



Simple CRM for beauty salons

Problem

90%

of all beauty salons in Lat.Am are still offline

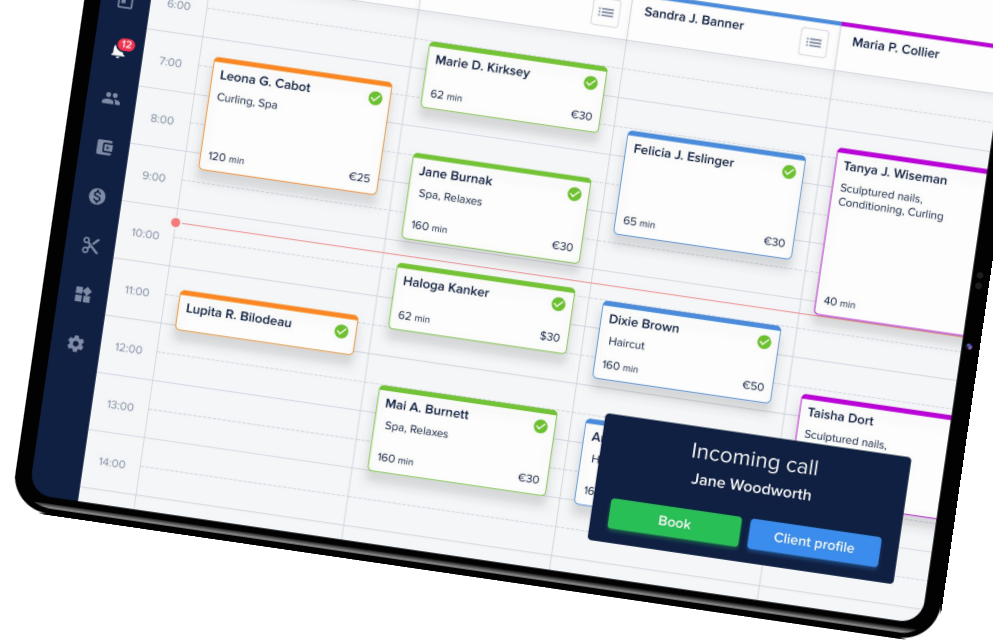


But why?

- Existing software is too complex
- Salons still use to pen and paper
- Digital marketing tools are too advanced for regular people

Our product

- Simple scheduling
- Data reports
- Tasks automation



Current traction

MRR Growth



Proven **Market Fit** in CIS

104 clients

Ukraine, Russia, Kazakhstan

€ 39

CAC

€ 760

LTV

1:19

Unit economics

Why to leave home market?

1. Due to Ukrainian economy conditions, we can achieve **much higher ARPU in other markets**
2. Beauty salon are really **similar in operations** all over the world
3. Using examples of global CRMs (e.g. PipeDrive, Zoho, etc) we can be a **global player in our niche**
4. Next market should **big enough** to generate good revenues avoiding significant investments in clients acquisition

Next BIG market?

We decided to **try other markets** (UK, USA, Spain, Nordics, LatAm) **to find the next BIG opportunity**.
Based on the outcomes we see **LatAm** as the **most attractive market**

In 1 month we got:

Brazil - **33** signups

Mexico - **64** signups

Strong traction

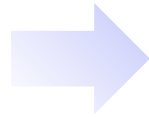


Market opportunity



500 000

Salons in Latin
America



€ 240 000 000

ARR

LatAm unit economics*

 Sign up cost for Mexico and Brazil €4	€ 40 ARPU	€ 960 LTV
	1:9 CAC to LTV	€ 100 CAC

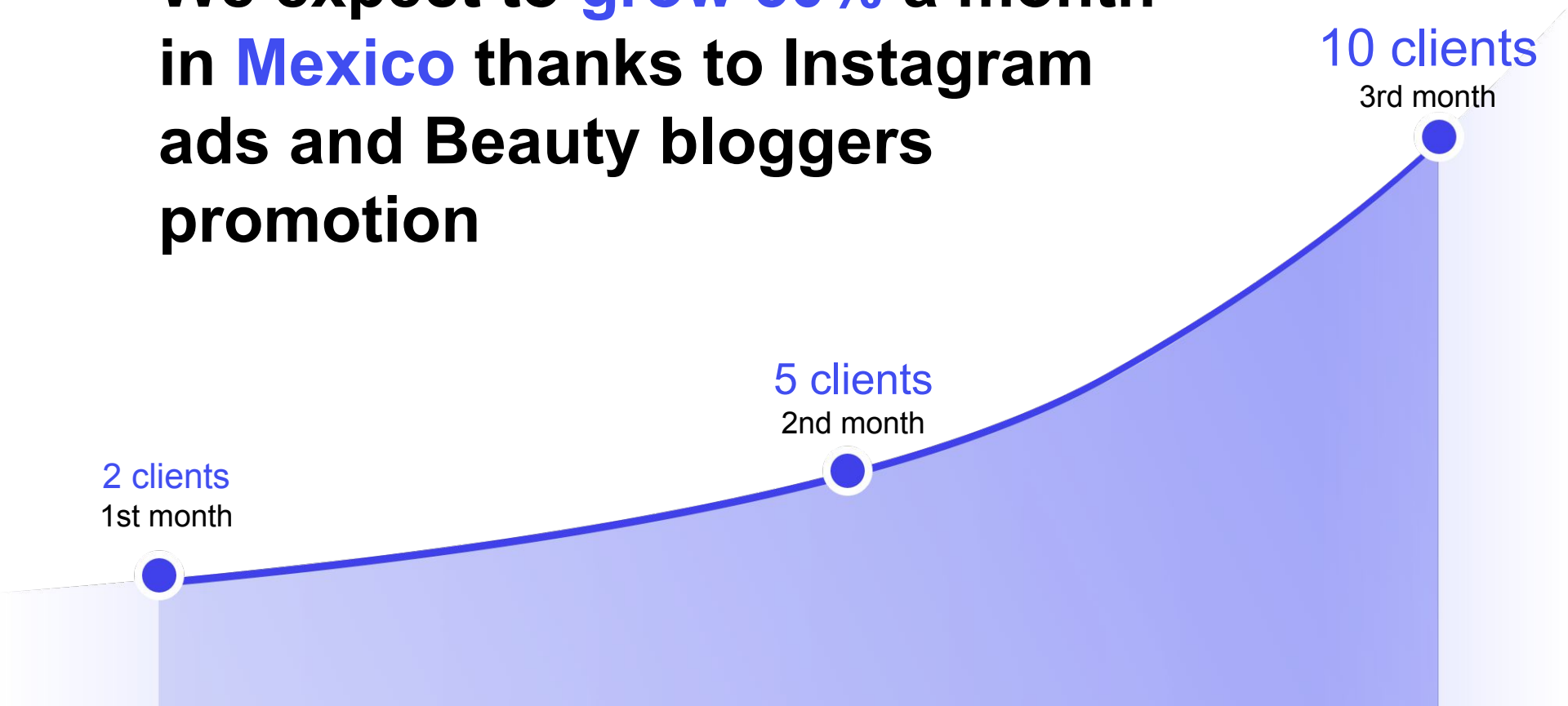
**Estimated. Based on our experiments and existing clients data*

We expect to **grow 50%** a month
in **Mexico** thanks to Instagram
ads and Beauty bloggers
promotion

2 clients
1st month

5 clients
2nd month

10 clients
3rd month



Ask for Seed round



€200 000

**To streamline
sales in Mexico
& Brazil**

Big companies on this market

- TreatWell (ex. Wahanda) was acquired at valuation of \$222mln by Recruit Holdings Co., Ltd. Company is a leader currently having less than 1% of the market. [Press release](#)
- [MindBody](#) (US company) - is doing CRM for beauty salons and fitness. 65k clients, went public in 2015. Currently \$1.3bln

Founders

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