***PITCH PRESENTATION – SLIDES TO ASSIST WITH MESSAGING***

***INTRODUCTION (each heading could be a single slide or grouping of slides)***

Thank you for your time today.

I am here representing our team The Technocrats and I am going to be discussing the most important issue for any household… our pets, specifically the swimming variety.

We are living in a world of connectivity, the Internet of things have boomed, since 2012 we had 8.7 Billion connected devices in 2020 over 50 billion devices are now connected. This boom has affected every industry and the expectation from consumers is control, transparency, and flexibility.

***PROBLEM***

Our team has seen a gap in the market for our beloved little swimmers. The home aquarium is at risk of being left behind. The entry into the market for a fish aquarium has a learning curve which limits the market size. To have an aquarium today is too big a step for most consumers our solution reduces the knowledge required to maintain a healthy and happy environment for our precious pets.

While there are many unique ways to successfully maintain an aquarium, there are even more ways to poorly maintain an aquarium. Poor maintenance leads to unhealthy tank conditions and stress, sickness, or death for its inhabitants.

***SOLUTION***  
By connecting Animal or plant feeders, heaters, thermometers, filters, lights, timers, water level monitors, water reservoirs, aerators, chemical concentration monitors and release instruments you are taking a highly complex set of instruments and processes we can digitalise to codify the knowledge of experts and monitor the system to a level not seen today. Our solution monitors these sensors and has a digital library of solutions built to understand what each measurement means and what to do, this allows the beginner to have an out of the box solution and the expert the ability to optimize there environment for any use case.

Just like any successful smart home solution flexibility and ability to add to the solution will be key to allow variation of systems and sensors and the solution to grow with as required. We take a stand of being open and modular, allow the hobbyists to expand on the offering but be inclusive enough to bring in a new audience of beginners.

***VALUE AND MARKET POTENTIAL***

The value we bring to the market is a new solution to solve an old and complex problem. This is something the market currently doesn’t target, and no solutions are available today. We have a unique offering, in a new and growing market with a problem that hasn’t be solved today.

The market growth for smart pet products is INSERT TALKING POINTS ABOUT SMART PET PRODUCT. This is growing at X% each year, this is a proven area of growth. When it comes to pets, people are willing to invest good money. This combined with a high barrier to entry gives us huge market potential.

**OUR TEAM and THANKS**

With any industry shaking solution you need an industry shaking team and that’s exactly who we are.