



Peterly

where elder's happiness
becomes a job.

#ANIMALTHERAPY

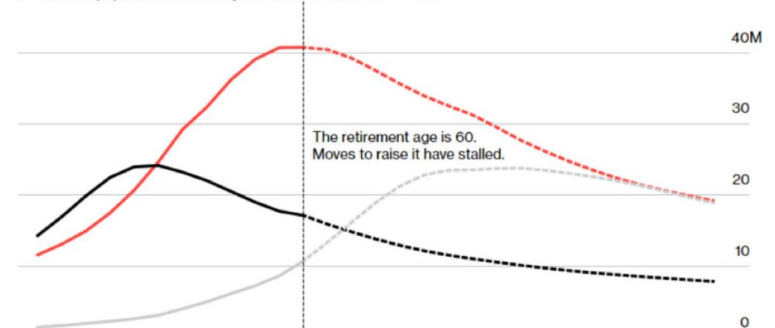


Thai aging society

60 years old +

Too Few Babies, Too Few Workers, Too Many Old People

Thailand population under 20 years old 20 to 59 60+



Thai aging
society...
is unlike other
countries.



A red starburst shape with multiple points, resembling a jagged circle or a star.

NO JOB!

**Thai aging society...
is unlike other countries**



**Feeling
worthless**

Why?

1. Home alone
2. No income
3. No Children





What could heal?

1. Someone at home
2. Able to earn
3. Someone to talk to

Why

1. Home alone
2. No income
3. No Children

Pet care

What

1. Someone at home
2. Able to earn
3. Someone to talk to



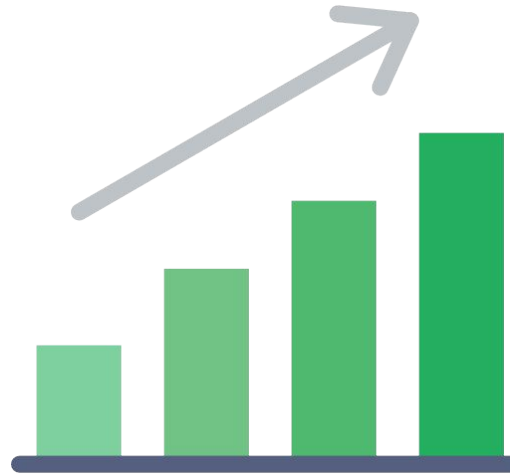
No time
No Place
Expensive

Pet Business Industry

10-15%
growth per years

\$38,000 million

2019



Sales of pet care

\$63,000,
million in 2024

Euro Monitor

<https://www.posttoday.com/economy/news/540479>

<https://drive.google.com/file/d/0B7E7iFEFocNiOUxrZ0VQUnVILUE/view>

Pet Daycaure Industry in Thailand (2017 - 2018)

Value (2018) = 10.14 Million Baht

Revenue = 35.37% Growth

Number of Companies = 18.18% Growth



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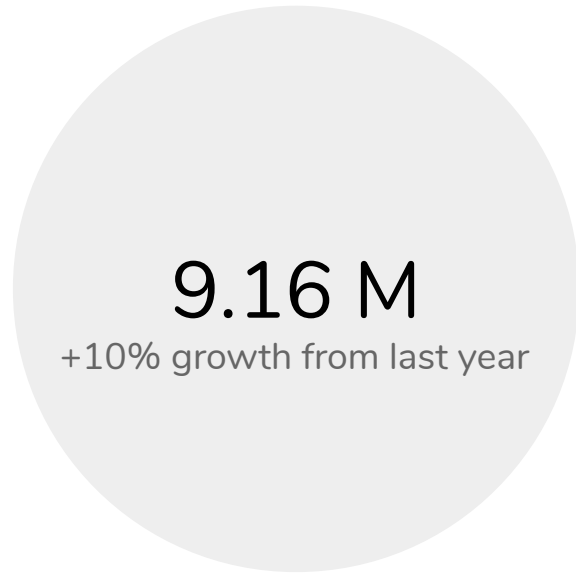


Solution

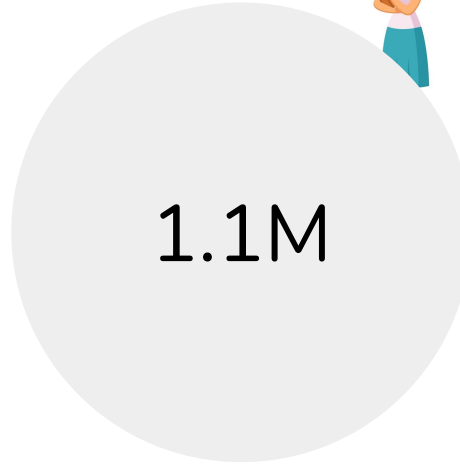
1.create Opportunity

NUMBER of CAT & DOG

(with owner)



THAILAND



Central region



BANKOK

GOOGLE TREND

#สถานที่รับเลี้ยงแมว,หมา

HOLIDAY



Problem



Elderly

- No job
- No Income
- Depression



Pet owner's pain point

- NO TIME
- No place
- Expensive

Active Elderly



P'Somsri

Active Elderly

Age 60 - 64 ปี

Retired, Bangkok

Lifestyle

- Loves pet
- Good Attitude
- Healthy and be able to work on easy job

Total active elderly

550,234 people

Foundation of Thai Gerontology Research
and Development Institute

Customer Persona



K.Somchai

Busy Pet Owner

Student-First jobber, Bangkok

Spending about 3-5% of income
In pet care

Lifestyle

- Loves pet
- No time
- No place to deposit pet
- Pet deposit is expensive

Total

110,368 people

<https://www.posttoday.com/economy/news/540479>

“อยากสมัคร เพราะคิดว่าเรารัก
สัตว์อยู่แล้ว มีรายได้แบบไม่เหงานะ
ด้วย”

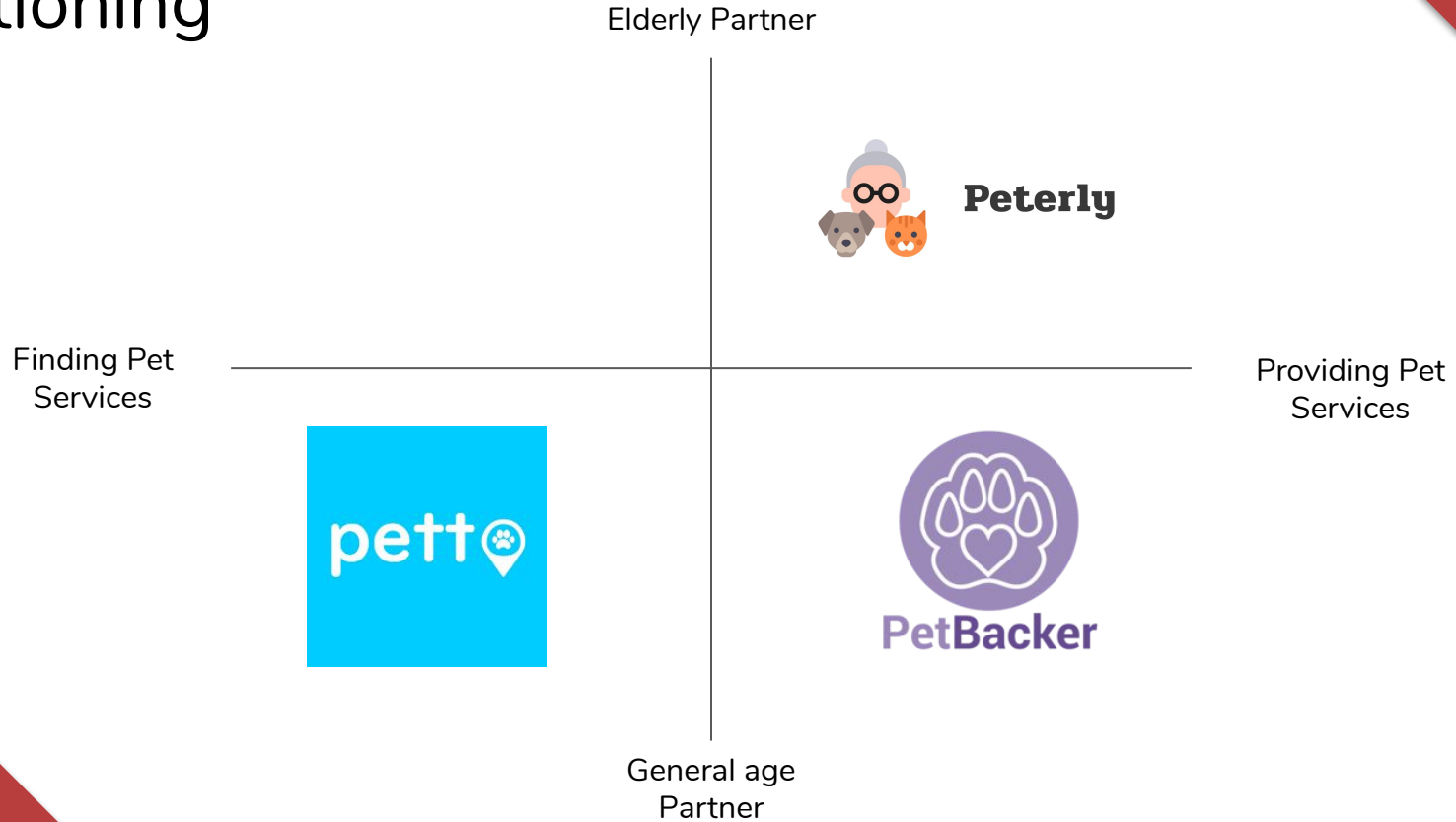
- อติตพยาบาล อายุ 62 ปี -

ผู้ให้สัมภาษณ์
17
จาก 20 คน
สนใจใช้บริการ

“ก็ดีนะคะ แมวจะได้ไม่เหงา แถมยัง
ได้ช่วยให้ผู้สูงอายุมีรายได้”

นักเรียน อายุ 17 ปี

Positioning



Business Model

We take 10% Commission on each transaction



Business Model

Supporting Revenue Model

Commission

- 10% from service
- Increasing product and service

Service charge

- Optional service charge

Advertising

- Rental for Ad. space



Government Financial Support



กรมกิจการผู้สูงอายุ
DEPARTMENT OF OLDER PERSONS

Projection strategy

Goal : Gain new partners and users

Objective Target Audience	Awareness	Action
Elderly 	Reach Elderly <ul style="list-style-type: none">- Opinion Leader- Online PR, targeting their children	Conversion <ul style="list-style-type: none">-mouth to mouth-Social media PR
Pet' Owner 	Perception change about elderly <ul style="list-style-type: none">- Social Media campaign- VDO	Purchase <ul style="list-style-type: none">- Promotion Free “First time use”- Affiliate Marketing (with free optional services)

SOCIAL MEDIA CAMPAIGN



VIDEO CONTENT



ทาสแมว >

กลุ่มสาธารณะ · สมาชิก 504,220 คน



กลุ่ม "ทาสหมา"

กลุ่ม · สมาชิก 4.1 หมื่น คน



ร่วมแบ่งปันความน่ารักของน้องหมาจากทาง
บ้าน...



650 โพสต์ต่อวัน



เพื่อน 2 คนเป็นสมาชิก



Team



Elderly Thesis researcher
& Design Developer
T-Moane



Grandchild, president
of the elderly club
Bangkok
Pete



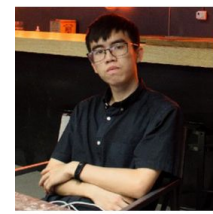
Cat Specialist

Mild



Elderly UX
specialist

Namfon



Programmer

Namfon



Elderly Market
Specialist
Jil



Pet Care
Market
Specialist
Panpan



Pet Care
Market
Specialist
Panpan

- T
- P
-
- M
- Jil
- P
-

Q&A



Peterly

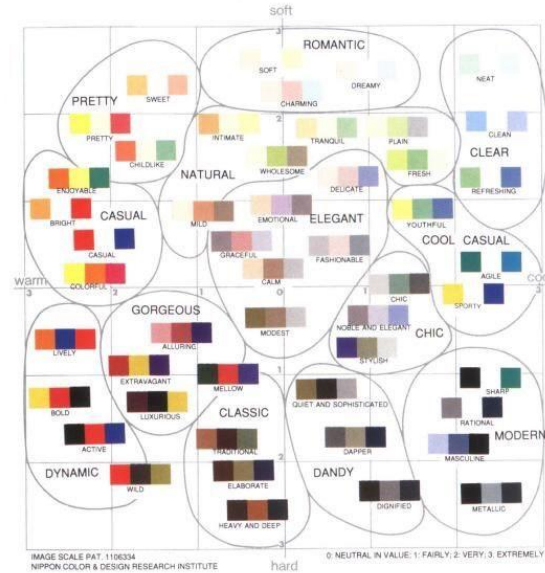
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Appendix

Color Combination Image Scale



Notes

- 1 A color of a contrasting tone is placed between two colors of the same tone in order to separate them—a weak tone between two strong tones or a strong tone between two weak tones.
- 2 Subtle gradations of hue and tone.
- 3 For further details of the color combination technique, please consult *A Book of Colors* (Kodansha International, Ltd., 1987).