

BEASYNESS SAS
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Just ... BE EXCELLENT !

BEASYNESS, THE PROFESSIONAL BUSINESS ADVISOR

This collaborative decision-making platform is a mobile apps suite, easy and efficient, improving entrepreneurs' individual and collective performance. This collective intelligence application accelerates synergies in two sectors: Gastronomy and Building industry. Thus, entrepreneurs gain time, quality of decision and make the most of pooling.

INNOVATING

In 1993, in the heart of the Silicon Valley, Bertrand LAZARE realized that the Internet will become the link encouraging the cooperation between men. In 1994, he created the first virtual company based on teleworking, replacing walls by telecommunications. For 25 years, he has been the digital strategy coach of the largest companies and has decided to boost the Collective Intelligence inter-entrepreneurs by developing two networks: RESTOPARTNER (Gastronomy) and OPTEAMUM (Building Industry). Today, in order to accelerate the cooperation, he associates with Cédric ANGENIOL to create a software suite available on mobile phone to facilitate the collaboration within its trusted network.

AMBITIOUS

Initially dedicated to the Gastronomy and Building Industry, BEASYNESS targets the managers willing to move forward by capitalizing each other's experience. "Our objective is to become a key player of the entrepreneurial collaboration in France within 5 years and to grow internationally within 10 years" explains Bertrand LAZARE. To succeed, the founders will have to raise 10 million euros and hire around 60 persons over the 5 next years.

COLLECTIVE INTELLIGENCE

Twenty well-known entrepreneurs are part of this adventure to endow BEASYNESS with an uncompromising simplicity. The Collective Intelligence networks RESTOPARTNER (200 million euros of turnover, 1 000 people, 100 restaurants) and OPTEAMUM (100 million euros of turnover, 500 people, 20 companies) both constitute a significant support thanks to their business expertise.

EASY and EFFICIENT

Various functions are already determined; **Reference**, to list the partners and products; **Promote**, to value skills, services and products; **Group**, to realize grouped actions (such as purchase, selling, communication and recruitment) and finally **My alerts**, which enables to solicit your trusted network. The user-interface design is essential to offer an efficient, easy and pleasant experience. 3 different subscription formulas will be available: Freemium, Premium and Elite.

POSITIVE BEHAVIOUR

Surrounded by dynamic and efficient collaborators interested in the sharing economy, the founders want to change the world positively and bring together people sharing the same values. The first version launching date is forecast for the first quarter of 2018.

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