

## Update (March 2013) - The Best Day



**Description:** *make plans happen - calculate the best day for your plan*

**Website:**

[thebestday.com](http://thebestday.com)

**Update:**

- Co-investment with venture capital firm One Ventures (who invested \$500K)
- Developing and taking to market a social planning tool for the web and phone that makes it easy for a group to agree on details of an activity, including time and place.
- For users, TBD provides a free social planning tool, available online for desktop and mobile and as a phone app.
- For businesses, TBD provides a platform to make planning easier for their target customers. A business can add a customised PLAN widget to their website and will be able to promote plan suggestions to targeted TBD users potentially securing revenue from these valuable group bookings.
- TBD's vision is to be the global platform for users to make plans happen and for businesses to connect with potential customers based on what they are planning to do.
- Finalising team and moving into offices
- Will launch updated version of product in coming months

### **Sydney Angel Sidecar Fund Investment**

- Cost of Investment \$131,488 (1st round) and \$131,488 (2nd tranche if hurdles achieved)
- Book Value \$131,488