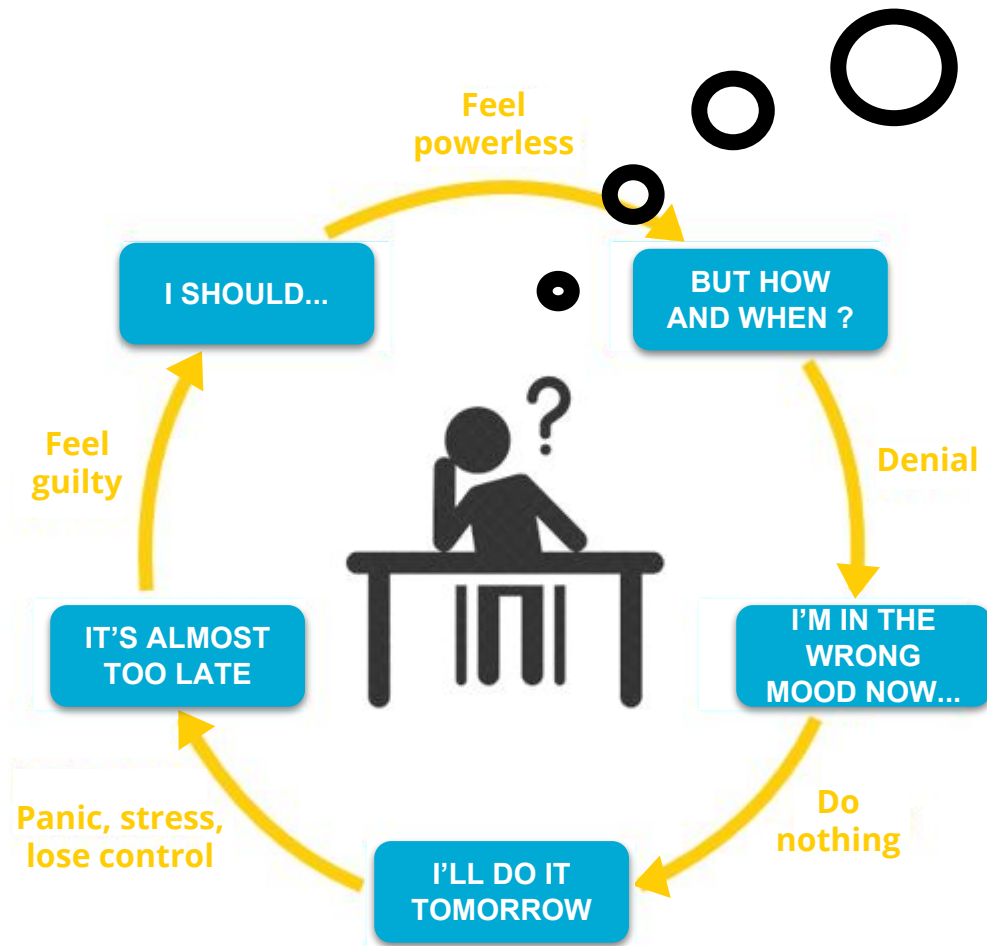


# Bryterdays

Planning has never been so easy

# THE PROBLEM



« I wish I could be more organized. »

« I wish I could personally take care of this event. »

# VALUE PROPOSITION

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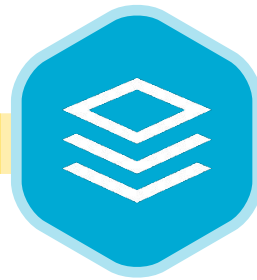


What if the community could help me out  
to **BUILD PLANNINGS** through...



## COLLECTIVE INTELLIGENCE

...from which experience and knowledge  
are shared on **planning events**



## REPOSITORY

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



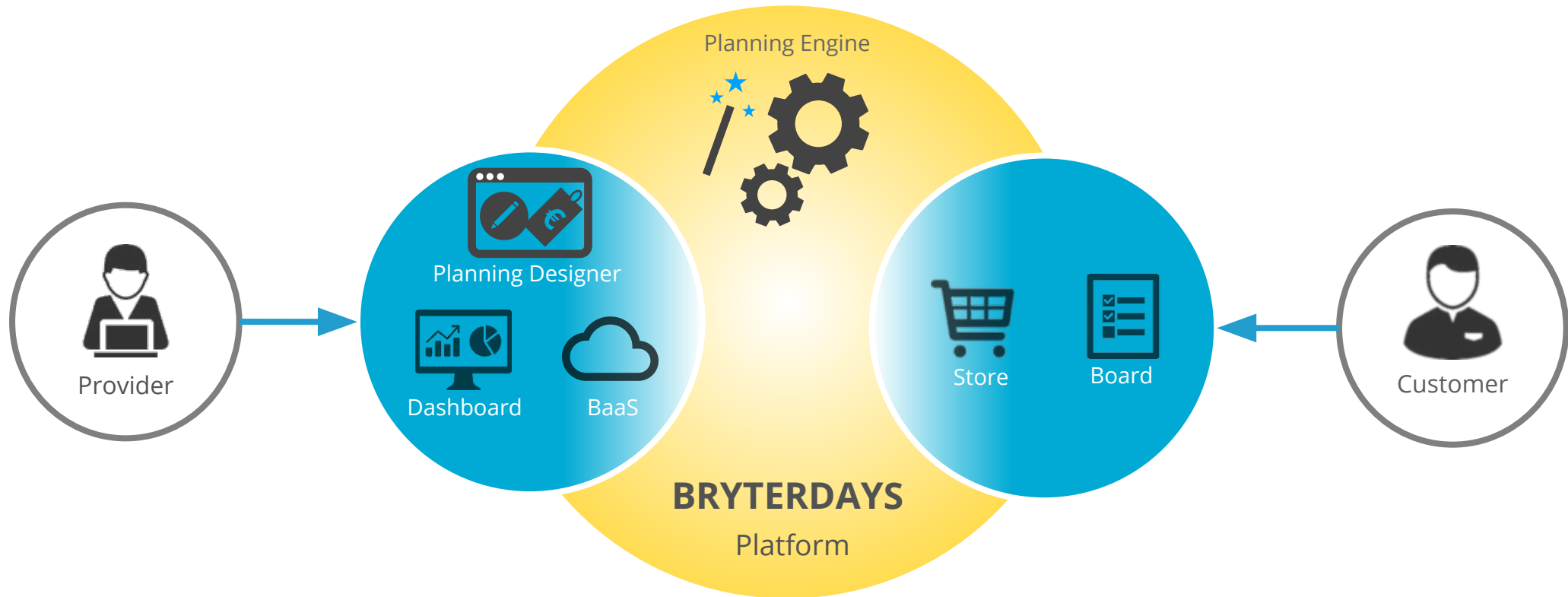
## PLANNING

A **personalized planning** for my  
own need

# THE SOLUTION

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BRYTERDAYS, the **CUSTOMIZABLE PLANNINGS** marketplace



# BENEFITS

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## BRYTERDAYS, the **CUSTOMIZABLE PLANNINGS** 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

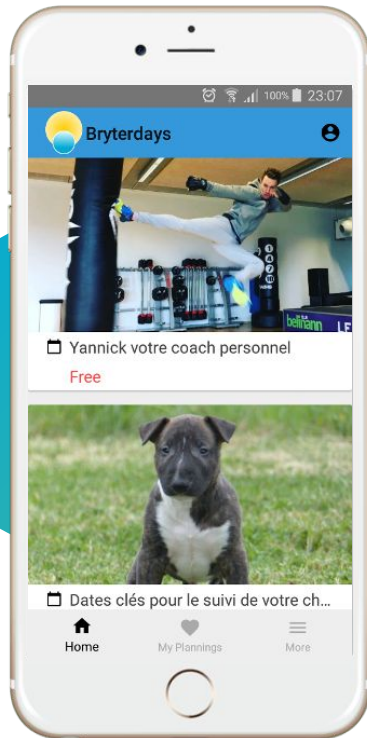
### **WELL BEING**

Foresee personalized targets, increase sense of control

### **REDUCE IMPACT**

Money and opportunities losses caused by delays

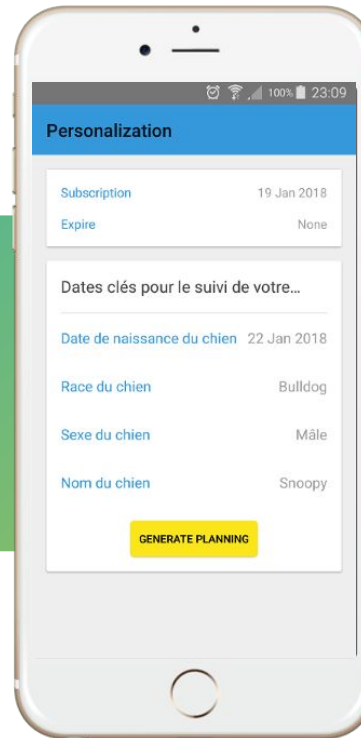
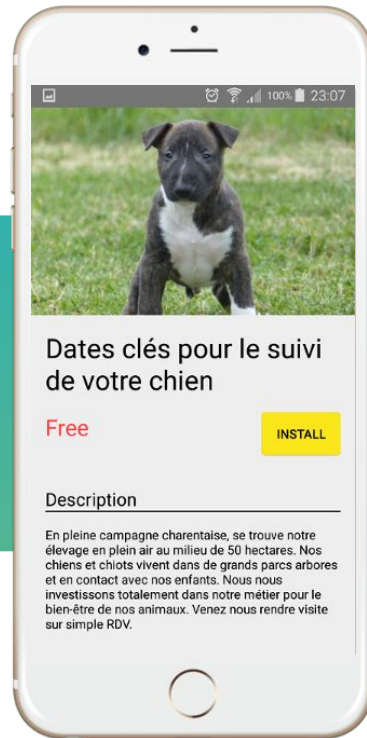
# THE PRODUCT



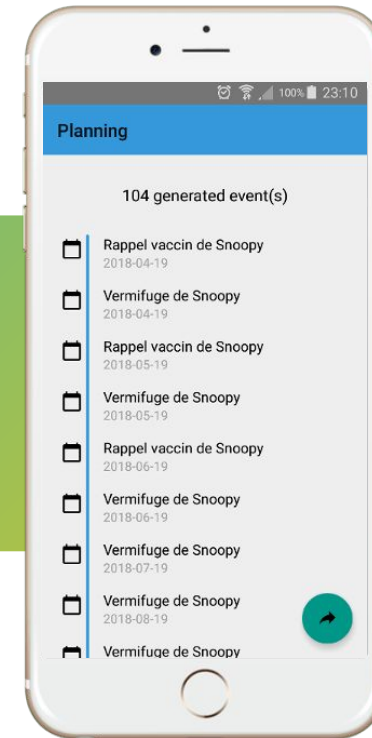
Browse available  
designed  
plannings



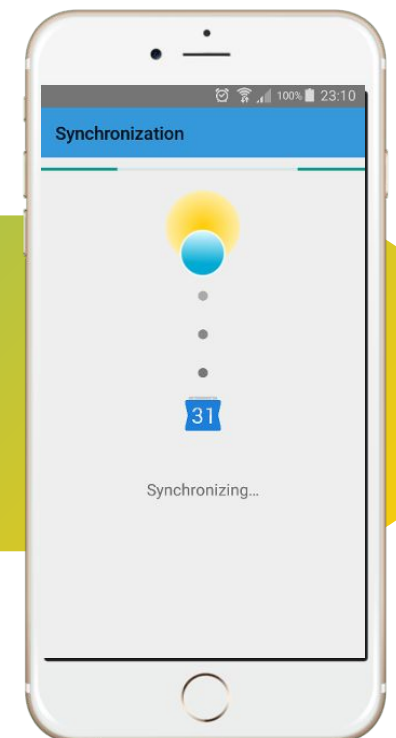
Choose and install



Set required  
settings



Preview  
generated events  
of your planning



Synchronize your  
planning with a calendar  
of your choice

# MARKET OPPORTUNITY

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## 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 psychologists 2017*



## Target share

French procrastinators from 20 to 60 using mobiles willing to change

# SUBSTANTIAL MARKET SHARE

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## Personalization

65% of consumers say they are extremely or somewhat likely to switch brands if they feel like a person rather than a number

*Source: State of the connected customers, published by Salesforce*



## Digital impact

In an era of email, text messages, social media, we're all required to do several things at once. Multitasking and addiction to technology is making people less efficient

*Source: Daniel J. Levitin. The Organized Mind: Thinking Straight in the Age of Information Overload*



## Non-procrastinators

Non-procrastinators would be a natural extension when achieving market acceptance



# GO-TO-MARKET PLAN

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- Target providers in-need to preserve Store offer-and-demand balance
- Easy-to-use back office

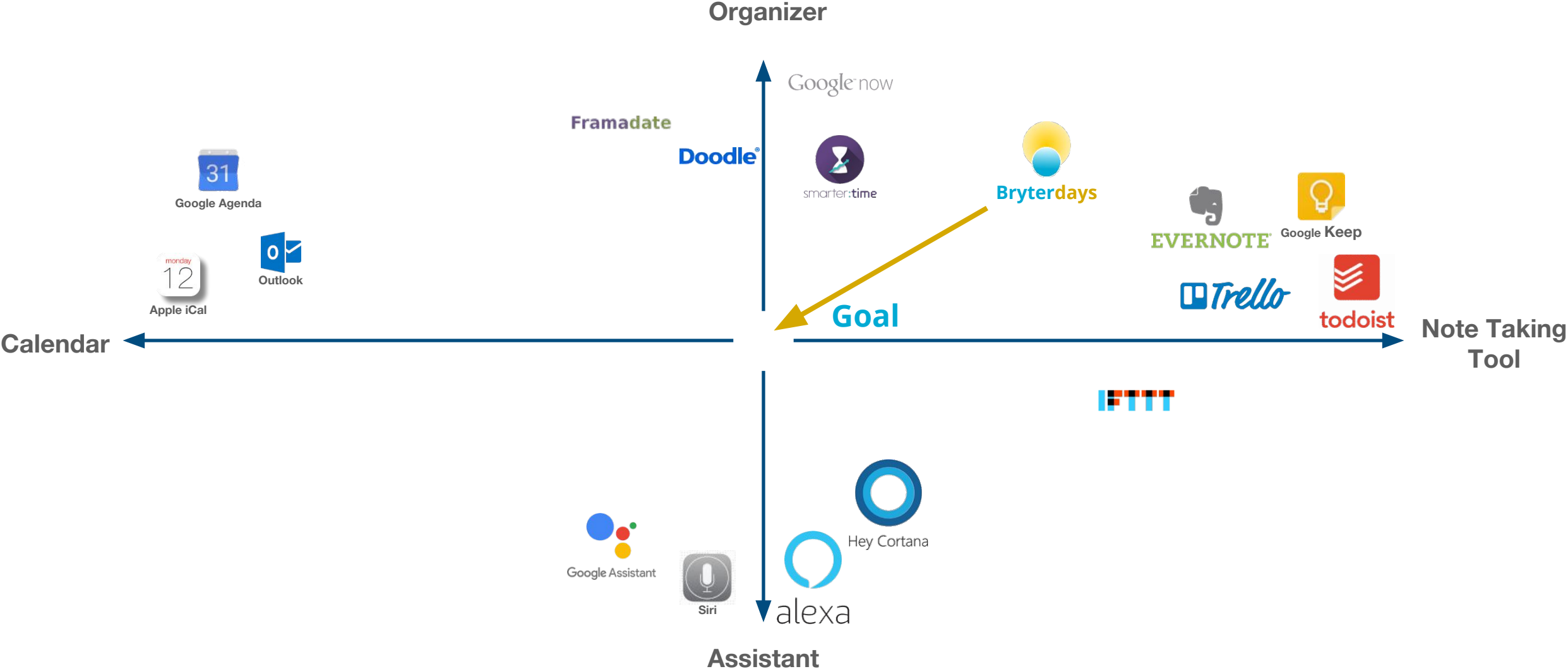


- Small businesses with low native digital emphasis
- Businesses where support activity has a huge impact on business-as-usual
- Deep human related interaction



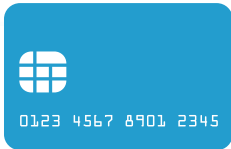
- Provider acquisition channel
- Plannings provided by Bryterdays
- Customer word of mouth
- Local campaigns

# COMPETITIVE LANDSCAPE



# BUSINESS MODEL

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**Commision** for every payable planning

**20%**



**Contracted staff** for custom provider planning developments

**900€/day**



**Bryterdays as a Service**, a third-party provider making planning outputs available for dedicated access (website, white label branding,...)

**eg: 1000€/month**  
High Traffic (50 000 users)



Features for **premium** providers to sustain and grow business:

- store visibility
- recommendations
- market trend
- ...

**49€/month**

# TEAM MANAGEMENT



**Madjid Belaïd**  
CEO & co-founder

*"We've got a strategic plan,  
it's called doing things"*

Business Analyst

Project manager

Offshore coordinator

Developer

Pragmatism

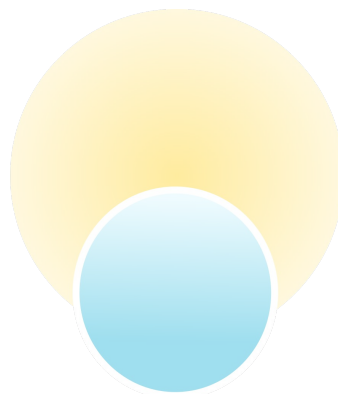
Business

Energetic

Old-Fashioned

Uni class friends

18 years



**Jérôme Poté**  
CTO & co-founder

*"Turn constraints into  
advantages"*

Visionary

Technical

Calm

Digital



IT team manager

IT architect

Tech leader

Developer

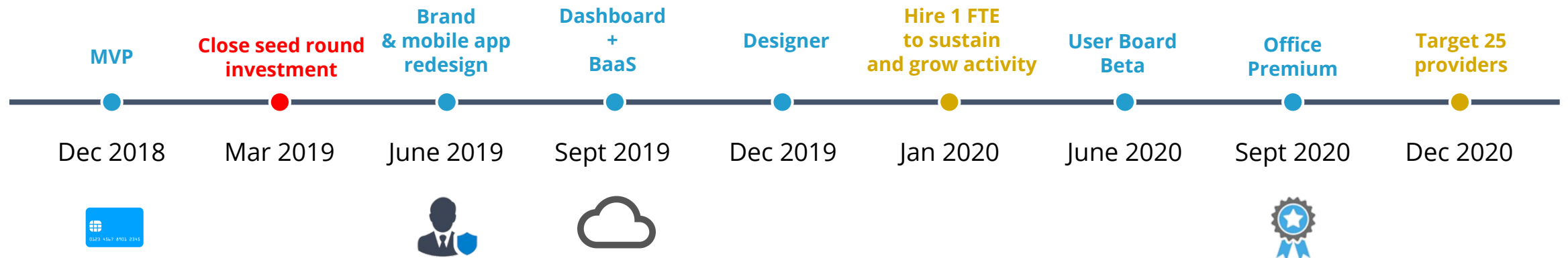
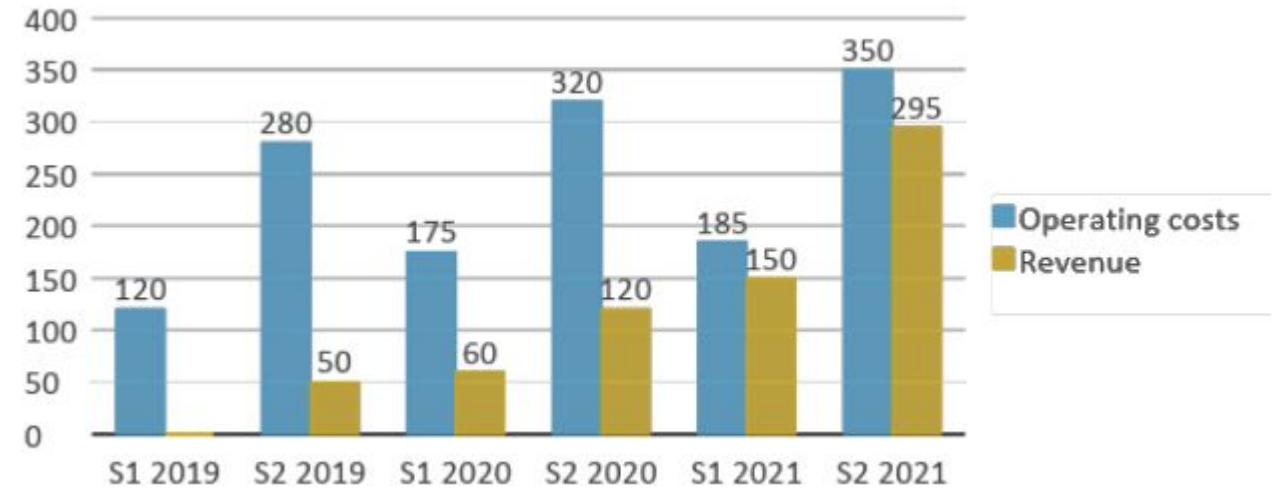
Bryterdays was started to resolve complementary problems. Since then the balanced team succeeded to shape a concrete and ambitious project to put on the road to success. **You can be an accelerator and a part of it...**

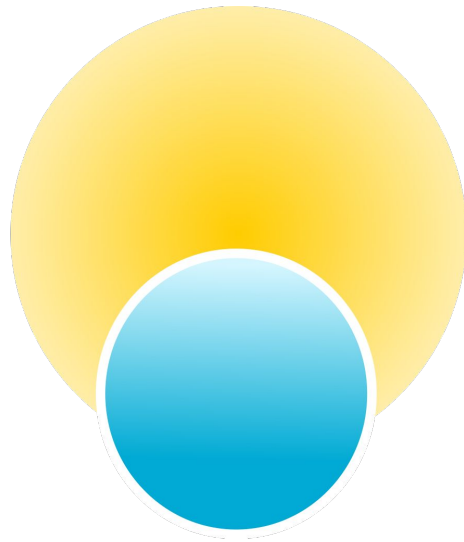
# FINANCIALS

## Seeking 610K€ Seed

Development	340 K€
Sales & Marketing	150 K€
Infrastructure	40 K€
General expenses	80 K€
Contingency	+100 K€

Break-even target sprint





# Bryterdays

Planning has never been so easy