

Lightpaper  English Version

«BEAUTAP»  
beauty application

[www.beutap.com](http://www.beutap.com)



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## • BRIEFLY ABOUT THE PROJECT

BEAUTAP is a convenient, modern platform that helps to set up relationships between professional beauty professionals and their clients. BEAUTAP includes a full range of solutions that make it possible to simplify the process of finding, booking and paying for the necessary beauty services as much as possible. BEAUTAP has great potential for development and plans to become the leading ecosystem for the promotion of services and products in the beauty industry in the world.

A set of solutions based on the BEAUTAP platform allows not only to control and regulate the relationship between professional participants in the beauty market and their clients, but also provides ample opportunities for monetization, from tools for receiving commissions to many built-in marketing and advertising mechanisms that provide almost unlimited opportunities for earning money with using the BEAUTAP platform.

The simplicity and functional flexibility of the platform makes it possible for the rapid development of the project in almost all countries of the world and provides for rapid development with the right strategy of your own marketing campaign, taking into account the national characteristics of a particular country.

At the moment, the BEAUTAP team has completed the process of creating a fully functional multilingual version of the platform for key currencies and began testing and final adaptation of the system elements to the needs of real users.

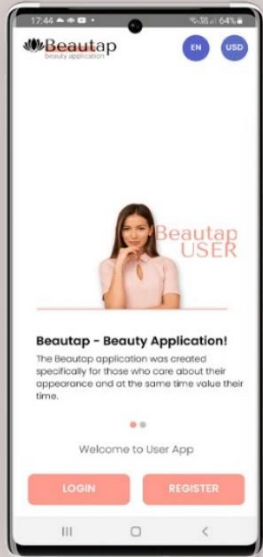


**RIGHTS HOLDER** - Company Beautap Incorporated, 468 North Camden Dr Suite 200, PMB 97931 Beverly Hills, CA - 90210, USA

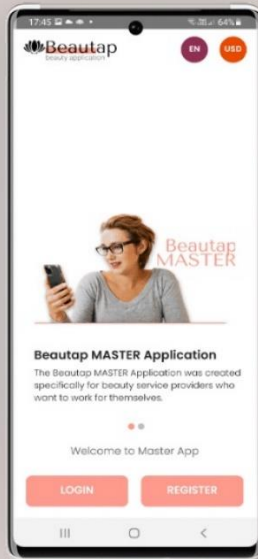
- PROJECT STRUCTURE - PLATFORM MAIN ELEMENTS



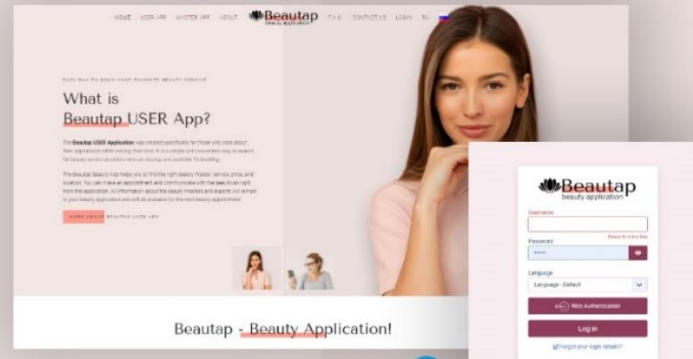
USER  
MOBILE APPS



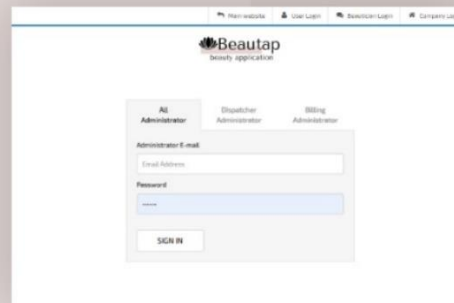
MASTER  
MOBILE APPS



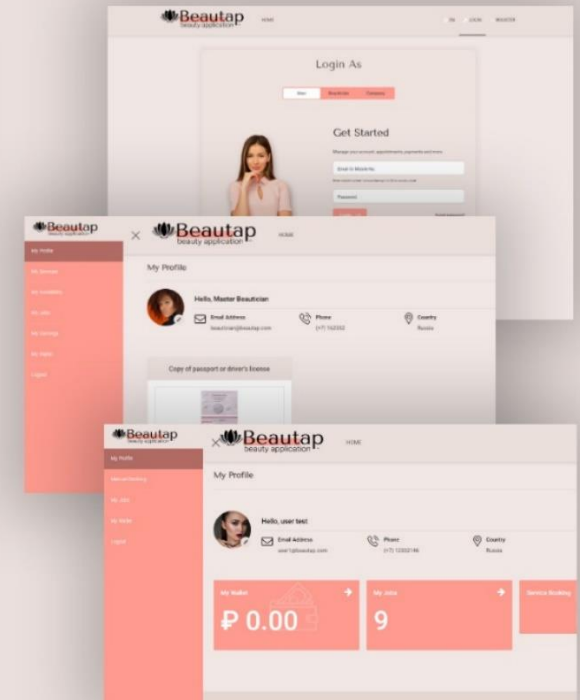
MAIN WEBSITE BEAUTAP.COM



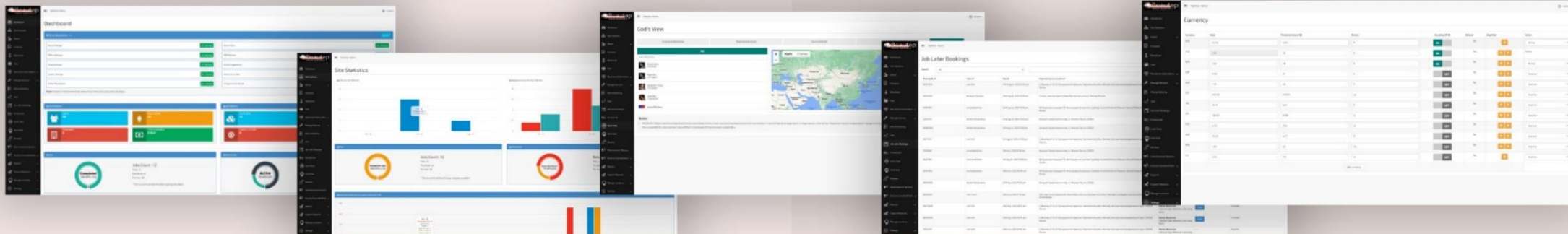
Website with CMS  
Content Management System



Web Applications  
for USERS, MASTERS and COMPANIES



BEAUTAP CRM  
Customer Relationship Management System



## MAIN ELEMENTS OF THE BEAUTAP PLATFORM:

### MOBILE APPLICATIONS

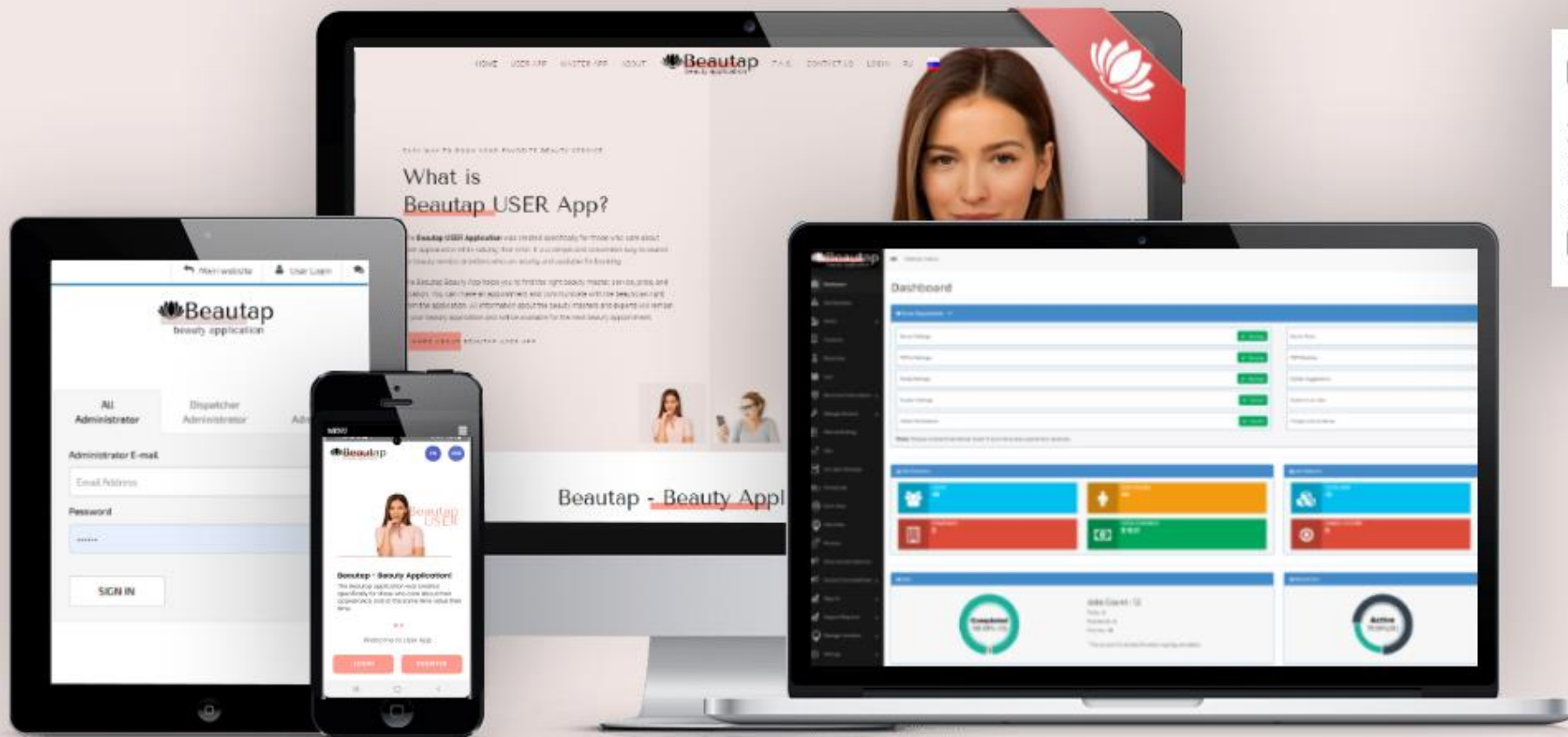
- Application "CLIENT" for iOS
- Application "CLIENT" for Android
- Application "MASTER" for iOS
- Application "MASTER" for Android

### WEB APPLICATIONS

- WEBSITE - BEAUTAP.COM with content management system
- WEB-application MASTER
- WEB-application of the CLIENT
- WEB-application of the COMPANY

### CRM ADMINISTRATIVE INTERFACE (with different access levels)

- WEB-admin panel for managing the general operation of the application, i.e. payment control, advertising, tariffs, clients, wizards, reports and statistics, etc.
- WEB-admin panel for managing service bookings.
- WEB-administrator's panel for managing financial instruments of the platform.



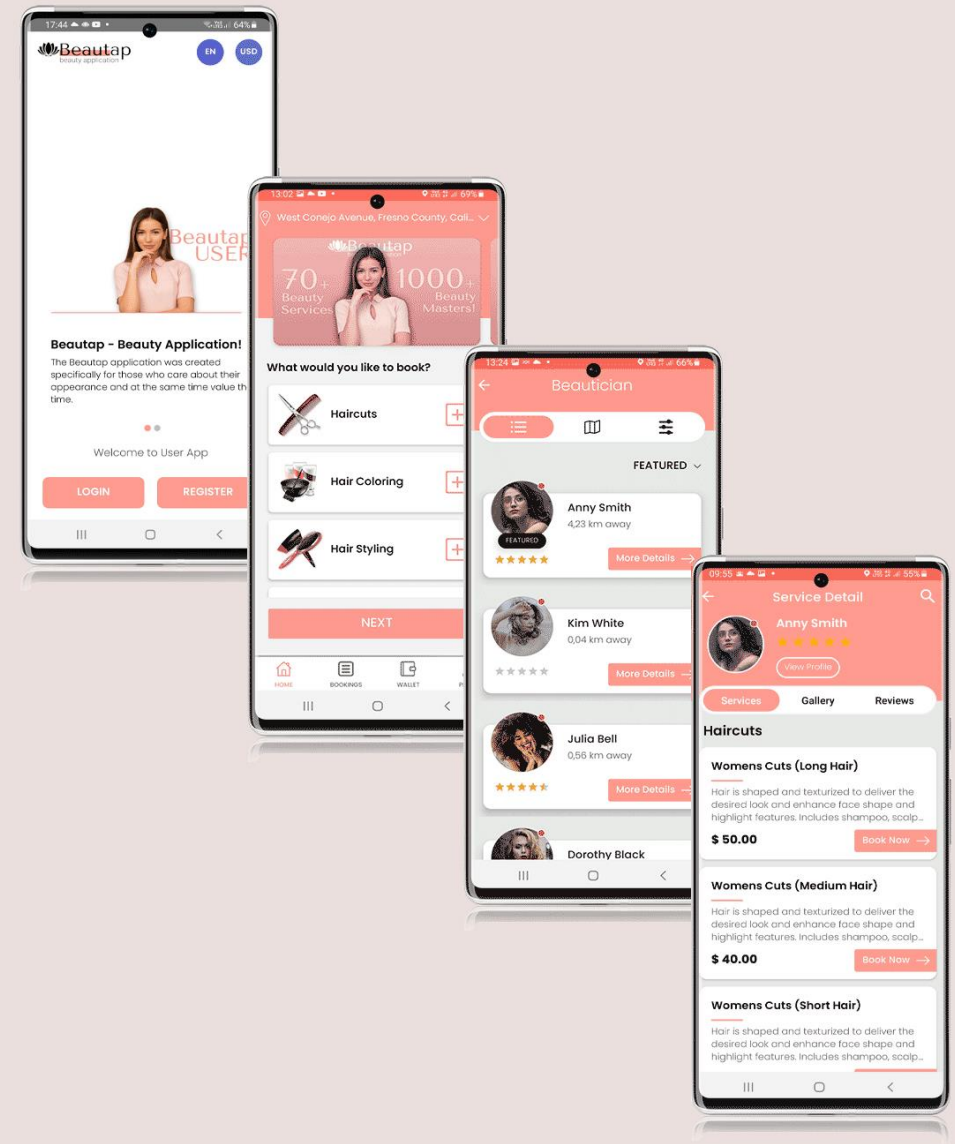


## FUNCTIONALITY OF MAIN ELEMENTS

### Mobile and WEB applications for Clients

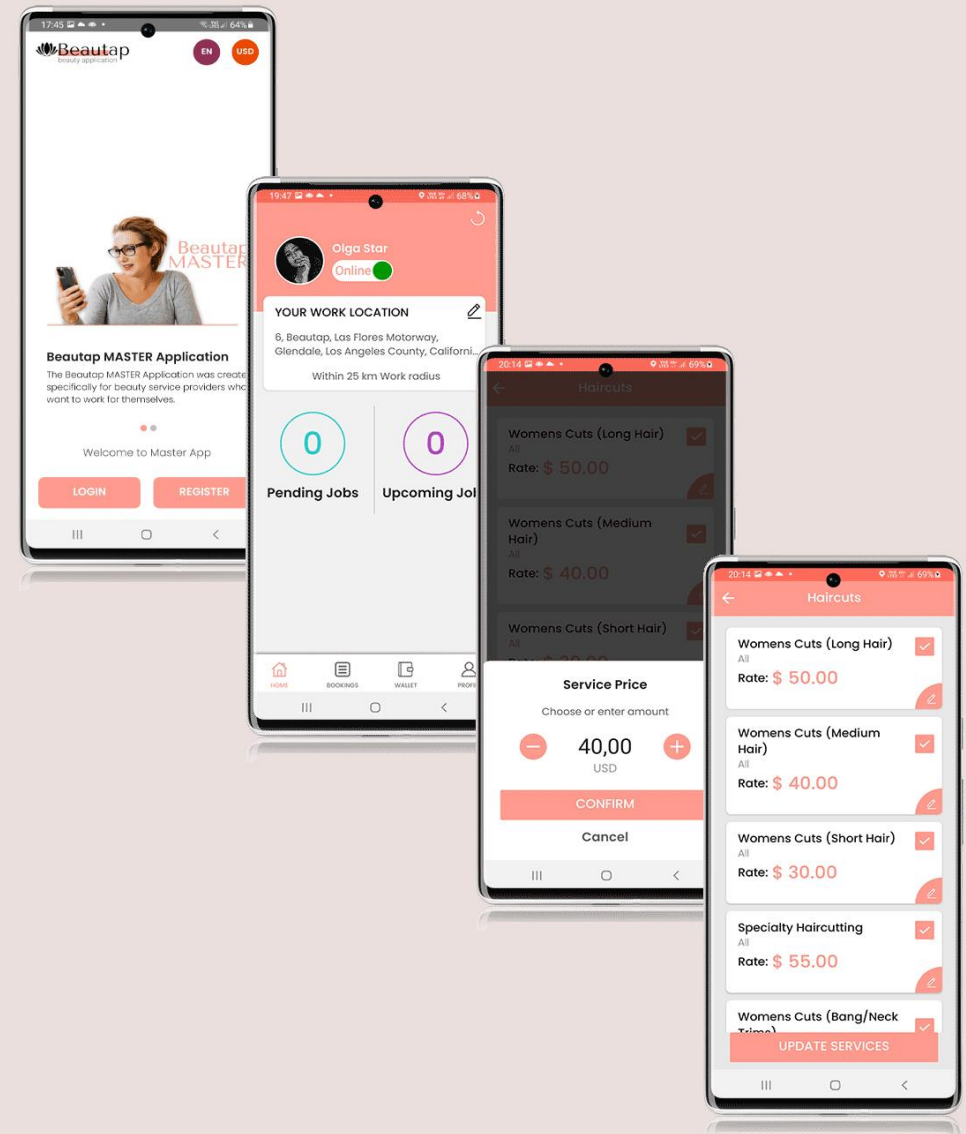
(iOS/Android/WEB)

- Sign in or register with Facebook or Google, or with basic details such as name, mobile phone number, email address, etc.
- Get a list of all beauty services such as hair, make-up, massage, facials, etc., and select one or more services.
- Get a list of all masters and filter the search results by the nearest in a certain range on the map, ratings, or favorites.
- Selecting the right craftsman and getting to know the services he provides, along with a gallery and overview.
- Selecting the desired service / services from the master.
- Obtaining information about the booking and choosing the method of payment, i.e. cash or card, as well as the places where the service is needed, i.e. the location of the CLIENT or the location of the master, together with the date when the service of the master is needed, that is, on the same day or later date.
- The user will receive notifications at every stage, such as "Booking confirmed", "master arrived", "Services started", "Services completed".
- Possibility of making payments both from the account in the application, and with the help of plastic cards with receipt of detailed invoices after the payment.
- Ability to communicate with the master (using the built-in messenger and VOIP calls)
- Personal account with the ability to change data, control payments, communicate with support services, etc.
- Opportunity to leave a review and evaluate services.
- Opportunity to participate in the BEAUTAP referral program



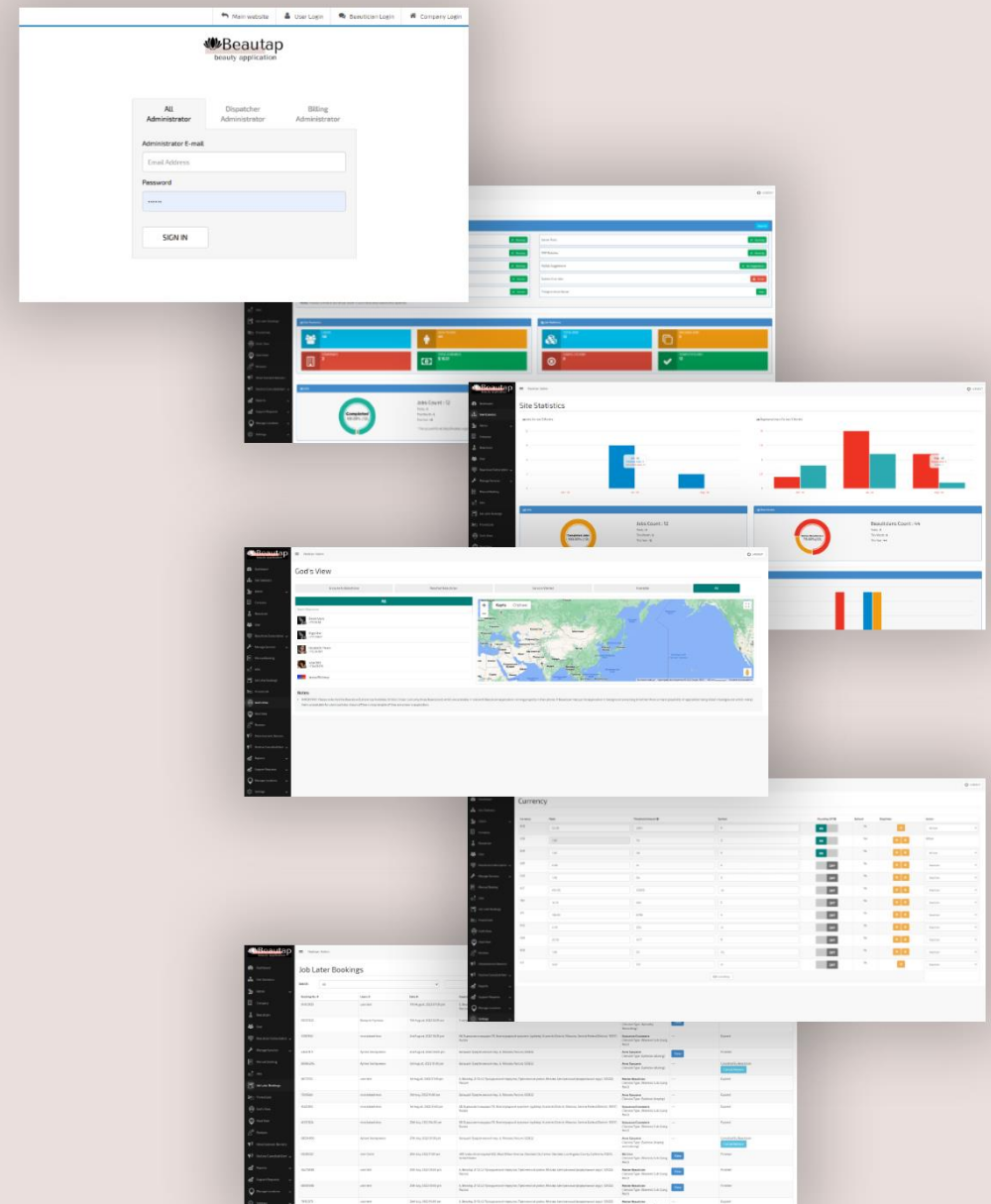
## Mobile and WEB applications for Beauticians (iOS/Android/WEB)

- Sign in or register with Facebook or Google, or with basic details such as name, mobile phone number, email address, etc.
- Sign-in to the app and set your availability online. Possibility of installation of several options of places of service
- Determining the terms of service - in-house or at the client's
- Selection of services provided from the list with the possibility of adjusting the cost
- Receiving service requests from customers
- Accepting or declining a booking request
- Accepting an offer, obtaining detailed information about the services, as well as the client's profile and the place where the service should be offered.
- Notifying the customer of acceptance with "Booking Confirmed"
- Message to the user about the arrival "The master has arrived" (if the service is provided in a certain place).
- Notification of the client about the beginning of the provision of the service "Service started".
- Possibility to take a photo during the service (before and after the service)
- Message to the user upon completion "Service completed".
- Issuing an invoice containing detailed information about the service of the master, with the possibility of entering the cost of consumables, determining the discount.
- Receiving payment from a client with the withdrawal of money to a bank account
- Possibility to leave a review and evaluate the client
- Opportunity to participate in the BEAUTAP referral program
- Ability to communicate with the client (using the built-in messenger and VOIP calls)
- Personal account with the ability to change data, control payments, communicate with support services, etc.
- Possibility to create a photo gallery of the wizard



## MAIN FUNCTIONALITY OF BEAUTAP CRM (Client Relationship Management System)

- Multi-level system of access to the control panel
- Full control of all settings and content of mobile and WEB - applications
- Graphical statistics / reporting
- User management (companies, masters, clients)
- Control and moderation of user data
- Service and cost management
- Manual service booking
- Managing the process of transactions between masters and clients
- Visual control of the movement of masters on the map
- HIT-Map - Map of events
- Scheduled booking management
- View / manage payments
- View / manage commission
- View income reports
- Referral reports
- Canceled vacancies
- Geo Fence location management
- Limitation of service areas (with the help of area selection tools on the map)
- Setting rates based on location
- Language tag management (with automatic translation system)
- Manage email and SMS templates
- Management of exchange rates (automatic adjustment of exchange rates)
- Managing documents required by users
- Sending push notifications
- CSV export for basic reports
- Feedback management
- Managing promo codes
- Management of advertising banners
- Management of information pages
- A complete list of CRM BEAUTAP functionality is presented in the technical documentation of the project



## • STAGES OF PROJECT LAUNCH

### **STAGE 1 Create a fully functional MVP with the ability to scale - duration - 6 months - March - August 2022 - DONE**

- Setting up the server for the required configuration and connection of all necessary components and services.
- Creation and configuration of the main elements of the project.
- Correction of localization files (RU-ru)
- Correction and adaptation of text and graphic materials of all applications
- Correction of key services (lists of services provided by masters, etc.)
- Introduction of demo content (real people are employees of beauty salons)
- Testing and debugging the GEO positioning system (Google Maps API)
- Design correction and optimization. Branding.
- Creation and optimization of the main WEB-site of the project.
- Setting up the payment system connection scheme.
- Configuring the connection system VOIP SMS messages.
- Debugging the interaction of elements and preliminary testing.
- Downloading mobile applications and installing WEB-panels.
- Connecting and testing the STRIPE payment system.
- Launching the project in test mode.

### **STAGE 2 Testing and final debugging of MVP - duration - 4 months - September - December 2022**

- Fully functional testing of the project with the involvement of masters and clients in order to eliminate possible shortcomings and errors.
- Connecting and testing the advanced search system.
- Final debugging of the interaction of all elements of the project.
- Development of work schemes for technical and customer support services.
- Testing of SMS messaging system, built-in messenger and VOIP.
- Updating mobile and WEB-applications taking into account the suggestions and requests of the participants of the testing program.



## • PARTICIPATION IN THE PROJECT

Beautap Inc. is interested in attracting investments in the development of the project and proposes to consider the possibilities of financial and business cooperation.

We are ready for various forms of cooperation and can offer several convenient and flexible formats for participation in the project, including direct partnership as shareholders of the company.

The mission of the project provides for a whole range of solutions in the field of the beauty industry and implies the creation of several interconnected areas, each of which can become a priority as a business model that is attractive for investment.

The jurisdiction of the project and the form of the legal entity that is the direct owner of the copyright allow us to develop acceptable and convenient forms of cooperation based on business rules and US law, which will undoubtedly serve the goals of complete transparency and legitimacy of potential forms of participation in the project.

The BEAUTAP project team is open for cooperation and invites potential partners and investors to participate in the project on terms of mutual benefit.

To organize negotiations on participation in the project, as well as to request additional information about the prospects, financial and other indicators of the BEAUTAP project, please contact the development department of Beautap Inc at: [invest@beautap.com](mailto:invest@beautap.com)

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