SheliApp
Virtual Pet Care Simulator

SheliApp is Better than just a game!

It is a personal interactive pet trainer and simulator for pets.

Try it – **click** or **scan**!

# Founder

Aleksandr Cherkashin

Leading the vision and
strategy behind SheliApp

- 10+ years in software development and team leadership

- Expert in full-stack development (TypeScript, C#, Python)

- Specialized in high-load and cloud solutions (Azure, AWS)

- Proven experience in Web3 and blockchain technology

- Ex-Projects: Microsoft, Neon Machine, Tenen Group

What are the problems?

Around 200 million animals are homeless worldwide, often because owners are unprepared for the responsibilities of pet care.

Some people who want a pet and would be responsible owners either worry about the commitment or are unable to have pets due to physical limitations (illness, place, etc.).
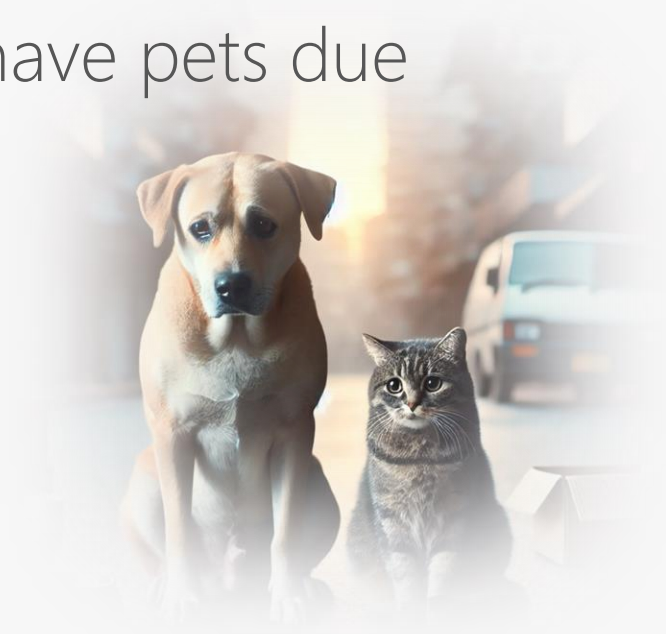
Today's solutions

Spay and Neuter Programs: Offering affordable or free spay/neuter services helps prevent unplanned litters and reduces pet abandonment.

Temporary Foster Care: Foster homes provide temporary care for pets during owner life changes, reducing abandonment.

Public Awareness: Educating people about pet care helps them make informed decisions before adopting.
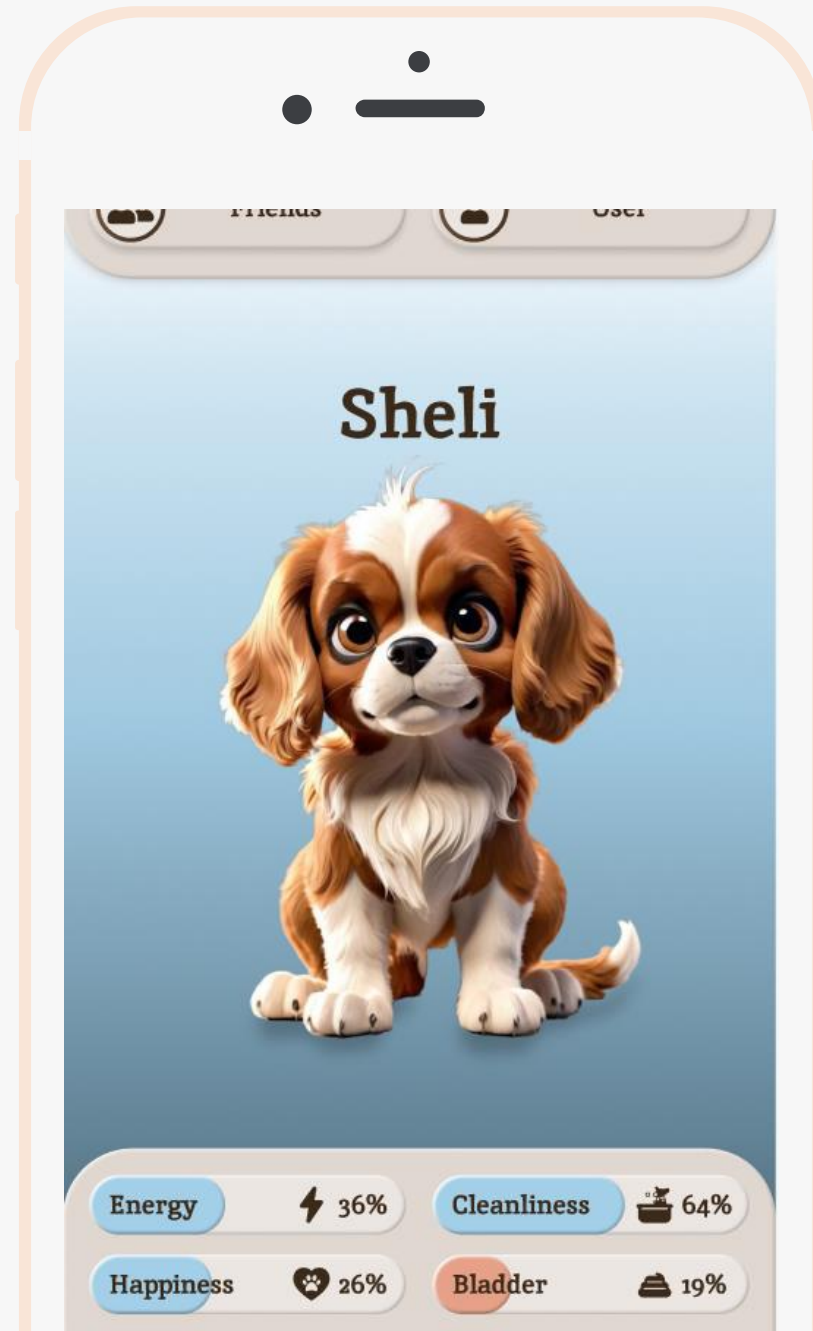
Behavioral Support: Access to trainers can resolve pet behavior issues that often lead to abandonment.
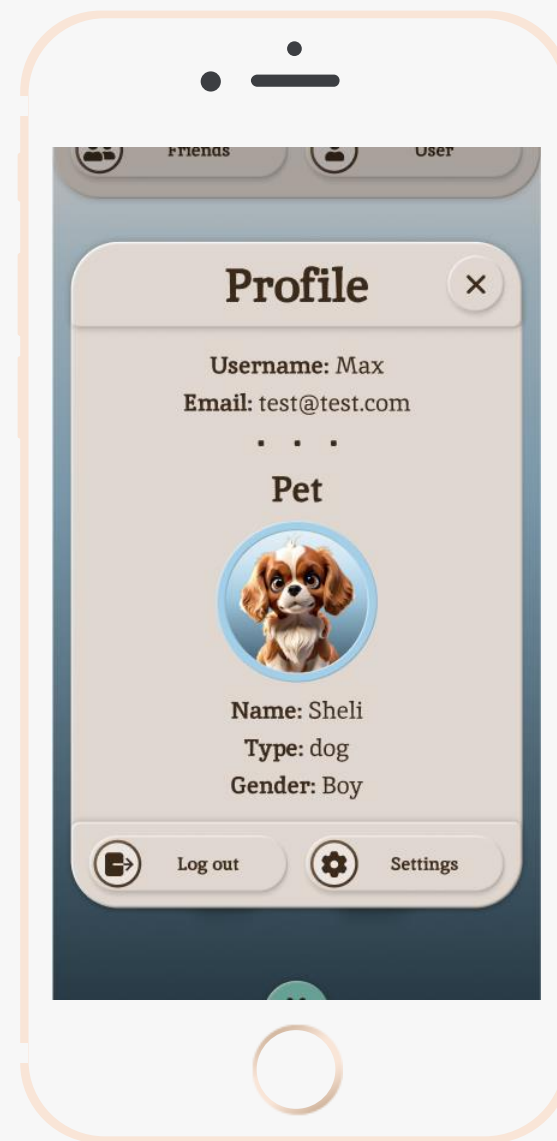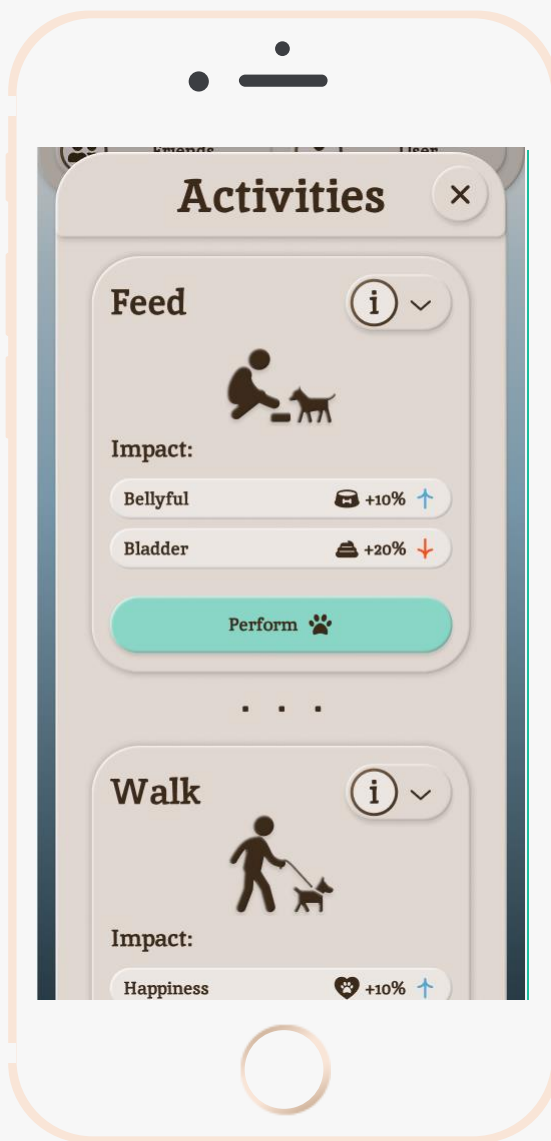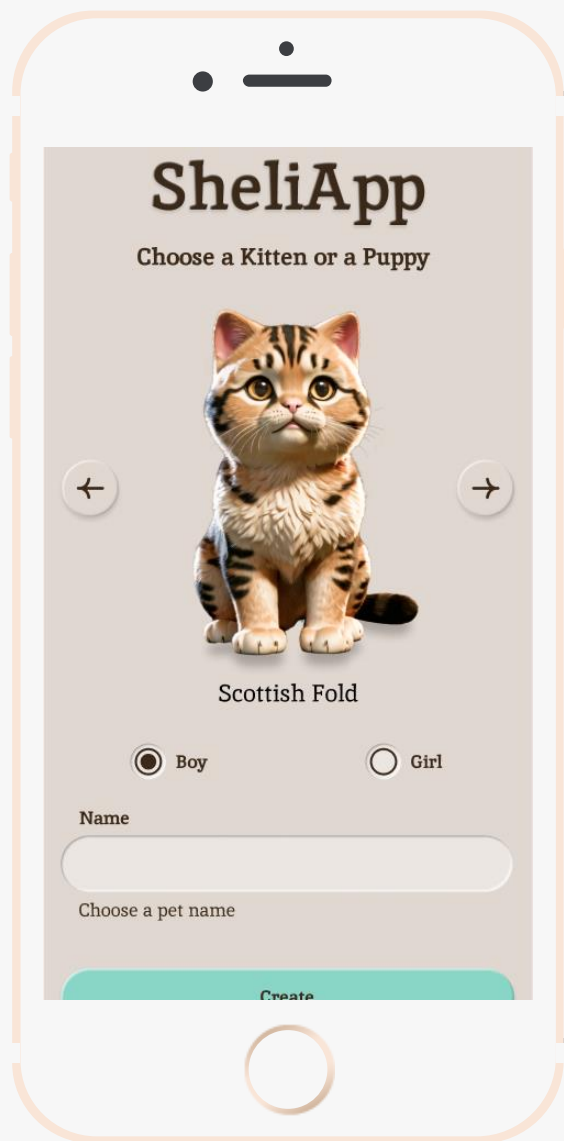
Why it doesn't work

✕ **Limited Access and Funding**: Spay and neuter programs, foster care, and behavioral support require significant resources and funding. In many areas, these services aren't accessible or affordable, limiting their impact.

✕ **Lack of Long-Term Commitment:** Temporary foster care is effective, but it doesn't address the need for permanent, stable homes for every pet. Similarly, owners may be reluctant to seek ongoing behavioral support.

✕ **Public Awareness Gaps:** While campaigns help, they often struggle to reach everyone or change deeply ingrained attitudes and misconceptions about pet care. Some people may not see the value of responsible ownership until it's too late.

✕ **Human Factors:** Some people may not want to commit to long-term care or might not be emotionally ready for a pet, which leads to abandonment despite available resources.

Your
solution

SheliApp

Choose a Kitten or a Puppy

Scottish Fold

⦿ Boy   ◯ Girl

Name

Choose a pet name

Create

Activities ✕

Feed ⓘ ⌄

Impact:

| Bellyful | 🥫 +10% ↑ |
| Bladder | 💩 +20% ↓ |

Perform 🐾

. . .

Walk ⓘ ⌄

Impact:

| Happiness | 🐾 +10% ↑ |

Profile ✕

Username: Max
Email: test@test.com

. . .

Pet

Name: Sheli
Type: dog
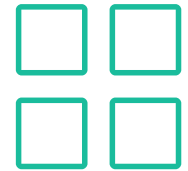**Gender:** Boy

🔁 Log out   ⚙️ Settings

Awesome features

Realistic pet care based on a personal model

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

Rewards, in-game Currency & NFT items

Value Proposal

Skills and confidence

future pet owners gain confidence and skills through a virtual pet experience that simulates real-life responsibilities

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

Mobile Gaming Market Sizing

$152b

$42b

$1.6b

Total World Market

Total US Market

Total EU Market

Source : source.io

Source : source.io

Source : source.io

Pet Care Market Sizing

$261b

$143b

$42b

Total World Market

Total US Market

Total FR Market

Source : source.io

Source : source.io

Source : source.io

Market Size over Time
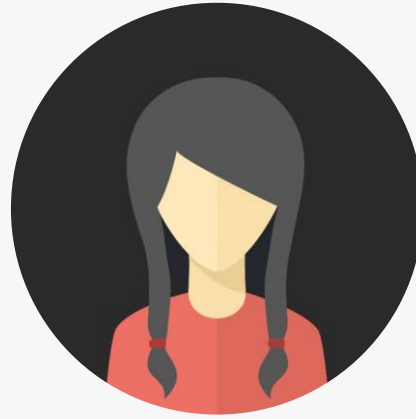

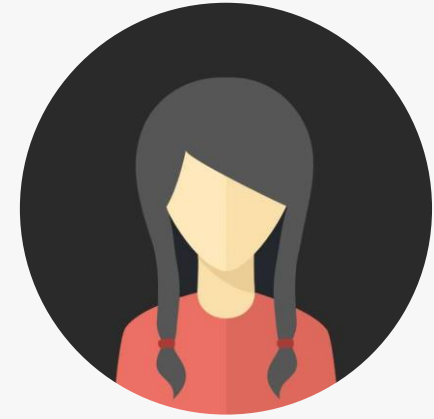Global Mobile Gaming and Pet Care Market Size (2012-2023)
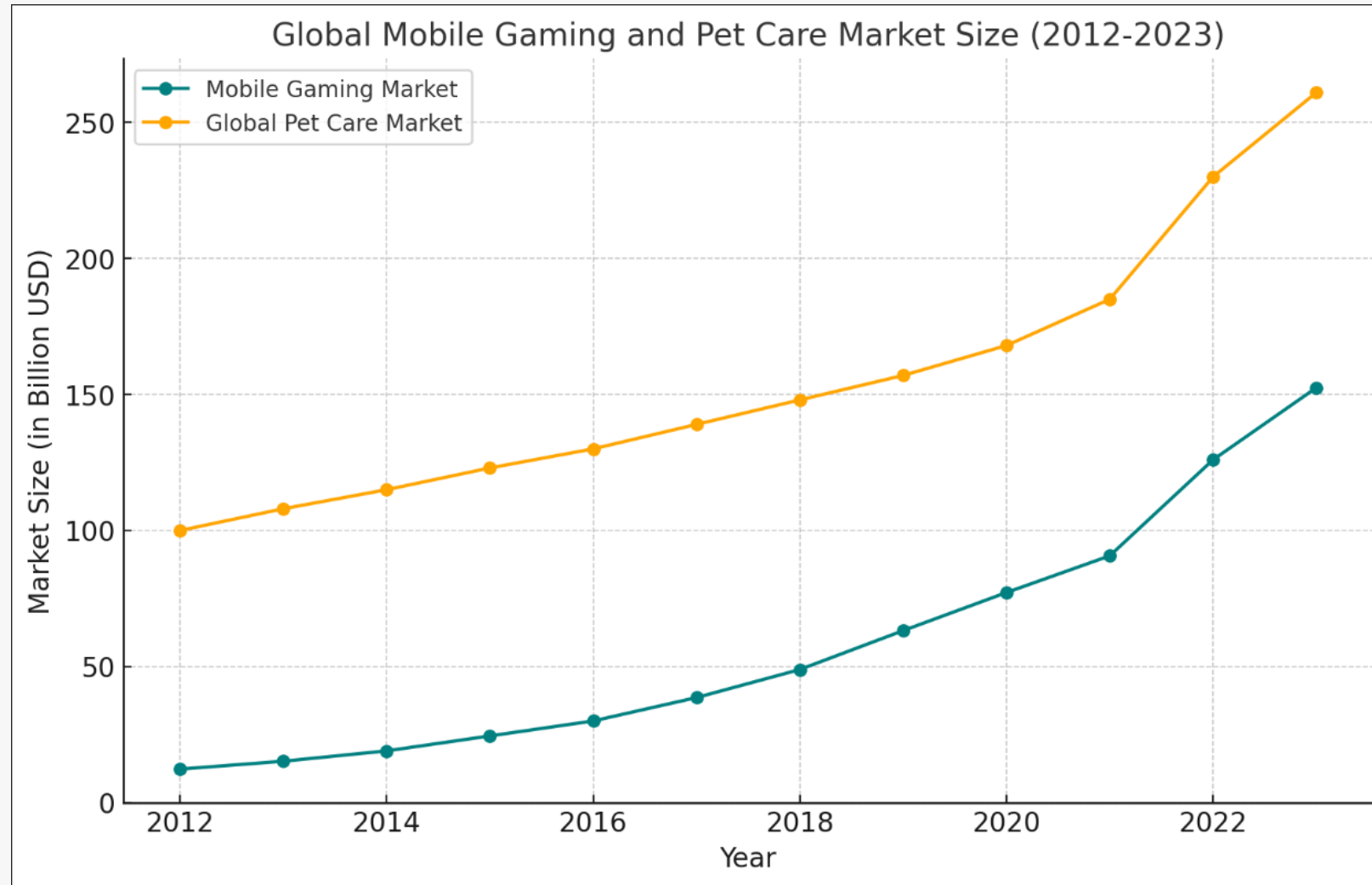
Customer Profiles

Adults
25-45 years old

Youth
18-24 years old

Kids & Teens:
7-17 years old

Competitors

My Tamagotchi Forever

Bubbu
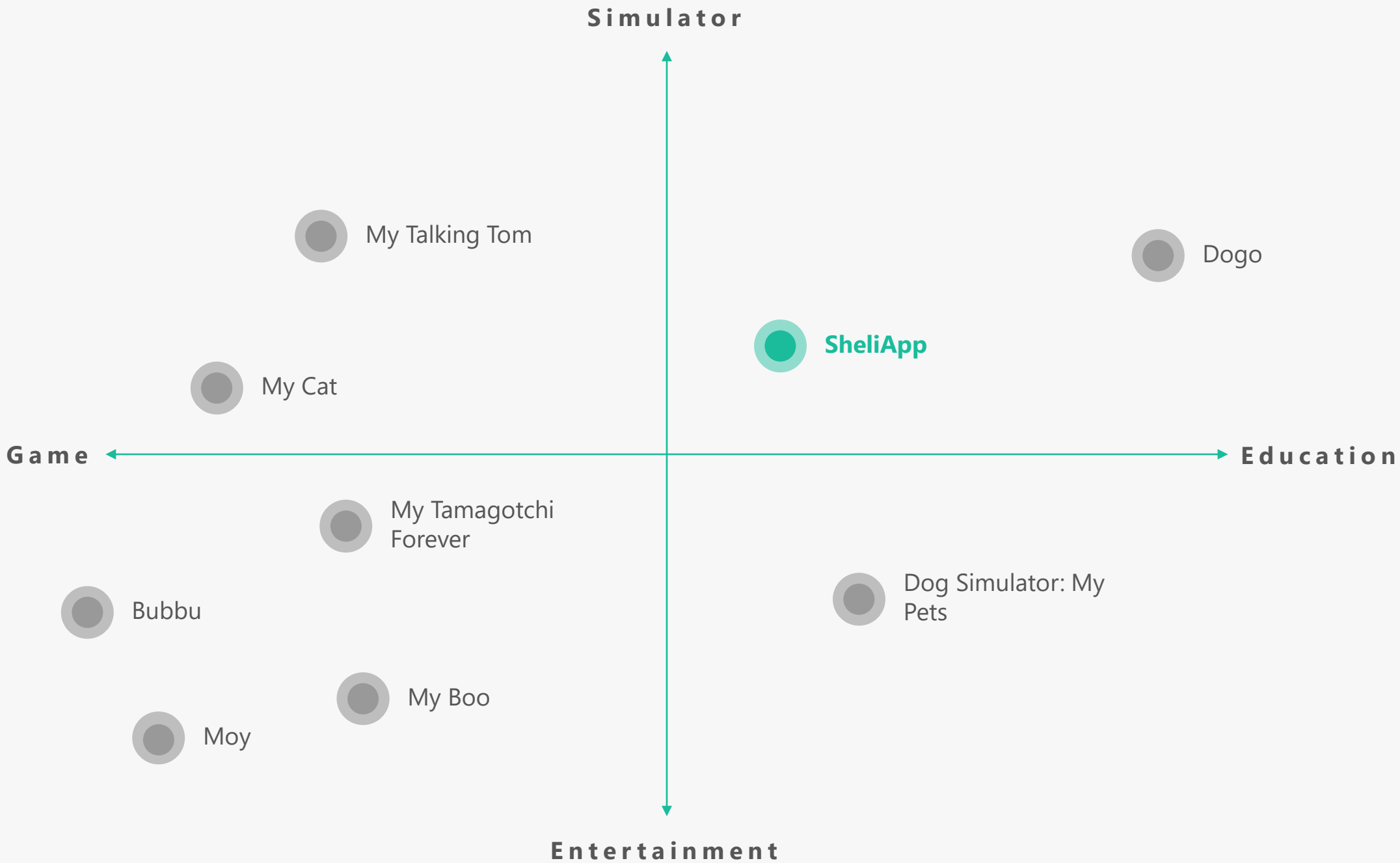

My Boo

Moy

My Talking Tom

Dogo

My Cat

Dog Simulator: My Pets

Simulator

My Talking Tom

Dogo

SheliApp

My Cat

Game — Education

My Tamagotchi
Forever

Dog Simulator: My
Pets

Bubbu

My Boo

Moy

Entertainment

	SheliApp	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

	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%

We want to make the world a better place

Social

 Facebook

 X (Twitter)

 LinkedIn

 Youtube

 Instagram

 Telegram