

amical

SOCIALIZE YOUR CALENDAR



Made in  with 

What is the Problem?

No easy way exists to know what your friends are up to during the week or the week-end without asking them.

It is currently hard to find the calendar of your favourite artists and celebrities to know when they are organizing events in your city.

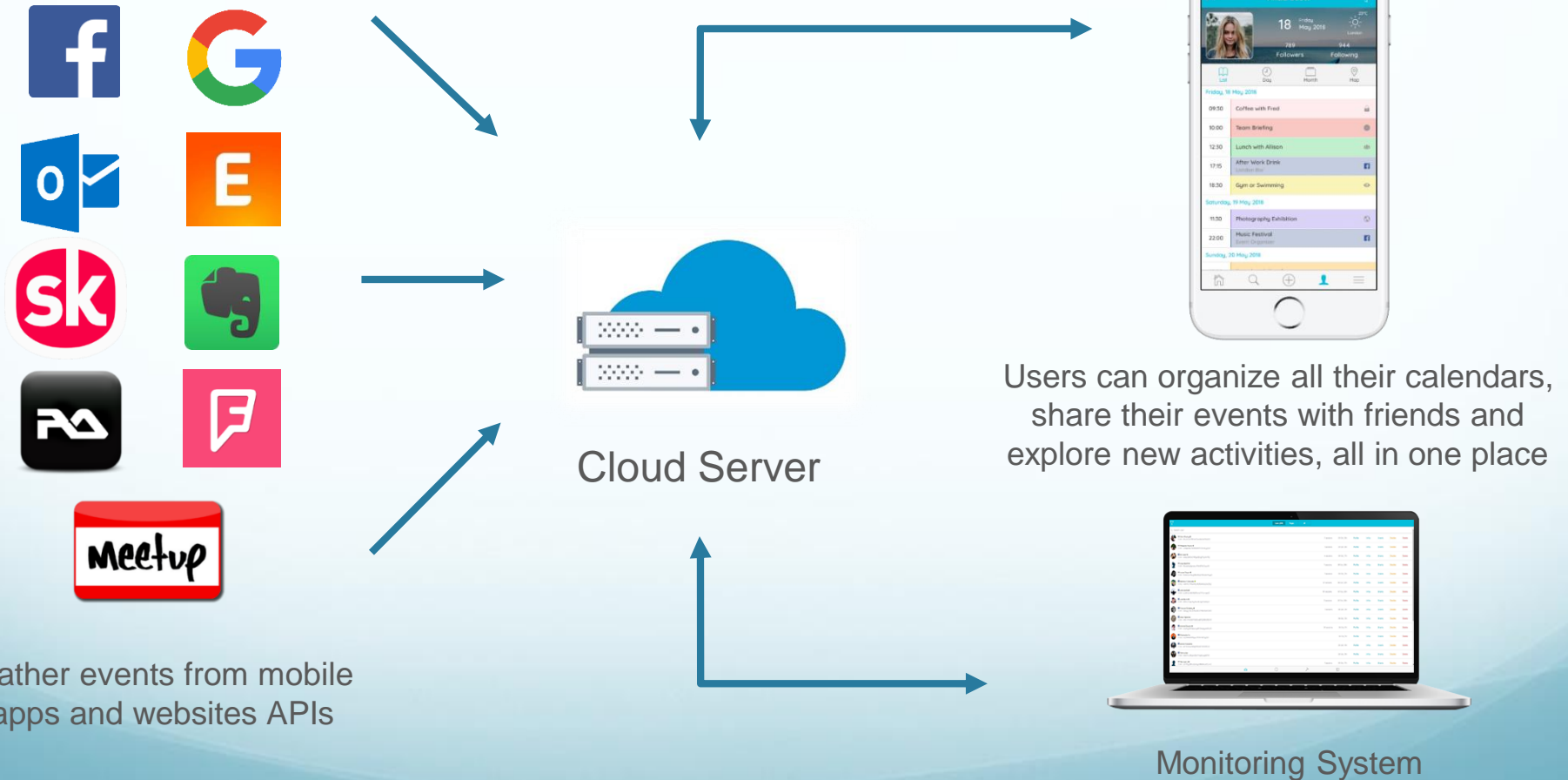
You cannot organize yourself efficiently with friends when you find events that match your interests.

Events are spread across too many different apps and websites.



Our Solution

A **mobile app** where users can easily share their calendar and see their friends', look at their activities and discover the best events happening around them.



Gather events from mobile apps and websites APIs

2 Millions

Events per year held on
Eventbrite

100 Millions

Downloads for the Google Calendar
mobile app

Market Size - Worldwide

5 Billion

Unique Mobile Users
Total Available Market

2.8 Billion

Mobile Social Users
Addressable Market

1.8
Billion

Millennials Smartphone Owner
Potential Market Share

50%

The Target

- General Public (18 - 30 years old / Millennials)

- Young professionals
- University students
- Teenagers
- Tourists

- Professionals

- Cultural & Tourist Sites
- Restaurants, Bars, Clubs
- Artists
- Celebrities



Our product



1. Organise
Our app is a Calendar



2. Share
Our app is Social

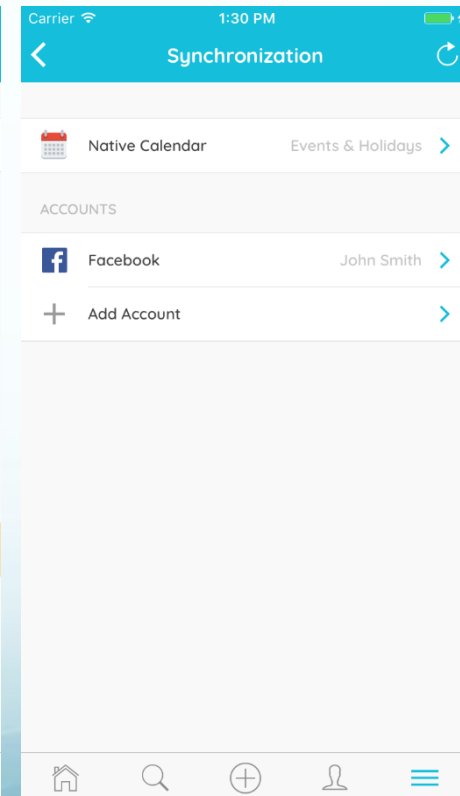
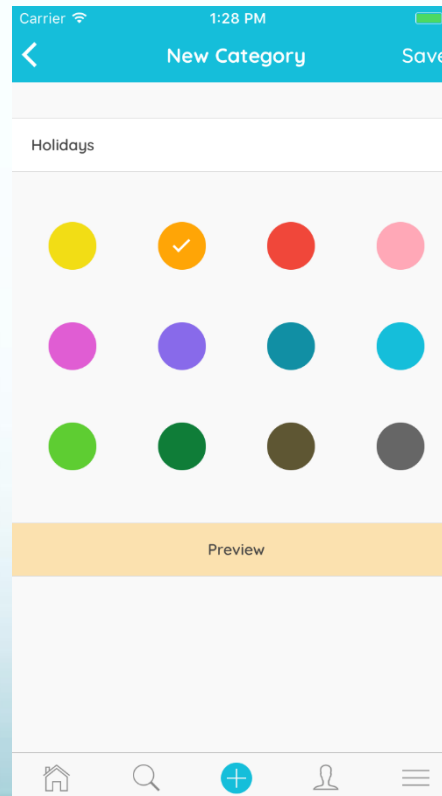
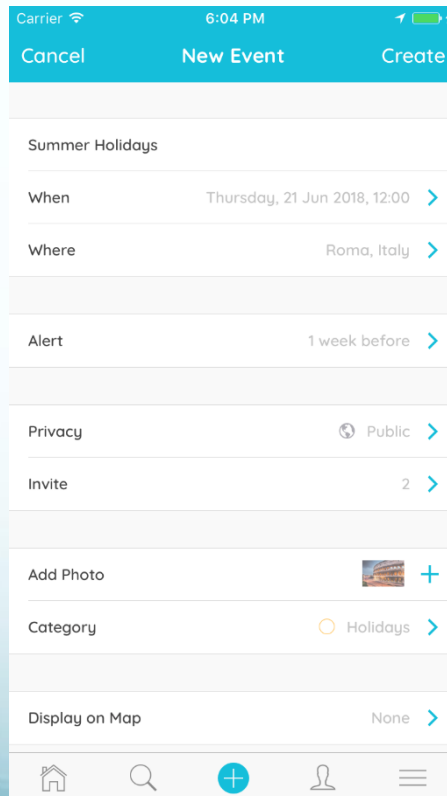
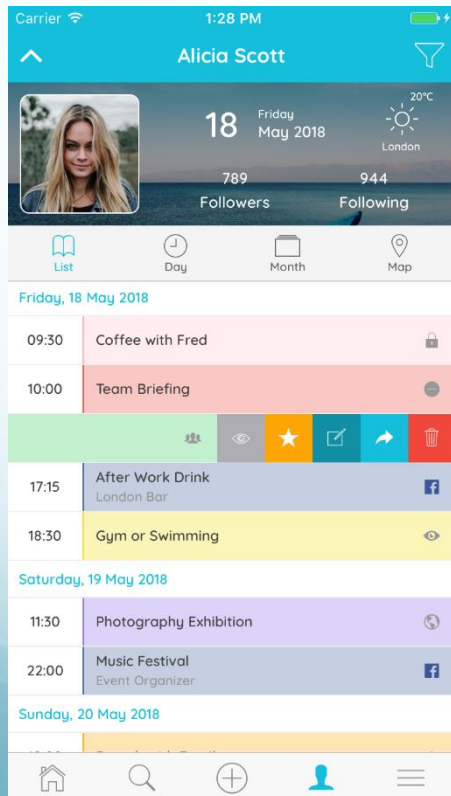


3. Explore
Discover events with
our app



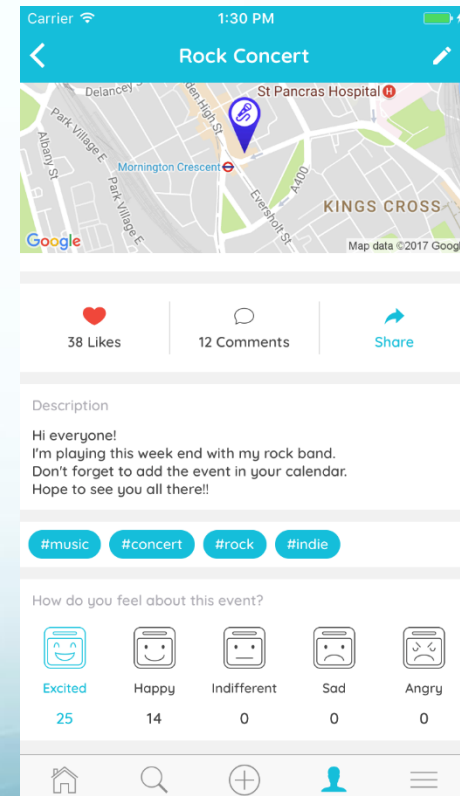
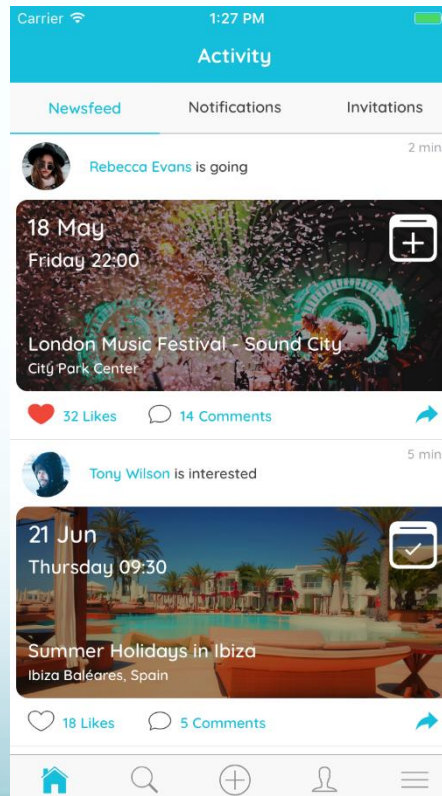
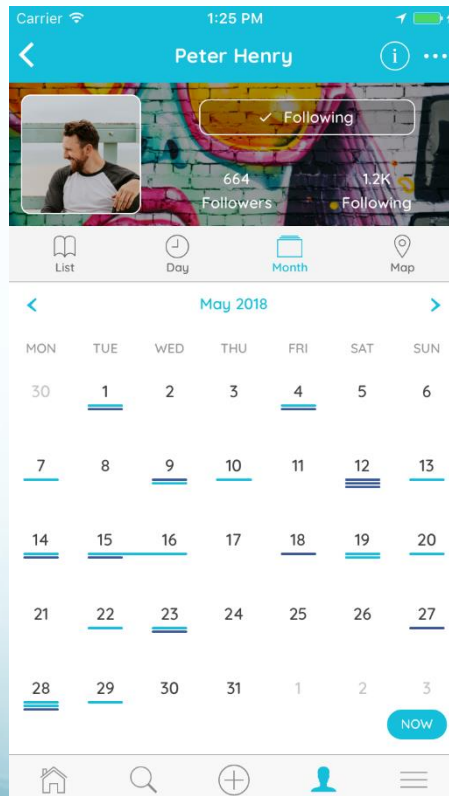
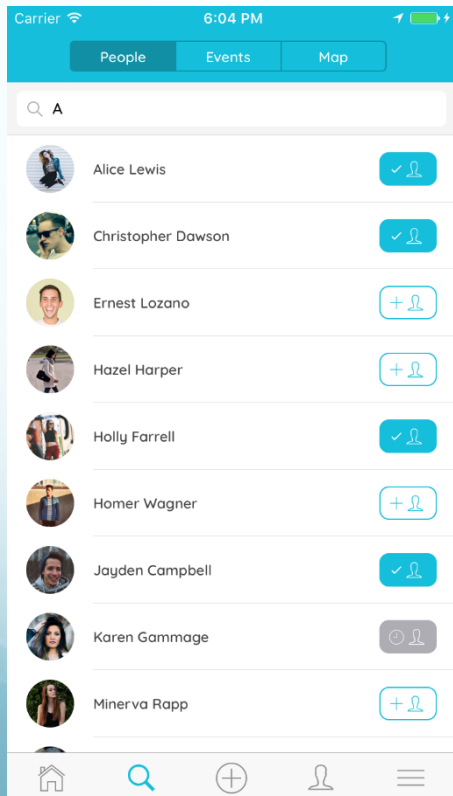
1. Organise - Our app is a Calendar

- Choose between 4 different views: List, Day, Month & Map
- Create and edit your events
- Choose and create your own categories
- Synchronize external calendars: Outlook, Google, Native Calendar, etc.



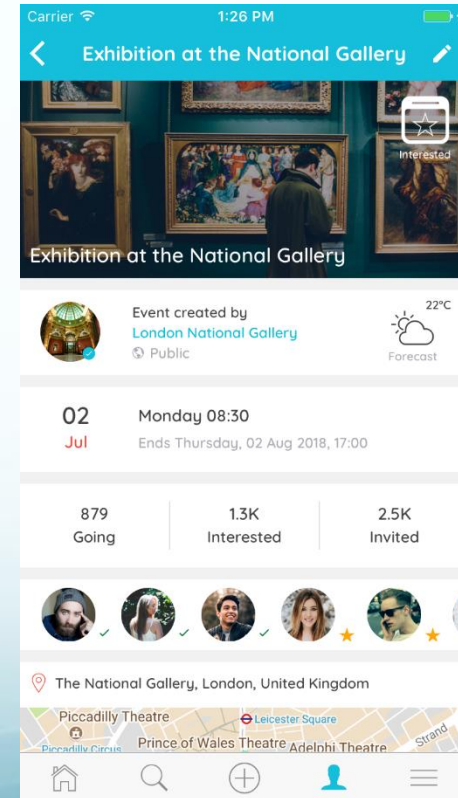
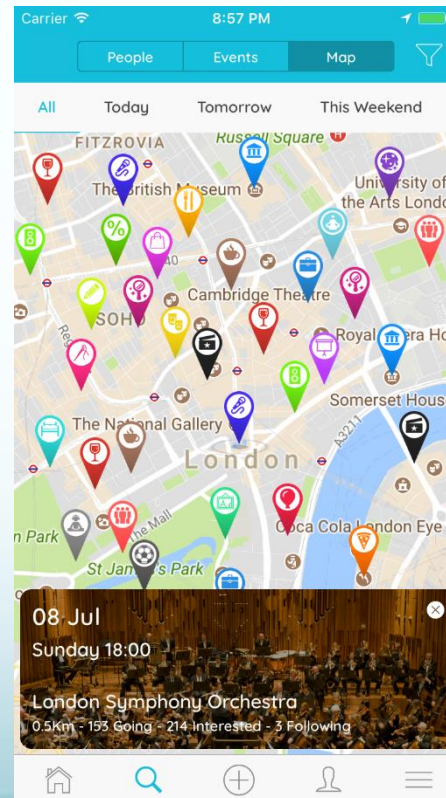
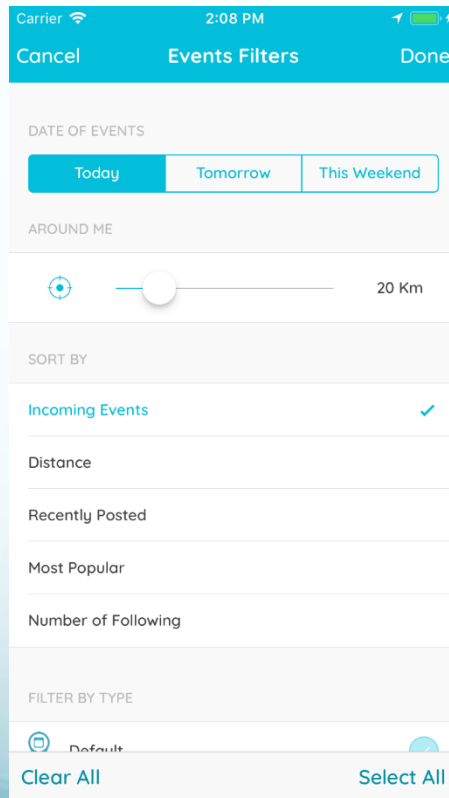
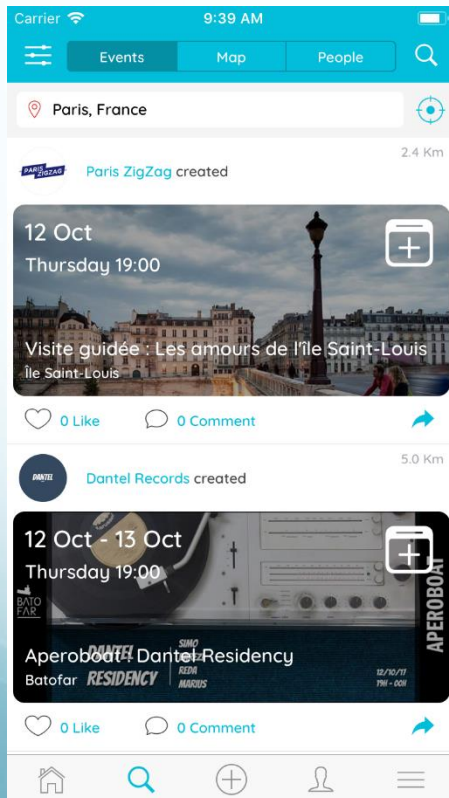
2. Share - Our app is Social

- Find and follow friends, family, artists, celebrities, etc.
- Choose privacy and only show what you want to your community
- The newsfeed and notifications let you keep up with your friends activities
- You can like, comment and invite your friends to any event



3. Explore - Discover events with our app

- Check out what is happening in your city
- Use the filters to find events that match your interests
- Explore the map and discover events around you
- Read the details, add it to your calendar and share it with your friends



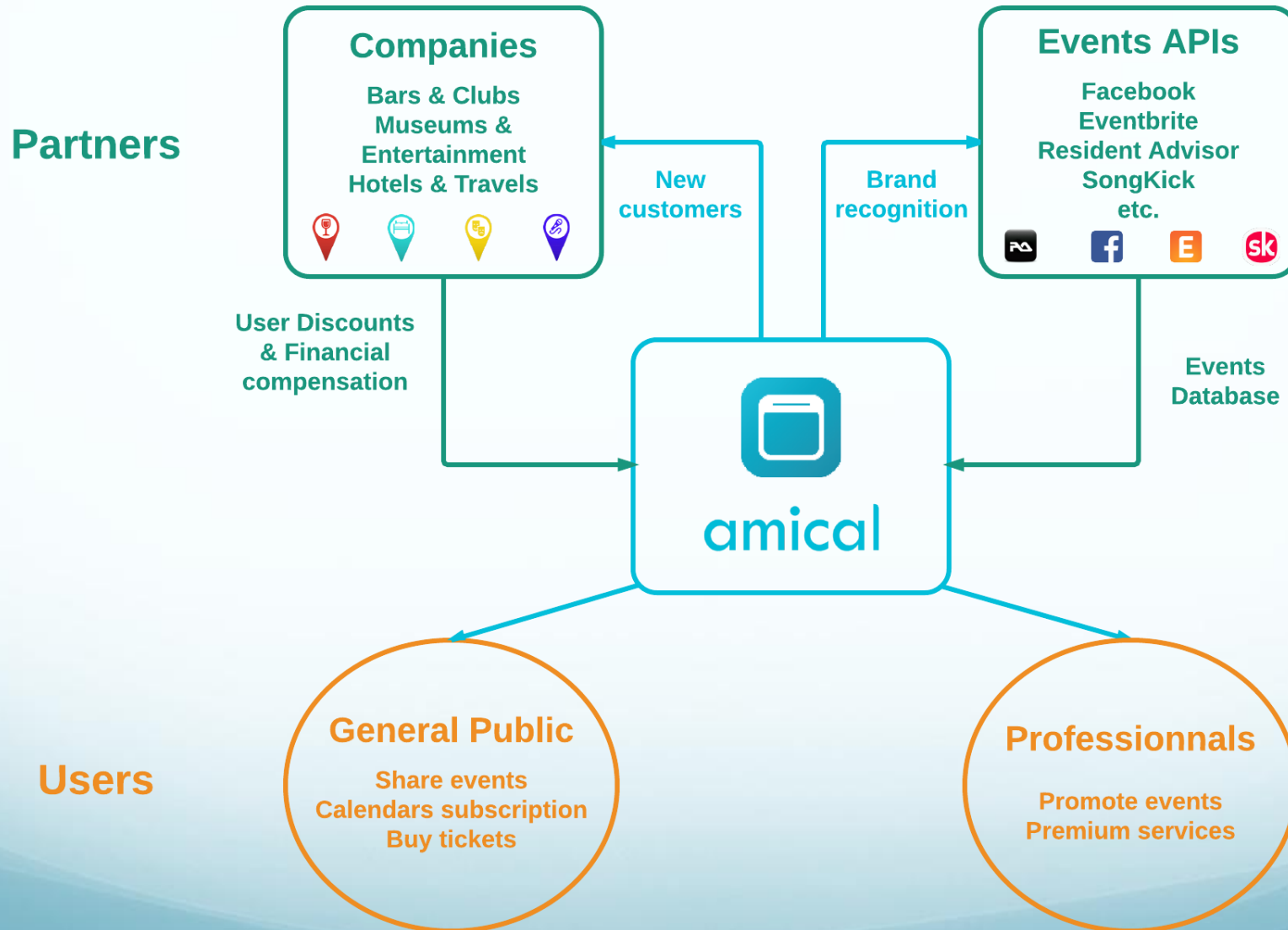
Key competitors

| |  Fever |  Wingit |  Eventbrite |  Dojo |  Toot Sweet |  Timenote |
|----------------------|--|---|--|---|---|---|
| Total Funding Amount | \$ 27 Millions | \$ 6 Millions | \$ 2 Millions | £ 0.8 Millions | Ø | Ø |
| Rating on iOS | 4,6 | 4,0 | 4,3 | 4,3 | 5 | 4,4 |
| Rating on Android | 3,9 | 3,6 | 4,4 | 4,5 | 4,5 | 4,5 |
| Total Downloads | 8 Millions | ~300K | Tens of Millions | ~200K | ~100K | ~10K |
| Price | Free | Free | Free | Free | Free | Free |

Competitive Advantages

| | Full calendar sharing | Search profiles | Follow profiles | Explore calendars | Import events from Facebook | Synchronization with Google, Outlook, etc. | Events on a map | Newsfeed | Create events on the app | Weather |
|------------|-----------------------|-----------------|-----------------|-------------------|-----------------------------|--|-----------------|----------|--------------------------|---------|
| amical | X | X | X | X | X | X | X | X | X | X |
| Fever | | | X | | | | | X | | |
| Wingit | | | X | X | | | X | X | | |
| Eventbrite | | X | X | X | | | | | | X |
| Dojo | | | | | | | X | | | |
| Toot Sweet | | | | | | | X | | | |
| Timenote | X | X | | | X | | | | X | |

Business Model



Road Map

June
2017

- Beta launch in 5 countries: France, Canada, Belgium, USA and UK

September
2017

- Dashboard conception - Monitoring tool
- Drive traction and reacting from first users feedbacks

January
2018

- First round of funding - Worldwide launch
- Press launch and media campaign

March
2018

- APIs implementation
- New features releases

June
2018

- 100 000 users

Marketing & Sales

1. Launch AmiCal globally
2. Improve quality and number of events in most vibrant cities and capitals around the world
3. PR launch: promotion of a new social app with unique core features
4. Strong social media presence and community management to be receptive towards our users
5. Individualized partnerships: promote events for cultural and nightlife organizations
6. Global strategic partnerships (e.g. Facebook, Eventbrite)

Partnerships Opportunities



Citymapper



Zenly



MAIRIE DE PARIS



Wingit



Uber



Allocine



Transavia



GoBee Bike



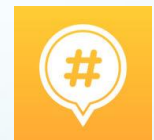
SongKick



AirBnb



Resident
Advisor



Mapstr

And more!

The Team



CEO
Mathieu Pussiau

- Master degree in International Business
- Experience in Business Development, Marketing, Customer Relationship
- 4 Nationalities: French, American, Colombian & Luxembourg
- Fluent in French, English & Spanish
- Born in USA, lived in Guadeloupe, Colombia, Italy, UK, Netherlands & France
- Myers Briggs Type Indicator: Debater

Determined. Passionate. Competitive



CTO
Antoine Dupont

- Master degree in Entrepreneurship
- Experience in Website & Mobile App development
- Fluent in French & English
- Born in France, lived in UK, Netherlands & France
- Myers Briggs Type Indicator: Campaigner

Conscientious. Efficient. Ambitious

Why do we need funds?



To go faster



To build a team



To communicate our app



To reach more users



To improve the design



To implement new features



To connect more APIs



To develop partnerships



To conquer the world!

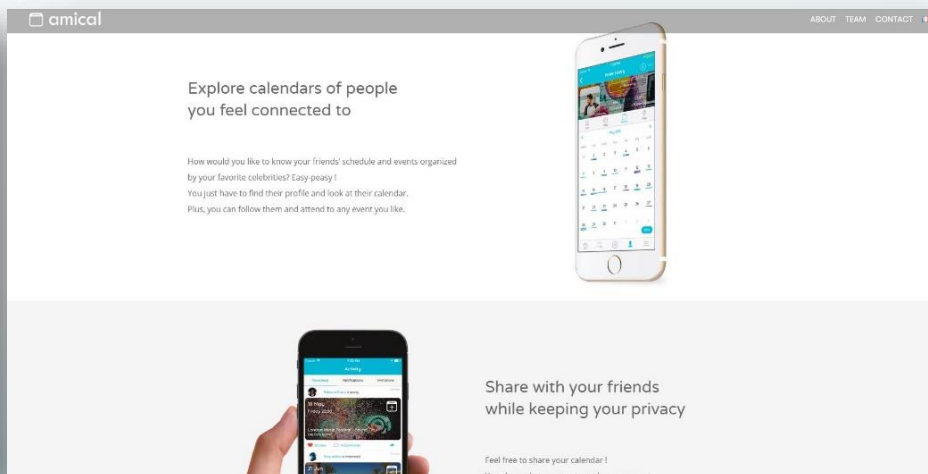
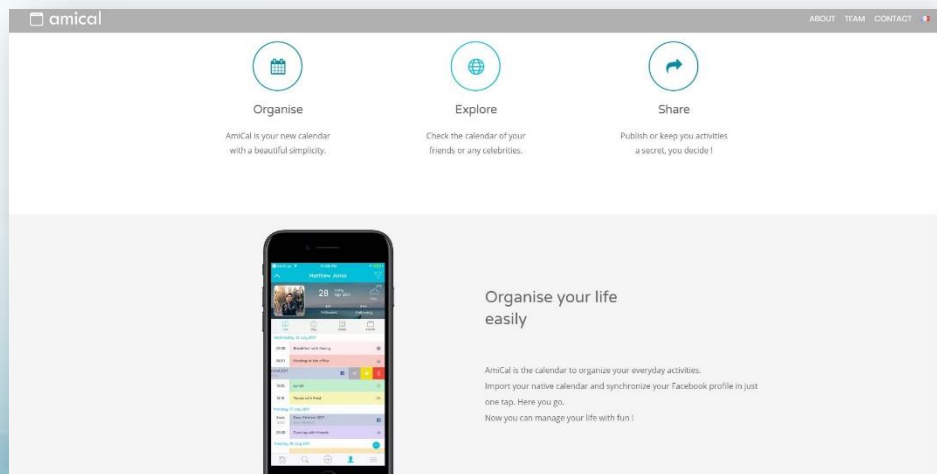
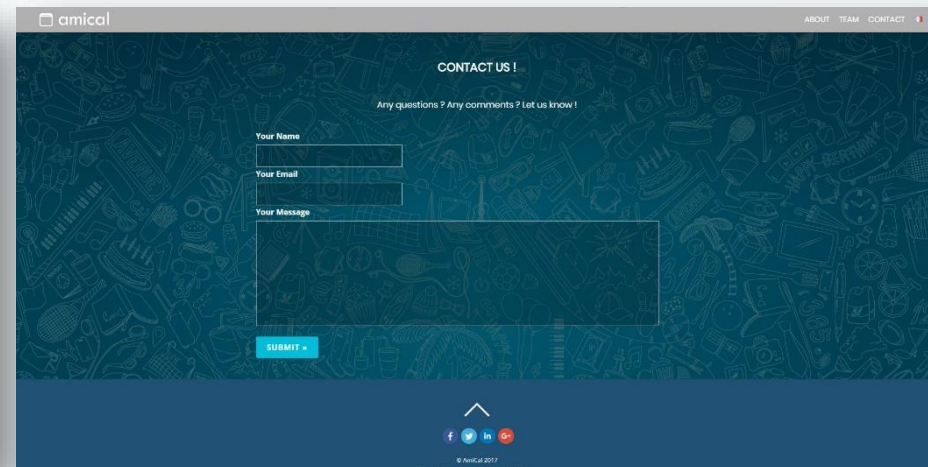
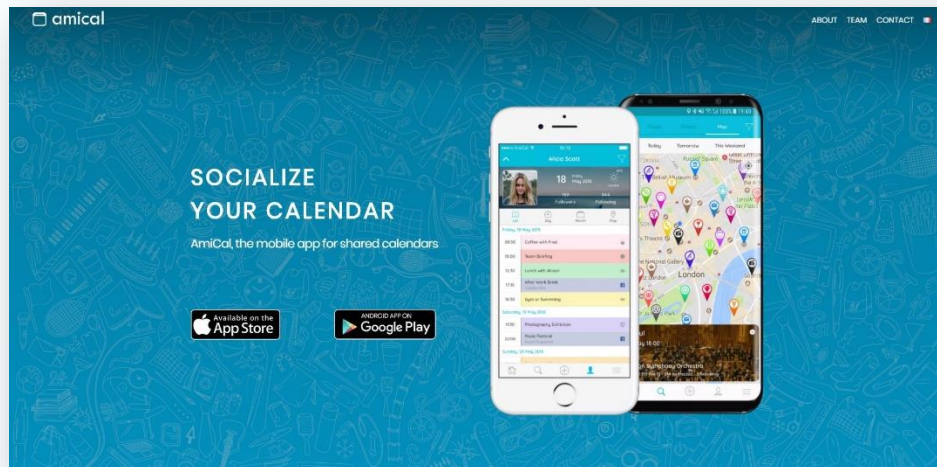
Why fund us?

- Our objective is to be the only calendar that millennials use to organize themselves with friends and family
- We can grow fast and the market is huge
- We are passionate and understand very well the world of mobile apps
- We created a product based on successful and proven features
- We want AmiCal to be the next success story
- And we want YOU to be part of it!
















Join us on this adventure!







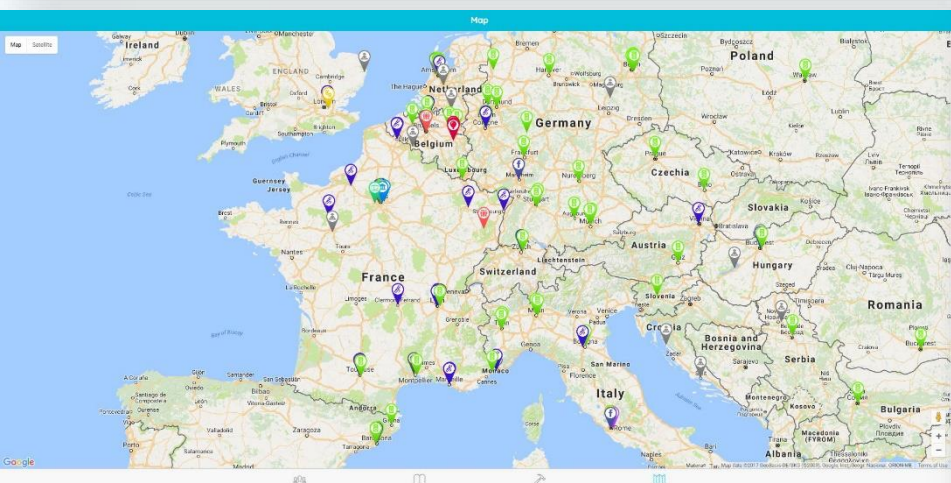
Appendix 1: Our Showcase Website





















Appendix 2: Our Dashboard

| Users (20) | | | | | | |
|--|---------------------------------------|--------------|-------------|---------|--------|--------|
| Search User | | | | | | |
|  Julie Smith # | 11.42 - julie.smith@amical.com | 101 sessions | 09 Oct, 20h | Profile | Infos | Events |
|  Hannah P. Chiswick # | 11.42 - hannah.p.chiswick@amical.com | 59 sessions | 09 Oct, 20h | Profile | Infos | Events |
|  Corey Rouley # | 11.41 - corey.rouley@amical.com | 2 sessions | 09 Oct, 16h | Profile | Infos | Events |
|  Philippine Mourin # | 11.41 - philippine.mourin@amical.com | 1 sessions | 09 Oct, 16h | Profile | Infos | Events |
|  Jo Cesar # | 11.41 - jo.cesar@amical.com | 4 sessions | 09 Oct, 16h | Profile | Infos | Events |
|  Anna Bati # | 11.41 - anna.bati@amical.com | 1 sessions | 09 Oct, 08h | Profile | Infos | Events |
|  Lucas Touss # | 11.41 - lucas.touss@amical.com | 1 sessions | 08 Oct, 20h | Profile | Infos | Events |
|  Julie Bardi # | 11.41 - julie.bardi@amical.com | 2 sessions | 07 Oct, 08h | Profile | Infos | Events |
|  François Gribeling # | 11.41 - francois.gribeling@amical.com | 1 sessions | 06 Oct, 16h | Profile | Infos | Events |
|  Anna Vigneron # | 11.41 - anna.vigneron@amical.com | 06 Oct, 12h | Profile | Infos | Events | Events |
|  Antoine Dupont # | 11.41 - antoine.dupont@amical.com | 24 sessions | 06 Oct, 16h | Profile | Infos | Events |
|  Christophe Ho # | 11.41 - christophe.ho@amical.com | 06 Oct, 17h | Profile | Infos | Events | Events |
|  Amelie Robreton # | 11.41 - amelie.robreton@amical.com | 05 Oct, 16h | Profile | Infos | Events | Events |
|  Tom Lopez # | 11.41 - tom.lopez@amical.com | 05 Oct, 16h | Profile | Infos | Events | Events |
|  Tom Lopez # | 11.41 - tom.lopez@amical.com | 1 sessions | 05 Oct, 17h | Profile | Infos | Events |

| Manage | |
|---|---|
| Login With Facebook | |
|  Create Facebook Page | > |
|  Create Email User | > |
| Update Facebook Events | |
|  Delete Ended Explore Events | > |
|  Delete Ended Tag Events | > |
| Log Out | |
| Last updated - October 3, 2017 5:00 PM | |

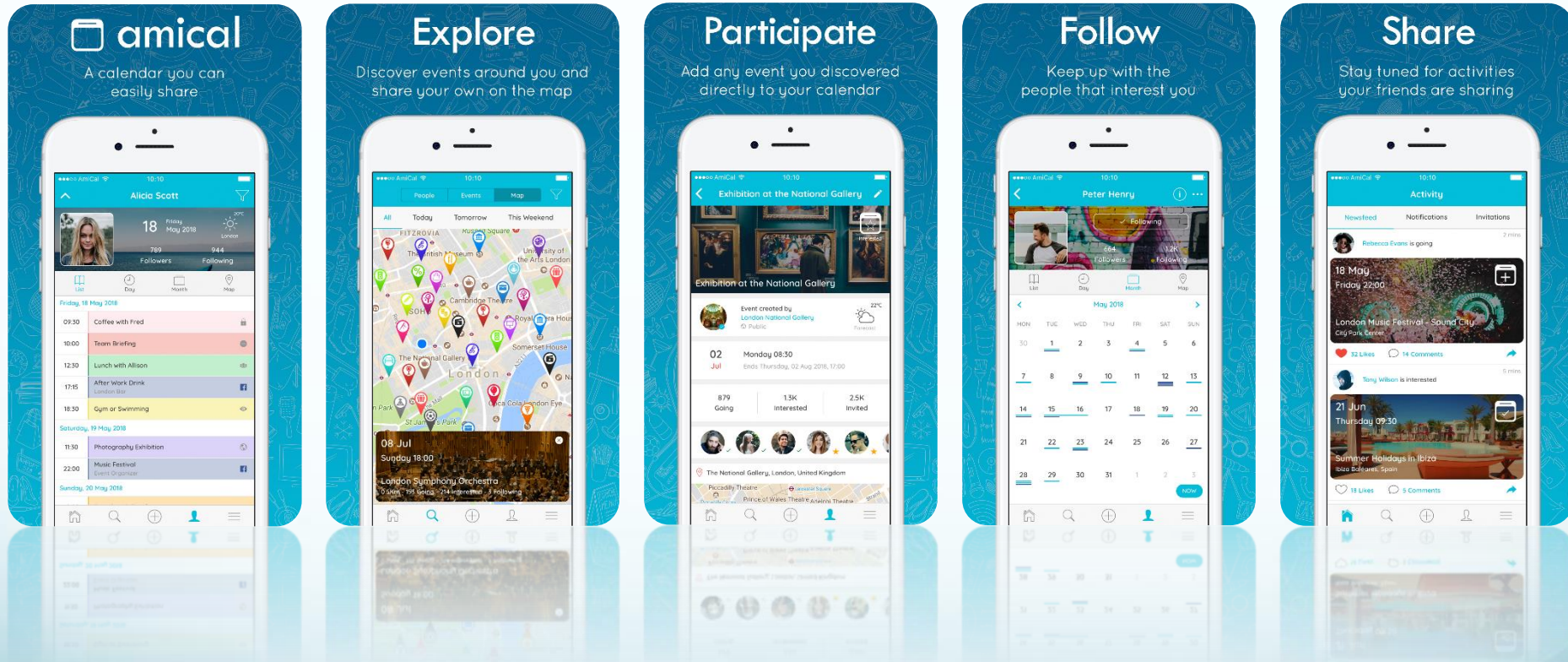


| Upcoming | | | Post | Amical | Facebook | All | Deleted | Pin Selection |
|---|---|--|------|--------|----------|-----|--|---------------|
| 🔍 Search Event | | | | | | | | |
|  | Turkey Northside Beaches 9 - 10 October, 23h ... | | | | | |  View Edit Delete | |
|  | A la recherche de Stipe Philippine Mourin 9 - 10 October, 16h ... | | | | | |  View Edit Delete | |
|  | Leasing Jo Cesar 9 - 10 October, 12h ... | | | | | |  View Edit Delete | |
|  | Go au côté des 100 Philippine Mourin 9 - 10 October, 16h ... | | | | | |  View Edit Delete | |
|  | Leasing Jo Cesar 9 - 10 October, 12h ... | | | | | |  View Edit Delete | |
|  | Montage Lucie Genevieve Bellard 9 - 10 October, 23h ... | | | | | |  View Edit Delete | |
|  | Page 3 et 4 pour France oral Jo Cesar 9 - 10 October, 16h ... | | | | | |  View Edit Delete | |
|  | Présentation Jo Cesar 9 - 10 October, 12h ... | | | | | |  View Edit Delete | |
|  | Control Jo Cesar 9 - 10 October, 12h ... | | | | | |  View Edit Delete | |

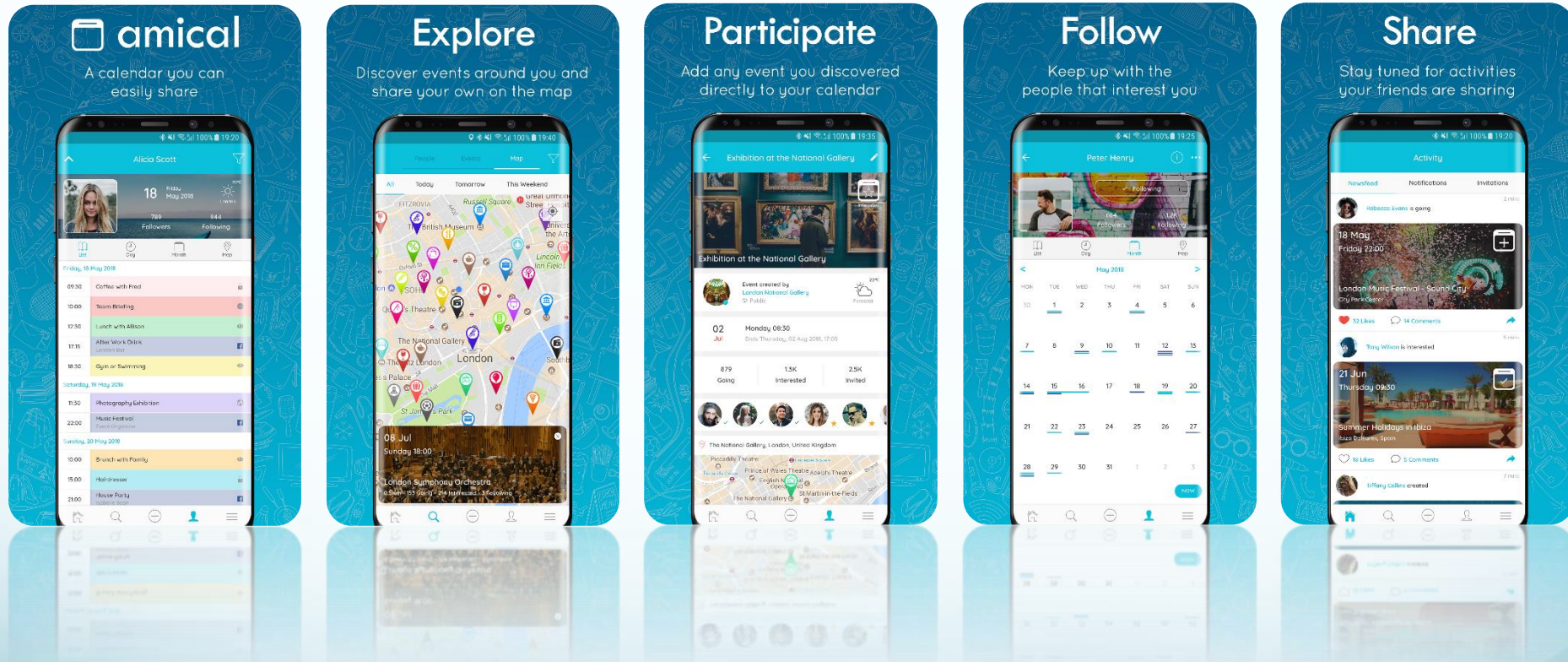
Appendix 3: Our Illustrations



Appendix 4: Screenshots on the iOS App Store



Appendix 5: Screenshots on the Google Play Store



Contact us

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- Antoine Dupont - CTO



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Thanks for your interest!