



Kinship Intro for MLEPs

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Agenda

Introduction of Me & Kinship

- *Who am I?*
- *Who is Kinship?*

Introduction of Kinship Strategy and Key Products

- *Kinship China Mission*
- *Kinship China architecture*
- *Introduction of Wisdom*

Who are we looking for?

- *Perks if you join us*



Who am I?



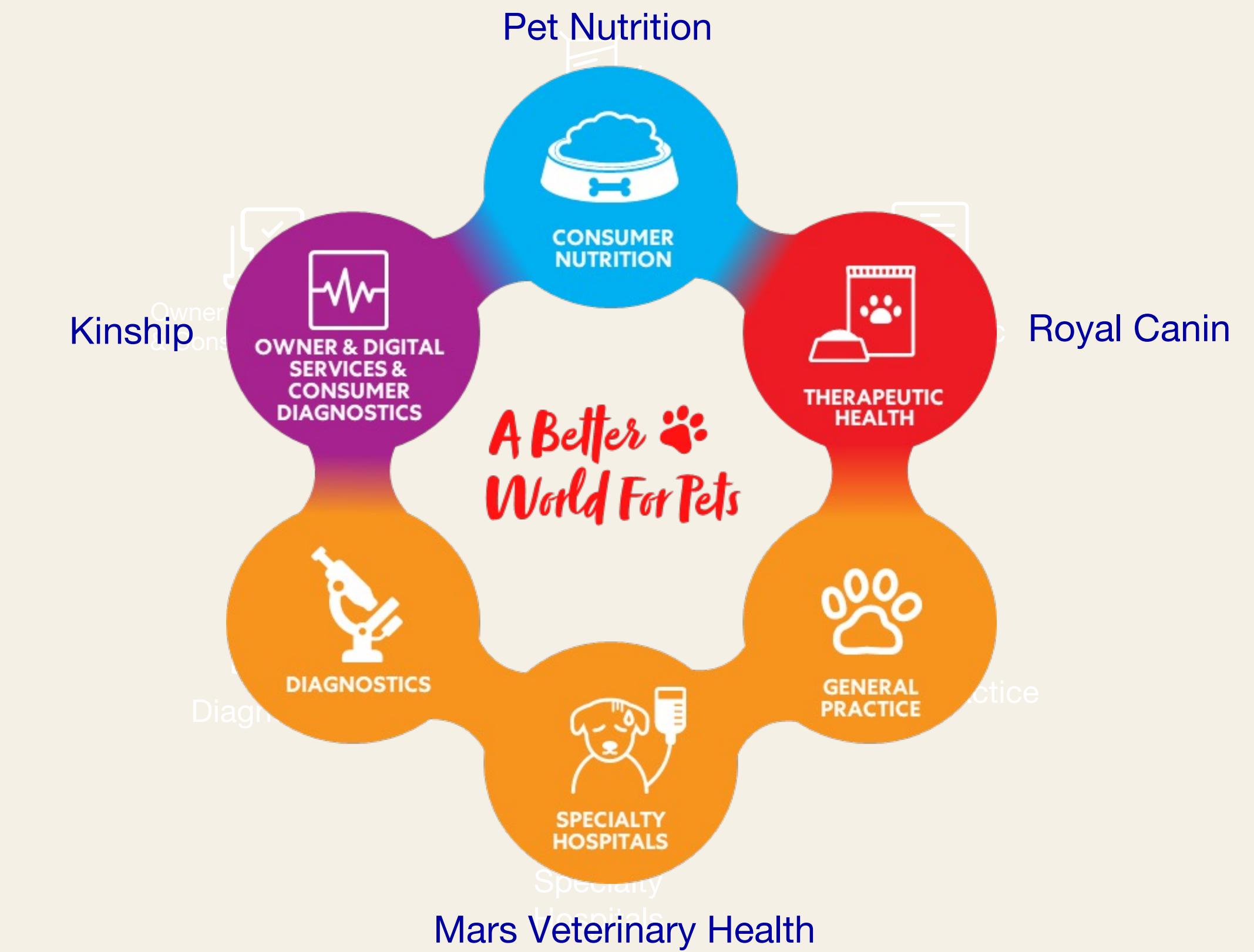
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以战略合作、投资，与创新孵化的方式在宠物板块持续创新。陈曦在中国和美国两地都有丰富的产品、品类与品牌创新的经验。曾为扫地机器人iRobot研发与合作总监，主理产品销售超4亿美金。拥有哥伦比亚大学与伦敦商学院的双学位MBA。





We are part of an ecosystem of businesses with one common purpose





WISDOM PANEL™
伟思宠物基因检测™

By

kinship

玛氏宠物护理最新的部门

互联网生态布局

专注宠物行业，数据与科技
驱动创新

专注于全球年轻消费者

Kinship平台资源

Kinship创新企业孵化器



- 行业领头的专注于宠物领域的孵化器
- 每期创新训练营，特选6-8家创新公司，链接玛氏资源量身定做为start-up增速启动
- 选中公司可获高达20万美金投资

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Kinship创投基金



- 1亿美金基金，精选全球最有前瞻性的宠物领域创新公司
- 链接玛氏内部庞大资源体系



Kinship创新项目



- 美国，中国，英国，欧洲，俄罗斯



玛氏宠物护理中国大家族



Reflection on our Kinship China Strategy – Context



Key differences of the two pet-parenting mindsets

NOW Pet as toys

Human-centric, clueless about pet's angle

Working broken

- Visually attractive (toys, supplements)
- Fun (Toys)
- No hassle (automatic feeder)
- Fit my self position (staple food)

- Buyers can't experience product differences
 - Lack of mount
 - Low purchase frequency
 - Low consumer loyalty
 - Low entry barrier

Lack of understanding
Lack of trust

FUTURE Pet as families

Pet-centric, treat them like family member

Holistic health
Diversified products
and services

MARS
Petcare

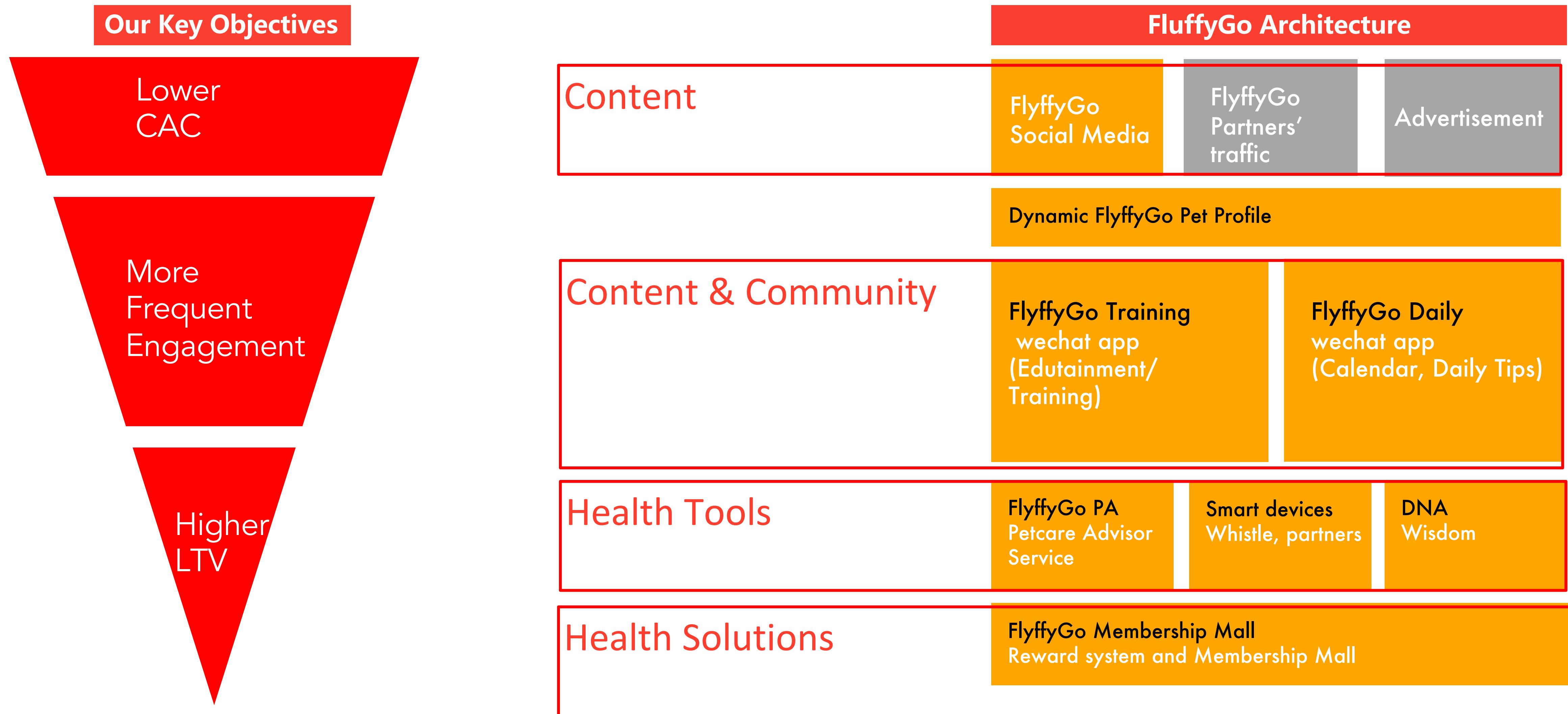
- Best hospitals globally
- R&D in nutrition and pet health
- Digital healthcare – DNA test, Health monitoring devices
- Portfolio of diversified products and services

Whistle and Wisdom are tomorrow products

Kinship Is Here To Expedite Pet Parenting Mindset / Behavior Evolution



The FluffyGo ecosystem aims to create the funnel from acquisition to conversion



Kinship China Ecosystem – Products as hooks, linking digital health services

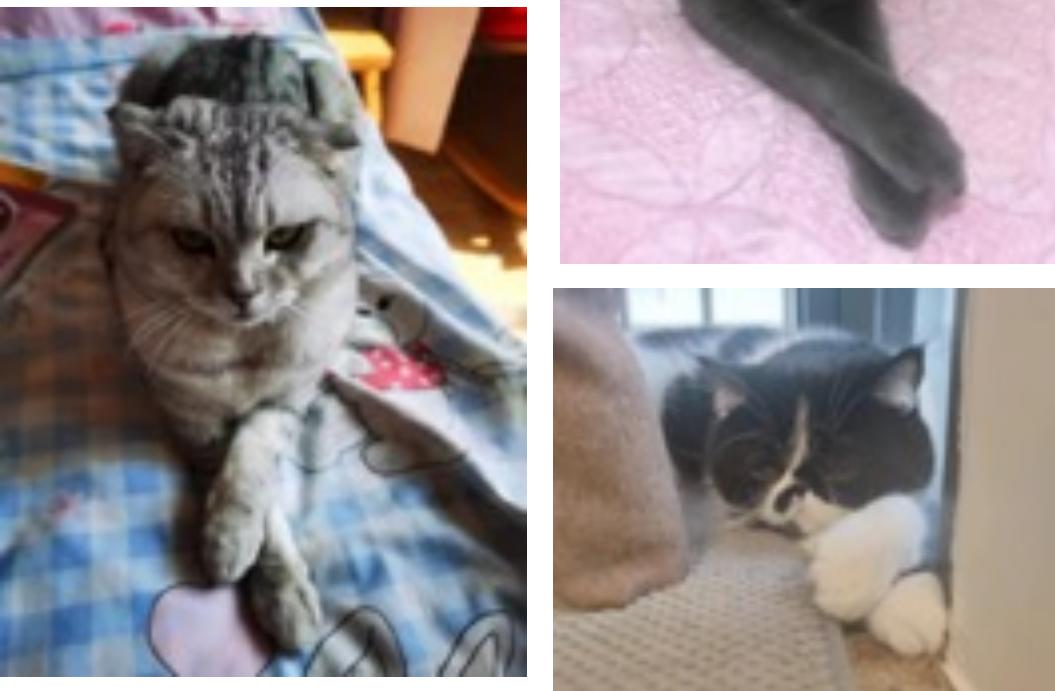
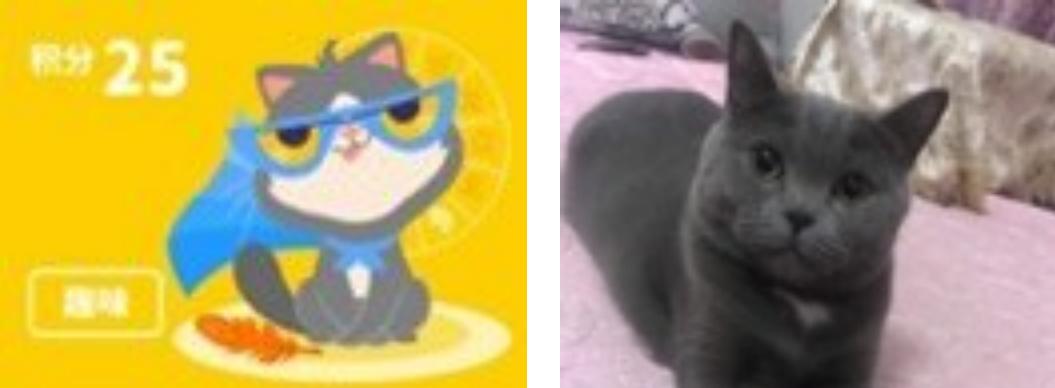
Viral products



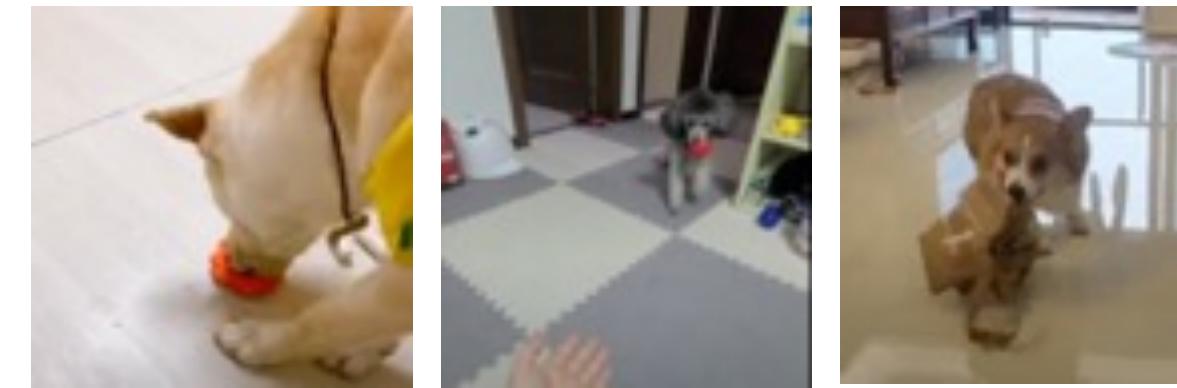
Caring Services

Play together

Pet Instagram



Fun games



Master classes



Go healthier

Digital health

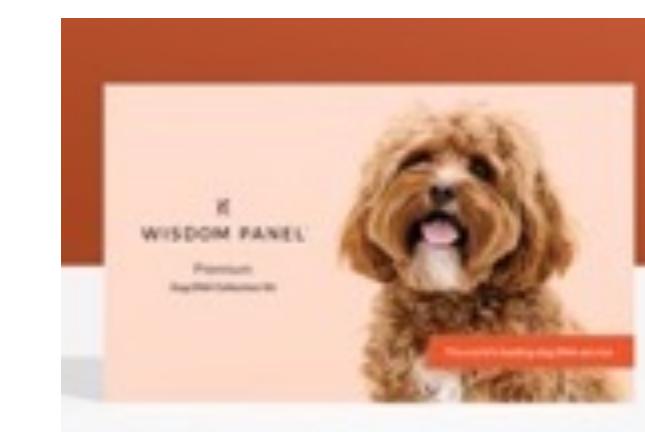
Online consultation

Health tools (pet log)

Personalized recommendation



Whistle & Notty



Wisdom



官方介绍



伟思宠物基因介绍

WISDOM PANEL Introduction



Kinship是玛氏宠物旗下数字化的先锋，旨在通过数据，技术来赋能宠物主更加专业地与宠物相处。

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伟思是Kinship旗下世界领先的宠物DNA测试，可帮助宠物主了解更多有关品种，健康，遗传特征等信息，以便更聪明的照顾宠物。

350+



全球最全宠物DNA数据库，拥有最准确的品种检测。

3M
Pets



已经为全球300万宠物家庭提供基因测序服务。

20
Years



20+年的持续研究，可以提供25+健康测试，包括MDR1，以及35+遗传特征检测

1000+
Clinics



超过1000家美国宠物医院，全美医院出货量最多的基因检测服务

7000+
Veterinarians



7000+位兽医在全球范围内提供伟思宠物基因检测服务

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WISDOM PANEL™
伟思™ 宠物 基因检测

伟思宠物 基因检测

来自美国 风靡全球

20+
年持续研究

350+
品种数据库

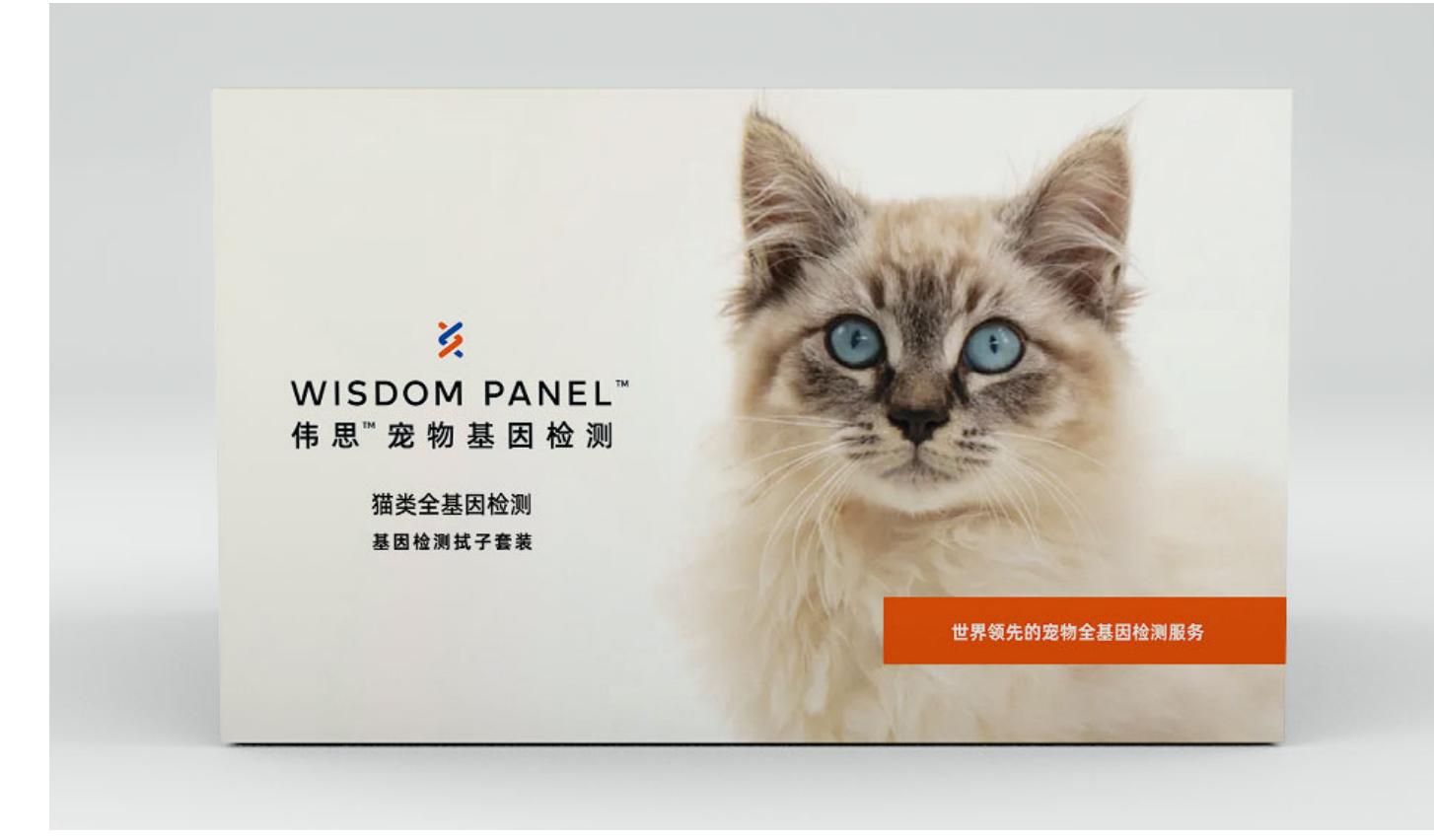
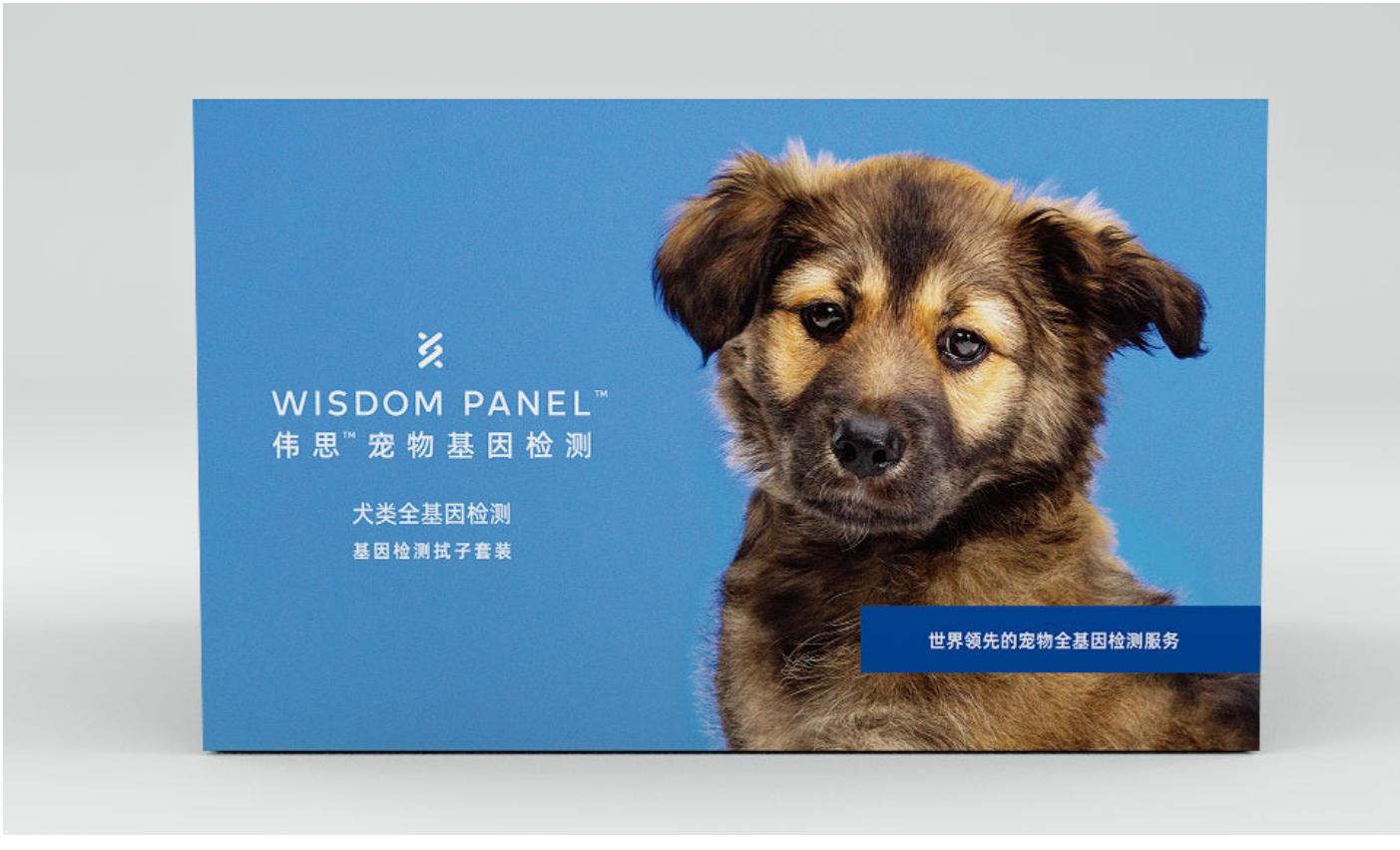
7000+
全球兽医师的推荐使用

全球300万宠物家庭的不二选择

解密基因 宠爱长久

伟思产品总览

Wisdom Panel Product Portfolio



伟思犬类全基因

建议价格: ￥799

- ✓ 找到你狗狗的亲戚 (New)
- ✓ 350 多个品种的筛选
- ✓ 1% 品种报告精度
- ✓ 25+ 项医疗并发症测试
- ✓ 35+ 特质测试
- ✓ 理想体重
- ✓ 专业兽医咨询

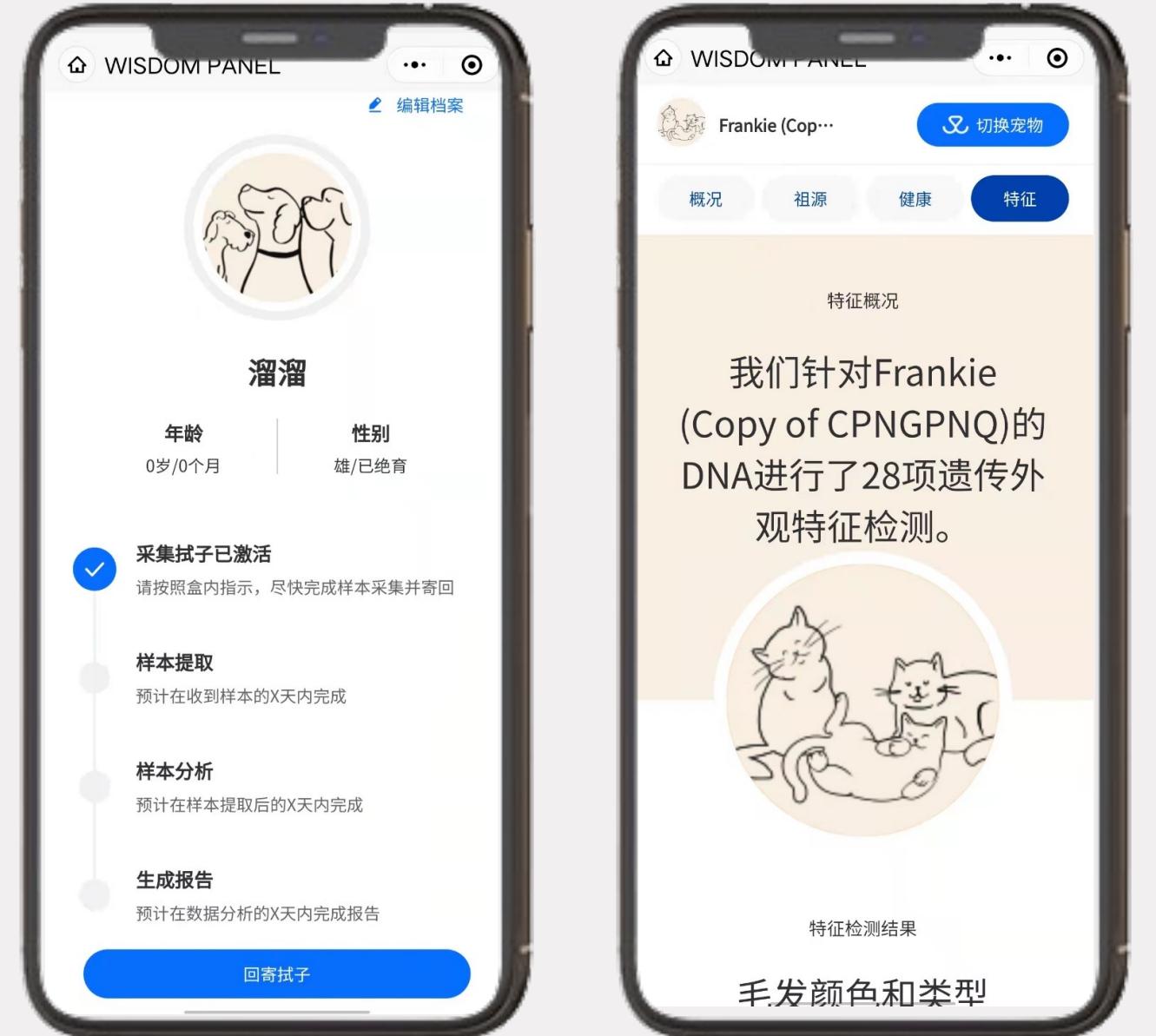
伟思猫类全基因

建议价格: ￥799

- ✓ 筛选 70 多个品种和种群
- ✓ 1% 品种报告精度
- ✓ 血型判断
- ✓ 45+ 健康测试
- ✓ 25+ 特质测试
- ✓ 专业兽医咨询

伟思中国媒体与运营基础

Wisdom Panel China Operation



服务本地化

本地化产品(全中文版小程序)

高活跃社群

100+高活跃宠物主社群

强大的全域营销

优质内容与KOL合作矩阵

Join Our Game!

Our Culture Pillars



Optimistic:

We believe what can be.



Open to All:

We welcome all perspectives.



Purposefully Inquisitive:

We ask questions so we can make smart moves.



New York

New York

San Francisco

California

Portland

Oregon

London

England

Helsinki

Finland

Shanghai

China

Moscow

Russia



Thank you!

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