Bryterdays

There's always an event

The Problem

Keeping track of all the daily life tasks, activities and interests is **time and effort consuming**. This can lead to a frustrating **procrastination**.

I SHOULD…

TAKE IT SERIOUSLY

BUT HOW AND WHEN ?

I'LL DO IT TOMORROW

LET'S DO SOME RESEARCH

Value Proposition

What if the community could help me out
to build and plan things through...

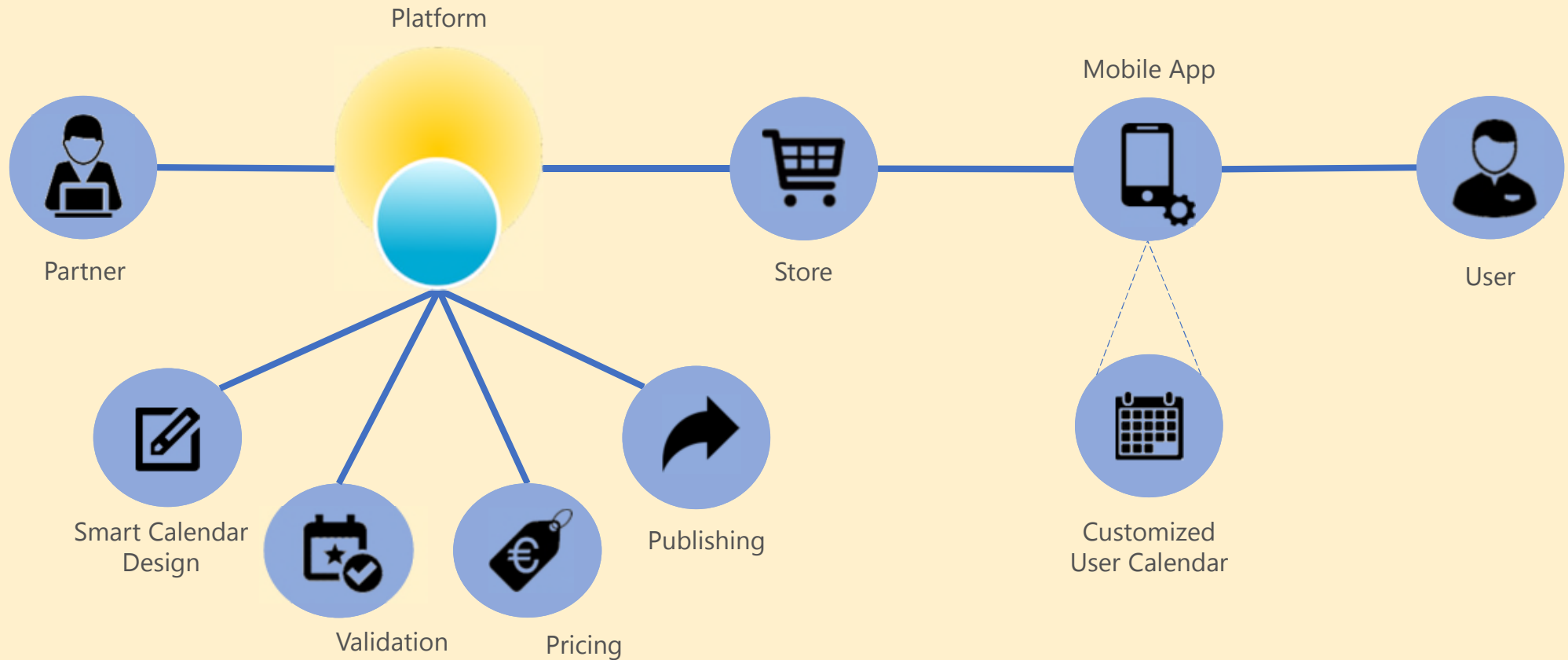**Collective intelligence**, from which experience and knowledge are shared on planning events

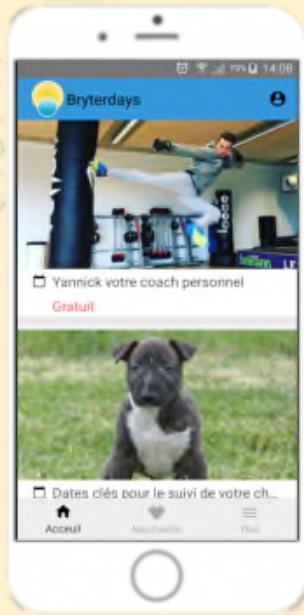A single platform containing **smart and organized** calendars on any subject
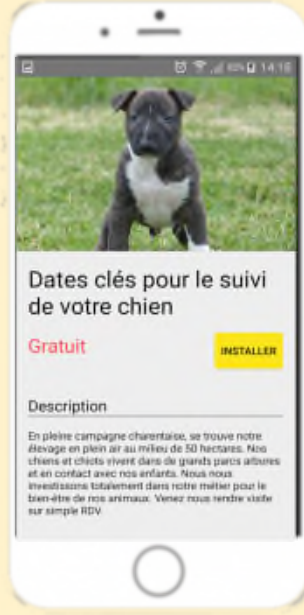

A customized **agenda** for your own need

The Solution

Bryterdays the smart calendars market place

Platform

Partner

Smart Calendar Design

Validation

Pricing

Publishing

Store

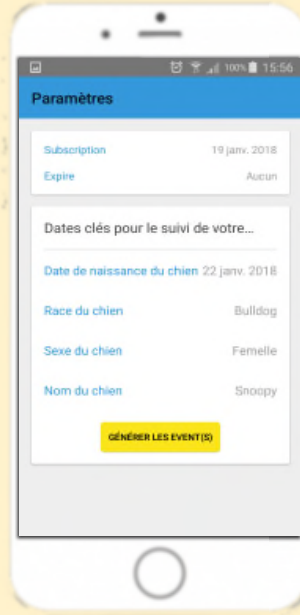Mobile App

Customized User Calendar
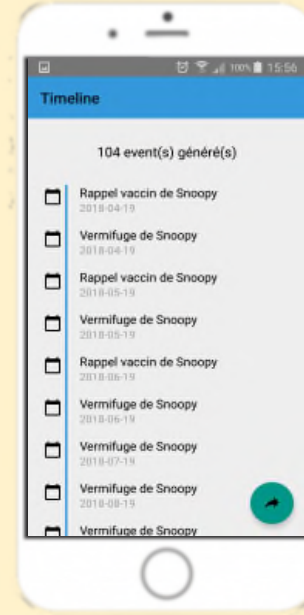
User

The Product

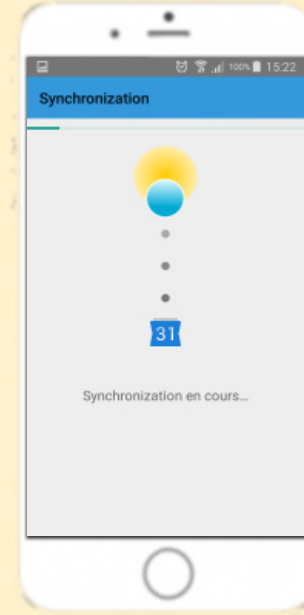Browse available smart calendars designed by our partners

Choose and install

Set required inputs defined by the partner

Preview generated events

Synchronize one of your calendar

Follow the magical recipe...

Business Model

20% fee for every payable services

Contracted staff for custom service developments

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

Go-to-Market Plan

3 aquisition channels

ORGANIC GROWTH

- Target Partners first
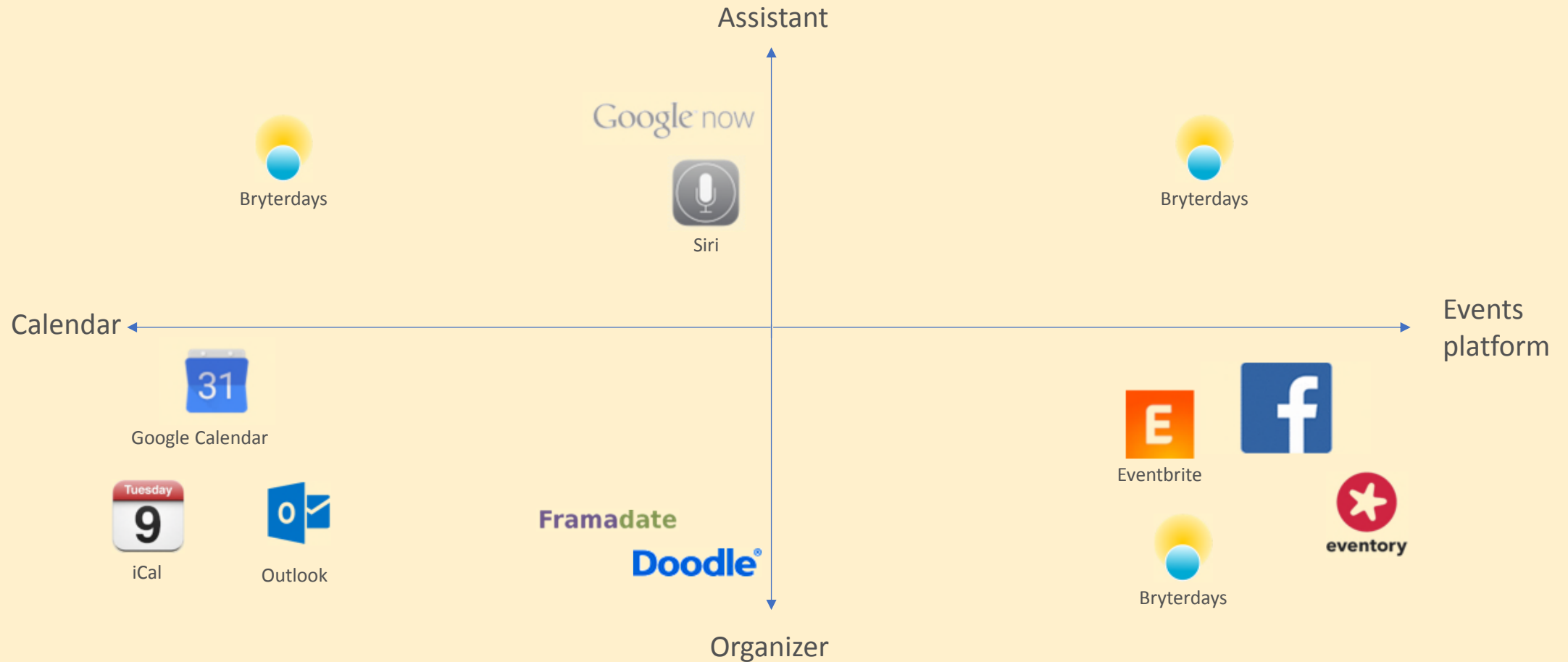
- Easy-to-use back office

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
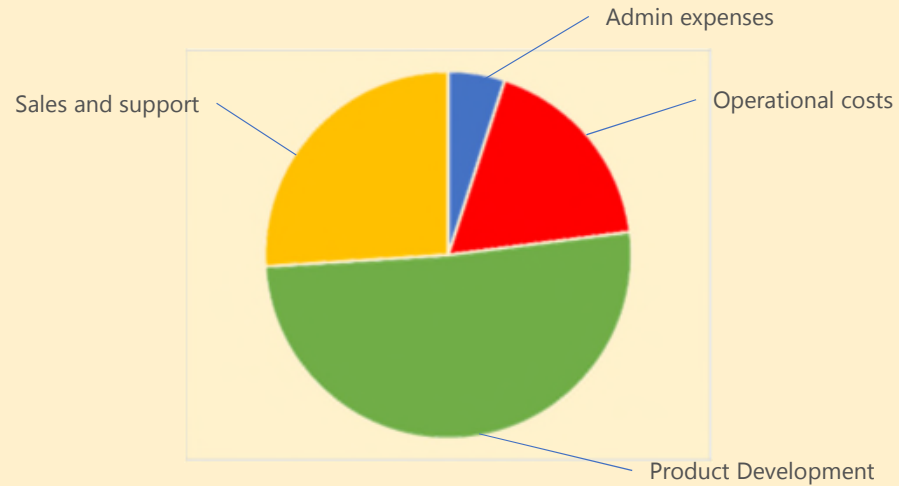
Competitive Landscape

Assistant

Google now

Siri

Bryterdays

Bryterdays

Calendar ← → Events platform

Google Calendar

Eventbrite

f

iCal

Outlook

Framadate

Doodle®

eventory

Bryterdays

Organizer

Traction & Key Metrics

(TODO)

Accomplishment, Funding request and Use of funds

250K€
In Seed Capital

Admin expenses

Sales and support

Operational costs

Product Development

Public Beta

Enroll up to
10 partners

Dec 2018

Monetization
process

Public Office

Fev 2019

Jul 2019

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

Madjid Belaïd

Business Developer and Co-founder

8y IT Development
8y Off-shore coordination, Project Management, Business Analyst
5y abroad

Vision

MID-TERM

- Self Office (Visual Studio, Reporting, Customer surveys,...)

- Calendar events enrichment (Suggestions, Geolocation, Multimedia,...)

- Bryterdays Board (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