

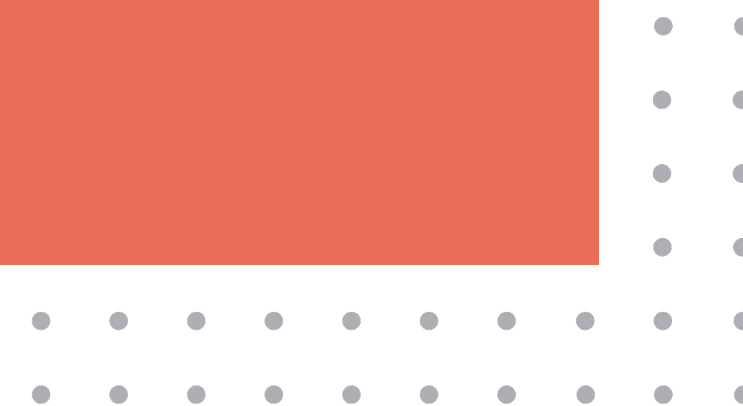
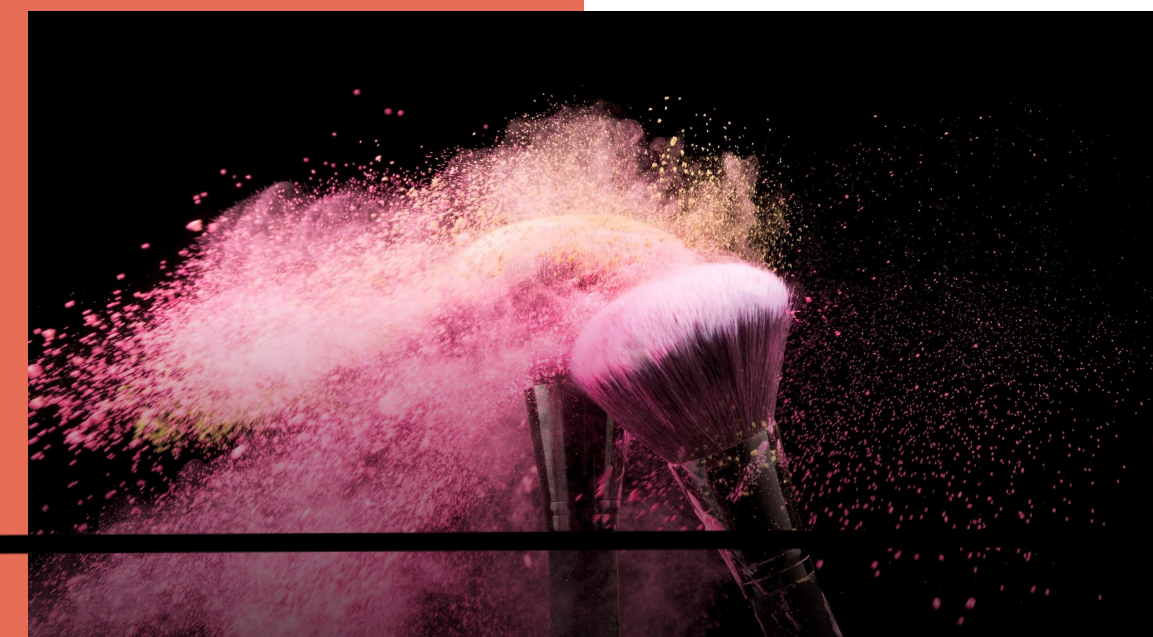
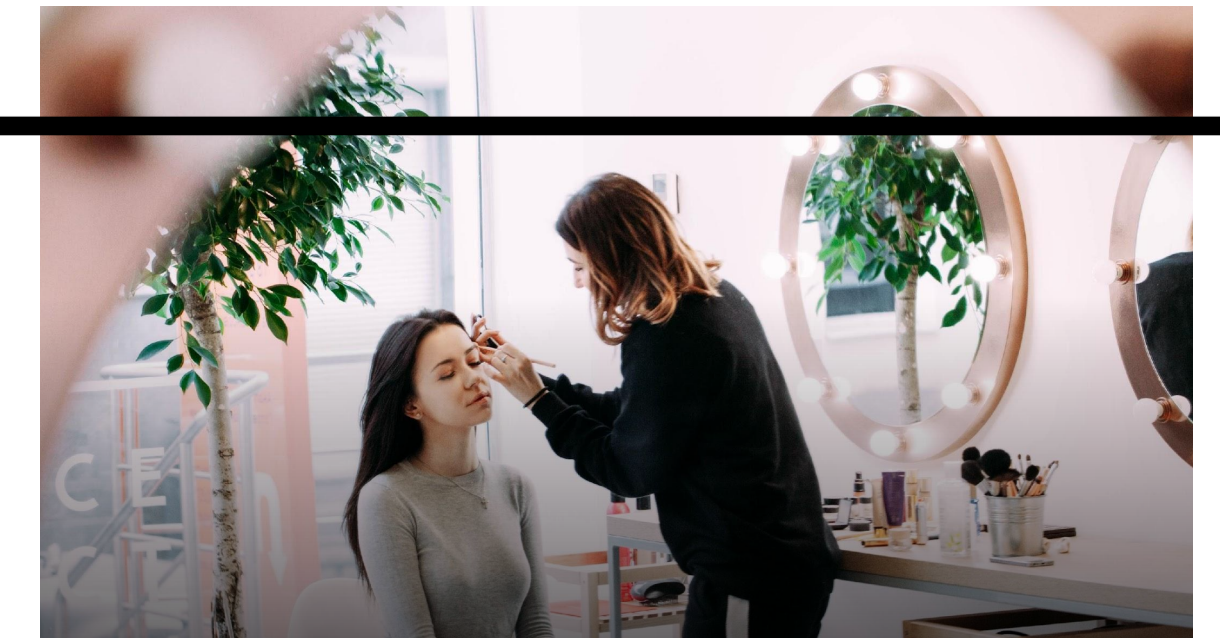
# Bookgenci

Transforming The Beauty Industry: An Unveiling Of  
Prestigious Digital Application Beauty, production,  
content creation, health and wellness



# Mission Statement

Traditional booking processes in the beauty industry are cumbersome, time-consuming, and lack professionalism. Customers often struggle to find reliable and high-quality beauty service providers for their specific needs.



# Our Services

- ✔ Botox, filler, IV treatments
- ✔ Nails
- ✔ Barber
- ✔ Wardrobe stylist
- ✔ Set/Food Stylist
- ✔ Photo
- ✔ Video
- ✔ Models
- ✔ Influencer



# The Problem

Bookgenci aims to revolutionize the beauty industry by providing an innovative digital platform that offers a prestigious, modeling agency-like experience for booking top-level beauty care services on demand.





## The Solution

Bookgenci disrupts the status quo by combining advanced technology, an elegant user interface, and a curated talent pool of top-tier professionals. With our app, customers can easily book services, review portfolios, and schedule appointments, ensuring a seamless and prestigious experience.

Paula Heckenast is not only a world-famous makeup artist but also an esteemed authority in the profession, known for her exceptional skills and deep connections within the industry. With a career spanning since 2006, Paula has built a remarkable reputation by working with renowned celebrities, musicians on tour, and bridal clients.

Beyond her artistry, Paula possesses a keen entrepreneurial mindset, which has led her to establish a thriving agency representing a diverse group of exceptionally talented hair and makeup artists. This expansion demonstrates her business acumen and her innate ability to identify and foster talent within the beauty industry.

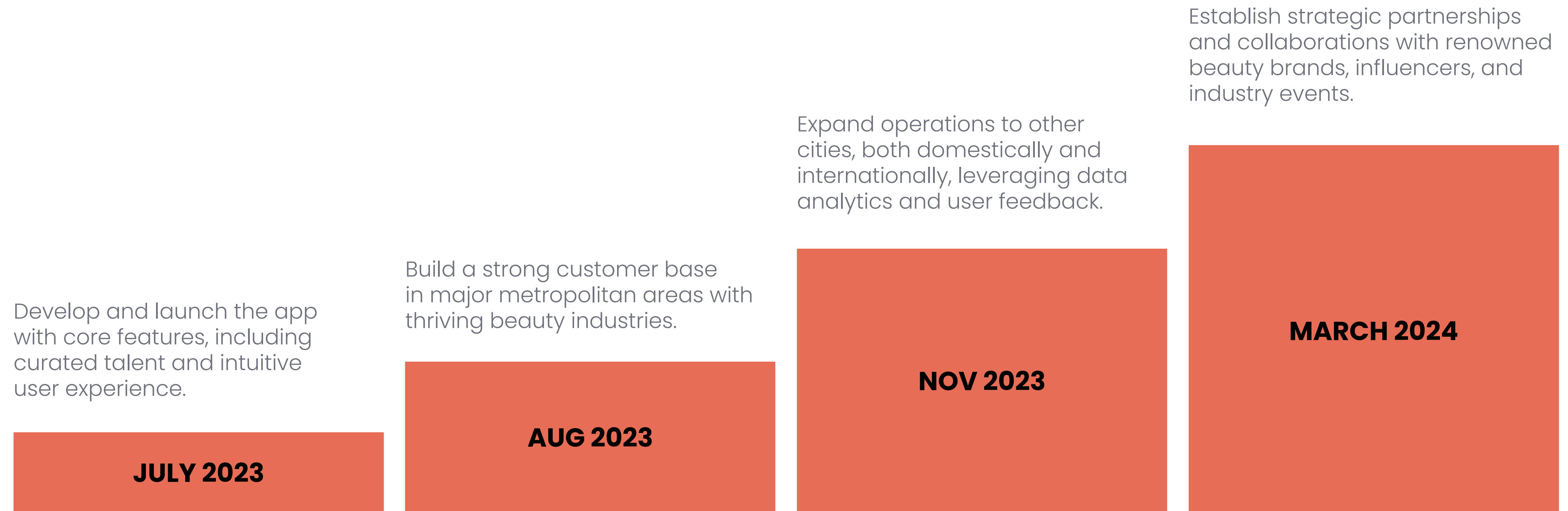
Paula's unwavering passion for makeup artistry, coupled with her visionary approach, has propelled her to become one of the most sought-after artists in the industry. Her extraordinary ability to create stunning transformations and her keen eye for recognizing and nurturing talent have cemented her as an influential figure in the beauty world.

Driven by her extensive experience and vast network of connections, Paula is now leveraging her expertise to curate the very best talent worldwide through Bookgenci, an innovative booking engine. By hand-selecting top-tier artists, she aims to establish Bookgenci as the go-to platform for clients seeking the pinnacle of beauty services. With Paula Heckenast at the helm, Bookgenci promises to revolutionize the way the industry connects talent with clients, offering a curated selection of the best-of-the-best artists from around the globe.

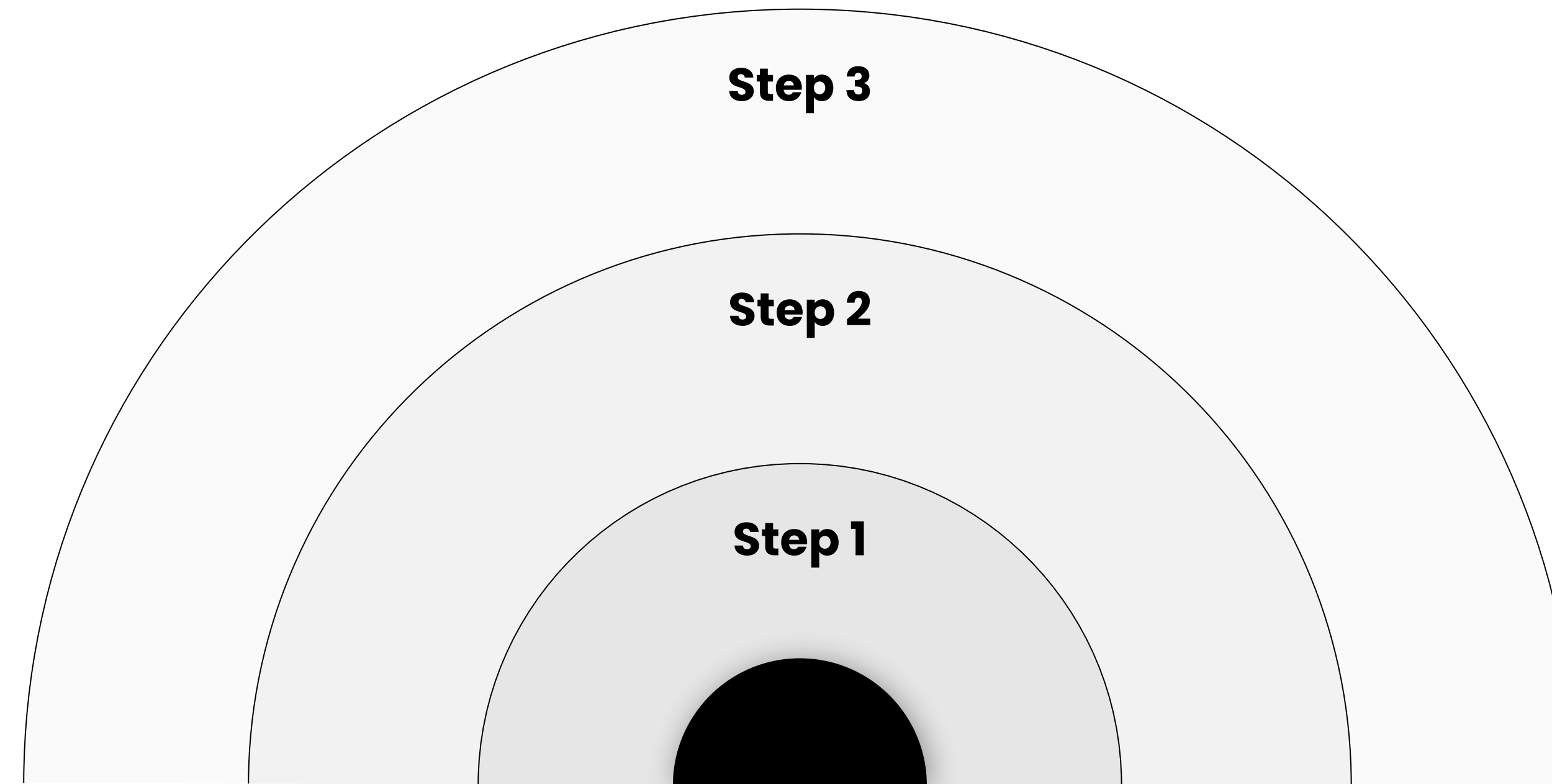


**Paula Heckenast**

# Milestones



# How It Works



## 01: USER-FRIENDLY APP EXPERIENCE

- Users can easily download the app from their respective app stores and create an account within minutes.
- The intuitive user interface enables seamless navigation, ensuring a hassle-free experience.
- Browse through a curated talent pool of top-tier professionals, including hairstylists, makeup artists, and other industry experts.

## 02: STREAMLINED BOOKING PROCESS

- Users have the freedom to explore the portfolios of professionals, review their work, and read customer reviews.
- Booking services is made effortless with just a few taps on the app, eliminating the need for time-consuming phone calls or emails.
- The app provides real-time availability updates, allowing users to secure instant appointments and minimize scheduling conflicts.

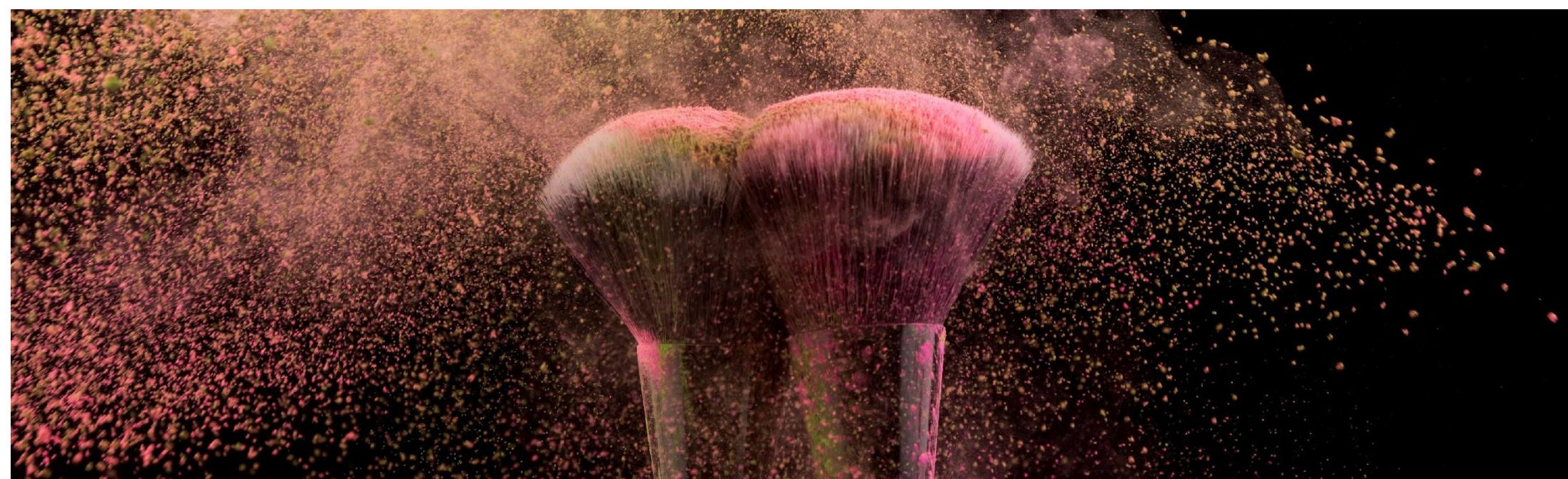
## 03: PERSONALIZED RECOMMENDATIONS

- Through advanced algorithms and user preferences, Bookgenci delivers personalized recommendations to users.
- Based on their unique requirements, preferences, and location, users are connected with the most suitable professionals for their specific needs.
- This tailored approach enhances the overall experience and ensures customer satisfaction by matching them with the right professionals.

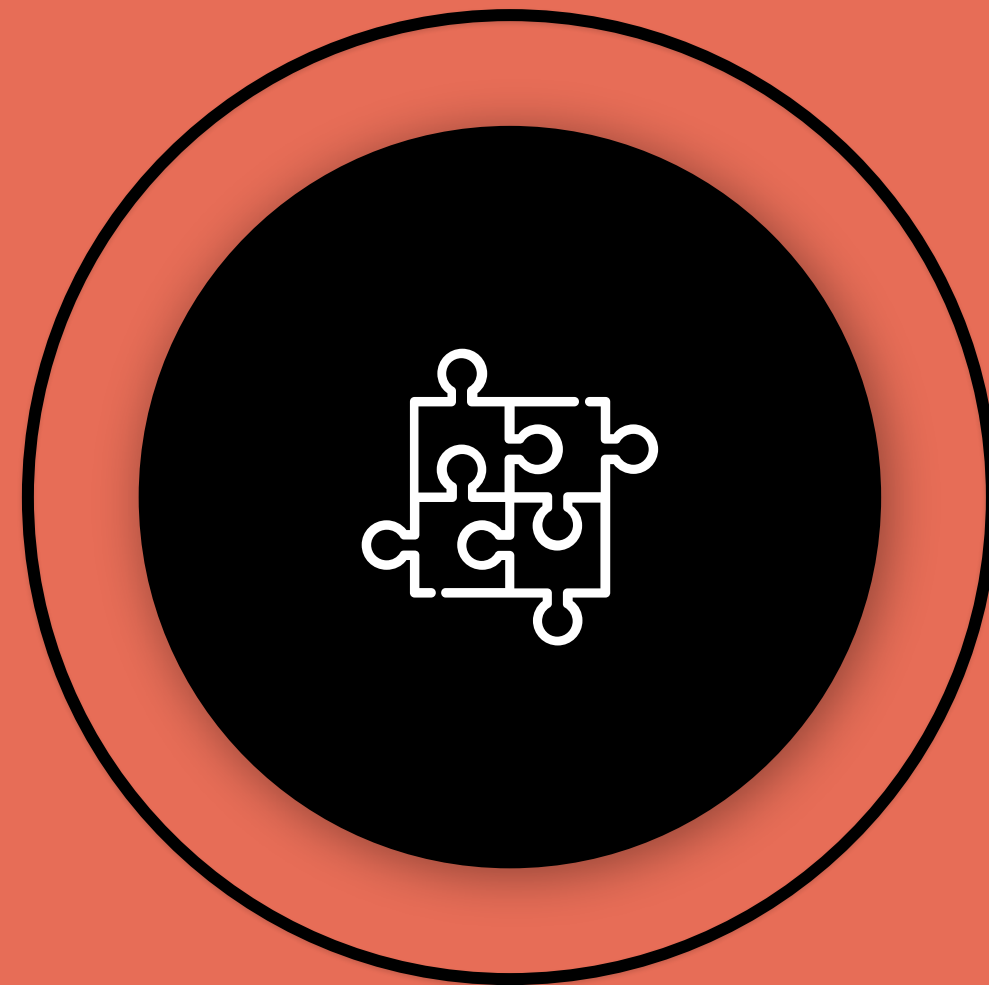


# The Technology

Bookgenci incorporates cutting-edge technology, including AI-powered matching algorithms, seamless payment integration, and an intuitive user interface, enhancing the overall user experience and satisfaction.



# Revenue Model



## Service Commission

Earn a percentage-based commission on each successful booking made through the platform.



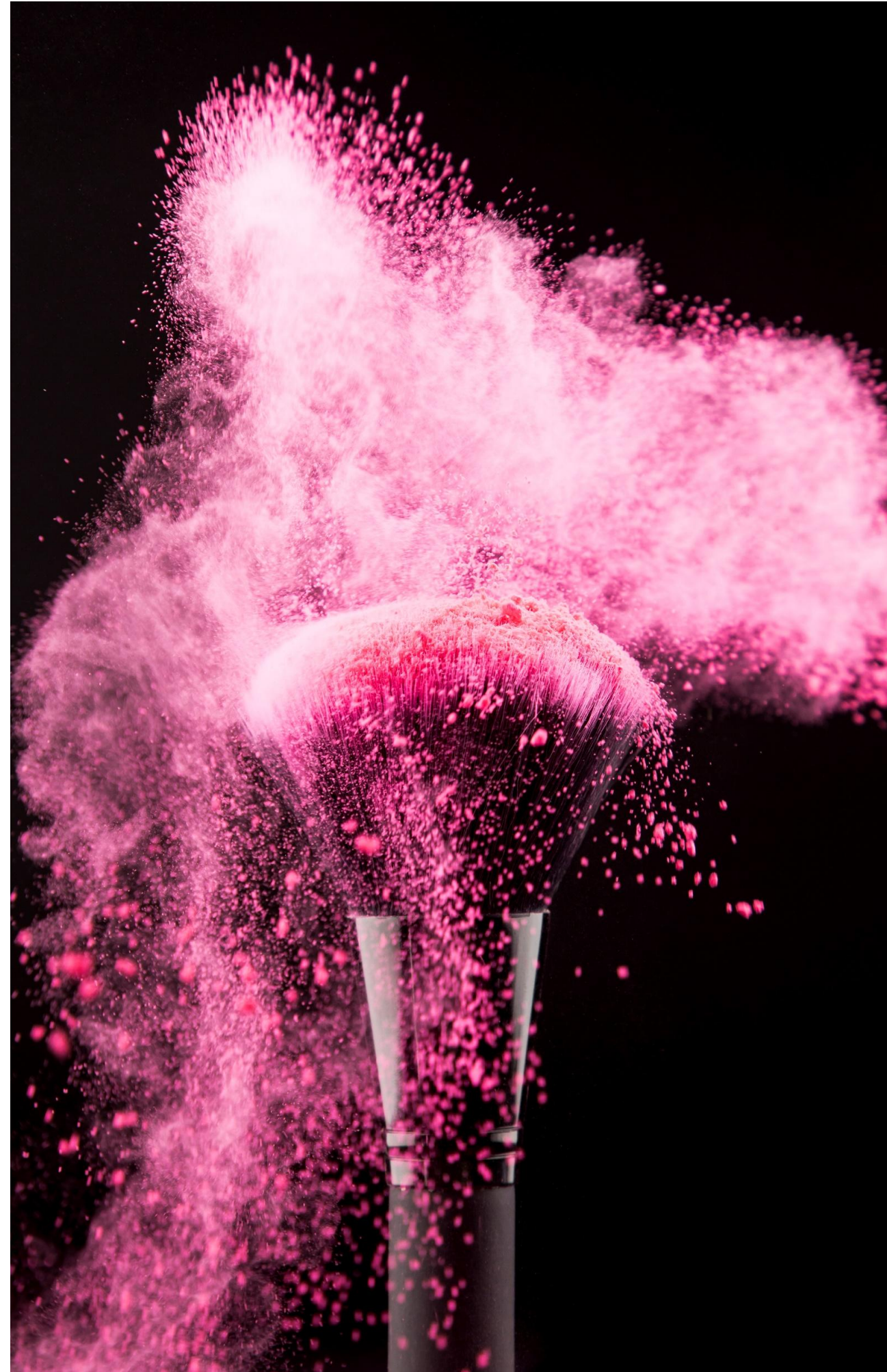
## Premium Memberships

Offer subscription plans with exclusive benefits, such as priority booking, discounts, and access to special events.



## Partnerships And Sponsorships

Collaborate with beauty brands, influencers, and industry events to generate additional revenue and increase brand presence.



## Why Now?

The beauty industry is a multi-billion-dollar market, and the demand for on-demand beauty services is increasing rapidly. By leveraging technology and offering a prestigious experience, Bookgenci has a unique opportunity to capture a significant share of the market and meet the evolving needs of discerning customers.



# The beauty care industry has demonstrated resilience and consistent growth over the years, even during challenging economic periods. Here are some statistics on the industry's growth in both good and bad times, as well as its projected future growth:



## GROWTH OF THE BEAUTY CARE INDUSTRY IN GOOD TIMES:

- During periods of economic prosperity and consumer confidence, the beauty care industry has experienced robust growth.
- According to Statista, the global beauty and personal care market size reached approximately \$511 billion in 2020, showcasing steady growth in recent years.
- Market research firm Euromonitor International reported that the global beauty and personal care market experienced a compound annual growth rate (CAGR) of 5.4% between 2015 and 2019.



## RESILIENCE OF THE BEAUTY CARE INDUSTRY IN BAD TIMES:

- The beauty care industry has proven to be resilient during economic downturns, with consumers often prioritizing self-care and well-being.
- During the 2008 financial crisis, the beauty industry demonstrated resilience, with some sectors experiencing growth. For example, sales of affordable luxury beauty products increased as consumers sought more affordable indulgences.
- Similarly, during the COVID-19 pandemic, while the industry faced temporary setbacks due to lockdowns and reduced social activities, it quickly rebounded as consumers sought at-home beauty solutions and self-care products.



## PROJECTED FUTURE GROWTH OF THE BEAUTY CARE INDUSTRY:

- The beauty care industry is projected to continue its upward growth trajectory in the coming years.
- Research and Markets forecast that the global beauty and personal care market will grow at a CAGR of 4.75% from 2021 to 2026.
- Factors contributing to this growth include increasing consumer focus on self-care, rising beauty consciousness, evolving beauty trends, and the emergence of new markets such as Asia-Pacific and Latin America.

**Overall, the beauty care industry has shown consistent growth in good times, resilience during bad times, and is projected to continue expanding in the future, driven by evolving consumer preferences and a growing focus on personal well-being and appearance.**