



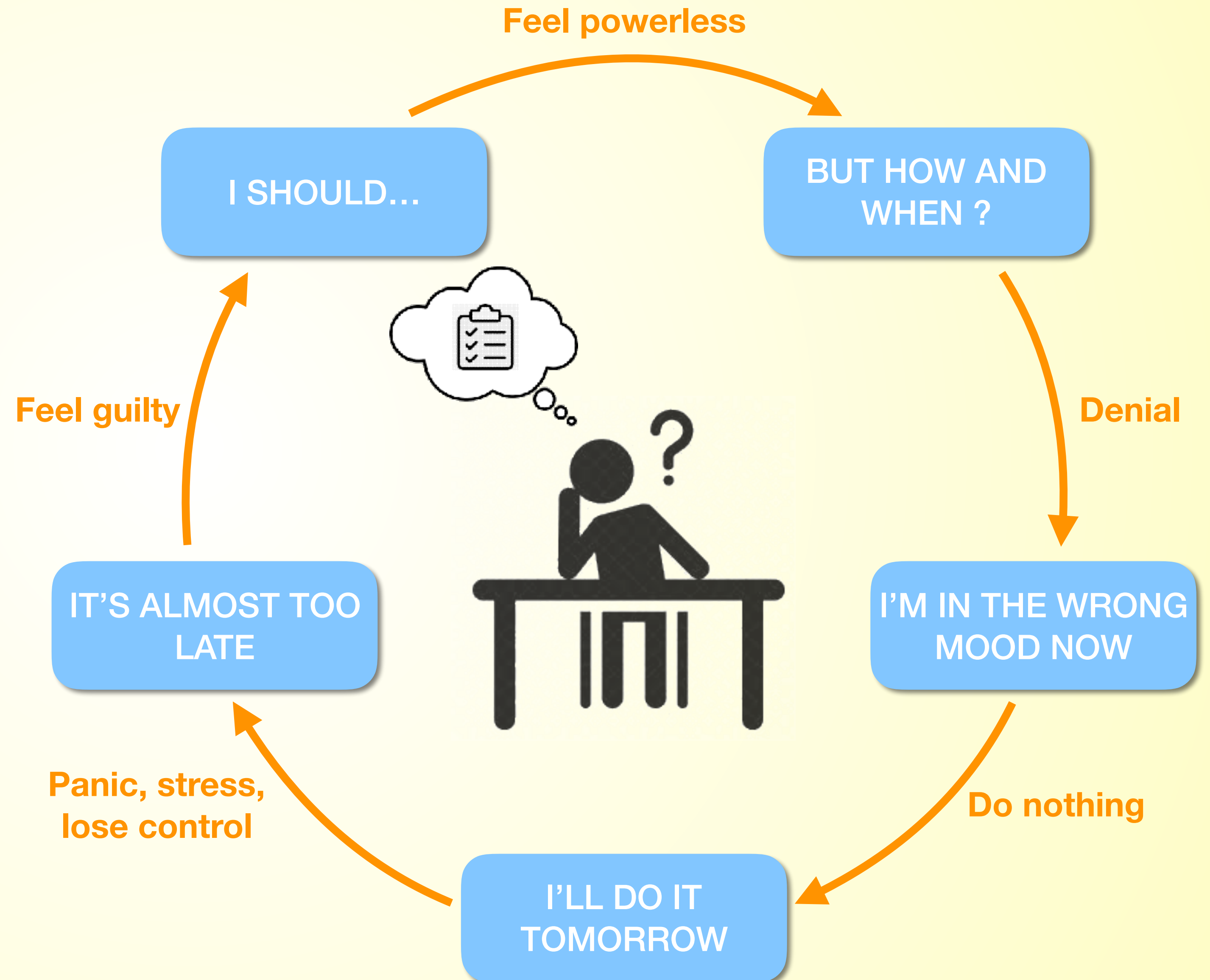
Planning has never been so easy

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...



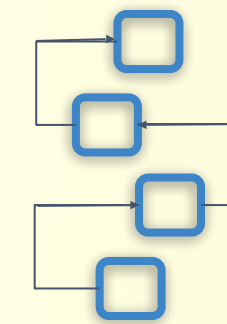
Collective intelligence, from which
experience and knowledge are
shared on planning events

Time management



A single **platform** containing
plannings on **any subject**

Feel powerful

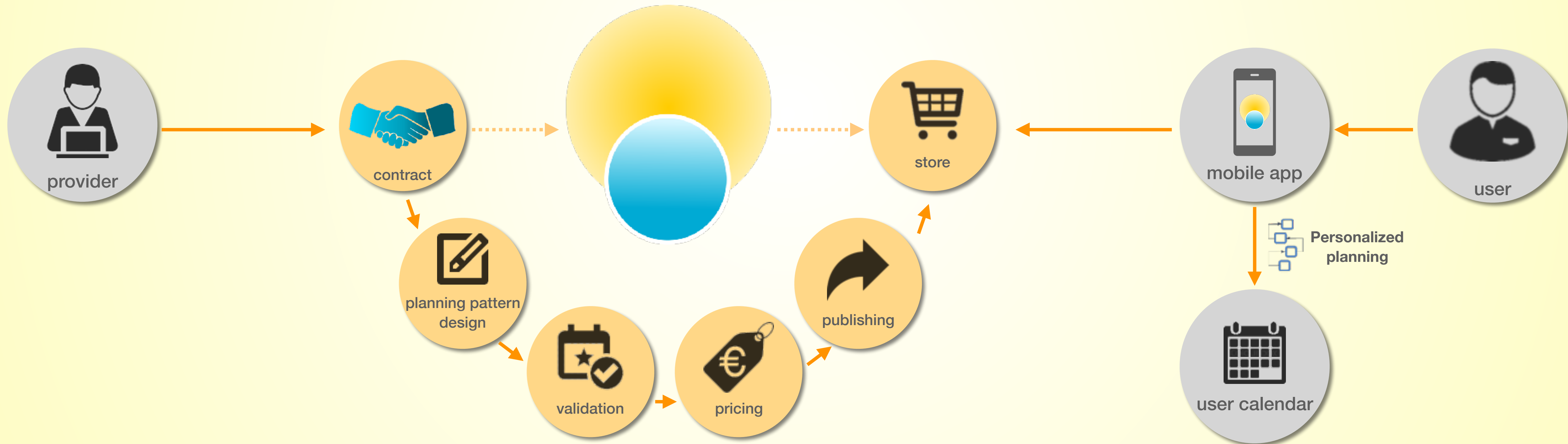


A **personalized** planning for my own
need

Sense of control

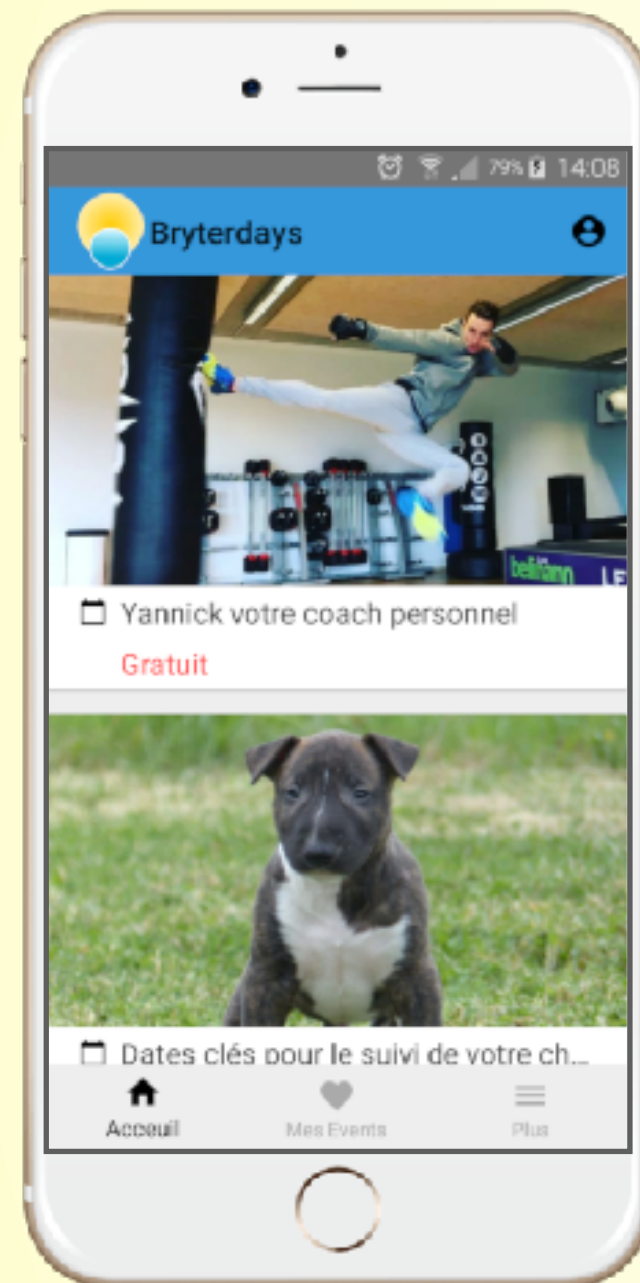
The solution

Bryterdays the personalized planning marketplace



The product

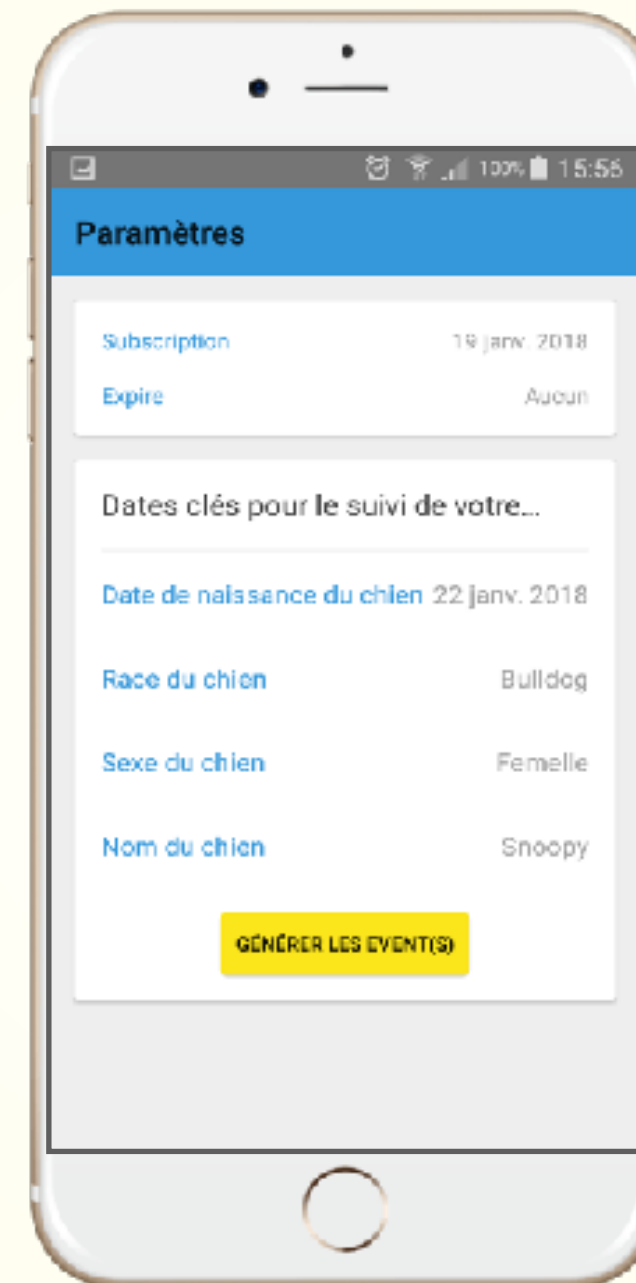
Follow the
magical recipe...



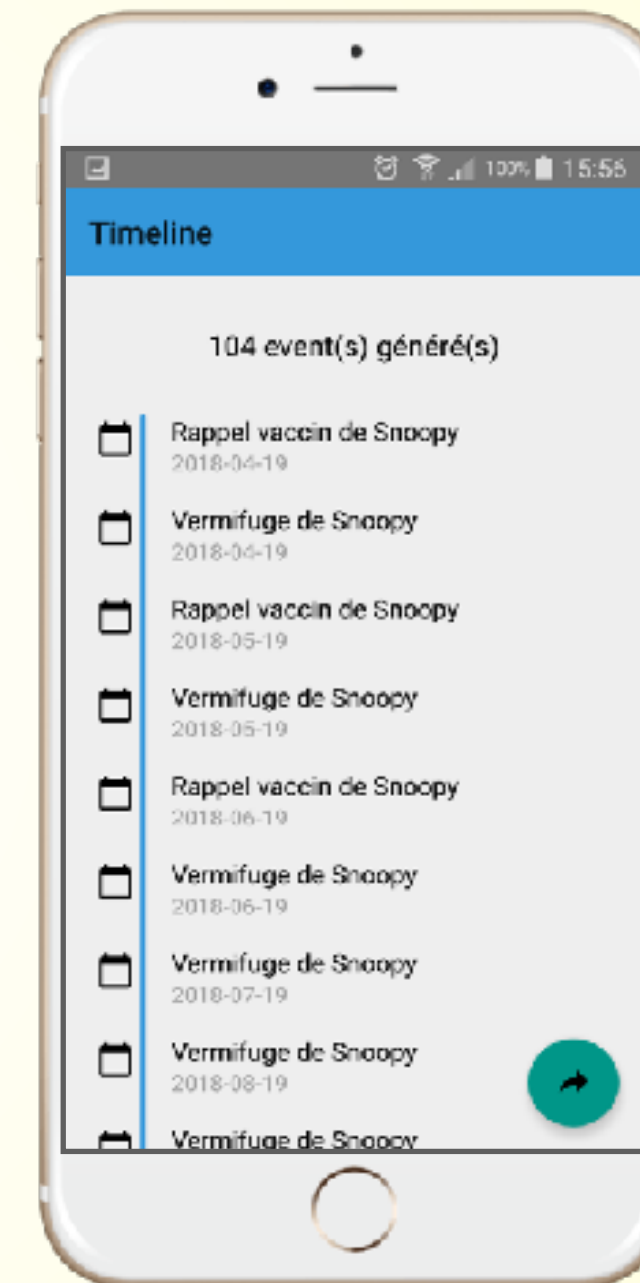
Browse available
designed plannings



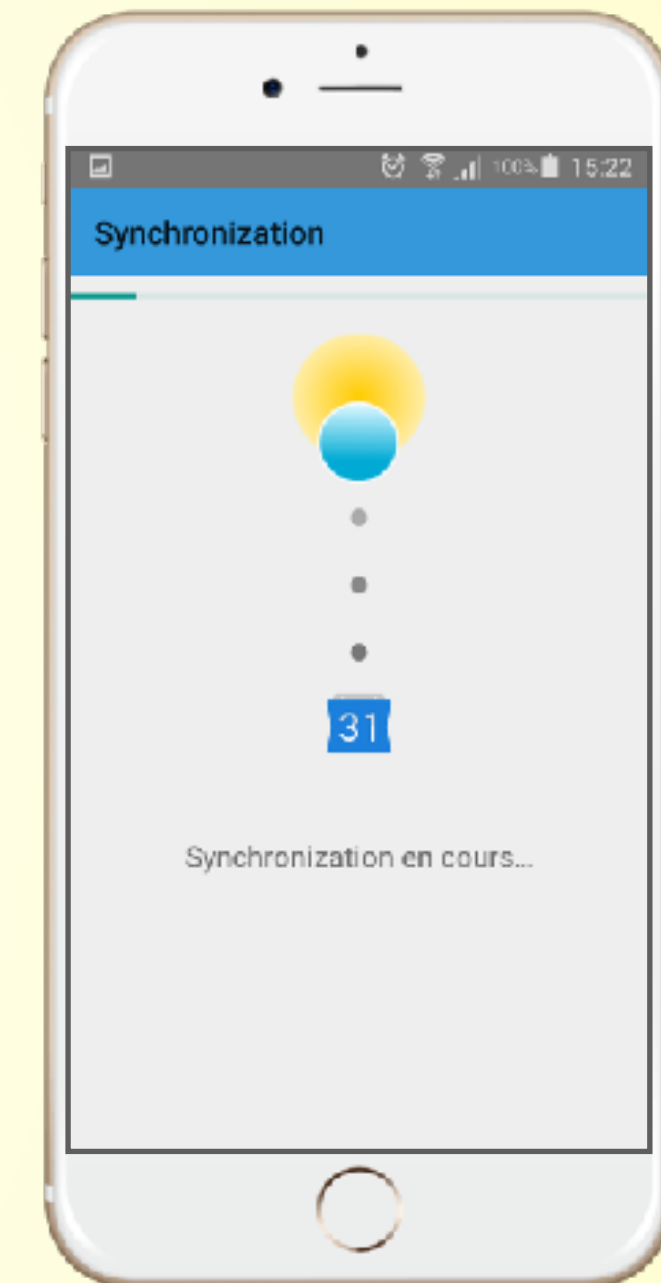
Choose and install



Set required settings

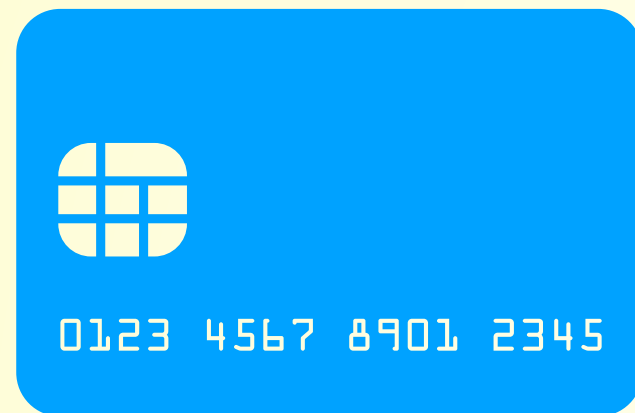


Preview generated
events of your
planning



Synchronize your
planning with a
calendar of your
choice

Business model target



10% fee for every payable provider planning



Contracted staff for custom provider planning developments



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

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

Eg: Dog breeder, Personal coach, Wedding planner, Real Estate agents...



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

Vision

1-2
years

-
- External calendar synchronization
 - Self Office: planning editor, customer surveys, reporting...
 - Bryterdays as a Service
 - User board v1: unified planning, social networking, data privacy...
 - User board v2: suggestions, geolocation, multimedia...

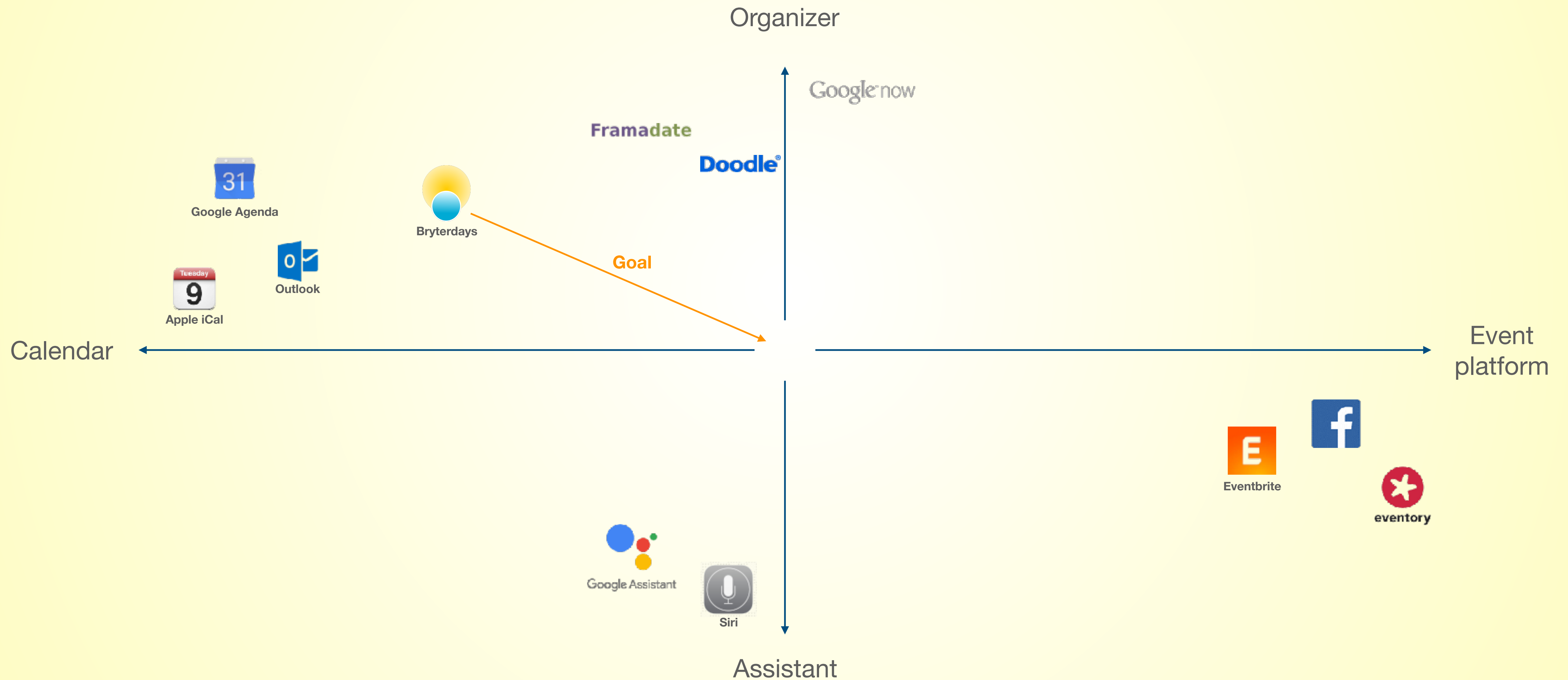
3-5
years

-
- Automated organizer
 - Internet of Things



-
- Personal Assistant (AI)
 - Omnichannel: mobile, tablet, vocal, cars...

Competitive landscape



Pilot plannings



Take care of your dog
Domaine des Terres de Forges



Personal coaching
theSAME

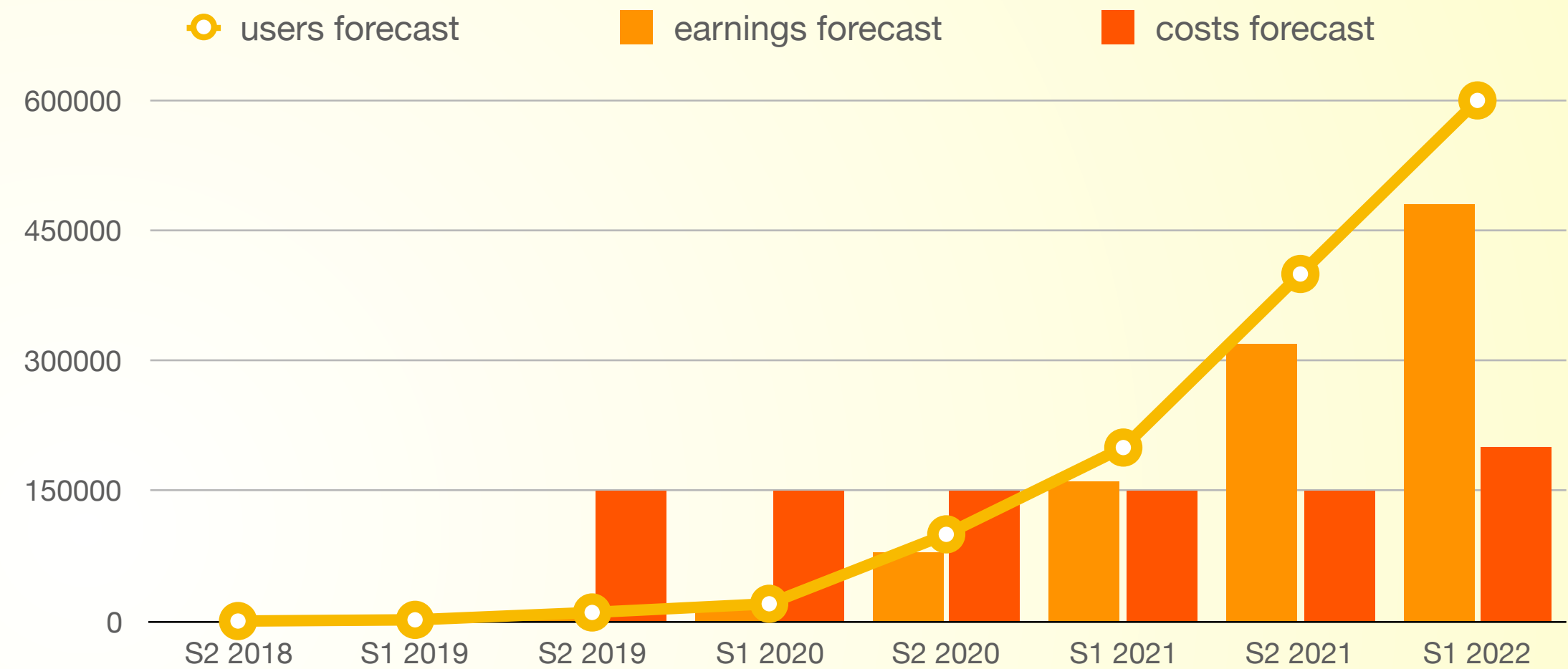
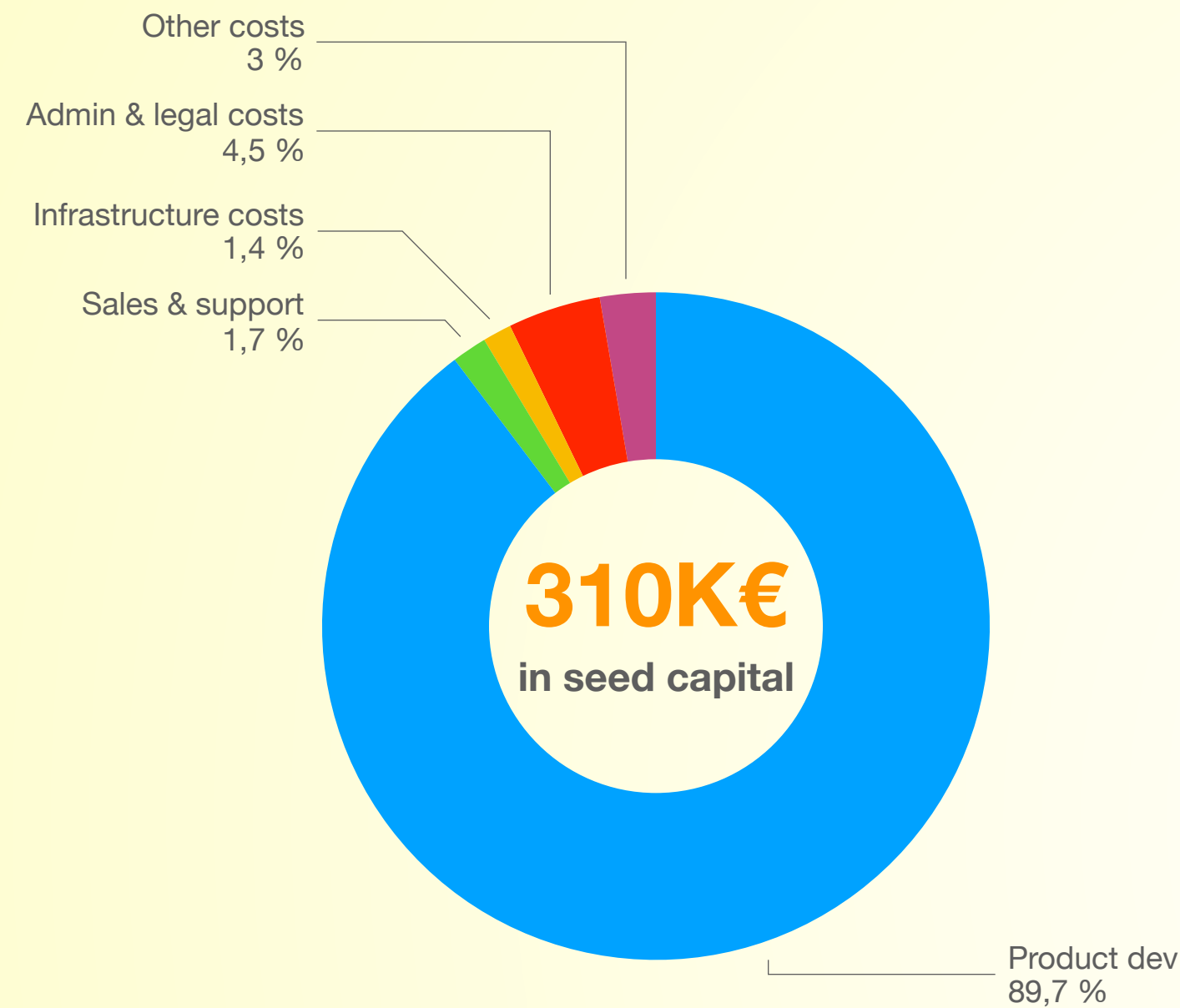


Set up your company
Alertes Formalités



Wedding planner
Bryterdays

Accomplishment, funding request and use of funds



Mobile App
beta

Dec 2018

Self Office
beta

Feb 2019

Monetization
process

Sept 2019

Self Office
public

Sept 2018

Jan 2019

June 2019

Dec 2019

End of
pilot phase

Close seed round
investment

Reach
20 providers

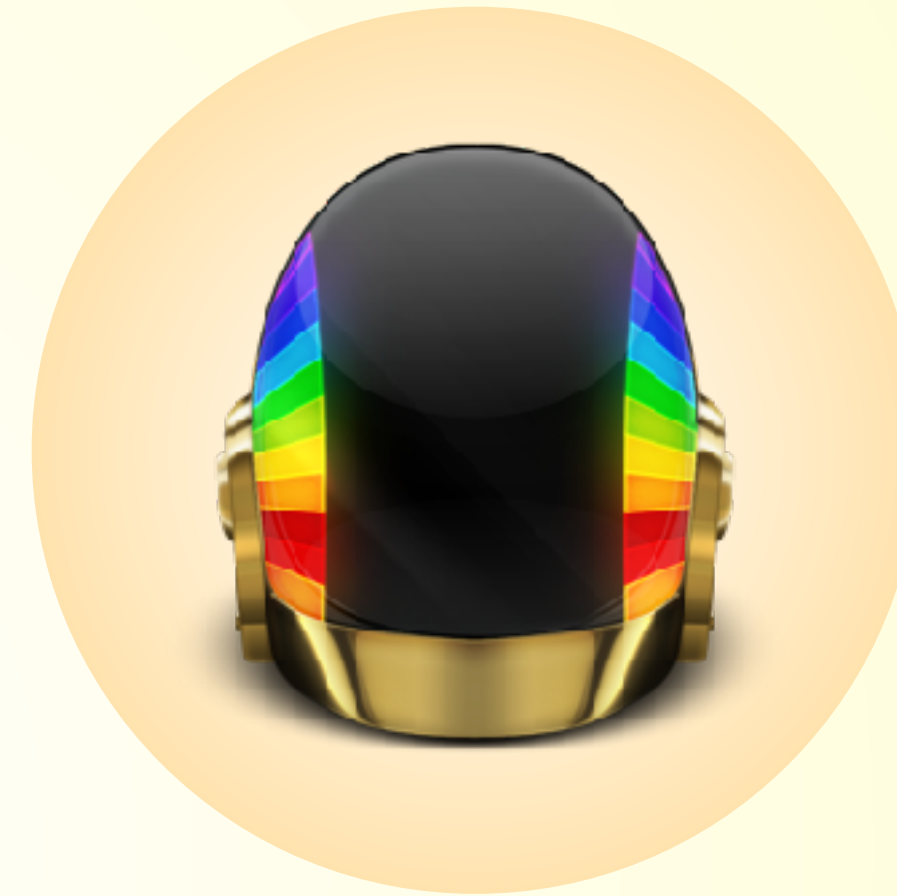
Team management



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