

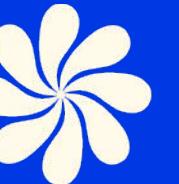


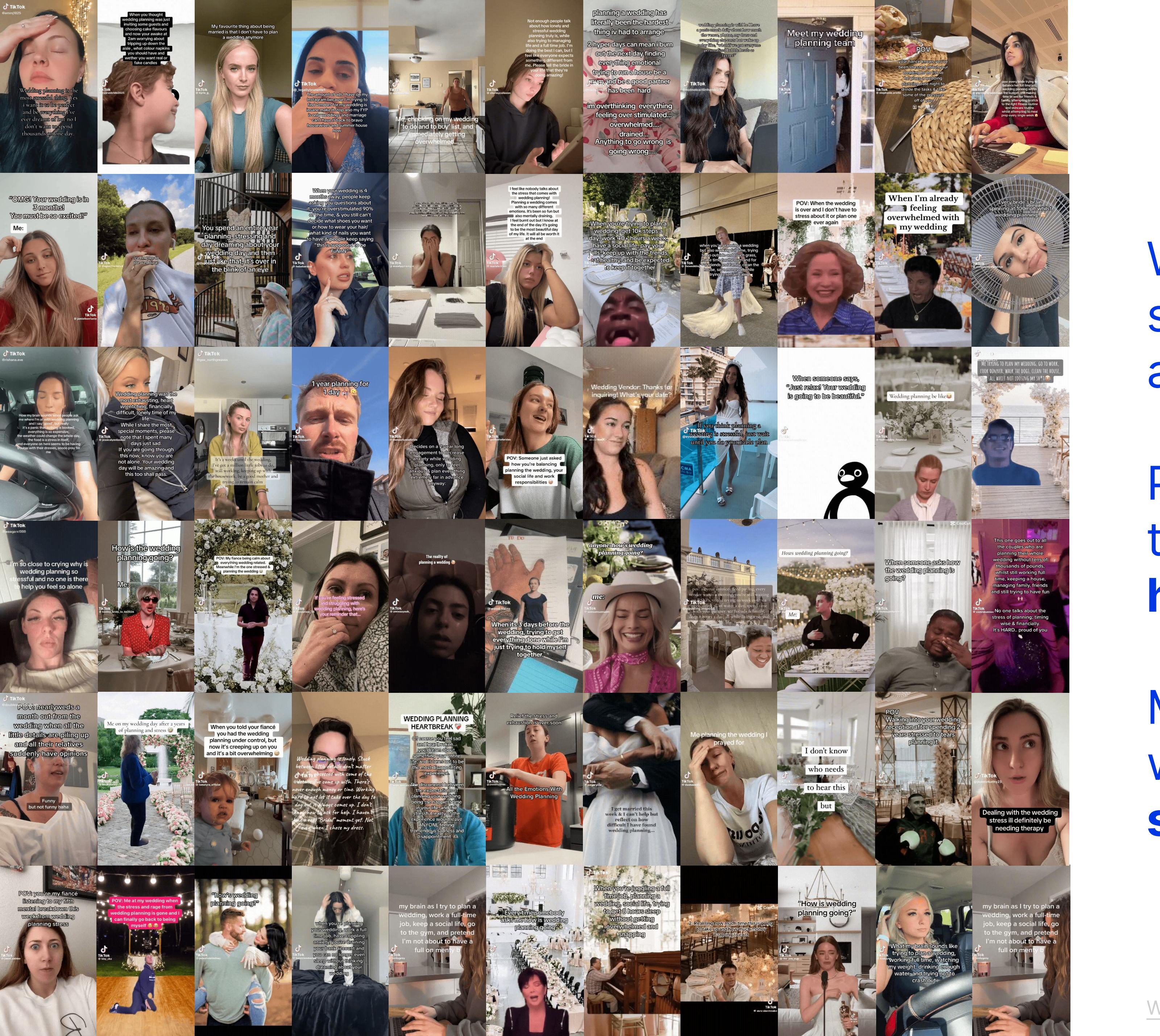
# alter



Wedding planning just got simpler

Weddings are a \$900bn global industry, run on outdated and makeshift tooling.

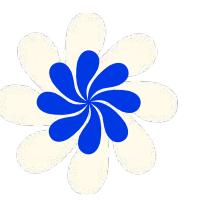




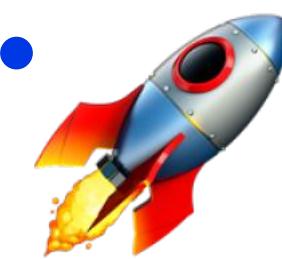
**Wedding spend is up 34% since 2021 & expectations are higher than ever.**

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.



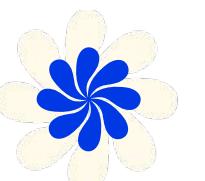
## Personalised discovery

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



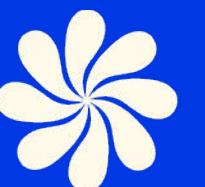
## Supports the full cycle

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 couples personal brief and return venues & vendors that match.

### 🤖 Automate the admin

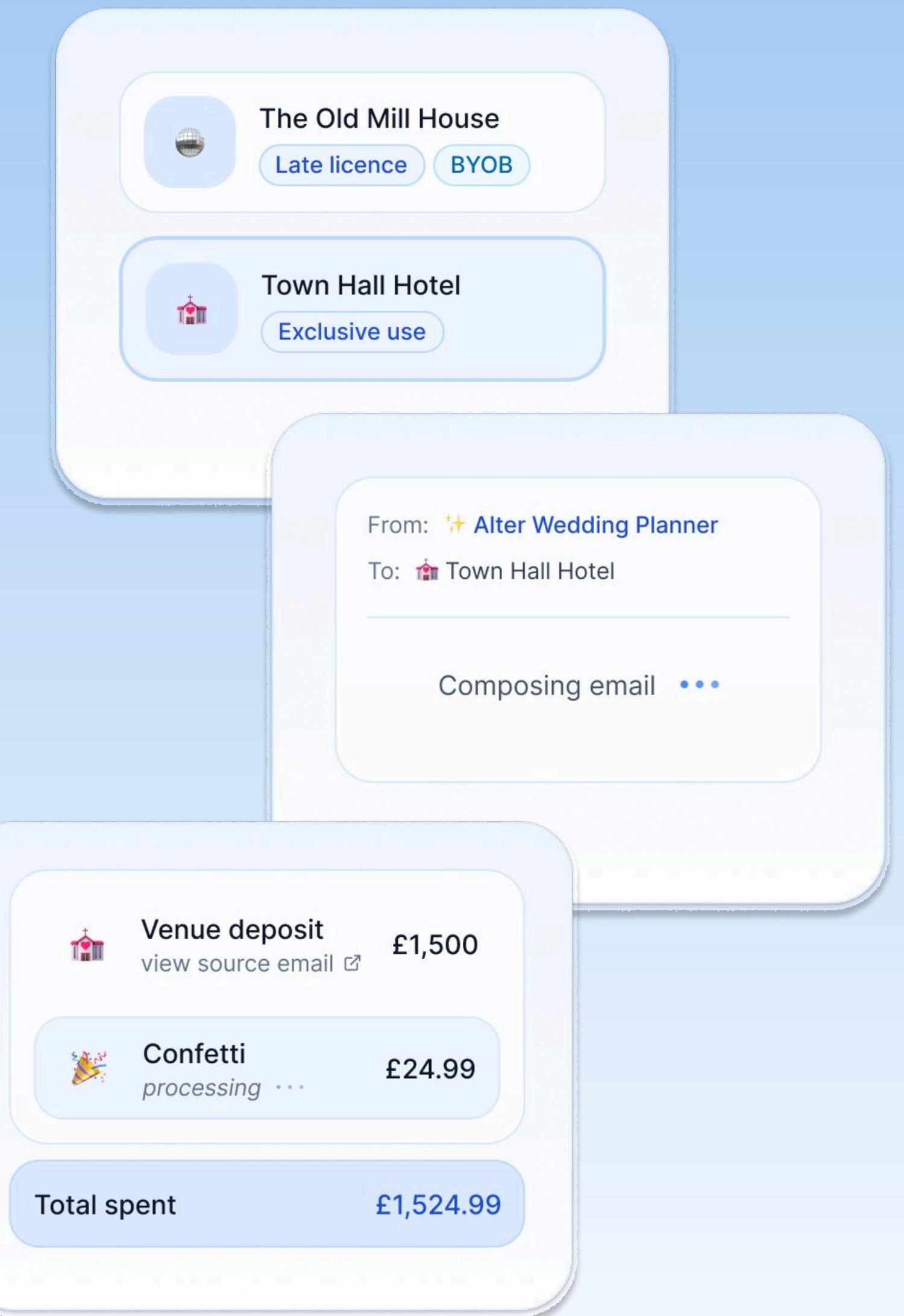
Agentic planner will email potential vendors on a couples behalf and follow up if information is missing

### 📊 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 couples 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 couples 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

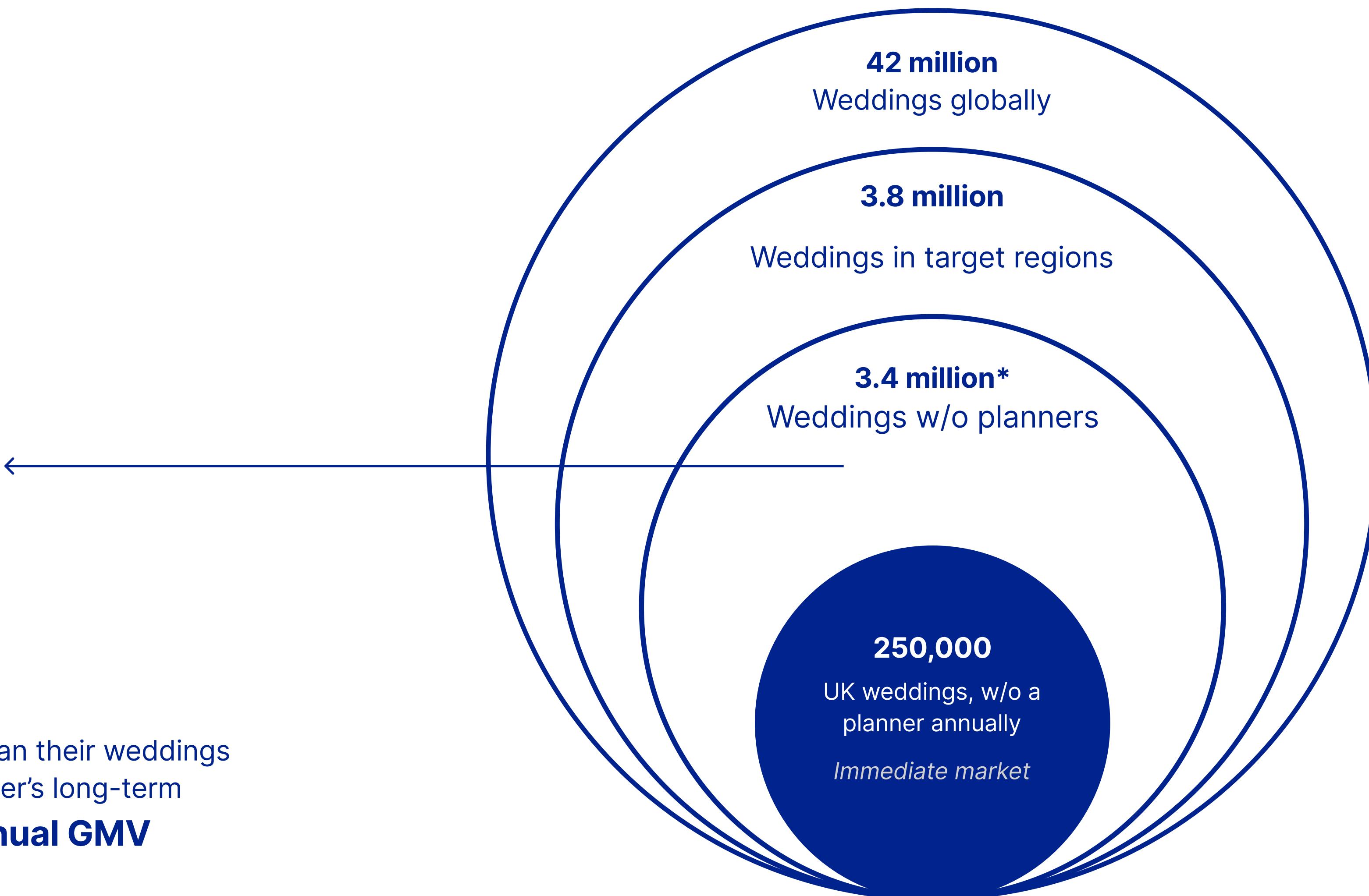


## → THE MARKET

**£520mm / Year**

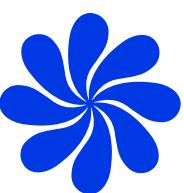
Revenue based on annual subscription model of £12.99 a month.

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**, more couples that book via Alter the **larger the revenue potential in the future.**

## Basic

-  Venue discovery & curation
-  Automated enquires

Free

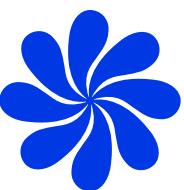
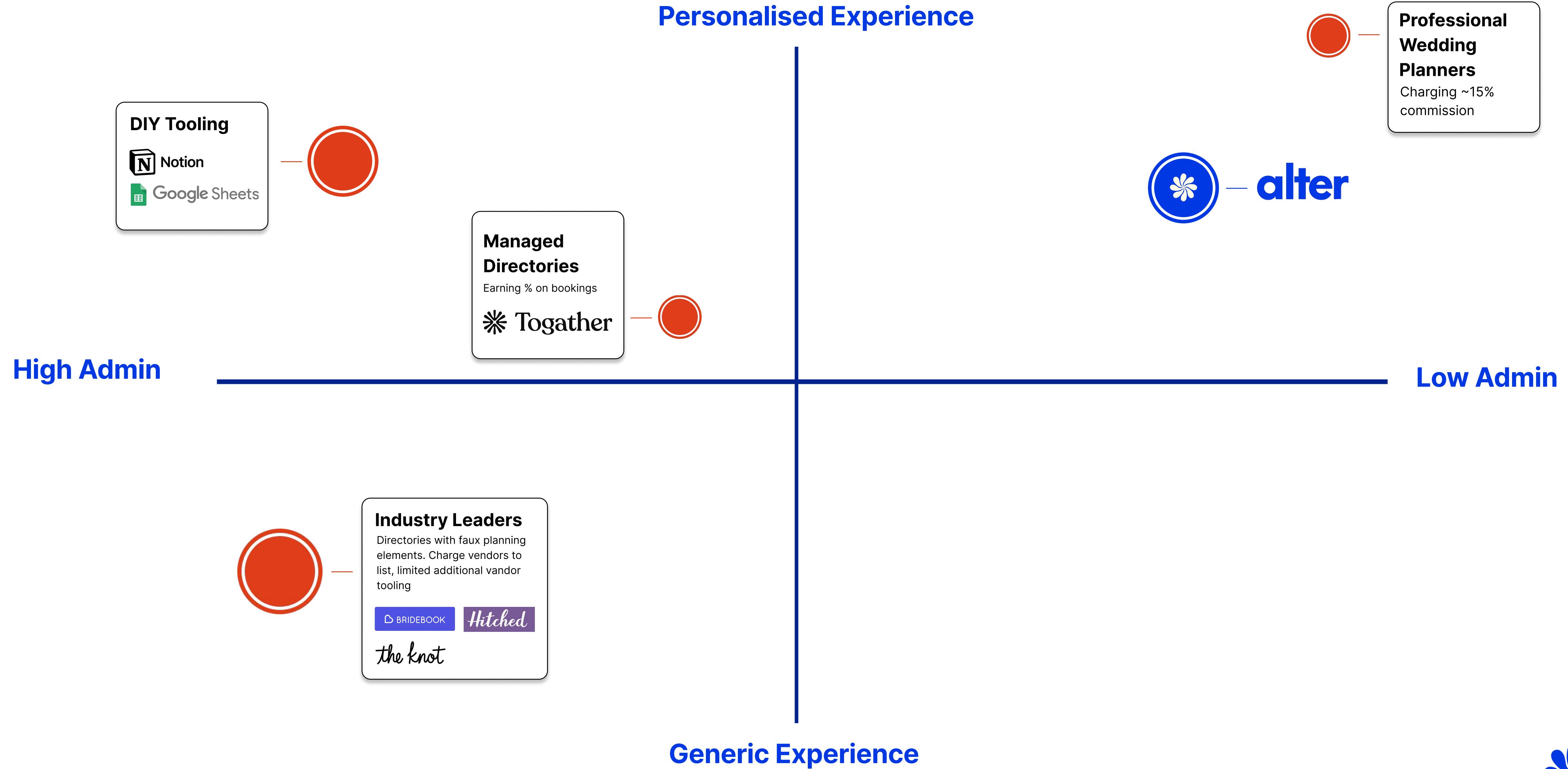
## Full Product Access

-  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

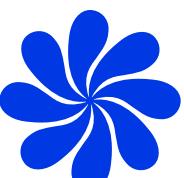
- Ambassador program, rewards based on **new sign ups**.
- Expand social media strategy, focus on wedding stressors, venue & vendor showcases, bride interviews etc.

## 💒 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 every vendors + locations



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