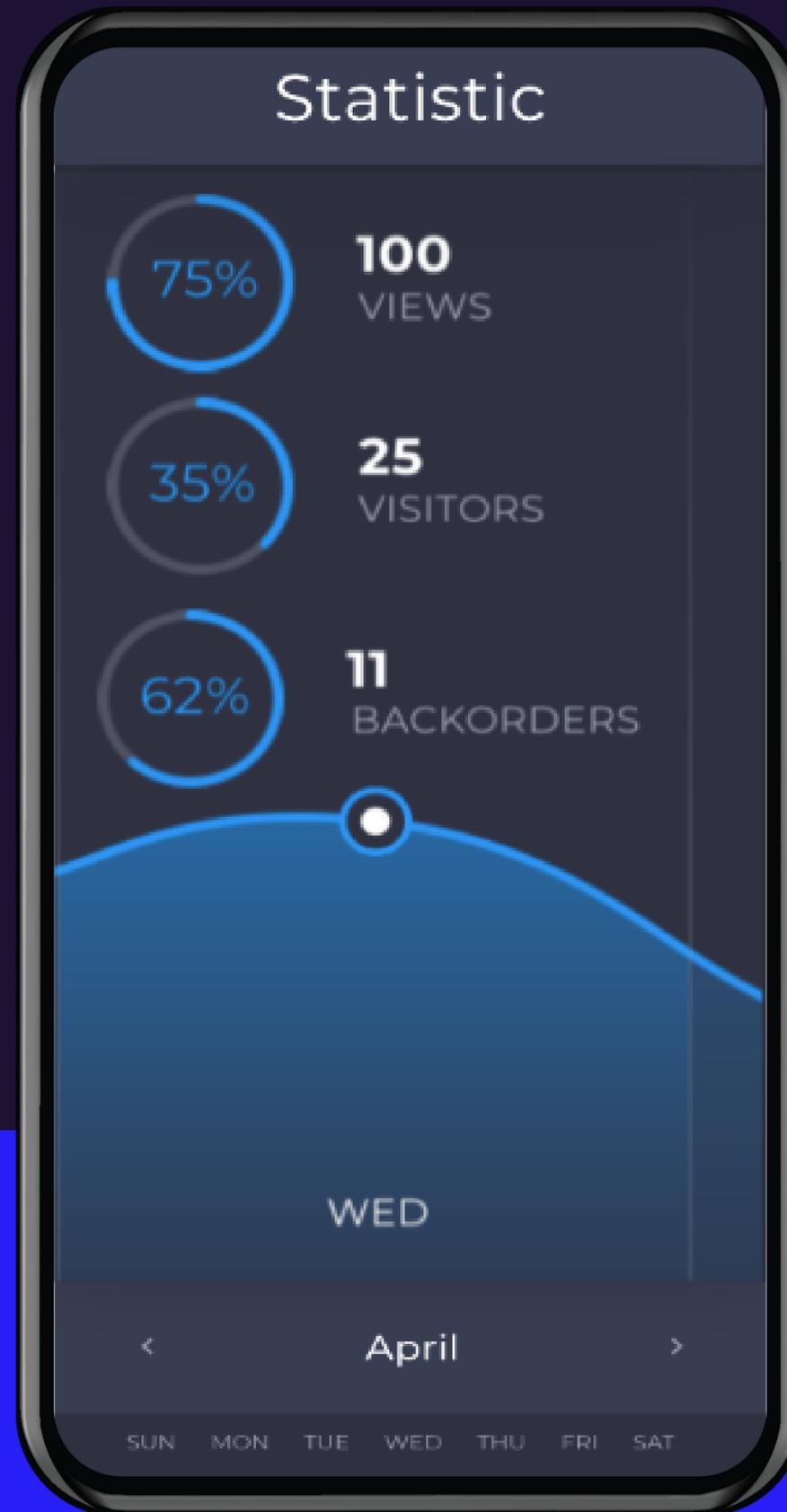


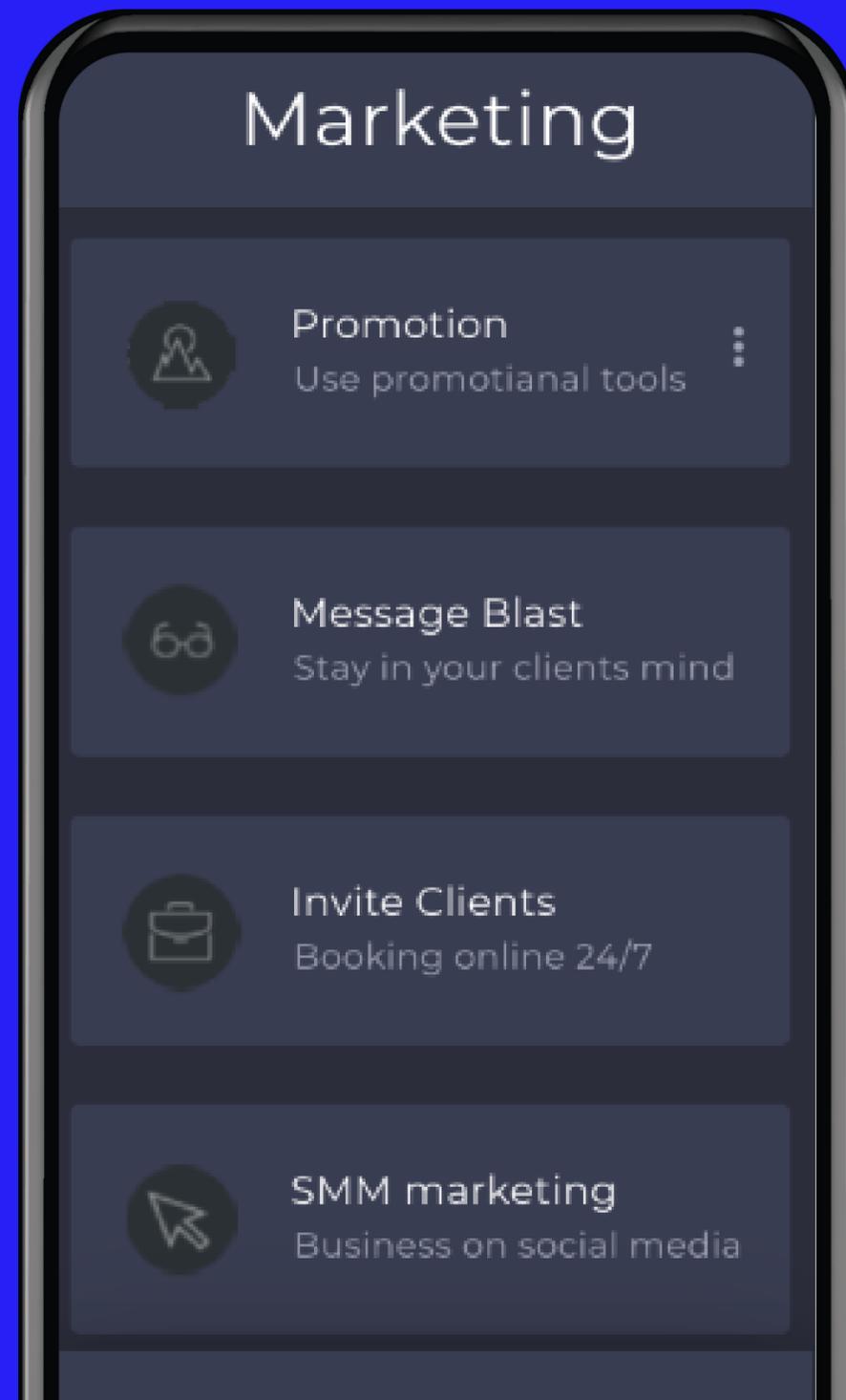


# FENTRY

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

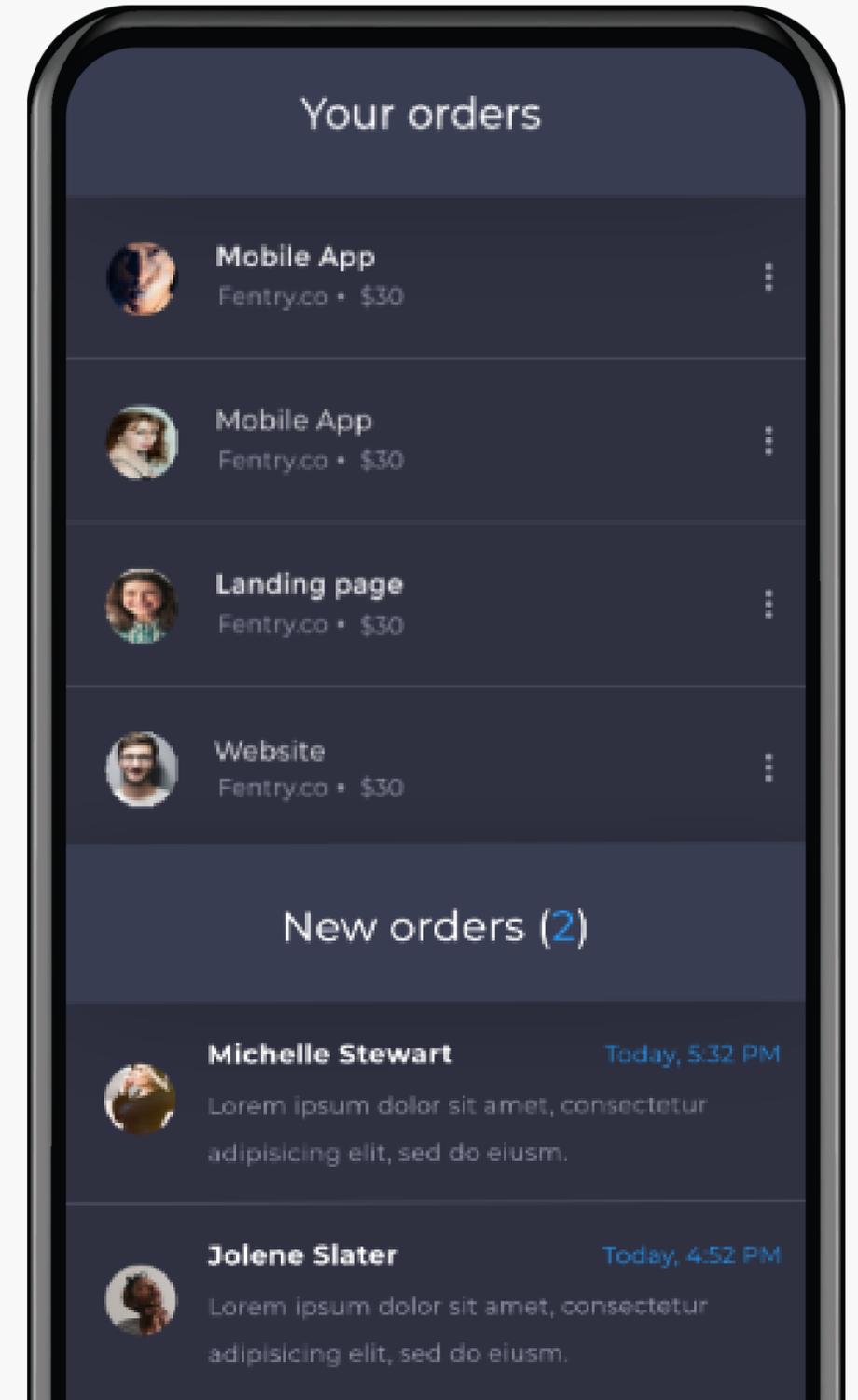


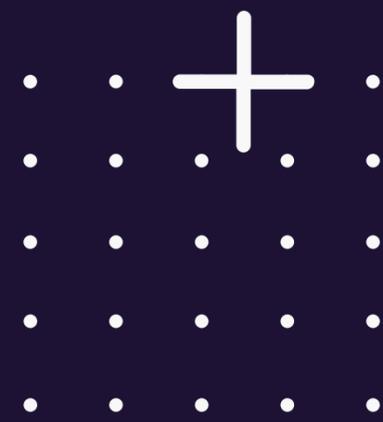
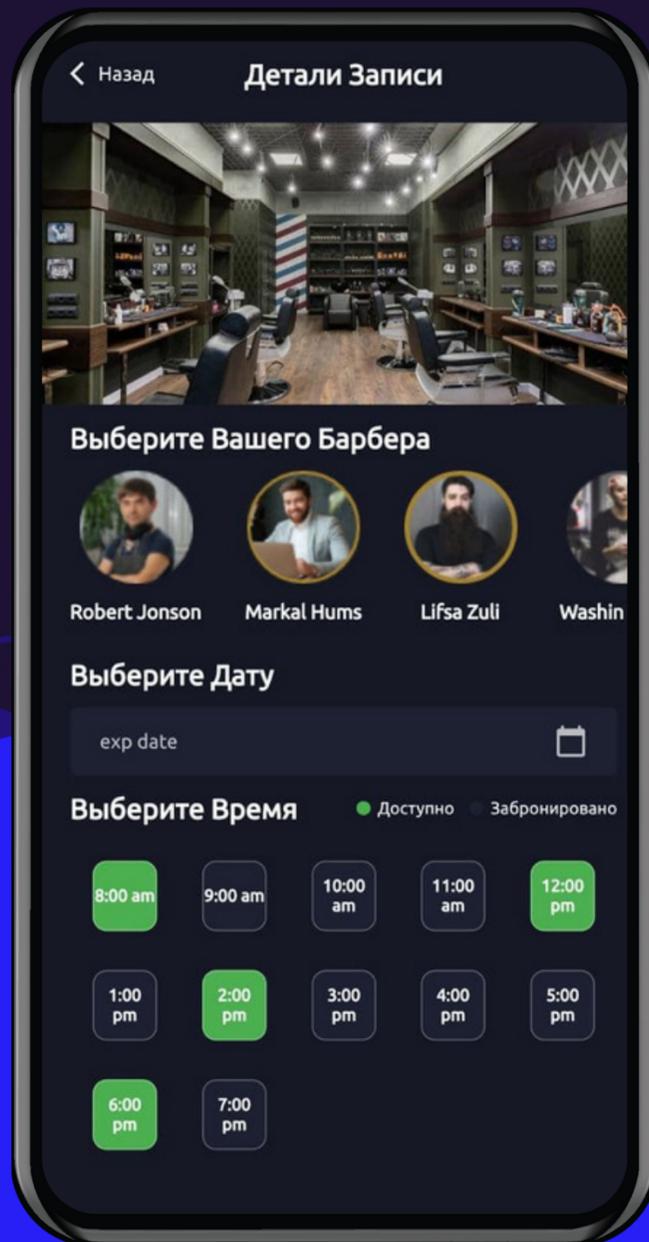
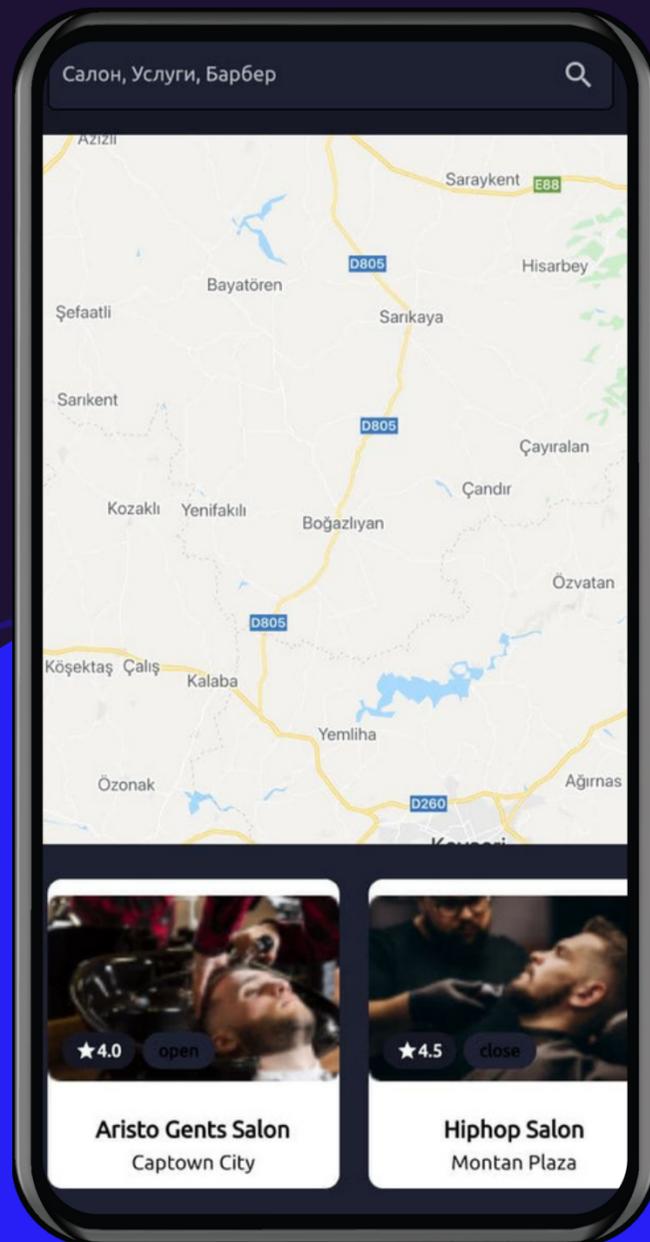
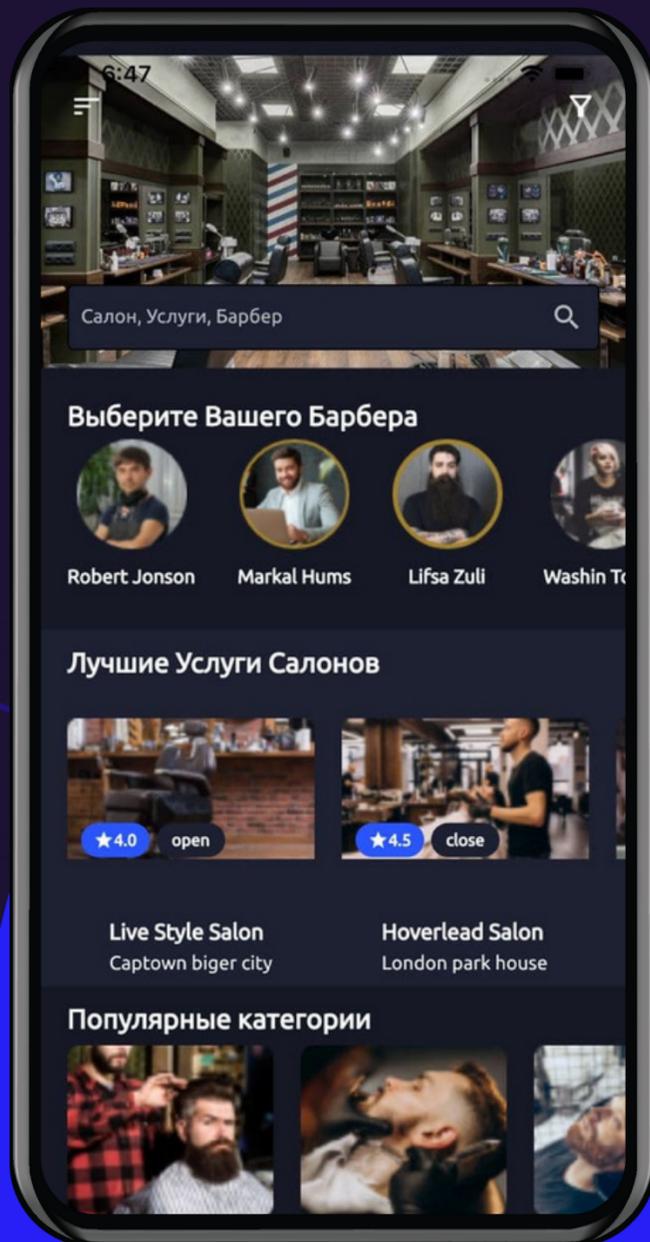
## Retention and attraction

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

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# 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

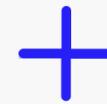
# Business Model



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

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

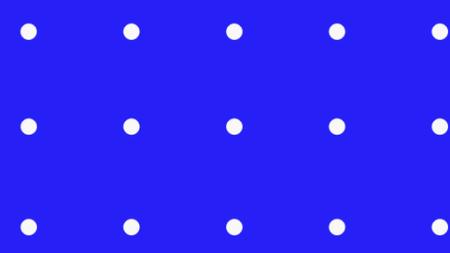


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Monetisation of advertisements for beauty salons:

- 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

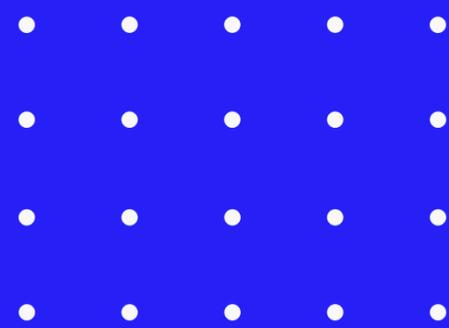
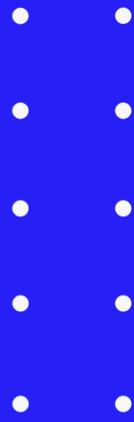
## Now

Invested \$25,000 by ourselves

## Investment directions

### Outcome

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



# Current results and achievements

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- 
- 

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



## Step 1

Invested \$25,000 and assembled a team

## Step 2

Testing the market and competitors

## Step 3

Developed the model and structure of the application

## 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



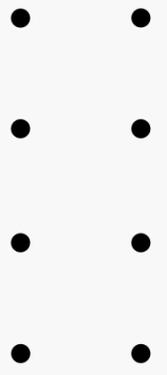
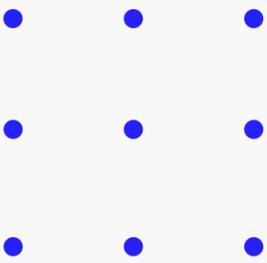
Two-way platform



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**

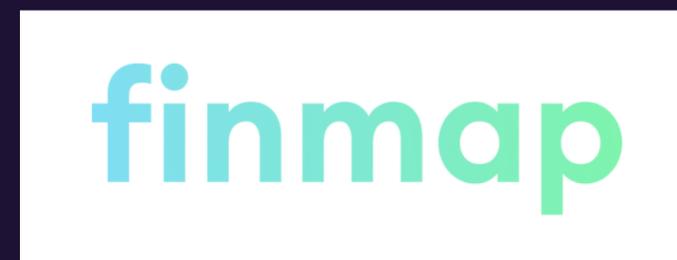
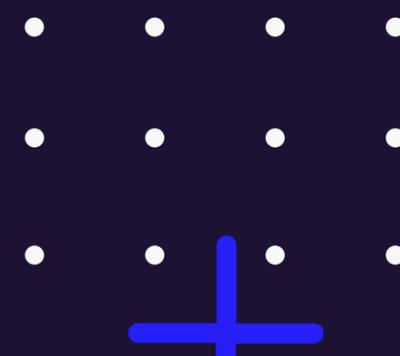
Co-Founder B Effy.ai  
Worked as Commercial Director  
at ESKA



**MENTOR**

**Roman Cheparasov**

Founder in Drivers. Marketing  
Management Agency

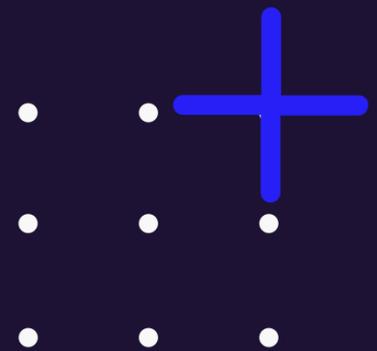




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