



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

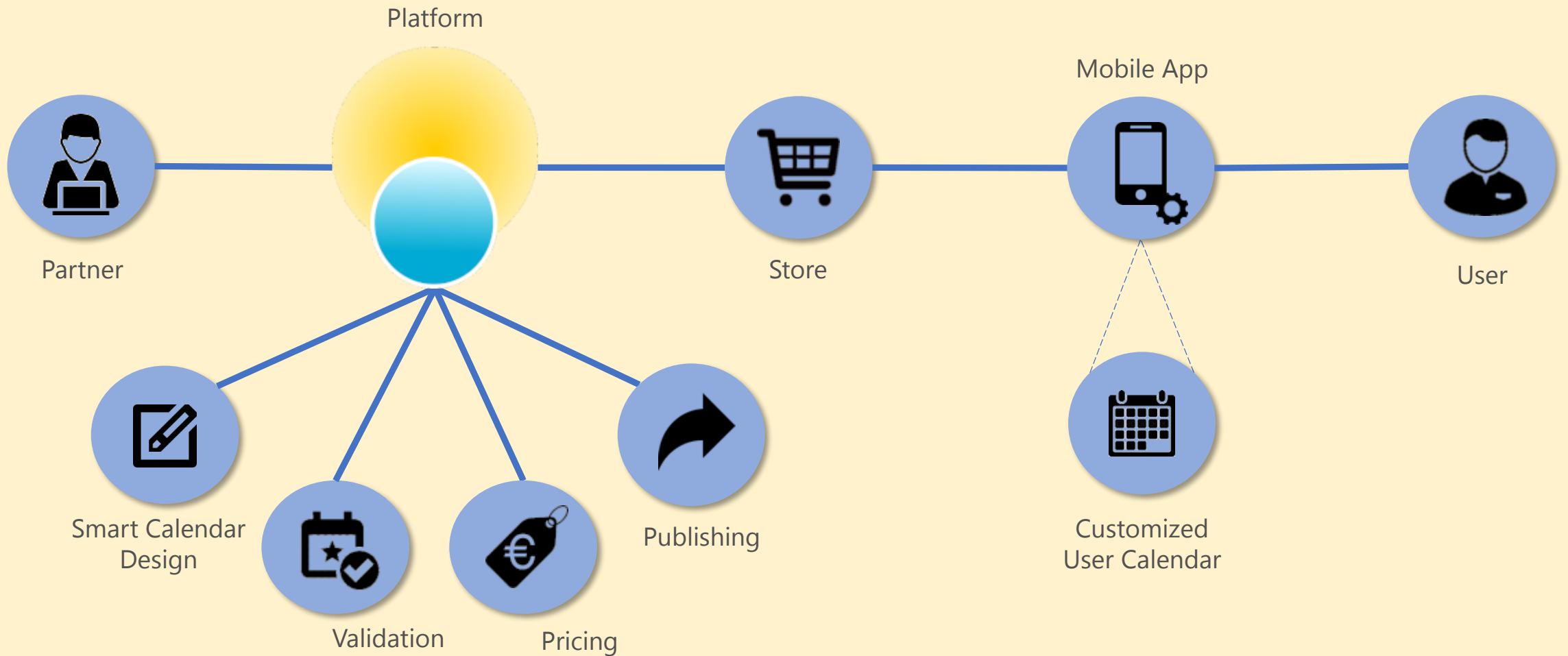


A customized **agenda**
for your
own need

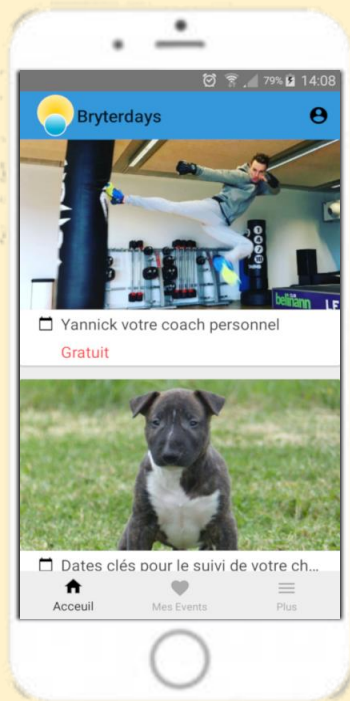
Sense of
control

The Solution

Bryterdays the smart calendars market place



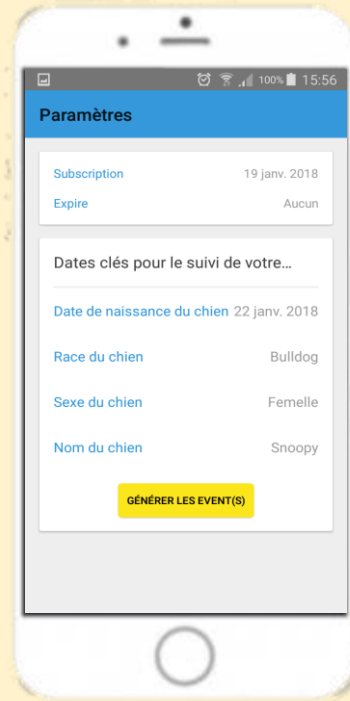
The Product



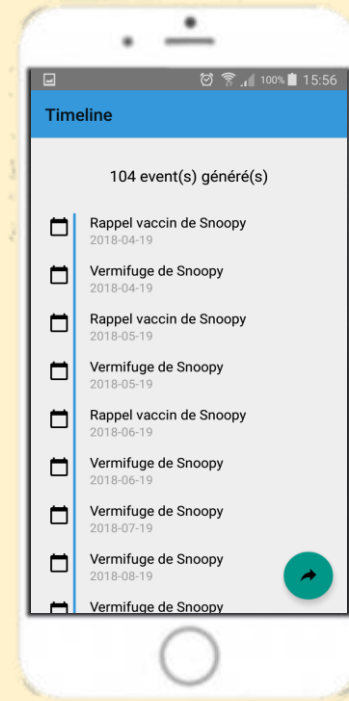
Browse available
smart calendars
designed by our
partners



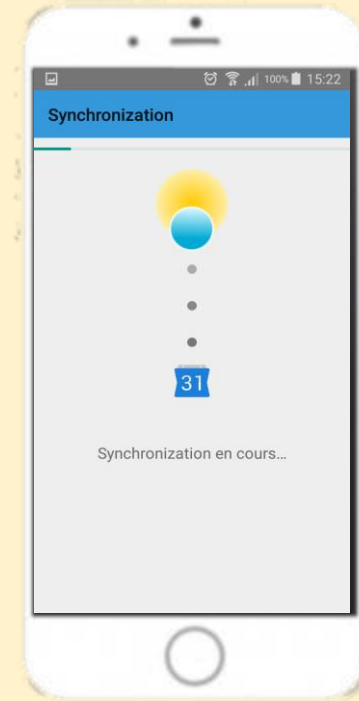
Choose and
install



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

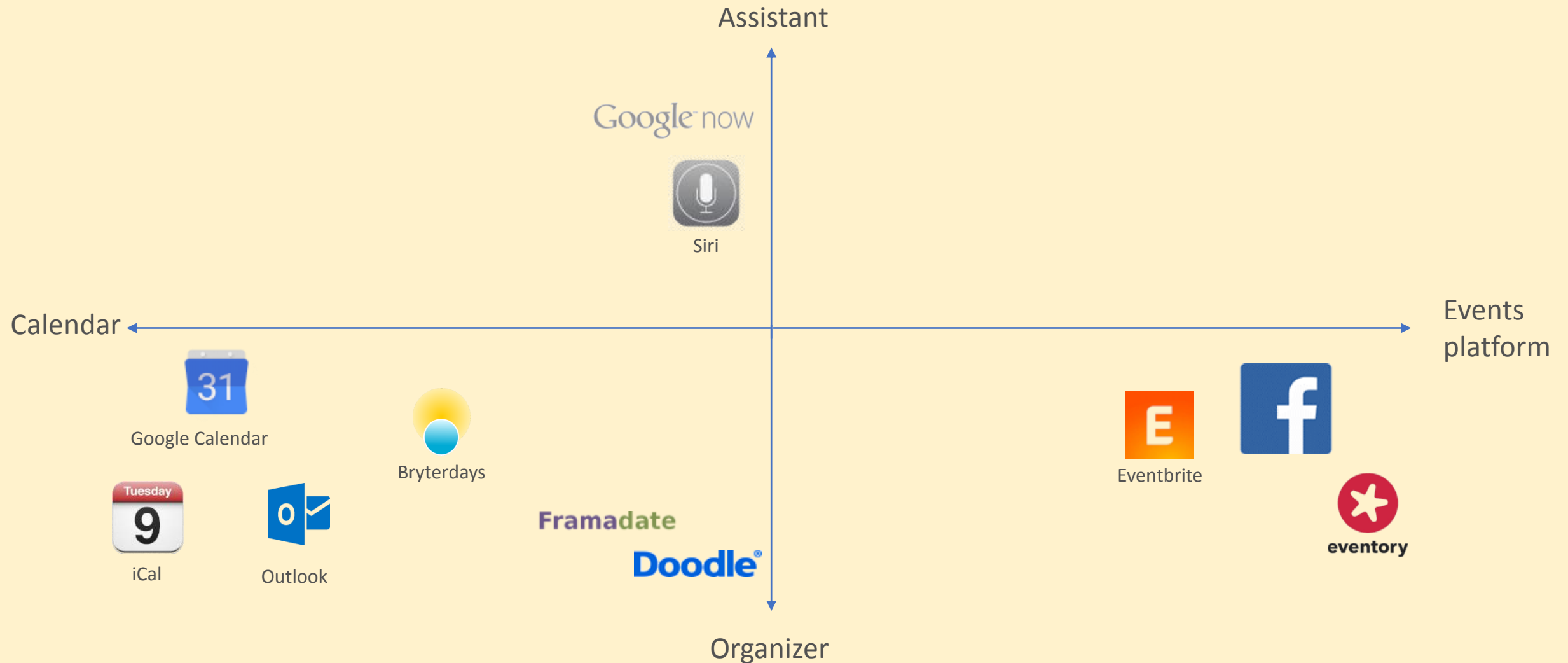
- Small businesses with low native digital emphasis
- Businesses where support activity has a huge impact on business-as-usual
- Deep human related interaction

Eg: Dog breeder, Personal coach, Wedding planner,...

MARKETING

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

Competitive Landscape

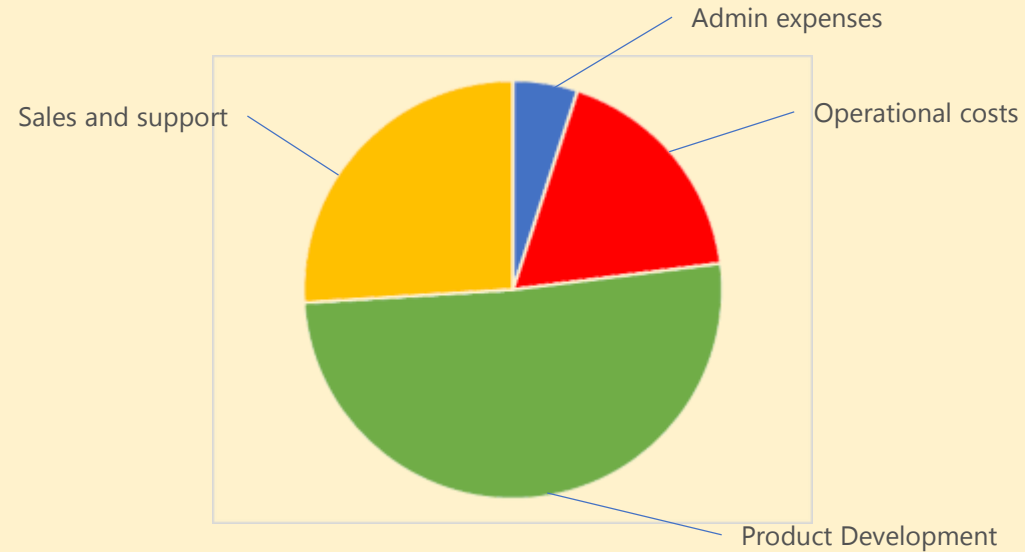


Traction & Key Metrics

(TODO)

Accomplishment, Funding request and Use of funds

250K€
In Seed Capital



Public Beta

Dec 2018

Enroll up to
10 partners

Fev 2019

Monetization
process

Jul 2019

Public Office

Sept' 2018

Jan' 2019

June' 2019

Dec' 2019

Office Beta

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

Vision

MID-TERM

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

LONG-TERM

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

GOAL

- Personal Asistant (AI)
- Events oriented Operating System