



Cat Weight Companion

Turn Your Packaging Into a Retention Channel

WHITE-LABEL IOS APP

HOW IT WORKS



What You Get

- ✓ Engagement data on every customer who scans
- ✓ Reorder attribution — Chewy, Petco, your site
- ✓ Brand touchpoint between purchases
- ✓ Portion calculator with YOUR food's calories
- ✓ Analytics dashboard by SKU

What You Don't Get (By Design)

- ✗ Medical liability — tracking tool only
- ✗ Data breach risk — all data on device
- ✗ IT project scope — no backend needed
- ✗ Ongoing dev burden — we maintain it
- ✗ Third-party data sharing — zero

IMPLEMENTATION TIMELINE

Week 1–2
Brand Config

Week 3–4
QR Generation

Week 5–6
Internal Review

Week 7–8
Packaging Plan

Week 9–12
Soft Launch

0
EXTERNAL DEPENDENCIES

8–12
WEEKS TO LAUNCH

100%
ON-DEVICE DATA

iOS 17+
NATIVE SWIFTUI

90-Day Pilot Program

Limited risk entry: Start with 1–3 SKUs, reduced setup fee, clear success metrics. Walk away if it doesn't perform. One premium brand per category.

See It With Your Branding

15-minute demo tailored to your product line

Sasha Labbe

sasha@catweightcompanion.com

Cat Weight Companion — Your brand. Your customers. Zero liability.