

PATPET

Let Pets Talk!

Revolutionising health & wellbeing of our four-leg families

Pet / Health / Monitor / Therapy



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Pet Market in 2023

L E T P E T S T A L K

**AU \$2.9
Billion**

*Total expenditure on pet
healthcare products ¹*

**7 in 10
(6.9m)**

*Australian Households have
a pet ²*

**over AU\$3
Billion**

*Total investments on pet
health over a year ¹*

**over 10%
CAGR**

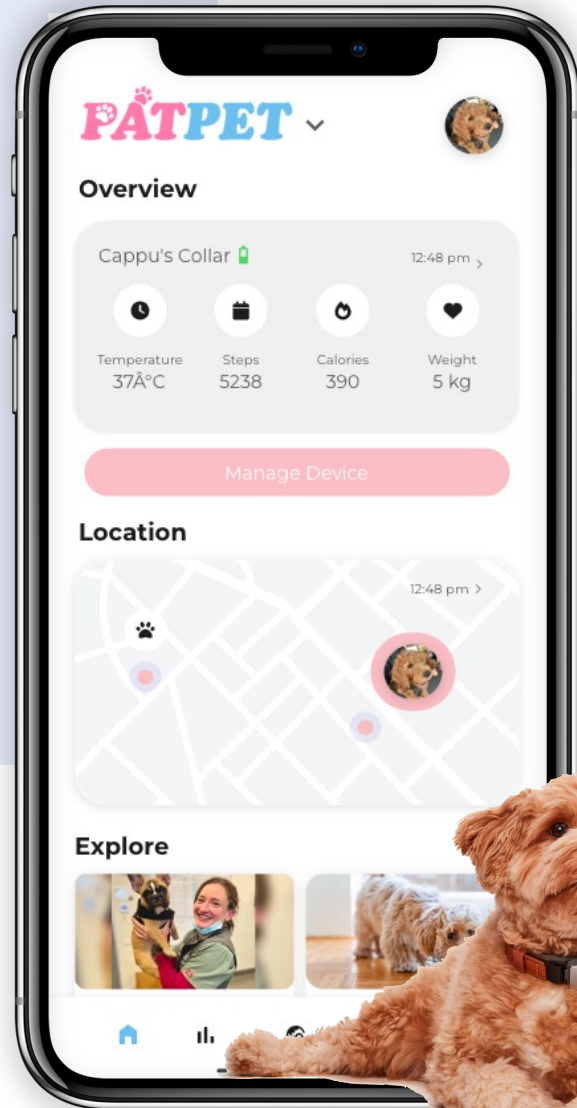
*Anticipated between 2023-
2032 on account of an
increase in pet tech solutions ³*



1. Animal Medicines Australia. (2022). Pets in Australia: A national survey of pets and people. *Animal Medicines Australia*. https://animalmedicinesaustralia.org.au/wp-content/uploads/2022/11/AMAU008-Pet-Ownership22-Report_v1.6_WEB.pdf

2. Stapley, B. (2022) Country report: Australia Zooming in on the boom in pet ownership. *GlobalPETS*. <https://globalpetindustry.com/article/country-report-australia-zooming-boom-pet-ownership#:~:text=Australian%20pet%20ownership%20rates%20remain>

3. Global Market Insights. (2023). Pet Wearable Market Size Report. *Global Market Insights*. <https://www.gminsights.com/industry-analysis/pet-wearable-market>



Let Pets Talk!

IoT + Artificial Intelligence = **PATPET**

PatPet provides an omnichannel solution that extends smart wearable devices to our furry family members by leveraging the cutting-edge combination of the Internet of Things (IoT) and Artificial Intelligence (AI) to offer you unparalleled insights into your pet's life, ensuring they're always safe, healthy, and happy.



IoT-Enabled Live Monitoring

Collect real time health metrics to generate daily, weekly, and monthly health trends, activity reports, and behavioral analysis



Advanced Analytics

Learns from canine and feline behaviors, movements, and routines, providing customised insights.



Seamless Integration

Connect with an online community of pet owners, AI-powered virtual vet and your local pet hospitals with a single app

Key Features

L E T P E T S T A L K

GPS Tracking

Real-time location tracking, receive alert when pets are outside of safety area.



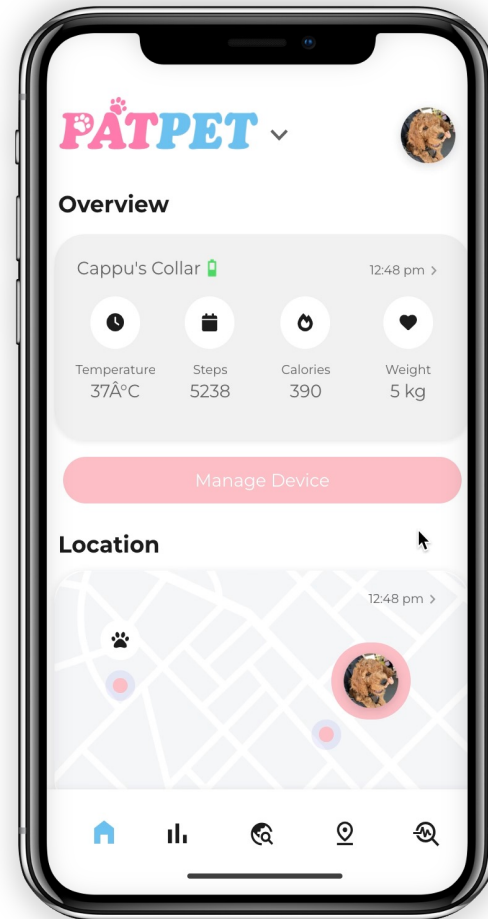
Health Monitoring

Monitoring pet's basic physiological health metrics including temperature, heartbeat, steps and activity levels.



Respiratory Monitoring

Tracking pet's breathing patterns, alert for any respiratory emergencies and provide indication for other analysis.



Sleep tracking

With collected health metrics, generate sleep tracking monitors early detection for any potential illness.



AI-powered Virtual Vet

Virtual vet: Intelligent and powerful AI system helps owners solve simple pet health related queries without going to a pet hospital.



UGC-powered Community

Online community formed with pet owners-generated content and algorithm-driven content discovery to enhance engagement.



Solution Pricing

L E T P E T S T A L K



The SmartPAT C

AU\$79.99



Free

with purchasing the SmartPat collar

- ✓ Health Metrics Monitoring
- ✓ Virtual Vet Chatbox
- ✓ LIVE Location Monitoring
- ✓ Basic Trends Analytics
- ✗ Alerts and Prevention Report

Welcome Pack

AU \$32.99 /year

Endless ways to take care of furry families' safety, health and wellbeing.

- ⊕ Real-time Contact with Registered Vet
- ⊕ Advanced Canine/Feline Behavioral
- ⊕ Mental Well-being Monitoring
- ⊕ Customized Nutritional Advice
- ⊕ Multi-media Supported Chat

Care+ Pack

Key Enablers

L E T P E T S T A L K



Research Partners

Pet health data
management and
content
enhancement



Pet Supplies Retailers

Direct access into pet
supplies and
accessories market



E-Commerce

Easy and boundless
market access



Local Animal Hospitals

Health data sharing
for diagnosis and
emergencies

Competitive Lanscape

L E T P E T S T A L K



Pricing

BRAND



Kippy®



PRICE

AU\$ 69.99-79.99

~AU\$ 95

~AU\$ 18

KEY

FEATURES

- | PRICE | AU\$ 69.99-79.99 | ~AU\$ 95 | ~AU\$ 18 |
|--------------|--|--|--|
| KEY FEATURES | <ul style="list-style-type: none">• Australia-based• GPS Tracker• Health Alerts• Activity Monitoring• Subscription plans from AU\$144 – 156 annually | <ul style="list-style-type: none">• U.K-based• GPS locator and activity tracking• No More Nasty Surprises• Four service packages – avg. €69.99 annually | <ul style="list-style-type: none">• U.S-based• Pet food and accessories retailer• Pawsitively Safe – a location tracking tag |

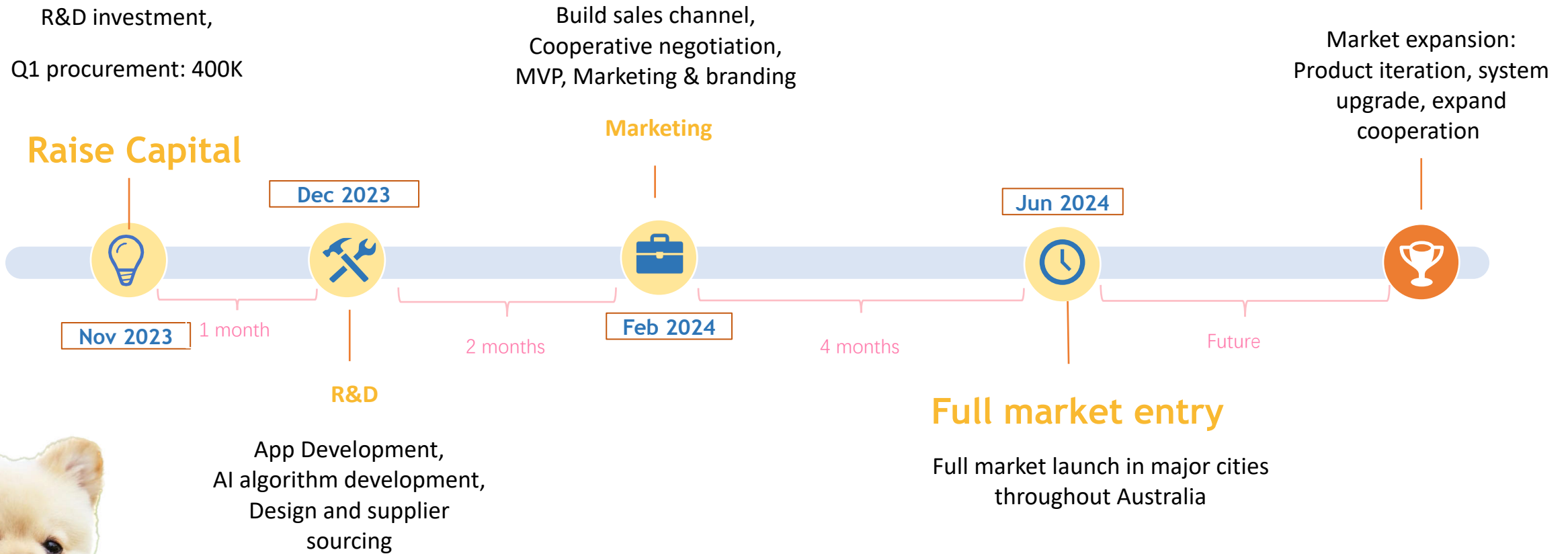


Features

**Overseas competitors are considered due to little existing players in the Australian market.*
**Pricing for overseas competitors are calculated over an average currency rate.*

1-Year Roadmap

L E T P E T S T A L K



Product Iterations

L E T P E T S T A L K

PATPET
Let Pets Talk!



1st Generation

Support Basic Function

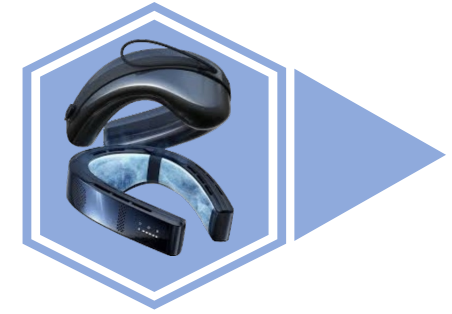
Year 1



2nd Generation

Support Advanced Functions
+ **Speaker**

Year 3



3rd Generation

Support Advanced Functions
+ **Camera**

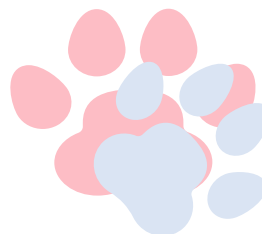
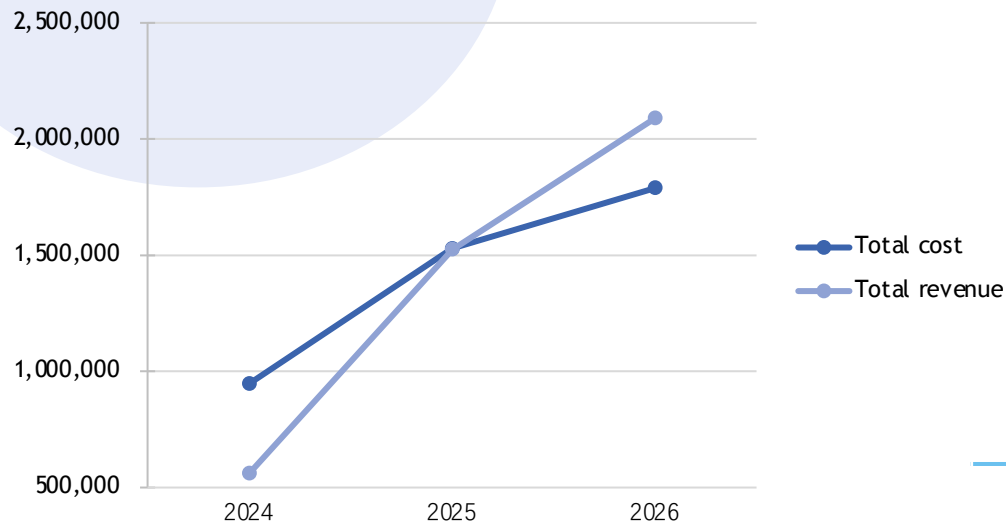
Year 4

Financial Analysis

L E T P E T S T A L K



Cost and Revenue Forecast (AUD)



Inflation rate 3%



Tax rate 25%

Cash flow forecast

	2024	2025	2026
Units of Sales	7,000	12,600	15,750
Sales of devices	559,930	1,007,874	1,259,843
Recipts from Subscription		517,283	829,500
Total Revenue	559,930	1,525,157	2,089,343
Total Expense	946,600	1,528,600	1,788,637
Net Profit	-386,670	-3,443	300,705



The ASK

Seed Capital (20%share)

400,000

Administrative

90,000

Marketing

10,000

Research and Development

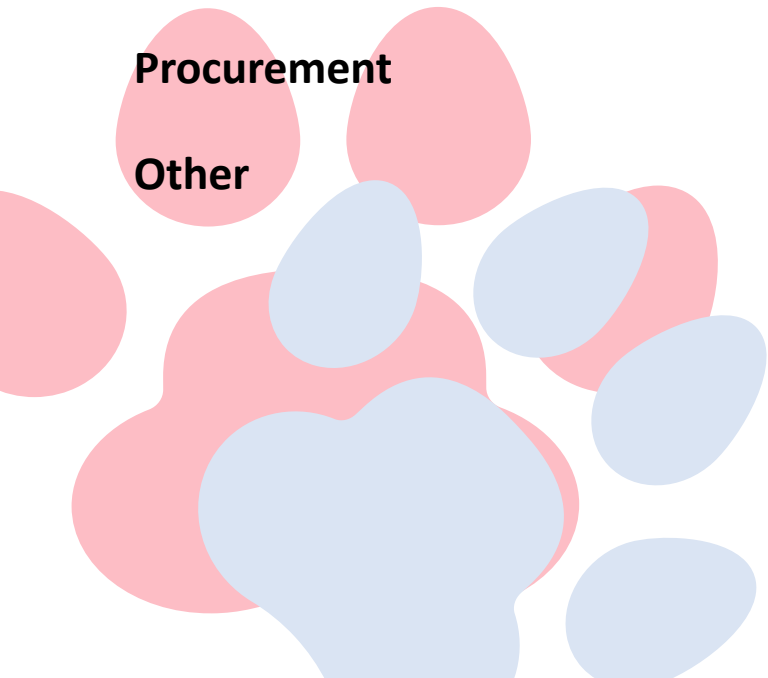
140,000

Procurement

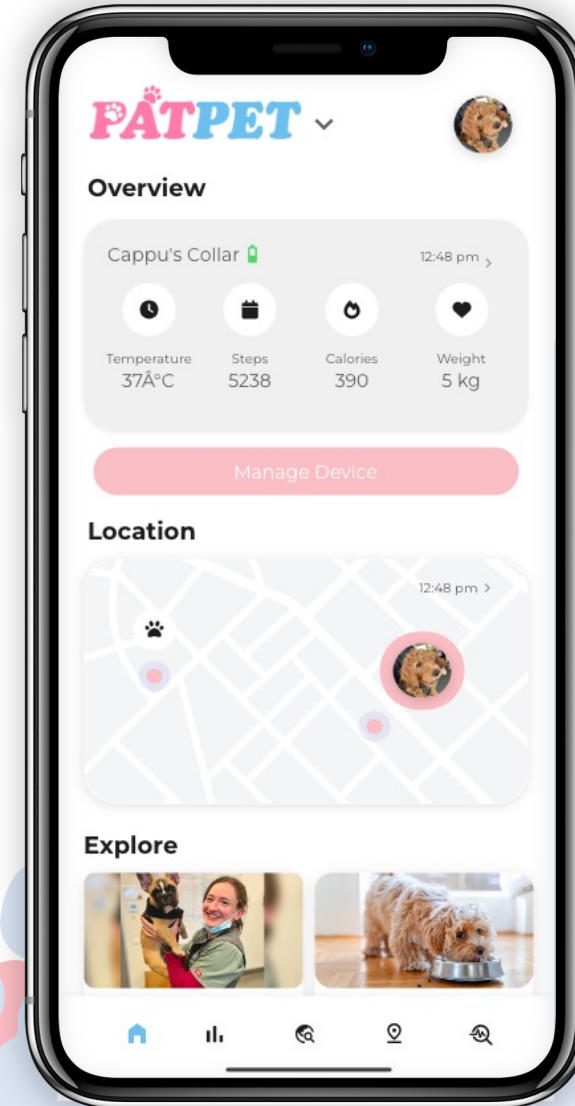
151,500

Other

8,500



Appendix



	2024	2025	2026
Fixed Cost			
Administrative Cost	347,400	553,134	572,311
Salaries	312,000	516,672	534,756
employees	5	8	8
wages per person	62,400	64,584	66,844
yoy		3.50%	3.50%
Rental	35,400	36,462	37,556
yoy		3%	3%
Other	15,000	15,000	15,000
Marketing Cost	10,000	11,000	11,550
yoy		10%	5%
Total Fixed Cost	372,400	579,134	598,861
Variable Cost			
R & D Cost	140,000	152,000	165,100
Software development	100,000	110,000	121,000
yoy		10%	10%
outsourced research	40,000	42,000	44,100
yoy		5%	5%
Procurement Cost	424,200	786,467	1,012,576
no. of devices	7,000	12,600	15,750
yoy		80%	25%
Inventory	70	126	158
price	60	62	64
yoy		3%	3%
Maintenance	10,000	11,000	12,100
yoy		10%	10%
Total variable cost	574,200	949,467	1,189,776
Total cost	946,600	1,528,601	1,788,637
Revenue			
Devices Sales	559,930	1,007,874	1,259,843
price	79.99	79.99	79.99
Number	7,000	12,600	15,750
yoy		80%	25%
Subscription		517,283	829,501
price		32.99	32.99
yoy			
Number		15,680	25,144
Total revenue	559,930	1,525,157	2,089,343
Net income	(386,670.00)	(3,443.70)	300,705.58

Table 1 Trial Balance

Cash Flow Forecast			
	2024	2025	2026
Opening Balance	0	13,330.00	9,886.40
Cash Flow from Operating Activities			
Cash inflow			
Sales of devices	559,930.00	1,007,874.00	1,259,842.50
Receipts from Subscription	-	517,283.20	829,500.56
Cash outflow			
Procedure Cost	(424,200.00)	(786,466.80)	(1,012,576.01)
Marketing Cost	(10,000.00)	(11,000.00)	(11,550.00)
Administrative Cost	(347,400.00)	(553,134.00)	(572,311.38)
Maintenance Cost	(10,000.00)	(11,000.00)	(12,100.00)
Other	(15,000.00)	(15,000.00)	(15,000.00)
Net Operating Cash Flow	(246,670.00)	148,556.40	465,805.68
Cash Flow from Investing Activities			
Software development.	(100,000.00)	(110,000.00)	(121,000.00)
Outsourced research	(40,000.00)	(42,000.00)	(44,100.00)
Net Investing Cash Flow	(140,000.00)	(152,000.00)	(165,100.00)
Cash Flow from Financing Activities			
Proceeds for Equity Sales	400,000.00	-	-
Net Financing Cash Flow	400,000.00	-	-
Closing Balance	13,330.00	9,886.40	300,705.68

Table 2 Cash Flow Forecast

Table 3 Unnits of sales forecast

		NSW
		32.60%
	28,700,000	9,356,200
18-49	47.90%	4,481,620
wellbeing	5%	224,081
order	6%	13,445

(source : IBISworld)

Table 4 Balance sheet forecast

Balance Sheet			
	2024	2025	2026
ASSETS			
Inventory	4,200.00	7,786.80	10,025.51
Cash	13,330.00	9,886.40	300,705.68
Total Assets	17,530.00	17,673.20	310,731.18
LIABILITIES			
Capital	-	400,000.00	400,000.00
Total Liabilities	-	400,000.00	400,000.00

Table 5 P/L forecast

Profit or Loss Forecast			
	2024	2025	2026
INCOME			
Trading Revenue			
Devices Sale	559,930.00	1,007,874.00	1,259,842.50
Subscription	-	517,283.20	829,500.56
Total Revenue	559,930.00	1,525,157.20	2,089,343.06
Cost of Sales			
COGS	564,200.00	938,466.90	1,177,676.11
Total Cost	564,200.00	938,466.90	1,177,676.11
Gross Profit	(4,270.00)	586,690.30	911,666.96
EXPENSES			
Administrative Cost	347,400.00	553,134.00	572,311.38
Salaries	312,000.00	516,672.00	534,755.52
Office Rent	35,400.00	36,462.00	37,555.86
Maintainance	10,000.00	11,000.00	12,100.00
Marketing	10,000.00	11,000.00	11,550.00
Other	15,000.00	15,000.00	15,000.00
Total Expense	382,400.00	590,134.00	610,961.38
NET PROFIT	(386,670.00)	(3,443.70)	300,705.58
(Tax rate 25%)			
Tax	(96,667.50)	(860.93)	75,176.39
PROFIT AFTER TAX	(290,002.50)	(2,582.78)	225,529.18