



# Cat Weight Companion

Turn Your Packaging Into a Retention Channel

WHITE-LABEL IOS APP

## HOW IT WORKS



### QR on Packaging

Customer scans



### Your Branded App

Your logo & colors



### Weight Tracking

+ Portion calculator



### One-Tap Reorder

Your affiliate link

## 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

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