

AI Beauty Bot

AI Administrator & Manager
for Beauty Salons

Co-founder
Mike Avdeev

ai-beauty.bot

September 2025



WHY DO BEAUTY SALONS LOSE CLIENTS

40%

of client requests are lost
or left unanswered

Clients reach in 5+ channels

admins can't keep up

Responses often delayed

missed bookings

Clients write 24/7

staff not available

High admin turnover

constant retraining



AI BEAUTY BOT

AI ADMINISTRATOR FOR BEAUTY SALON OWNERS

CONSULTS CLIENTS
WORKS WITH THE SALON CRM
PREPARES REPORTS

LIKE AN ADMIN,
BUT AVAILABLE 24/7.



SMART SOLUTION FOR SALONS

1

Responds in any messenger

Connects to WhatsApp, Telegram, Viber and Instagram. No problem, AI Beauty Bot will respond on all platforms.

2

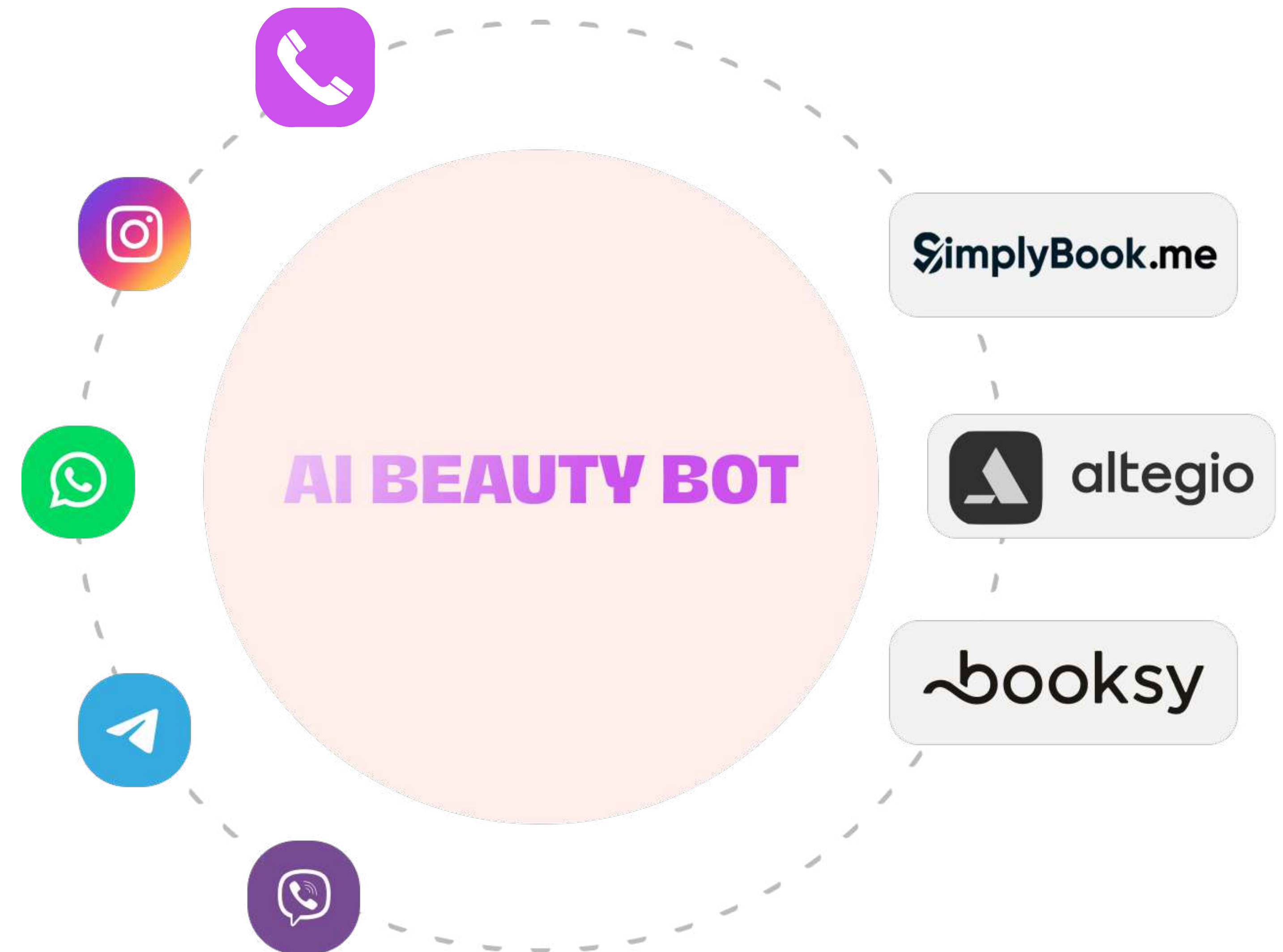
Works with the salon's CRM

AI Beauty Bot knows everything about the salon: services, masters and their schedules. It will create, modify, transfer a client's booking.

3

Integration with AI

AI Beauty Bot is powered by the most advanced LLM and is customized for the beauty industry.



WHY NOW

Vertical AI is booming — beauty remains untapped



Venture trend
on vertical AI
agents



Beauty
market =
\$122B globally



AI adoption
<1% = huge
opportunity



WHY US

We fails fast



CORE TEAM



Mike Avdeev Co-founder

13 years in startups

CEO & Founder at ETransport (300K+ active users)
ex-CEO at "Kirpich" (\$1M in funding raised)
ex-IIDF venture fund (scout and mentor)
Startup tracker and mentor



Sergey Budyakov Angel-investor

CEO, founder at UseDesk
Co-founder at Botmother
CEO, owner at Pact.im



Andrey Tomachinskiy Co-founder

13 years in B2B SaaS product development

Built 4 branches from scratch within a corporation
Generated \$4.5M+ in revenue using a proprietary sales methodology for 20+ B2B SaaS products
Launched 4 corporate startups in the Russian and Europe



Aleksey Kulakov Angel-investor

CEO, founder at JetStyle
CEO, founder at Ridero



Maxim Karmatskikh CTO

18 years in software development

CTO at JetStyle (No.1 digital production studio in Yekaterinburg)
ex-CTO at Ridero (670,000+ users)
Enthusiast in AI, Metaverse, and VR



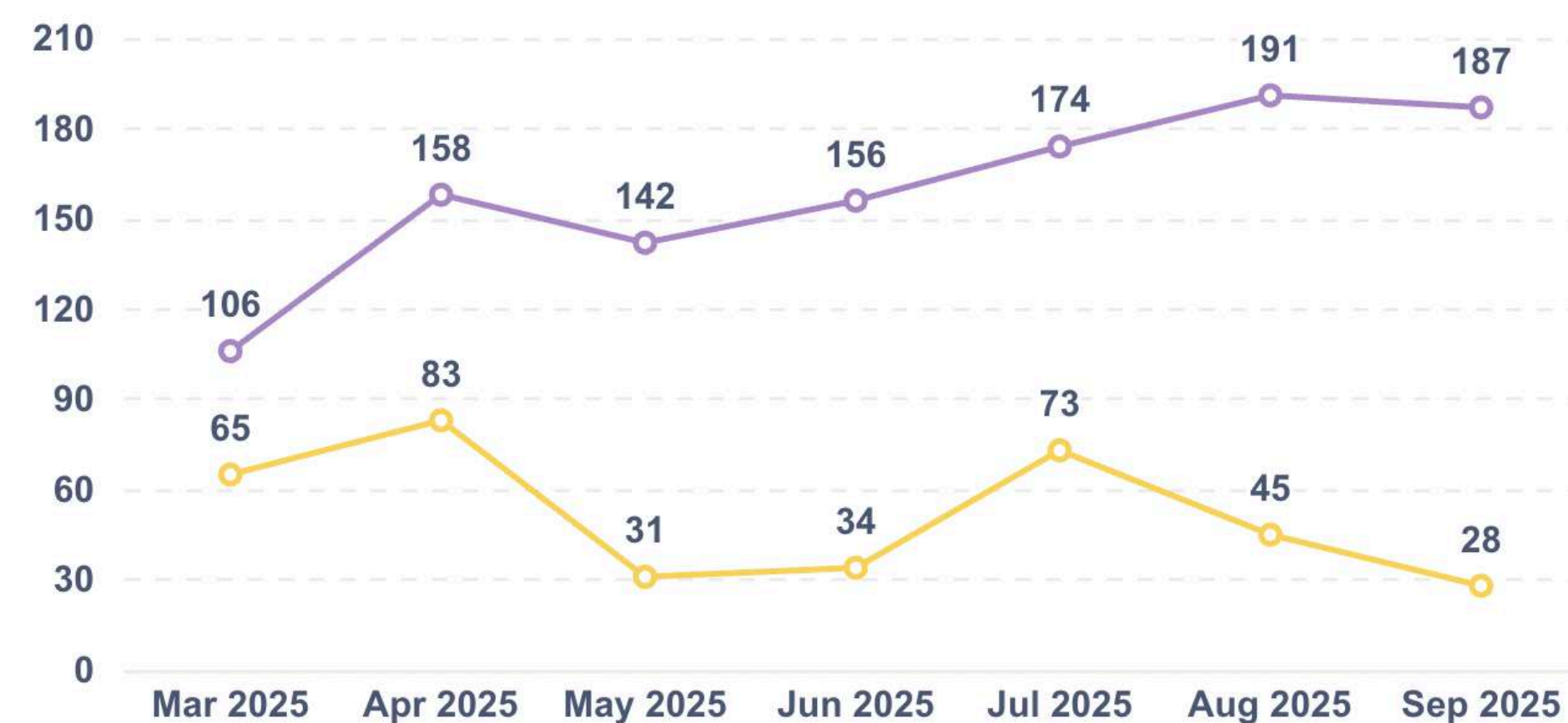
TRACTION

3 months from idea to first renewals

3 months from renewals to growth

Salons

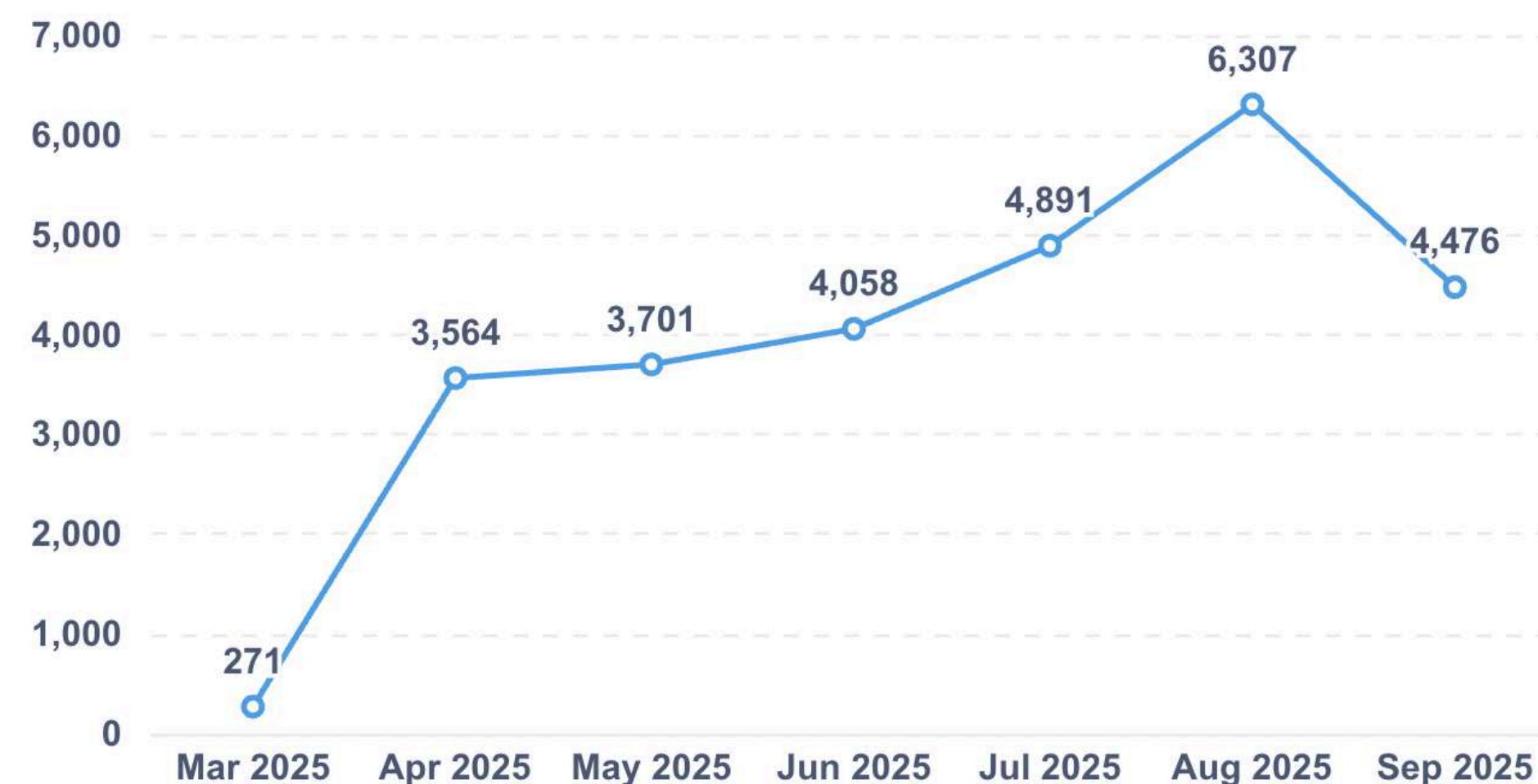
Active New



Tokens per salon



Bookings



Profit (ARPPU-CoGS)

ARPPU CoGS Profit



- Maintained 85% retention during scaling
- Preserved a 33% CR (conversion rate) from trial to payment while growing across channels
- Reduced CoGS by 6 times. Twice
- Doubled ARPPU
- Achieved positive unit economics
- Reduced onboarding time to 5 minutes and payment cycle to 3 days
- Achieved clients in 20+ countries



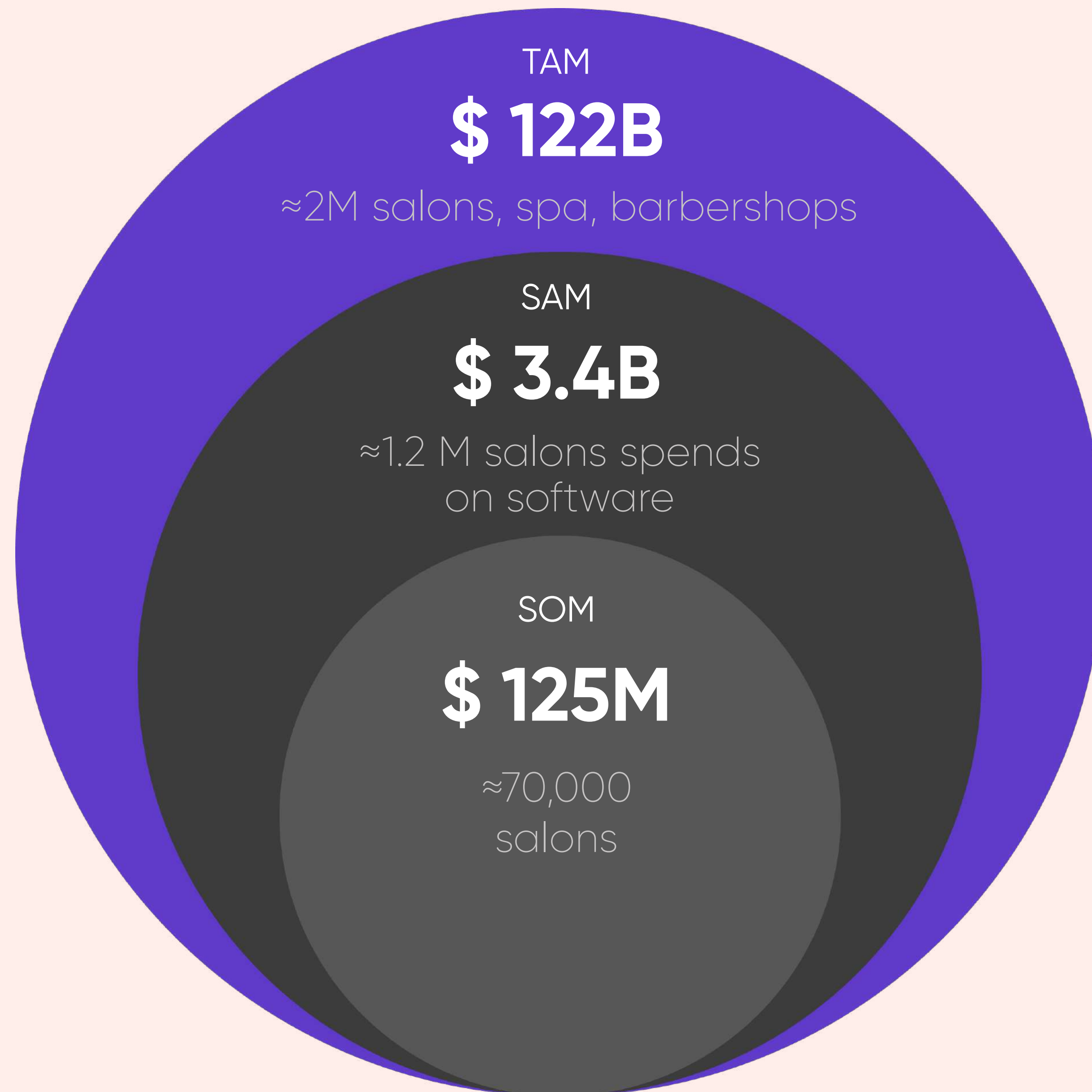
TRACTION

One year from start to positive UE
with the best in market quality of product



- ▶ Maintained 85% retention during scaling
- ▶ Preserved a 33% CR (conversion rate) from trial to payment while growing across channels
- ▶ Reduced CoGS by 6 times. Twice
- ▶ Doubled ARPPU
- ▶ Achieved positive unit economics
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MARKET SIZE



Salon Service Global Market Size

The global salon service market was valued at \$122B in 2024 and is expected to grow to \$230.5B by 2034 (CAGR 6.7%). This includes all revenue from salons, spas, and barbershops – the full addressable market for beauty service automation and optimization solutions.

AI + SaaS Opportunity in the Beauty Vertical

Salons already spend over \$3B annually on software (\$1.01B), AI tools (\$1.0B), and admin salaries (~\$7B). Automating just 20% of admin work unlocks \$1.4B. This \$3.41B market is a clear opportunity to redirect existing spend into scalable, intelligent systems.

Vertical AI Solutions Potential

The share of AI in the beauty sector is <1%. This is an untapped niche with a growth potential of 50%. AI Beauty Bot's goal is to reach 70k salons by 2030.

Sources: [MordorIntelligence](#), [Gmlnsight](#)



BUSINESS-MODEL

Subscription

1 | 3 | 6 | 12 mon.

Light

79\$

/month. / branch

For small salons with a small staff.

- ✓ Up to 10 employees
- ✓ Up to 225 dialogs per month
- ✓ **Integration with one channel**
(choose from: WhatsApp, Telegram, Viber, VK or Instagram)
- ✓ **Integration with CRM system**
(choice: Symplybook, Altegio)

Standard

149\$

/month. / branch

For mid-sized salons with growing needs.

- ✓ Up to 20 employees
- ✓ Up to 450 dialogs per month
- ✓ **Integration with one channel**
(choose from: WhatsApp, Telegram, Viber, VK or Instagram)
- ✓ **Integration with CRM system**
(choice: Symplybook, Altegio)

Platinum

219\$

/month. / branch

For large salons and chains with high demands.

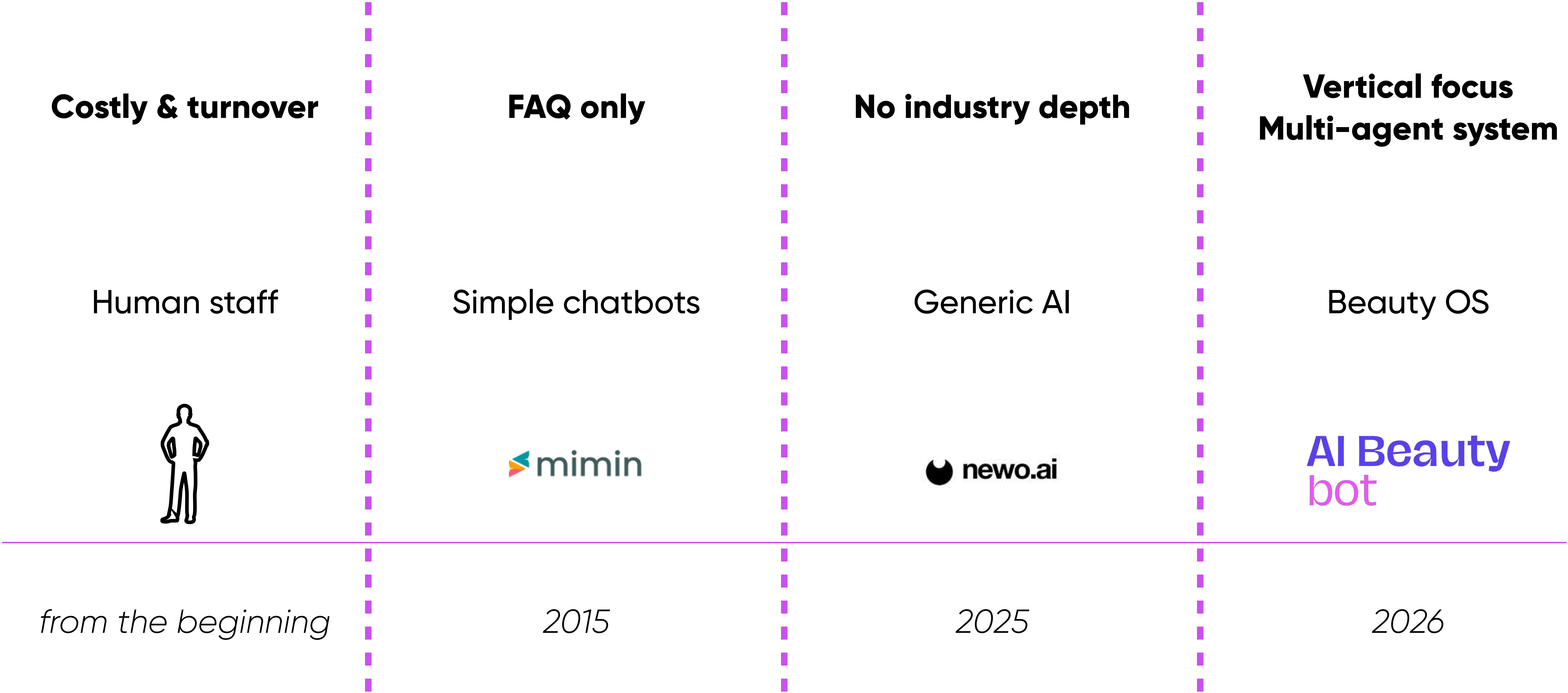
- ✓ Unlimited number of employees
- ✓ Up to 675 dialogs per month
- ✓ **Integration with all channels**
(WhatsApp, Telegram, Viber, VK and Instagram)
- ✓ **Integration with CRM system**
(choice: Symplybook, Altegio)
- ✓ **Advanced analytics and reports**
salon performance
- ✓ **Generating message texts for mailing lists**
- ✓ **Generating message texts for mailing lists**

Add-ons:

- ✓ **Additional channel: +\$8 /month. (WhatsApp, Telegram, Viber, VK or Instagram)**
- ✓ **Additional package of dialogs: +\$30 per 100 dialogs**
- ✓ **Notifications: +\$25 /month.**



COMPETITORS



PRODUCT EVOLUTION (ROADMAP)

From Admin to Manager → Beauty OS

ADMIN level

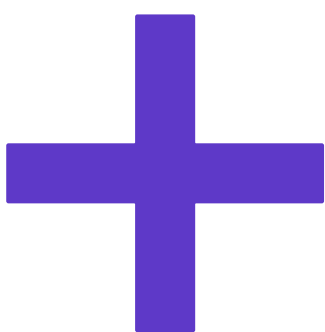
mid-level

MANAGER level

Booking

Rescheduling

Client support



Segmentation

Offers

Re-engagement



Full AI
Operating
System for
salons

2024

We are here

2026



PRE-SEED ROUND

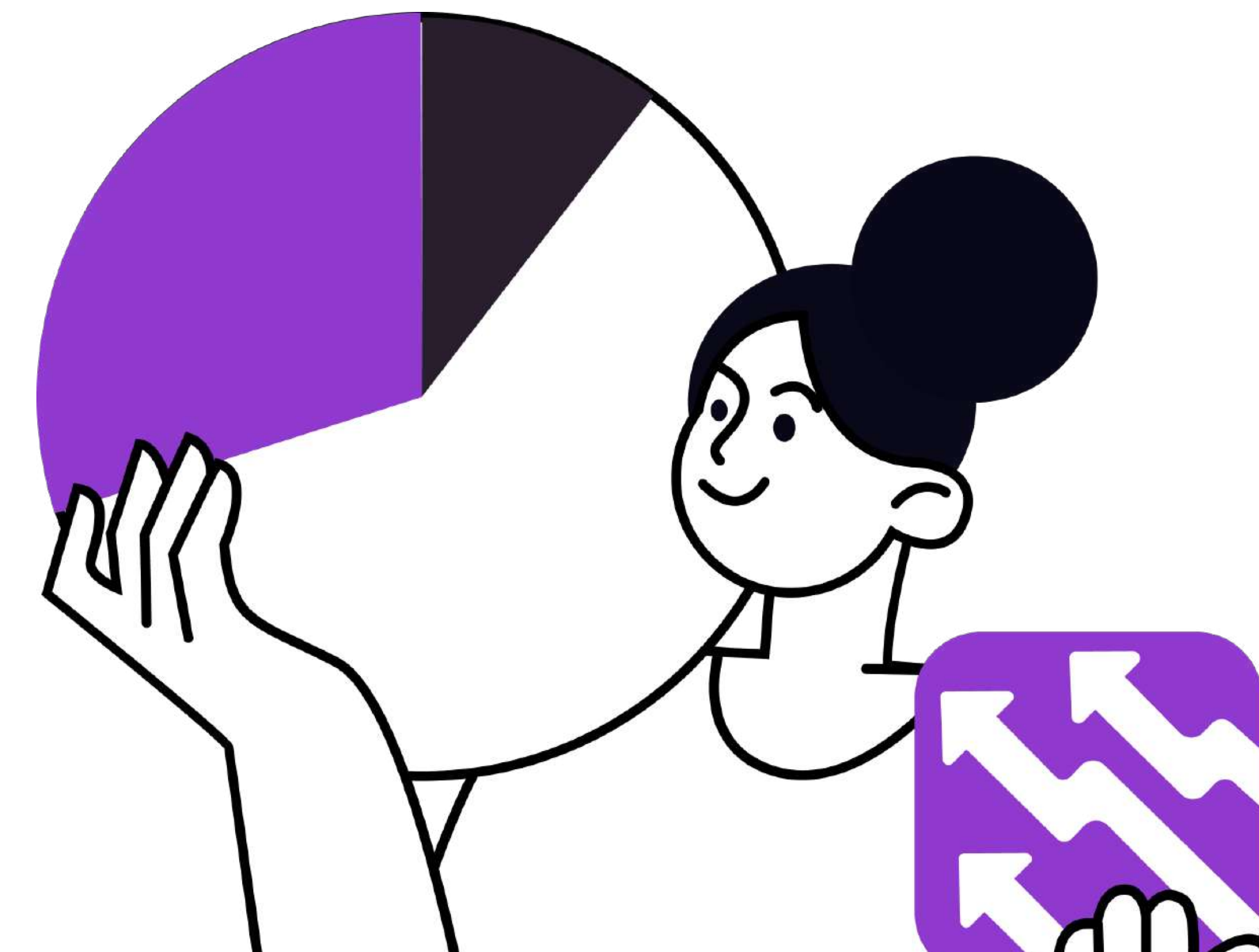
\$500k → **10%** equity

To validate the US market and scale early traction

- 🎯 Validate GTM in the US (500 paying salons → \$340k ARR)
- 🤝 2–3 key CRM/agency partnerships to access thousands of salons
- 📈 Prove product-market fit with >80% retention & usage
- 🚀 Prepare for Seed in 2026

Use of Funds

- ✓ **40% Marketing & Sales** – US/EU experiments, reseller deals
- ✓ **30% Product & Localization** – voice bot, US-specific workflows
- ✓ **30% Infrastructure & Support** – scaling to 500+ clients.





I am

**Mike
Avdeev**

Position

Co-founder

Thank you for your attention

**Let's work
together**

Contacts:

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Website

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Instagram | Telegram

@mikeavdeev

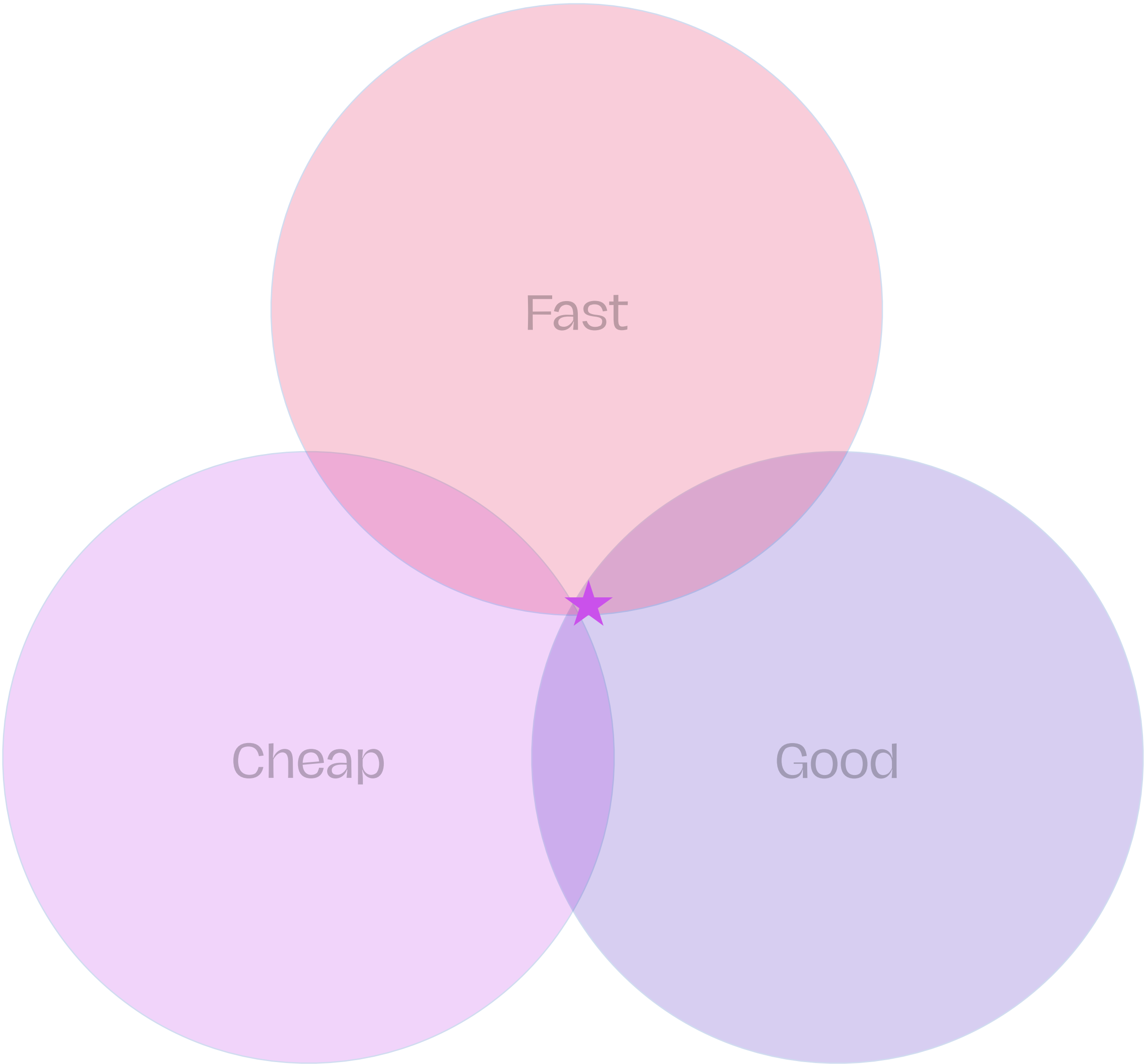


Ask AI about us



AI BEAUTY BOT

The holy grail of products



The holy grail of products



WORKS WITH YOUR CRM



Creates a booking

AI Beauty Bot works with up-to-date schedules, selects a convenient slot for the client and creates a booking with the master in your CRM.



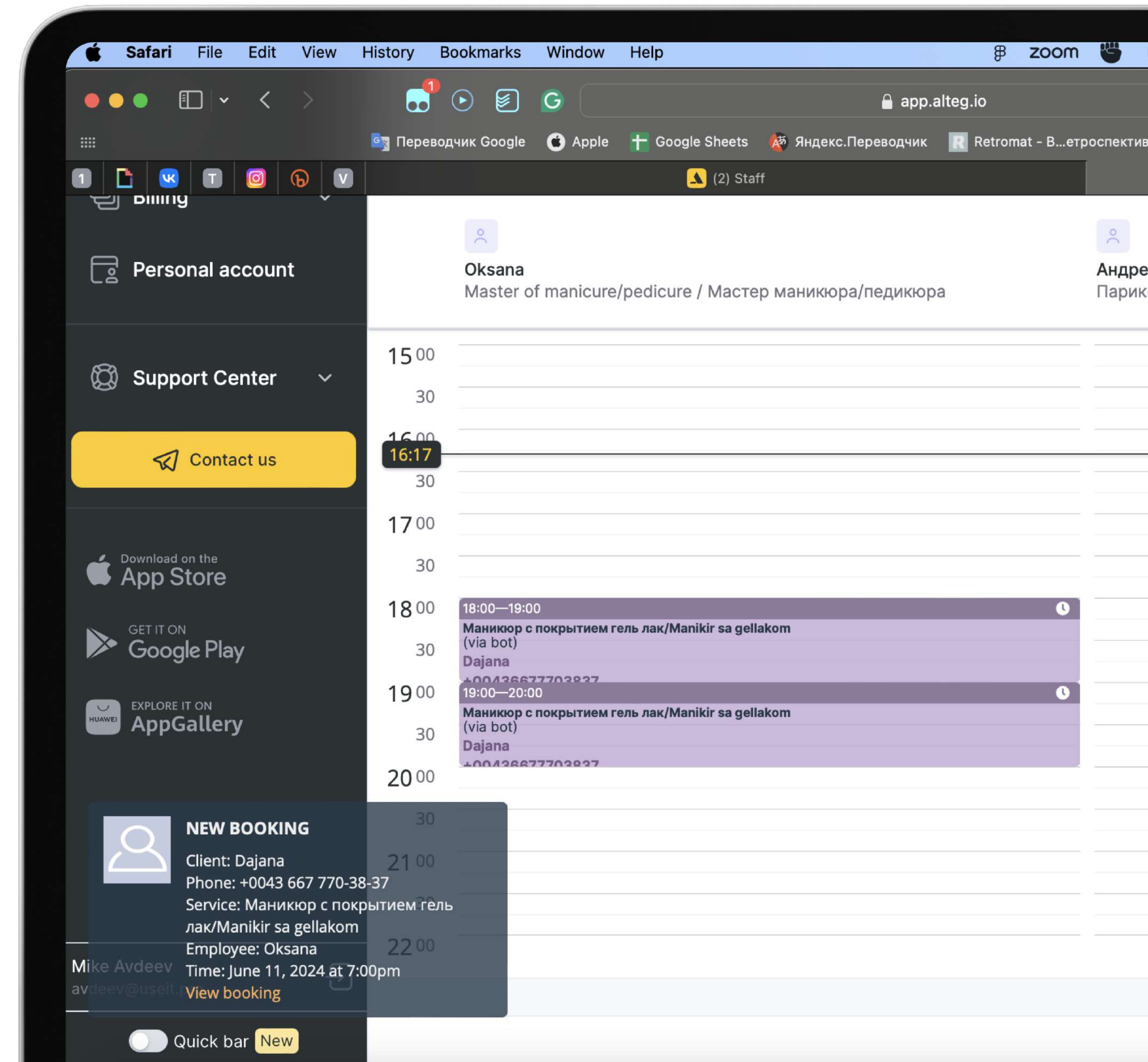
Knows everything about the salon and services

List of services, descriptions, rates, masters and their schedules – AI Beauty Bot will advise on all these questions.



You don't need to teach new services

Added a service, changed rates or added masters to CRM? AI Beauty Bot immediately applies the changes without additional training.



CONSULTS, ANSWERS QUESTIONS, AND MAKES APPOINTMENTS FOR CLIENTS

Works 24/7 in your salon

Customers write to you at night or on holidays? No problem, AI Beauty Bot responds 24/7 and in just 1 minute.

Understands audio messages

Has a client sent a voice message that they want to book or reschedule an appointment? For AI Beauty Bot, it's easy!

Speaks any language

Have you been approached by a foreign client or want to open a salon in another country? Great! AI Beauty Bot will support you in this as well.

