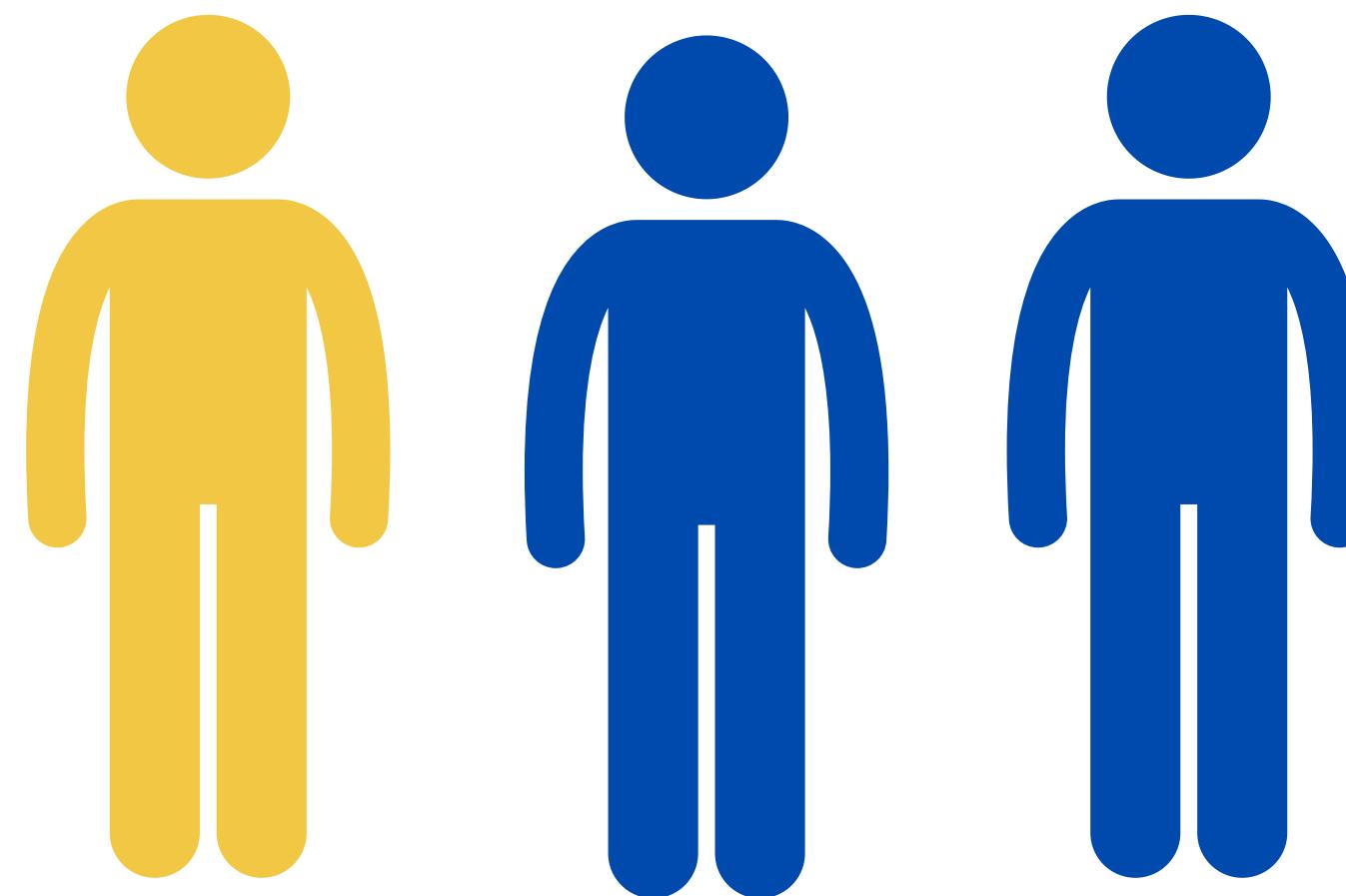




**Rocky**  
**7/19/2024**

1 IN 3



Pet owners change/cut travel plans because of pets at home

**50%**

of dogs experience stress from  
owner separation and strangers

**40%**

of dogs in boarding facilities  
experience stress-related health  
issues and/or illness, injury, and death

**63%**

of dog owners using pet-sitting  
services



The Future of Furry Feelings

# What will Caller Collar solve?

## Problem Statement

Stress is a major factor affecting dogs' health and well-being, yet there are no widely accessible, non-invasive tools that monitor these critical health indicators in real-time.

## Our Solution

Our solution is a smart collar and mobile application to track pet cortisol levels and other vitals to deliver soothing vibrations to combat stress.

Our goal is to promote preventive care through tracking vitals



# How does Caller Collar help key users?

- Individualized Medicine
- Client Engagement
- Earlier Illness Detection
- Customized Behavioral Modification



- Peace of Mind
- Proactive Care
- Real-Time Insights



- Non- Invasive Health Monitoring
- Longer Lifespan
- Comfort

# Customer Segment

## Pet Owners



[2/3](#) US households have pets,  
[45%](#) of households have at least 1 dog

- Owners who are away from their pets for prolonged periods of time and have pets with anxiety or health issues

## Veterinarians and Animal Clinics



- Professionals who need real-time cortisol and health monitoring for dogs, especially in clinical settings

Pet insurance companies and animal research institutions can also benefit from Caller Collar data

## Tech Features

Lost Dog  
Mode

QR Data Transfer

Soothing

Frequencies

Automatic Data Upload

Emergency  
Alerts



# Health Features

| Feature                     | Caller Collar | Disease Trackers | Health Monitors | Activity Trackers |
|-----------------------------|---------------|------------------|-----------------|-------------------|
| Temperature                 | ✓             | ✓                | ✗               | ✗                 |
| Pulse                       | ✓             | ✓                | Variable        | ✗                 |
| Respiratory Rate            | ✓             | ✓                | ✓               | ✗                 |
| Heart Rate Variability      | ✓             | ✓                | ✗               | ✗                 |
| Advanced Analytics          | ✓             | ✗                | ✗               | ✗                 |
| Cortisol                    | ✓             | ✗                | ✗               | ✗                 |
| Disease Management          | ✓             | ✓                | ✗               | ✗                 |
| Alert Notifications         | ✓             | ✓                | ✗               | ✗                 |
| Calming Vibrations          | ✓             | ✗                | ✗               | ✗                 |
| Integrated Health Resources | ✓             | ✗                | ✗               | ✗                 |
| Activity Score              | ✓             | ✓                | ✓               | ✓                 |
| Sleep Score                 | ✓             | ✓                | ✓               | ✓                 |
| GPS                         | ✓             | ✓                | ✓               | ✓                 |

**35%-60%: PROFIT MARGIN**

Caller Collar is priced at \$200 - \$300 VS Other Pet Wearables which can cost up to \$600



# Cortisol Detection

## Current Methods:

- Animals: blood, fecal, urine, saliva sample
- Humans: wearable human watch collects sweat
- PROBLEM: Dog's don't sweat around neck

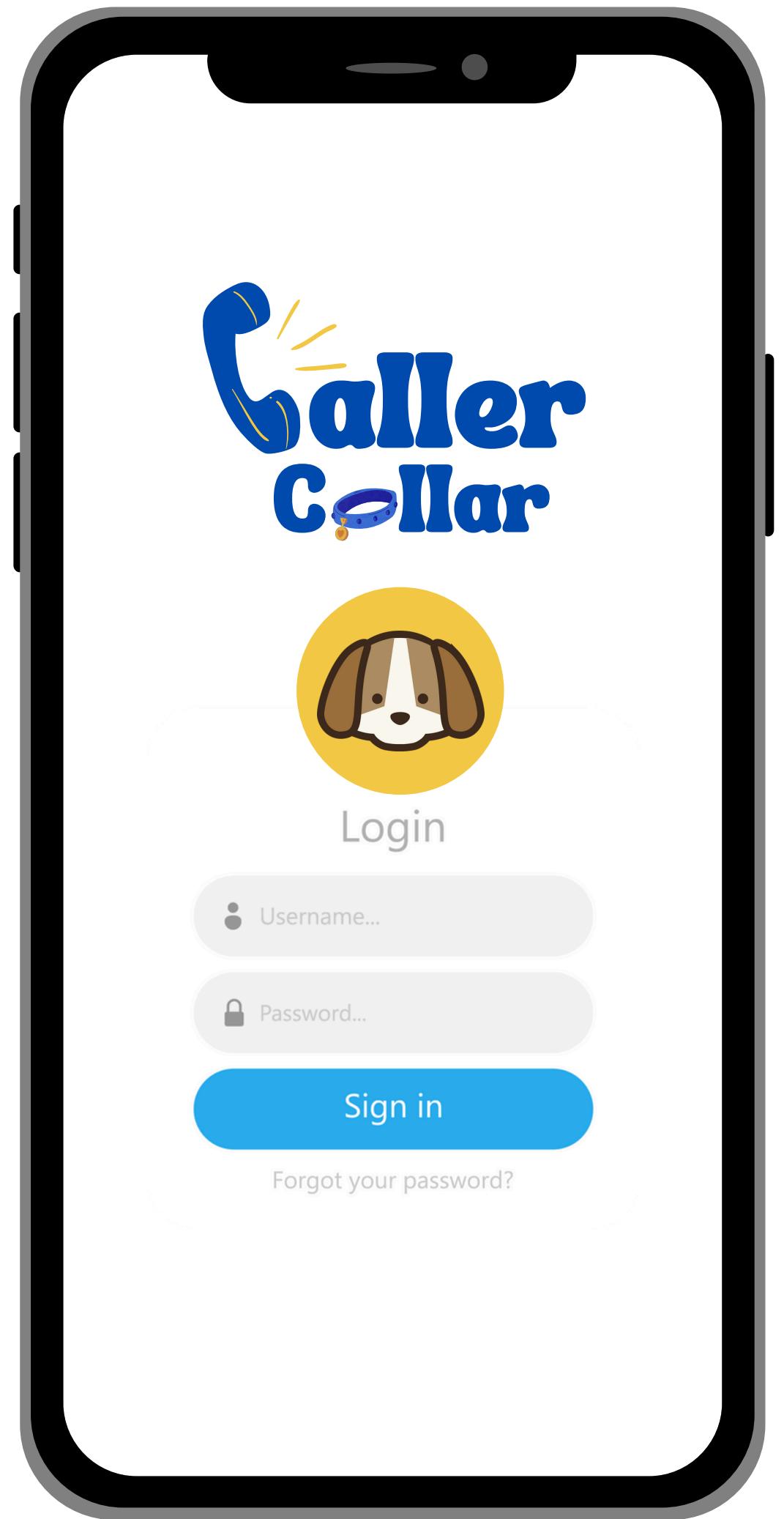


## Our Method:

- Near-Infrared (785 nm- 1064 nm) Raman laser sensor
- Equal in accuracy to saliva test
- Use Case: Cows thick skin: 6 - 8 mm
- Dogs thin skin + fur: 0.5 - 5 mm

## Customizable Stress Reducing Technology

- Vibrational calming frequencies emitted from 417 to 432 Hz





**ALERTS**  
**3 Active**

**Cortisol !**  
**(Alert)**

**Heart Rate**  
**Variability !**  
**(Alert)**

**Whimpering**

**Temperature**

**Hydration**



08:23

TUESDAY, 31 JULY



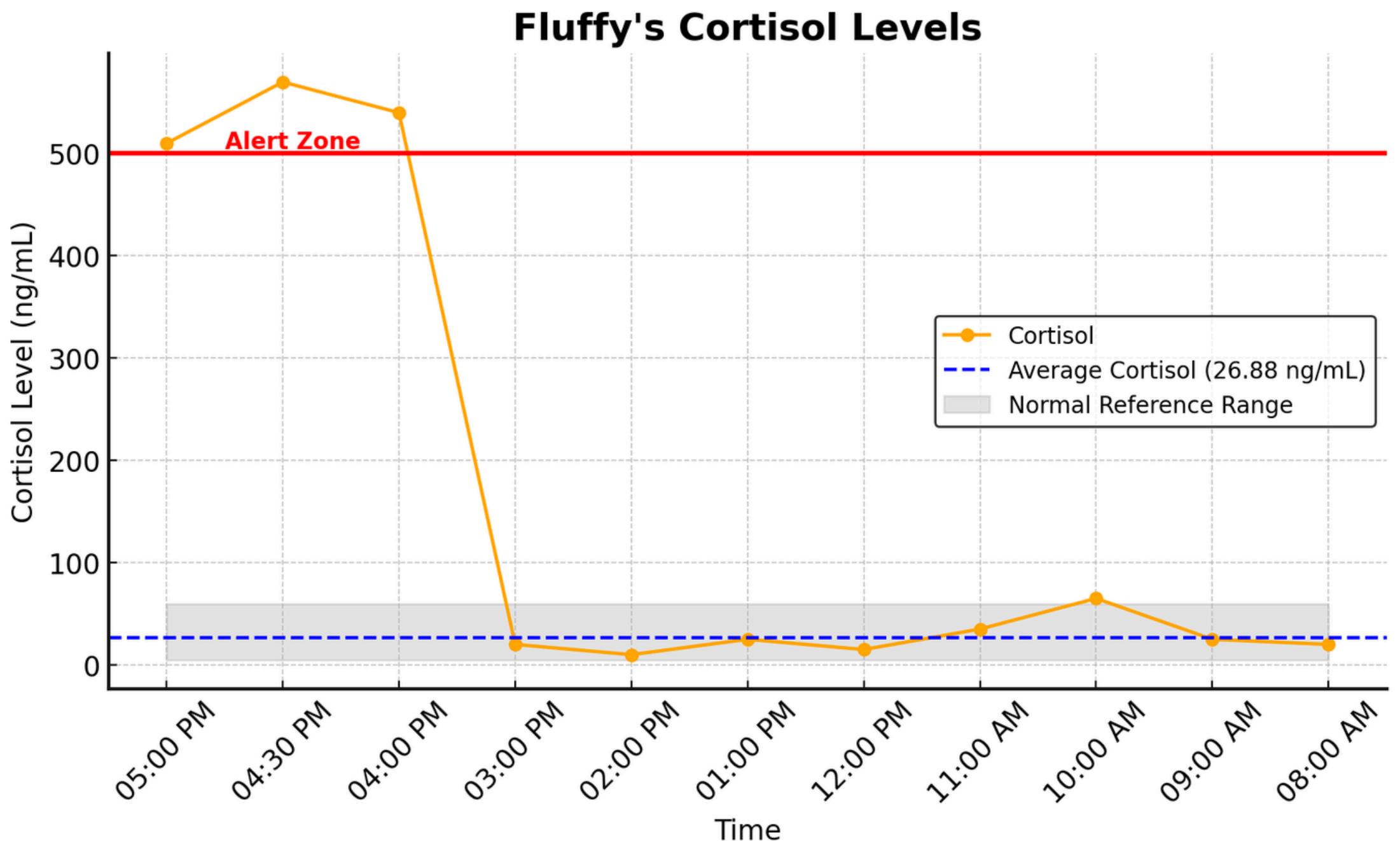
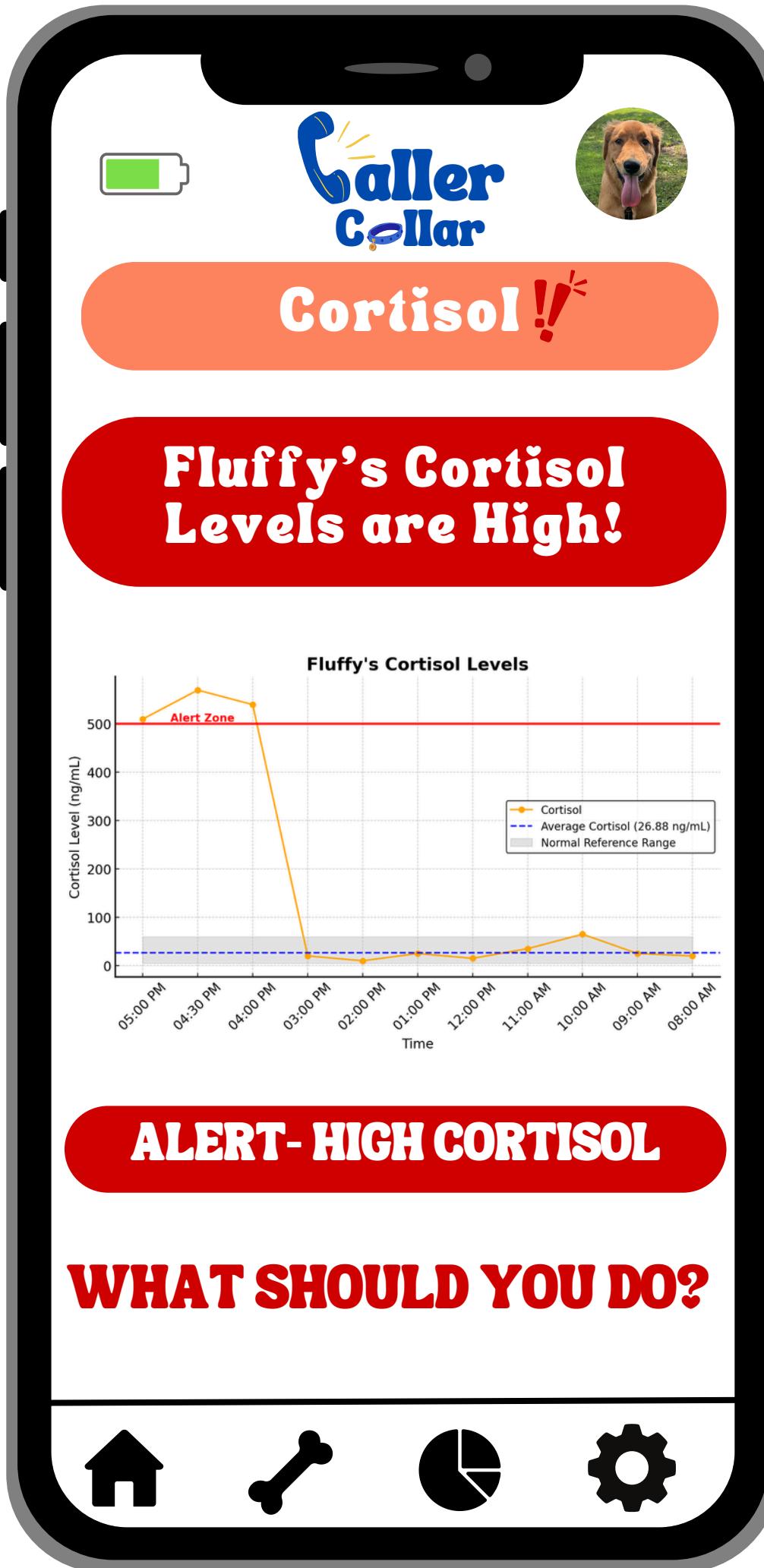
ALERT: Fluffy is experiencing  
HIGH STRESS!

now

Tap to Open



# ALERTS- HIGH CORTISOL



# ALERT- HIGH CORTISOL

## WHAT SHOULD YOU DO?

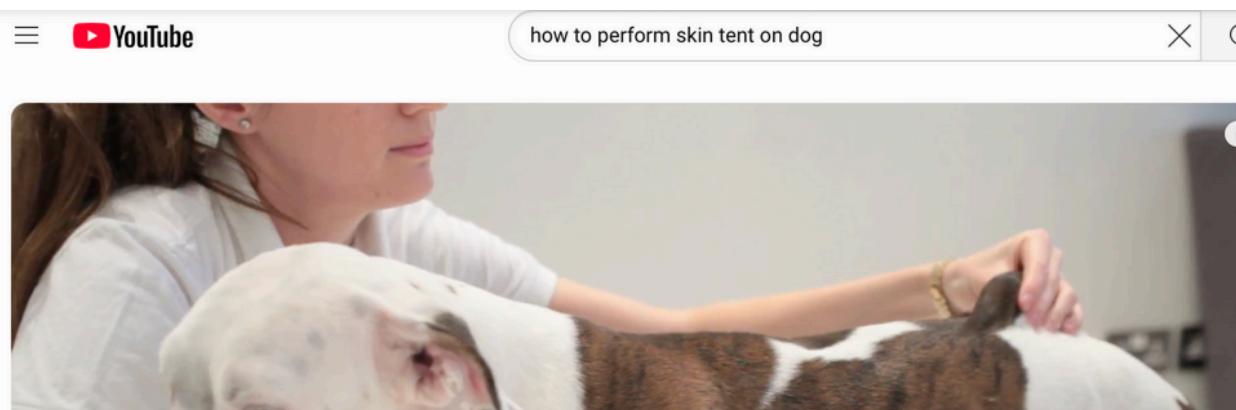


Soothing pulses have already been initiated.



Check for dehydration. Gently press your finger against Fluffy's gums and then remove your finger. If the area appears white for less than 3 seconds, Fluffy is well-hydrated.

### MORE INFO:



It may be time to give Fluffy his anti-anxiety medications.



Talk to your vet if sustained cortisol levels are seen.



## Enable Data Sharing?



# Future Scope

**Customer Survey: 8 of 10 customers would choose Caller Collar over currently available products!**



Multi-Pet

Compatibility



Battery Life

Optimization



Lightweight

Design Band

# THANK YOU!

Connect you, your pet, and vet to...



Prevent neglect related morbidity and mortality



Identify and modulate phobias and behavioral issues



Early preventative screening for Cushing's and Addison's disease

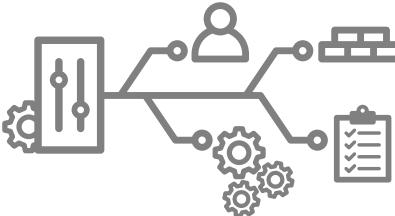
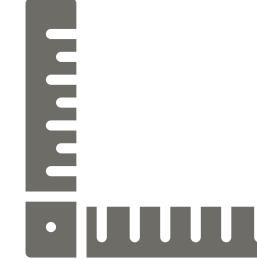
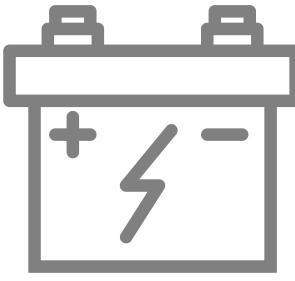


Earlier access and precise management of anxiolytics and sedatives



Added peace of mind and access to novel fear, pain, and stress monitoring

# Collar Specifications

|  |           |  |
|--|-----------|--|
|    | Materials | <ul style="list-style-type: none"><li>• Water-Resistant Nylon Casing</li><li>• Stainless-steel Buckle and Hardware</li></ul>   |
|   | Size      | <ul style="list-style-type: none"><li>• 5 1/2" (14cm) Small Dogs.</li><li>• 6 1/2" (17cm) Small to Medium Dogs.</li><li>• 8" (20cm) Medium to Large Dogs.</li><li>• 9 1/2" (24cm) Large Dogs. 12" (30cm) Extra Large Dogs.</li></ul> |
|  | Battery   | <ul style="list-style-type: none"><li>• Compact Lithium Polymer Battery</li><li>• 4 Day Lifespan</li><li>• USB-C compatible charging</li></ul>   |