



ADVANCED SOFTWARE MANAGEMENT TOOL FOR
BEAUTY PROFESSIONALS

April 2017



OUR STORY

Back in 2014 we identified that beauty salon owners are not digital savvy & they can non market their salons properly to the demanding online users. Quality & price is an important concern for customers searching for beauty treatments and booking procedure requires oral communication while at the same time users were going mobile.

So, we came up with a solution, a marketplace - commission based - for beauty services!

**OUR BEAUTY
MARKETPLACE
DREAM FAILED AFTER
50.000 BOOKINGS
1600 SALONS &
40.000 USERS
BECAUSE OF LOW
RETENTION RATE &
REVENUES**

WE MADE A PIVOT & STARTED OVER IN JANUARY 2017

WE LAUNCHED A NEW PRODUCT

We shifted from a beauty marketplace to a **SaaS enabled marketplace**, setting the salon owner as our core customer.

A cloud offering which can cover beauty & wellness professional needs for :

Customer Relationship Management

Accounting

Analytics & Business Intelligence

Marketing

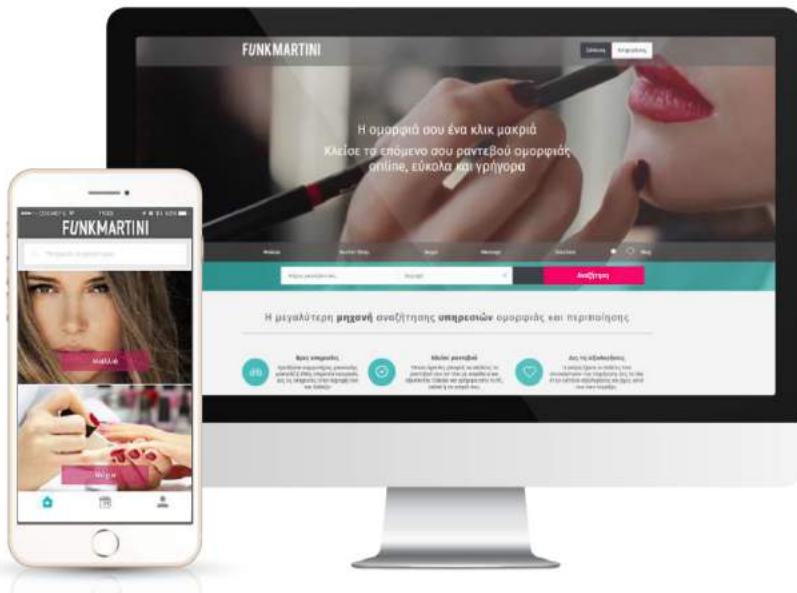
Human Resources

Inventory*

Invoicing*

ENTERPRISE RESOURCE PLANNING

*coming soon



SALON OWNERS CAN

We help beauty salons manage their business & mainly focus on their creative work

Manage his/her **appointments 24/7**,
through a cloud CRM

Manager his/her **employees & working hours**

Identify his areas of improvement with **reporting**
Market his/her salon through **offers, SMS & Email**
campaigns to their customers

Increase his/her clientele **customer base**

Increase his/her **profit**



CUSTOMERS CAN

We help customers discover salons nearby through reviews & rating and book their appointment 24/7

Search online for beauty treatments

Meet a salon prior to visiting it

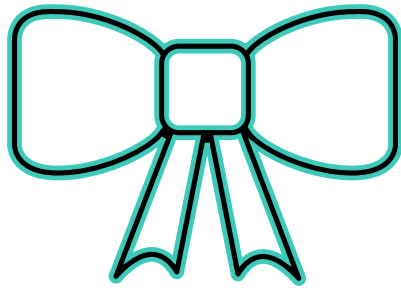
Discover it **prices**

Identify it **quality by detailed and authentic reviews**

Earn rewards from Funkmartini



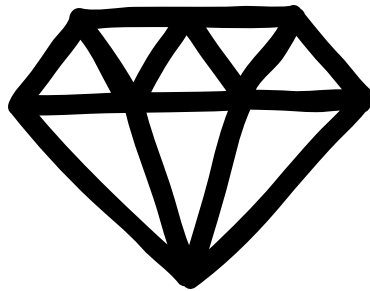
PLANS & PRICING



BASIC

from 10€* / month

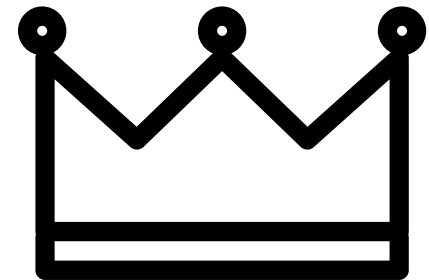
Calendar
CRM basic
Marketplace
FB Widget
Website Widget



PRO

from 30€* / month

Calendar
CRM basic
Email Marketing
SMS
Marketplace
FB Widget
Website Widget



GOLD

from 50€* / month

Calendar
CRM advanced
Reporting
Email Marketing
SMS
Marketplace Sponsored
FB Widget
Website Widget

OUR TEAM



GREGORY STAMATOPOULOS

Gregory is the heart of team, leading the strategy and the product and always focusing on results. Revenue & quick growth is his personal objective for the company.

PWC / EY / MACOIL / SPRIDER STORES / EUROBANK



ALEXIA KOTSI

Alexia is a woman who thought about creating a product targeting mostly women. Passionate enough, she's an embodiment of the brand. Creative, resourceful mind & soul!

TRIPSTA / LE SPOT PRODUCTIONS / MTV



CHRISTODOULOS PAPACHRISTOU

Christodoulos is your typical finance person who is an avid fan of numbers. He identified the urgent need of the pivot and supported it with actions immediately.

NATIONAL BANK OF GREECE / LAMDA DEV

A top-down view of a desk with a marble pattern. On the right is a silver laptop with a black keyboard. On the left is a small succulent in a teal pot. In the center are two pens, one pink and one teal. At the top left is a yellow ruler. A white circular logo with a scalloped edge is overlaid in the center.

**FUNK
MARTINI**

THANK YOU
