

Emily

THE OPERATING SYSTEM FOR SALONS, SPAS
& HEALTH CENTERS

AI-powered SaaS + Marketplace

Gyula Jaradi

FOUNDER & CHIEF SYSTEM
STRATEGIST

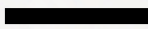


Table of Contents

3	4	5	6
The Problem	Solution	The Market	Competitive Landscape
7	8	9	10
Client App	AI Modul	Business Model	Roadmap & Scaling
11	12	13	
The Team & Vision	Investment & Revenue Plan	Closing	

— The Problem

1

Inefficient systems:

Current players (Fresha, Treatwell, Booksy) are booking tools, not full operations platforms.

2

Lost revenue:

downtime, overbooking, human error → up to 20–30% unused capacity.

3

High admin cost:

manual rescheduling, missed communication, supply shortages.

Solution

Emily OS = Complete Operations
Management



RESULT:

- Salons: higher utilization, lower admin.
- Clients: seamless, sticky experience.
- Investors: SaaS recurring revenue + marketplace scale.



30-minute cycle logic → maximizes capacity.



Professional relevance scoring → right task, right person.



Live waitlist auto-fill → no lost slots.



Real-time inventory overview.



Multi-app SaaS architecture:

- Reception WebApp – control center.
- Professional App – task-focused workflow.
- Client App – one app for all providers.

The Market

Beauty & wellness global TAM:
\$500B industry.

Addressable market
5 million salons, spas & health centers worldwide.

Trend:
Rapid digitization → 60% of consumers now prefer digital booking.

Gap:
existing players cover booking, but not operations → Emily OS unique.

Competitive Landscape

Emily OS = SaaS + Marketplace + AI

<i>Feature / System</i>	<i>Fresha</i>	<i>Treatwell</i>	<i>Booksy</i>	<i>Emily OS</i>
Online booking	✓	✓	✓	✓
Operations optimization	✗	✗	✗	✓
30-min cycle logic	✗	✗	✗	✓
Relevance scoring	✗	✗	✗	✓
Live waitlist auto-fill	✗	✗	✗	✓
Real-time inventory	✗	✗	✗	✓
Multi-app architecture	✗	✗	✗	✓
SaaS + Marketplace model	✗	✗	✗	✓
AI-powered	✗	✗	✗	✓

Client App:

The Growth Engine

For Clients:

- One app for all providers → salons, spas & health centers.
- Easy switching without uninstalling.
- Multi-category convenience = higher stickiness.

For Salons:

- Instant access to a growing client pool.
- More bookings, higher visibility.
- Loyalty built through seamless app experience.

For Investors:

- Marketplace flywheel: more clients → more providers → more clients.
- Recurring SaaS + scalable marketplace revenues.
- Expansion potential into all service verticals.

The Client App is not just a booking tool – it is the growth engine creating exponential adoption.

AI Module:

Intelligent Core

AI Today:

- Smart communication (chatbot for rescheduling & FAQs).
- Scheduling & resource optimization.

AI Tomorrow:

- Predictive inventory & auto-restock.
- Personalized client offers.
- AI assistant for managers (minimize downtime, maximize revenue).

Business Model

Modular SaaS and Marketplace

- ① **SaaS subscriptions**
(tiered by size & features).
- ② **Marketplace fees:**
commission on bookings from the app +
premium placement.
- ③ **Incentives for client adoption**
(discounts for app-based bookings).

Projected monetization mix (Year 3):

- 60%** SaaS subscriptions
- 30%** Marketplace commissions
- 10%** Premium placement & upsell
modules

Roadmap & Scaling

2025

MVP (booking, cycles, waitlist)
+ Pilot salons.

2027

AI Phase 2 (predictive
inventory, personalization).

2026

AI Phase 1 (communication +
scheduling) + Client App
launch.

2028

Scale in EU & NA → market
leadership in operations OS.

— The Team & Vision



Gyula Jaradi

Founder & Chief System
Strategist

25+ years design & systems
experience, Mensa-level
problem solving, deep
industry knowledge.

Advisors:

to be expanded (AI, SaaS
scaling, beauty/wellness
market experts).

Investment & Revenue Plan

Founder + Co-Founder + 2 Devs from day one, later expanded with AI/ML, QA, BizDev.

Cost Phases

- Phase 1 (0–9m, MVP): ~NZ\$320k**
→ core features, pilot launch.
- Phase 2 (9–18m, Core): ~NZ\$620k**
→ AI, inventory, Client App v1.
- Phase 3 (18–24m, Scale): ~NZ\$515k**
→ predictive AI, marketplace, NZ+AU rollout.

Revenue Milestones

- pilot revenue (validation).**
- 100–150 paying salons**
→ NZ\$30–60k MRR.
- 500+ salons + marketplace**
→ ~NZ\$100k MRR (~NZ\$1.5M ARR).

Key point:

revenue starts in Year 2, but the full seed round is essential for rapid market capture and AI development.

Closing

Emily OS → not another booking tool,
but the operating system of the beauty
& wellness industry.

- SaaS recurring revenue + Marketplace scalability.
- AI-powered operations optimization.
- Strong network effects ensuring exponential growth.

We don't just schedule appointments. We maximize capacity,
revenue, and client loyalty.



Contact Info

Let's grow your brand together.

PHONE NUMBER

+36 70 942 7300

WEBSITE

emilyos.com

EMAIL

hello@emilyos.com

The End

THANK YOU FOR LISTENING

Gyula Jaradi

FOUNDER & CHIEF SYSTEM
STRATEGIST