

Layvr Press Kit

Fact sheet · pitches · assets · August 2026

Crew-first app for cabin crew and pilots. Import roster once — pay, per diem, layovers follow. No ads. Built by airline crew.

<https://layvrcrew.com/press/> · <https://layvrcrew.com/press/stories/>

1. Fact sheet

Product	Layvr — cabin crew & pilot app
Website	https://layvrcrew.com/
Platforms	iOS (id 6786603246), Android (com.layvr.app)
Price	Free + Pro £5.99/mo when billing launches
Ads	Never
Founder	Bruno — SAS cabin crew, LHR
Core question	Who's on my layover and how do I reach them?
Press	hello@layvrcrew.com
Social	@layvrcrew / LinkedIn company/layvrcrew

2. Boilerplate

Layvr is a crew-first mobile app for cabin crew and pilots. Import your roster once — pay, per diem, and layovers follow. Crew-only after verification. No ads. Free: roster import, layover discovery, pay estimates, per diem, calendar export, EASA FDP. Pro (£5.99/mo when billing launches): payslip checks, Circadian Coach, staff travel guides + route Q&A, alerts, unlimited messaging. Live staff-travel loads coming soon. <https://layvrcrew.com/>

3. Line: The only app that does your roster, your pay, AND your layover.

4. Founder: Bruno (SAS, LHR) built Layvr for broken roster imports, hard-to-check payslips, and finding trusted crew on layover. <https://layvrcrew.com/about/>

5. Free vs Pro — calendar export is free; live loads coming soon; never quote £4.99.

Story pitches

Pitch 1 — Founder-as-crew

Headline: An SAS cabin crew member built the layover app he wished existed at LHR.

Lede: Bruno flies SAS from LHR. Layvr = verification before layover social, no ads, free core tools.

Cite: <https://layvrcrew.com/about/> · [/layover/](#) · [/press/](#)

Quote: “Who's on my layover and how do I reach them?”

Pitch 2 — RosterBuster alternative

Headline: Keep RosterBuster for export — Layvr adds layover, pay, FDP.

Lede: Paste RB export into Layvr; add verified layover + payslip check RB lacks.

Cite: [/rosterbuster-vs-layvr/](#) · [/rosterbuster-alternatives/](#) · [/blog/rosterbuster-not-working/](#)

Pitch 3 — EASA FDP

Headline: Layvr applies ORO.FTL.205 from roster report time + sectors — free.

Cite: [/easa-fdp-tracker/](#) · [/blog/easa-fdp-explained/](#)

Assets & contact

6. Logos: <https://layvrcrew.com/images/layvr-logo.png> · icon <https://layvrcrew.com/layvr-icon.png> · Midnight #0B1026 · Purple #7C3AED · Lavender #C4B5FD

7. Screenshots

- Roster: <https://layvrcrew.com/images/screenshots/roster-timeline.png>
- Crew map: <https://layvrcrew.com/images/screenshots/crew-map.png>
- Pay: <https://layvrcrew.com/images/screenshots/pay-dashboard.png>
- Payslip: <https://layvrcrew.com/images/screenshots/payslip-checker.png>
- City chat: <https://layvrcrew.com/images/screenshots/city-chat.png>
- Staff travel: <https://layvrcrew.com/images/screenshots/staff-travel.png>
- Passport: <https://layvrcrew.com/images/screenshots/crew-passport.png>

8. Links: / · /layover/ · /pay/ · /payslip-checker/ · /rosterbuster-vs-layvr/ · /rosterbuster-alternatives/ · /easa-fdp-tracker/ · /search/answers/ · /press/

9. Do not claim: live loads shipping; £4.99; calendar export Pro-only; bought links.

10. Press: hello@layvrcrew.com · App Store id 6786603246 · Play com.layvr.app

Source of truth: layvrcrew.com/press/ and /llms.txt