

A photograph showing two women lying face down on massage tables in a spa. A masseuse in a white uniform is performing a back massage on each woman. She is holding a small wooden bowl filled with white powder, likely salt or sugar, in her left hand. The woman in the foreground has her head resting on her right arm. The background shows a window with a view of a cloudy sky.

# BE LAZY

*While we do the work!*

**Beauty & Spa  
On Demand**



# The Team



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**BCG**

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**VIOT**  
FOR A BRIGHTER WORLD

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**Garena**  
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Phung**

Marketing Strategy  
& Product  
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**sea**  
connecting the dots

**Uber**



**Trung  
Nguyen**

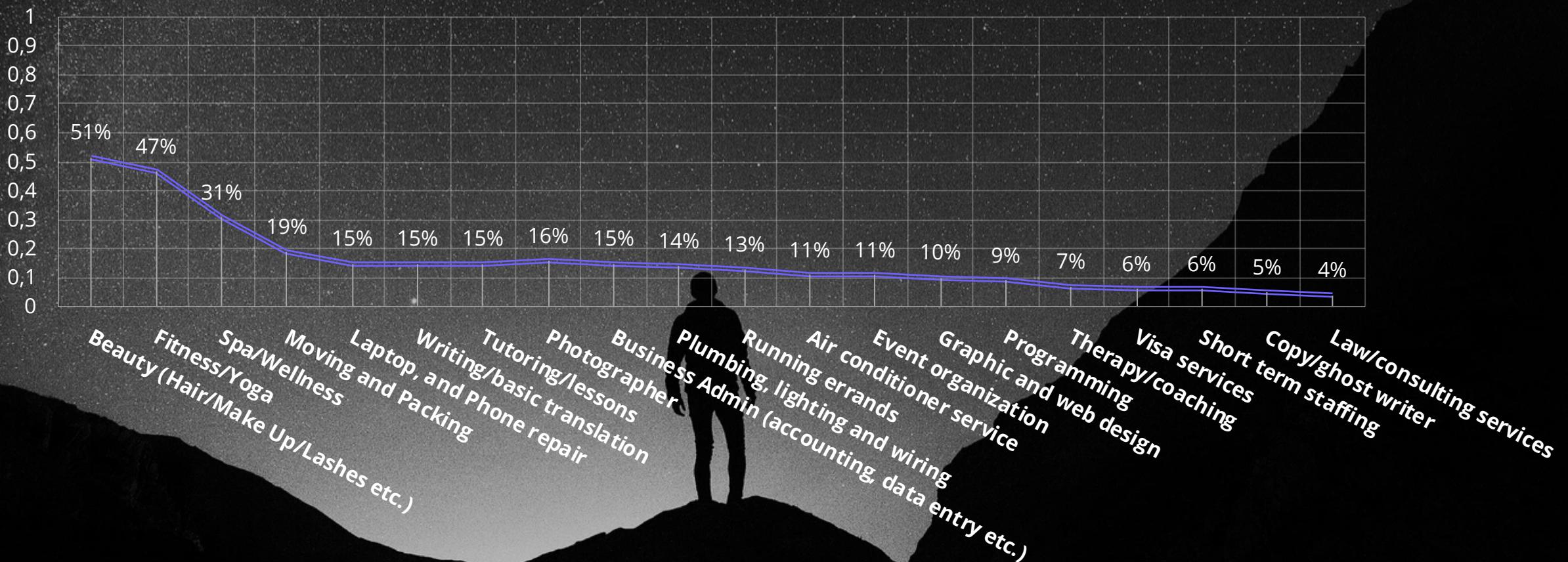
Tech Startup  
Finance & Sales  
Manager

**VIOT**  
FOR A BRIGHTER WORLD

# Market validation

We did a survey and asked what services do people order at least once a month?

=Total demand in percentage (based on 101 participants)



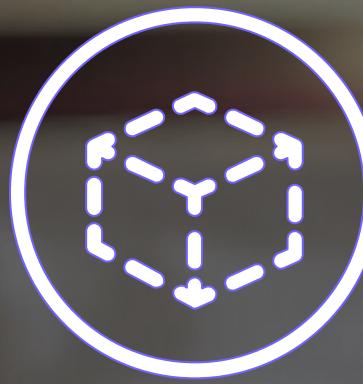
# Market Problem



**People are busy and have less time,**  
especially working professionals



**People waste valuable time** on asking around,  
searching and comparing prices



**Lack of transparency** on prices and quality of  
beauty & spa services

# Our Solution

A platform that connects customers with beauty & spa service providers to order these services conveniently to their homes



**Book services to your home** simply through our App

**Save and optimize valuable time** on searching and contacting providers

**Transparent pricing, quality assurance, and smart matching**

# Added value for customer and provider



## BENEFITS for customer



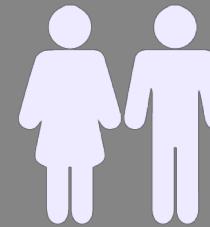
All beauty services in one app - simple and user friendly



Convenient and time saving at your doorstep



Transparent and affordable pricing



## BENEFITS for providers



Additional channel to make extra money

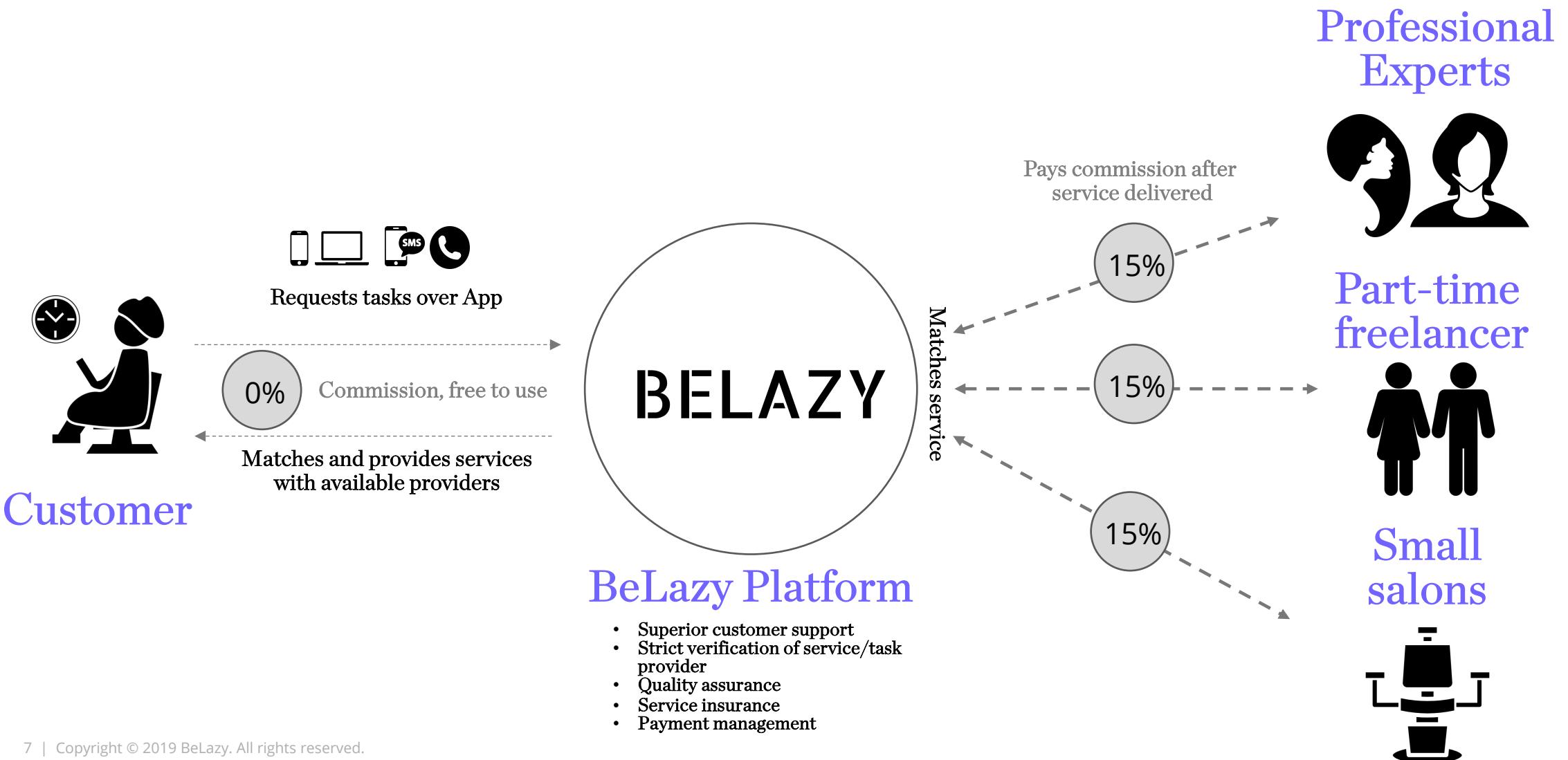


Utilization of free time slots

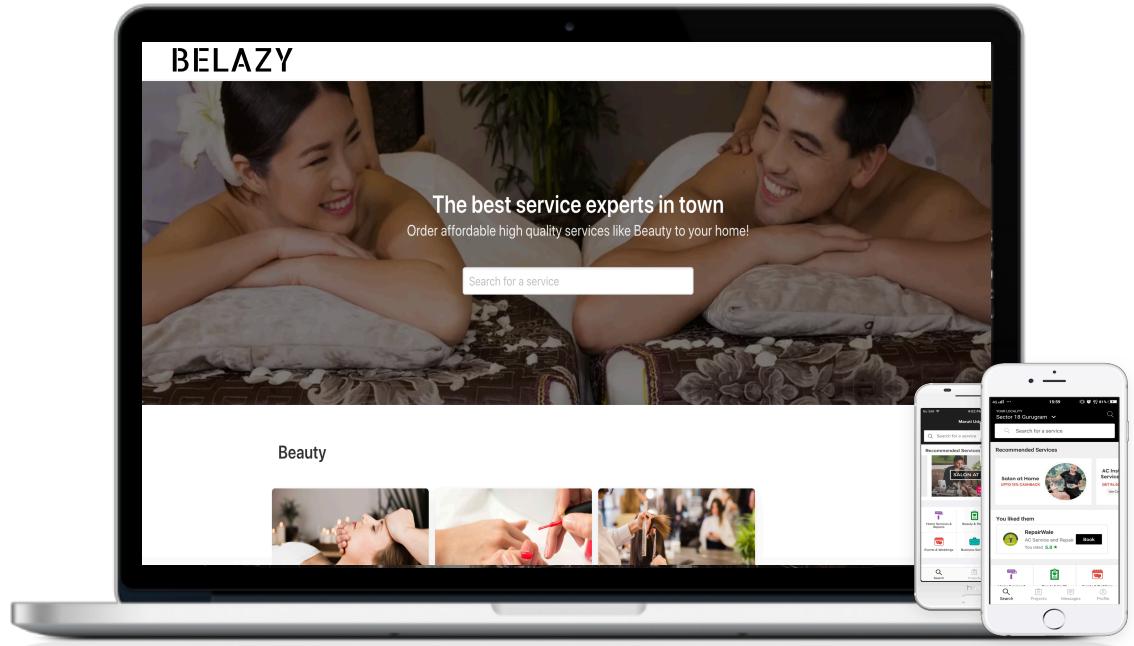


Flexibility and independency

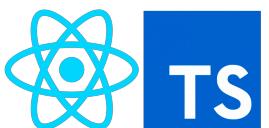
# Our Business Model



# Our Product



Powered by following tech



React / Typescript



Django / Python



iOS / Android

## Features



Hyperlocal



Scoring system



Smart matching



Messaging



Bird's view



Tracking



Accounting & Payroll



Reporting & Analytics



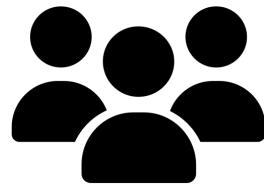
Order management system



Scheduling tool

# Market potential

## VIETNAM



**Middle class and affluent women\*:**  
(25% of population earn more than \$700/ month)

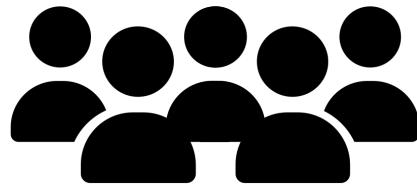
**12.5 million**  
(2.5 million in HCM/HN)

**57% spend at least 5%\*\***  
of their income on beauty & spa services:

**\$250+ million**  
(\$50+ million for HCM/HN)

Capturing 5% of the total beauty services in Vietnam  
**= \$12.5 million in revenue/year**

## SOUTHEAST ASIA



**Middle Class and affluent women\*:**

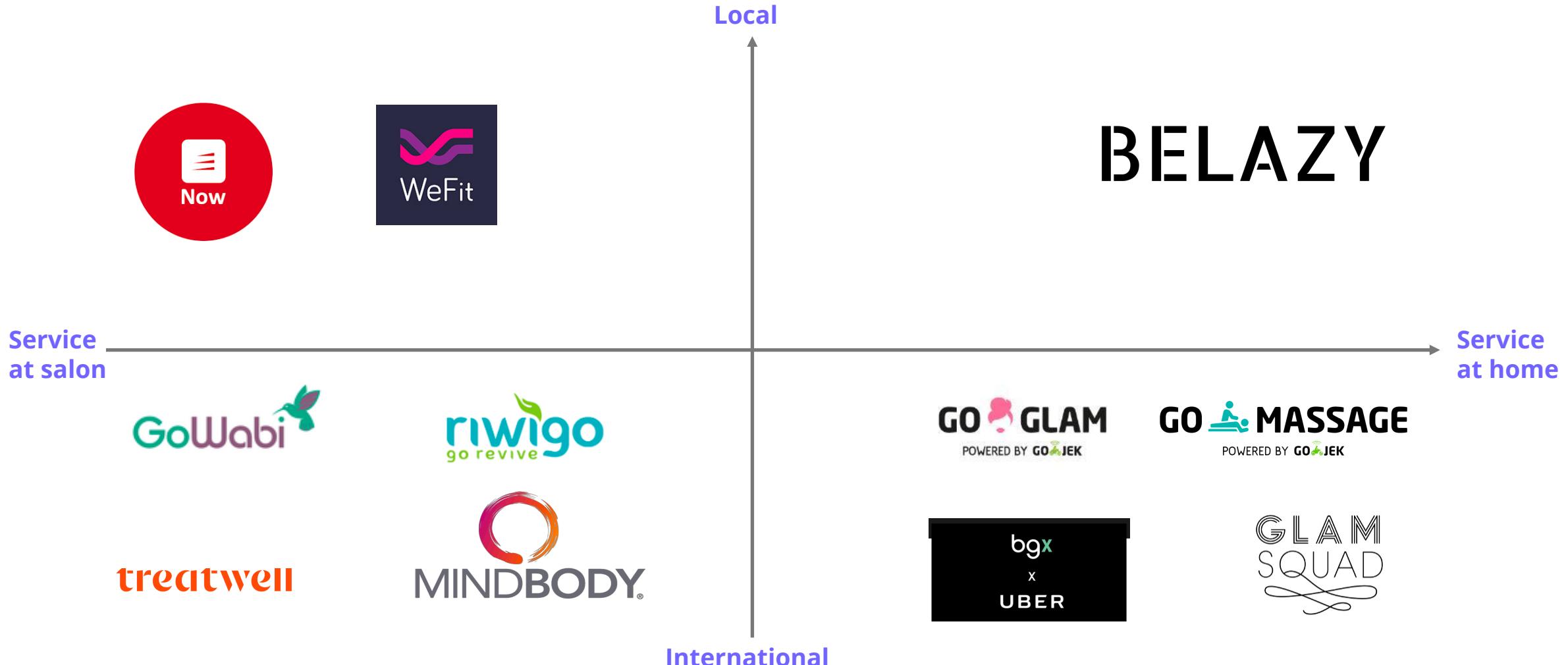
**120 million**

**57% at least 5%\*\***  
of their income on beauty & spa services:

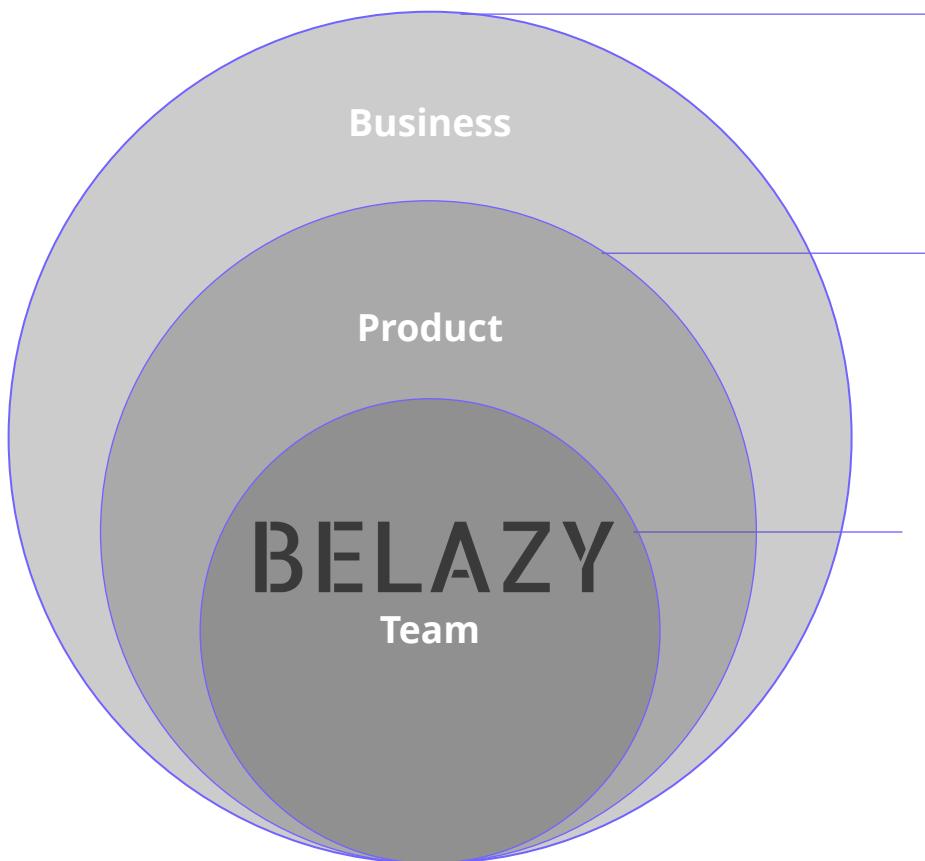
**\$2.4+ billion**

Capturing 5% of the total beauty services in Southeast Asia  
**= \$120 million in revenue/year**

# Competitive Landscape



# Our Competitive Advantage



- ✓ First mover advantage
- ✓ Superior customer support & verification of service provider
- ✓ Quality assurance and service insurance
- ✓ Operational excellence and positive business unit economics
- ✓ build the first network of high quality beauty professionals (hard to copy, takes a lot of effort and time)
  
- ✓ User friendly and simple UI
- ✓ Hyperlocal matching system
- ✓ Rebooking incentivization (supply side)
- ✓ Loyalty program (demand side)
- ✓ API to connect to existing platforms (e.g. NOW)
  
- ✓ Allstar founder profiles that makes raising money easier
- ✓ 2 experienced fullstack developers that save us time and money
- ✓ Platform business experience
- ✓ Relevant Business connections and relationships (KOLs with 1M+ follower, media partners, close friends working in fashion e.g. Chanel or Dior)

# Belazy Roadmap

## Phase 1: Ideation & validation

- Idea generation
- Survey & interviews
- Definition of niche services

BELAZY



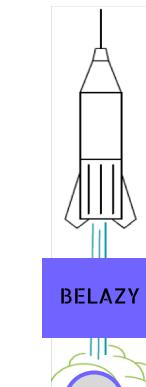
2019

Ideation  
May 2019



Validation with MVP  
July 2019

Launch prototype  
August 2019



Build supply &  
improve operations  
September 2019

## Phase 2: Launch prototype and raise seed funding

- Launch app and generate 1.000 paying customers
- Build and grow supplier network and improve operations
- Run small marketing campaigns
- Raise seed funding (\$20-50K) with initial traction

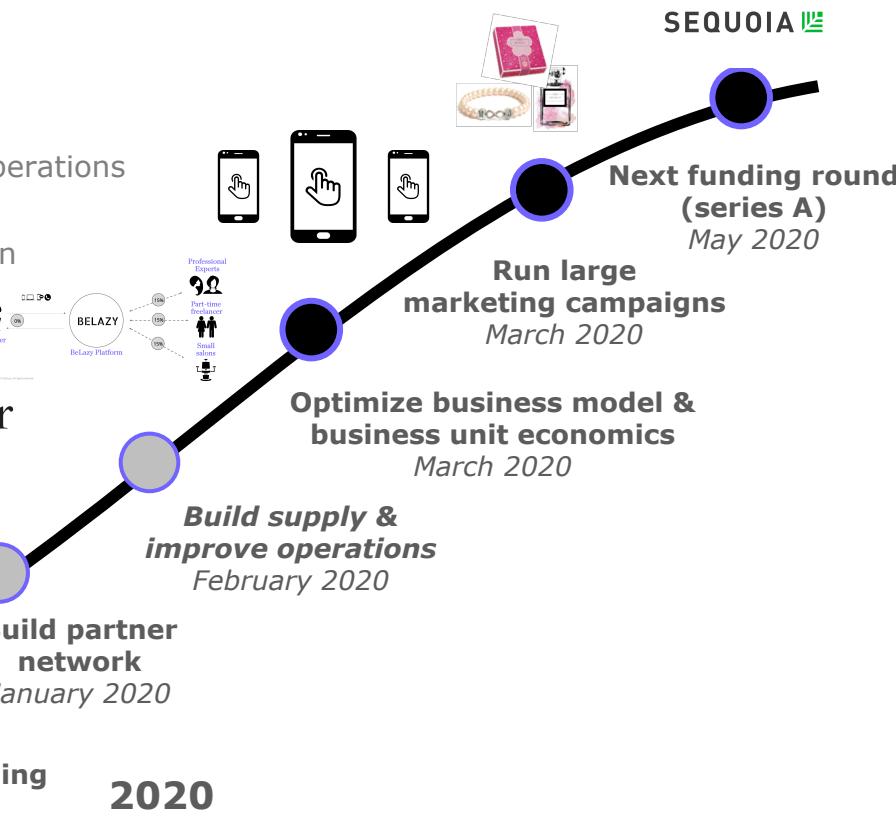


Raise seed funding  
October 2019



## Phase 3: Grow & optimize for series A

- Generate 10.000 paying customers
- Build partner network
- Run larger marketing campaigns
- Continue to build strong supplier network and improve operations
- Optimize business model and business unit economics
- Raise series A (500K-\$1M)



**Thank you for  
your attention**

