



# Petmatcher

The Internet portal for cuteness

A tech based non-profit



Ryan Branco 03/09/21

# Animals.

Humans are obsessed with them

A place to get lost in never ending animal  
media...?

AND get paid to post...?

Yes please.



# Validation

There has **always** been a trend with online platforms...

## Animal accounts.



@pudgywoke ✅



@jiffpom ✅



@whataboutbunny ✅



Malow Meme



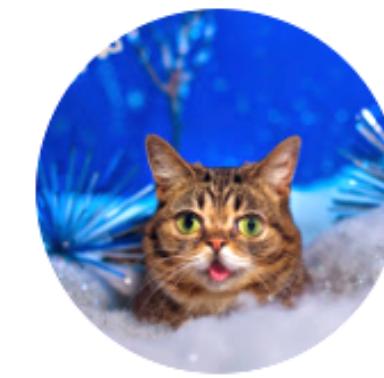
marniethedog ⚡



venustwofacecat ⚡



AaronsAnimals ✅



Lil BUB ✅

## More Validation



In 2020 alone, pet videos on TikTok accumulated **7.5 billion views**.  
Currently the top 3 TikTok pet accounts total **55+ million** followers.



The top 10 pet Instagram accounts total **37+ million** followers.



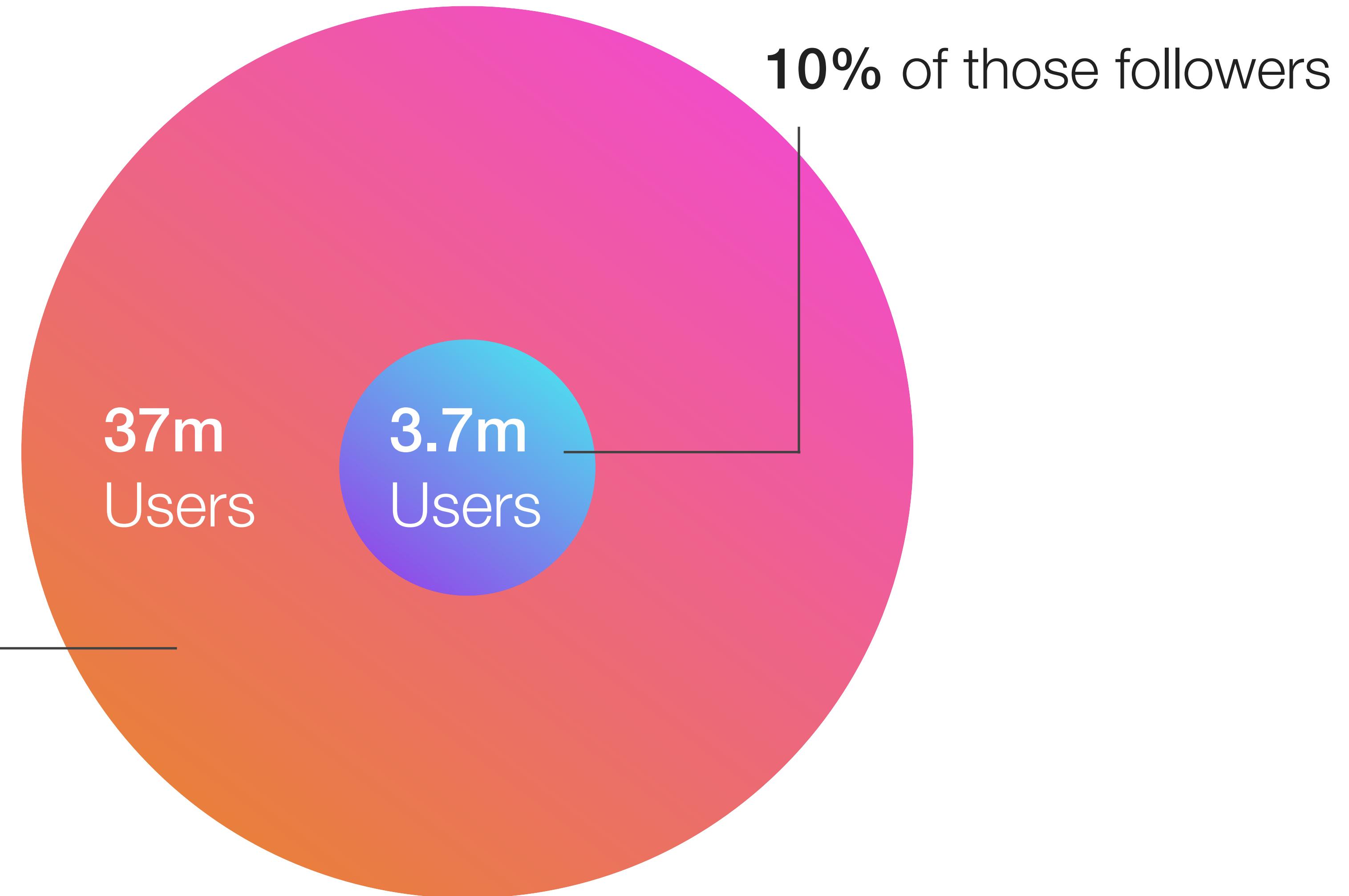
r/aww has **28+ million** members.

This just scratches the surface

# Market Size

The minimum potential opportunity

Followers of the **top**  
10 pet instagram  
accounts



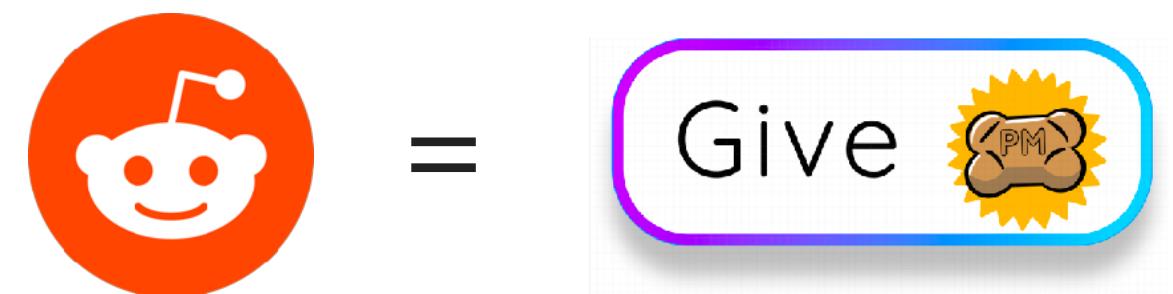
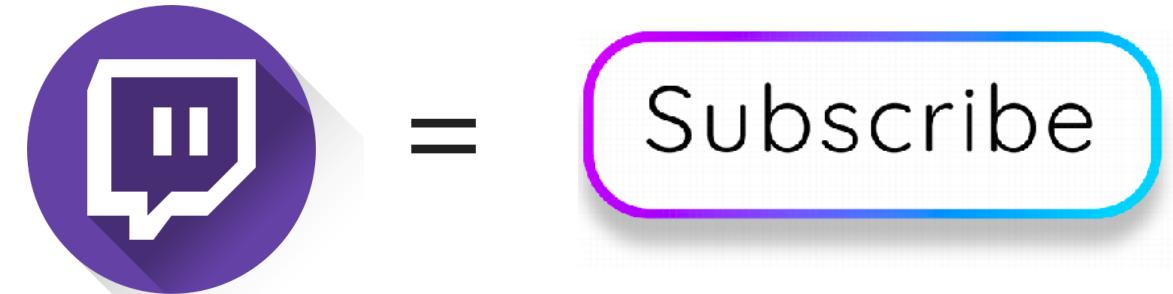
# Business Model

## In app purchases and monthly subscriptions

Users subscribe to animals and we take 33% on each subscription



# Business Comparisons



## The Shop

Trade cash for 🐾 -  
Petmatcher's global currency

Cart:

0 🐾

+10 🐾

+100 🐾

+1000 🐾

Checkout

+Petmatcher super 🌟

Clear Cart

## The Exchange

Your Inventory: 4030 🐾

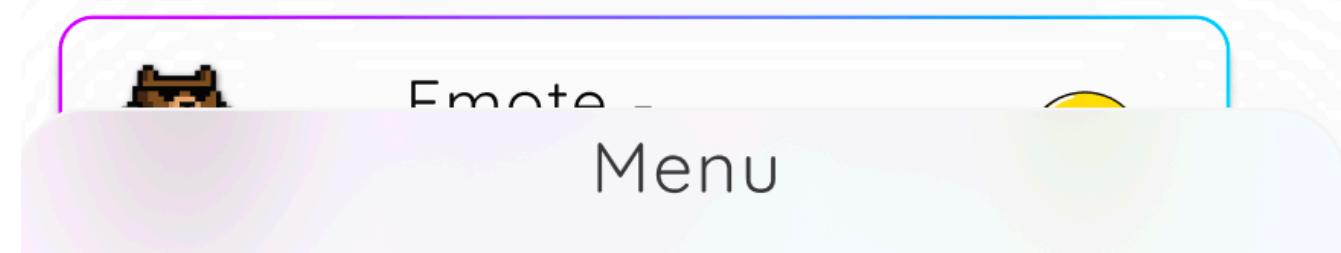
Featured

1d 13h 45m 5s



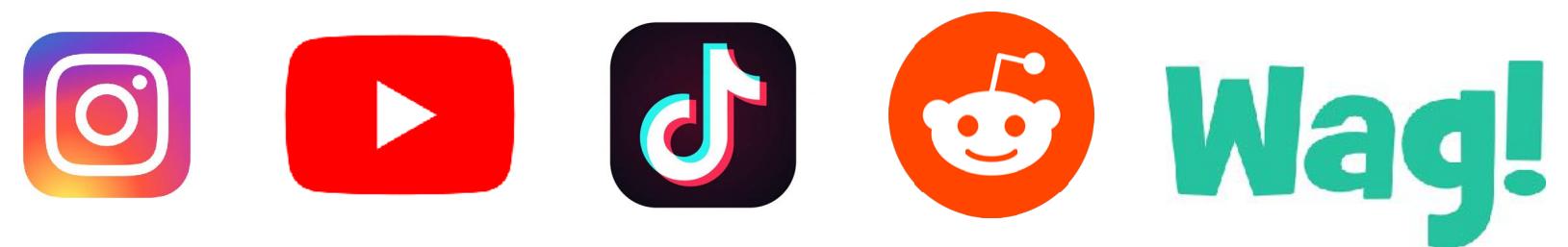
Daily Item

15h 23m 4s

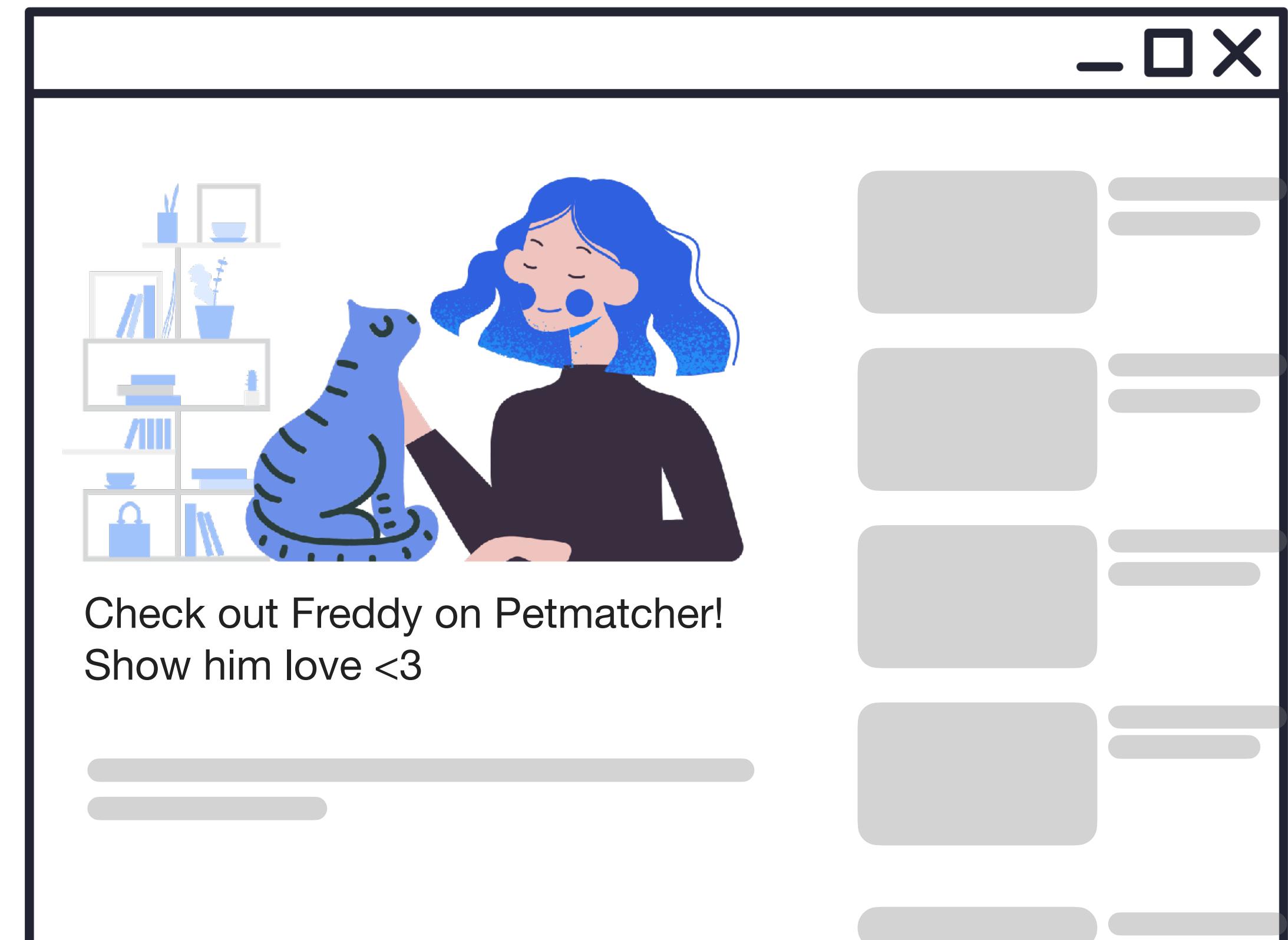


# Customer Acquisition strategies

**Partnerships** with animal content creators



**Pay users directly** from the subscriptions their animals acquires



# Lets Talk Money



We are looking for 24 months of financing to reach 1 million users

1. Hire an awesome team
2. Pay content creators to use Petmatcher
3. Social media advertising
4. Sustain tech costs

# Product Trailer

Product video here