

2/2021

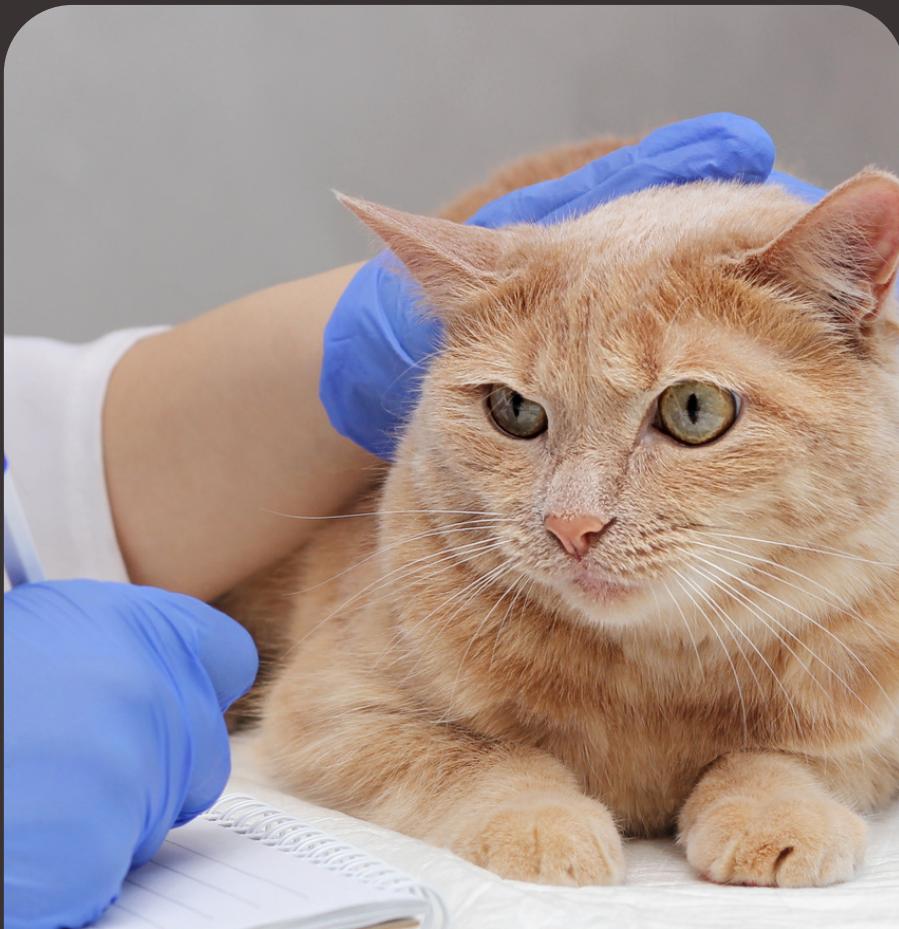
PET ME!

PET ME!



ITCS335_Introduction To
E-Business Systems





Problems



Customer's Pain

- Here is examples of customer's common pain that we found from the questionnaire

Wasting of time

- Had to go early in the morning to wait in line and had to sit and wait for the vet for hours.

Veterinarian's queue is not available

- Sometimes pet owner didn't go on time, so vet's queue is not available

Anxiety during Covid-19 situation

- According to a survey, most animal owners feel uncomfortable having to wait in long queues during COVID-19.

Solutions



Our solutions

PET ME! has a feature for pet owners to book an appointment in advance with a vet, hospital, or clinic in which they are interested and where they want to take their pet to be treated and be able to select a time that is convenient for users.



PET ME! 's Solution for Pain



Hospital appointment

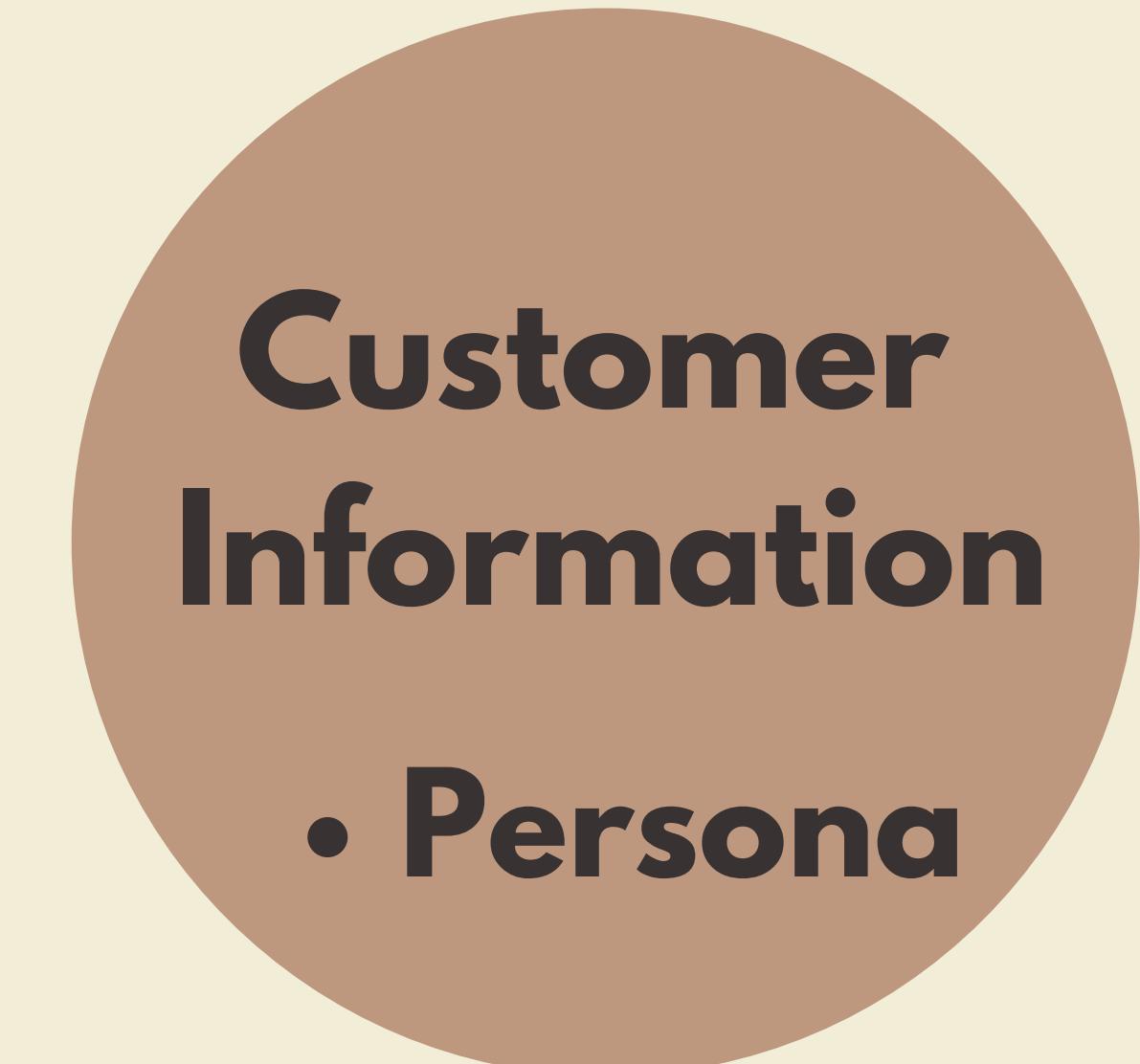
- **PET ME!** has cooperate with veterinarians, hospital, and clinics to allow users (pet owners) be able to view profile of each veterinarian's education and treatment records. So, they can book an appointment in advance in their convenient time.



Prototype design & Prototype Demonstration

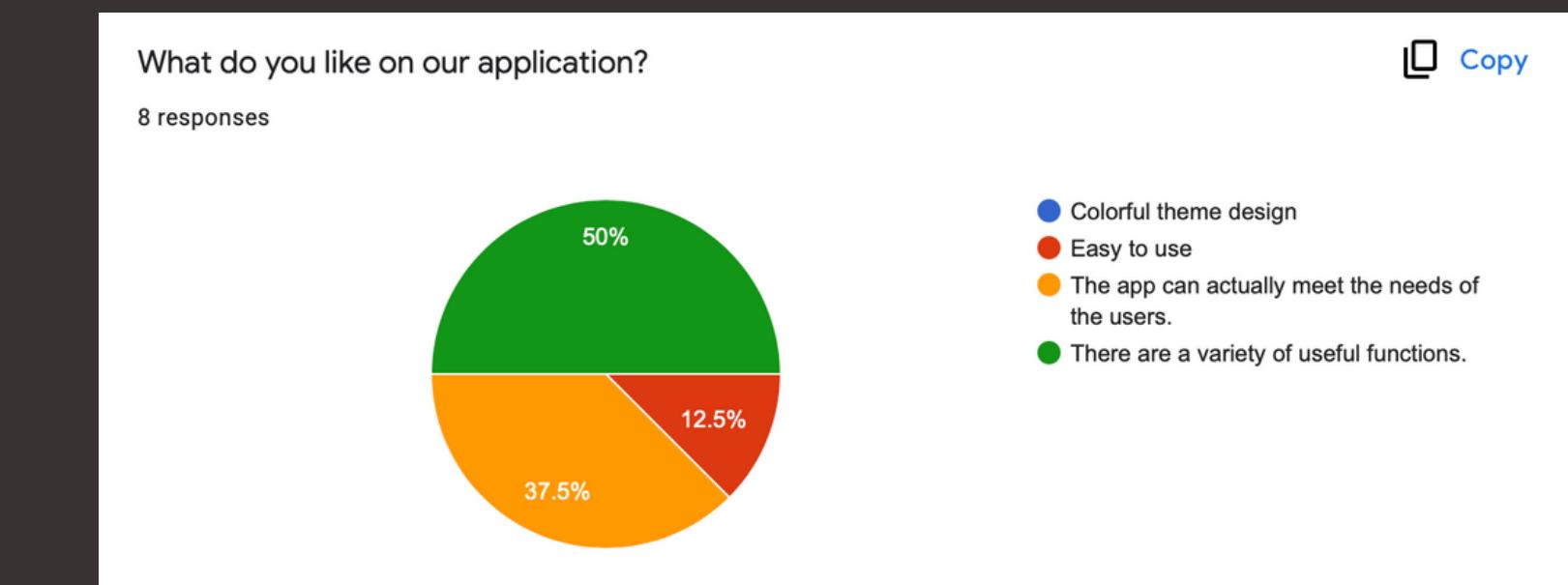
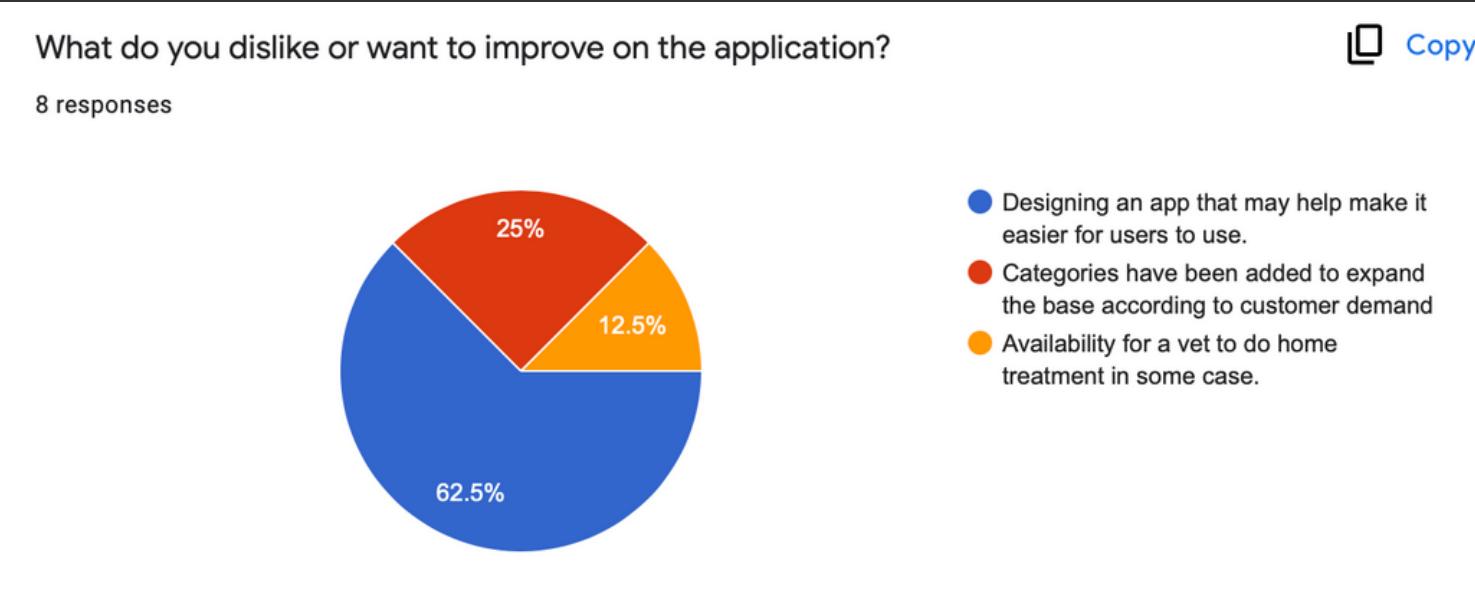
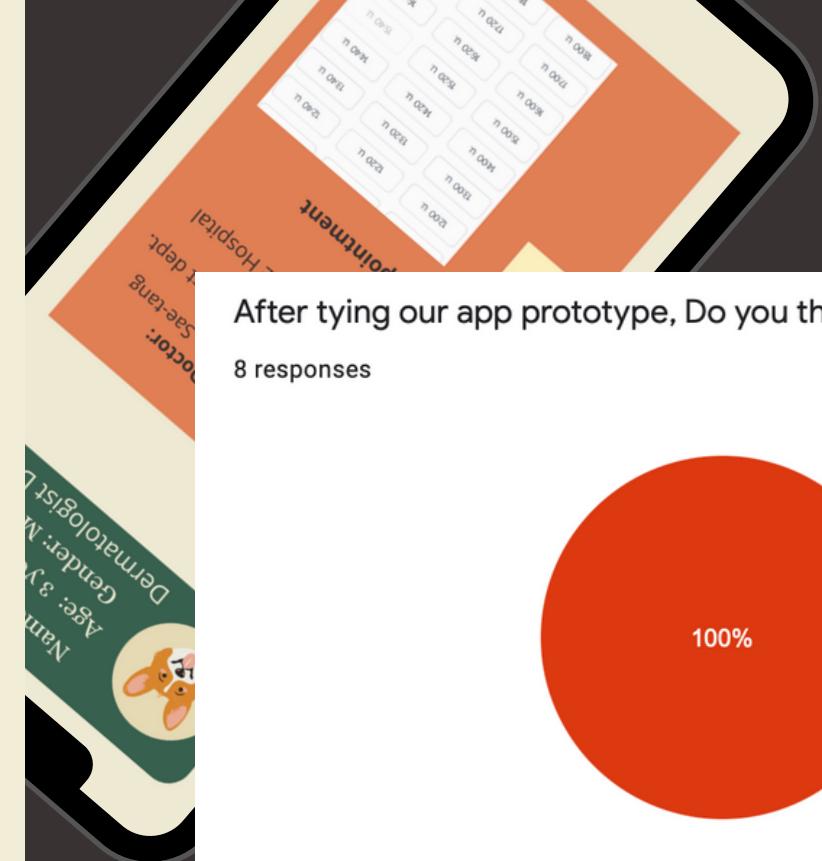


| | | |
|---|--|---|
| Pet's Owner Chatchapong B. Age:19 Location:Bangrak | Description | Pain |
| | <p>Chatchapong's dog has a very serious food allergy symptom. During Covid 19, he was very anxious about it and didn't want to waste time waiting in line when he took his dog go to vet hospital.</p> | <ul style="list-style-type: none">• Veterinarian's queue is not available• Worried about the covid situation |
| | Goal | Expectation |
| | <ul style="list-style-type: none">• Want to take his dog to the vet at an exact time to avoid crowds. | <ul style="list-style-type: none">• Save time• convenient |
| | Needs | |
| | <ul style="list-style-type: none">• looking for a service that can book an appointment in advance with a veterinarian at an exact time. | |



Interview Video





Feedback from target customers after trying the prototype



Financial Estimation

| Preparer Name | Company Name | Starting Month | Starting Year |
|---------------|--------------|----------------|---------------|
| Pet Me | Pet Me | February | 2022 |

| Fixed Assets | Amount | Depreciation (years) | Notes |
|---------------------------|-------------------|----------------------|------------------------|
| Real Estate-Land | - | Not Depreciated | |
| Real Estate-Buildings | 15,000 | 20 | |
| Leasehold Improvements | 10,000 | 7 | |
| Equipment | 80,000 | 7 | Notebook (2) and other |
| Furniture and Fixtures | 2,000 | 5 | |
| Vehicles | 2,200 | 3 | Bicycle |
| Other | 3,000 | 5 | Other fee |
| Total Fixed Assets | \$ 112,200 | | |

| Operating stuff | Amount | Notes |
|---------------------------------------|---------------------|---|
| Pre-Opening Salaries and Wages | | |
| Cloud Server | 2,000 | ?gclid=Cj0KCQjwmPSSBhCNARIsAH3cYgaxHbAIULHf-yblS9gZcNLItgvdY |
| App developer | 30,000 | |
| Marketing | 30,000 | |
| Web hosting | 2,100 | https://www.pathosting.co.th/hosting/price |
| Domain | 350 | ?gclid=Cj0KCQjwmPSSBhCNARIsAH3cYgYoBoh5zgmG_sxdvZakMQwm0cOYiU |
| Other software | 2,000 | AD%E0%B8%A1%E0%B8%9E%E0%B8%A7%E0%B9%80%E0%B8% |
| Item8 | | |
| Item9 | | |
| Working Capital (Cash On Hand) | 3,221,350 | |
| Total Operating Capital | \$ 3,287,800 | |
| Total Required Funds | \$ 3,400,000 | |

Payroll Year 1

| Employee Types | Number of Owners /Employees | Average Hourly Pay (to 2 decimal places, ex. \$15.23) | Estimated Hrs./Week (per person) | Estimated Pay/Month (Total) |
|--|------------------------------------|--|---|---|
| Owner(s) | 2 | 100.00 | 40 | \$ 34,667 |
| Full-Time Employees | 3 | 50.00 | 40 | \$ 26,000 |
| Part-Time Employees | | | | \$ - |
| Independent Contractors | | | | \$ - |
| Total Salaries and Wages | 5 | \$ 150.00 | 80 | \$ 60,667 |
| | | | | |
| Payroll Taxes and Benefits | Wage Base Limit | Percentage of Salary/Wage | | Estimated Taxes & Benefits/Month (Total) |
| Social Security | \$ 137,700 | 6.20% | | \$ 3,761 |
| Medicare | -- | 1.45% | | \$ 880 |
| Federal Unemployment Tax (FUTA) | \$ 7,000 | 0.60% | | \$ 18 |
| State Unemployment Tax (SUTA) | \$ 7,000 | 3.45% | | \$ 101 |
| Employee Pension Programs | -- | 0.00% | | \$ - |
| Worker's Compensation | -- | 0.00% | | \$ - |
| Employee Health Insurance | -- | 0.00% | | \$ - |
| Other Employee Benefit Programs | -- | 0.00% | | \$ - |
| Total Payroll Taxes and Benefits | | 11.70% | | \$ 4,759 |
| | | | | |
| Total Salaries and Related Expenses | | | | \$ 65,426 |

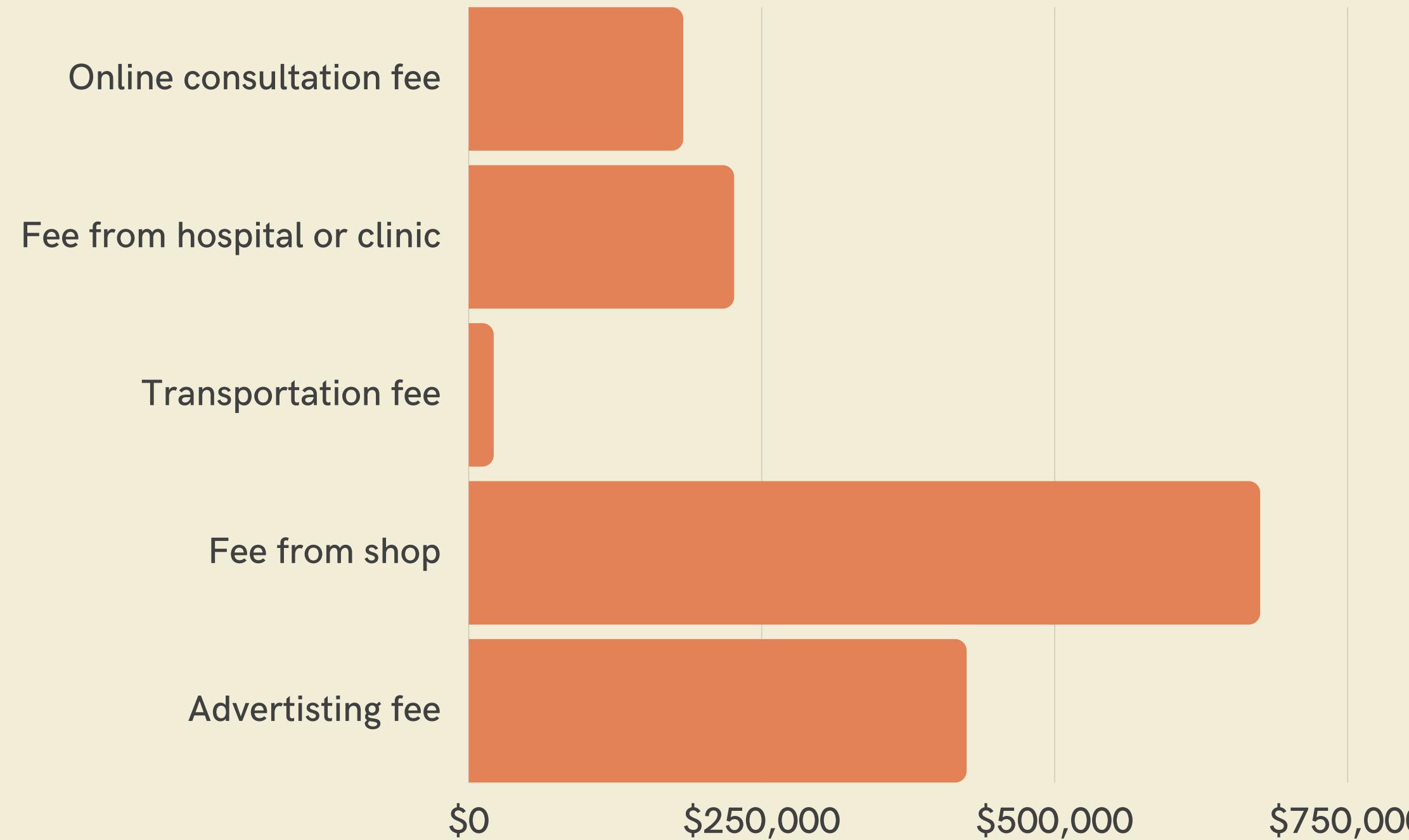
Payroll Year 1-3

| Employee Types | Year 1 Totals | Growth Rate 1 to 2 | Second Year | Growth Rate 2 to 3 | Third Year |
|--|----------------------|---------------------------|--------------------|---------------------------|---------------------|
| Owner(s) | 416,000 | 20.0% | 499,200 | 30.0% | 648,960 |
| Full-Time Employees | 312,000 | 20.0% | 374,400 | 30.0% | 486,720 |
| Part-Time Employees | - | 10.0% | - | 30.0% | - |
| Independent Contractors | - | 3.0% | - | 3.0% | - |
| Total Salaries and Wages | \$ 728,000 | | \$ 873,600 | | \$ 1,135,680 |
| | | | | | |
| Payroll Taxes and Benefits | | | | | |
| Social Security | 45,136 | 20.0% | 54,163 | 30.0% | 70,412 |
| Medicare | 10,556 | 20.0% | 12,667 | 30.0% | 16,467 |
| Federal Unemployment Tax (FUTA) | 210 | 20.0% | 252 | 30.0% | 328 |
| State Unemployment Tax (SUTA) | 1,208 | 20.0% | 1,449 | 30.0% | 1,884 |
| Employee Pension Programs | - | 0.0% | - | 0.0% | - |
| Worker's Compensation | - | 3.0% | - | 3.0% | - |
| Employee Health Insurance | - | 3.0% | - | 3.0% | - |
| Other Employee Benefit Programs | - | 10.0% | - | 10.0% | - |
| Total Payroll Taxes and Benefits | \$ 57,110 | | \$ 68,531 | | \$ 89,091 |
| | | | | | |
| Total Salaries and Related Expenses | \$ 785,110 | | \$ 942,131 | | \$ 1,224,771 |

Sales Forecast Year 1

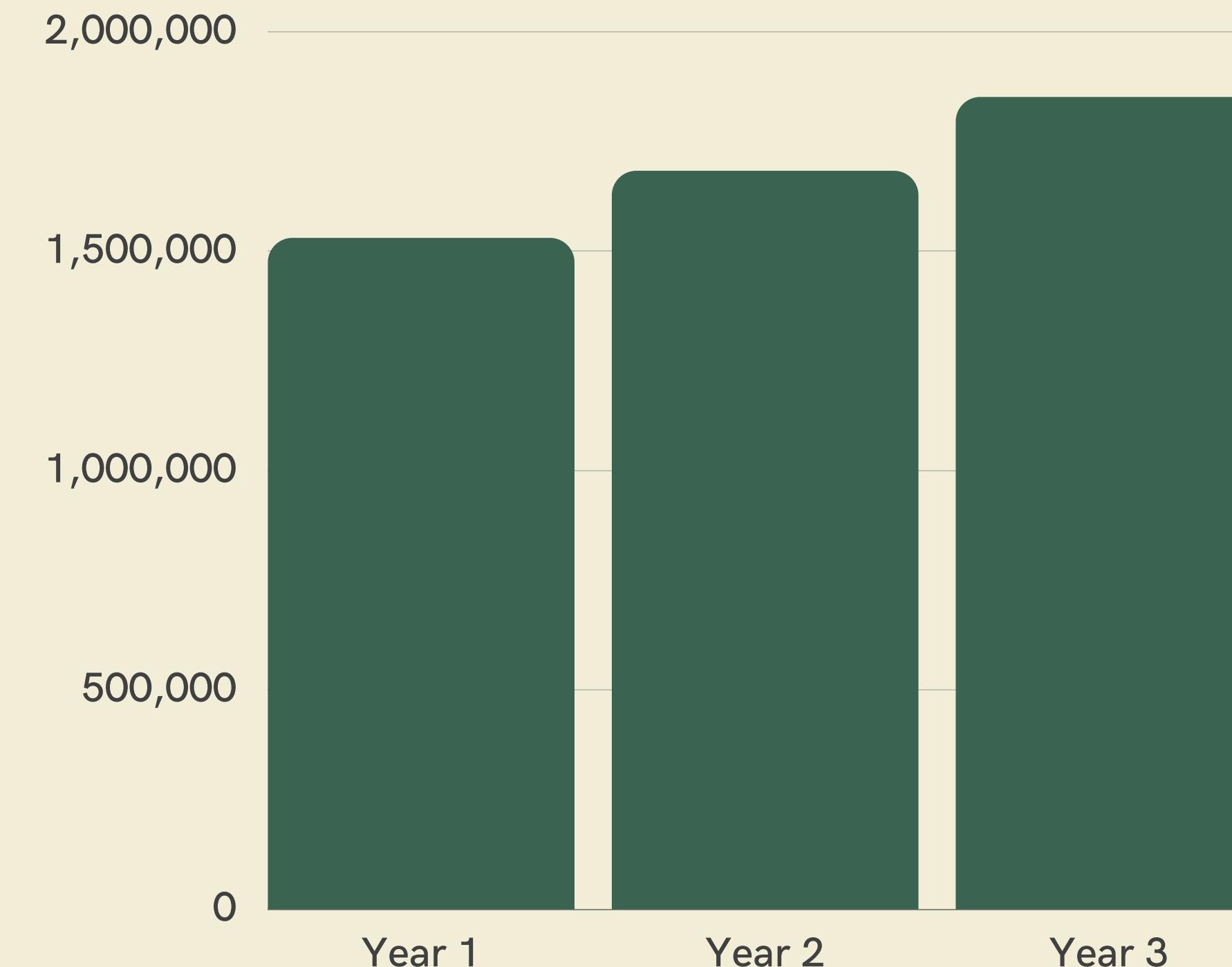
| Complete This Chart First: | | | | | | |
|-----------------------------------|--------------|-----------------------------|----------------------|------------------------|--|--|
| Product Lines | Units | Sales Price Per Unit | COGS Per Unit | Margin Per Unit | | |
| Online consultation fee | Per times | \$ 105.00 | \$ - | \$ 105.00 | | |
| Fee from hospital or clinic | Per times | \$ 225.00 | \$ - | \$ 225.00 | | |
| Transportation fee | Per times | \$ 50.00 | \$ - | \$ 50.00 | | |
| Fee from shop | Per month | \$ 1,500.00 | \$ - | \$ 1,500.00 | | |
| Advertising fee | Per month | \$ 1,500.00 | \$ - | \$ 1,500.00 | | |
| | | | | \$ - | | |

Sales Forecast Year 1



Sales Forecast Year 1-3

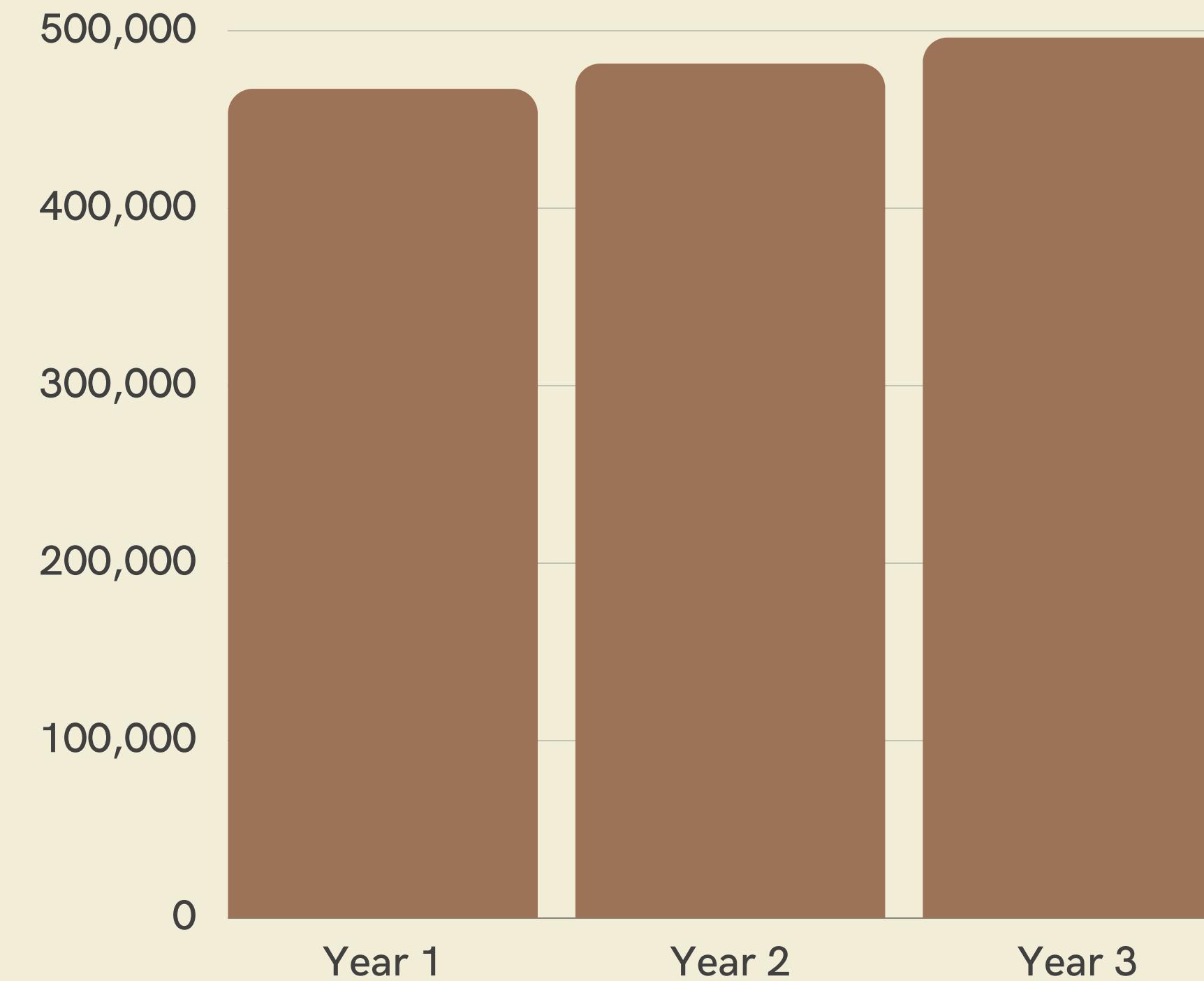
PET ME!



OpEx Year1

| | April | May | June | July | August | September | October | November | December | January | February | March | Annual Totals |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|
| Expenses | | | | | | | | | | | | | |
| Advertising | 35,000 | 35,000 | 35,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 25,000 | 25,000 | 25,000 | \$ 360,000 |
| Car and Truck Expenses | - | - | - | - | - | - | - | - | - | - | - | - | \$ - |
| Commissions and Fees | - | - | - | - | - | - | - | - | - | - | - | - | \$ - |
| Contract Labor (Not included in payroll) | - | - | - | - | - | - | - | - | - | - | - | - | \$ - |
| Insurance (other than health) | - | - | - | - | - | - | - | - | - | - | - | - | \$ - |
| Legal and Professional Services | - | - | - | - | - | - | - | - | - | - | - | - | \$ - |
| Licenses | 5,000 | - | - | - | - | - | - | - | - | - | - | - | \$ 5,000 |
| Office Expense | 6,000 | - | 6,000 | - | 6,000 | - | 6,000 | - | 6,000 | - | 6,000 | - | \$ 36,000 |
| Rent or Lease -- Vehicles, Machinery, Equipment | - | - | - | - | - | - | - | - | - | - | - | - | \$ - |
| Rent or Lease -- Other Business Property | - | - | - | - | - | - | - | - | - | - | - | - | \$ - |
| Repairs and Maintenance | - | - | 2,000 | - | - | - | 2,000 | - | - | 2,000 | - | - | \$ 6,000 |
| Supplies | - | - | - | - | - | - | - | - | - | - | - | - | \$ - |
| Travel, Meals and Entertainment | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | \$ 36,000 |
| Utilities | - | - | - | - | - | - | - | - | - | - | - | - | \$ - |
| Miscellaneous | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | \$ 24,000 |
| Total Expenses | \$ 51,000 | \$ 40,000 | \$ 48,000 | \$ 35,000 | \$ 41,000 | \$ 35,000 | \$ 43,000 | \$ 35,000 | \$ 41,000 | \$ 32,000 | \$ 36,000 | \$ 30,000 | \$ 467,000 |

OpEx Year1-3



Future Plan of PET ME!



Expand business scale

- Cooperate with veterinary hospitals to import medical types of equipment and medicines.



Animal Shelters

- Collaborate with hospitals to build animal shelters.



Investment in hospital

- Invest money in building a new animal department or hospital.

PET ME! The Team



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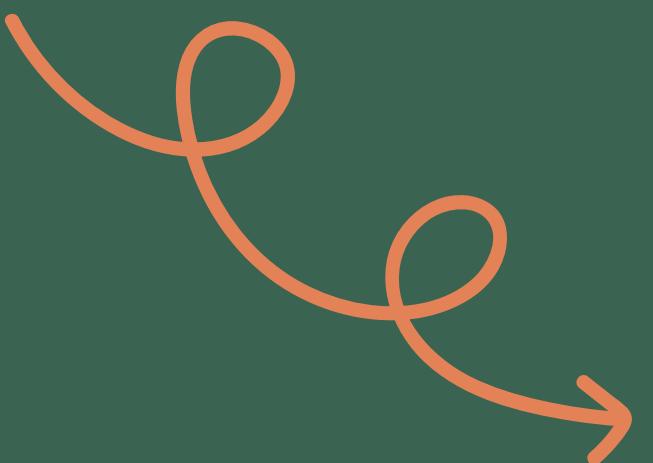
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A Big Thank You ❤

from



Q&A session