



*Yearn.*

# The Do It Yourself is here!

Creative leisure has finally become modern and sexy

1.25

billion €  
in 2012  
in France

8.5

billion €  
in 2020  
in France



*Vincent Redon*  
CEO / Co-Founder



*Skander Millequant*  
CFO / Co-Founder

## Editors of... Yearn-Magazine.fr

100<sup>000</sup>

Readers  
monthly

8000

Newsletter  
Subscribers

10

Fair Event  
Partners



4900



14500



2430



3580

66% of french people practice DIY  
87% of them want to be accompanied  
However, only 11% participate in workshops

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Why ?

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They have difficulty finding DIY workshops





*Yearn.fr*

*Find the DIY & Creative workshop  
which you really want !*



CONNEXION / INSCRIPTION

DEVENEZ ORGANISATEUR D'ATELIERS



Sophie.C

*Yearneuse depuis 3 semaines  
Elle, c'est le tricot*

VOUS AUSSI, TROUVEZ L'ATELIER **DO IT YOURSELF**  
qui vous ressemble

Rechercher une activité



Date



Heure



ET HOP !

The background is a low-poly, abstract geometric pattern composed of numerous triangles in various pastel shades including pink, light blue, yellow, and lavender. The triangles vary in size and are arranged in a non-repeating, organic fashion.

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# The French Market Size & Our Goal

5 million

Booking per month

8,3%

2020



# Competition



# Business model

This is a tool for Professionals, so it's paid by them

Free  
Access

15%

of booking fees

No commitment

6  
Months Plan

39€

Excl. Tax/month

6 months commitment

No booking fees

12  
Months Plan

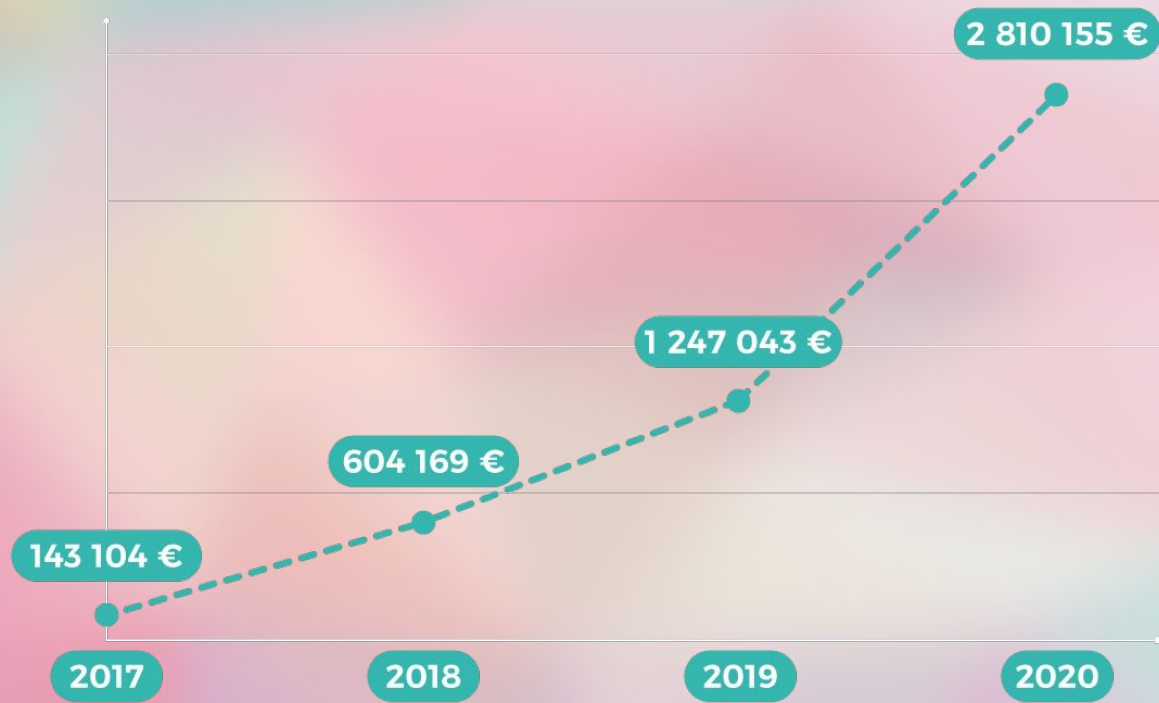
29€

Excl. Tax/month

12 months commitment

No booking fees

# The income growth



# What do we want to achieve?

*Becoming ...*

*The Leader of DIY workshops recommendations*

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*The Leader in DIY experiments*

# How much money do we need?

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**700 000 €**

*Why ?*

To hire the most suitable talents needed to grow  
To develop improvements and innovations for Yearn.fr  
To generate a monopoly situation in France

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