

SheliApp

Revolutionizing Virtual Pet Care
Simulator

SheliApp is NOT just a game!

It is a personal interactive pet trainer and simulator for pets with AI & blockchain.



Afraid to have
a pet?



Today's
solutions



Why it doesn't work



No practical
benefits

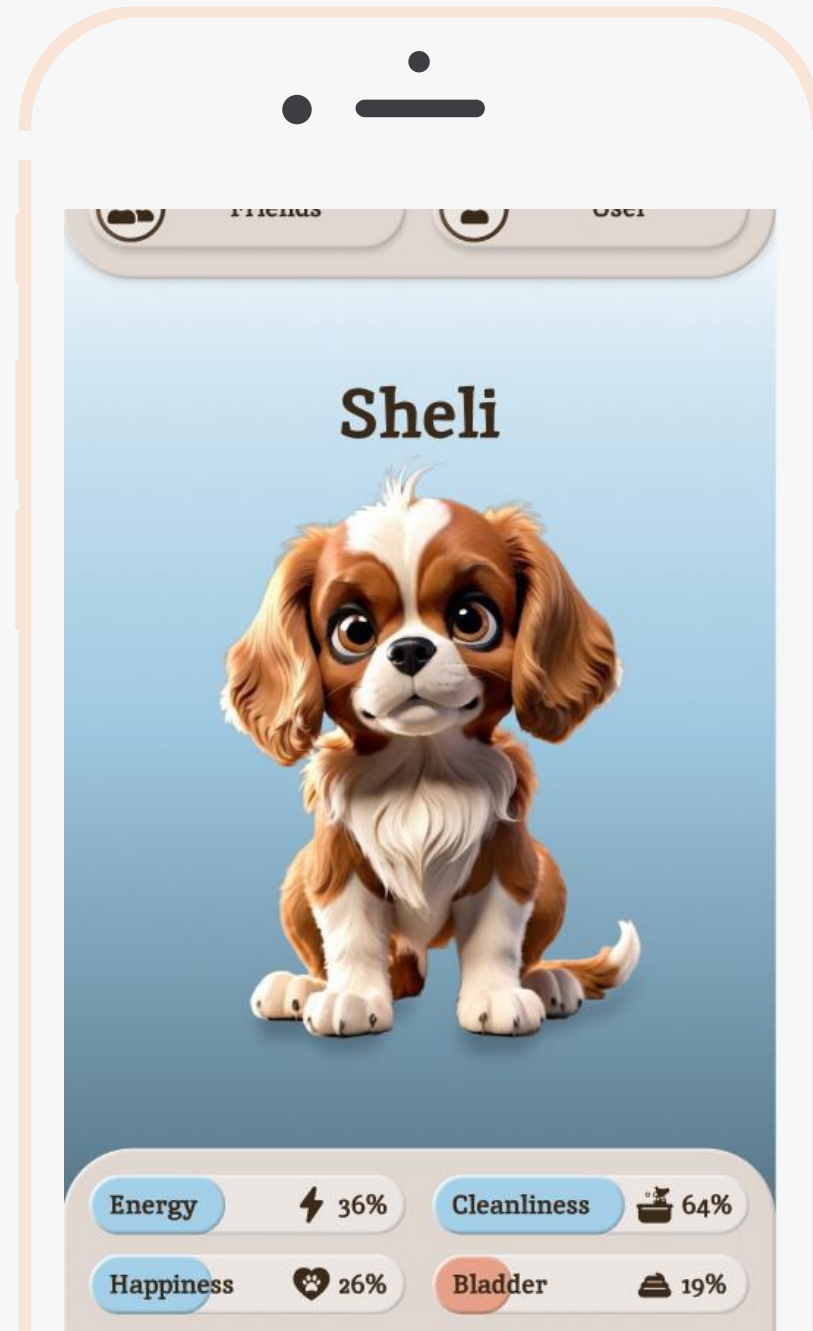


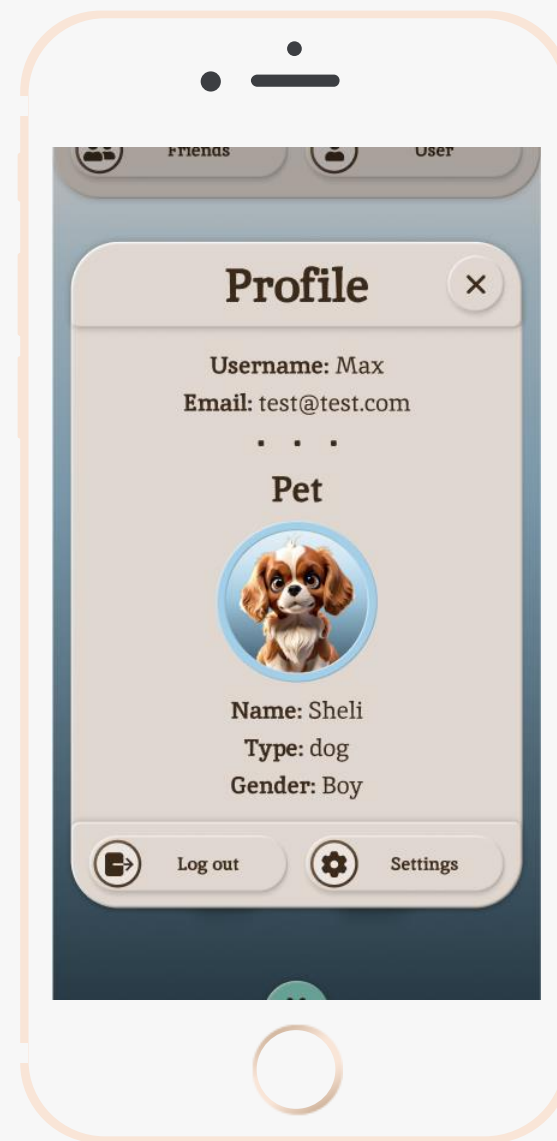
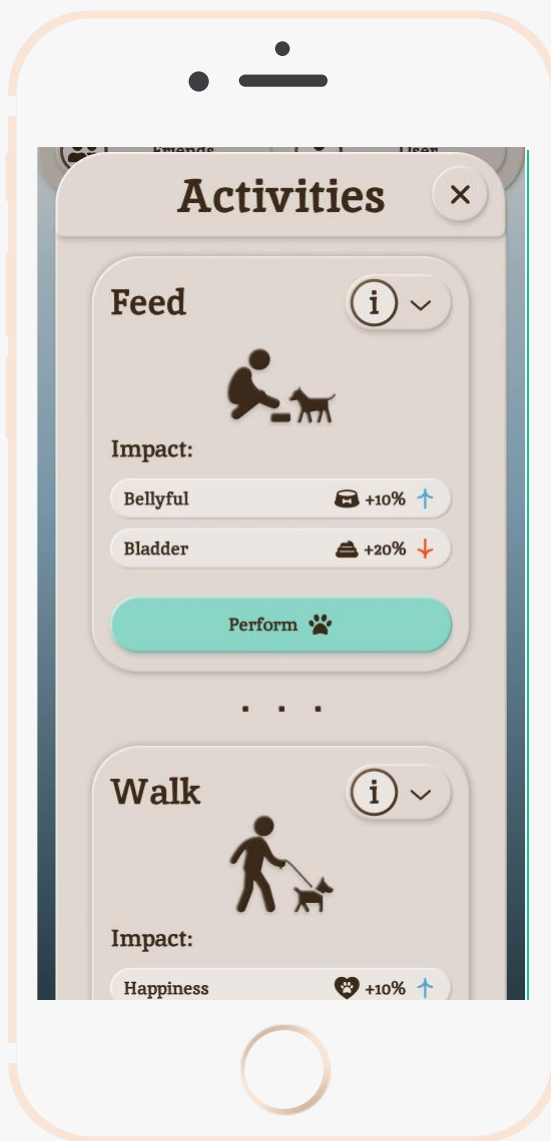
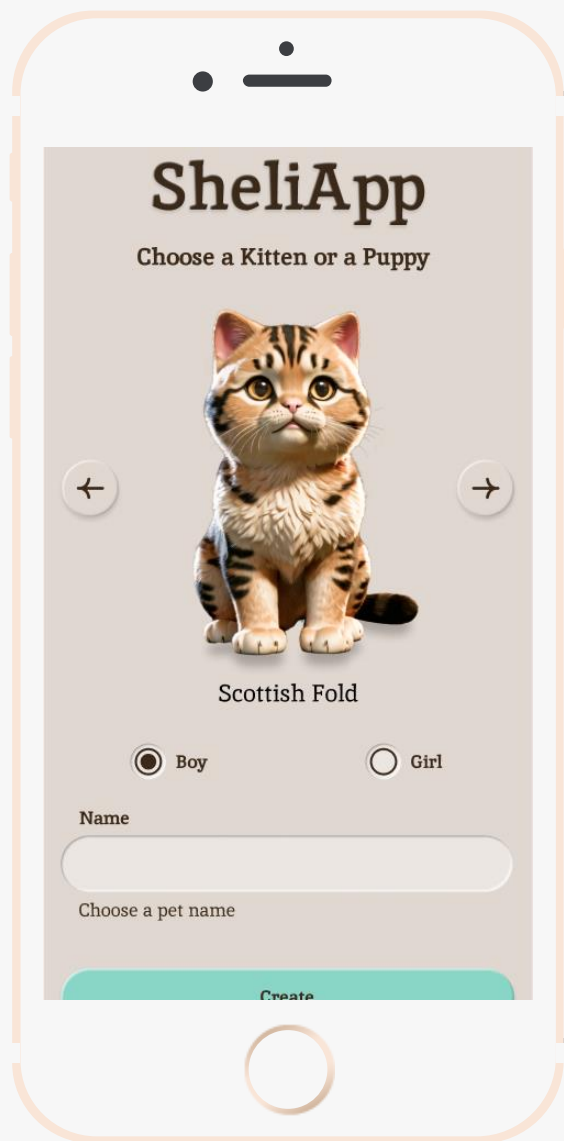
Not
personalised



Zero
customization

Your
solution





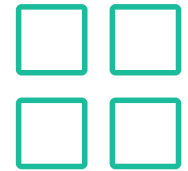
Awesome features



Realistic pet care
based on a
personal model
(AI)



Educational
content and tips -
Cynologists,
veterinarians,
breeders, etc.



Web3:
In-game Currency
& NFT items

Value Proposal

Improves the
quality of pet
care

helping current owners
understand the specific
needs of their pets
through personalized
AI-driven guidance

Reduces the
number of stray
dogs

by educating potential
owners on the
responsibilities of pet
care before adoption,
thus lowering
abandonment rates.

Supports
animal
shelters

offering them
additional resources
and creating
partnerships that help
shelters care for more
animals efficiently.

Mobile Gaming Market Sizing



Total World Market

Source : source.io



Total US Market

Source : source.io



Total EU Market

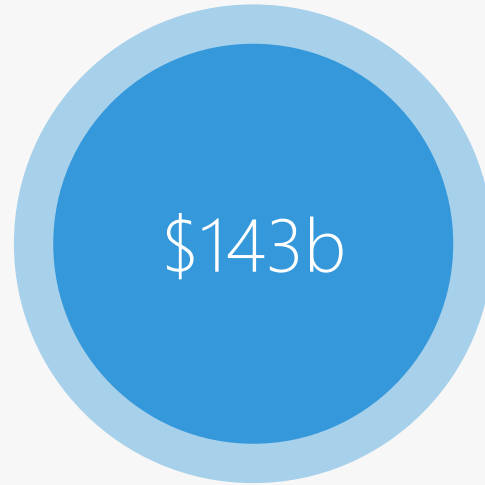
Source : source.io

Pet Care Market Sizing



Total World Market

Source : source.io



Total US Market

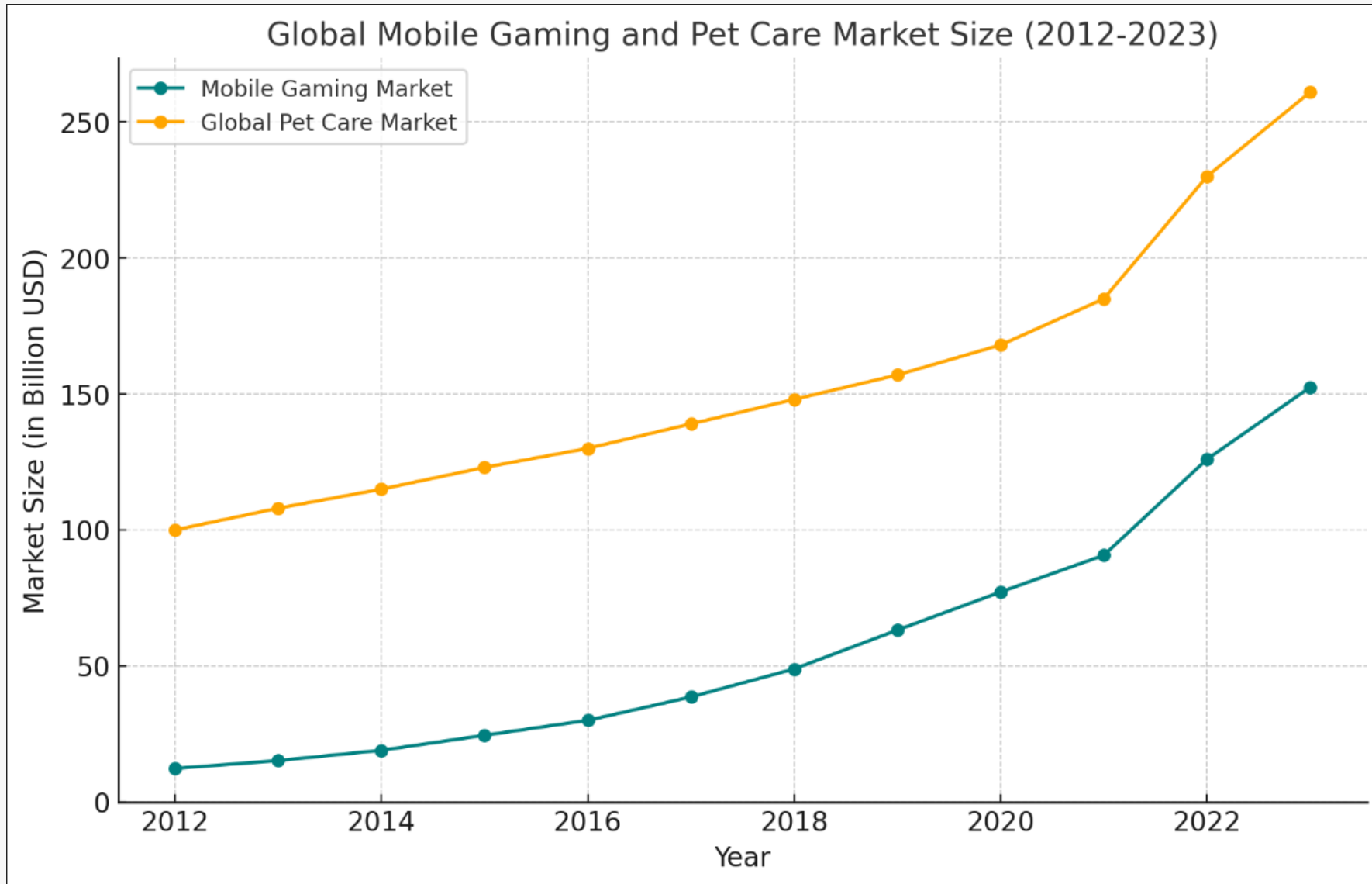
Source : source.io



Total FR Market

Source : source.io

Market Size over Time



Customer Profiles



Adults: Pet owners
18-45 years old



Kids & Youth:
Who want to have pets
7-17 years old

Competitors



My Tamagotchi Forever



Bubbu



My Boo



Moy



My Talking Tom



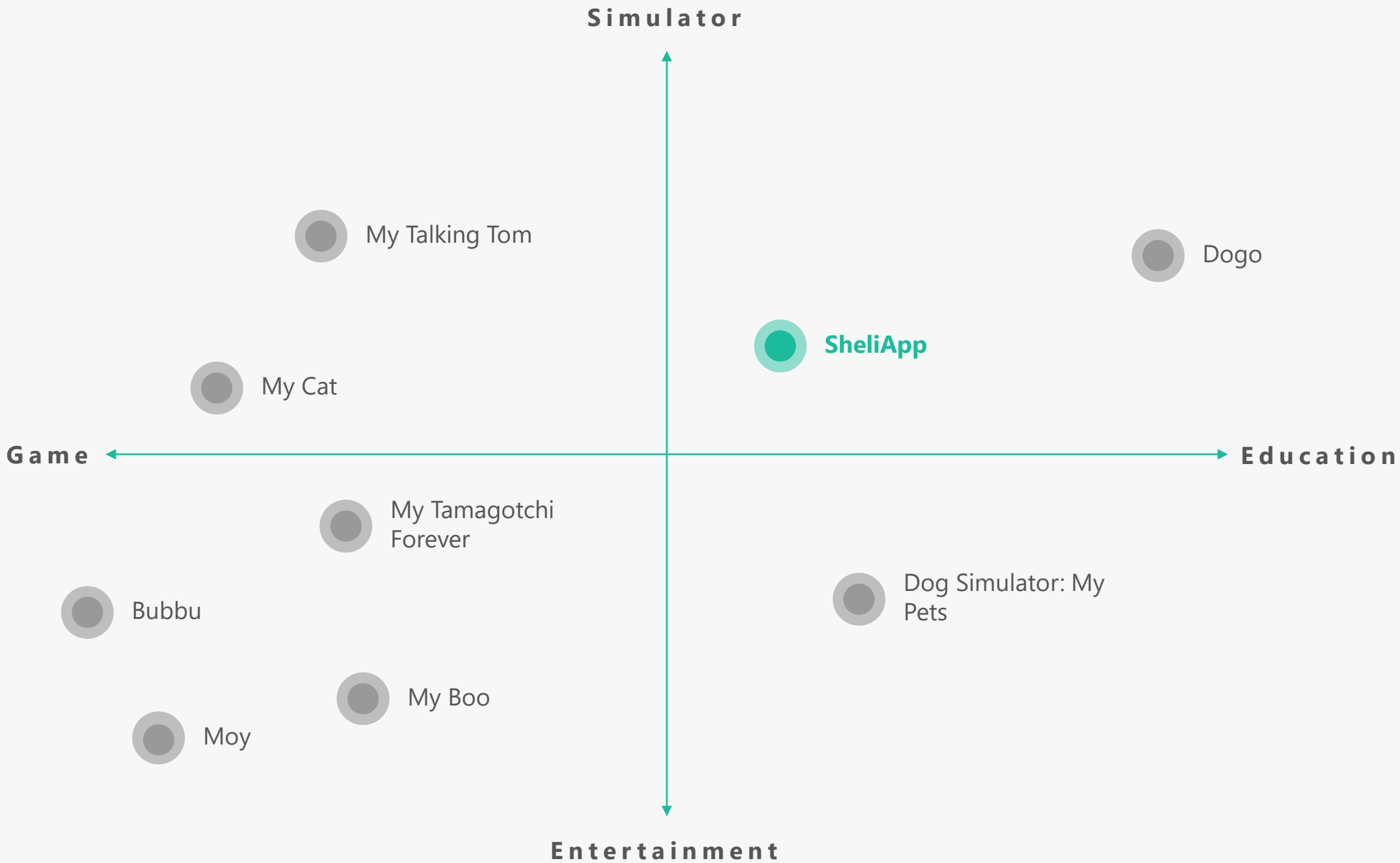
Dogo



My Cat



Dog Simulator: My Pets



	YOUR COMPANY	My Tamagotchi Forever	My Talking Tom	Dog Simulator: My Pets
Customization	✓	...	✗	✗
Interactive	✓
Education	✓	✗	✗	✗
Practical usage	✓	✗	✗	...
In-game currency	✓
Personal plans	✓	✗	✗	✗

Metrics

1.014b

Mobile Gaming
Audience globally

\$121.68 mil

ARR, \$1/month plan

\$608.4 mil

ARR, \$5/month plan

230m

Pet Care Audience
globally

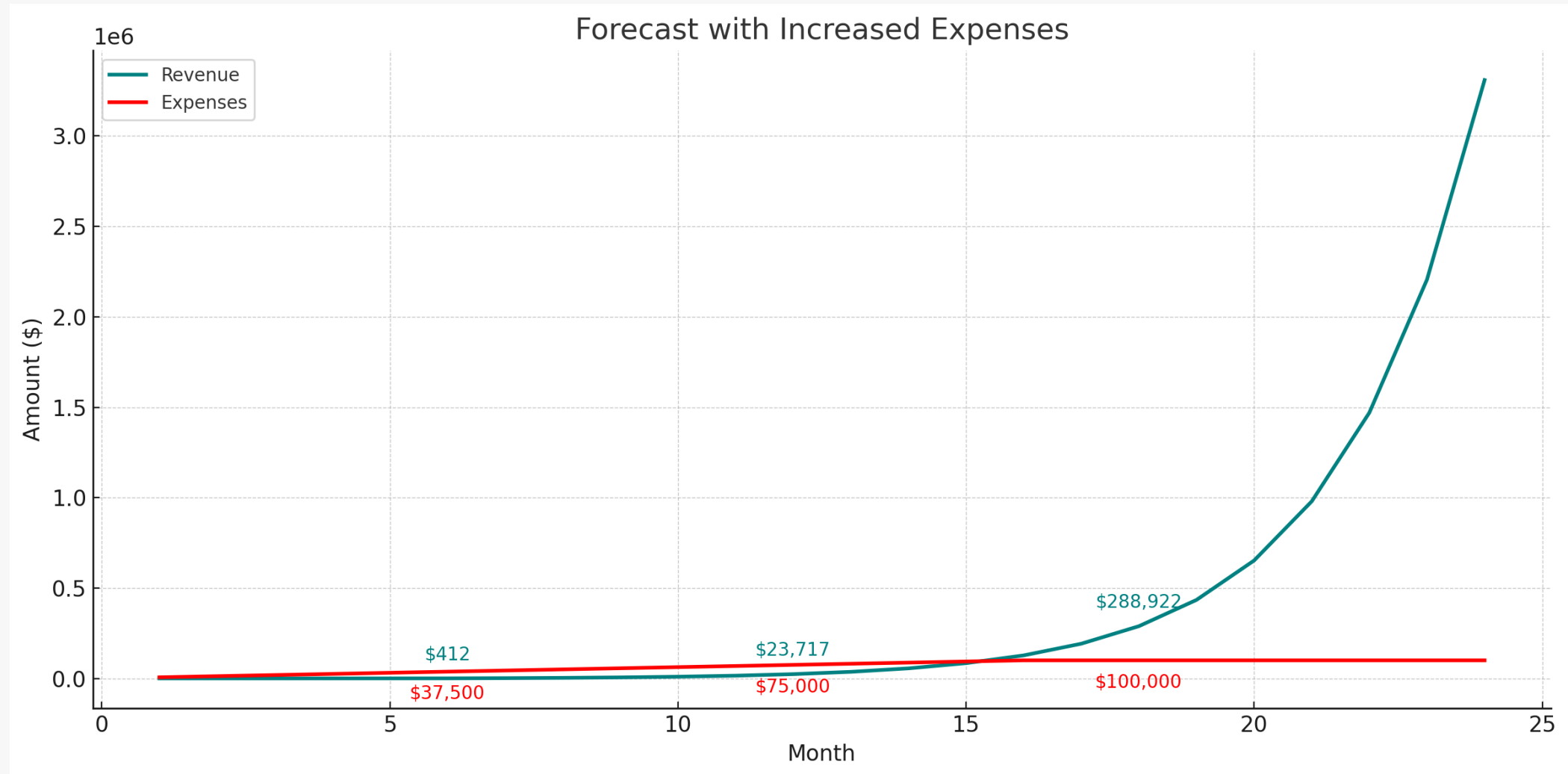
\$27.6 mil

ARR, \$1/month plan

\$138 mil

ARR, \$5/month plan

Forecast



Financial Table

	2024	2025	2026	2027	2028
Sales	20	200	800	2000	5000
Revenue	\$2,890	\$50,000	\$400,000	\$2,000,000	\$5,000,000
Gross Margin (%)	-	40%	55%	60%	65%
Expenses	\$100,000	\$100,000	\$180,000	\$500,000	\$700,000
Net Profit	-\$97,110	-\$50,000	\$220,000	\$1,500,000	\$4,300,000
Profit Margin (%)	-	-50%	55%	75%	86%

Outstanding Founders



Aleksandr Cherkashin

CEO

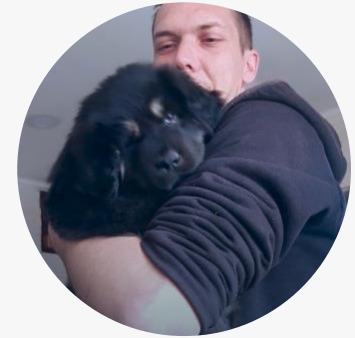
Leading the vision and strategy behind SheliApp



Vitaliy Ayrapetyan

CFO

Managing the financial and business strategies of SheliApp



Alex Lishchuk

COO

Managing project and quality standards of SheliApp

We want to make the
world a better place

Social



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