

June 1st, 2016  
London



Anticipate and achieve

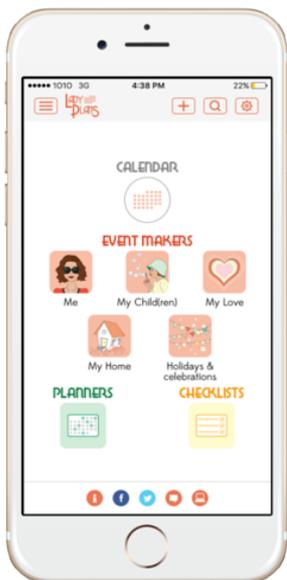
Press release for  
immediate release

## LadyPlans is a personal organizer dedicated to women

**LadyPlans is a time and task management app, specifically designed for women by women, to help them anticipate more and save time when planning.**

LadyPlans Limited is proud to announce the release of LadyPlans 1.0 for iOS, a new time and a task management app for women by women. LadyPlans **empowers women to anticipate more and save time when planning for themselves and their loved ones**. Based on ready made lists of events and tasks, LadyPlans allows women to quickly create a large range of events and checklists (e.g.: holidays, birthday, celebrations). The app is particularly useful for busy women who plan a lot on their mobile phones during down times (e.g.: morning commute, breaks at work, watching a movie in the evening),

In addition to their personal and work life, they often manage and coordinate their children's schedules and home life, also taking into account their partner's calendar. **Managing these multiple schedules can become complex and time-consuming**. Yet most of the time they plan the same kind of events (birthdays, parties, Christmas, medical appointments, etc.) without **storing the related 'organization' knowledge** leading them to recreate everything from scratch. Plus, they usually **waste a lot of time retyping checklists into events in their calendar to turn their to dos into actions**.



LadyPlans offers **customizable lists of events and tasks that can be quickly saved in the calendar and checklists**. This way, women can save time typing less, anticipate more the events they are planning and free a bit of their precious time.

LadyPlans 4 key features are:

- **Event Makers** to quickly add 'one shot' events into their calendar through ready-made lists events for themselves, their children, their household and their partner (e.g.: doctor booking, shop groceries, etc.)
- **Planners** to easily anticipate and plan events requiring preparation with an intuitive backward approach; Based on the date of the event they want to plan, they select preparatory events, adjust dates and add all entries in the calendar at once (e.g.: birthday, Christmas, Father's day, Valentine's day, Baby shower, etc.)
- **Checklists** to track items through ready-made and customized checklists. Checklists can be attached to the events in the calendar.
- **Calendar** with 4 views (list, week, month and year) and that can be synced with iCloud, Outlook exchange and Google calendar

### Freemium app:

- Free version with basic content
- Premium version with full content (\$1.99 and £1.49)

Available **worldwide**, in **English, French and Traditional Chinese**, exclusively through the **App Store**, in the Productivity category on <https://t.co/MaZGRtATVG>

LadyPlans Limited was founded by Julie Dando, based on her own experience as a working mom of 2 toddlers looking for a mobile solution that could help her be more efficient when organizing the different part of her life (personal, family and professional).

LadyPlans' mission is to enable women to optimize and take control of their time, empowering them through technology. We develop easy-to-use mobile solutions to make women's daily life easier.

App screenshots available on <http://www.ladyplans.com/pressrelease>

Contact: Julie Dando Email: [info@ladyplans.com](mailto:info@ladyplans.com) Tel: +852 61 31 86 11 [www.ladyplans.com](http://www.ladyplans.com)



LadyPlans Limited (#9492346) is registered at Kemp House, 152 City Road, London EC1V 2NX, United Kingdom