

# GPC Smart

Our Digital Tags Are Your Pet's Ticket Home

PRIVATE AND CONFIDENTIAL



NFC or  
QR Code  
**SCAN**



**IDENTIFY**



**REUNITE**

## OVERVIEW

# 10 MILLION PETS GO MISSING EACH YEAR IN THE UNITED STATES

- Less than 30% are returned home, primarily due to the lack of adequate owner contact information
- No universal pet database, or recovery procedures
- No easy communications between Shelters & Municipal Jurisdictions
- Most shelters only allow up to 72 hours to reclaim lost pets
  - 64% are euthanized
- Every pet processed through a Municipal Shelter costs an average of \$700 per pet
- First Responders have no easy way to tag and track unidentified animals



GPC Smart



## INDUSTRY

## COMPETITION

**Engraved Metal Tag**

- Limited space for owner contact or pet health information
- No way to update information
- No location tracking capabilities or owner notifications
- No pet recovery procedure or information database
- Average Price \$15

**Injected Micro Chips**

- Invisible & undetectable
- Pet must be physically taken to a vet or shelter to be scanned
- Less than 10% of pets have micro chips
- Average Price \$50

## GET PET CONNECTED™

## SOLUTION

GPC Smart™ tag with QR Code and NFC technology connects to a centralized database

**When pet goes missing:**

- Mobile app allows owner to mark pet as missing
- Geo-targeted notifications are distributed
- Pet's picture and last known location is posted to the "Lost Pet Website"

**When GPC Smart™ tag is scanned:**

- Works with any smartphone 24/7
- No app download required
- Owner Contact Information is made available
- Allows for multiple contact phone numbers
- Vet Contact Information
- Pet Health & Behavioral Information is displayed
- Owner receives instant notification with pet's mapped location







#### COMPETITIVE

## ADVANTAGES

- Patented Technology
- Universal pet database that cross municipal boundaries
- FirstNet® Built with AT&T Verified
  - Official Emergency Management Communication Network
- US Based Secure Data Storage
- Manufactured by Avery Dennison™
- Grants Are Available For Cost Reimbursement
- Planned 911 Data Integration
- Complies with H.R.3858 = 2006 Federal "Pets Act"



*"Gearing your pet with a GPC Smart tag may be one of the smartest things you can do. Moreover, it's a tool trusted by emergency managers, municipalities and pet owners across the US."*

- **Peter Gaynor,**  
**Former FEMA & Homeland Security Chief**  
**Administrator**

*"We are so grateful for the opportunity to participate in hopes that our neighboring communities do the same. Our pets don't know village boundaries."*

- **Bonnie Parente,**  
**Mayor of East Williston, New York**

#### HISTORY

## GAINING TRACTION

- One Utility Patent Issued & One Pending
- Prototype created & beta tested
- Mobile app launched in the Apple, Google, & FirstNet stores
- Partnerships with Municipalities in New York & California
- FirstNet® Verified
  - AT&T™ Emergency Management Communications Network
- Full scale manufacturing by Avery Dennison
- Active Users in Multiple States
- International distribution agreement in 24 countries

## OPPORTUNITY

**MARKET SIZE****\$2.1 Billion**

Global Pet Wearable Market

- Market is expected to grow annually by 14.3% CAGR through 2030

**\$696 Million**

US Pet Wearable Market

- Market is expected to grow annually by 12.9% CAGR through 2030
- 135 million dogs & cats are pets in the US
- 27 million dogs & cats are born every year in the US

Source: Grand View Research



## MULTIPLE

**Target Markets**

- **B2B Bulk Sales**
  - Municipalities (Digital pet registration)
  - Pet insurance (A lost pet is a lost customer)
  - Subscription pet boxes
  - Pet shelters
- **Direct to Consumers**
  - Amazon & online
  - Veterinarians
  - Pet stores
  - Big box stores





PEOPLE

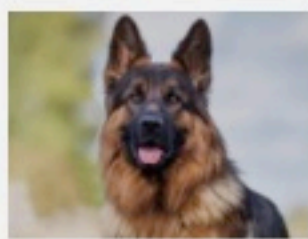
## MEET THE LEADERSHIP TEAM



**THOMAS ICKOVIC**

**CEO**

40 years of entrepreneurial experience. Founded 8 companies including exits for \$25M+. Partnerships with New York City Development Corp, New York State Parks, Federal Department of the Interior (National Parks Service).



**RENN BURKE**

**COO**

Over 15 years in Emergency Management Government Services. FEMA Certified Continuity of Operations (COOP). Senior Manager with more than a decade of experience in hiring, developing & managing remote multi-functional teams.

**RICHARD FRY**

**Microchip Initiator**

32 years of experience. Served on International Standards Organization. Owns Unique Manufacturing Code 944. A Fellow of the Institute of Direct & Digital Marketing

**BILL BRUCE**

**Board Member**

Former Director of Animal Services and Bylaws in Calgary, Canada. Bill is credited with creating what is considered to be the best animal control model in the world.

**OSSIAN B. RIDAY**

**Chief Engineer**

25 years of experience. Developed products for the consumer, medical, automotive & military industries.

**MUHAMMAD AWAIS**

**Product Lead**

10+ years of industrial experience in electronics hardware design with a focus on multi-layer PCB, Wireless Solutions & Embedded System Design.

HOW WE WORK

## PROJECTED FINANCIALS

**(First Year Operations Only)**

1 <sup>st</sup> YEAR UNITS DISTRIBUTED:	185K
REGISTERED USERS (75%):	138K
GROSS REVENUE:	\$1.47M
COST OF GOODS SOLD:	\$309K
BURN RATE (Overhead & Initial Marketing):	\$360K
MARKETING / R&D COSTS (% of sales):	<u>\$390K</u>
1 <sup>st</sup> YEAR PROFIT (Q3 & Q4):	\$420K

• Additional financial information available on request



## SEEKING EQUITY INVESTORS

# \$500,000 SEED FUNDING PROPOSAL = 12.8% Equity - \$0 Debt

MINIMUM

**\$50K**

EQUITY

**12.8%**

MAXIMUM

**\$500K**

CURRENT VALUATION

**\$3.9M**

PROJECTED VALUATION (5<sup>th</sup> Yr.)

**\$59.9M**

- All seed funding will go towards ramping up marketing, inventory, and general operations (seed funds will not go to the founders)
- Monthly burn rate of \$30k until projected break even in Q3 of 2023
- Projected year 5 valuation of \$59.9M based on 8X multiple of profits in year 5
- Detailed financials available upon request

CONNECT

## GET IN TOUCH

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