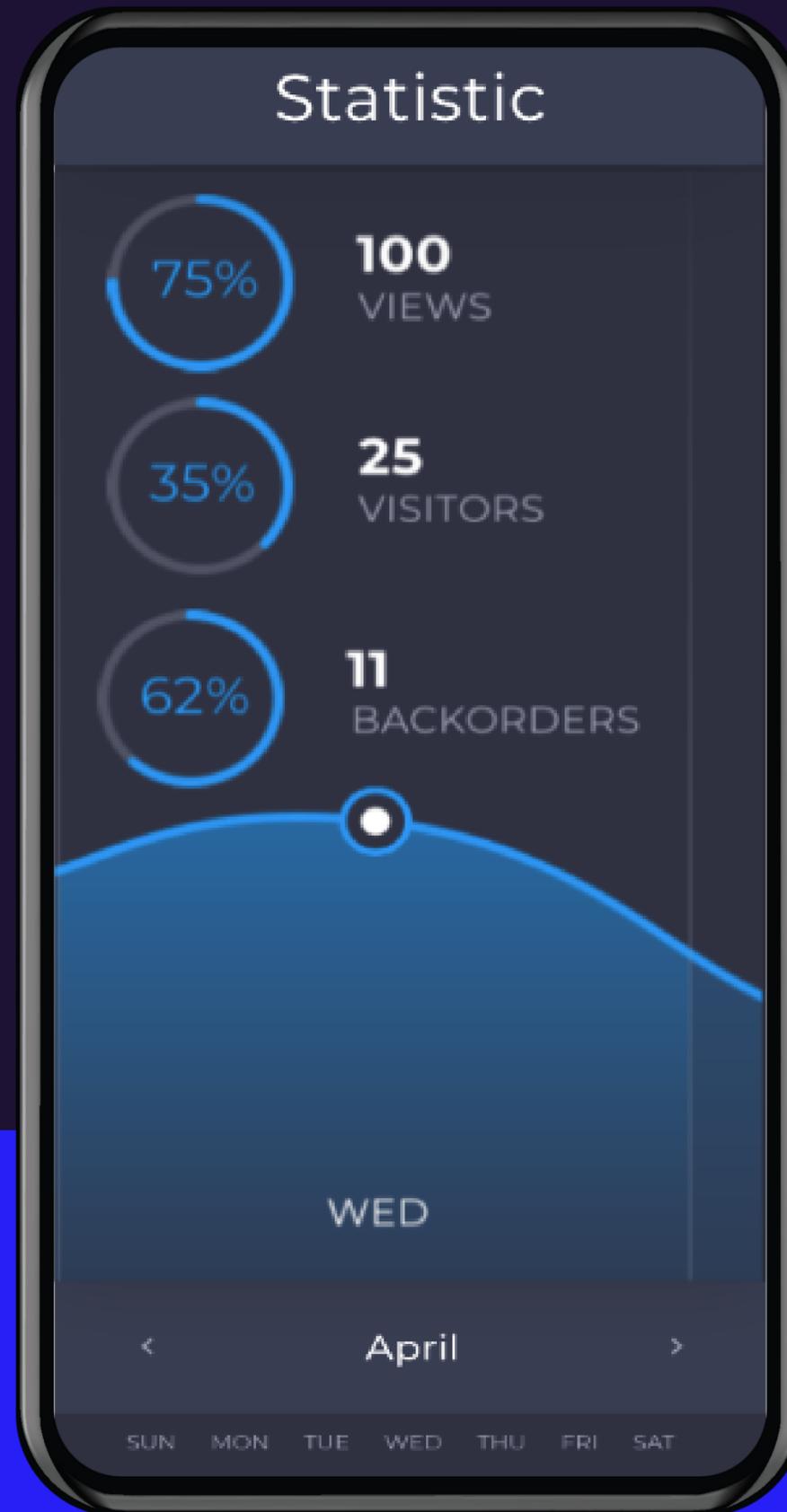


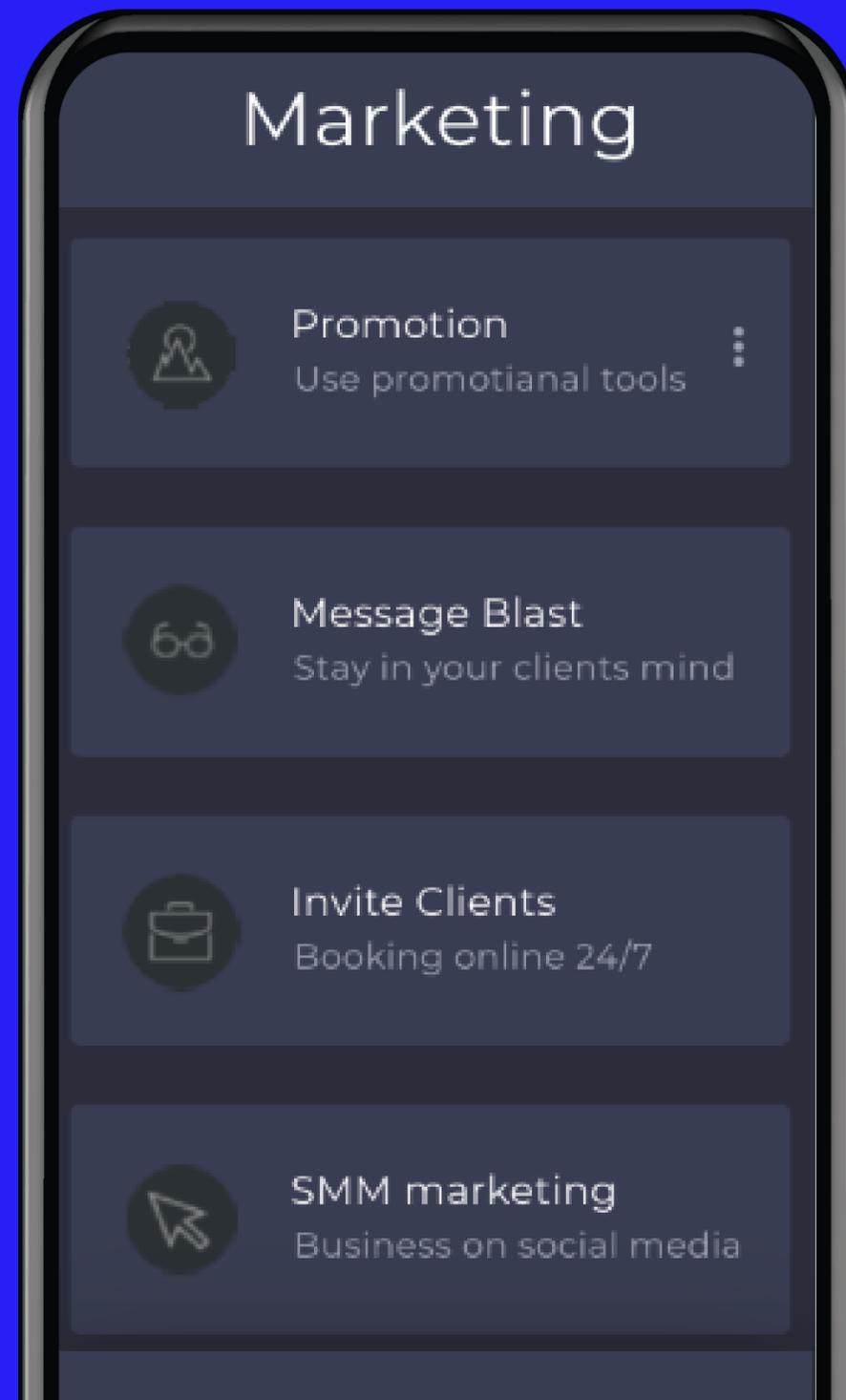


FENTRY

It's a marketplace for finding, scheduling and managing beauty salon appointments, based on a SaaS business management application.



Problems



— **Bad Marketing**

Start-up salons cannot count on a reputation among clients and usually do not have sufficient funds for advertising beyond the informational flyers distributed on the spot, and nowadays it is almost obligatory to have a Web site.

— **Problems of beauty business during the war**

Loss of customers, coordination problems and employee problems

— **Lack of management**

Running your beauty salon is a process that takes a lot of time and attention from the owner. Your time is valuable because it makes you money.

— **-38% Potential customers**

40% of customers don't get to you because they can't reach you the first time. More than 38% of customers want to make an appointment after the end of your business day. In addition, customers who download the app sign up 20% more often, and thus bring you more revenue.



Professional Marketing

FENTRY contains a database of customers searchable and filterable by various parameters. SMS invitation
Customer notification and reminder SMS
SMS marketing campaign



Helping businesses in times of war

We help to restore your business and the work of your employees. We help to attract customers that you lost during the war.



Management in the application

You no longer have to remember the schedule of all your employees. FENTRY will allow you, as the account holder, to easily adjust each employee's shifts, vacation time and breaks

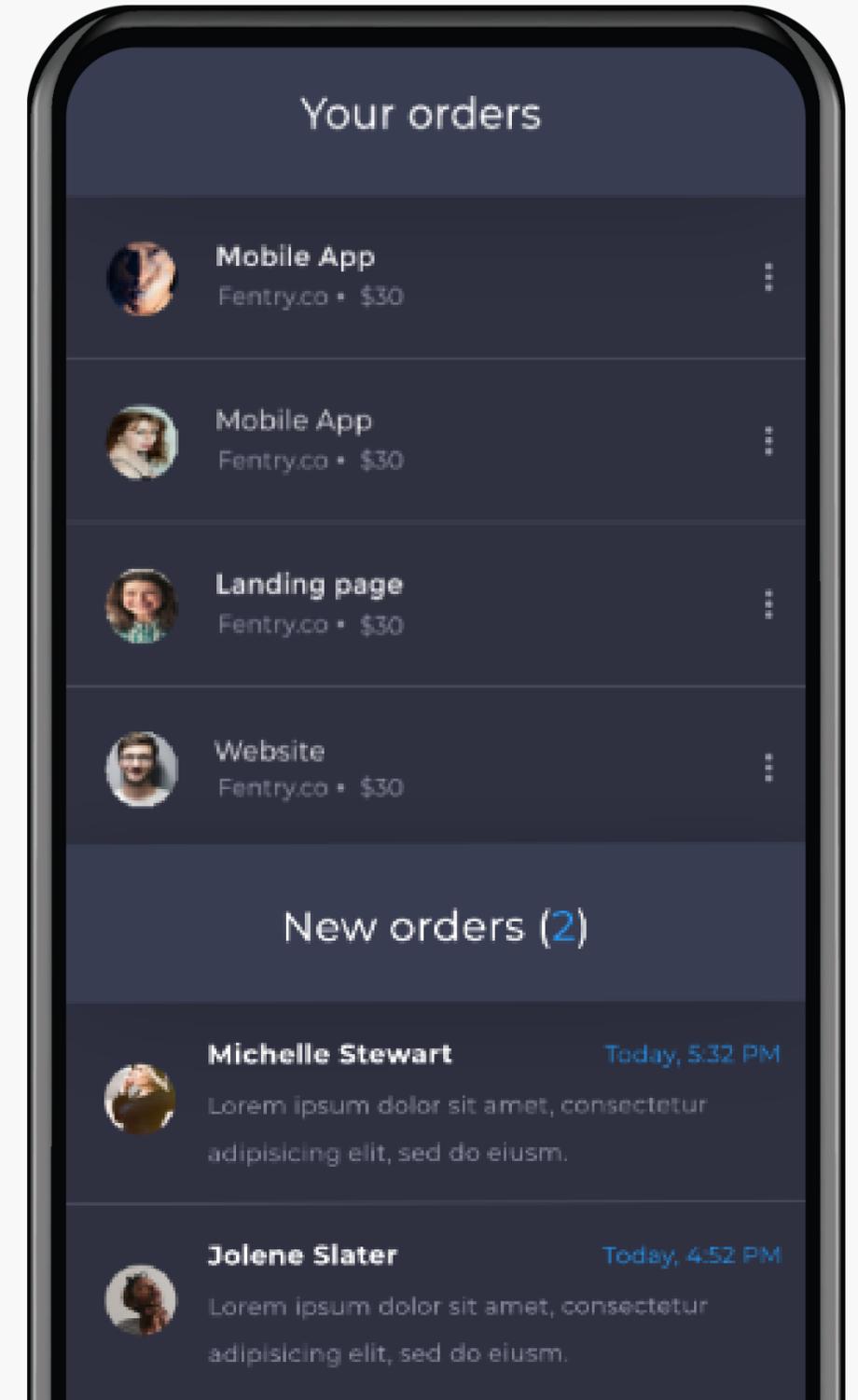


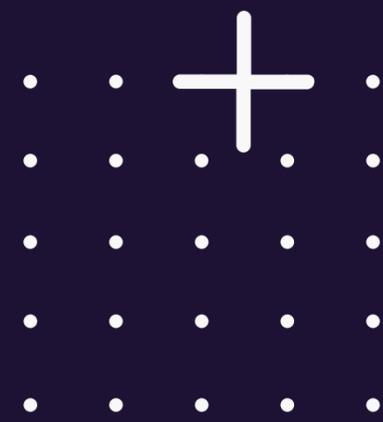
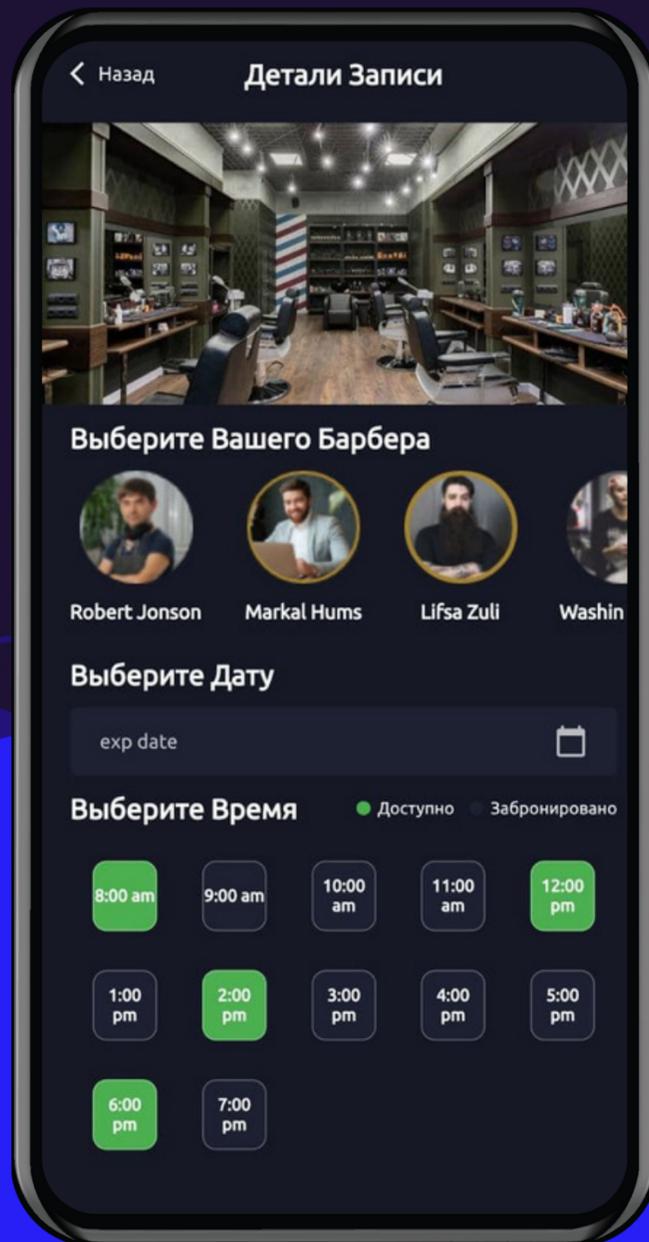
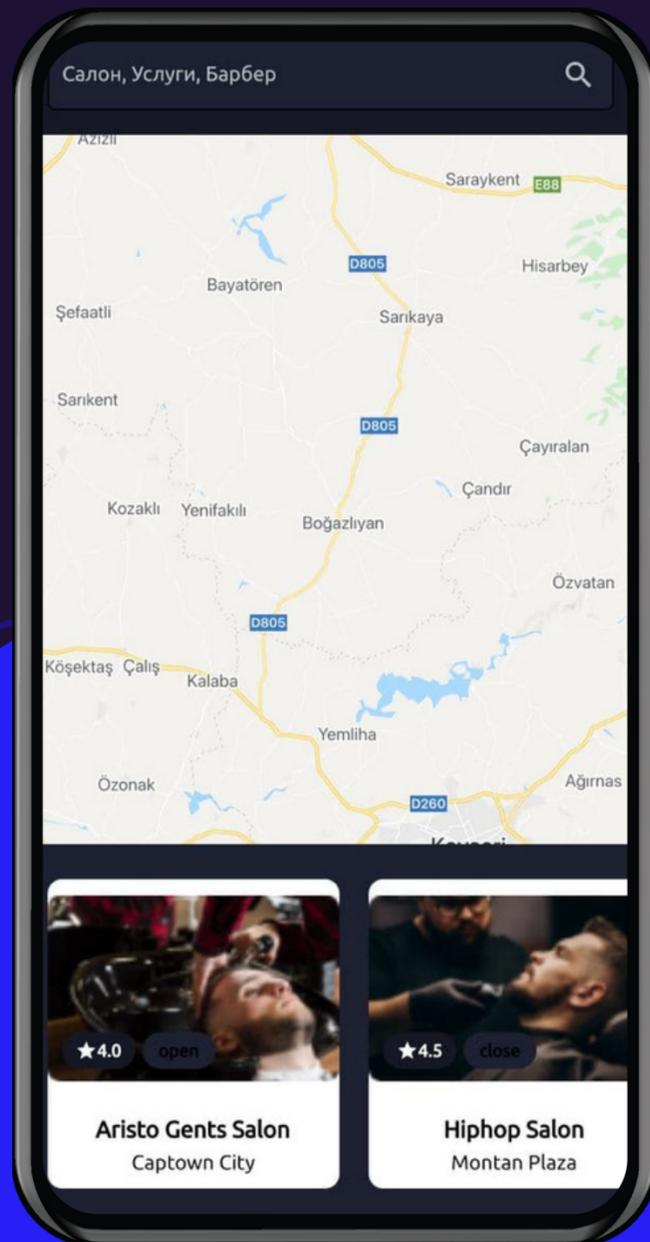
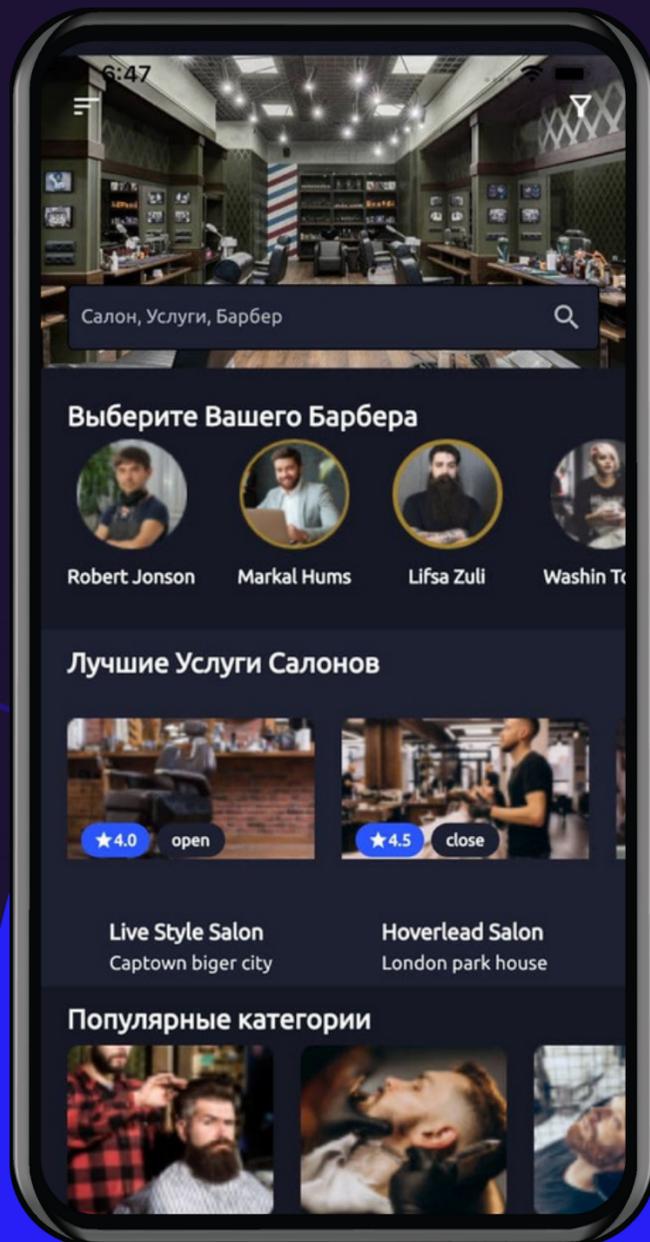
Retention and attraction

Automatic FENTRY reminders and adaptable cancellation rules will allow customers to visit you according to the appointments made and ensure you are paid for your time.



Solution





Uniqueness of the product

- Provide a two-way platform for the work of a beauty salon
- Professional beauty salon promotion and management
- CRM - free
- Service for the beauty salon

-
-
-
-
-
-

Marketplace

The market in Ukraine and Kiev, originally expects to enter the Kiev market, to take 10%

760\$ billion

Total Available
Market (TAM)
Ukraine

96\$ M

Serviceable Available
Market (SAM)
Kiev

9.6\$ M

Serviceable Obtainable
Market (SOM)
Our share



Beauty Salon

- Number of clients per day: 15-25

Number of hairdressers: 3-6

Percentage of sexes: 77% w. on 23% m.

The average price for a haircut 400-600 UAH.

Availability of website : Yes

How to find: Signage on the street, ads in social networks or the booth app

For beauty salons in Ukraine the main problem is the management of orders and marketing of the salon

GENERAL

USERS

POPULATION

INTERIOR

CONTROL



Salon user

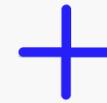
- 18 to 55 years old

Interested in location, quality and reviews. Interested in cosmetics and buying milk products. Want to improve their mood are prone to spontaneous purchases. Buy extra features and don't skimp on looks. Want to conveniently and quickly make an appointment not sorted out in a beauty salon. Frequency of visits is 1.5 per month.

GENERAL

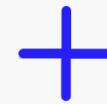
QUALITY
FUNCTIONAL
SPEED
EMOTIONS

Business Model



Rent model for 10% of the profit of the beauty salon

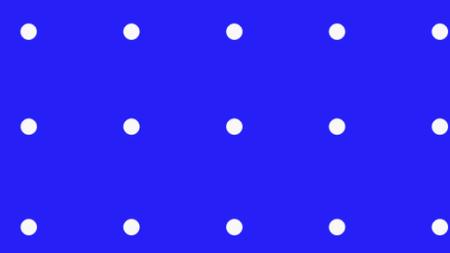
- Online booking 24/7 for your customers
- Management Tools
- Customer Service



Monetisation of advertisements for beauty salons:

- SMS invitation
- Customer notification and reminder SMS
- SMS marketing campaign





Application Development

It is necessary to allocate about \$ 15,000 more to finalize the application

Marketing company

Launching targeted advertising, distribution through influencers and vision of your own blog. It needs about \$35,000

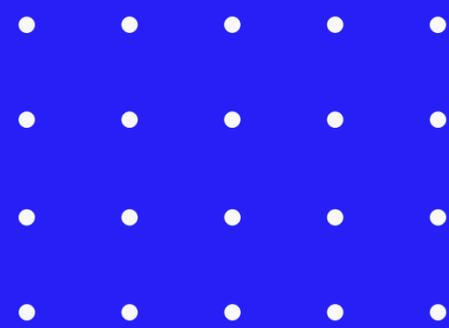
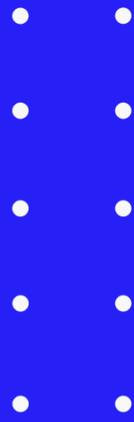
Now

Invested \$25,000 by ourselves

Investment directions

Outcome

Investment amount - \$50,000
Percentage of the company - 10%



Current results and achievements

-
-
-
-
-

The next step is to finalize the product and go to market with a marketing campaign

1

Step 1

Invested \$25,000 and assembled a team

2

Step 2

Testing the market and competitors

3

Step 3

Developed the model and structure of the application

4

Now

Active development of the application is in progress

Competitors

	FENTRY	BOOKSY	YCLIENTS	IBEAUTY	MOMENTO
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Client management



Ability to record



App



Salon marketing



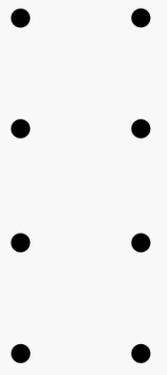
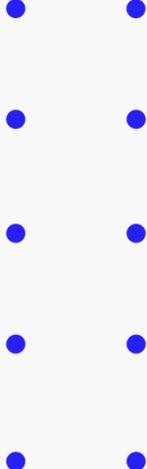
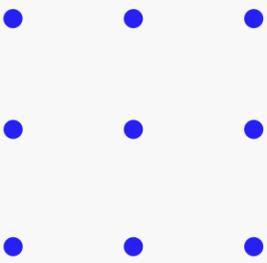
Two-way platform



Discounts on services



Cabin Service



Team



CEO

Anatoly Lavrik

CEO of Telegram and Instagram channels "Theory of Success"



COO

Oleg Romanov

CEO Time2Mobile
Software Development Company



MENTOR

Dmitry Stepanenko

Art-director Y agency -
Branding and Web2



Main developer

Asadbek Noyibjonov

Flutter developer



MENTOR

Andrei Birzov

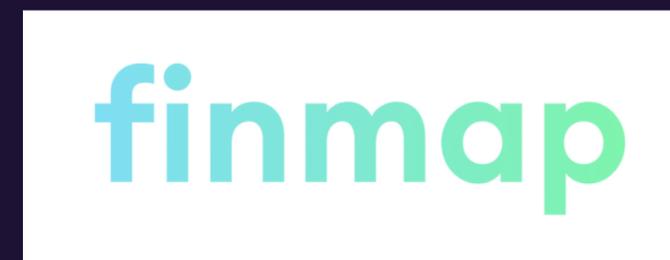
Co-Founder B Effy.ai
Worked as Commercial Director
at ESKA



MENTOR

Roman Cheparasov

Founder in Drivers. Marketing
Management Agency

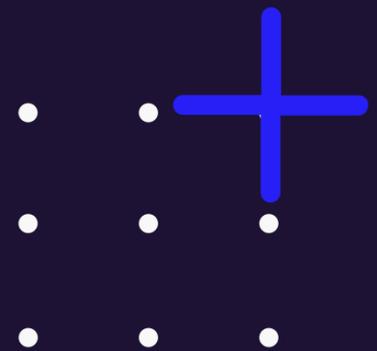




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