

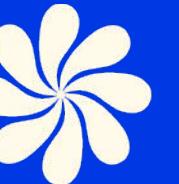


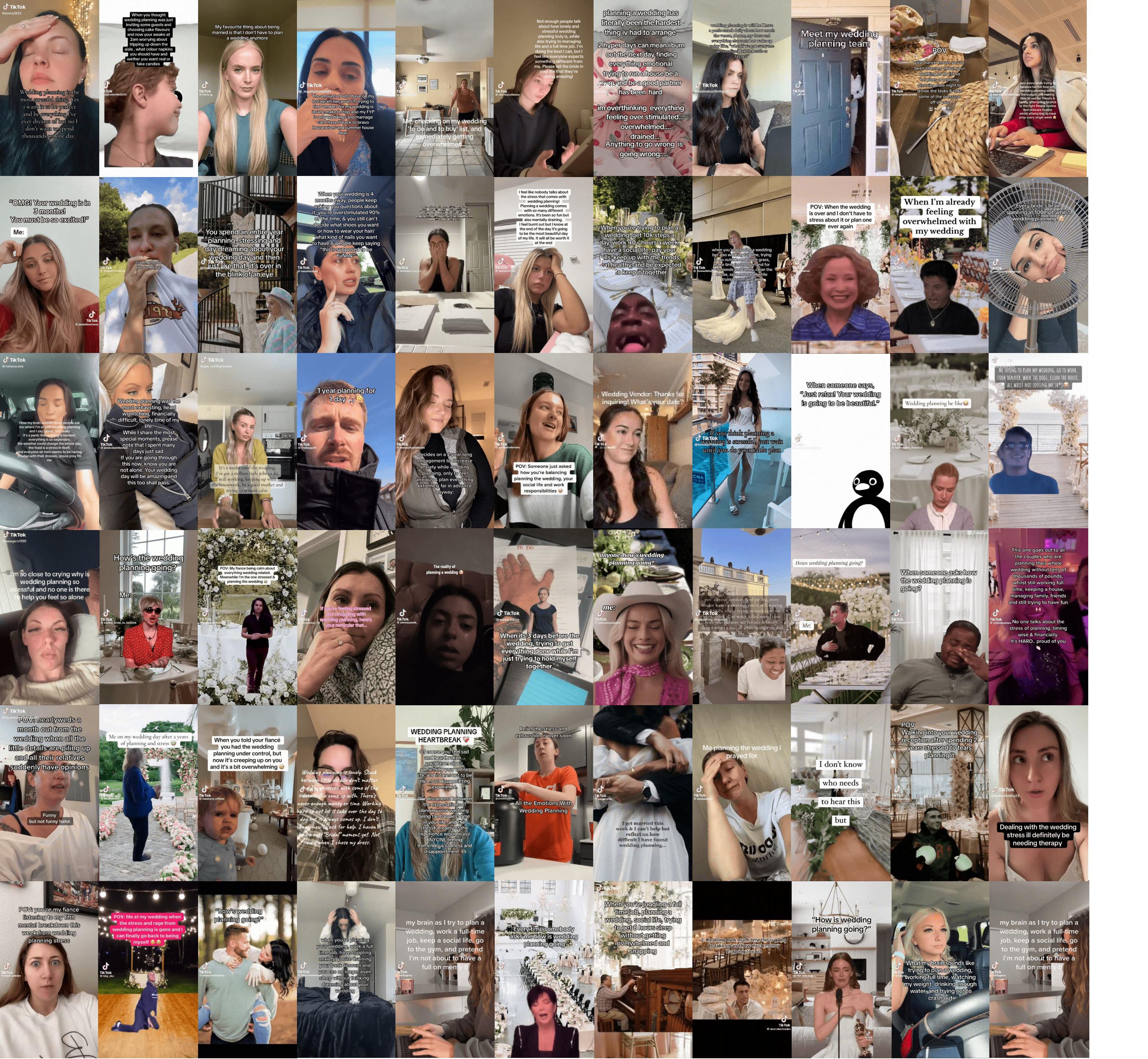
alter



Wedding planning just got simpler

Weddings are a \$900bn global industry, run on outdated and makeshift tooling.

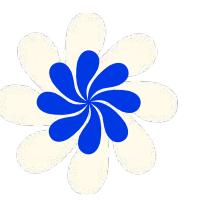




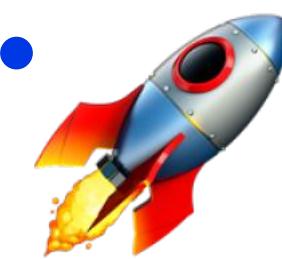
Wedding spend is up 34% since 2021 & expectations are higher than ever.

Planning a wedding costs the average couple **500+ hours** of mostly **admin**.

Majority of brides describe wedding planning as a **second job**.



Wedding planning but make it tech.



Automate the admin

Alter **sources and contacts** prospective vendors **on behalf of the couple**, consolidating the information in a **concise and actionable** format.



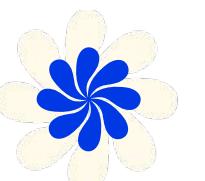
Personalised discovery

Alter crawls the web to find **any vendor** based on the couples **personal requirements**. No generalised directories.



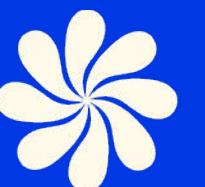
Supports the full cycle

Alter takes the couple through the **vision stage**, booking **every vendor**, keeping track of **to-dos**, staying on **budget** all the way up to **on-the-day** coordination.



Start with planning for couples → Scale to **own the full wedding vertical**

Alter is **the wedding operating system**. Our vendor facing tools streamline payments, enquiries, schedule management, lead generation and more, all fully integrated with our best-in-class wedding planning solution for couples.



→ THE MVP

🔍 Discover *any* vendor

Our agentic AI takes a couple's personal brief and returns venues & vendors that match.

🤖 Automate the admin

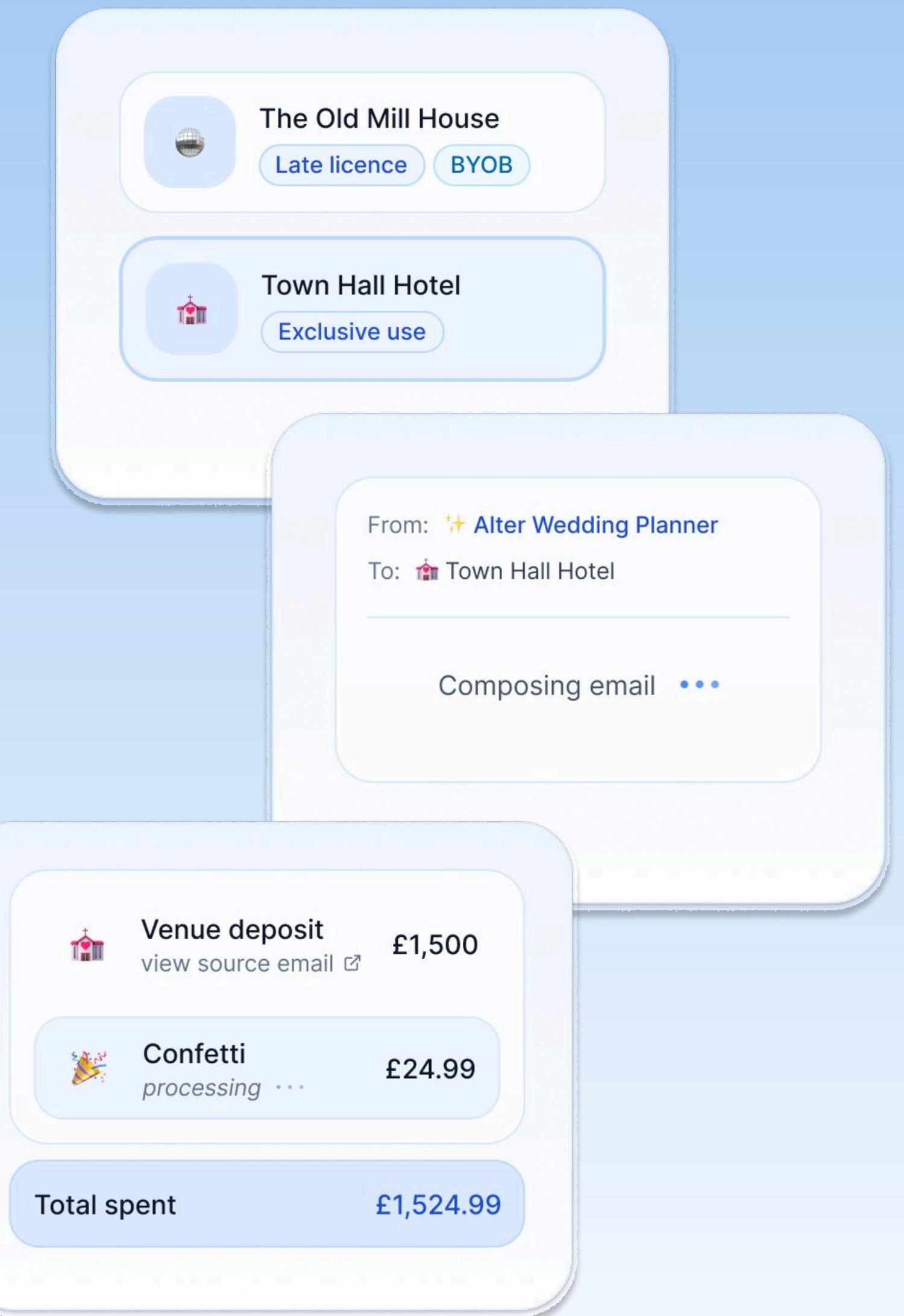
Agentic planner will email potential vendors on a couple's behalf and follow up if information is missing.

📊 Quote alignment

Every vendor sends quotes in a different format. Our agentic planner breaks these down and formats them for couples in an easy to digest way.

💰 Detailed spend tracking

By forwarding emails & receipts we keep track of a couple's wedding spend so they don't have to.



→ 🙌 TEAM & EXECUTION



Harriet McMahon Founder

Previously Product @ **Shopify**
Ex-Dev, 10 years, Shopify + others

I am absolutely living this problem. I spotted how fragmented and outdated wedding planning solutions were the moment I started the process. Why in 2025 do I need to **wait 3-5 days**, sift through **15 different 12 page brochures** just to **work out if every venue option lets you turn the lights on for free...** (a real situation, and shockingly it's a no)

I am a **planner**, I can **plan, lead and ship large technical projects**, I thought a wedding would be a walk in the park but the quality of tooling for couples and the **screamingly obvious lack of tooling** for venues and vendors makes the process **so unnecessarily complicated**.

Nobody is running a full wedding solution as a tech company. I'm my own audience on the couple's side and my time at Shopify has taught me exactly how to build tech for less technical businesses.

I am passionate about this problem space and I am perfectly positioned to bring this into reality.

CTO (Future)



Merve Taner

Production Engineer @ Shopify.
→ Technical advisor on infrastructure and architecture during pre-seed; future CTO pending funding

Advisors



Kyle Udelson | UCLA Anderson MBA

Partnerships @ Klaviyo (ex-Shopify & TikTok)
→ Advises on growth, GTM and scaling consumer products



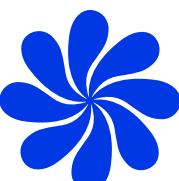
Jessica Erickson

Design Director @ Shopify.
→ Advises on UX best practices



Umberto Spatuzzi

Alternative Investments @ Citi Private Bank
→ Advises on fundraising & financials

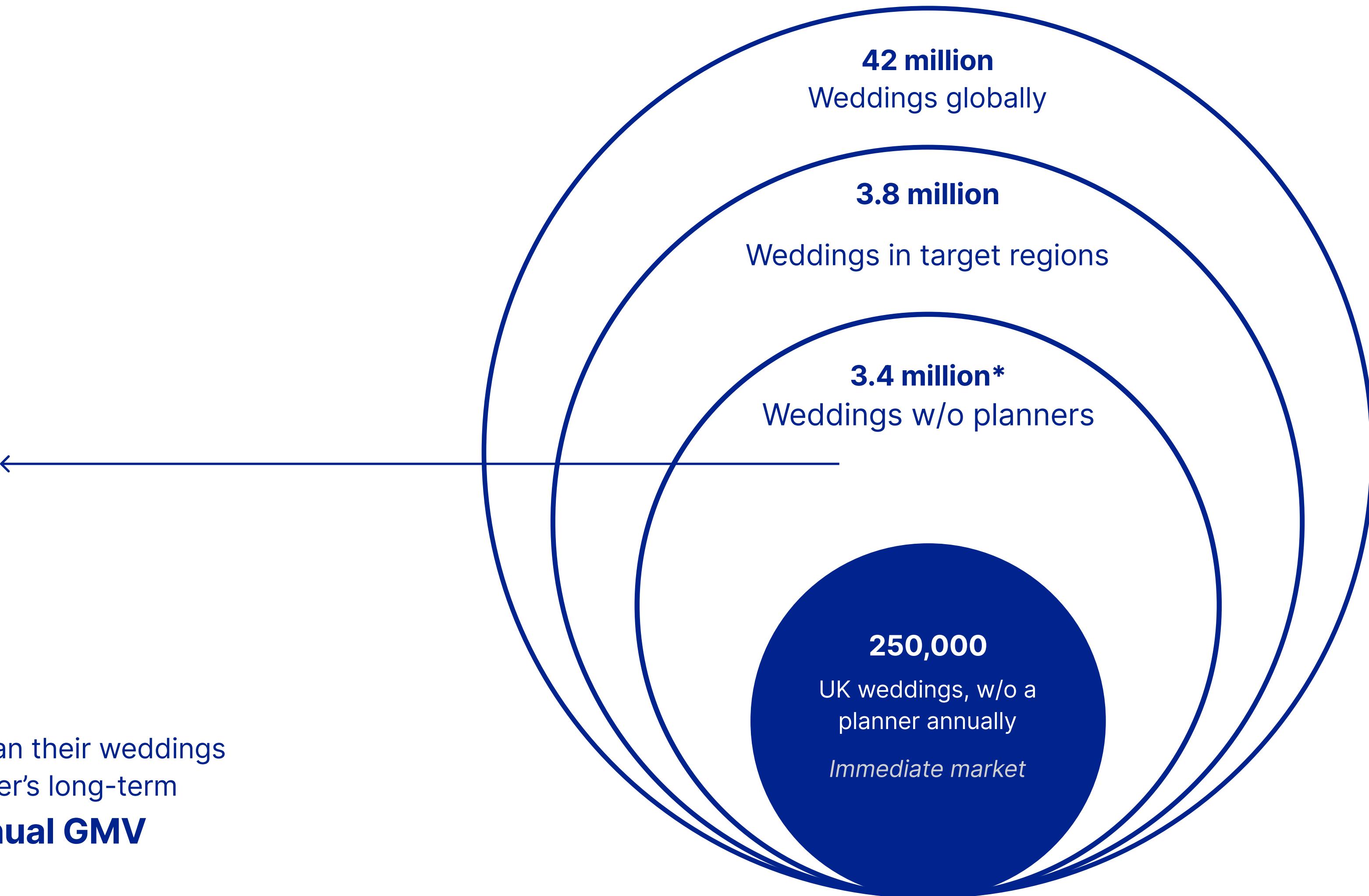


→ THE MARKET

£520mm / Year

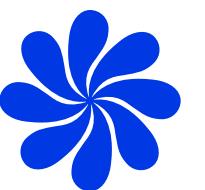
Revenue based on annual subscription model of £12.99 a month

Future Opportunity: If 3.4 million couples plan their weddings through Alter, and each spends ~£17k** Alter's long-term network touches over **£57 billion in annual GMV**



*3.4m weddings with ~1.5× couples planning at any time. Average engagement: 15 months

** Based on 70% of 2024 avg wedding spend across UK & US



→  BUSINESS MODEL

Freemium

All competitors allow for free venue discovery + communication. Venues are the **largest spend category**, the more couples that book via Alter the **larger the revenue potential in the future.**

Basic

-  Venue discovery & curation
-  Automated enquires

Free

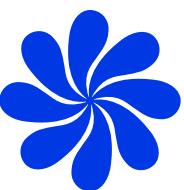
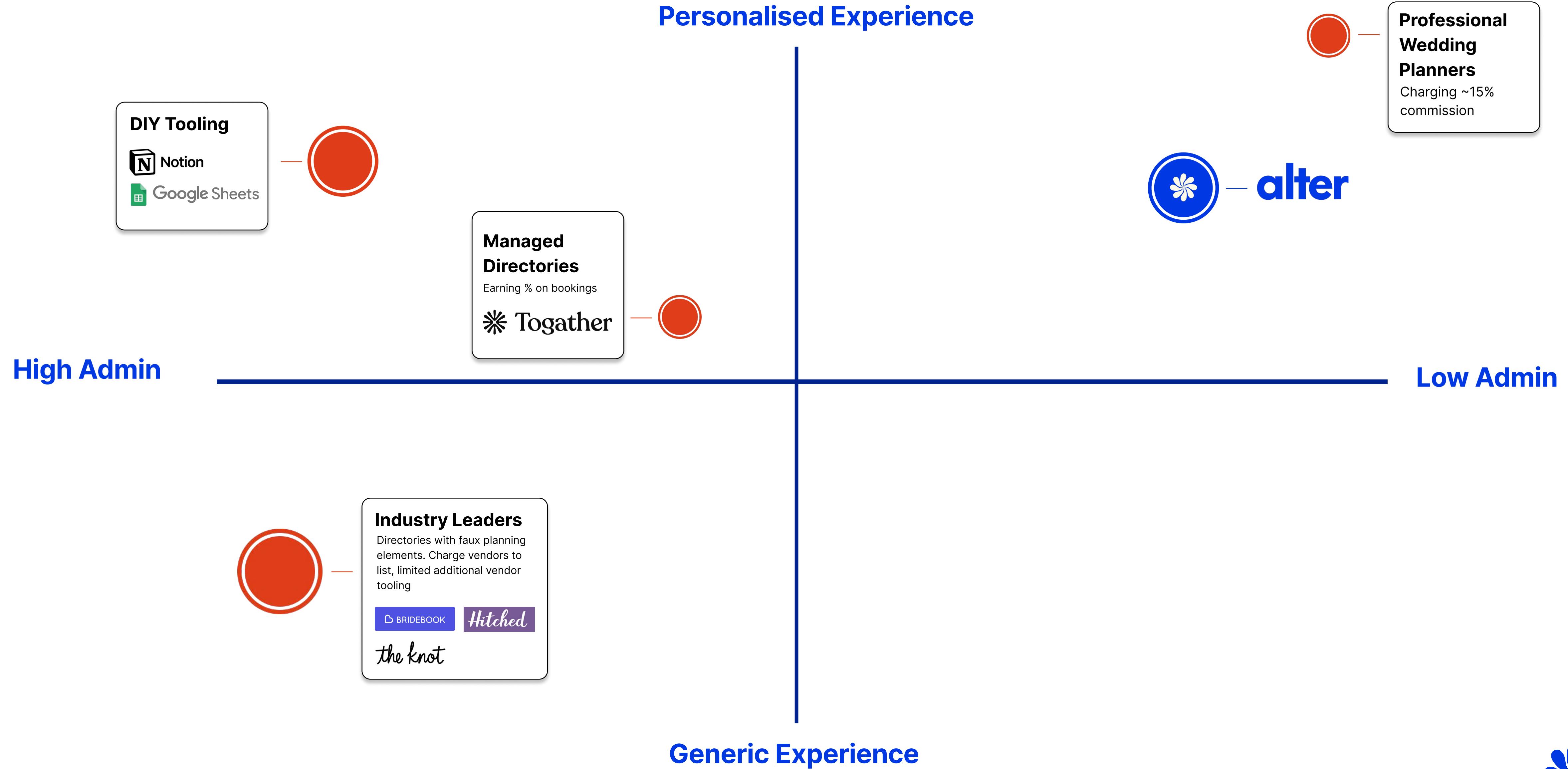
Full Product Access

-  All vendor discovery & curation
-  Automated enquires
-  Quote analysis
-  Personalised task management
-  Budget builder
-  Spend management
-  + Much more

£12.99/Month



→ 🔎 COMPETITIVE ANALYSIS



→ ⬤ THE ROADMAP



✓ Pre Seed Prep

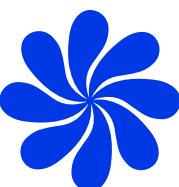
- MVP user journey
- UI prototype
- Agent architecture
- Planning approach modelled on PM standards used at Shopify

👋 Closed Beta

- Validate concept + train engines
- Prepare to scale to monetisation

🚀 Scaling Further

- Expand geographic regions
- Launch paid vendor side tooling



Ambassador programs, influencer marketing, community involvement and utilising early user activity to target vendors



⭐ Acquiring MVP Couples

- Lite ambassador program for nano-micro bridal influencers. Gift merch in return for pushing beta sign ups
- Founder led socials strategy, take active role in wedding planning communities

💳 Acquiring Paid Couples

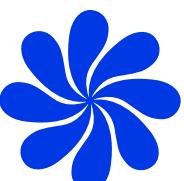
- Ambassador program, rewards based on new sign ups
- Expand social media strategy, focus on wedding stressors, venue & vendor showcases, bride interviews etc

⛪ Acquiring Vendors

- Enrich most popular profiles for free. Build early relationships & track impact
- Most contacted vendors as lead gen
- Marketplace effect via generated comms

🚀 Scaling it all

- Influencer, ambassador, podcaster strategies
- Always be active, noisy and involved in the wedding planning space
- SEO optimised pages for all vendors + locations



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