

Kira: Manage Pet Health Data & Services on the Blockchain

This document is for informational purposes only and does not constitute an offer or solicitation to sell shares or securities in Kira (Kira's Pack, Inc.) any related or associated company. Any such offer or solicitation will be made only by means of a confidential offering memorandum and in accordance with the terms of all applicable securities and other laws.

Abstract

I have always had ideas about using technology to solve day-to-day problems, making not only my life, but the lives of others simpler. One problem came in to frame when I decided to become a first time dog owner. Although, a very rewarding experience, I didn't realize how much work was involved and that there was no effective way for dog owners to make informed and actionable decisions in managing their pet's health. In the tech era, where everything is becoming virtual at a high rate of speed, I realized I was having a *Back to the Future* moment, where everything surrounding dog care tech was dated or siloed in multiple apps or platforms.

Imagine a services network built on a blockchain that links pet health data to actionable pet services. This network would be powered by a health information exchange on a blockchain that could help demystify pet health services costs, simplify the management of pet health data and secure transactions to service providers. Kira platform is revolutionizing the way pet owners and service providers view the health of pets by empowering the pet owner with preventative care data, tailoring pet health services to their pet, and securely executing service transactions with service providers on one secure platform.

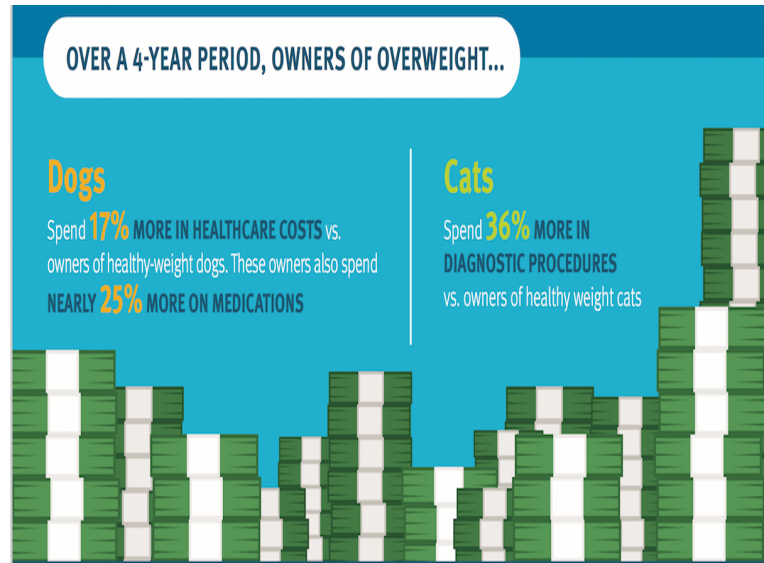
1.0 Pet Health Landscape

The American Pet Products Association (APPA) projects the pace of pet spending in the United States to reach \$69.36 billion a 3% increase from the previous year. A little less than 50% or (\$35 billion) is spent on health related services, including Vet Care, Supplies, Over the Counter (OTC) Medicine Pet Services. More notably, annual data from the Bureau of Labor Statistics' Consumer Expenditure Survey, found that although spending as a share of gross domestic product on housing and entertainment were "fairly flat" from 1996 to 2012, spending on pet purchases, medical supplies and veterinary services have followed human health-care spending "remarkably closely." It rose about 60 percent for pet health care in that time, and 50 percent for people. The increase in pet health spending indicates the importance pet owners place on their furry companion's health. Considering, how technology is revolutionizing human health care – pet health care is ripe for the same.

1.1 Why Should Pet Owners Care About Pet Health

Understanding and managing your pet's health can directly impact the amount of money pet owners spend on health related cost. Unfortunately, 1 out of 3 dogs and cats are overweight and these numbers are growing according to the State of Pet Health Report by Banfield Hospital. Similar to people, carrying around extra weight can have serious consequences to a pet's health. And as pet owners know worldwide, unhealthy pets generate more cost. For example, obesity in cats and dogs is linked to

more than 20 ailments. Yet, many pet owners are not effectively equipped to manage the health and ongoing activities required to maintain a healthy pet. The lack of sufficient exercise, misconceptions about what qualifies as 'overweight, overfeeding and even the genetics of a pet heavily impact the overall health of a pet and all require varying levels of preventative care. Understanding and successfully managing your pet's health data will better inform the pet owner on necessary activities and services required to keep their pet healthy.



1.2 Current Pet Care Infrastructure

Maintaining a healthy pet is a mutual partnership between the pet owner and the service provider working together towards a common goal of improving the health of pets. Pet health solutions leveraging technology have made remarkable progress with the advent of dog walking apps, pet wearables that track calories, and even on-demand vets that deliver services to places of dog owners residences. Although, these solutions have made significant strides in improving pet health, they have resulted in creating silos of health information stored in dispersed areas. For the pet owner, this siloed state of affairs is the eventuality we expect when owning a pet. Yet, this does not have to be the reality. We see a correlation between the pet health data management in one universal platform and actionable pet health services predicated on health data as the path to keeping pets in the best health possible, while unifying pet health services ecosystem. Blockchain's secure technology, properties, and distributed nature can help secure pet health transactions and store relevant pet health data in place.

1.3 How Kira (Kiraspack inc.) Fits into the Pet Health Care Universe

Our Startup, named after my dog “Kira,” aims to simplify the management of pet health management by securely bringing pet health service providers veterinarians, dog walkers, groomers, pet insurance, dog boarding and the like on one platform to transmit data via a secure blockchain and execute secure transactions. A parallel aim is to create a convenient method of coordinated care enhanced by pet owner to service provider engagement. Think of us as a single point of contact for all pet health related services that connects siloed pet services on one

centralized network. Pet health providers can secure your dog’s health information, rent computing power, servers and data centers and make their unused resources available through a unique private infrastructure on the Ethereum blockchain. From the platform, smart delivery of services can be executed.



Species
Dogs and cats have very different nutritional needs—many don't realize cats are carnivores and dogs are omnivores

Breed
Certain breeds are more prone to being overweight than others, likely due to genetic factors that influence their metabolism

Disease Conditions
Pets with certain conditions, such as kidney disease and diabetes, benefit from specialized diets to aid in the management of these diseases

1.4 So what is a Blockchain?

Blockchain is one of the more exciting emerging technologies that has gained more widespread use in the finance industry since 2009. In short, it is a decentralized ledger of all transactions across a network that is tamper-proof. The distributed ledger makes it easier to create cost-efficient commercial relationships where virtually anything of value that can be tracked and traded without requiring a central point of control. The technology puts privacy and control of data in the hands of the individual. Trust and integrity is established without reliance on third-party intermediaries. Although, we don't foresee a cybersecurity threat to your pet's health data, transparency in transactions better equips pet owners and service providers with the relevant data to make inform decisions.

1.3 How will the Kira' Platform works

A pet owner signs up on our platform and completes basic pet health information entering their pet's name, breed, age, vaccinations record (via scanbot) and uploads a picture of their furry family member for good measure. For the over achieving pet owner, the option to enter more detailed health information (diet, medication, allergies) is available. The pet owner will receive notifications of recommended services (upcoming health check ups), health activities (dog walking) and will have the ability to schedule those services on-demand (think of Amazon Prime for Pet Health Services). The selected service provider will be able to receive the data from pet owner update the health record with the service and securely execute the transactions securely on the blockchain (See figure 3). As we continue to grow this ecosystem, we will unlock more value by leveraging accessible Internet of Things data from wearables tech, support pet health insurance providers and supplies (Over the Counter) on one secure platform. All tailored to deliver an efficient pet health experience for the pet owner.

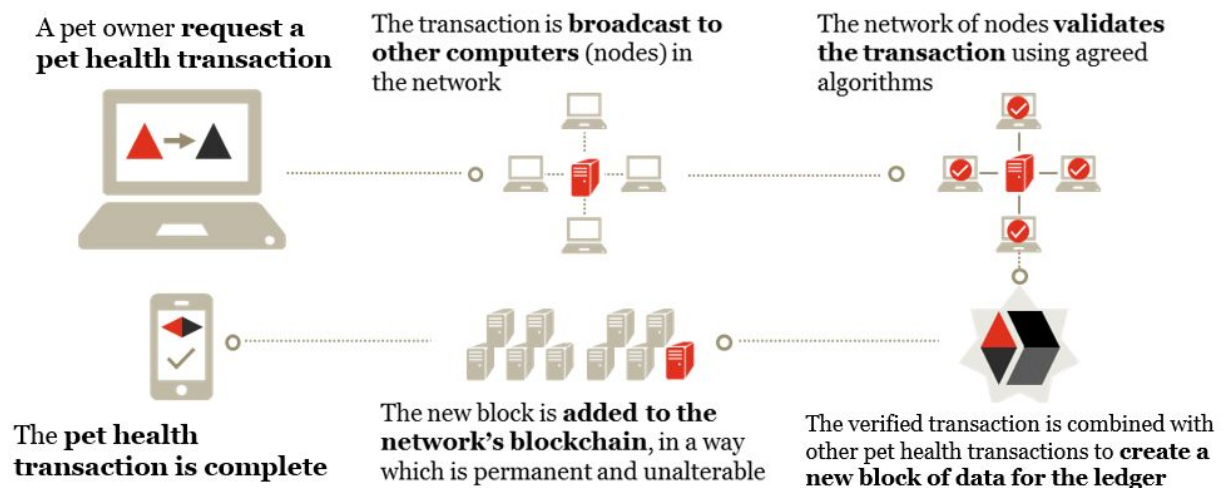
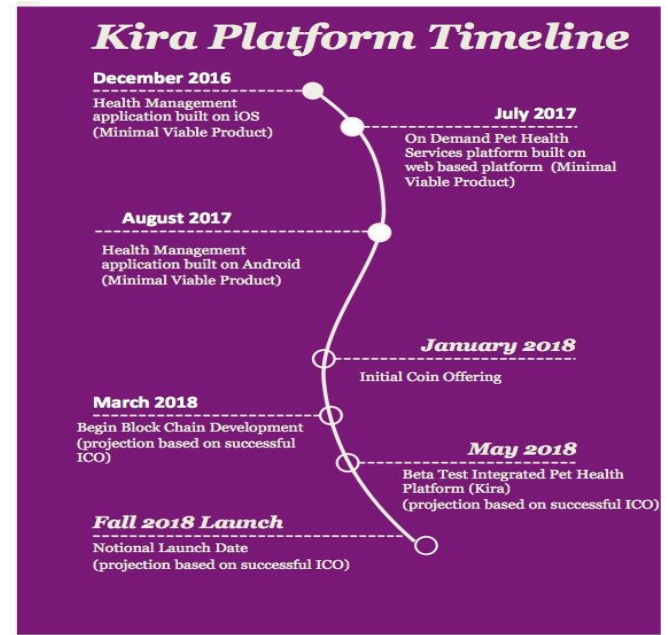


Figure 3: Service Transaction on the Blockchain

2.1 Tokens

The Kira Token (KTOY) is the engine for developing our blockchain infrastructure. Pet owners are given an allotted amount of space to store their pets health information on the Kira platform. Pet service providers can use the use KTOY in this instance as well to buy space to store client information. More notably, the platform can be used to secure transactions between pet owners and service providers. The ability to seamlessly exchange health data and manage services with significant ease provides the necessary “carrot” for providers and pet owners to actively engage in a symbiotic collaboration. In exchange for KTOY tokens, pet owners will be able to use the network to store health information, and to execute health specific payment transactions for all available health services.



So why are we using Tokens?

We believe blockchain technology will bring pet health services into a new age of empowering pet owners with the data to make inform decisions. Tokens are the crowdfunding tool to help our team mobilize full-time to build our platform and help bring our project to life. We are not a security and tokens are solely use to access the platform only. Please read our Terms and Conditions

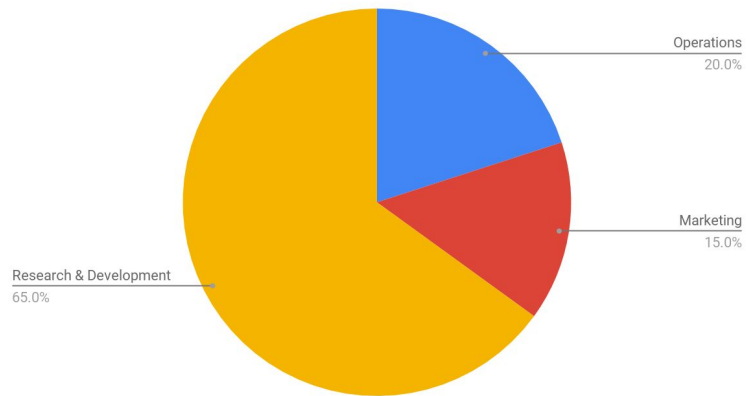
2.2 Token Acquisition

KTOY can be acquired through Kira’s native app, and the crypto-currency market and from service provider via transfer. Platform users will have the ability to acquire KTOY by sending Ether (“ETH”) to the KTOY creation contract on the blockchain during a pre-sale. The Kira Token initial distribution will be in the form of a presale. Anyone will be able to acquire KTOY at a discount rate by pledging ETH into the token sale smart contract. Those with other cryptocurrencies such as ETC or BTC can create KTOY via a third-party conversion service that will be available on the pre-sale page. Please read our Terms and Conditions

2.3 Kira's Budget

Funds raised will be allocated as indicated in the chart. Our goal is to bring our team on in a full-time capacity to focused on Research & Development, Operations and Marketing. A budget is outlined assuming a scenario where the first ceiling of 6,250 ETH equivalent has been reached.

Allocation of Funds



3.0 Path Forward

We have a minimally viable product built for both our health management and on-demand services applications. Our health management platform allows pet owners to store their pet's medical information, schedule notifications, vaccinations and is built on iOS & Android app (kiraspack.com). We are currently testing our on-demand web app (kiravet.com) that allows dog owners to schedule a service and gives them the option to bring a tailored service to their front door. The next step in our process is to streamline our health data and services applications on the blockchain to enable secure transactions. One place to manage your pet's health data, One place to manage service transactions.

3.1 Customers

Our target customers are pet owners, specifically dog owners. We believe time is a precious commodity. Any pet owner knows the amount of time they spend waiting at the vet is staggering, but even more important is the amount of money that could be saved by demystifying the pet health service cost. Transparency and convenience in the health services market is how we plan to make money. Our platform empowers pet owners to schedule health related services at their home (Think of Uber for Pet services). Notionally, we could take say 15% of every on-demand vet service transaction and charge a customer service fee of \$2.50 (booking fee to the customer). We project that an average service fee is \$50 per customer, therefore our business will gross \$10 per customer (per service). As we grow, we will offer in app purchases for healthy pet products, data driven pet health recommendations, pet health storage for service providers and explore lead generation services for pet stores in the area.

Over 70 million US households have dogs and spend an average of \$300 a year on pet health alone. Bringing health cost down through preventative care, data supported health activities and on demand services is important but through the use of this app owners will be able to conveniently stay on top of their pet's health needs thus increasing the health of their pets.

The Future of Pet Health is Here

The future of pet health is a vibrant ecosystem of information that empowers the pet owner to make informed, actionable decisions that lead to a conveniently tailored service from their pet service provider. The blockchain will play an increasingly significant role in healthcare and bring beneficial disruption and new efficiencies to every stakeholder in the pet health ecosystem. The result will be a new generation of informed pet owners, and service providers that will shape the next era of pet health services. The Kira platform will help shepherd this charge for pet health services built on a blockchain to fulfill its potential in healthcare.

www.kiraspack.com