



Brazilian marketplace for beauty services

[beautydate.com.br](http://beautydate.com.br)

[angel.co/beautydate](http://angel.co/beautydate)



**Brazil** is one of the largest beauty markets in the world  
just after the USA and China...

# 600k Beauty Salons



More than 4.4M  
people employed



4.5k new salons  
per month



The market is  
highly fragmented



7 out of 10  
Brazilians think  
beauty care is a  
necessity



Besides that, the **Brazilian ecosystem** is full of challenges.

High business  
mortality rate

Lack of  
management skills

Little access to  
market and  
businesses data

Little access to  
utility tools

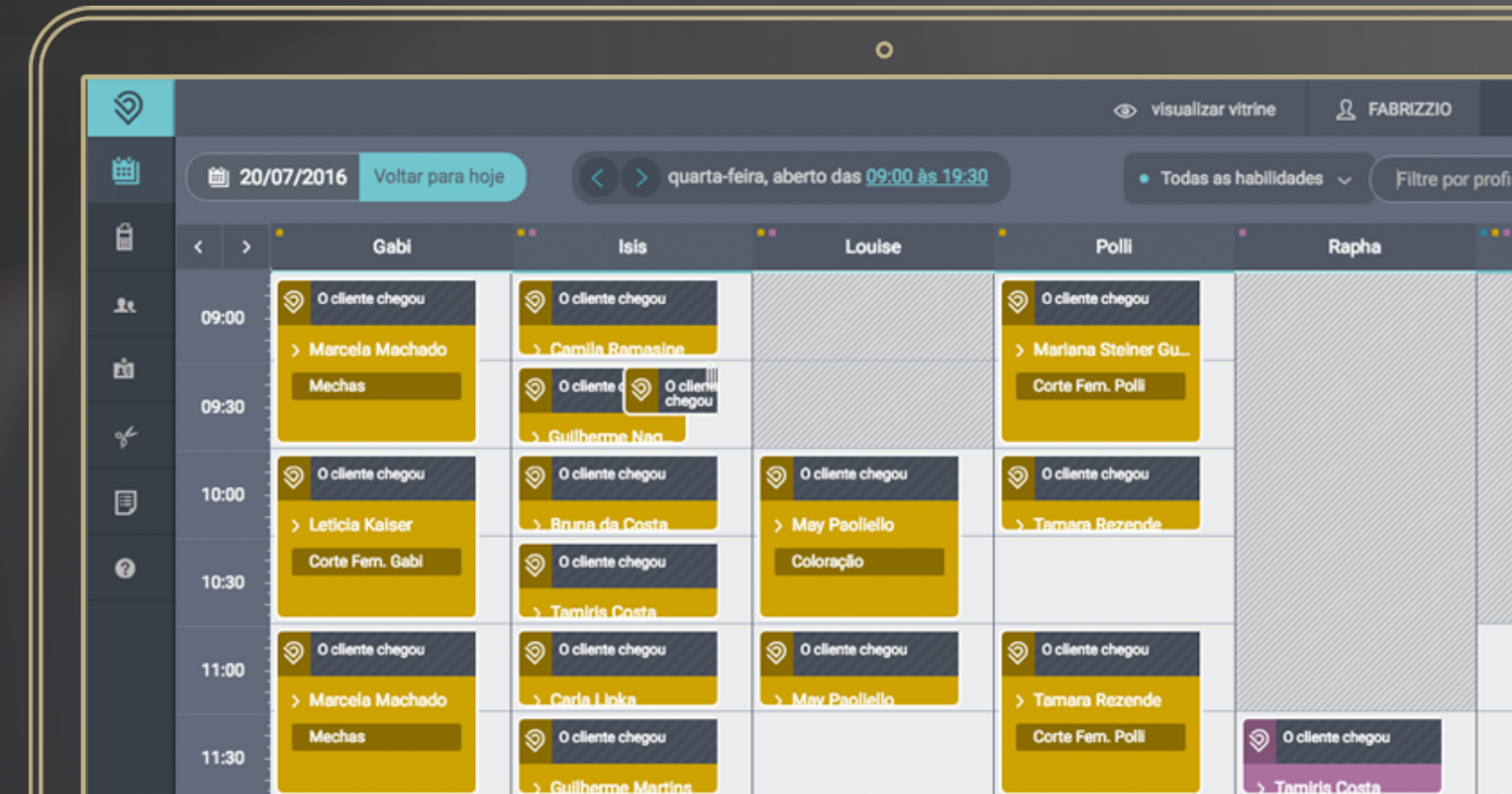
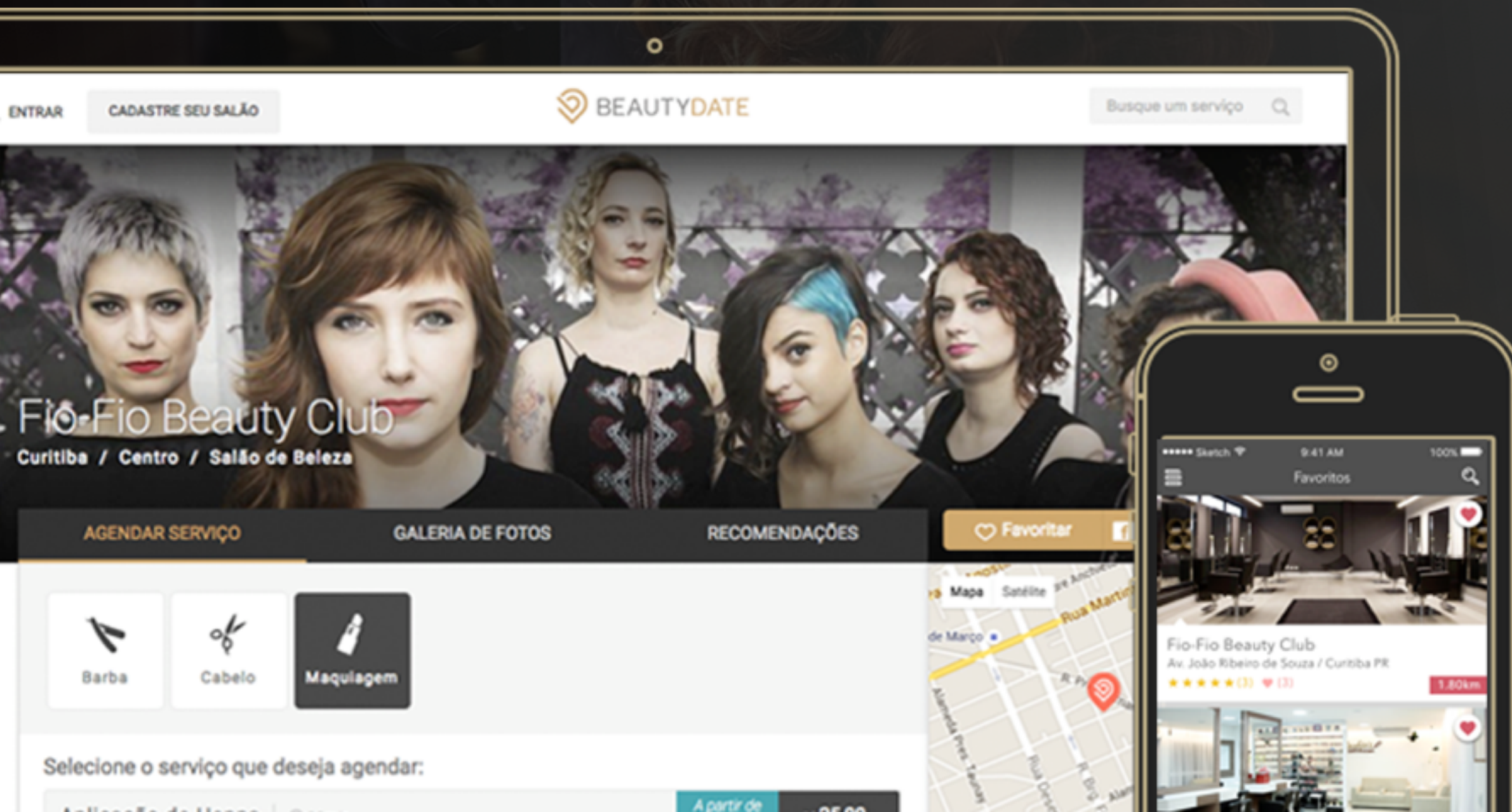
Weak customer  
relationships





# For Beauty Salons

- Lead generation & retention
- Improve customer service
- Increases revenue
- Decreases no-show rate





## For Customers



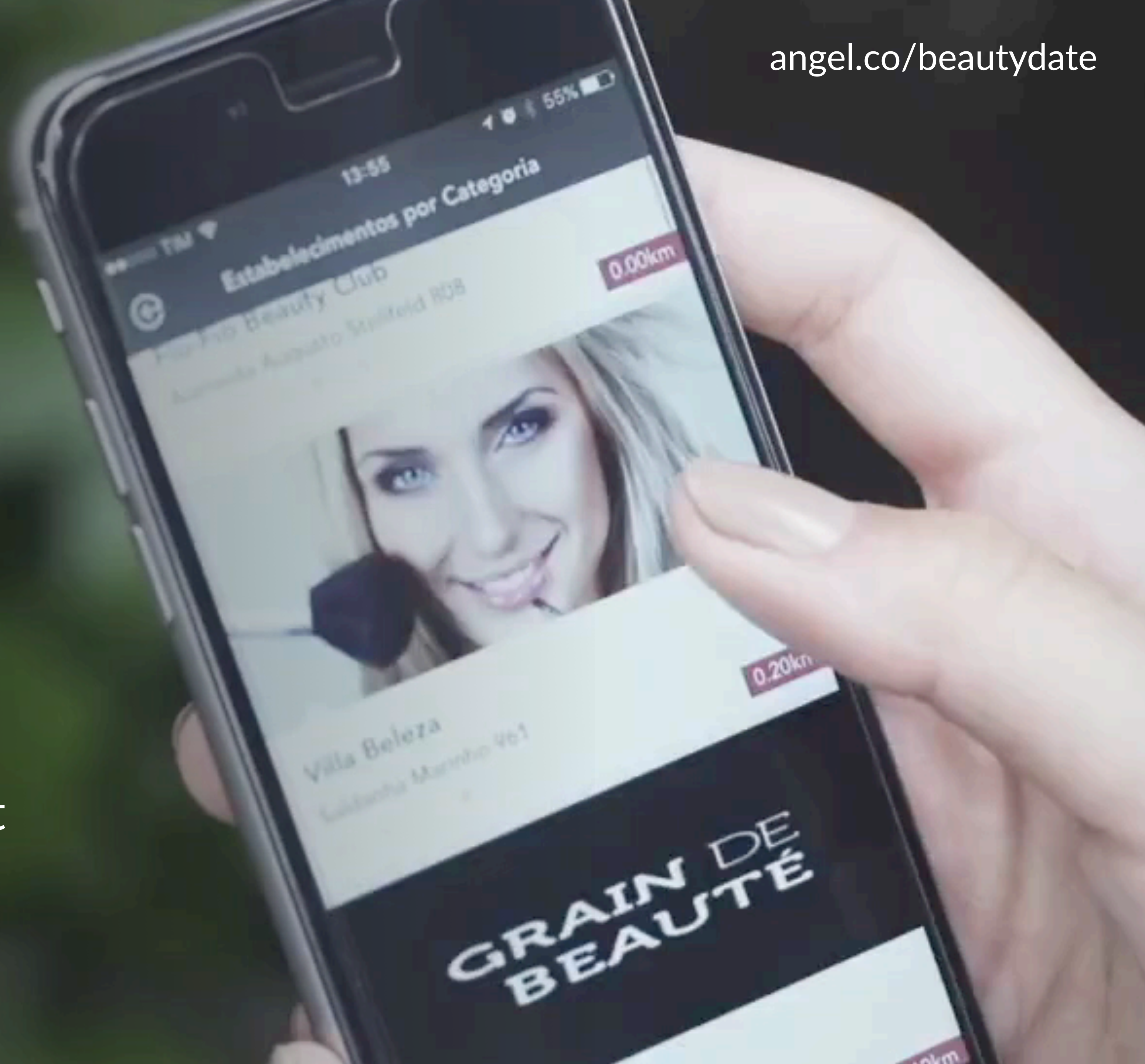
Find a service



Choose professional



Make an appointment





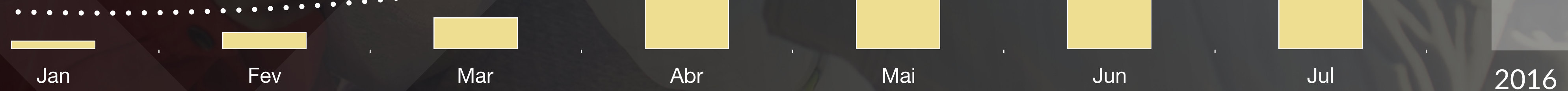
million

appointments

84%  
MoM

22.125  
appointments

558  
appointments





# We have a **team** of **76** people



**Alexandre Kleis**  
CEO & Founder



**Emerson Vendruscolo**  
CFO



**Adilson Carvalho**  
CTO



**Bruno Medeiros**  
CBO

Investors

**VALOR**  
CAPITAL GROUP, LLC

**IBG**  
INTERNATIONAL BEAUTY GROUP



[angel.co/beautydate](https://angel.co/beautydate)

[founders@beautydate.com](mailto:founders@beautydate.com)

[beautydate.com.br](https://beautydate.com.br)