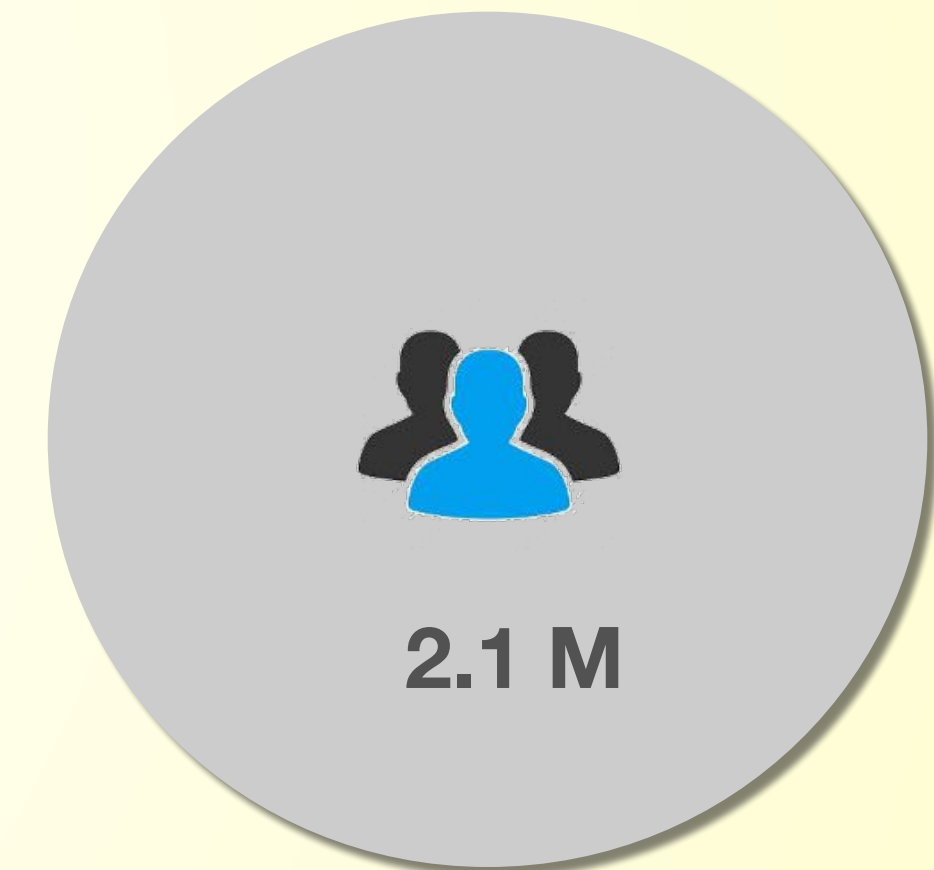
Source: 10th Procrastination Research Conference 2017



SERVICEABLE MARKET

34% of procrastination is caused by Time Management and Planning Fallacy

Source: Wolters, Won, & Hussain, 2017



TARGET SHARE

French procrastinators from 20 to 60 using mobiles willing to change

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



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



Q4 2018

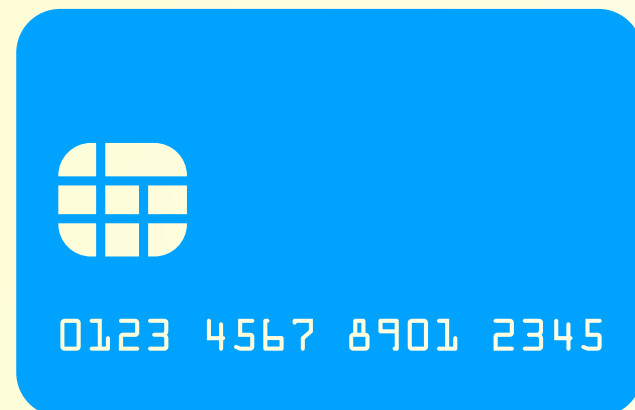
Take care of your dog
Domaine des Terres de Forges

Personal coaching
theSAME

Set up your company
Alertes Formalités

Wedding planner
Bryterdays

Business model target



Commision for every payable
planning



Contracted staff for custom provider
planning developments



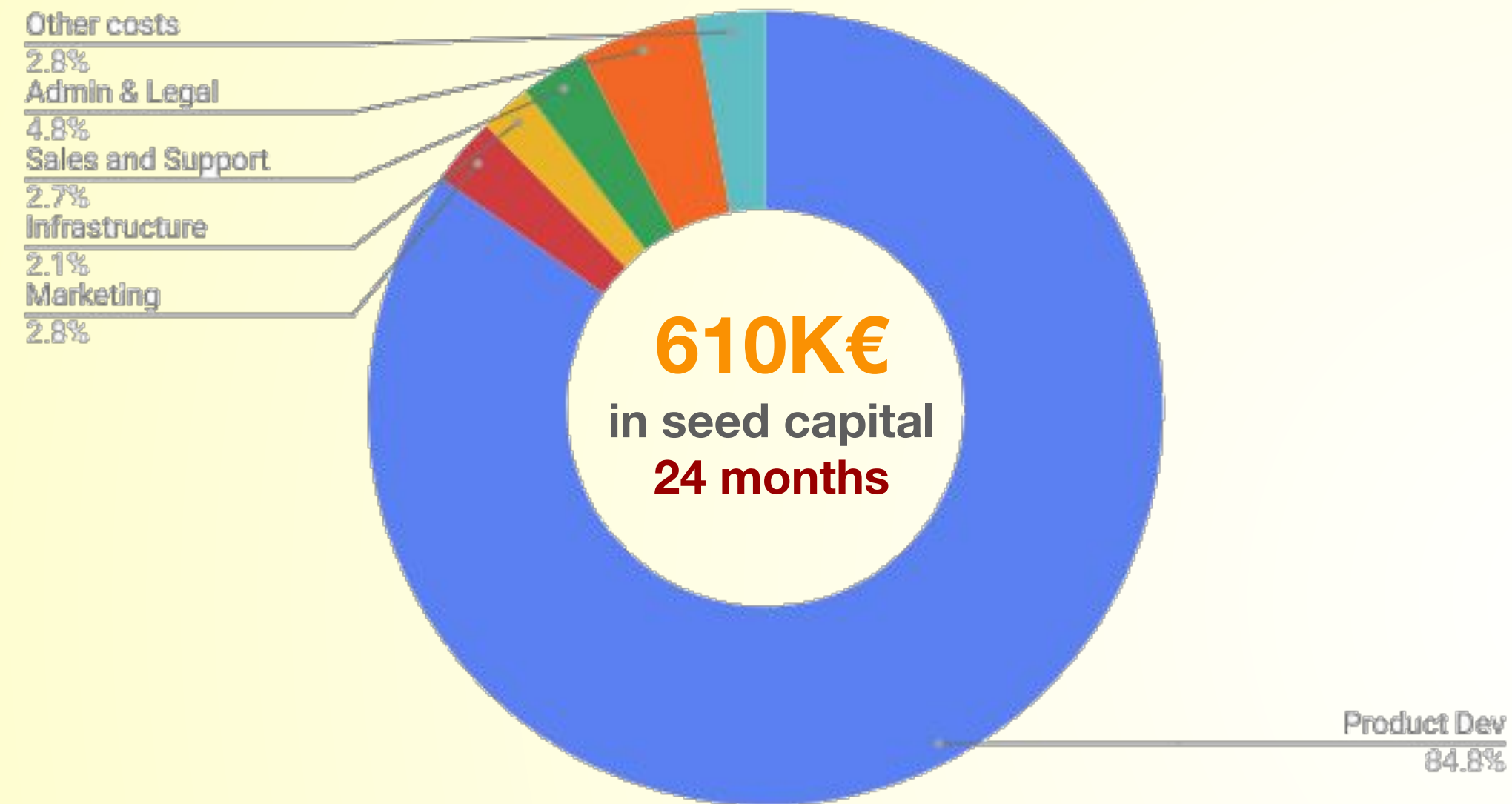
Dedicated tools for premium users
to sustain and help providers
business (store visibility,
recommendations, market trend,...)

Competitive landscape

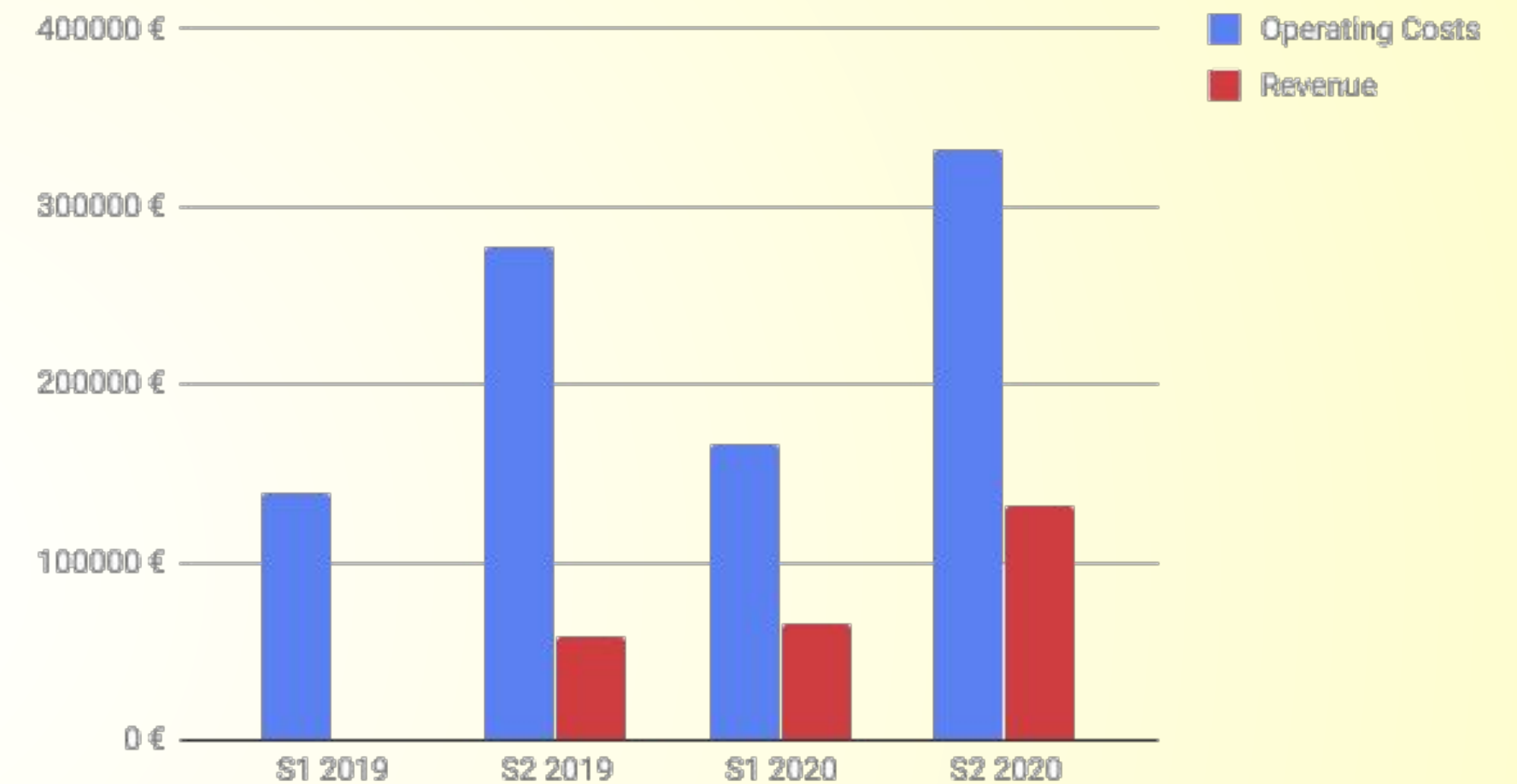


Accomplishment, funding request and use of funds

2019-2020



Forecasts



End of
pilot phase

Planning
Monetization

White label branding

User Board
Beta

Target 40
providers

Mar 2019

Sept 2019

Jan 2020

Sept 2020

Dec 2018

June 2019

Dec 2019

June 2020

Dec 2020

Brand & Mobile
App redesign

Office Beta

Hire 1 FTE to sustain
and grow activity

Office
Premium

Team management



Jérôme Poté

IT manager & co-founder

8y technical leader & developer
5y IT architect
5y IT team manager



Madjid Belaïd

Business developer & co-founder

8y IT development (5y abroad)
7y offshore coordinator, project manager, business analyst