**slide 1 - product name**

We’re here to present you our product we released in april earlier this year : the Walk’m’ba, and our plans for its future, with you on board hopefully.

**slide 2 - summary**

**expliquer “were going to start by x then y then z and finish with blbl”**

**slide 3 - problem (Sad doggo)**

**We noticed that pet owners with full time jobs can’t be with their pets as much as they liked, so we decided to help them and give them the possibility to connect more !**

**slide 5 - solution (explained)**

**We got the idea when we saw a friend's cat following his cleaning robot everywhere, and thought that it could be a good thing to build-up on)**

**the solution we offer is simple:**

* **you’re not home, use the walk’m’ba!**
* **you don’t want to go out but your pet wants to? use the walk’m‘ba!**
* **you have an important deadline to match but your pet wants to go outside ? use the walk’m’ba!**

**slide 6 - gif party**

**The walk’m’ba is designed to accommodate all type of pets ! From cats to rabbits, to turtles and pigs, even chickens ! Your pets are supposed to walk with it, but if they are lazy or just want a ride, they can climb on it too !**

**slide 7 - target**

**- Pet owners**

**- Middle / Upper class workers with a full time job**

**- people living in the suburbs**

**- People who wants their pets happy (all of the above)**

**slide 8 - business model**

We wanted a low entry-price for our product, so we could reach more people, we’re making most of our benefits on add-ons sales and the app-subscriptions. Our product’s structure permits us to offer several add-ons at different prices to suit everyone’s needs.Our app has a limited free-mode, but you can access all of the functionalities with a subscription, one month of free subscription is given on the product’s purchase.

**slide 9 - functionment**

The walk’m’ba is entirely controllable with the mobile app, you can draw the path the walk’m’ba will take, or you can record it with the app while travelling it yourself. The walk’m’ba’s advanced pathfinding algorithm will prevent it from hitting fences, going in puddles and things alike !The walk’m’ba can be personalised with a set of add-ons we sell separately, they all use the same system to be fixed on it : locked clips, it’s very adaptable and easy to use, you can change your current set of add-ons very easily with this system.

**slide 10 - add-ons**

We launched our product in april earlier this year, and as soon as June hit, we got more than 40’000 subscribers already in !

here are the four add-ons we have out for the moment :an umbrella you can fix to it, a solar charger to permit longer walks, different sizes and shapes of customisable cushions, hulls and color swaps. We also sold a lot of them, you can see our sales graphs here in number of units and direct income.

**slide 11 - team of geniuses**

**Our team is composed of the most qualified people in their domain we could hire, they all proved their worth with us for the launch of the Walk’m’ba, and we plan on**

**expanding the team further in the future if we get the means to, that’s where you come in !**

**slide 12 - future developments**

We want to capitalize on our success to keep our user base growing and the subscriptions number high, and so we will be introducing a new version of our product in our lines of production soon, which will open us to a whole new market

**We thought of an interior-only version, whose main purpose will be to play with your pet in your house while you’re not there (or even if you are), we’re calling it the Play’m’ba, we already have most of the designs ready, we just need of a boost in funds to be able to push the production date sooner**