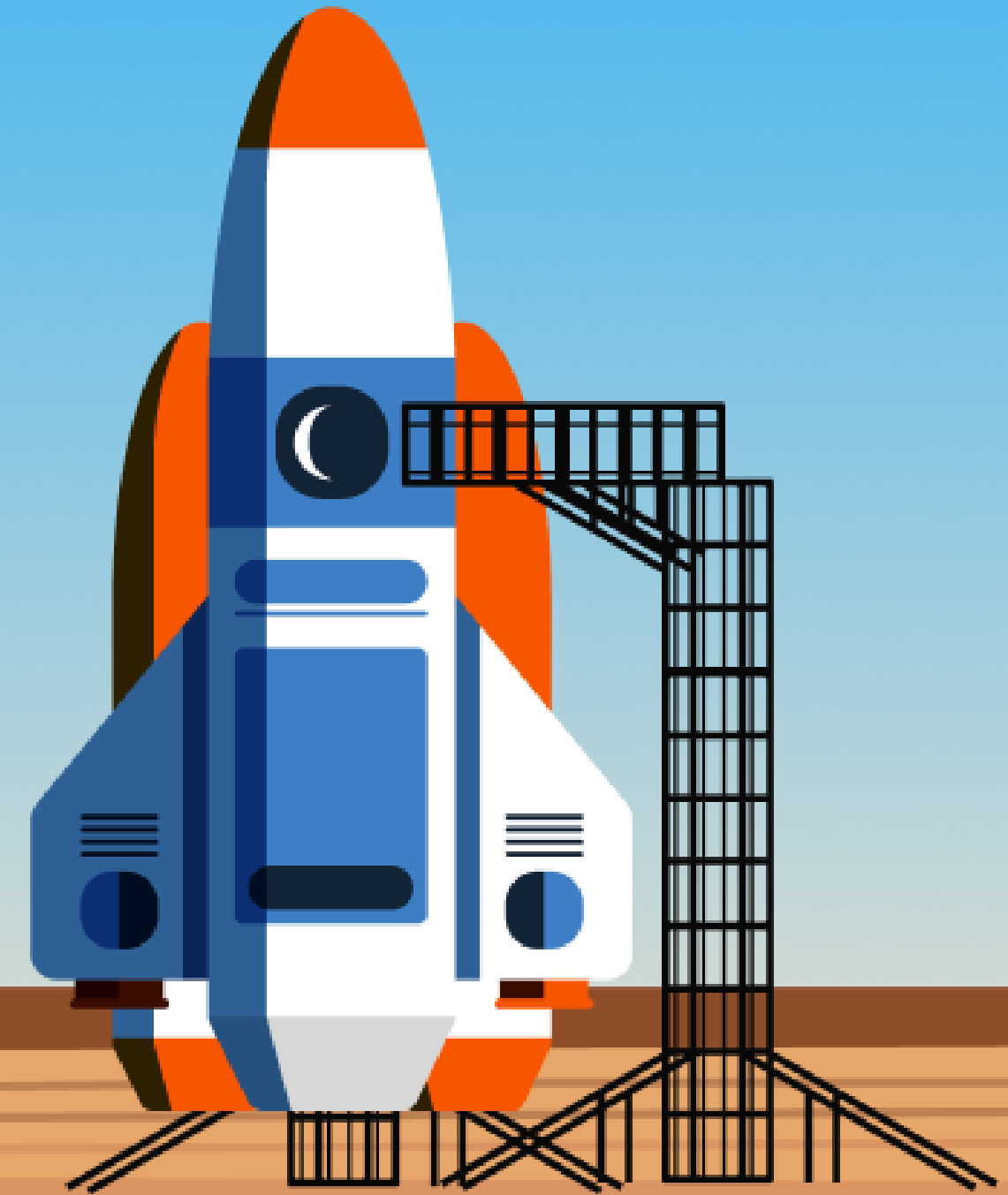


# U.u.go

From planning to execution.  
Your pocket mentor driving your success



# U.go =

- Over 40,000 "Plann To Go" planners are sold across Brazil in the span of 6 months.
- The "Plann To Go" methodology has been highly influential and is currently integrated into most of the educational institutions in Brazil.
- We provide comprehensive training services to prominent corporations in Brazil.
- There is potential for a contractual collaboration with the government of Brazil.
- The company's founder, Victoria Prado, successfully expanded her enterprise without external investors.



# Purpose

Build an app that helps people to achieve their dreams in a fun and effective way.



# PROBLEMS

Lack of purpose: Time management, motivation and anxiety.

# SOLUTION

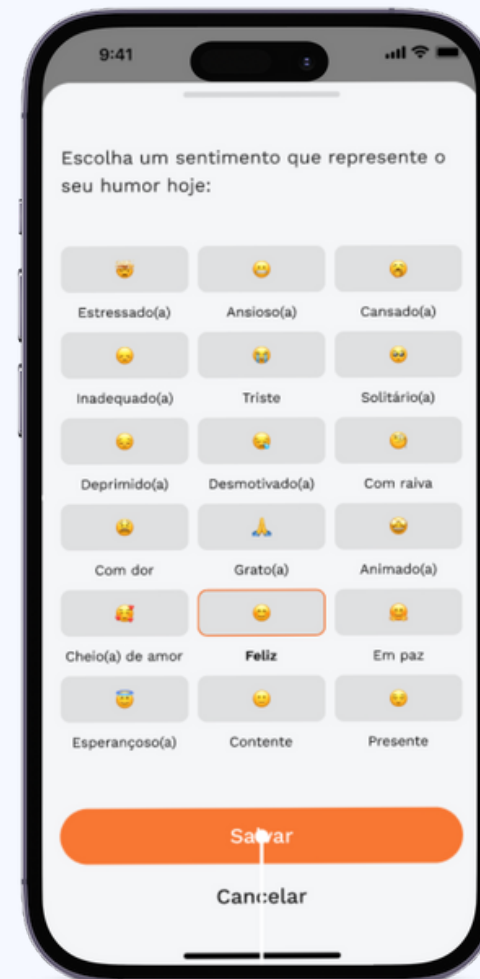
Big dream definition



Dream wall



Tracking of emotions



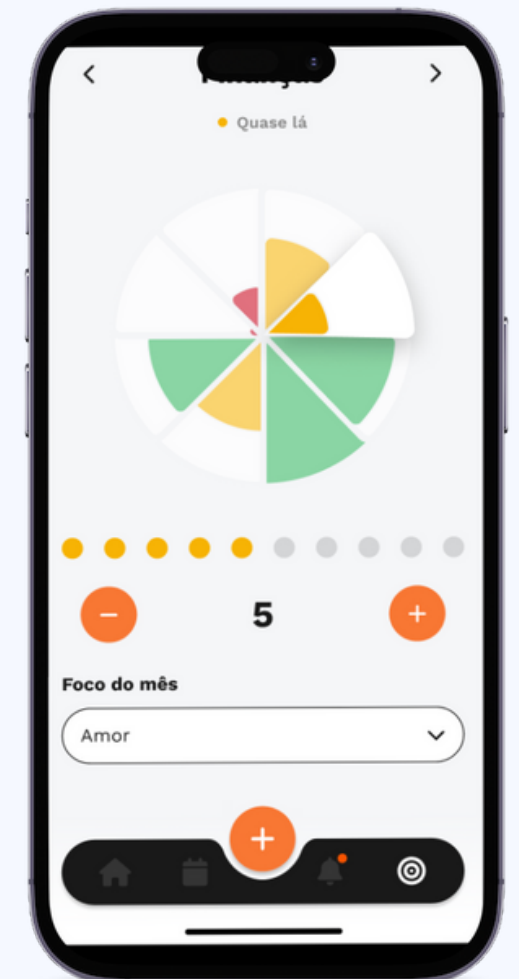
Menu- Productivity tools and set goals



Pomodoro - Focused Time



Graphic from life



# REVIEW

retrospective of all the progress and advances of your week, month, and year



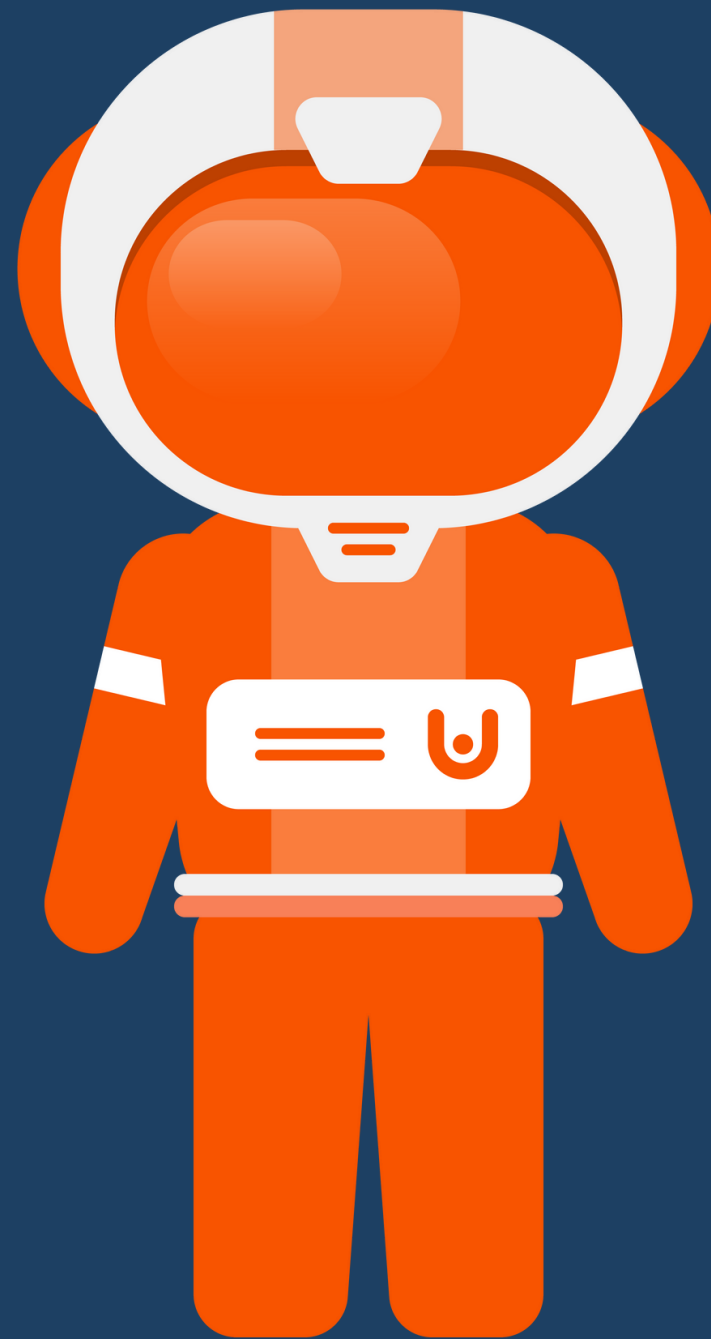
# What else

## 1 First to market

By structuring a vision of the future and the right strategy, our clients can achieve their dreams and live a full and satisfying life.

## 2 Making planning fun

By reframing planning, making it light and fun, people will have more pleasure with it.



## 3 Free edtech planning

Anyone can download and starting planning their future

## 4 Simple, easy and digital

The Ugo experience makes the journey very easy.

# WHY NOW?

UGO makes you the Star, helping you plan quickly while having fun.

## Macro shifts

Most apps are focused on the professional area or on new habits.

Hard to use.

## Technology shifts

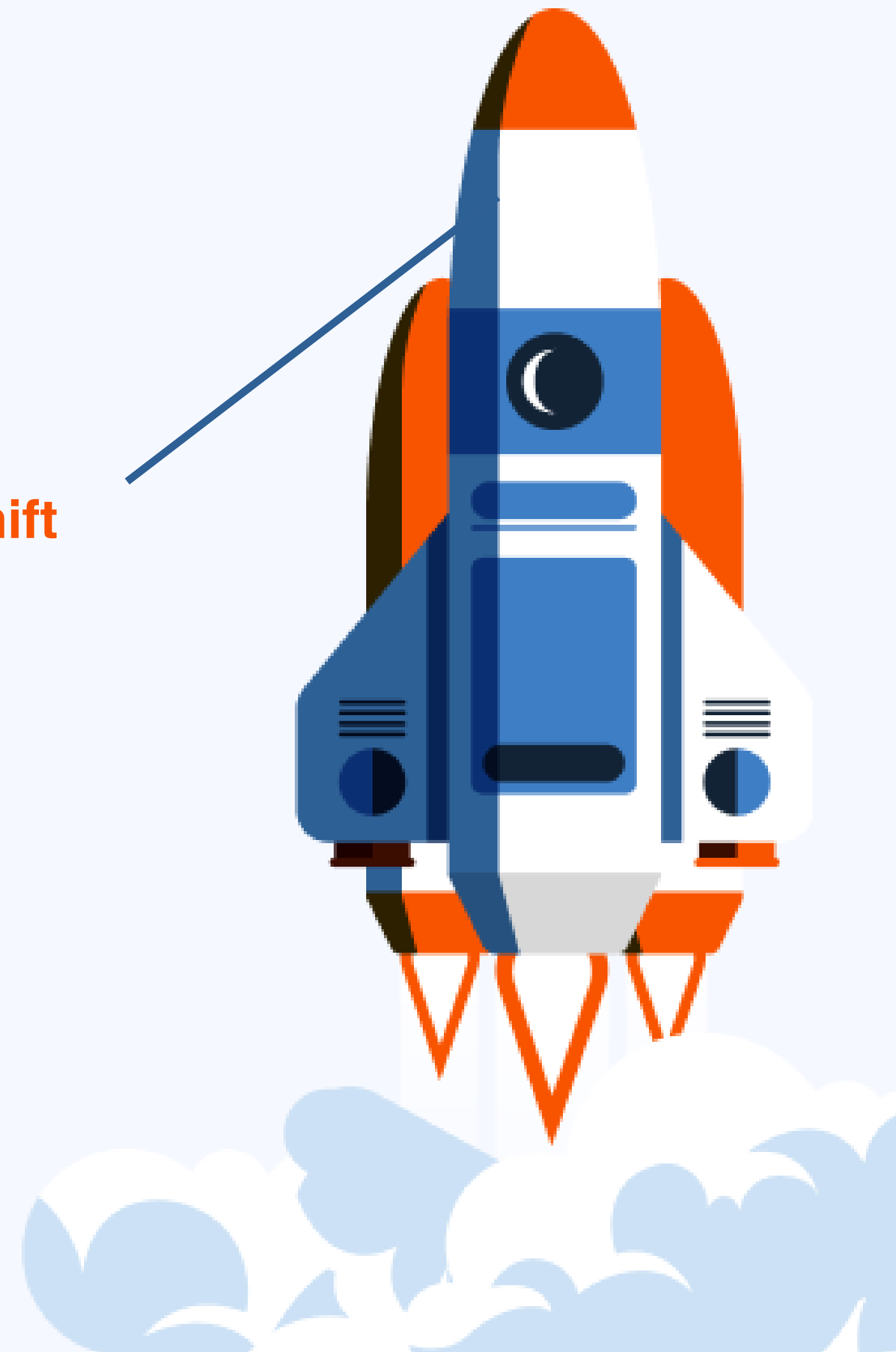
Internet/mobile decrease largest barrier to entry.

Cloud- computing/big-data increase underwriting power

## Consumer tastes shift

Consumers want to have life management but don't know how.

New User Experience with Planning and Future Vision.





# Team

Victoria Prado



Founder

Sagar



PM

Larissa Sargs



UI

Rafael Zilli



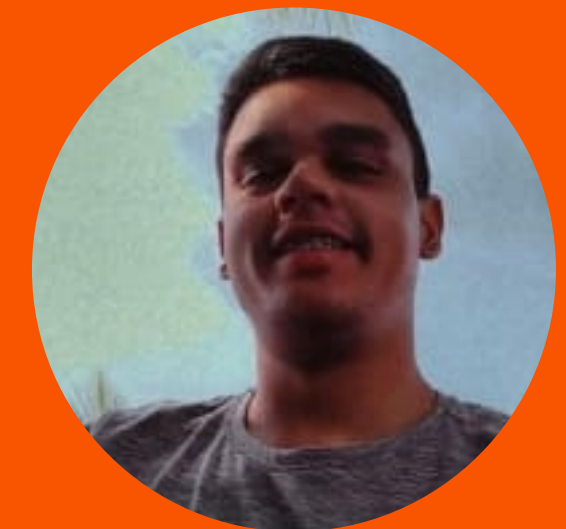
UX

Murilo Curti



Dev. front

Felipe



Dev. back

# Board

Edu Lyra



Founder and CEO of Gerando Falcões



Ale Andrade



Hub FAAP



Josmar



CEO of Niteo



Diego Barreto



VP of Ifood



Felipe Almeida



Co-founder Zup



Sandro Magalde



Founder of Meu Sucesso



# Market Opportunity

## B2B

● The market size of HR in the United States was estimated to be around **\$191 billion**

● The private high school market in Brazil was estimated to be worth approximately **R\$39 billion**



## B2C

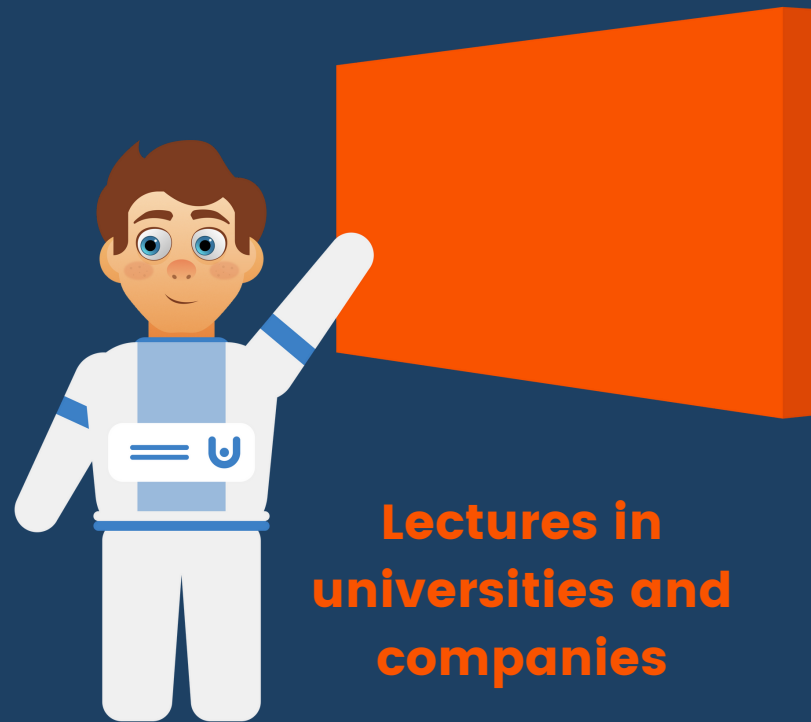
● According to a report by App Annie, global consumer spending on productivity apps was projected to reach **\$5.6 billion** in 2020

The Global Productivity Management Software Market Size valued for USD 47.4 Billion in 2021  
Productivity Management Software Market Forecast 2030 USD 157.7 Billion

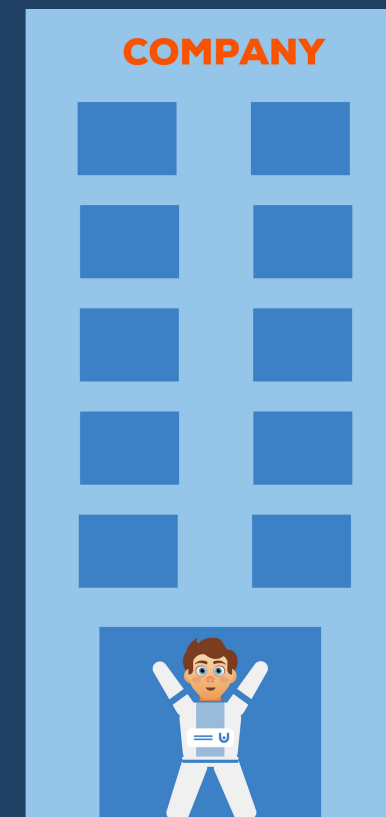
# Activation



Social media



Lectures in  
universities and  
companies



Partnership with big  
companies



Gift

# Retendion

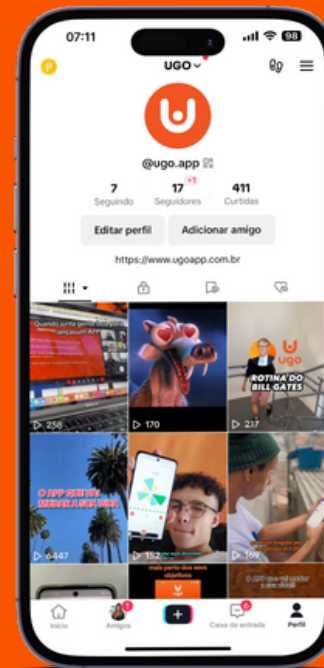
Gamification

Comunity

Updates



• Impruving



\*Soon in the APP



\*Looking for the mistakes and better UI and fixing

# How we make money

## Next versions Freemium

B2C- 1 month R\$39,90 or 12 months R\$14,99

## Ads

Loading screen with Ugo and partner company.  
(enveloped ads)

- Display for 5s
- Display for 10s

## Graph of Life Ads

Partner companies advertising for specific crowds.

Display + CPC

## SAAS

B2B- U\$17.50 - 7.50



# Roadmap for the next updates



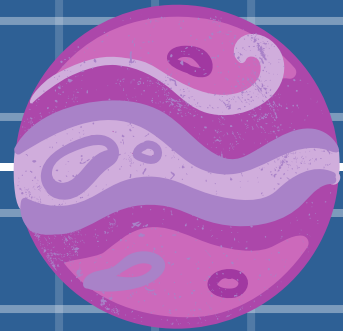
1 Version

Desktop  
version

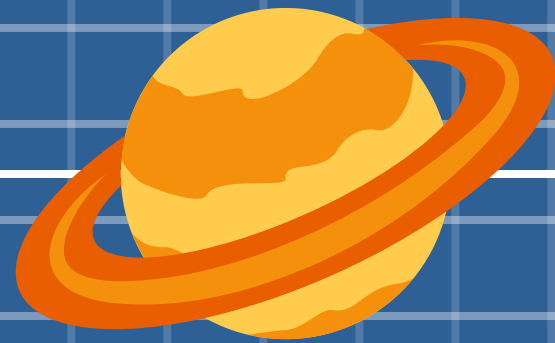
Gamification  
- Community

Leader and follower - create goals and  
have direct monitoring by the mentor  
and mentee, teacher and student,  
psychologist and client...

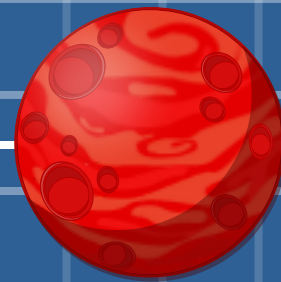
**1st Version - Free**  
**Nov - Jan**



**2nd version - Freemium**  
**(Leader and follower )**  
**Abr**



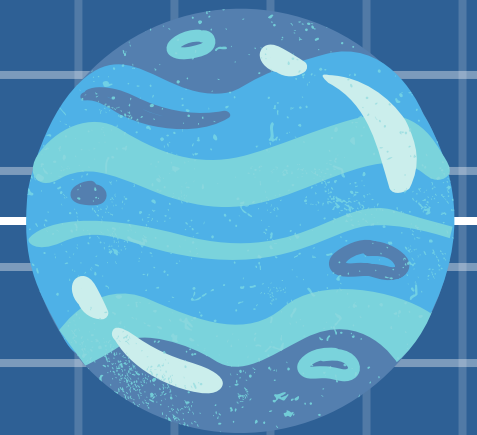
**Gamification -**  
**Community**



**3th Desktop**  
**version Aug**

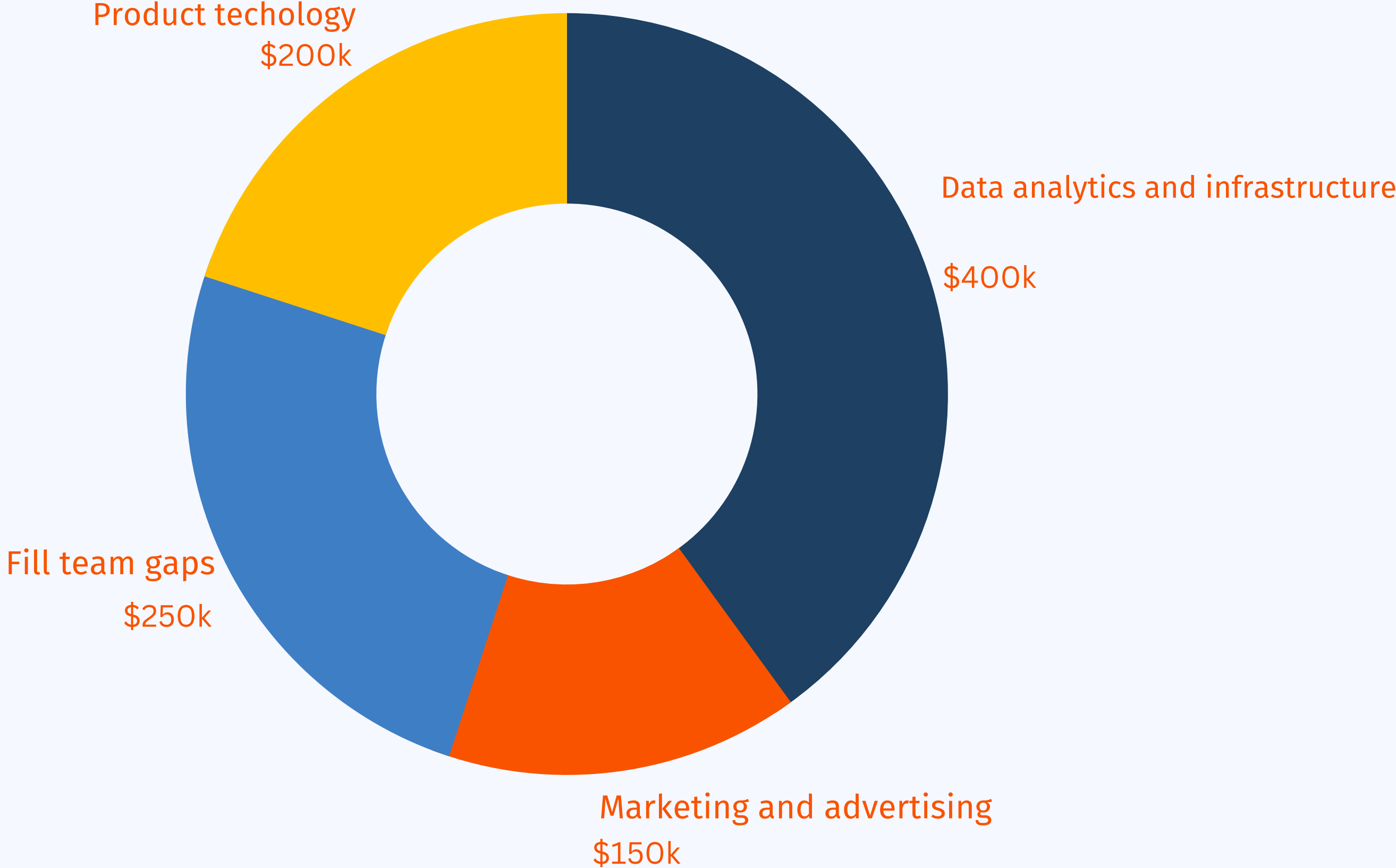


**4h sell ads**  
**(Graph of Life)**  
**Set**





# Raising \$1M pre-seed



# Goals

Download - Until Dec 2023

100K users

Selling B2B HR- Jan - May

10 companies

Selling B2G Schools- Apr - Sep

2 States

# Contact

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