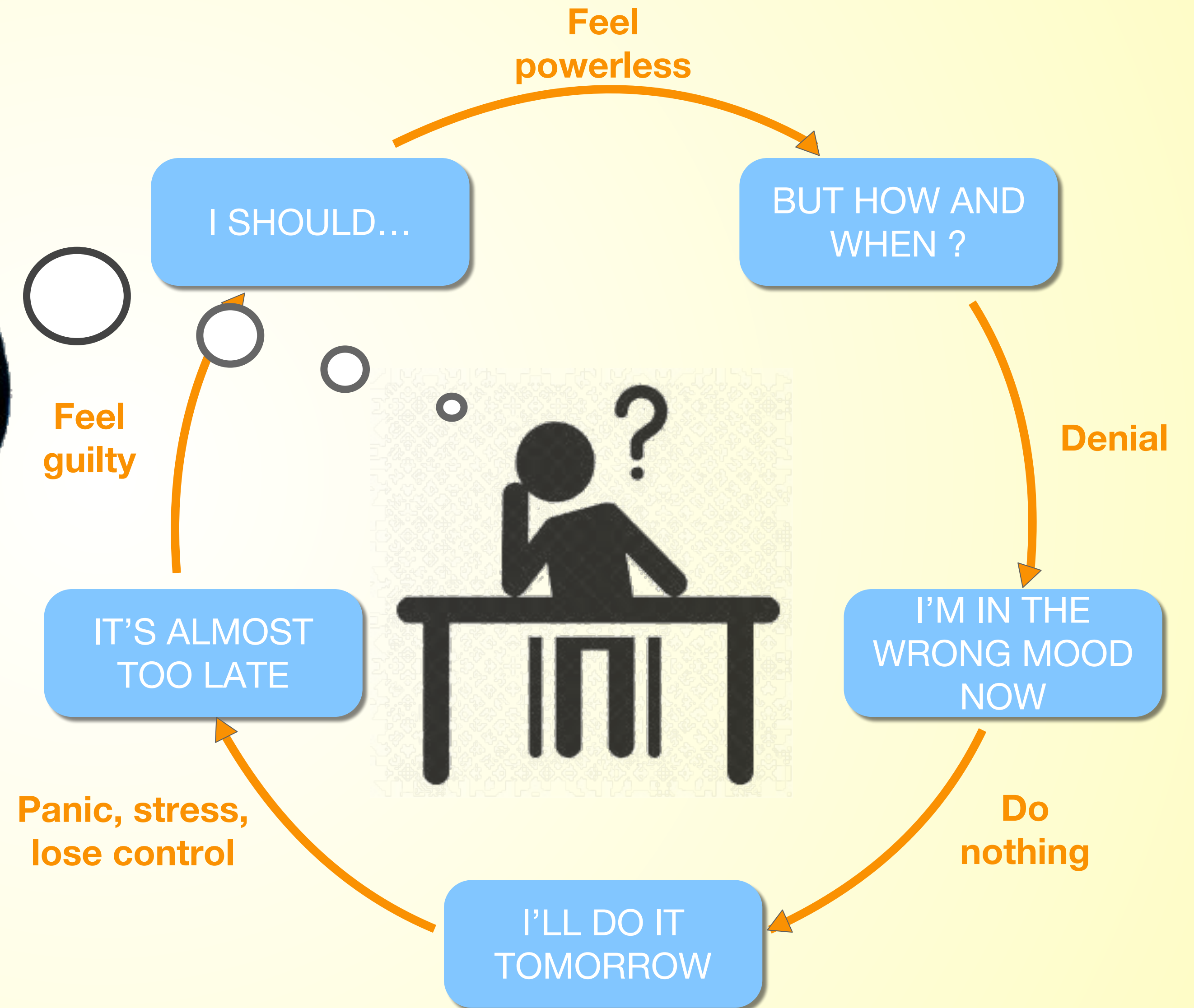




Planning has never been so easy

# The Problem





# Value Proposition



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



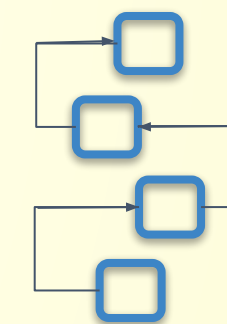
---

**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

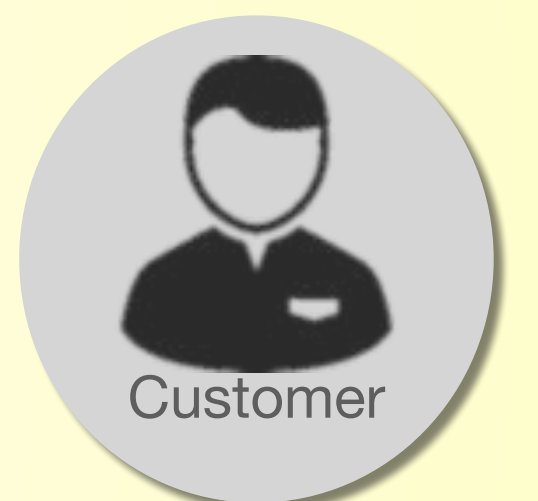
Greater tasks assessment

## WELL BEING

Foresee personalized targets, increase sense of control

## REDUCE IMPACT

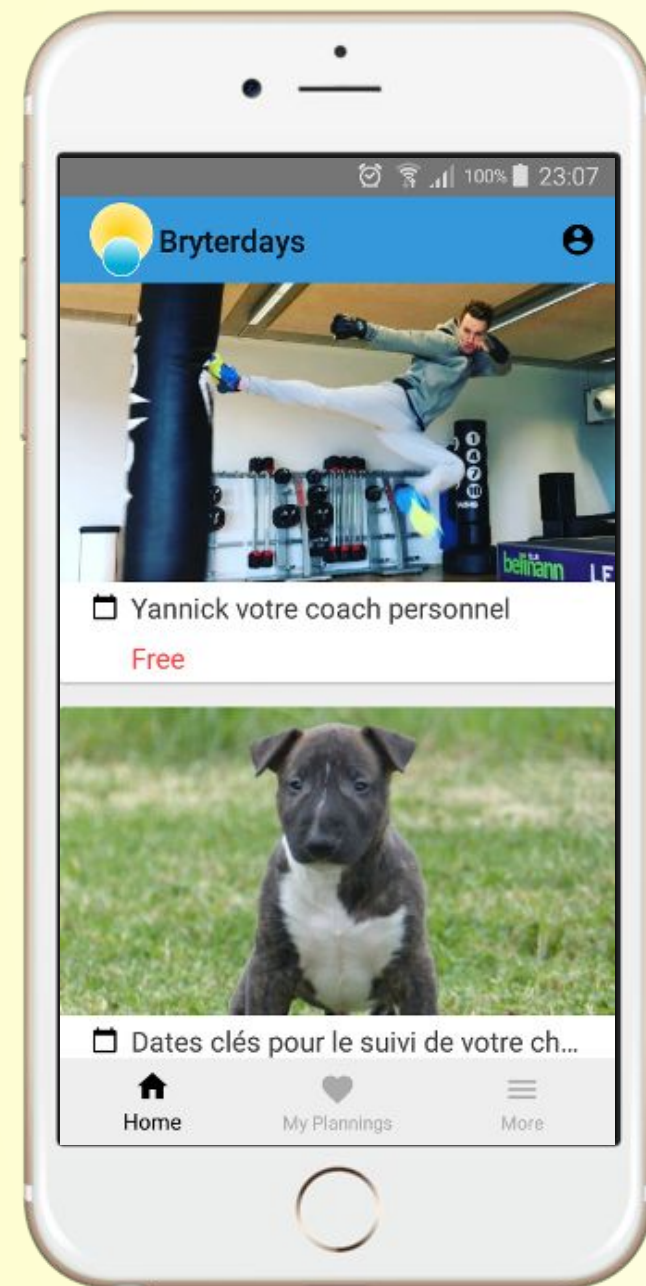
Money and opportunities losses caused by delays



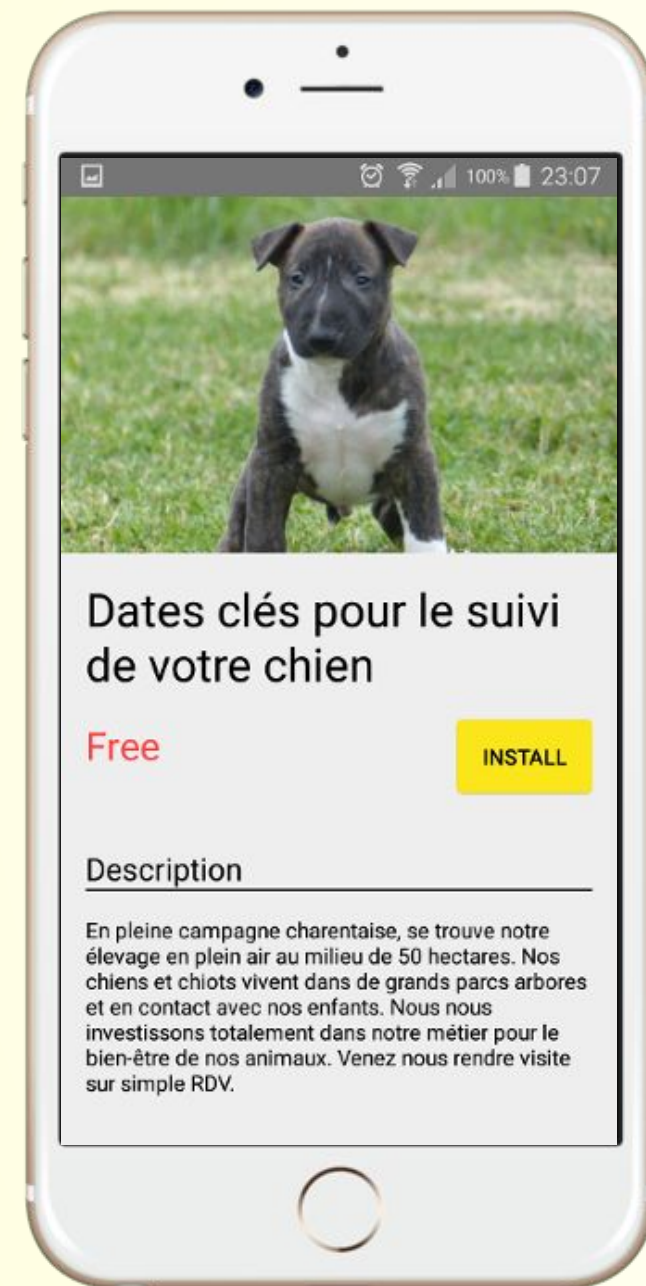


# The Product

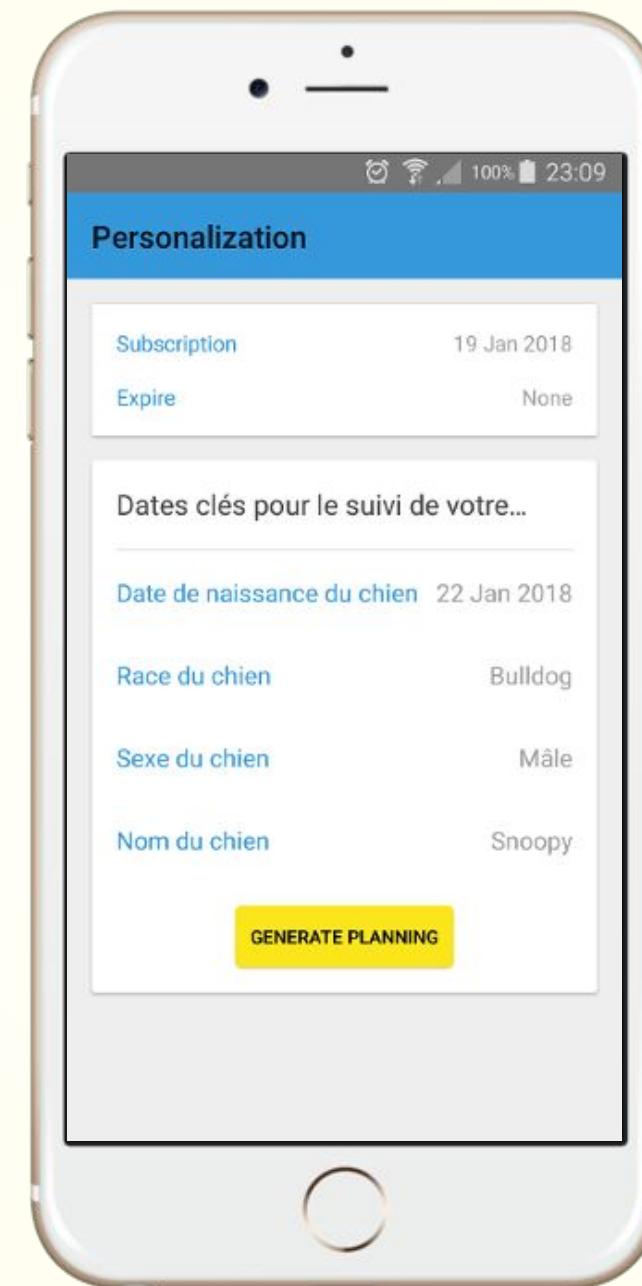
Follow the  
magical recipe...



Browse available  
designed plannings



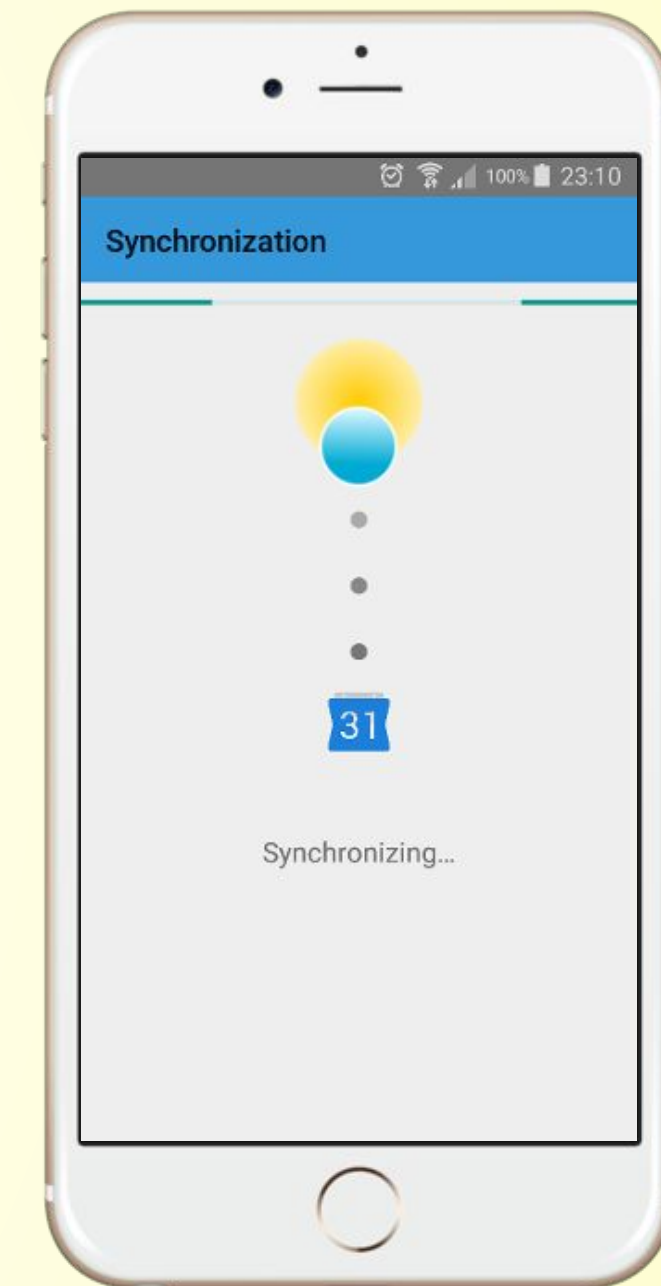
Choose and install



Set required settings

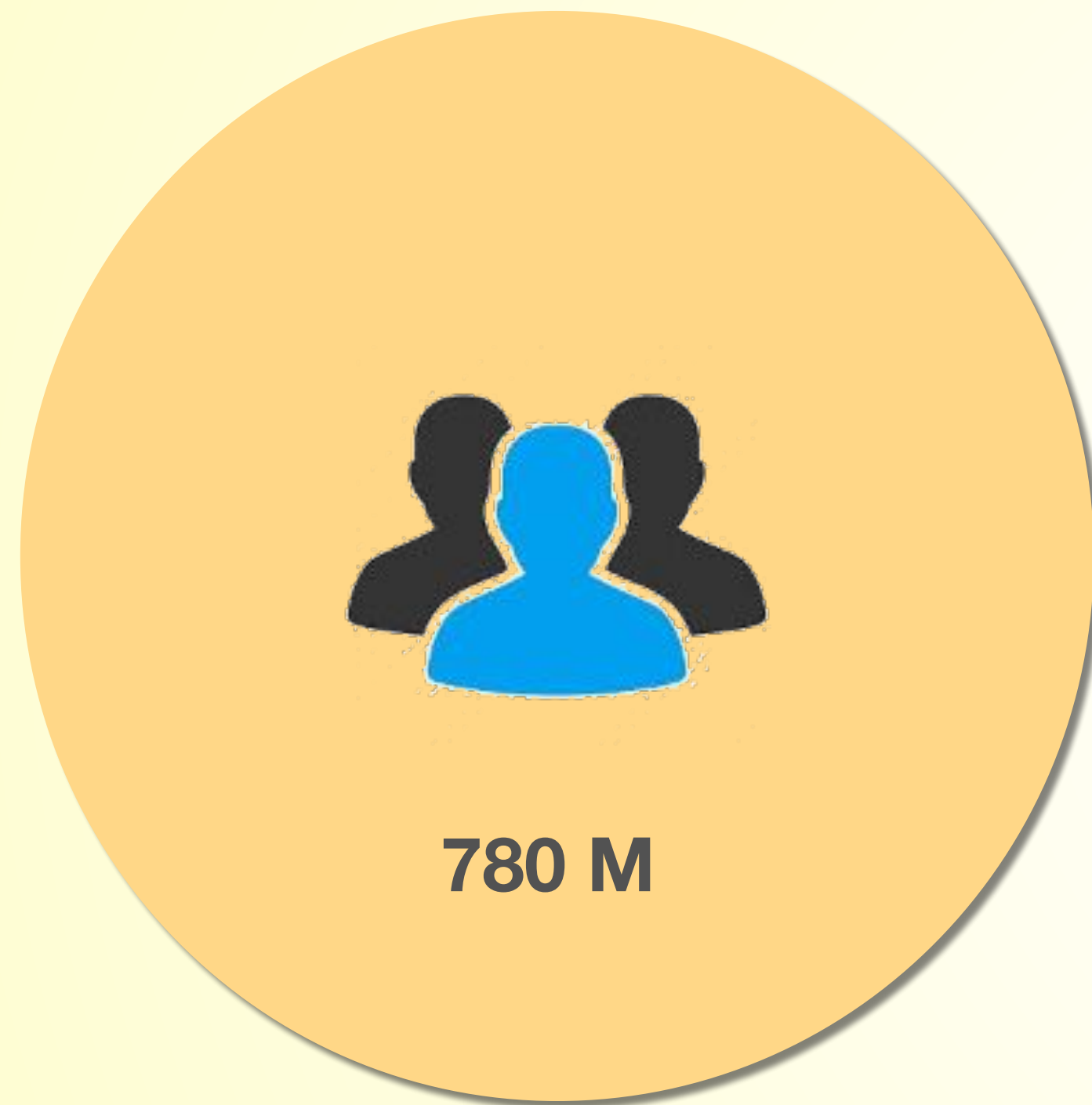


Preview generated  
events of your  
planning



Synchronize your  
planning with a  
calendar of your  
choice

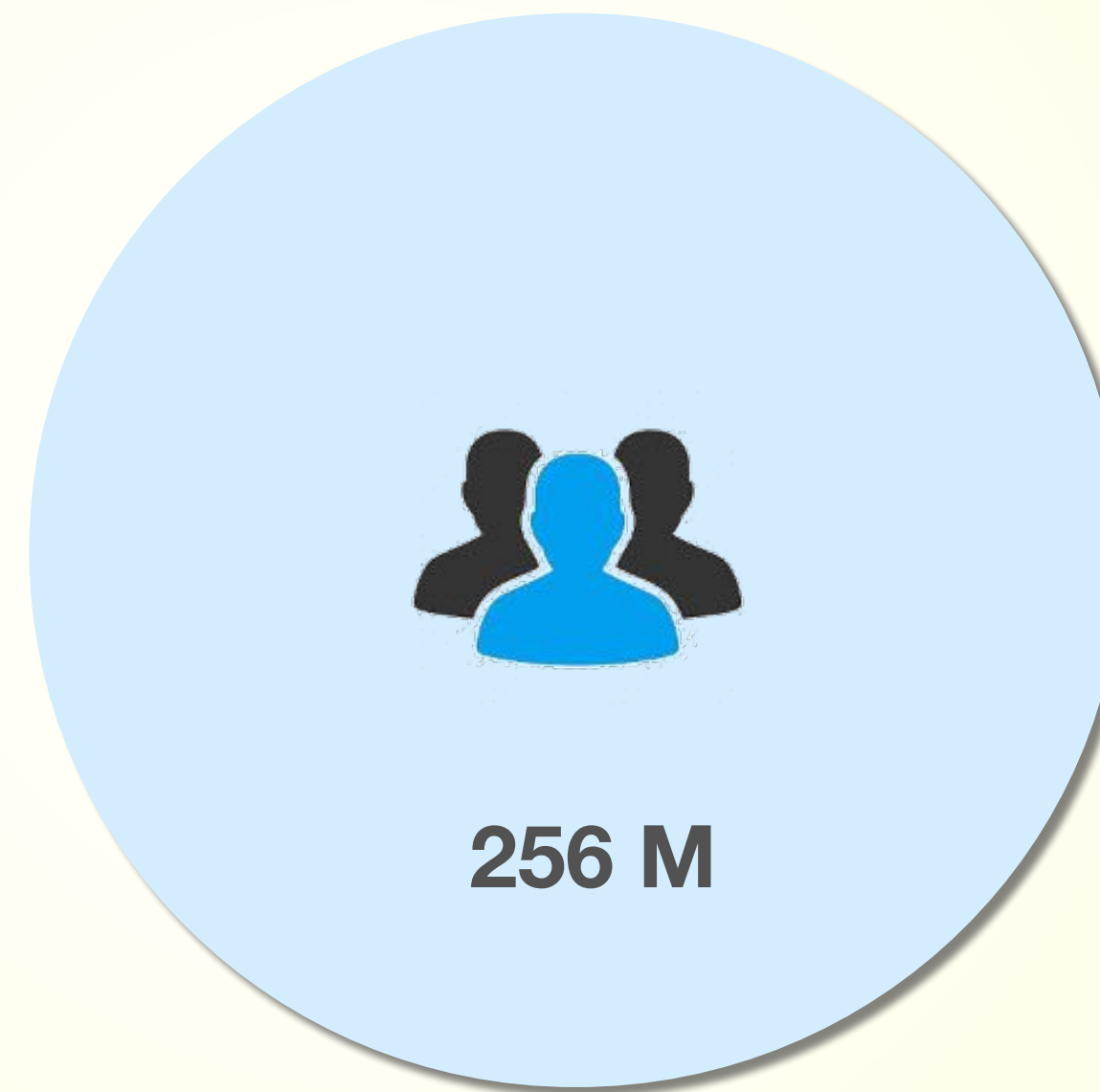
# Market Opportunity



## TOTAL AVAILABLE MARKET

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

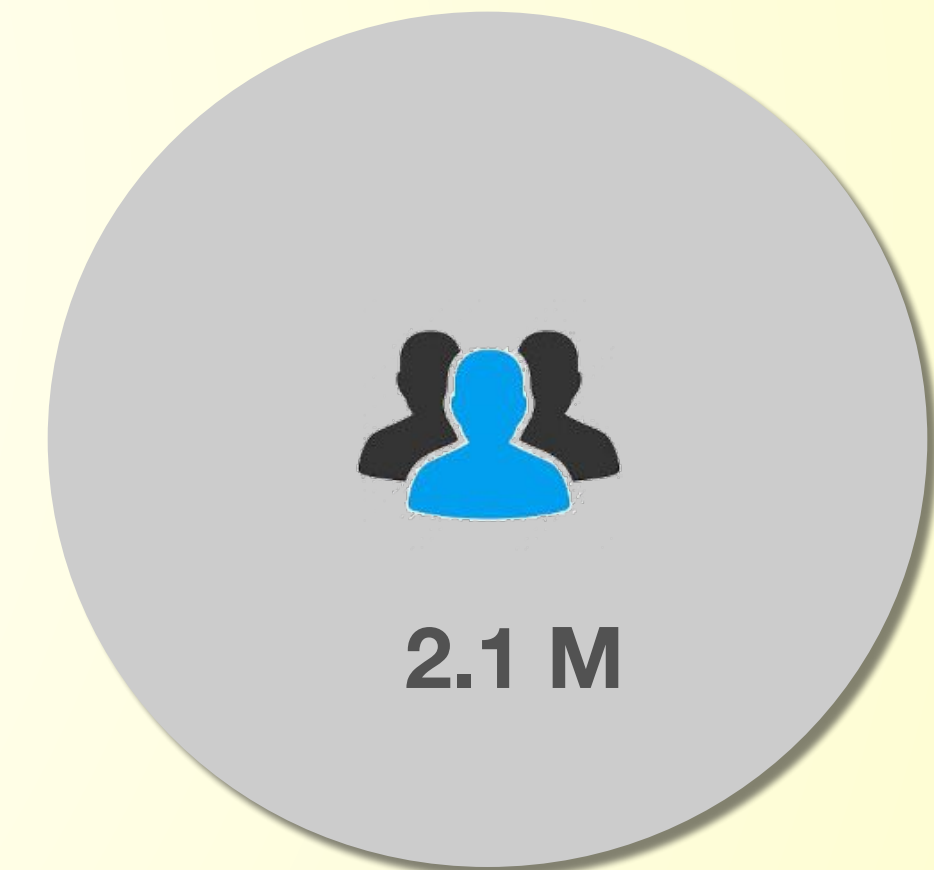
*Source: 10th Procrastination Research Conference 2017*



## 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

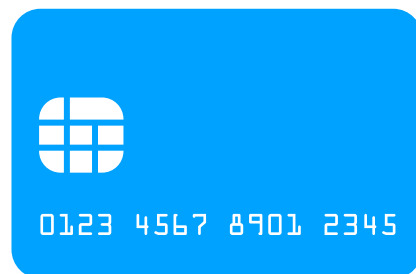
Personal coaching  
theSAME

Set up your company  
Alertes Formalités

Wedding planner  
Bryterdays



# Business model



**Commision** for every payable planning

**20%**



**Contracted staff** for custom provider planning developments

**900€/day**



A third-party provider making planning outputs available for **white label branding**

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

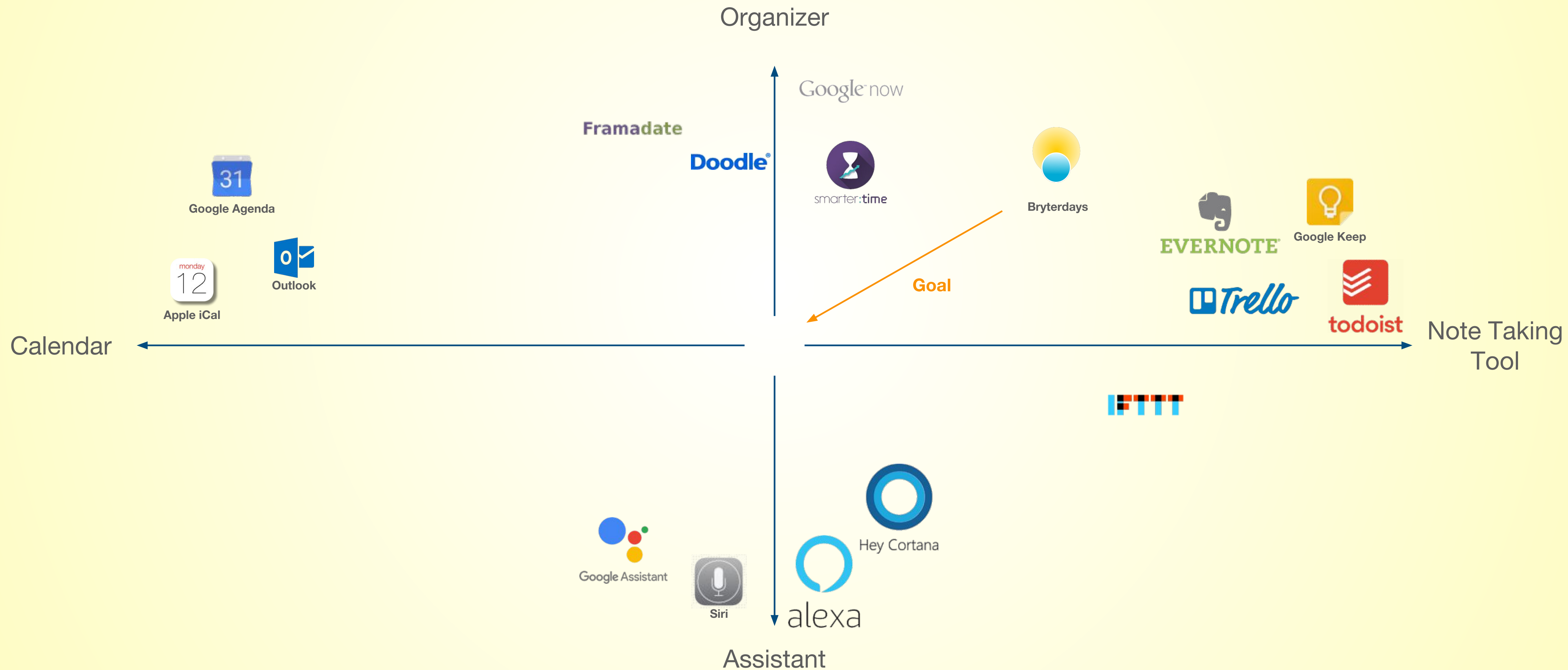


Features for **premium** providers to sustain and grow business :

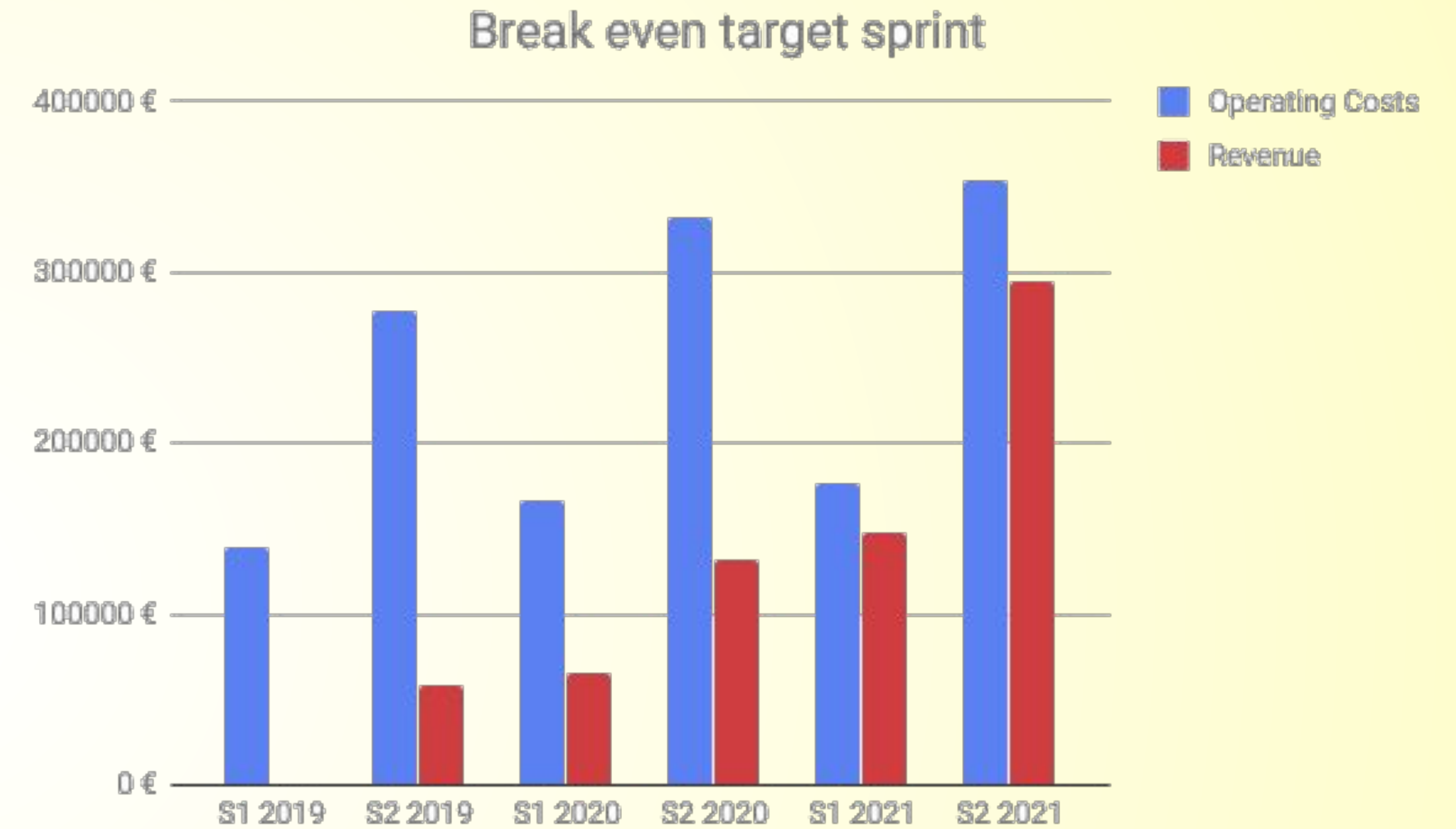
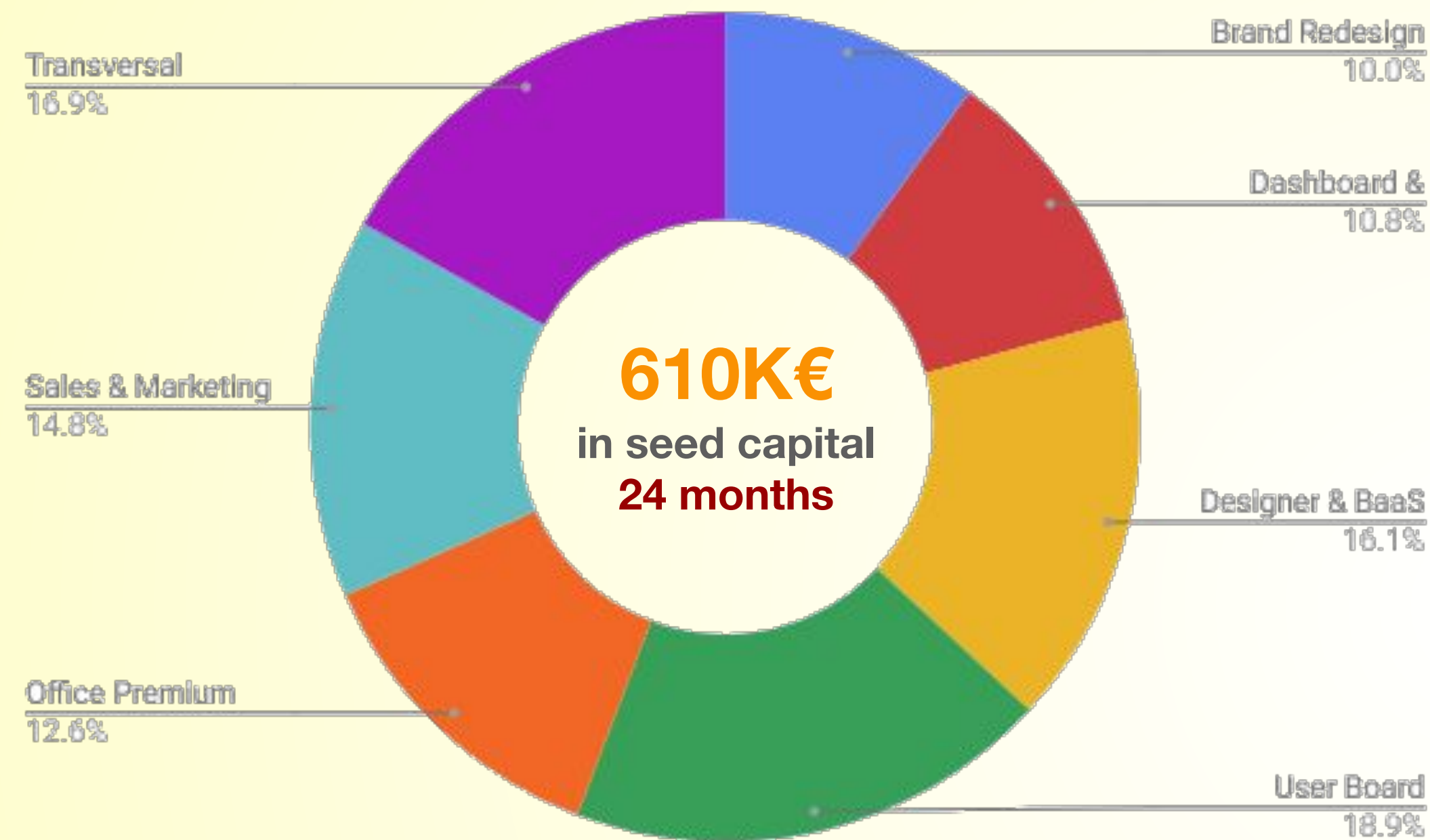
- store visibility
- recommendations
- market trend
- ...

**49€/month**

# Competitive landscape



# Accomplishment, funding request and use of funds



End of pilot phase  
+  
Planning Monetization  
+  
Dashboard Beta

Brand & Mobile  
App redesign

Designer  
+  
BaaS

User Board  
Beta

Target 25  
providers

Mar 2019

Sept 2019

Jan 2020

Sept 2020

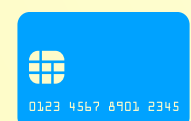
Dec 2018

June 2019

Dec 2019

June 2020

Dec 2020



Close seed round  
investment



Dashboard  
+  
White label branding

Hire 1 FTE to sustain  
and grow activity



Office  
Premium

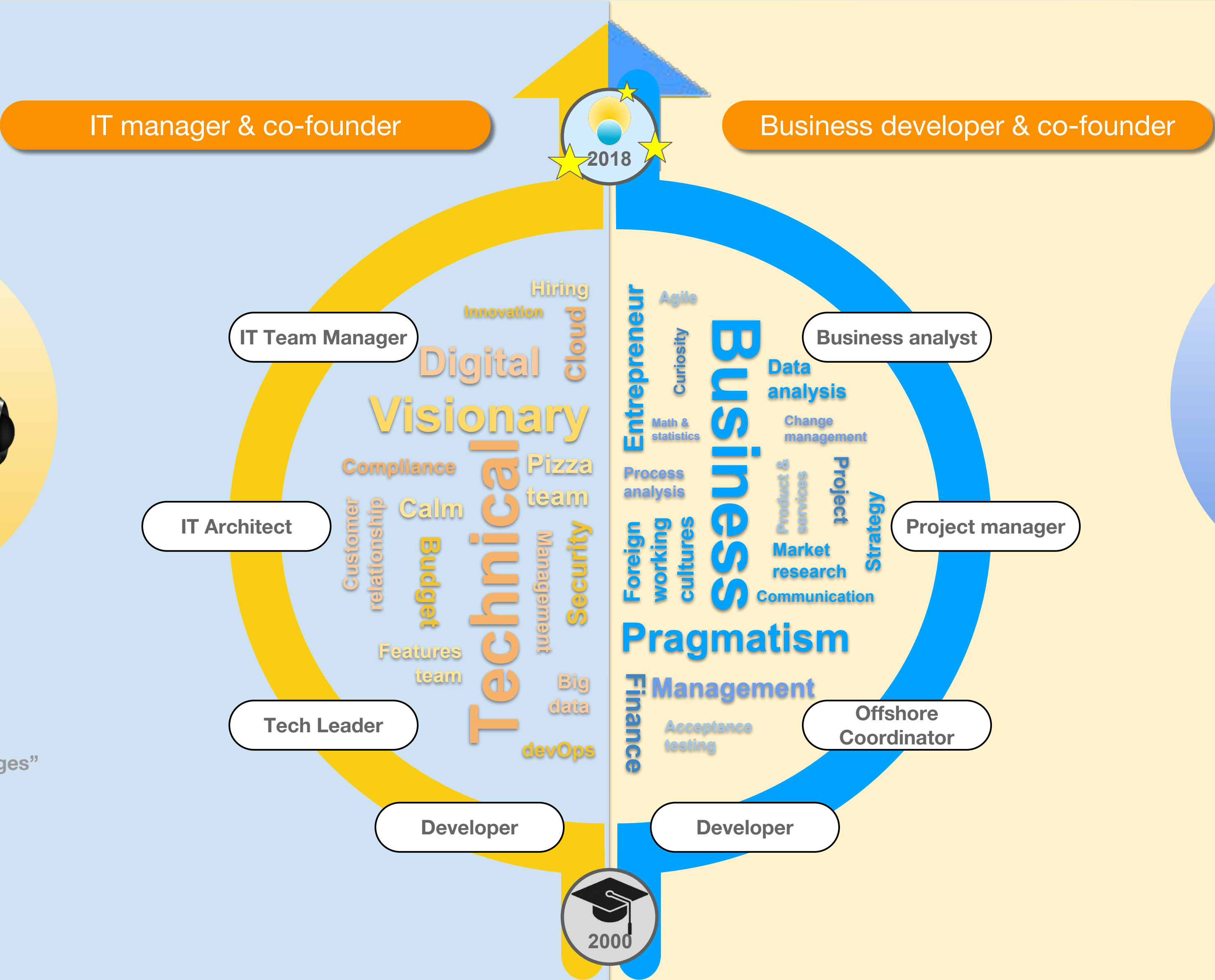


# Team management



Jérôme Poté

“Turn constraints into advantages”



Madjid Belaïd

“We’ve got a strategic plan,  
it’s called *doing things*”