

CAT WEIGHT COMPANION

Turn Weight Management Packaging Into a Retention Engine

Your customer relationship ends at checkout. Every bag of weight management cat food represents a lost opportunity—no engagement, no proof of efficacy, no data, no loyalty mechanism. Your competitors are about to solve this. Will you be first?

THE SOLUTION

A QR code on your packaging. 90 seconds to engagement.



One-tap install via QR. No account creation. No friction.

WHY LEGAL WILL LOVE THIS

Medical Liability No weight values stored. No feeding recommendations. No health claims.

Data Breach Zero servers. All data on user's device. Nothing to hack.

Scope Creep Frozen features. No cloud. No social. No vet integration. Ever.

IMPLEMENTATION TIMELINE



Marketing deliverable—not a software project.

For Your CMO

- First-mover advantage in category
- Engagement metrics for retailer negotiations
- Differentiation in a commoditized market
- "X% of buyers tracked their cat's progress"

Activation Rate
QR scans per unit sold

Completion Rate
Setup completions

3+ Entry Rate
Engaged users

Progress Distribution
Aggregate success rates

For Your CFO

- 8-12 week implementation (not 18 months)
- No IT project—pure marketing deliverable
- Aggregate data only—no PII liability
- Pilot structure to prove ROI before scale

"Scan this to track your cat's weight with the food you just bought."

11 words. That's the entire store associate training.

Ready to see it with your brand?

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15 minutes. Your brand. Live demo.