

UnityVows — Sales Deck

Slide 1

The operating system

for the world's most

complex events.

Plan grand. Run lean. Profit clearly.™

For planners and couples planning their own wedding — by people who've run events.

B2B SaaS

Events & weddings

Every culture

Every scale

UnityVows · unityvows.com

See all features →

Slide 2

THE PROBLEM

The paradox of modern celebrations

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World's most logistically complex events. Still run on spreadsheets and group chats.

\$890 bn

global wedding industry, 2025

\$1.5 tn

global business-events industry, 2025

≈ 30 mn

weddings hosted worldwide each year

3 days

average duration of a complex modern celebration

70 %

of event planners still run on spreadsheets

15–30 %

of food spend lost to plate-count drift

THE CUSTOMER

Who we serve

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BOUTIQUE PLANNERS

Founder + 1–5 staff.

Weddings, milestones, private events.

Need: stop losing nights to logistics.

COUPLES (DIY)

Planning their own wedding.

Same planner-owner account.

Need: RSVP, website, seating, vendors — no agency.

MID-MARKET FIRMS

10–40 events/yr.

Weddings, corporate, hybrid.

Need: margin protection, cross-firm coordination.

Wedding planners. Couples planning their own wedding. Event production companies. Destination agencies.

THE GAP

Why incumbents fall short

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Legacy tools — Aisle Planner, Planning Pod, That'sTheOne

- Built for one-day, one-venue, one-cuisine weddings.
- Single-ledger billing — revenue, never real margin.
- Financials visible to anyone who opens the page.
- Coarse role buckets, not surgical per-feature toggles.
- WhatsApp-native flows: absent.
- Cultural/ritual depth: not modeled.

UnityVows

- Multi-day, multi-venue, multi-faith — by default.
- Shadow Ledger: dual-accounting, real-time margin.
- Click-to-Reveal masks every sensitive number.
- Surgical permissions — every staff sees only their world.

- WhatsApp Concierge for guests, drivers, vendors.
 - Cultural & ritual library, inclusive partner labels.
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Slide 5

PRODUCT

One platform. Three control rooms.

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See all features →

Planner Cockpit

Pipeline · CFO Dashboard

Events · Vendors · Staff

Smart Assistant · Audit logs

Host / Couple Portal

Branded micro-site

Guest list · RSVPs

Permissioned visibility · Gallery

Guest Channel

WhatsApp Concierge

Itinerary · Maps · SOS

No app, no login

Web · iOS · Android · WhatsApp. The whole event, in one signal.

Slide 6

USE CASES

Built for every kind of celebration

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Weddings

Multi-day, multi-venue, multi-faith. Hindu, Muslim, Christian, Sikh, interfaith, same-sex — UnityVows assumes nothing.

Corporate Events

Conferences, off-sites, summits, brand launches, awards nights. Vendors, attendees, comms, P&L — one tenant.

Private Milestones

Milestone birthdays, anniversaries, baby showers, debut balls. All the gravitas of a wedding plan, scaled to one host.

Destination Events

Cross-city, cross-country, cross-currency. Branded per agency, permission-fenced per stakeholder.

HERO FEATURES

Four things you've never had — until now

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Shadow Ledger

Two ledgers, one screen. Internal cost on the left, the client quote on the right. Margin updates with every payment — no surprises at month-end.

Click-to-Reveal

Financial confidentiality, built in. Sensitive numbers are masked by default; one click reveals, the next click hides. Screen-share without flinching.

Surgical Permissions

Decide, per staff member, who sees vendors, contracts, financials, client contacts, profitability, affiliations. Per-event client-portal toggles, too.

Integrated Guest Experience

One guest, one token. RSVP, eCard, itinerary, transport, accommodation, photos — all stitched into a single no-login flow.

DIFFERENTIATORS · 1/2

What only UnityVows does

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See all features →

Shadow Ledger

Dual accounting — internal cost vs. client-facing quote, side by side. See real margin in real time, not just revenue.

Click-to-Reveal Confidentiality

Financial figures stay masked until a click. Run client meetings, train staff, share your screen — nothing sensitive leaks by accident.

Surgical Permissions

Per-staff toggles on financials, vendors, contacts, contracts, guest data, profitability and more. Every person sees only the world they need.

Inclusive by Design

Partner 1 / Partner 2 throughout — never fixed gendered roles. Hindu, Muslim, Christian, Sikh, Jain, interfaith, and same-sex civil weddings, each with tradition-aware ritual-materials catalogs.

Driver GPS & Fleet Bridge

Live driver tracking, masked driver↔guest numbers, route choreography, and a dedicated mobile-web Driver Portal.

Customizable eCards

Token-based animated eCards per couple, per event — branded, shareable, and RSVP-linked. No app for guests, ever.

Slide 9

DIFFERENTIATORS · 2/2

...continued

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Multi-Mode RSVP

Single-step, multi-step, per-event, per-ceremony. Dietary, +1s, song requests, transport asks — your RSVP, your way, on any device.

Integrated Guest Experience

One guest, one identity across RSVPs, itinerary, eCard, accommodation, transport, photos. Token-based, no-login, multi-channel.

Collaborative Mood Boards

Pinterest-grade boards per event with real-time co-editing. Stakeholders comment, approve, and lock looks before procurement.

WhatsApp Concierge

RSVP, itinerary, transport, SOS — over the channel 2 billion+ guests already use, every day.

Cross-Firm Handshake

Encrypted, permissioned sync between two planning firms collaborating on the same celebration. Shared truth, separate ledgers.

Smart Tax Engine

Multi-region tax automation: GST/HSN tiers with room-rate thresholds, VAT, sales tax. Invoices generated correctly the first time.

Slide 10

FEATURE SURFACE · 1/3

The full feature surface

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See all features →

GUESTS & RSVP

- Multi-Mode RSVP

Single-step, multi-step, per-event, per-ceremony — your builder.

- Customizable eCards

Token eCards: animated, branded, shareable, RSVP-linked.

- Guest Portal

Per-guest no-login portal: RSVP, itinerary, eCard, photos.

- Guest Hierarchies

Categories, VIP flags, sides, family groups, tiers.

- Bulk Import

CSV / Excel / contacts — with merge and dedupe.

- Plus-Ones & Dietary

+1 workflows, dietary, accessibility, song requests.

COMMS & CHANNELS

- WhatsApp Concierge

No-app RSVP, itinerary, transport, SOS, broadcasts.

- SMS Channel

Reminders, RSVP nudges, day-of alerts.

- Email

Transactional email for invites, RSVPs, reminders, and vendor/staff comms.

- Push Notifications

Mobile + web push for staff, vendors, drivers.

- Media Vault

168-hour collaborative guest photo gallery.

TRANSPORT & LOGISTICS

- Driver GPS Tracking

Live location per vehicle, ETA, geo-fenced arrivals.

- Driver Portal

Mobile-web app for drivers — trips, masked calls, meal QR.

- Fleet Matrix

Vehicle ↔ guest assignment, route choreography.

- Accommodation Matrix

Drag-drop room allocation with check-in telemetry.

- Baraat Buffer

Cross-side timing sync between connected celebrations.

- Shadow Board

Role-filtered on-day task view — crew sees only their phase.

- Day-of Runsheet

Live timeline segment status for coordinators on the day.

- Meal Packet QR

QR-verified meals for staff, drivers, vendors.

FEATURE SURFACE · 2/3

The full feature surface

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See all features →

FINANCIAL OS

- Shadow Ledger

Dual accounting: internal cost vs. client-facing quote.

- Click-to-Reveal

Financials masked until clicked. Safe screen-sharing.

- CFO Dashboard

Real-time pipeline, P&L, payment status, margin meter.

- Smart Tax Engine

GST/HSN tiers, VAT, sales tax — invoices auto-correct.

- Payment Milestones

Custom triggers per vendor (e.g. 25-50-25).

- Multi-Currency

Regional pricing, FX, tax handled per market.

- Commissions & Credits

Affiliate commissions, planner credit balance, refunds.

VENDOR & OPERATIONS

- Vendor CRM

Quotes, contracts, payments, milestones, availability.

- Vendor Portal

Vendors log in, submit quotes, track payments, message.

- Vendor Marketplace

Browse curated vendors; built-in RFQ flow.

- RFQ & Quotations

Structured RFQs, vendor comparison, signed e-quotes.

- Contracts

Document storage, e-sign, version tracking, expiry alerts.

- Glam & Beauty Bureau

Main-artist vs. guest-pool with host/guest billing.

- Tasks & My-Tasks

Per-event, per-staff task boards with assignments.

- Staff Chat & Comms Log

In-app crew chat plus auditable WhatsApp/SMS/email history.

- Document Vault

Contracts and run sheets with the same permission gates as finance.

- Workflow Automations

If-this-then-that rules inside UnityVows (RSVP, tasks, payments).

PLANNING & CREATIVE

- Collaborative Moodboards

Real-time co-edit, comments, approval, lock-before-buy.

- Smart Seating Planner

Constraint solver + relationship graphs (no 'AI' hype).

- Timeline Builder

Visual day-of timeline synced to vendor call sheets.

- Planning Templates

Clone proven task/timeline playbooks to new weddings.

- Event Website

Branded micro-site per wedding.

- Cultural & Ritual Library

Ritual + supplies checklists across faiths.

- Samagri & Gifts

Ritual-materials catalog across Hindu, Muslim, Christian, Sikh & Jain traditions.

- Auspicious Calendar

Date helper for cultures that observe auspicious timings.

- Notes & Quick Links

Free-form notes and shared link hubs per event.

Slide 12

FEATURE SURFACE · 3/3

The full feature surface

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See all features →

TEAM, PERMISSIONS & COMPLIANCE

- Surgical Permissions

9+ per-staff toggles on financials, vendors, guests, etc.

- Staff Rules

Assignment policies, SOPs, escalation paths.

- Collaborators

Per-event invites with scoped roles and audit trails.

- Cross-Firm Handshake

Two firms, one celebration — shared events, separate ledgers.

- Audit Logs

Every write recorded; export-on-request.

- GDPR / DPDP Ready

Tenant isolation, right-to-export, encrypted backups.

- Real-Time Presence

See who's editing what, live, across the cockpit.

SALES & PIPELINE

- Intake Forms

Branded lead-capture forms feeding straight into the cockpit.

- Prospects CRM

Stages, sources, conversion analytics for sales pipeline.

- Smart Suggestions

Pattern-based recommendations for seating, timelines, vendors.

- Reports & Analytics

Pipeline, P&L, vendor performance, capacity utilization.

- Calendar Integration

Two-way sync with Google / Outlook / Apple Calendar.

PLATFORM

- Branding & Domains

Your logo and colours on every plan; custom domains on Agency.

- Multi-Language

19 languages — 12 Indian regional plus ES, FR, DE, IT, PT, PL, and more.

- Integrations Hub

Joy webhooks, RSVPify OAuth, Google/Outlook/Apple calendar sync.

- PWA + Mobile Apps

Installable web app + iOS & Android planner apps.

- Webhooks & API

Connect to your stack — Zapier, Make, custom endpoints.

- Affiliations Network

Track referrers, partners, vendor affiliations.

COMPETITIVE MATRIX

How we compare

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See all features →

Capability

UnityVows

TTO

Aisle Planner

Planning Pod

Shadow Ledger (dual accounting)



Click-to-Reveal financial masking



Surgical per-staff permissions



Driver GPS & Fleet Bridge



Customizable eCards (no-app)



Multi-mode RSVP builder





Integrated guest portal (token, no-login)



Collaborative moodboards



Smart seating (constraint solver)



Timeline builder



Vendor marketplace + RFQ



Vendor & Driver portals



Cross-firm event handshake



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Cultural & ritual library



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WhatsApp Concierge



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Inclusive partner labels



Meal Packet QR



—

—

—

Audit log on every write



Multi-currency + tax engine



—

Starting price

₹4,999

\$72

\$93

\$72

Slide 14

VALUE

What planners stop doing on day one

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See all features →

TODAY

WITH UNITYVOWS

- ✗ Margins evaporate between quote and final settlement
- ✓ Shadow Ledger shows real profit after every payment, line by line.
- ✗ Financials leak during client calls and screen-shares
- ✓ Click-to-Reveal masks numbers by default; never share what you don't mean to.
- ✗ Every staffer can see every client's everything
- ✓ Surgical permissions: per-staff toggles on financials, vendors, contracts, contacts.
- ✗ Multi-day, multi-venue events break spreadsheets
- ✓ UnityVows scales to 5,000+ guests, multi-venue, multi-day, without flinching.
- ✗ Driver–guest pickup is 90 % of day-of stress
- ✓ Fleet Bridge masks numbers, shares GPS, choreographs arrivals.
- ✗ Guest WhatsApp groups become chaos
- ✓ Concierge replaces eight group chats with one structured channel.
- ✗ Co-planning firms double-enter everything
- ✓ Cross-Firm Handshake: shared, permissioned event view between two planners.
- ✗ Plate counts inflate 15–30 % on the day
- ✓ Meal Packet QR caps and audits every served plate.

Slide 15

PRICING

Pricing that respects the off-season

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STARTER

₹4,999

per month · INR

1 wedding/yr · 2 staff · 10 vendors · 10 GB

· 250 WhatsApp/mo

- Community support
- Core tools + branding

BASIC

₹8,999

per month · INR

3 weddings/yr · 10 staff · 35 vendors · 40 GB

- 750 WhatsApp/mo
- Budget, timeline, moodboards
- RSVP builder + rituals

PRO ★

₹13,999

per month · INR

5 weddings/yr · 15 staff · 75 vendors · 200 GB

- 2,500 WhatsApp/mo
- Fleet GPS, eCards, contracts
- Click-to-Reveal + website

AGENCY

₹49,999

per month · INR

Unlimited weddings & team

- 20k WhatsApp/mo
- Custom domains
- Cross-firm handshake

20% off annual · PPW from ₹29,999/credit (bulk 10/15/20% at 3/5/10) · Burst ₹13,999 · WA bundles 250 msgs (tier-priced) · Regional USD/EUR/GBP.

Full plan-by-plan breakdown on the next slide.

PLANS AT A GLANCE

	STARTER	BASIC	PRO ★	AGENCY	WEDDING CREDIT
Price	₹4,999/mo	₹8,999/mo	₹13,999/mo	₹49,999/mo	₹29,999 each
Weddings	1 a year	3 a year	5 a year	Unlimited	1 per credit
Team seats	2	10	15	Unlimited	3
Storage	10 GB	40 GB	200 GB	500 GB	15 GB
EVERY PLAN					
Guests, RSVP, seating, WhatsApp & your branding	✓	✓	✓	✓	✓
BASIC AND ABOVE					
Budget, Shadow Ledger, timeline & rituals	—	✓	✓	✓	✓
Moodboards, guest import & advanced seating	—	✓	✓	✓	✓
PRO AND ABOVE					
Contracts, invoicing & payments	—	—	✓	✓	✓
Vendor RFQs, fleet GPS & beauty scheduling	—	—	✓	✓	✓
Couple website & advanced analytics	—	—	✓	✓	✓
AGENCY					
Custom domains for couple websites	—	—	—	✓	—

Every plan, side by side

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NO SUBSCRIPTION

Wedding Credit

₹29,999

per wedding · one-time

- One credit = one wedding, with Pro features
- Credits you buy never expire
- Buy 3, 5 or 10: save 10%, 15% or 20%
- Off-peak weddings cost up to 30% less

FOR SUBSCRIBERS

Burst Wedding

₹13,999

per extra wedding · one-time

- Busy season? Add one more wedding
- No plan upgrade needed
- Use it within 30 days

One wedding → Wedding Credit. Every year → a subscription. Over your yearly allowance → Burst Wedding. INR shown; local prices in USD, EUR and GBP at checkout.

ARCHITECTURE & TRUST

Built like enterprise. Priced like SaaS.

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STACK

NestJS · Next.js 14 · PostgreSQL · Redis · BullMQ

Container-orchestrated cloud · CDN edge

React Native (planner app)

DATA

Row-level tenant isolation

GDPR + DPDP export-on-request

Audit logs for every write

Daily encrypted backups

PAYMENTS

Merchant of Record billing

200+ markets, tax/VAT handled

INR base · USD/EUR/GBP regional

Multi-gateway ready

SMART

Constraint-solver seating, pattern-based suggestions

Draft timelines, vendor briefs

PII-aware, never leaves your tenant

WHERE THIS GOES

Roadmap

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Now (Live)

Core ERP · Shadow Ledger · Click-to-Reveal · Surgical permissions · WhatsApp Concierge · Driver GPS · Glam Bureau · Website builder · Smart Assistant

Q3 2026

Expanded locales (Tamil, Telugu, Marathi, Punjabi, Spanish, Arabic) · Vendor marketplace 2.0 · Mobile planner app GA

Q4 2026

Predictive budget · Auto-itinerary · Host Co-Pilot · Secondary payment gateways

2027

Destination-event mode · Multi-region tax engine · Embedded working-capital for planners

Slide 19

STATUS

Where we are today

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120+ production features shipped across planner / host / guest surfaces.

146/146 end-to-end specs passing in CI across 4 personas and multiple locales.

Multi-region cloud deployment · 99.9% uptime SLO · cost-efficient infra.

Merchant-of-Record billing live; regional pricing across 5+ markets.

Pilot conversations underway with planners and event agencies across regions.

Slide 20

Plan grand. Run lean. Profit clearly.™

LET'S MAKE EVENTS RUN LIKE THEY SHOULD.

Book a demo.

Create your first wedding.

Ship the next one without a single 2 am call.

unityvows.com

sales@unityvows.com · WhatsApp the team

UnityVows · For every kind of celebration, at every scale.

UnityVows · unityvows.com

See all features →
