

PocketPaw Co

YOUR PET IN YOUR POCKET

Our team

**David
Pérez**

CEO

Data Science Engineer

**Federico
Falcone**

CFO

Computer Engineer

**Guillem
Escriba**

CEO

Data Science Engineer

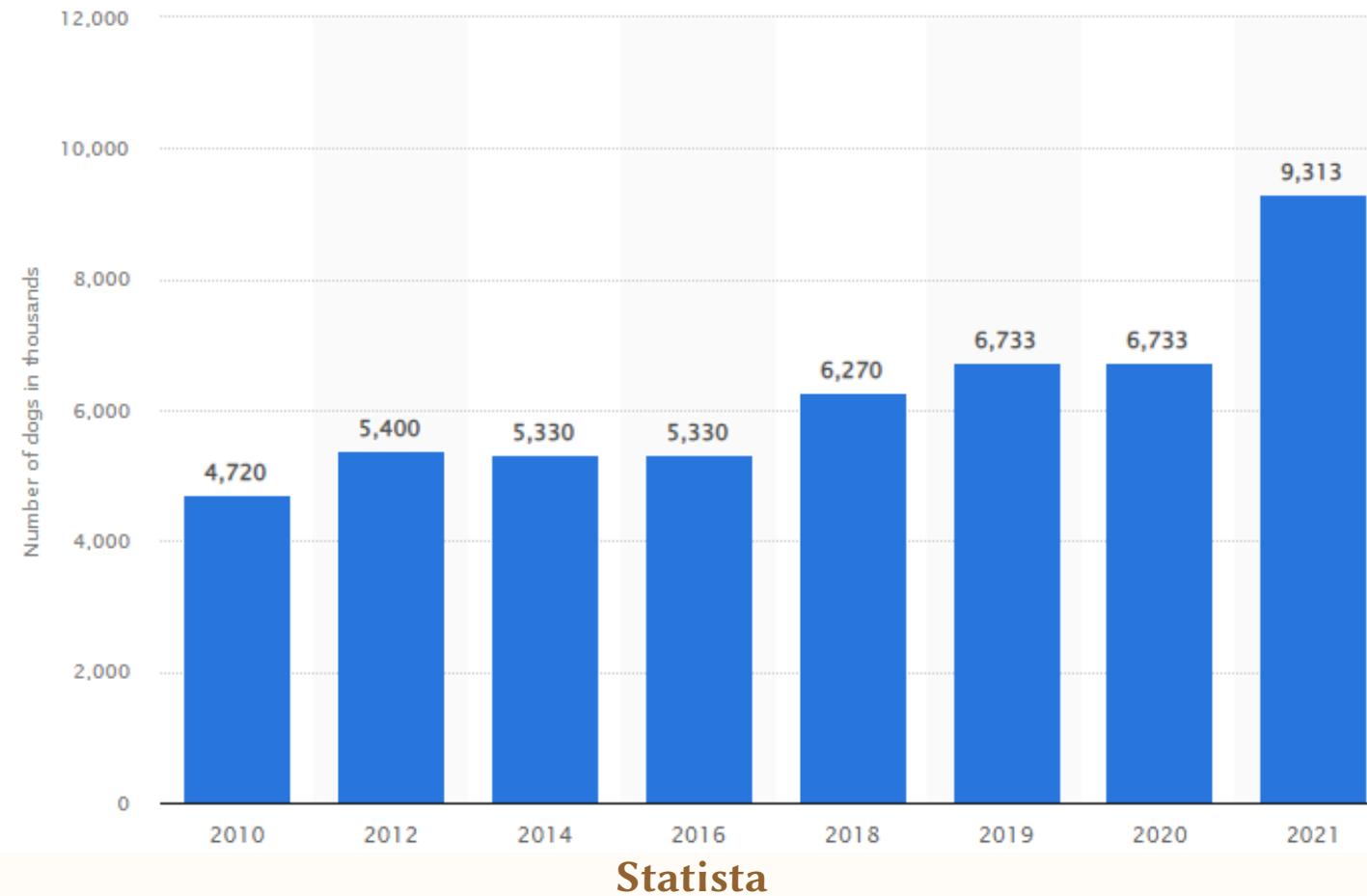
**Oriol
Soler**

GENERAL MANAGER

Audiovisual Engineer

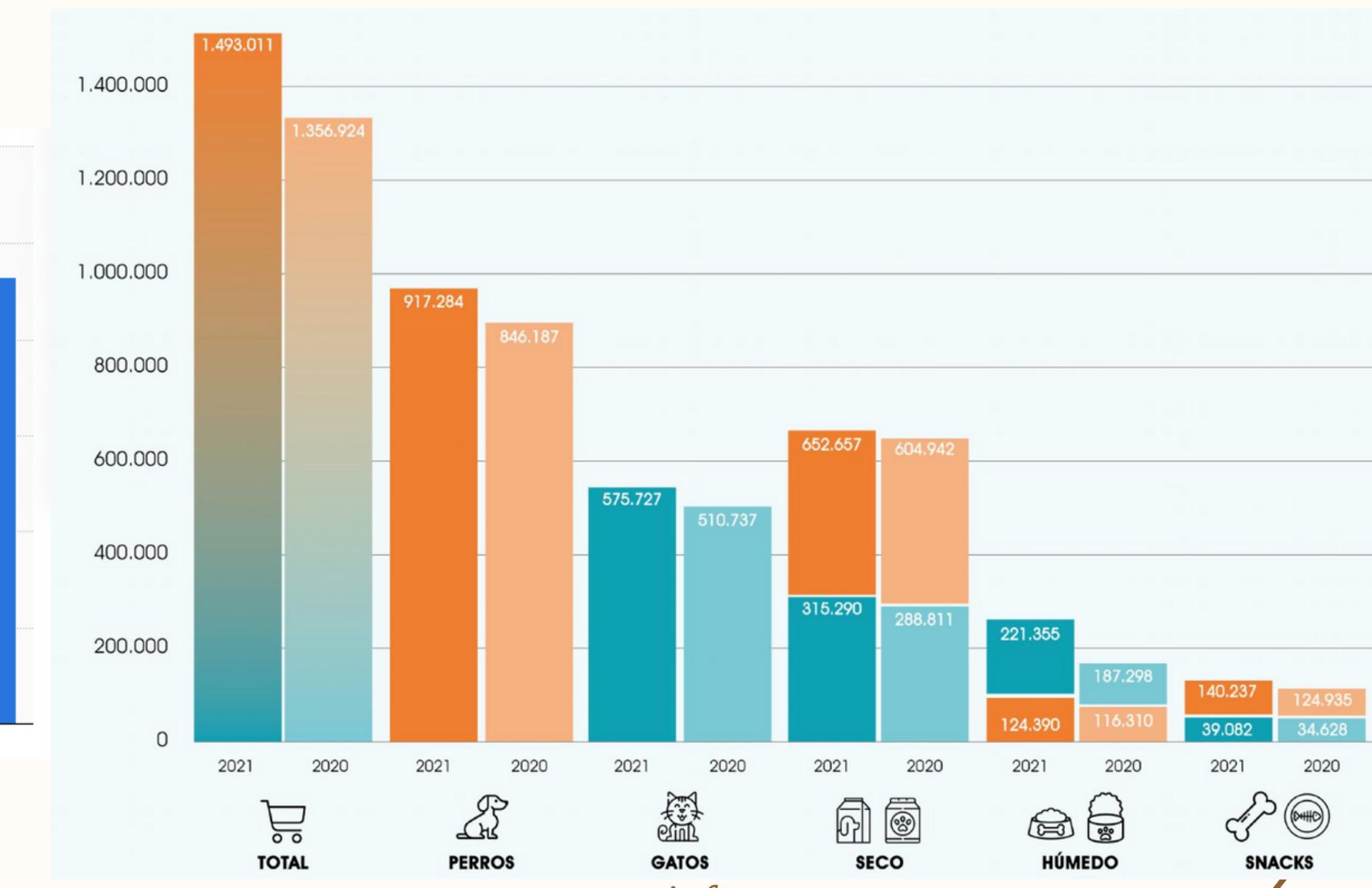
INTRODUCTION

Dog Population in Spain 2010-2021



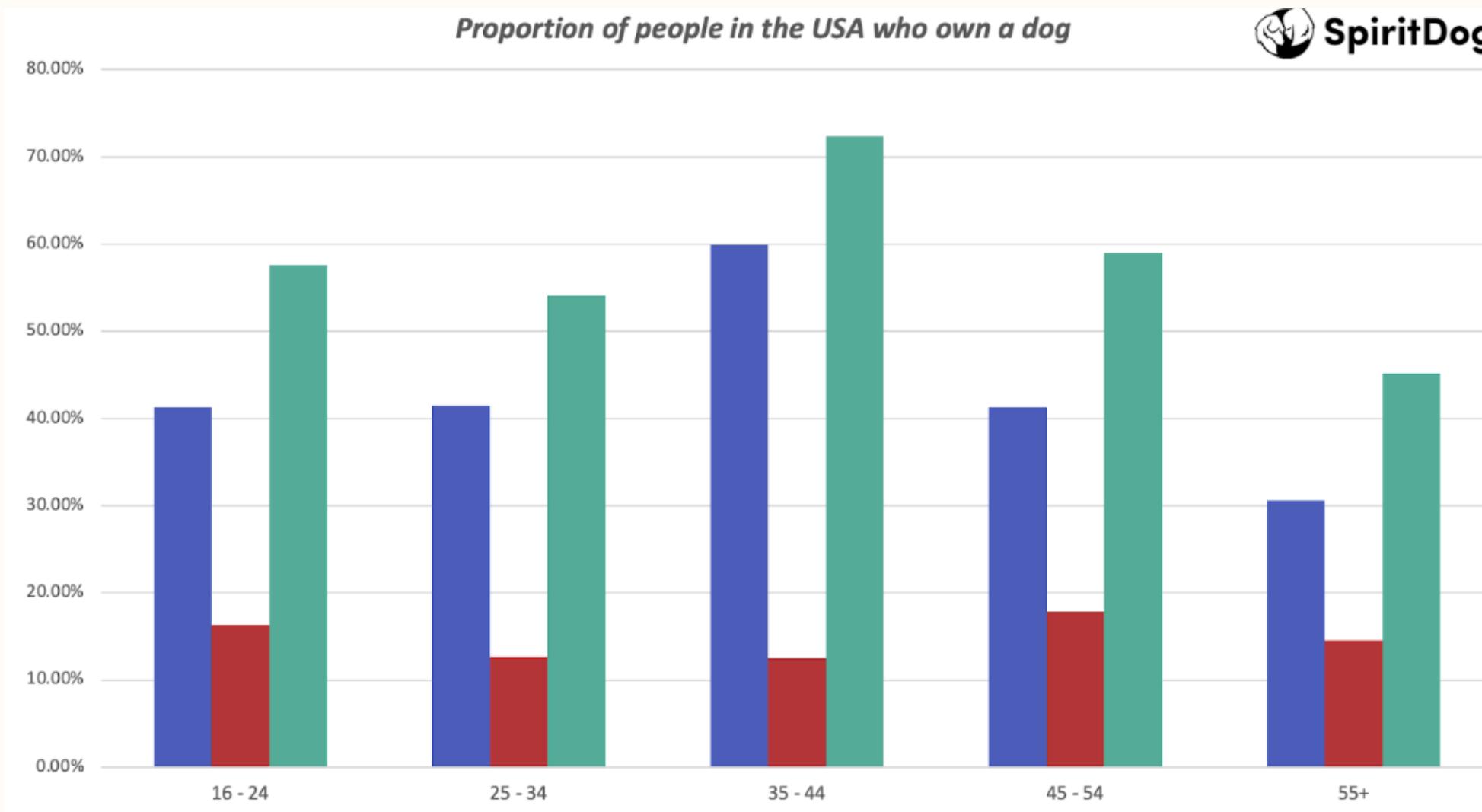
Statista

Billing in numbers (M€)



Anfaac

IDENTIFICATION OF NEEDS



- 95% Spanish men younger than 30 have NO kids for a 80% of women (INE).
- "Connected Generation"
- 138.000 abandoned dogs on 2018 (Affinity Foundation.)



PocketPaw: Pet Care All
in a Single Platform

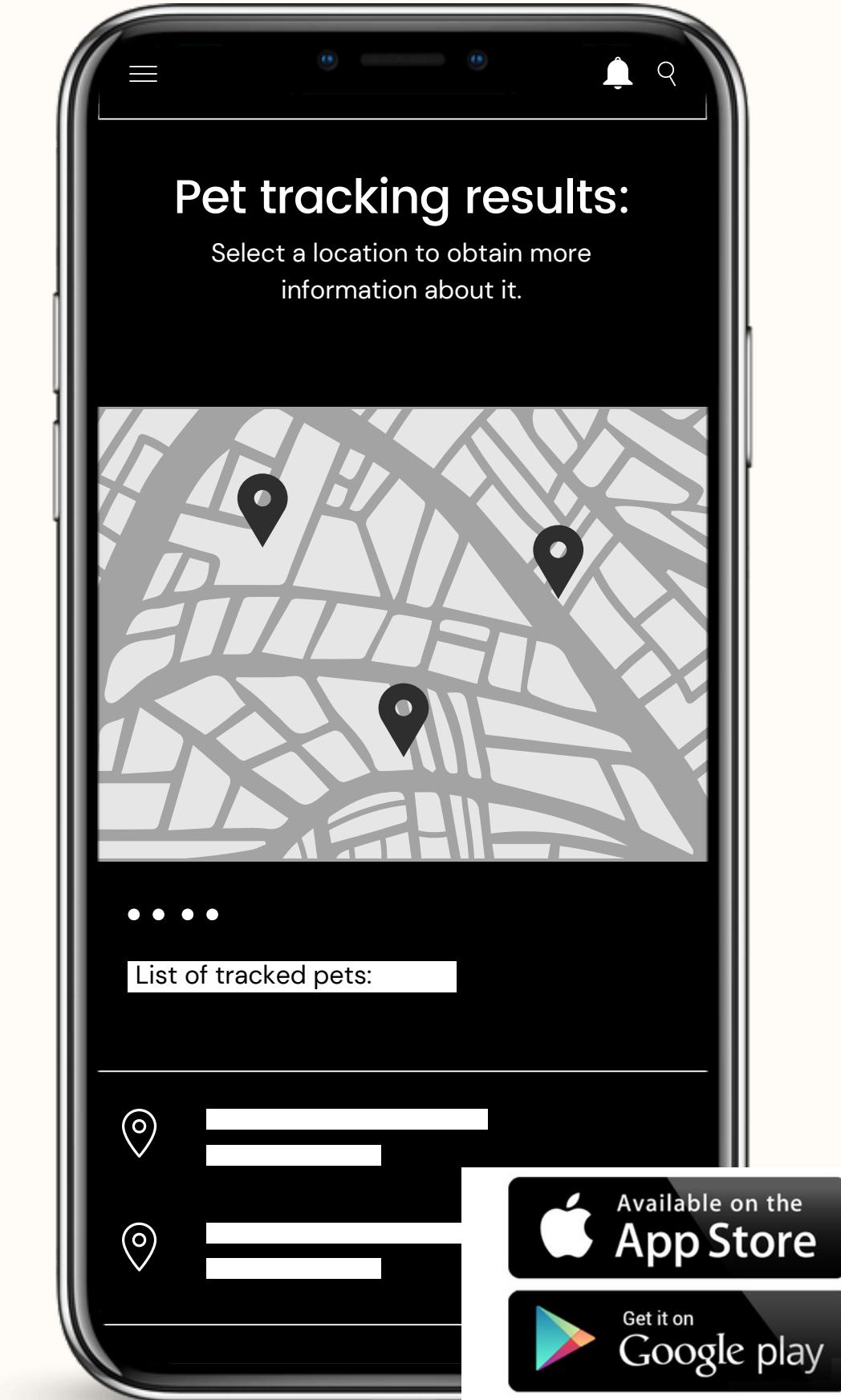
Whole Eco-system

Satisfaction



Ease of
use

Innovation

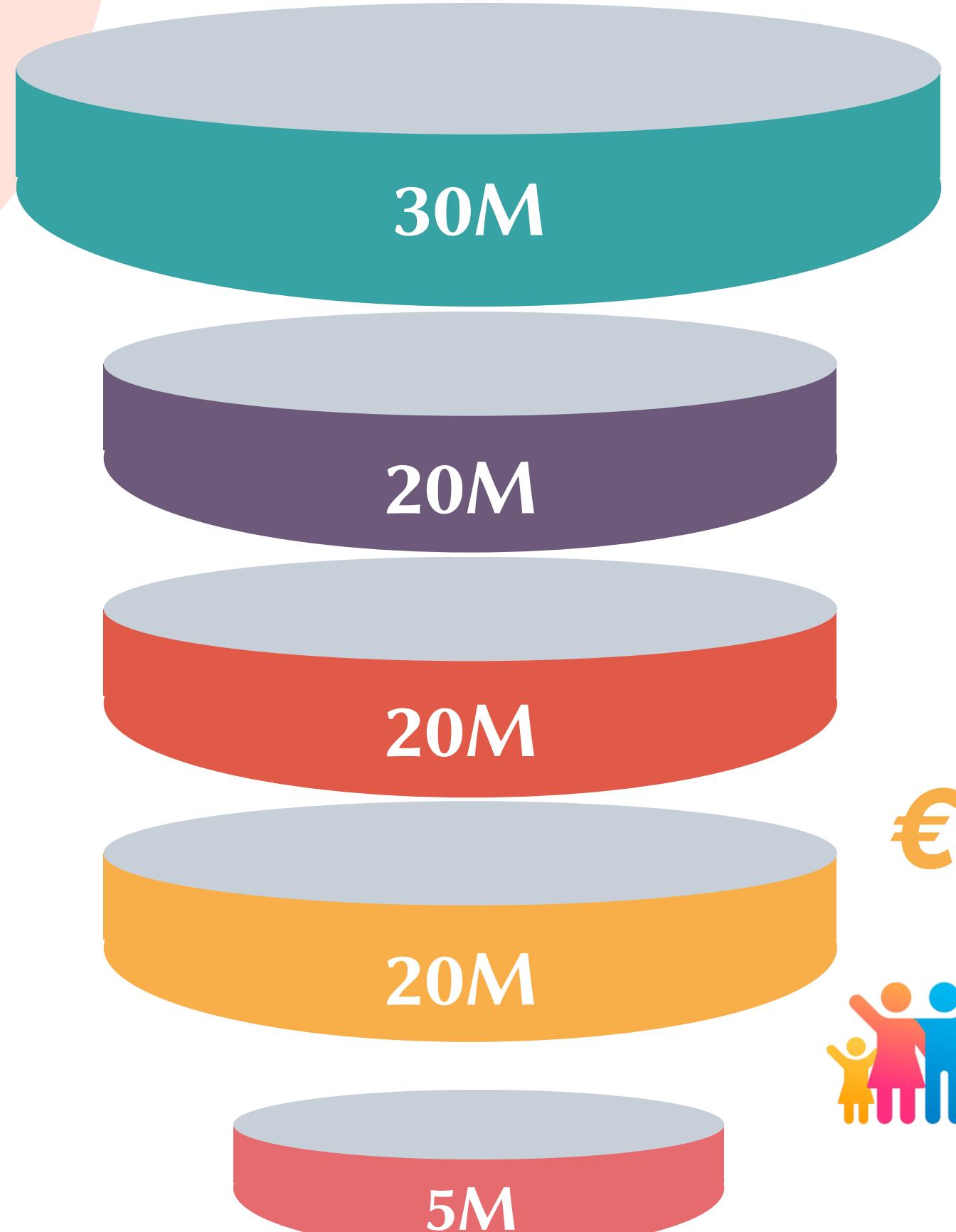


POCKETPAW SERVICES

PocketPaw Version	Basic	PRO
<i>Free</i>	✓	✗
<i>With ads</i>	✓	✗
<i>Activity tracking</i>	✓	✓
Reminders and medication schedules	✓	✓
Pet profile creation	✓	✓
<i>Specialist Guides and Tips</i>	✗	✓
GPS tracking	✗	✓
Vet affiliation and scheduling	✗	✓
<i>Social community</i>	✗	✓
Medical records	✗	✓



Segmentation: Target Market



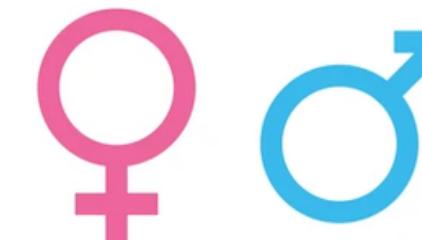
Half the population have pets

in Spain and Portugal, where our distributors have stores.



Young people hog the internet

Youngers than 50 are the 80% of the common Web-App users.



Evenly distributed by gender

56% of women have pets for 53% of men, so no segmentation about gender is done.



No differentiation by budget

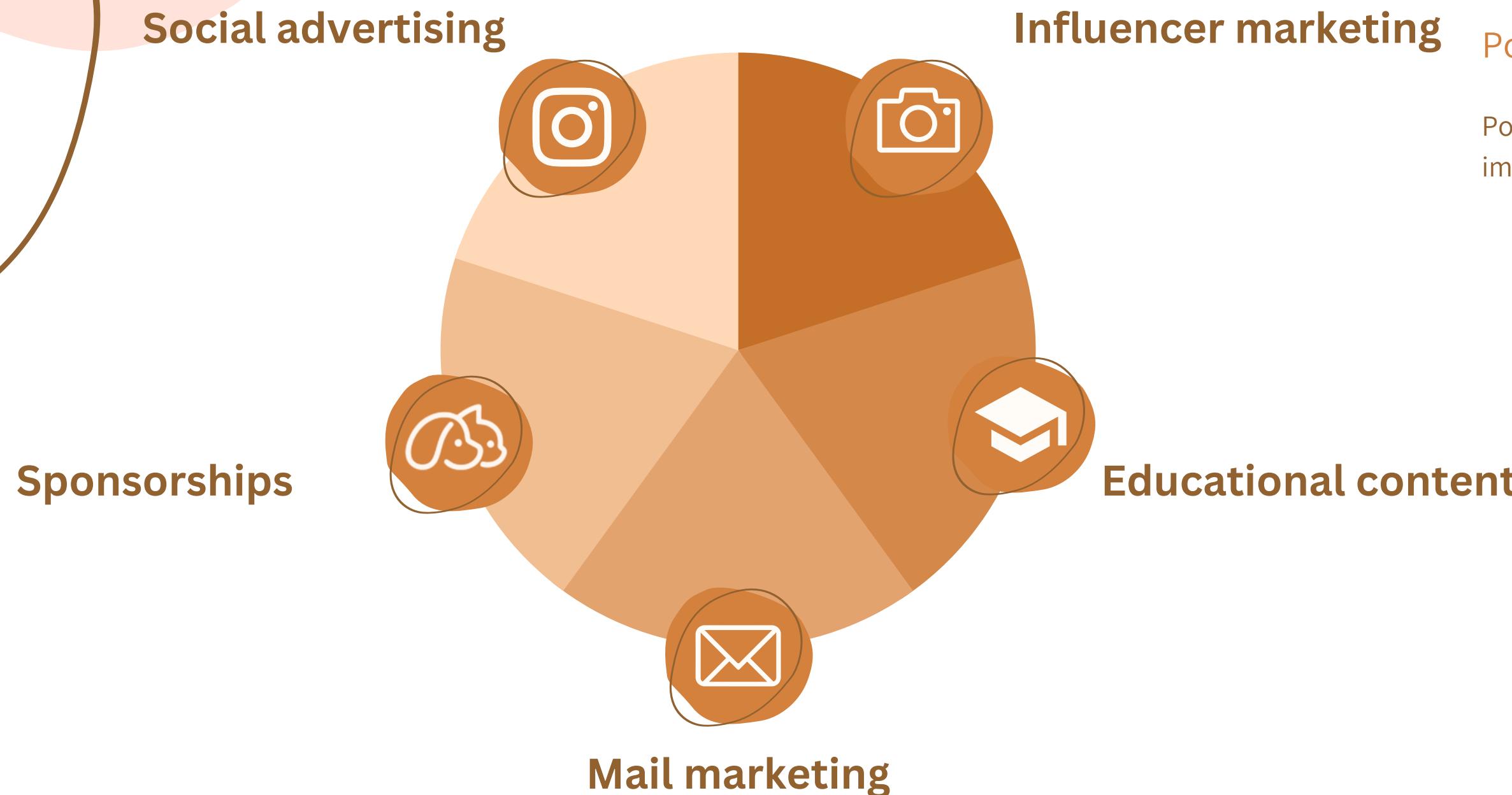
Pet owners spend an average of **400€ a year in pet care**, our affordable pricing is not gonna take them back



One download per home App

Our App and services are thought to be used by a **family unit**, which in Spain is about **4 people** in average.

Communication & Distribution channels



PocketPaw APP:

PocketPaw app is available at the most important app stores:



PocketPaw Products:

Our products can be obtained in the well-known pet shops KIWOKO with physical and online stores.



+ 140 stores

How to reach them?



ANALYSIS OF THE COMPETITORS

- So many **small** competitors.
- So many competitors of our **GPS** offer.
- Competitive **pricing**.
- **Competitive advantage:**

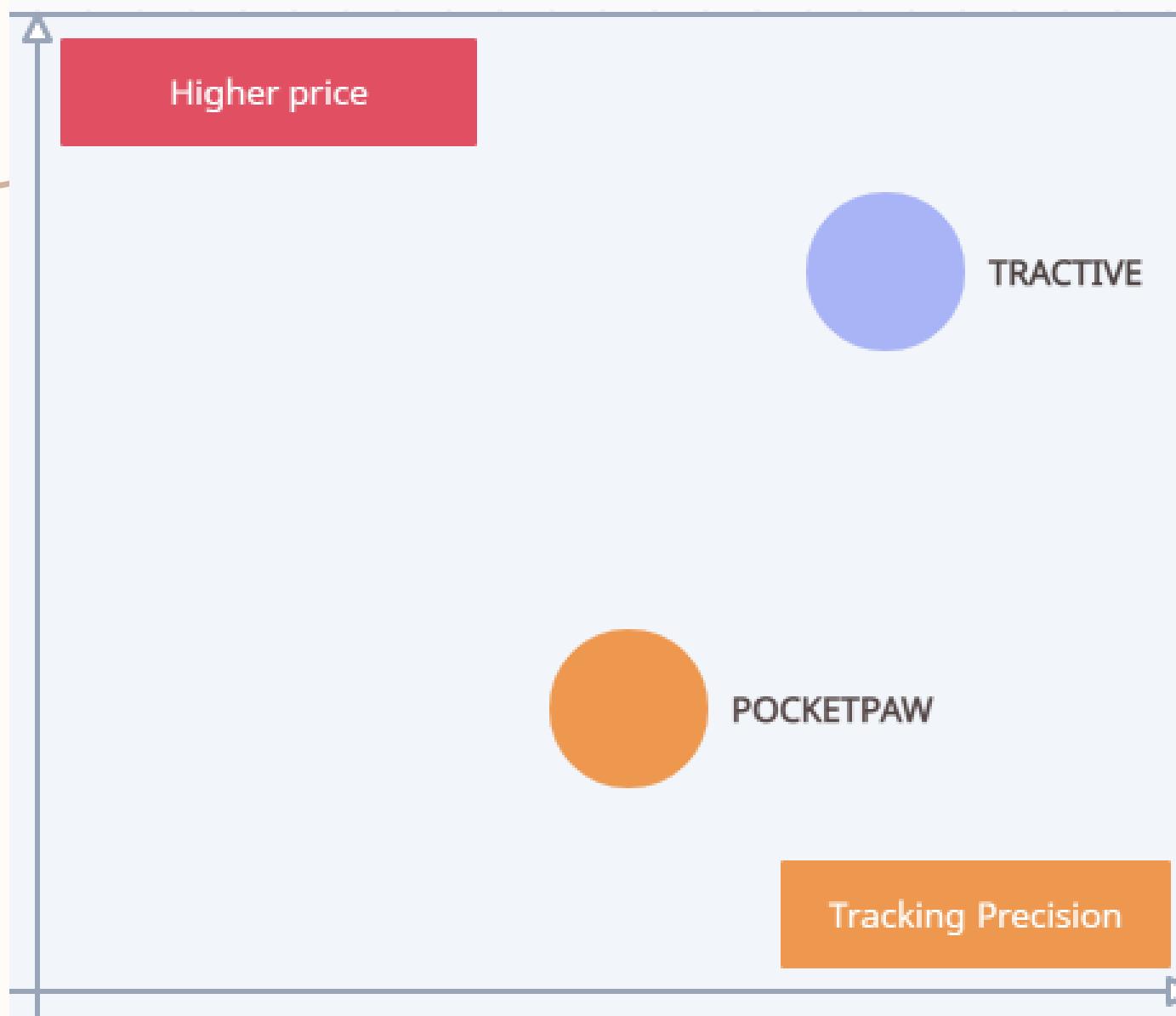
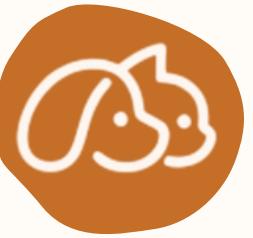
-> Kiwoko distribution,

-> All features from competitors in one app + unique features.



Tractive- Annual Revenue in 2022: \$36M
11pets - Annual Revenue in 2022: \$1.0M - \$2.0M
Rover - Annual Revenue in 2022: \$0.16 B

Positioning

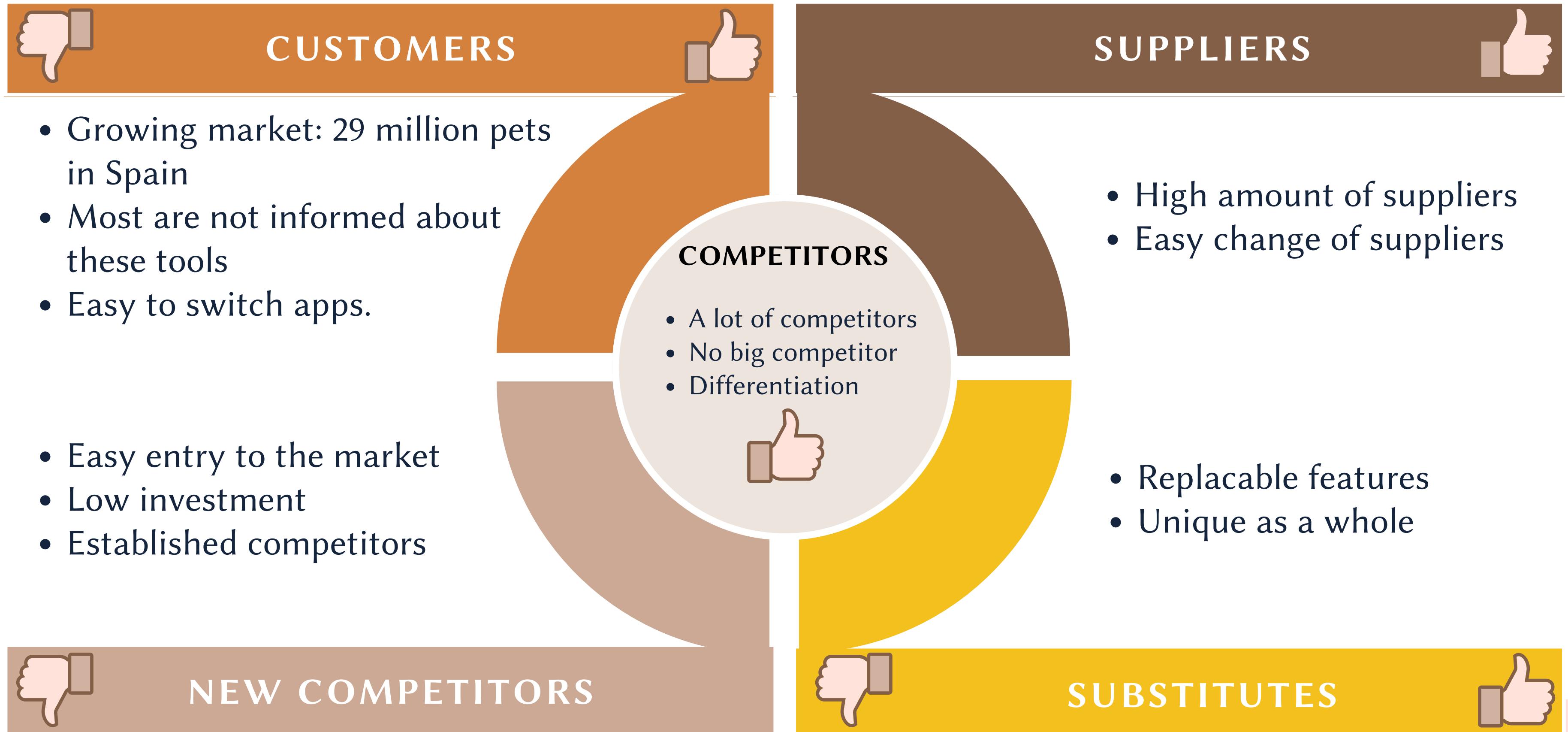


TRACKING DEVICES

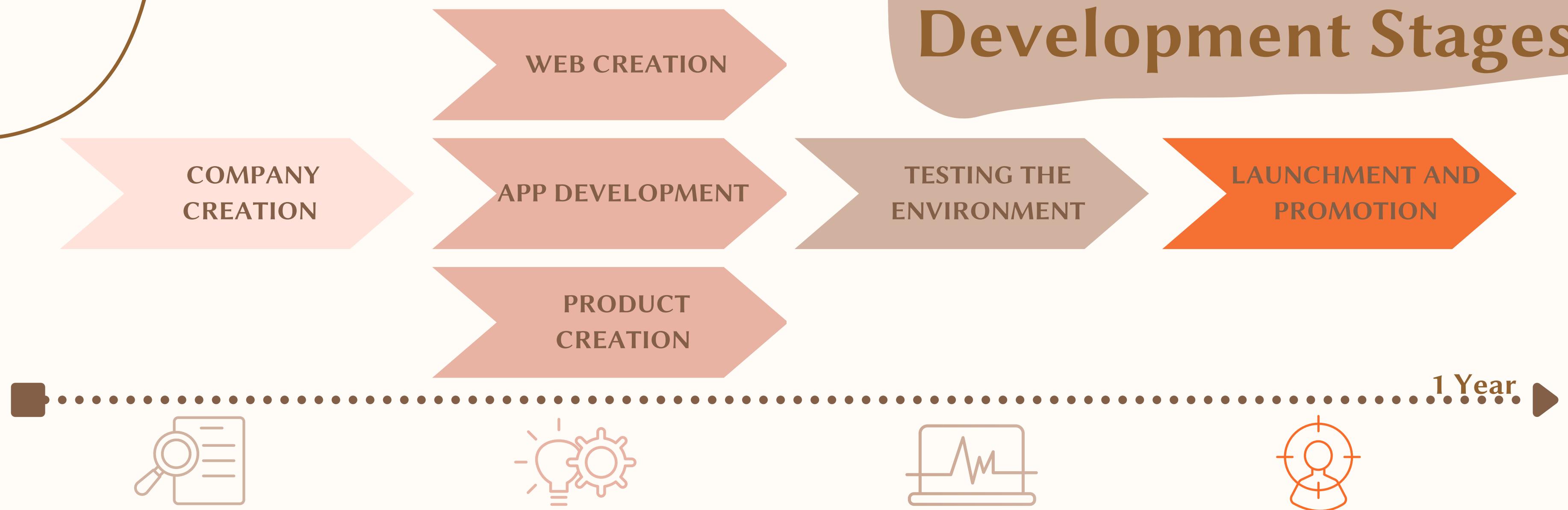


TOTAL SERVICES VALUE

Sector attractiveness analysis:



PocketPaw Co: Development Stages



STAGE 0: COMPANY CREATION (MONTH 1)

The first step is creating the company after that we need to define the idea while we outsource a external market study.

STAGE 1: APP, WEB AND PRODUCT DEVELOPMENT (MONTHS 2-5)

We will create three parallel development teams, one for each feature of the environment. The Web Creation will be outsourced.

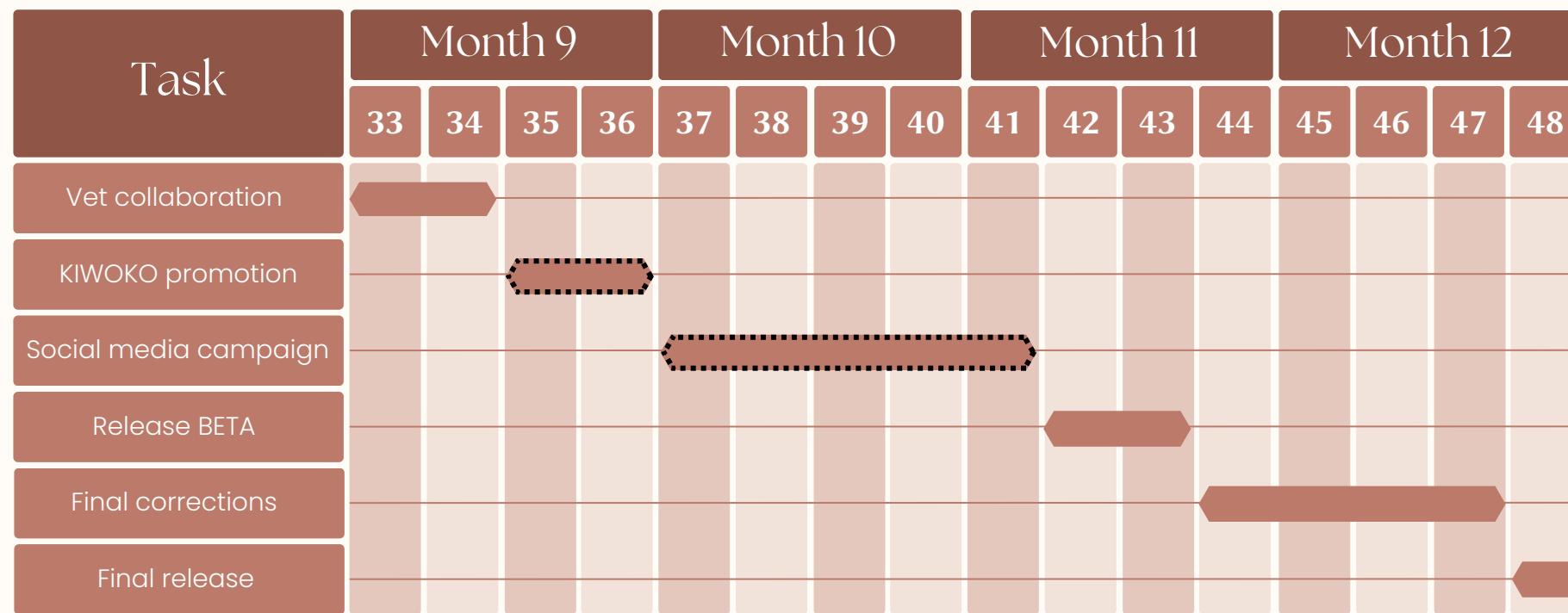
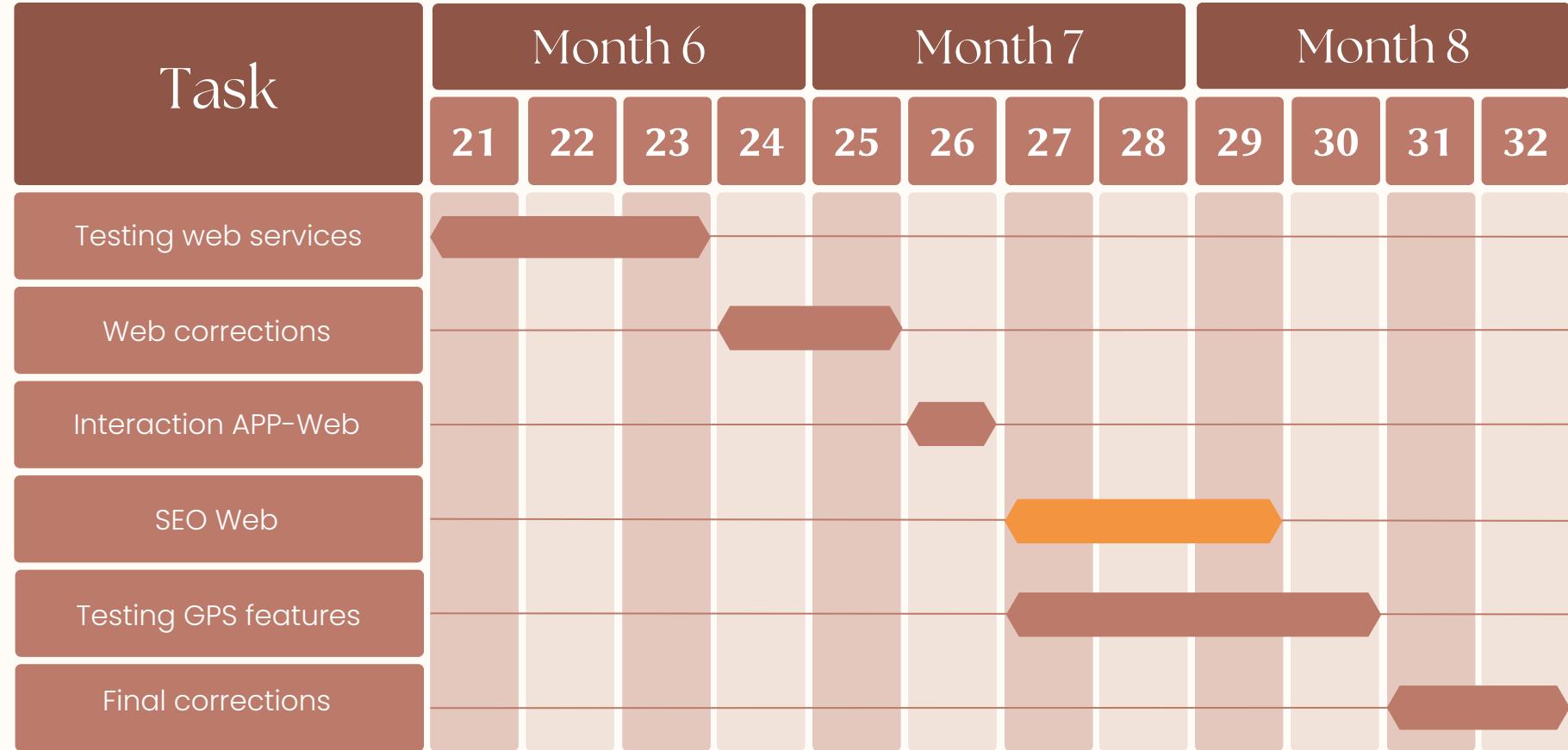
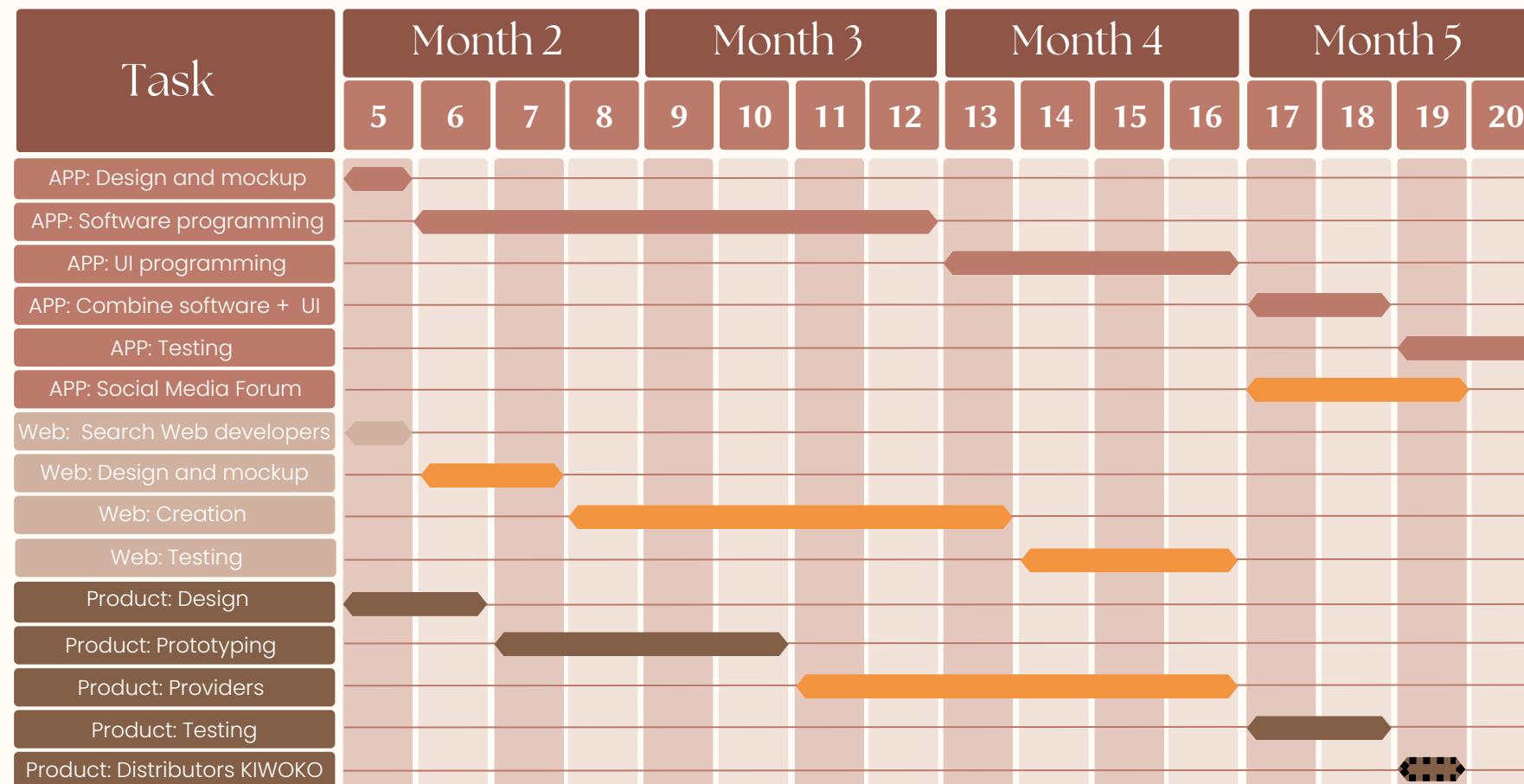
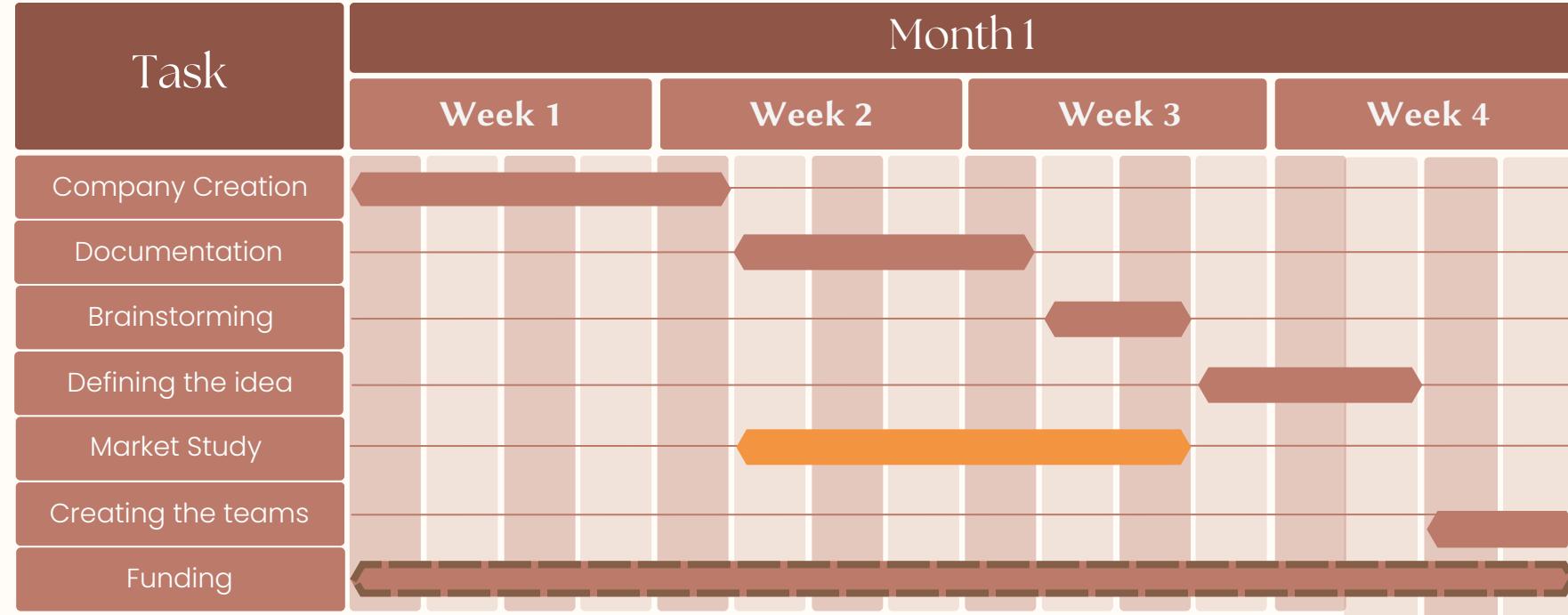
STAGE 2: TESTING THE ENVIRONMENT (MONTHS 6-8)

After the development of the Web, App and the Product, and making several tests and corrections, we need to test the whole environment.

STAGE 3: LAUNCHMENT AND PROMOTION (MONTHS 9-12)

Social Media promotion and first releases of BETA versions of the product to get feedback and do the final corrections.

Activity plan

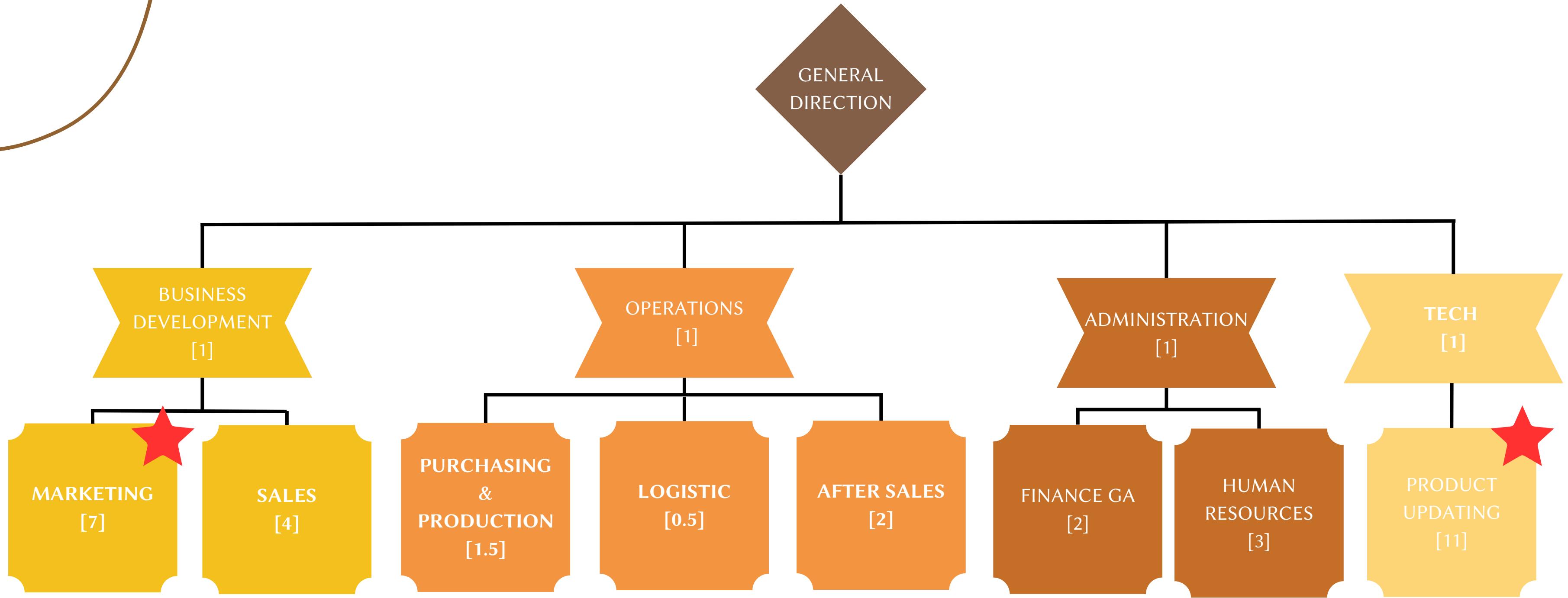


Where's our value?



- We trust in the best **specialized companies** for outsourcing each one of the key stages that add **value for our customers**.
- This do not only assures the well functioning of all our process, but makes us more **reliable** for our **potential customers and investors**, since some of our main procedures are taken by the some of the most **well-known companies in their field**.

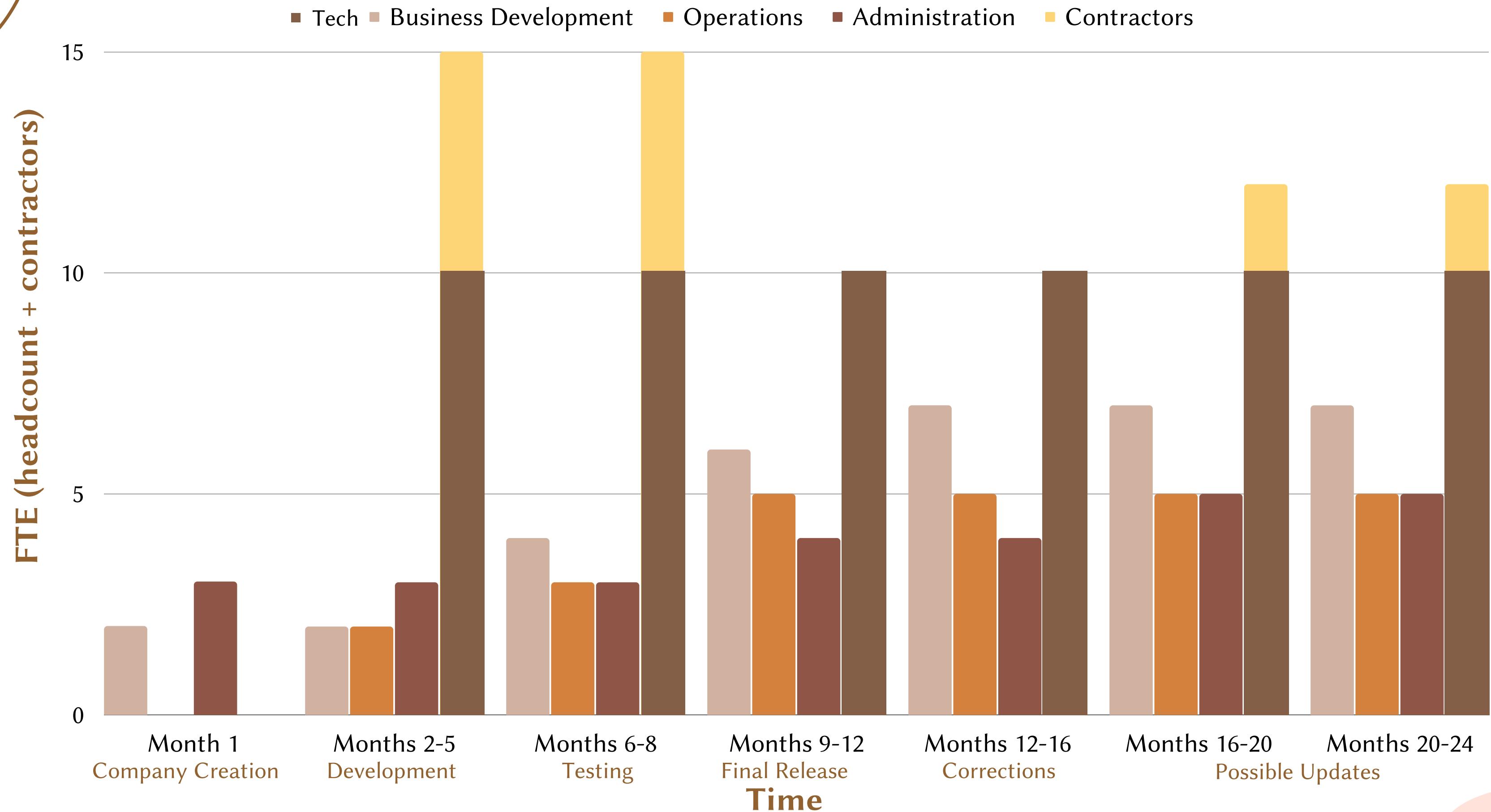
Organizational chart



★ Key departments

Since we are in a very competitive market with some apps that have similar functions we need a powerful marketing department to differentiate us. Also to remain in the market we need to constantly update the product to compete against our rivals.

Company growth



Internal

S W

Strength

- Recurring revenue
 - The app offers paid features such as premium analytics or advanced tracking, the company could generate recurring revenue from users
- Many services in one place
 - This service offer and group a vast list of functionalities and everyone of them can be easily accessed in the same place
- Good Placement and Distribution
 - Thanks to our partnership with Kiwoko, our distribution is gonna lead us closer to the users than any other competitor.

External

O T

Weakness

- High competition
 - The pet care app market has already a few competitors that already have a loyal user base
- Dependence on the internet
 - In order to work properly in every functionality, this application needs the device to be connected on the internet
- GPS easily replacable
 - We are aware that the main feature from our PRO version could be less profitable as we expect, since it is now really easy to find anywhere.

Internal

S W

External

O T

Opportunities

► New home era

After the pandemic situation most of the daily tasks are now done in home, such as telecommuting, this entails a tendency of having more pets.

► Accessible market for everyone

The percentage of the population dependence on the internet is growing as the amount of people adapted to the net, which makes our services easier to use for any kind of people with pets.

Threats

► Why is it not already happening?

Each one of our expectations make us happen, if the market already exists, why this idea is not already succeeding?

► Economic downturn

A recession could result in decreased spending on non-essential items such as pet care apps

► Data Security concerns

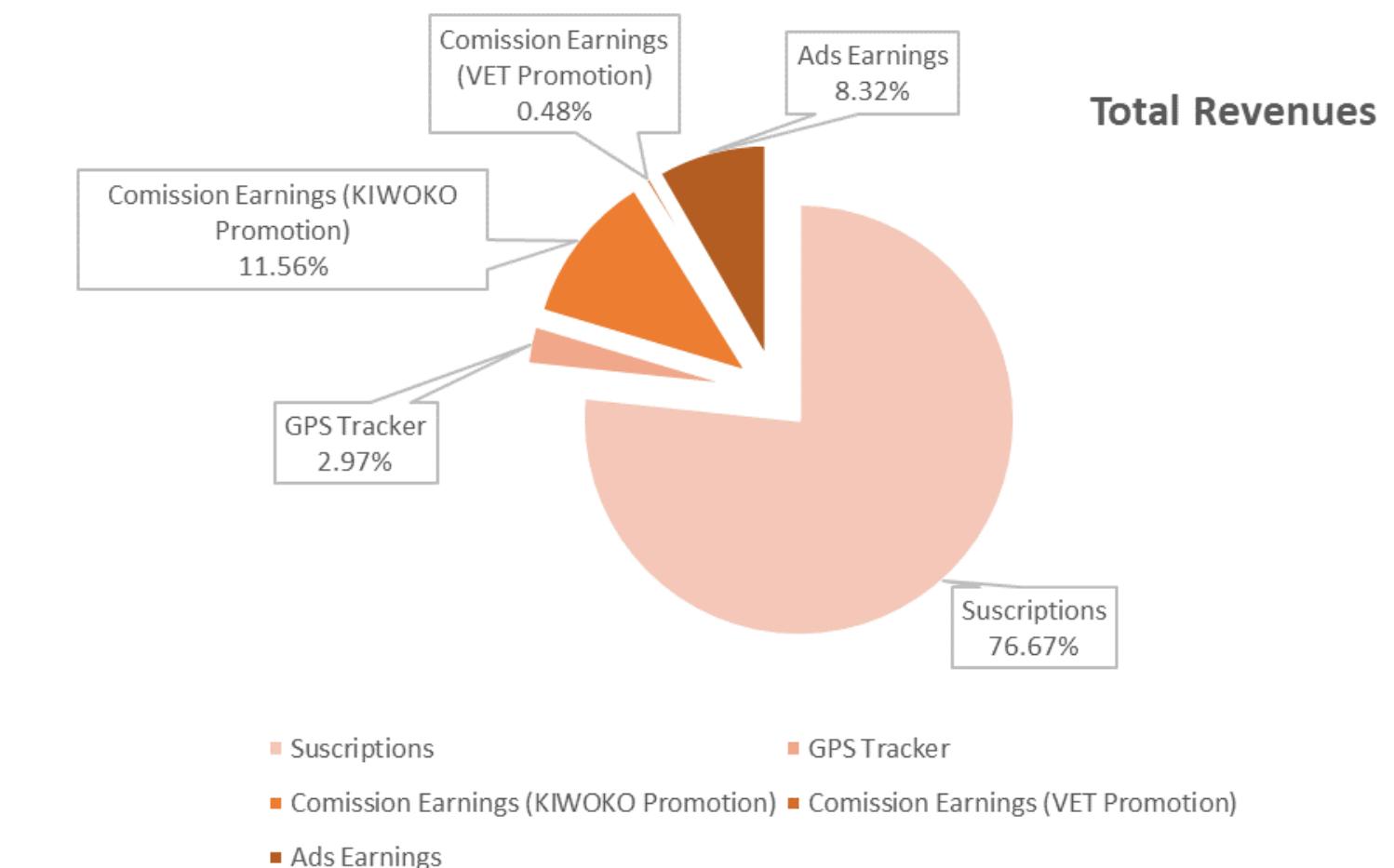
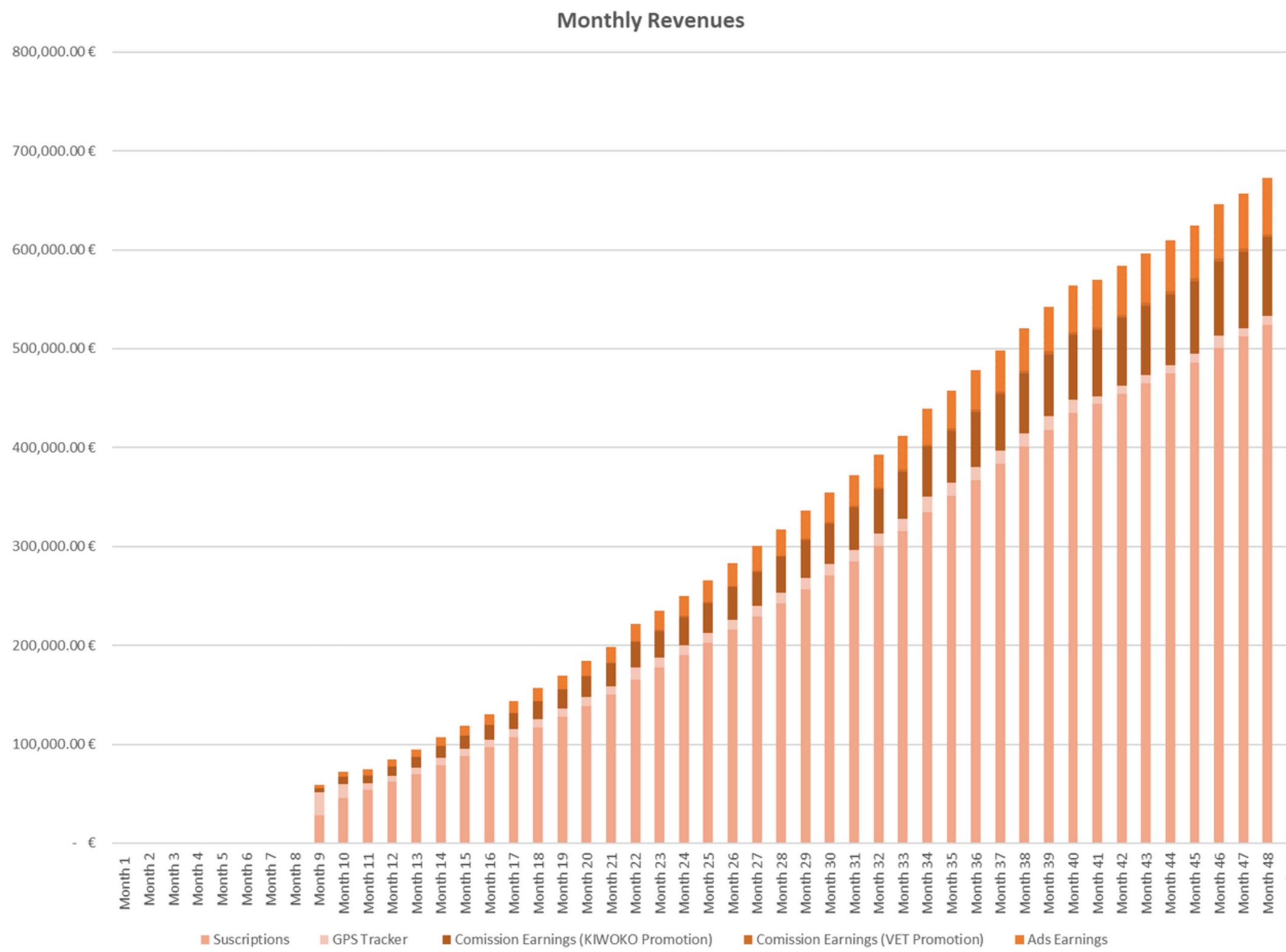
We constantly deal with sensible users data (GPS tracking for example) we have to prevent any potential risk that can compromise the confidentiality, integrity, or availability of them

PocketPaw: Finances

OVERVIEW:

1. Revenues: how much money will we earn?
2. Expenses: where will the money go?
3. Income Statement and Cashflow forecast
4. Scenarios: optimistic and pesimistic
5. Funding: how much money are we requesting?

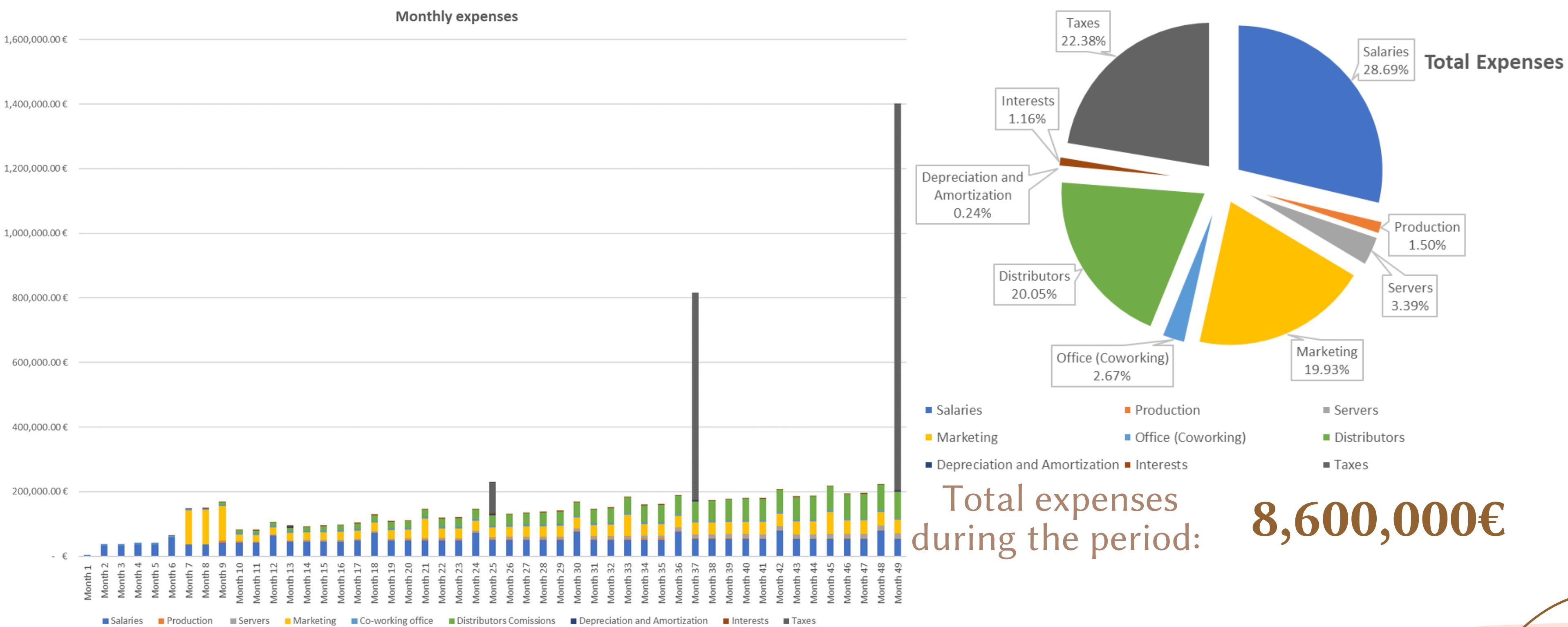
REVENUES



Total revenues
during the period:

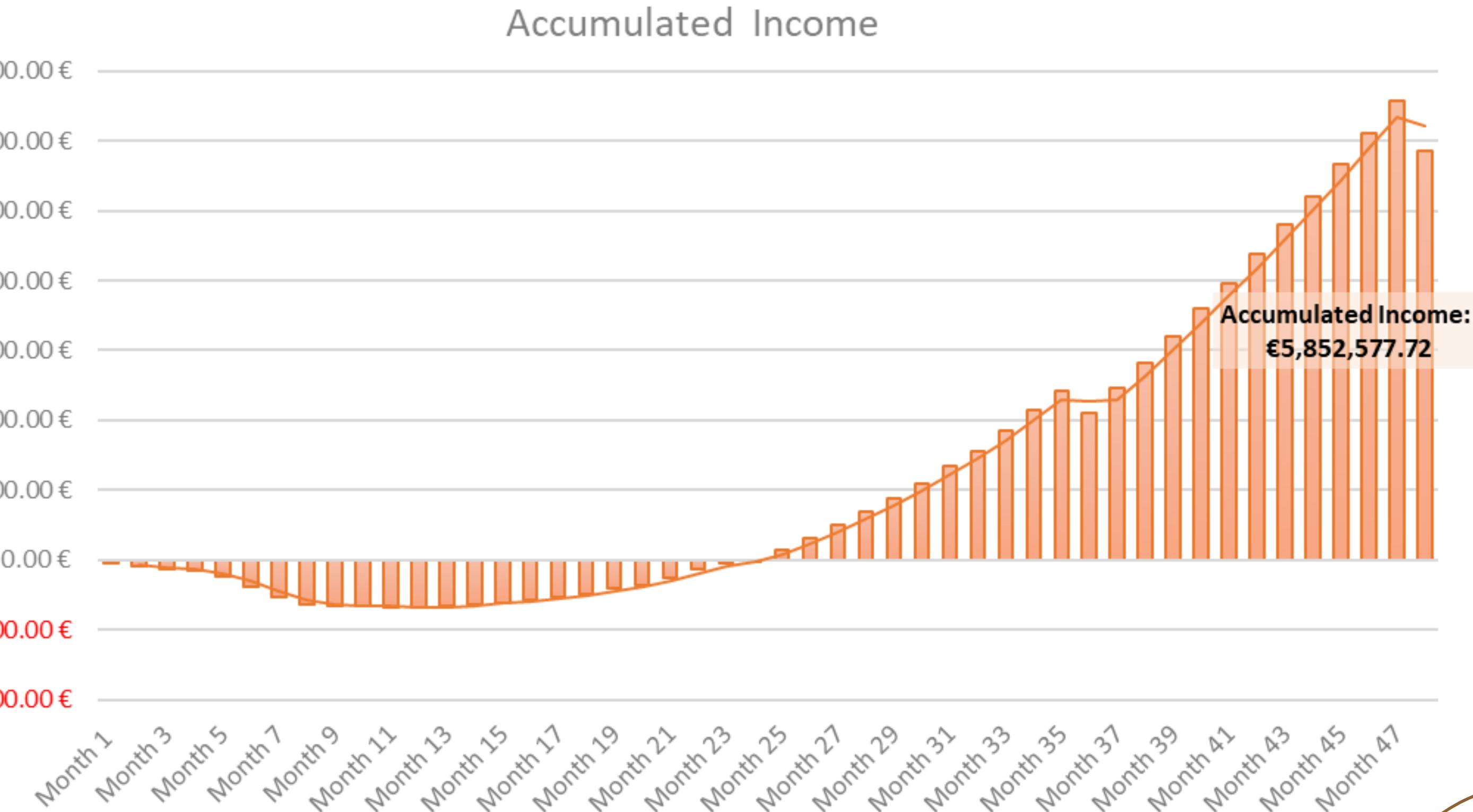
14,500,000€

EXPENSES

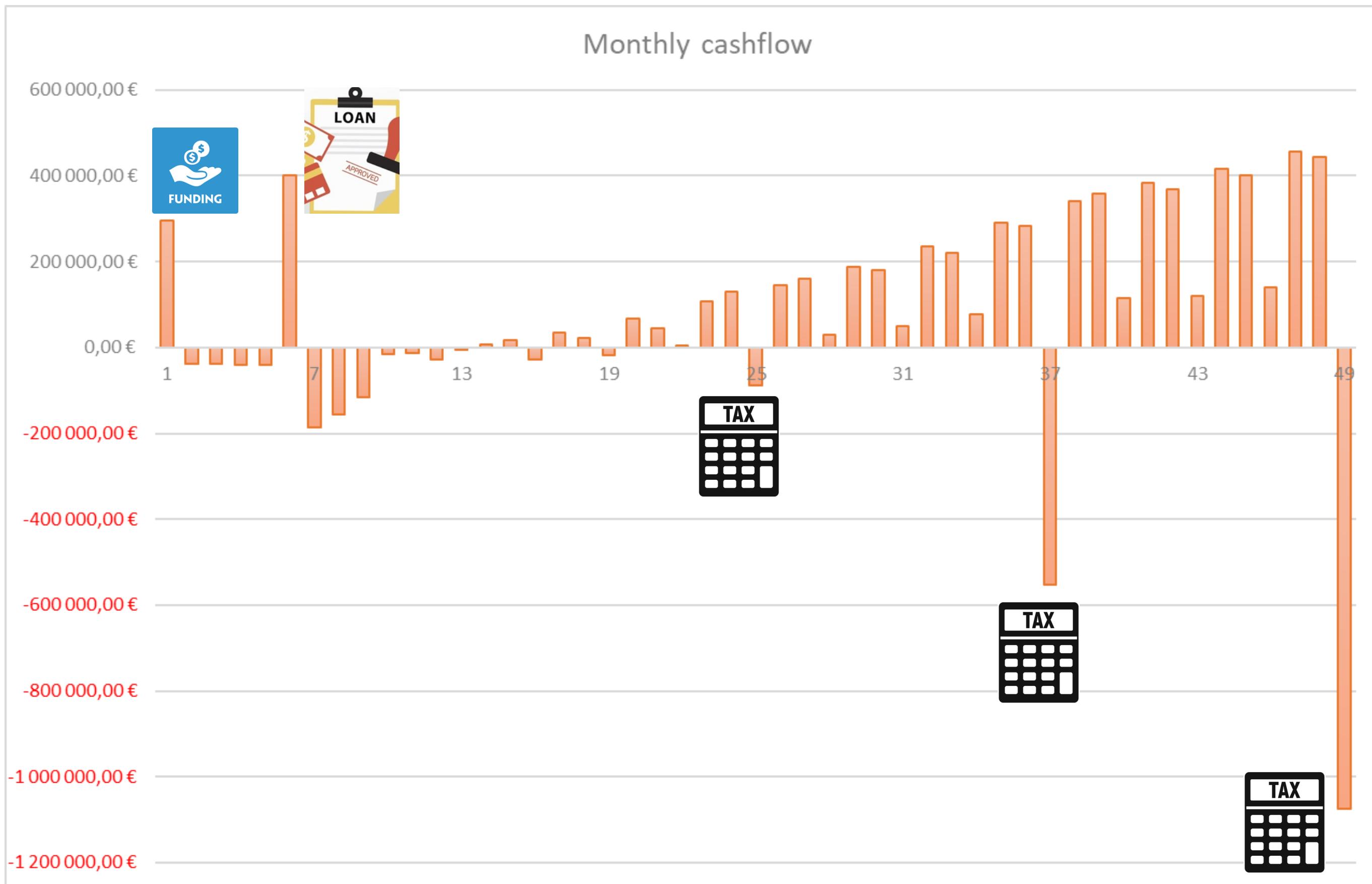


Income Statement BreakDown

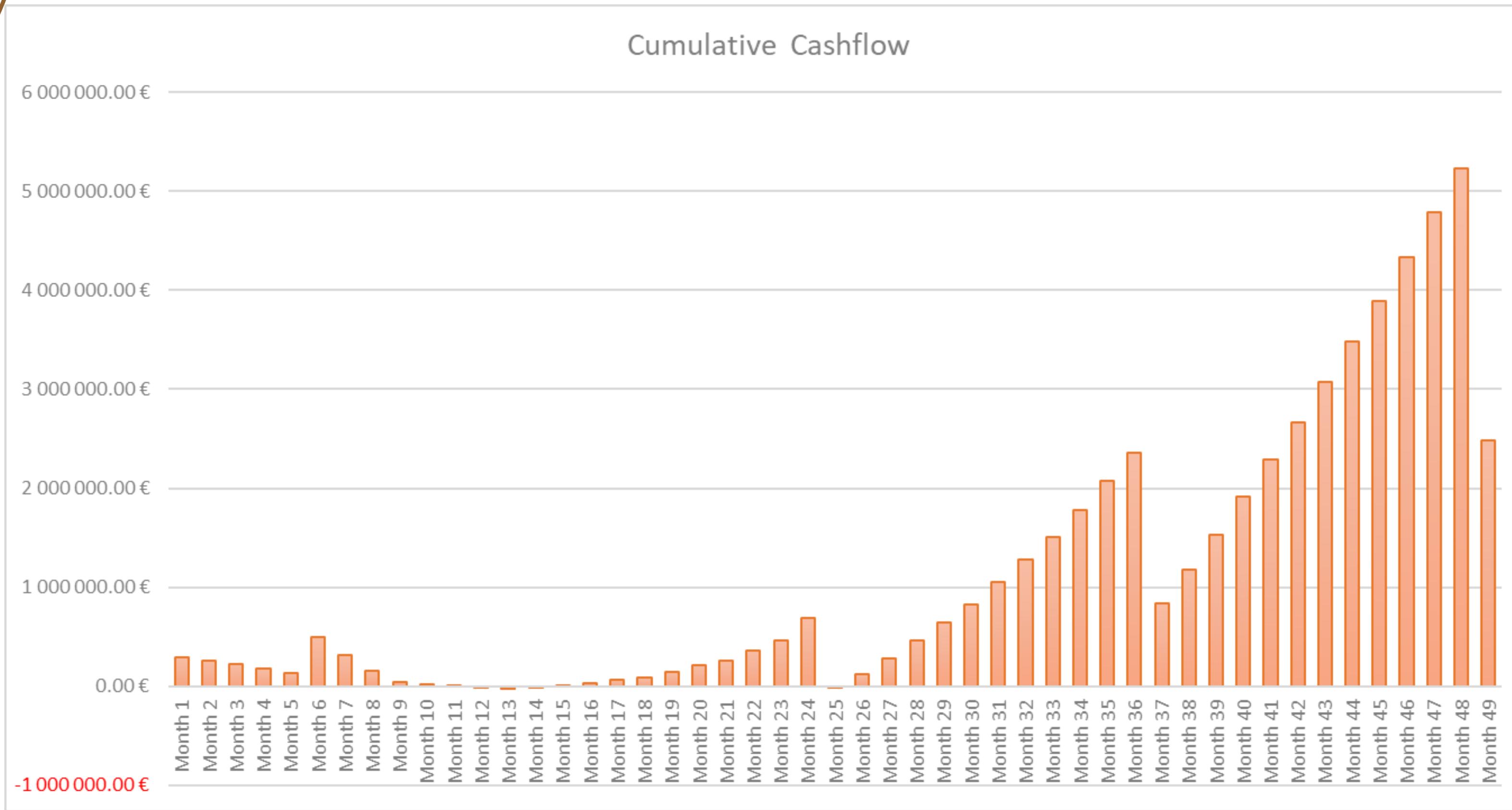
Income Statement	
Economic Event	Total Amount
Sales	11,534,829.30 €
Ads (Free version)	1,205,315.69 €
Vet Promotion	69,800.00 €
KIWOKO Promotion	1,674,092.00 €
Salaries	-2,476,469.95 €
Production	-129,342.00 €
Servers	-292,352.40 €
Marketing	-1,720,417.23 €
Co-working office	-230,400.00 €
Distributors comission	-1,730,224.40 €
EBITDA	7,904,831.01 €
Depreciation and Amort	-20,800.00 €
EBIT	7,884,031.01 €
Interests	-100,035.16 €
EBT	7,783,995.85 €
Taxes	-1,931,418.12 €
Net Income	5,852,577.72 €



FORECAST OF CASHFLOW(4 YEARS)



FORECAST OF CASHFLOW(4 YEARS)



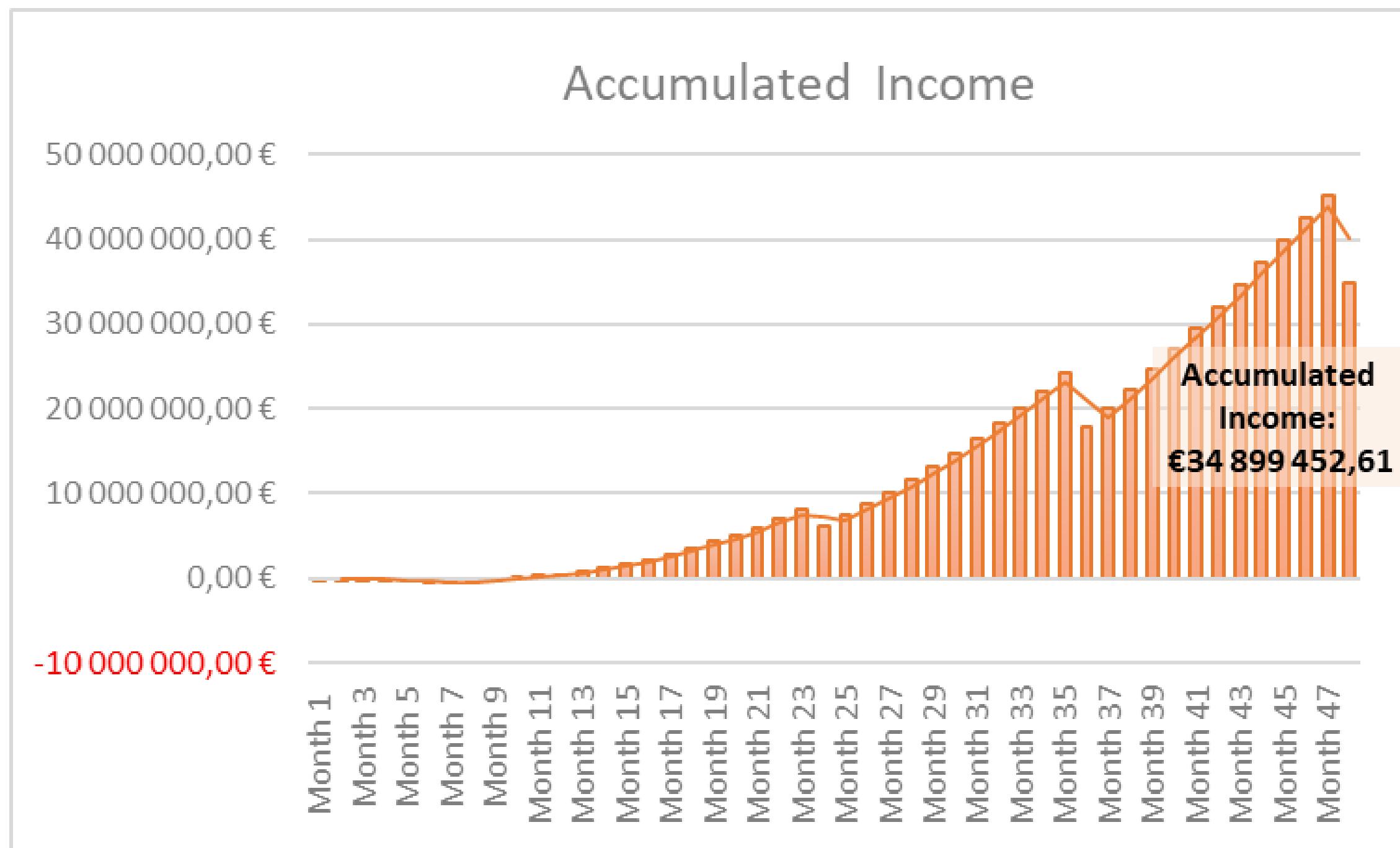
SCENARIOS - BEST CASE

SALES	
Average random subscriptions	433
Min percentage of random susbcriptions	0,016%
Max percentage of random suscription:	0,02%
User increment	16,80%
PRO User conversion	8,00%
Desuscription rate	0,50%
Total customers in the market	5 064 022
GPS Tracker percentage	80,00%
GPS Tracker price	19,95 €
Suscription price	9,95 €

COGS	
APP	
Cost per server (1000GB)	83,232
Capacity per User (GB)	0,08
GPS TRACKER	
GPS Tracker Cost per Unit	4,80 €

OTHER INCOMES	
ADS	
Impressions per user	6
Number of users that open the app	40,0%
Cost per 1000 impression (CPM)	1,20 €
Vet Promotion	
Vet visits per 10000 users	20
Vet visit average cost	60,00 €
Comision from vets	7,5%
KIWOKO Promotion	
Products bought per 1000 users	45
KIWOKO average cost product	37,50 €
Comision from KIWOKO	9,60%

MARKETING	
Percentage of success ads	2,00%
Increment target marketing	0,50%
INITIAL CAMPAIGN BONUS TARGET	50,00%
YEARLY CAMPAING BONUS TARGET	20,00%



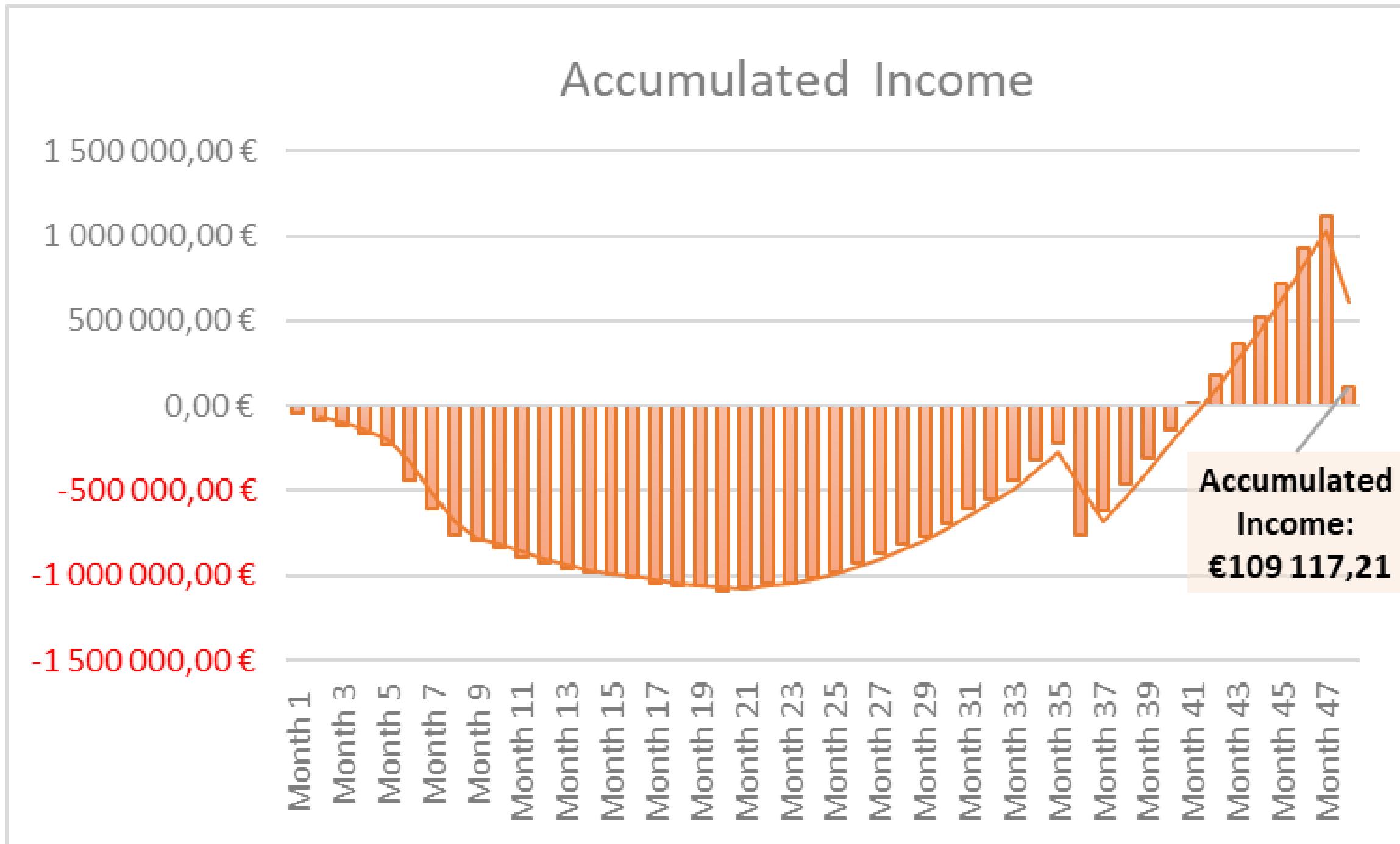
SCENARIOS - WORST CASE

SALES	
Average random subscriptions	865
Min percentage of random susbcriptions	0,006%
Max percentage of random suscription	0,01%
User increment	9,60%
PRO User conversion	3,40%
Desuscription rate	1,20%
Total customers in the market	5 064 022
GPS Tracker percentage	32,00%
GPS Tracker price	19,95 €
Suscription price	9,95 €

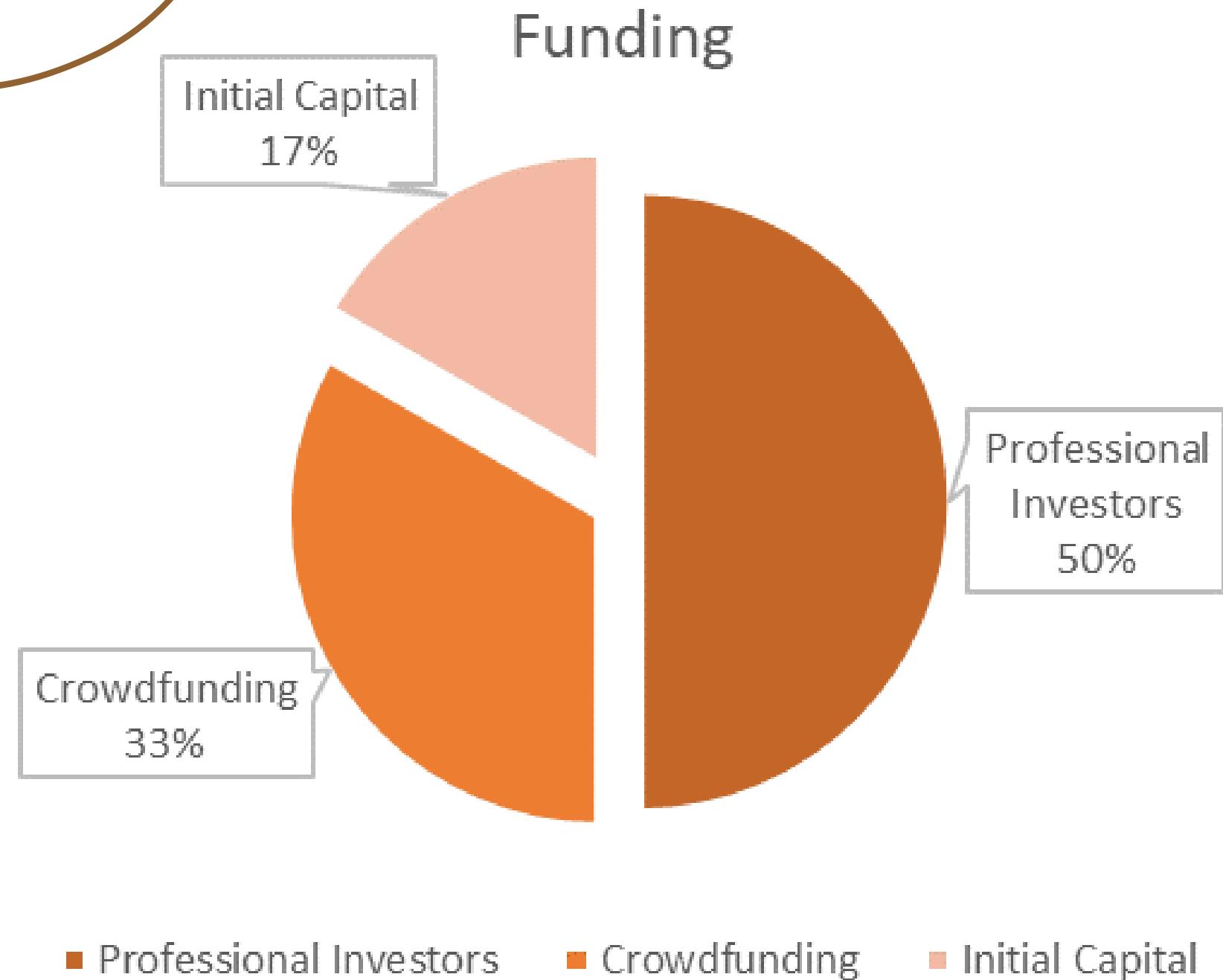
COGS	
APP	
Cost per server (1000GB)	124,848
Capacity per User (GB)	0,12
GPS TRACKER	
GPS Tracker Cost per Unit	6,30 €

OTHER INCOMES	
ADS	
Impressions per user	4
Number of users that open the app	15,0%
Cost per 1000 impression (CPM)	1,80 €
Vet Promotion	
Vet visits per 10000 users	8,5
Vet visit average cost	42,50 €
Comision from vets	4,3%
KIWOKO Promotion	
Products bought per 1000 users	24
KIWOKO average cost product	21,25 €
Comision from KIWOKO	6,80%

MARKETING	
Percentage of success ads	0,85%
Increment target marketing	0,50%
INITIAL CAMPAIGN BONUS TARGET	50,00%
YEARLY CAMPAING BONUS TARGET	20,00%



How much money do we need?



- With this amount we are able to start operating as a company at the start.
- If we need more money, there are special loans provided by the government like "Jóvenes Emprendedores" with a very low interest and high return period.

INITIAL INVERSION	
Professional Investors	150000
Crowdfunding	100000
Initial Capital	50000

Investment recovery:

REALISTIC

Break-even: Month 25

Payback: Month 27

PESIMISTIC

Break-even: Month 39

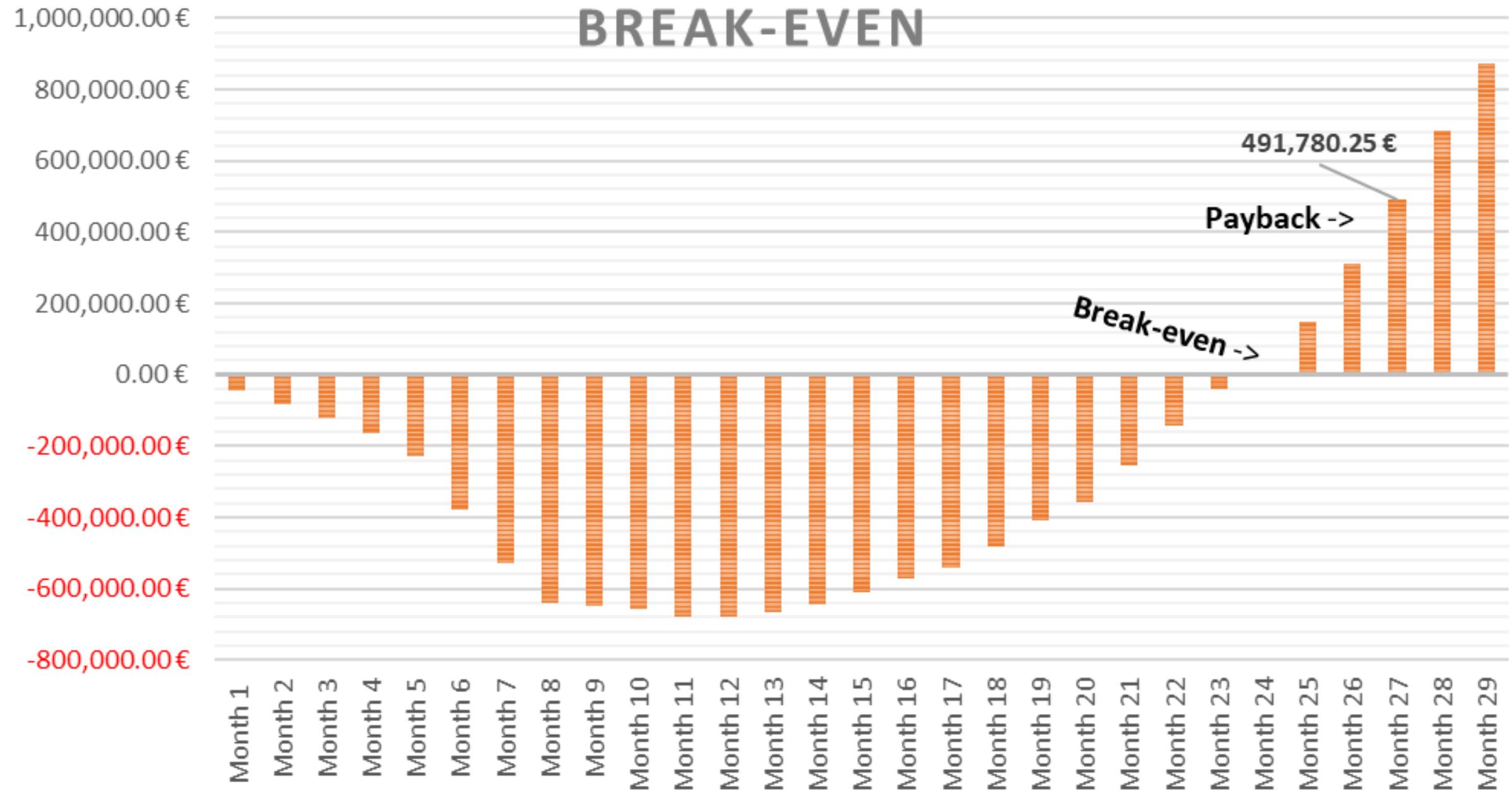
Payback: Month 43

OPTIMISTIC

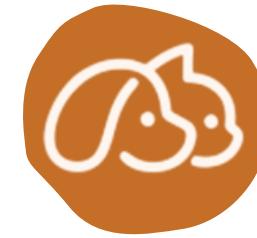
Break-even: Month 11

Payback: Month 11

ACCUMULATED INCOME: PAYBACK AND BREAK-EVEN



Note: Since we have several sources of revenues is hard to compute the break-even as amount of units sold so we compute it as the month where we have enough revenues to become positive, which is the same but in terms of time. If we only use subscriptions the break-even (in units) will be approximately: **80,400 subscriptions** (1 month subscription)



Thanks for your
attention!

EMAIL

info@pocketpaw.com

WEBSITE

www.pocketpaw.com

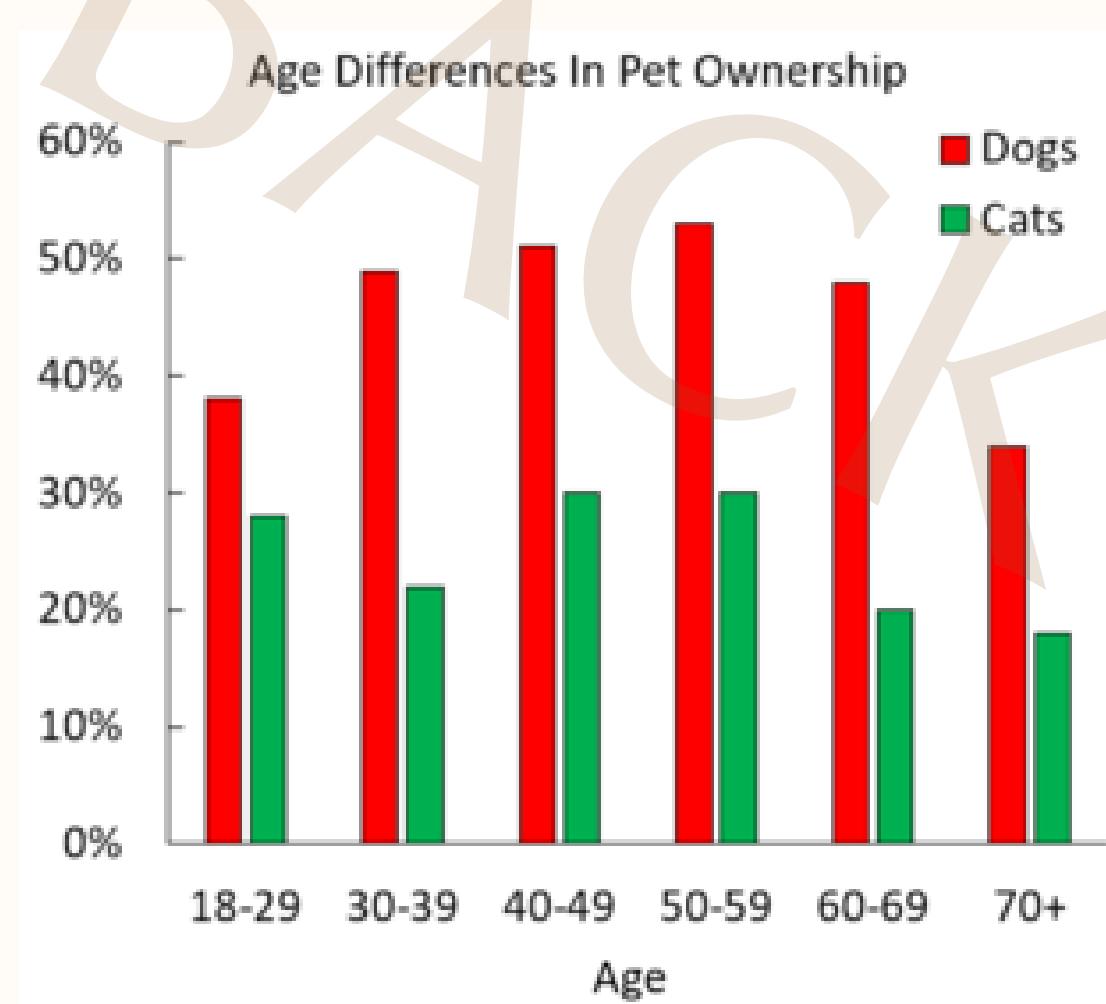
SOCIALS

 [@pocketpaw](https://www.instagram.com/pocketpaw)



BACKUP SLIDES

Why this segmentation?

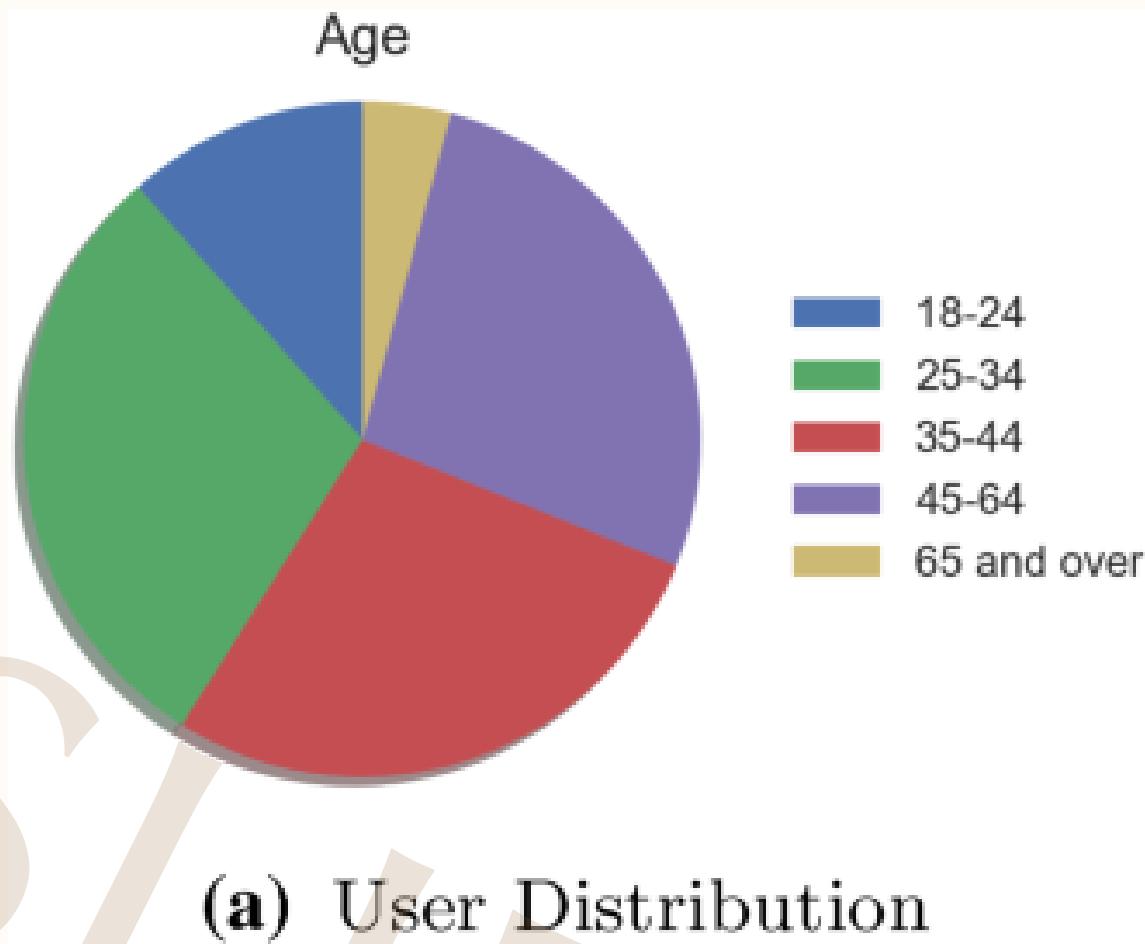


NO POSSIBLE AGE SEGMENTATION

Evenly distributed by age

Our data about pet owners tell us that there is no relevant difference on the age of them, since even the people older than 70 is close to the rest of the owners, so any segmentation in this was will make the difference.

The youngest conquer the internet



(a) User Distribution

OLDER PEOPLE ARE FAR AWAY

Here we do see an important pattern for our segmentation. The 80% of the apps users are younger than 45 years old, which shows us that our product may be more difficult to adapt in the older section of our potential customers.

Pet Care Sector in Data:



[MSD in Spain](#) [News](#) [With V for Vet](#) [Contact](#)

[ABOUT US](#) [SP](#)

September 20, 2021

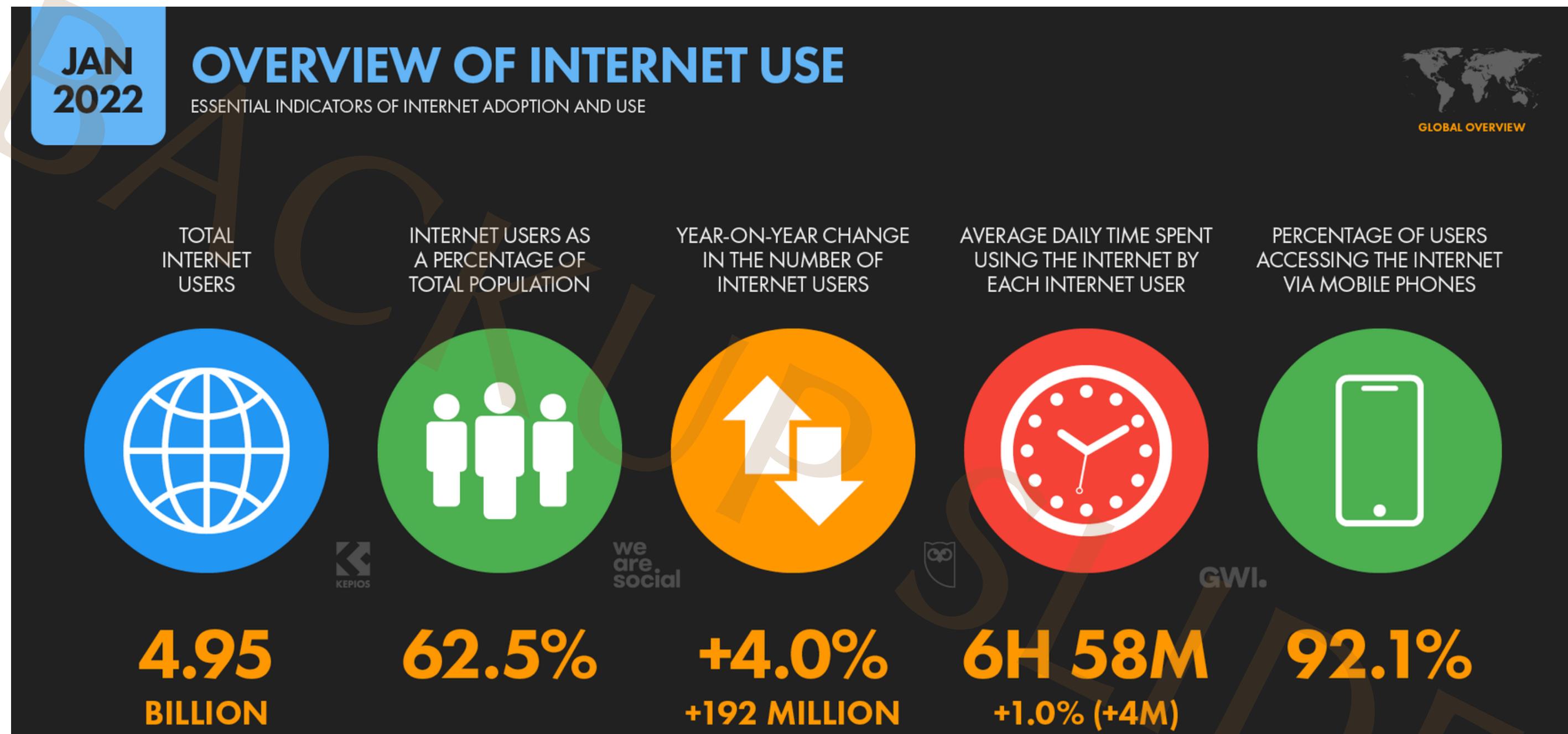
The number of pets in Spanish homes is increasing: one in two families lives with a pet

Currently more than half of Spanish homes live with a pet. According to the Pet Study carried out in June 2021 by Veterindustria in collaboration with the National Association of Companion Animal Food Manufacturers (ANFAAAC), 50.2% of families have a companion animal; increasing significantly compared to 2019 (39.7%). Which translates into an increase of more than ten points, consolidating an upward trend in recent years; since more and more people decide to expand their family with a pet.

The dog continues to be preferred with a presence of 33.2% (25.7% in 2019); The average number per household has also increased from 1.42 in 2019 to 1.50 in 2021. The number of households with a cat has also increased (from 11% in 2019 to 17.6% in 2021). The rest of the pets have a presence below 3.5%.

- **Half of Spanish households** have pets, according to MSD Animal Health.

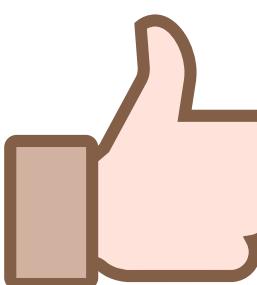
Pet Care Sector in Data:



- More internet engagement through years leads to more potential users.
- Common internet and apps users see with better eyes new apps about monitoring the data of their belongings, like PocketPaw.

SUBSTITUTE PRODUCTS

- We offer a **unique** value proposition by **combining the most useful pet services.**
- Social media platform value.
- Powerful collaboration with **KIWOKO**.
- Some features can be easily **individually** substituted.
 - > Traditional methods
 - > Cheap GPS everywhere



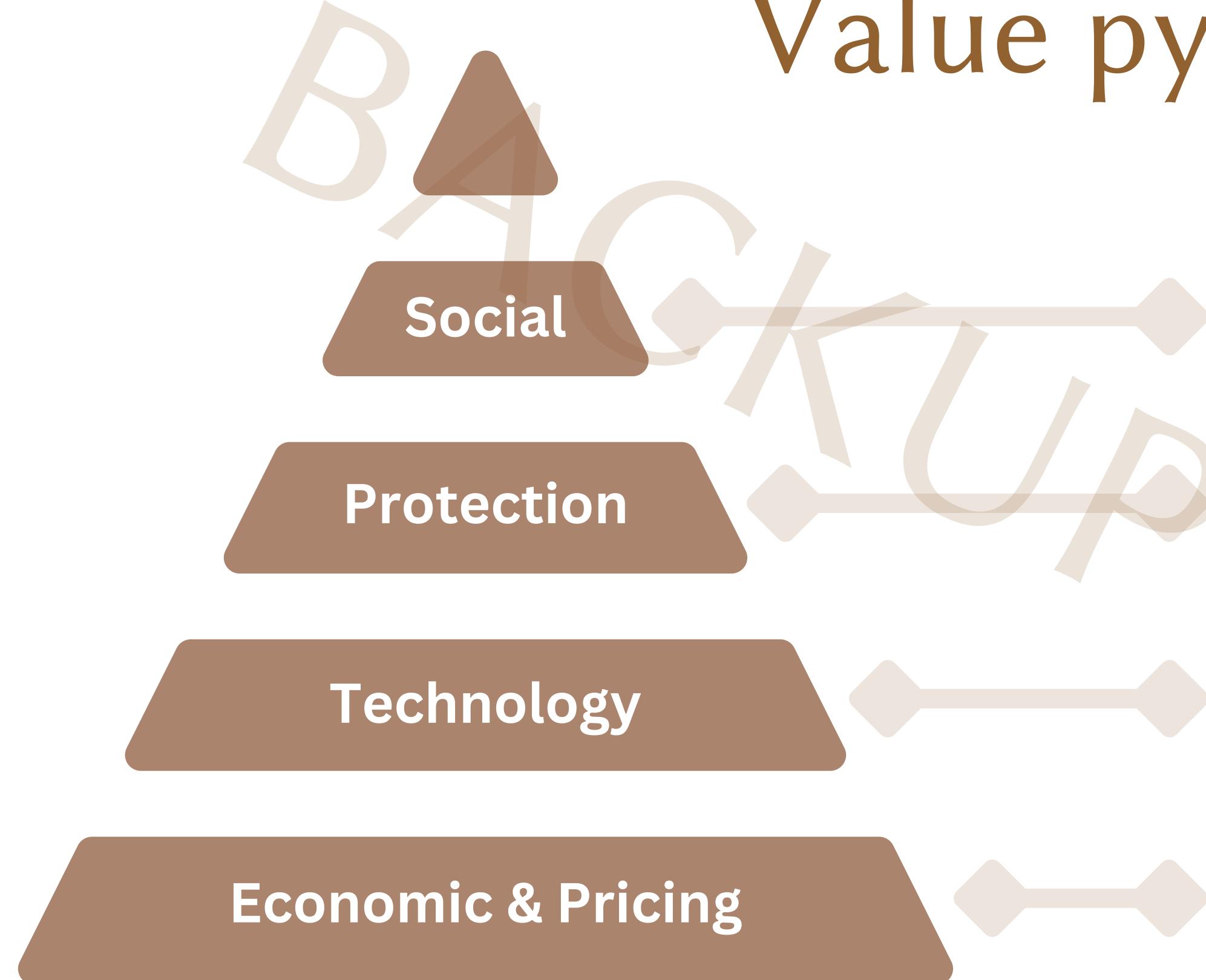
- Technology insertion in pet care
- Bring people closer to their pets
- Help people with their first pets

- Protect the users privacy.
- Follow EU general data protection regulation
- Enforce the animal care law enforcement



- High influence of tracking technology in global economy.
- Support useful investment in pet care.
- All the data about your pet in your phone.
- Thanks to huge social media we provide a greater common knowledge.

Value pyramid



Q&A

- **Do you intend to fire half of the staff when you reduce the department staff?**
 - + No, since while our business development department is going to have less demand, our other departments are going to increase their size at the same time our company growth, so our plan is to change their role in the company as it would be so flexible in that periods.

- **How can you remove Tech departments if your company is about an app/web?**
 - + Actually, we are not removing any department. We are initially setting up two tech departments, in order to develop both the web/app services and the GPS device, which needs professional experts, but after they are designed and created in the initial stage of the company, we are not gonna need that process anymore, and our tech department is only gonna focus in I+D and updating the current application and web services, as well as the GPS device, so both original subsections are going to work, with obviously less demand, on the product updating. About tech department we made the decision during the development stage to hire some engineer contractors temporarily to accelerate that process.

Q&A

- **How are you going to deal with malfunctioning products?**
 - + Since our production is completely outsourced, and what we care the most is our customers satisfaction, in case there is any kind of problem with an exemplar of our product the customer is gonna be able to immediately contact with us about that, with the after sales support team, and they are going to manage a devolution of the malfunctioning product and a second delivery of a new one, in order to prioritize a quick solution of a user inconvenience. After that we are going to send the malfunctioning product back to our outsourced company, with who our production staff responsible of managing the control of quality is gonna deal in order to get a new one or get it fixed, as well as providing us with an analysis of the problem and the possible consequences in further anomalies.

Q&A

- **Why are you not having any subdepartment in Administration and Operations?**

+At the beginning of the company, we are going to need some especializations in our staff, such as the engineers and the marketing people, but we do not need that specification in other general sections, like the operations and administration, since at the beginning of start-ups there is always a lot of self-organization. Moreover, we must emphasize that we are outsourcing the manufacturing of our physical product, the GPS, so the needed staff is reduced in the operations section, as well as in the organization one, since we are also outsourcing the human resources area only in the beginning of the company, to let the selection of our engineers, the key of our project, in the hands of professionals.

BACK UP SLIDES

Q

EL CORREO

Demographic bleeding: Spain has more homes with dogs than with children

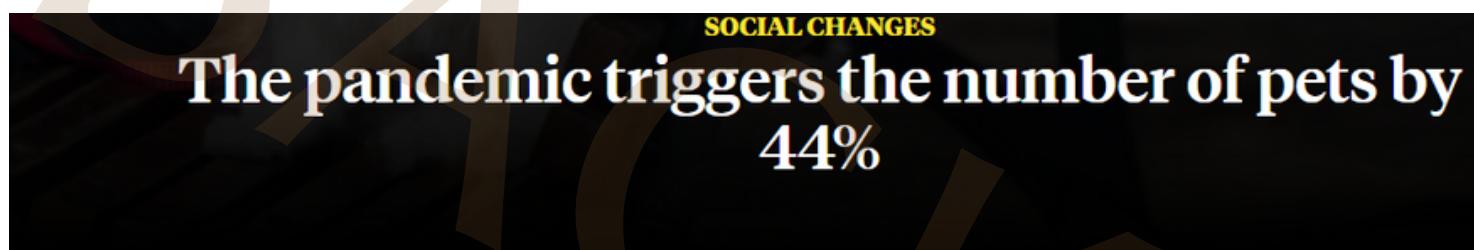
World Dog Day 6,265,153 children under the age of 14 live in our country, while the number of registered dogs exceeds 7 million. In recent decades, pooches have gone from being animals with a specific function to being life companions, family members and part of the bank account.



Spanish newspaper - EL CORREO, July 2021

- New spanish lifestyle: Adults prefer pets rather than children.
- All of this helps the faster growing of the market in the post-pandemic years.

BACK UP SLIDES: The Pandemic effect



- There are already twice as many dogs and cats as there are children under 15 years of age.



Laura Arago
Barcelona

01/25/2022 06:00 | Updated 01/25/2022 08:21



The first thing Noemí did when she was able to set foot on the streets of Madrid again in May 2020 was move to a bigger apartment and adopt Finn, a three and a half-year-old greyhound. Forced teleworking and the anguish of feeling that everything could turn upside down at any moment pushed her and her partner to do what they had always wanted. Alba, from Rubin, on the other hand, did not have to wait or lose confidence to adopt Drac, a newborn kitten that needed continuous attention in order to survive. "Without a pandemic I would not have been able to, but since we were locked up I had all the time in the world to take care of him."

Neither Noemí's decision nor Alba's was a whim. They both wanted to adopt and the pandemic only precipitated what sooner or later would have ended up happening. For years there have been more and more pets in Spain, but the coronavirus has further accelerated this trend. From 2019 to 2021 the number of domestic dogs and cats has grown by 44%, going from 10.5 to 15.1 million, while in the previous two years it had only grown by 17%. The expectation of the sector is that the figures continue to rise in the coming years as they have been doing up to now.

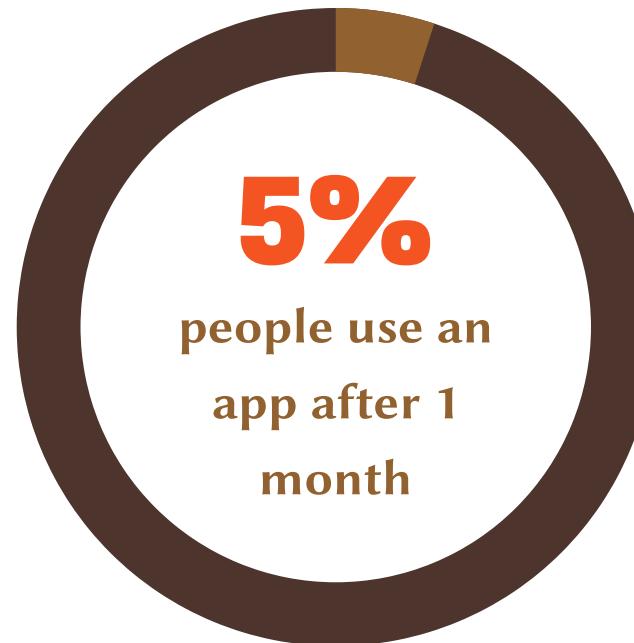
Spanish newspaper - LA VANGUARDIA, January 2022

- More data about the pandemic effect on the spanish people tendency about pets, now from La Vanguardia, one of the most important newspapers in Spain.
- After the pandemic, the number of pets increased by 44%. After, not only during, since it lead to a new lifestyle closer to home, and this is still present in the most part of the society.

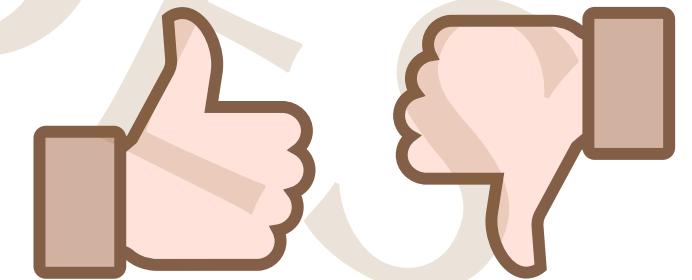
CUSTOMERS



- Moderate growing year by year.
- Abrupt increase after Pandemic and lockdown.
-> Post pandemic lives adopted a house lifestyle, which lead to adopting more pets.



- High customer **leverage**: No barriers to switch apps.
- Better customer leverage with PRO version: **tracker GPS**
- There is a **great oportunity** in this sector but it's key to find customers **loyalty**.



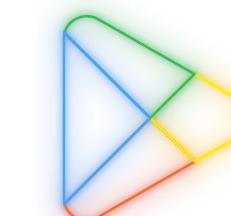
SUPPLIERS

- There are **several GPS manufacturers** around the world.
- Very competitive pricing, **as low as 6\$**.
- **Easy to change** between suppliers.
- **High amount** of server providers and hosting.
- Even if is easy to change between hosting providers we plan to have a **long-term contract** with them to reduce expenses.
- **Suppliers have a low negotiation capacity**.
- Usage of virtual stores such as **Google Play** or **AppStore** to provide download facilities of our app. Increments a little negotiation leverage.
- We would advertise the app in Google Ads and Social Media like Instagram and Facebook.



App Store

global sources



NEW COMPETITORS

- It is a **growing industry** with high demand.
- The **entry barrier** is very low for new competitors. For a initial development and maintenance of a similar service it is estimated an initial investment of **35.000\$**.
- Main difficulty to design a transcendental app with only functional and useful features.
- There are some **well established competitors** that make hard to gain a market share.
- In order to **let new competitors aside** the market we can negotiate with other big players such as Rover.



BACKUP SLIDES

- Want to know more about our criteria, formulas or parameters used for modelling our previsions?
- Is there lack of explanation in any of our accurate previsions?
- Something isn't clear enough, or it just doesn't add up?

All of our expectations are fully documented and studied, as well as following meaningful patterns from our study of the market behaviour, you just need to check out our full explanations in our backup slides or in the spreadsheets.



REVENUES - SALES: Users

- Users prevision formula:

U_i : Users in month i

U_{i-1} : Users in month $i - 1$

Δ_B : Base user increment (random new users)

Δ_M : Marketing user increment

r_R : Recommendations rate

r_U : Unsubscription rate

T : Total customers in the market

$$U_i = U_{i-1} + \Delta_M + (U_{i-1} \cdot (r_R - r_U) + \Delta_B) \cdot \log_2 \left(\frac{T - U_{i-1}}{T} + 1 \right)$$

*Further explanation in back up slides

- Parameters:

SALES	
Min percentage of random suscriptions	0.08%
Max percentage of random suscriptions	0.10%
User increment	12.00%
PRO User conversion	4.00%
Desuscription rate	1.00%
Total customers in the market	5 064 022.34
GPS Tracker percentage	40.00%
GPS Tracker price	19.95 €
Suscription price	9.95 €

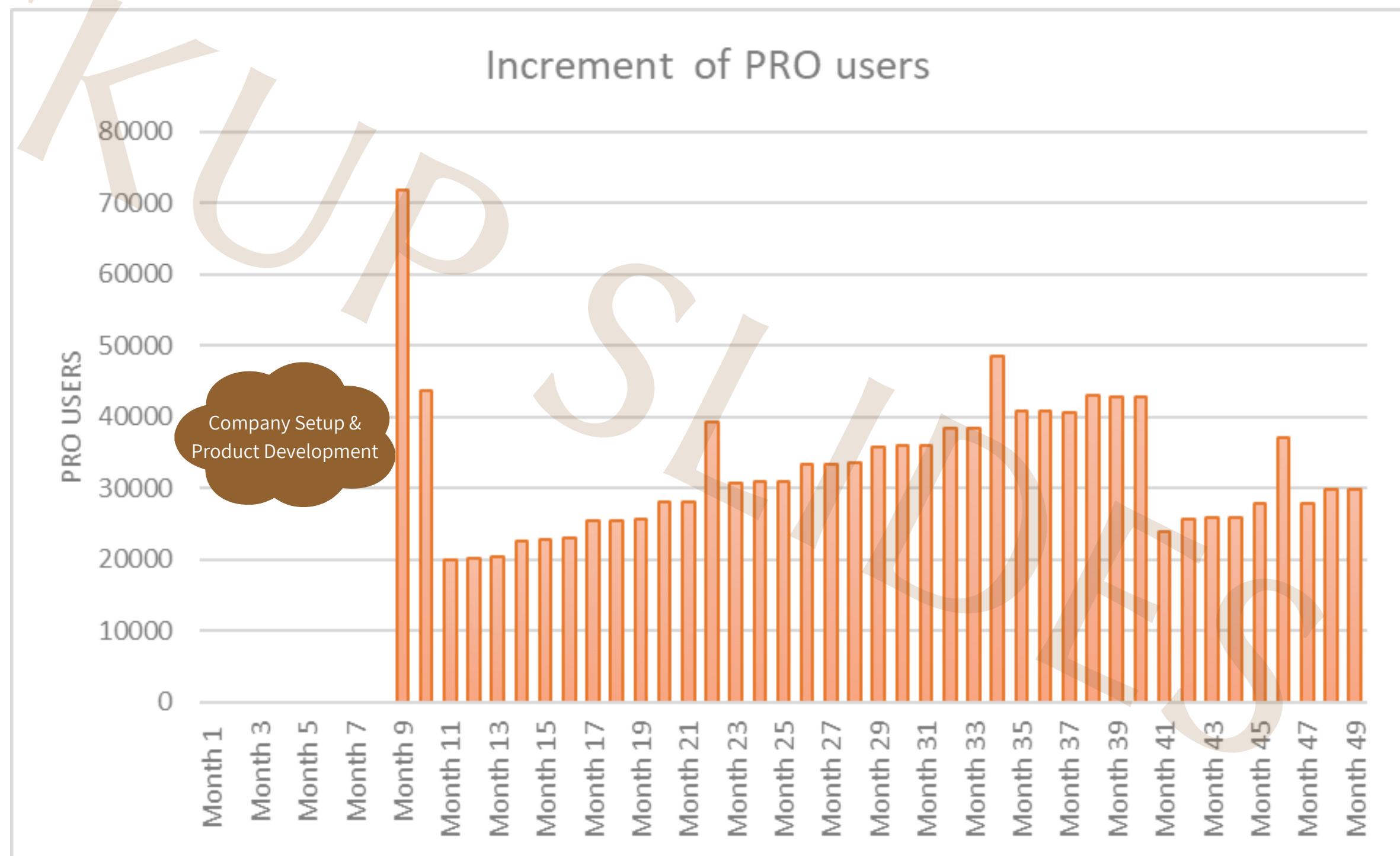
- Actual data:

MARKET	Percentage	Spain	Portugal	TOTAL
People	100%	47,615,034.00		10,259,507.00 57,874,541.00
People with pets	50%	23,807,517.00		5,129,753.50 28,937,270.50
Active+Young people	70%	16,665,261.90		3,590,827.45 20,256,089.35
Possible users	25%	4,166,315.48		897,706.86 5,064,022.34

REVENUES - SALES: Users

- Our sales mainly consist on the subscriptions and the Tracker units sold, so the PRO version subscriptors are the key.

Based on our promotion campagin and a study of the target market users behaviour, we expect the **4% of our users to subscribe to the PRO version.**



SALES: Users

Why this formula?

U_i : Users in month i

U_{i-1} : Users in month $i - 1$

Δ_B : Base user increment (random new users)

Δ_M : Marketing user increment

r_R : Recommendations rate

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T : Total customers in the market

$$U_i = U_{i-1} + \Delta_M + (U_{i-1} \cdot (r_R - r_U) + \Delta_B) \cdot \log_2 \left(\frac{T - U_{i-1}}{T} + 1 \right)$$

- We consider a random amount of random new users who could end up in our app through not contemplated ways, such finding us through determined searches, randomly finding us in recommended apps, or even by mistake... These are modelled with Δ_B , which is based on a randomly originated number in our spreadsheets, based on two arbitrary bounds and modelled by the remaining target market.

SALES: Users

Why this formula?

- After modelling the marketing campaign based on the not reached part of the target market and the annviersaries updates, we expect an increment of users directly dependent on that campaign investment, the Δ_M , concretely the 1% of the target users of each month.
- The r_R is another parameter describing the expected rate of users increase from recommendation by existing users, so it has to be dependent on the existing numebr of users (U_{i-1}) but subsracting from it the expected unsubscribed users, which is another parameter that we expect to be the 1%, after analysing the behaviour of the actual app users in the market.

SALES: Users

Why this formula?

- That factor that contemplates the probable increase of users independently of our market campaign, $(Ui-1*(r_R-r_U)+\Delta B)$ is multiplied by a logarithm explicitly studied to smooth that function, whose main goal is to model that growth basing it in the total market too.
- T is the total number of users in our target market, so when we have no users increase, that log is gonna return 1 and the formula is gonna return the total number of expected increase users, but while the user increase approaches the number of total potential users, it goes down until reaching 0 when we have reached the total target market(which is very improbable).
- In this way, the number of users that we could expect to reach each month, it's now smoothly modelled by our share of the market, making more difficult to reach more customers when we have a bigger share.

REVENUES - SALES: Users

Why these parameters?

SALES	
Min percentage of random suscriptions	0.08%
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User increment	12.00%
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Total customers in the market	5 064 022.34
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Suscription price	9.95 €

- After studying some data in the previous presentation about the users interaction with new apps, we have learnt that close to a 10% of the remaining target market (multiplied by 10000) gets a reasonable amount of new users from not-intentioned or expected sources.
- The user increment is the already explained recommendation rate, which we think it's reasonable to be smaller than 15%, but higher than 8%, given the high level of impressions spread throught the users community.

REVENUES - SALES: Users

Why these parameters?

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Suscription price	9.95 €

- As we already said, we expect the 4% of the total users to become PRO users, given the common engagement of internet and APP users in the actual market, and the 40% of these to also buy the GPS.
- One could think that the totality of PRO users are gonna buy the GPS Tracker, since it's the main feature from the PRO version, but we, being conservative, have contemplated only the 40% of them, given that the fact of having another expense may prevent the half of them from buying it.

REVENUES - OTHERS

Why these other incomes?

- Though our main sales revisions allow us to be optimistic, we expect to need more incomes to keep our company properly running, and we have made a realistic plan based on the actual information.
- First, we consider offering an advertising service to other companies, with an average of a 20% of our users opening the app a day, receiving 5 impressions each one of them and charging 1.50€ per 1000 impressions, which is the standard cost in the social media.
- We also have the partnership with KIWOKO and the Veterniaries, both of them are billateral, which means not only them promoting our product but we promoting their's and receiving a comission about that.
- All the data has been studied from the actual market, for instance the average veterinary cost or the proportion of pet owners going to vet.

MARKETING

Why this formula?

M_i : Potential users to reach with Marketing Campaign in Month i

T : Total Market size to reach through Social Media Campaign (70% < 40y Instagram, 45% > 30y Facebook)

r_i : Rate of the increment of the target in month i

r_0 : initial campaign bonus target

r_s : rate of succes ads (portion of potential users that become users)

c_e : cost per engagement (0.03 both in Instagram and Facebook)

$$M_i = r_s \cdot ((T - U_{i-1}) \cdot (r_i + r_0))$$

$$C_{M_i} = c_e \cdot M_i$$

- We want to model how much people do we get from different criteria:
 1. The already share of the market of our company.
 2. The portion of the potential users that we want to reach (initially 10%, increases with the time to reach the rest of the market)
 3. Special campaigns (The initial one and one per each anniversary, when we plan to launch a big update of our app and services).

MARKETING in Data

Target market	5 064 022.34	
Target users	Instagram <40 years	Facebook >30 years
Percentage of age	0.7	0.45
Number of users	3544815.636	2278810.052
Percentage of the target	0.1	0.1
Number of engagements per month	354481.5636	227881.0052
Cost per engagement	0.03	0.03
Monthly cost	10634.44691	6836.430156
TOTAL	17470.87706	
Percentage of success ads	0.01	
Increment target marketing	0.005	
INITIAL CAMPAIGN BONUS TARGET	0.5	
YEARLY CAMPAIGN BONUS TARGET	0.2	

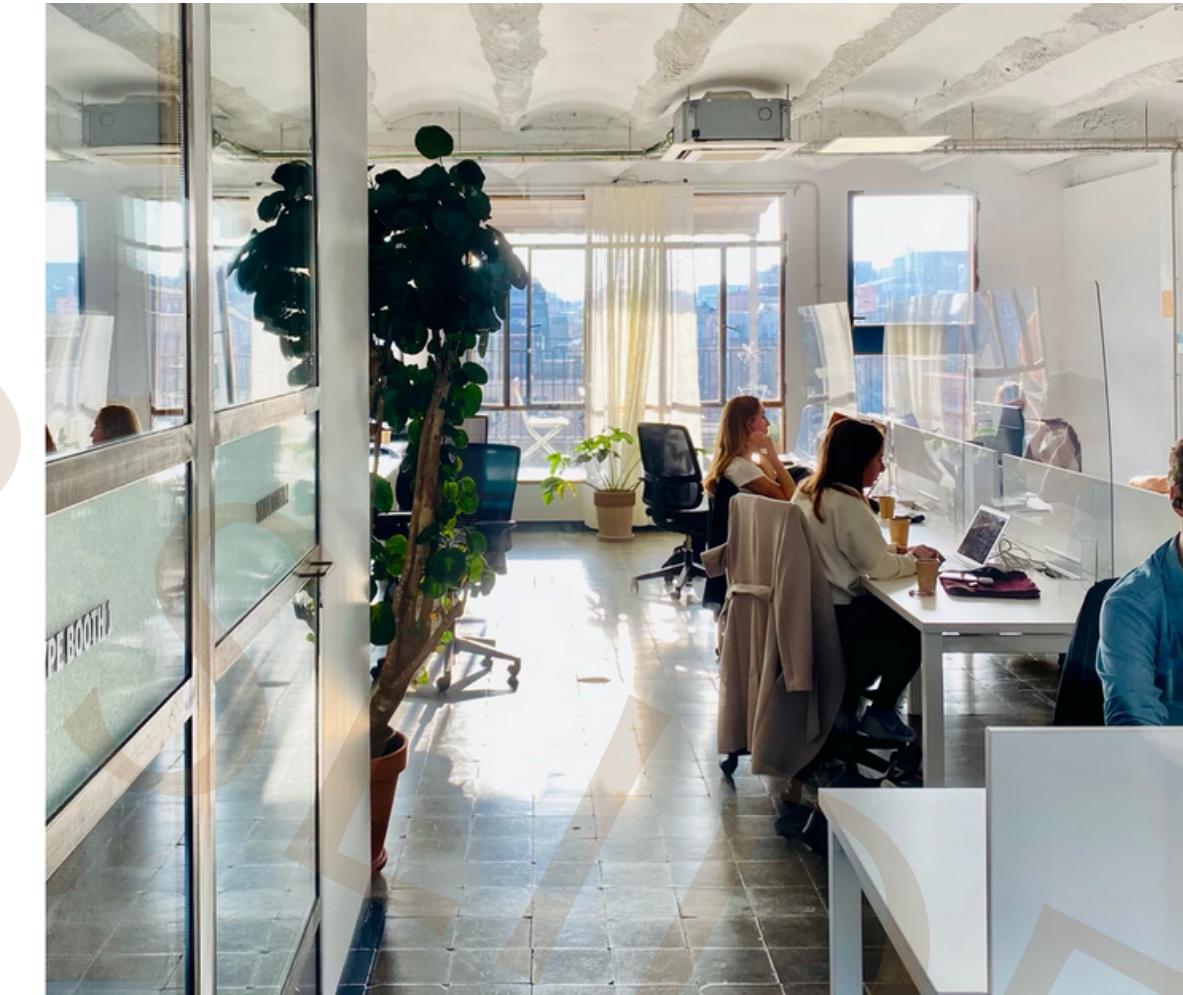
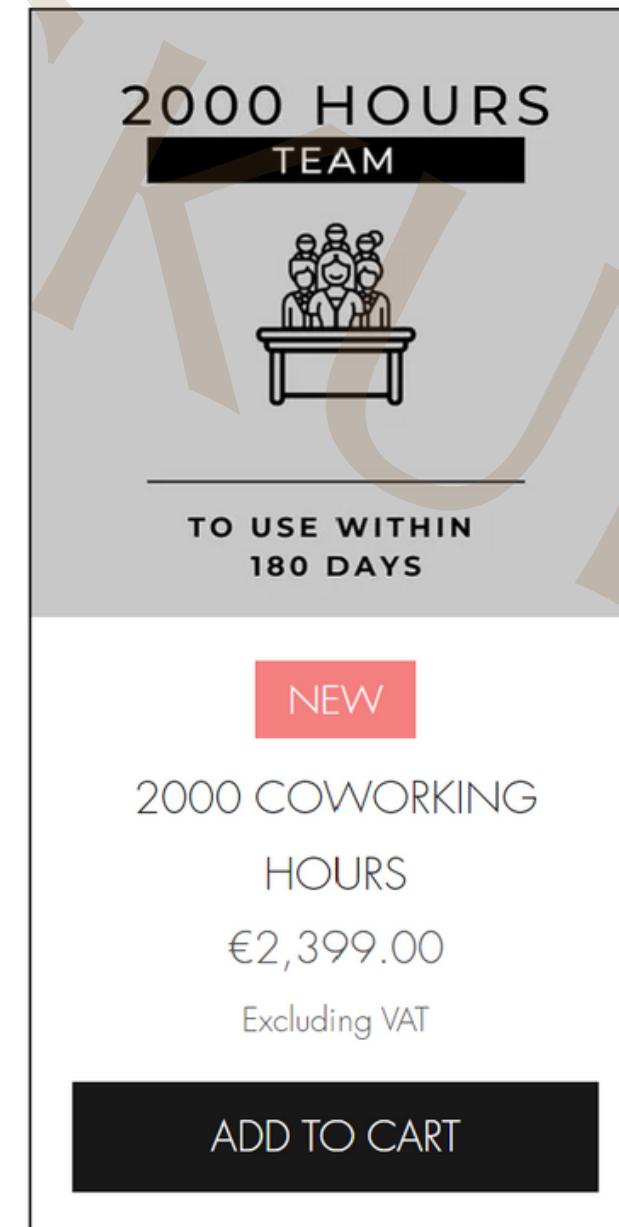
- We expect these parameters to be the basis of our marketing modelling, most of them based on current tendencies (real cost of engagement and probable percentage of success ads).

EXPENSES - COWORKING (2%)

BETAHAUS,
FROM
MONTH 2 >

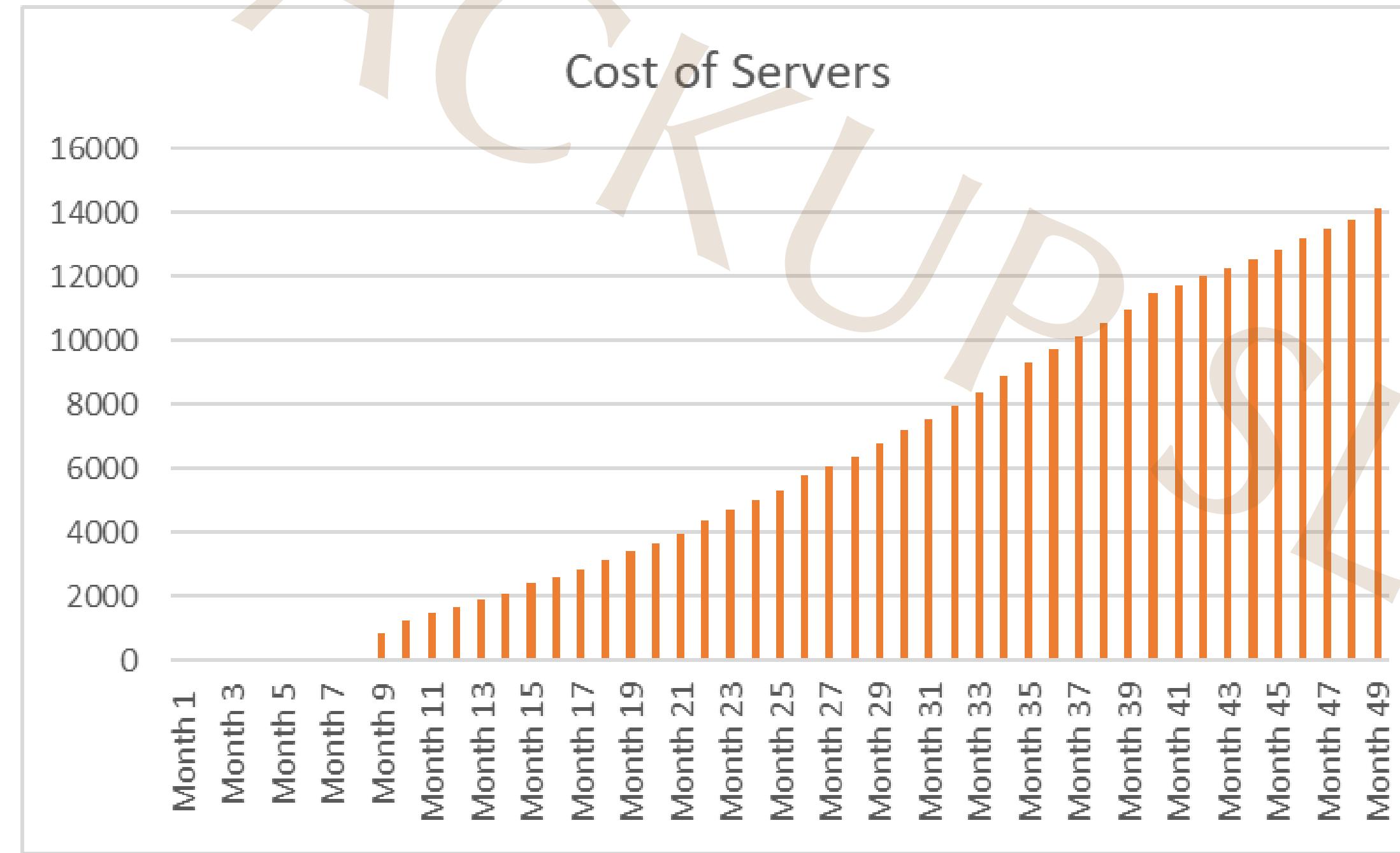
2x

4.800€/month



*We avoid other expenses such as light, water, maintenance...

EXPENSES - SERVERS (2%)



*Includes web domain expenses



Advance-1

Desde
\$104.04
/mes

[Configurar el servidor Advance-1](#)

CPU : Intel Xeon-E 2386G - 6c/12t -
3.5 GHz/4.7 GHz

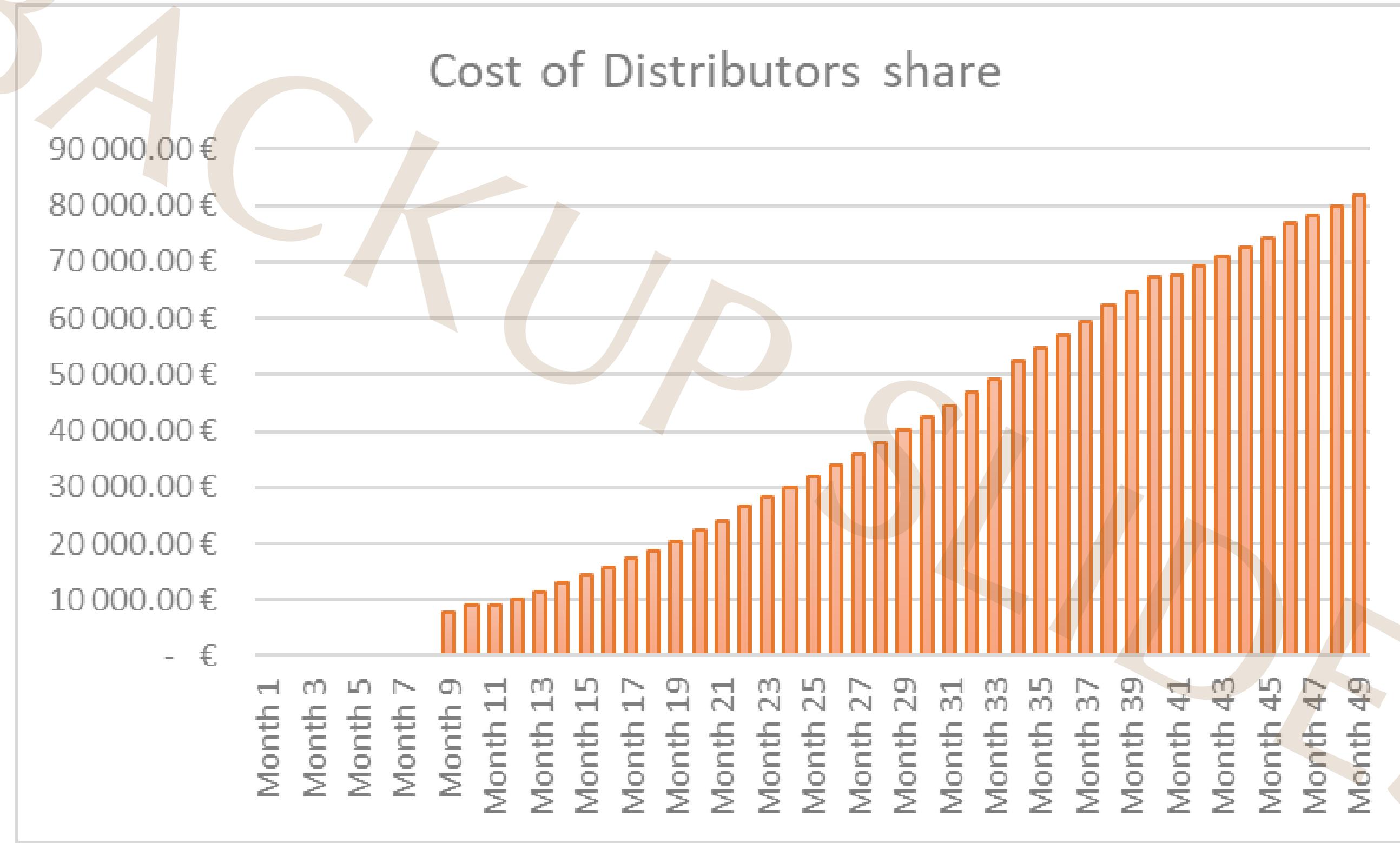
Memoria : Desde 32 GB hasta 128 GB DDR4 ECC

Almacenamiento : HDD SATA, SSD NVMe

Ancho de banda público : 1 Gb/s

Ancho de banda privado : 1 Gb/s garantizado(s)

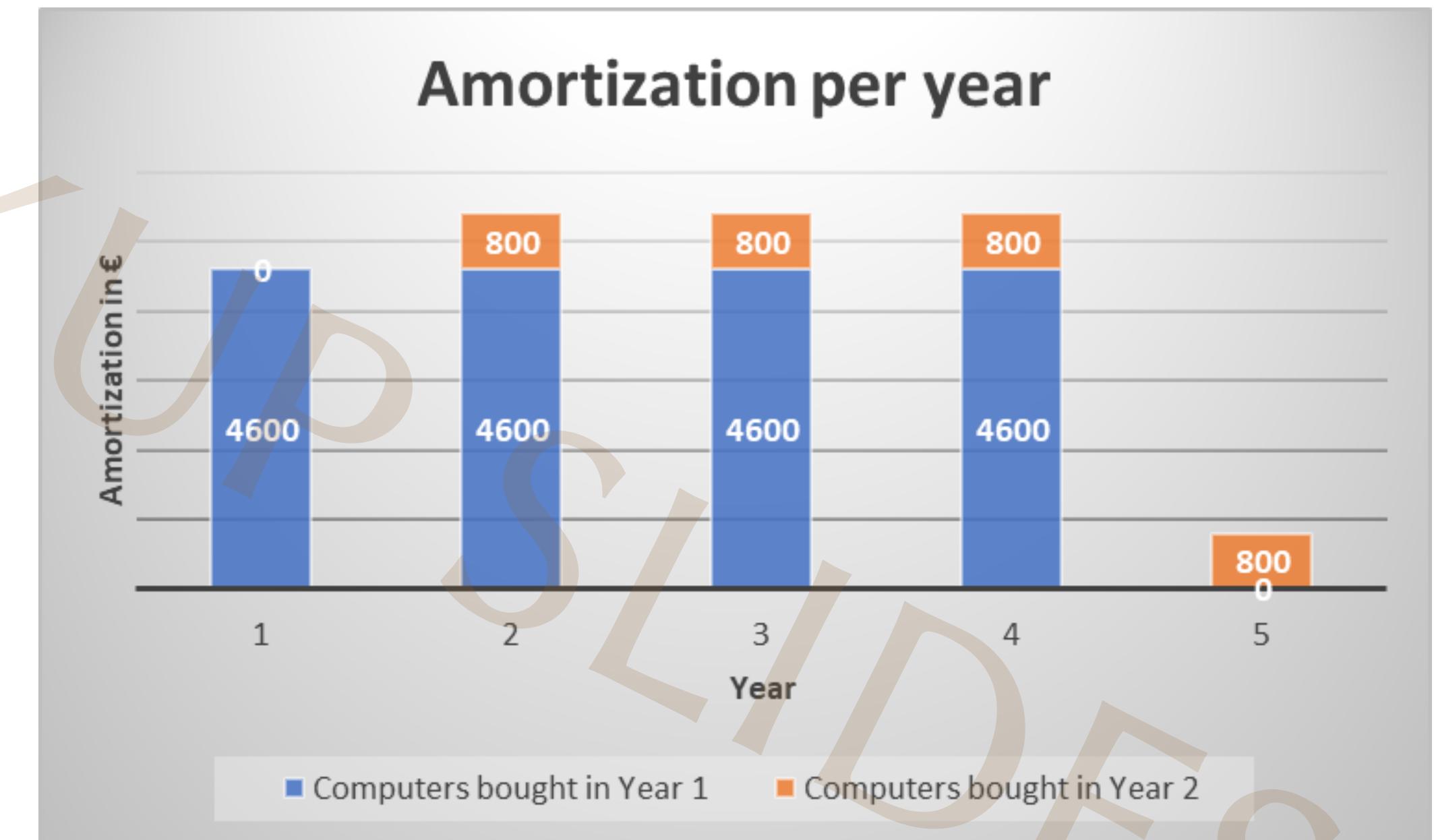
EXPENSES - DISTRIBUTORS



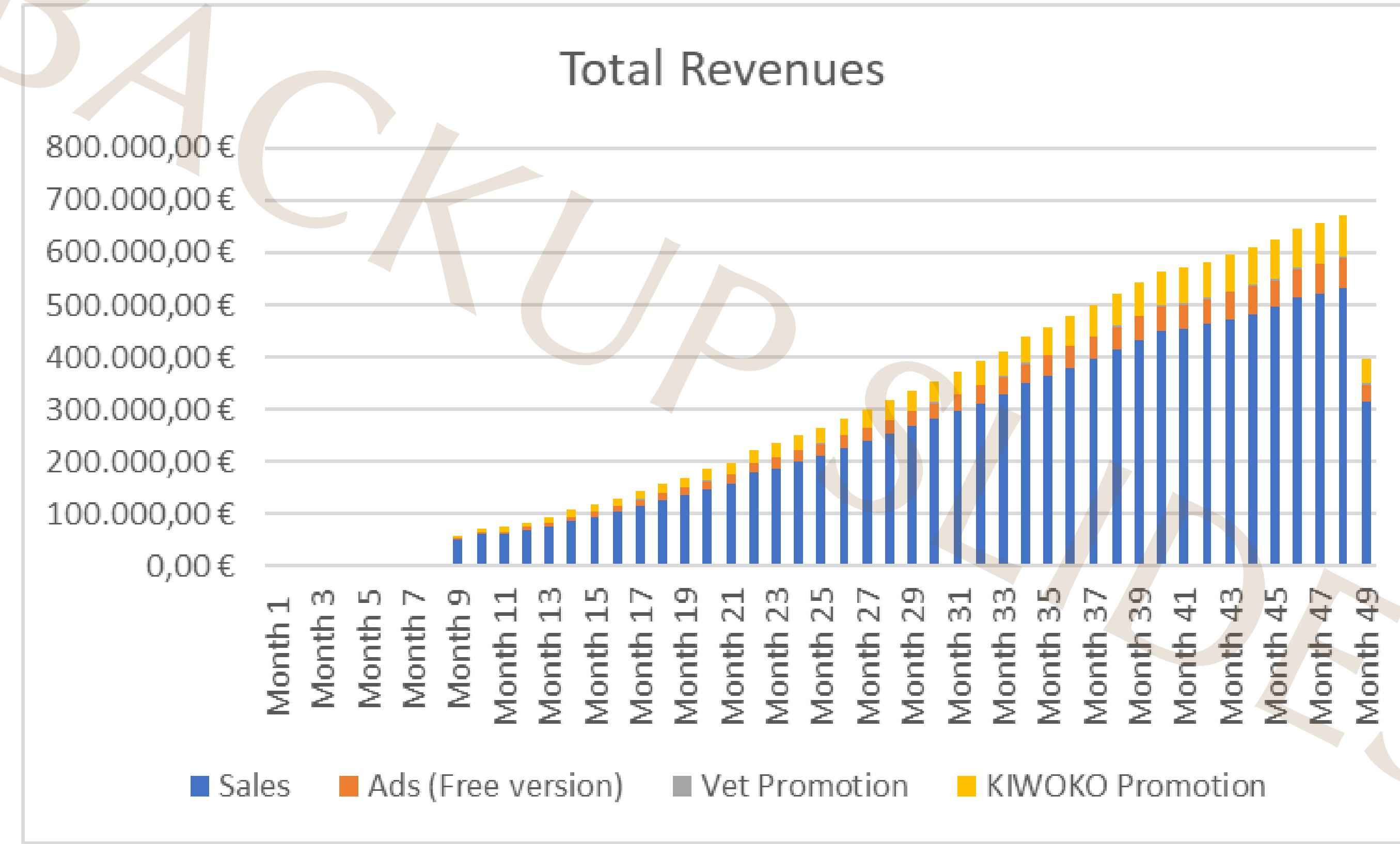
- 15% of subscriptions and products sales through both App Store and Play Store.

Amortization of computers

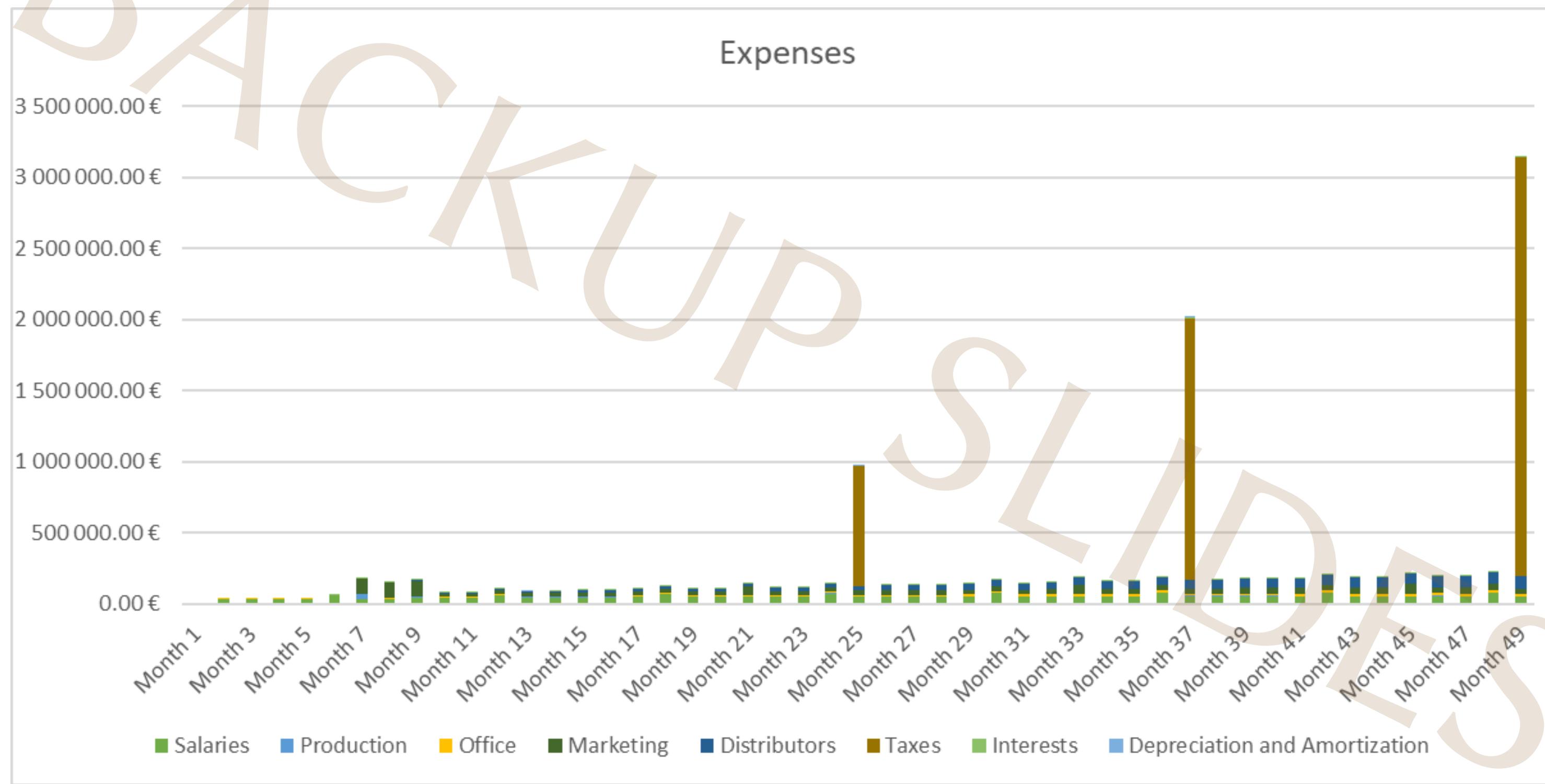
	Units	Cost	Years	Year bought
Computers 1	23	800	4	0
Computers 2	4	800	4	1



BP SCHEME - Monthly Income



BP SCHEME- Monthly loss



WHY YOU SHOULD INVEST?

FAST RECOVERY AND PROFITABILITY

Even in the worst case, the recovery and the profit is guaranteed.

WELL-STABLISHED BRAND SUPPORT

Our partners, KIWOKO are one of the big players of the Pet Care sector so it will help to increase our recognition.

COMPETITIVE PRICES AND EXTRA FEATURES

PocketPaw provides an All-in-One tool at a very competitive price with some innovative features to differentiate us from our competitors-

NO STRONG COMPETITOR

Since pet care applications are not a huge market, there are not any competitor that monopolize the market.

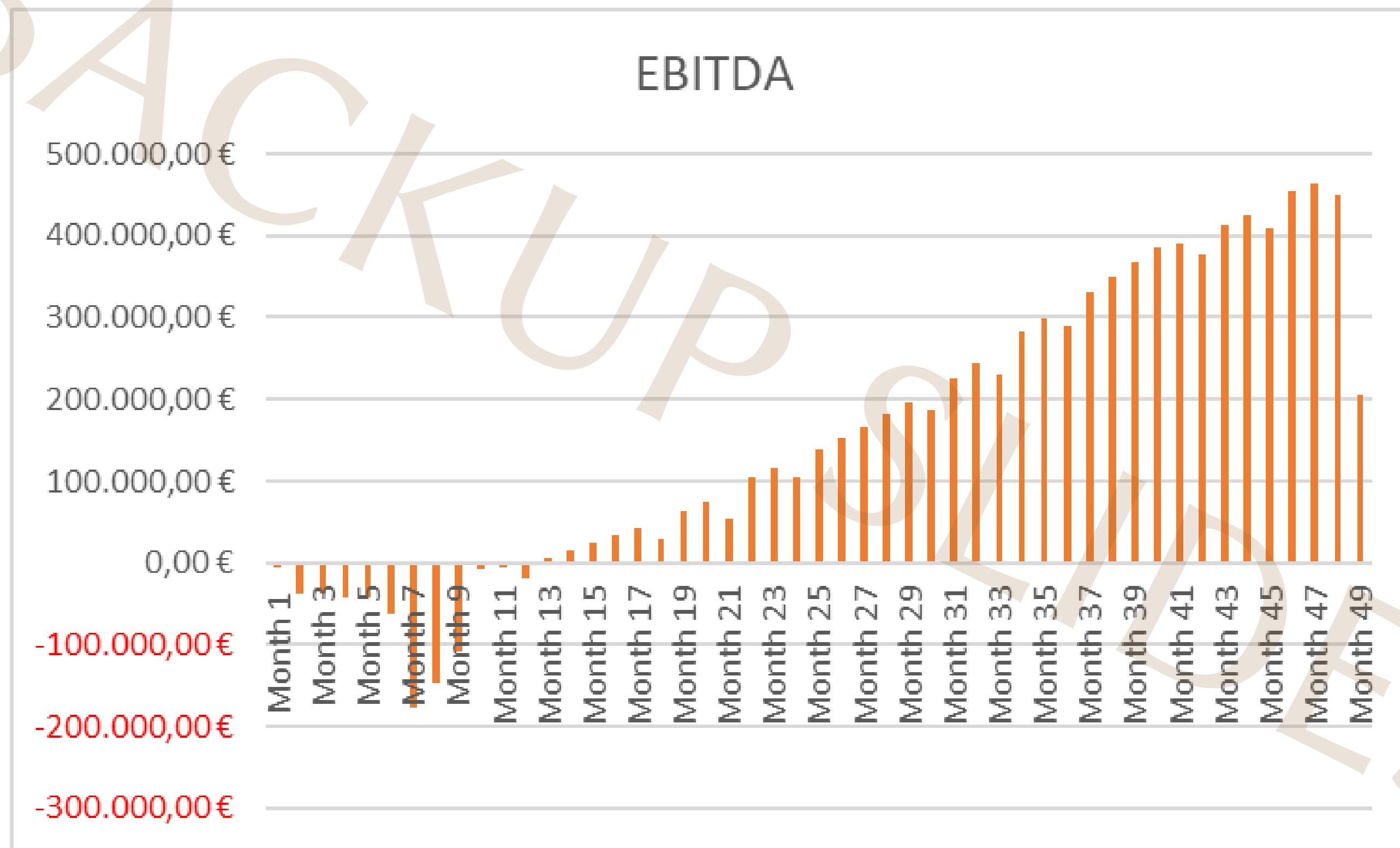
HIGH MARKET ATTRACTIVNESS

As we have analyzed, the sector is very attractive to a company such as ours.

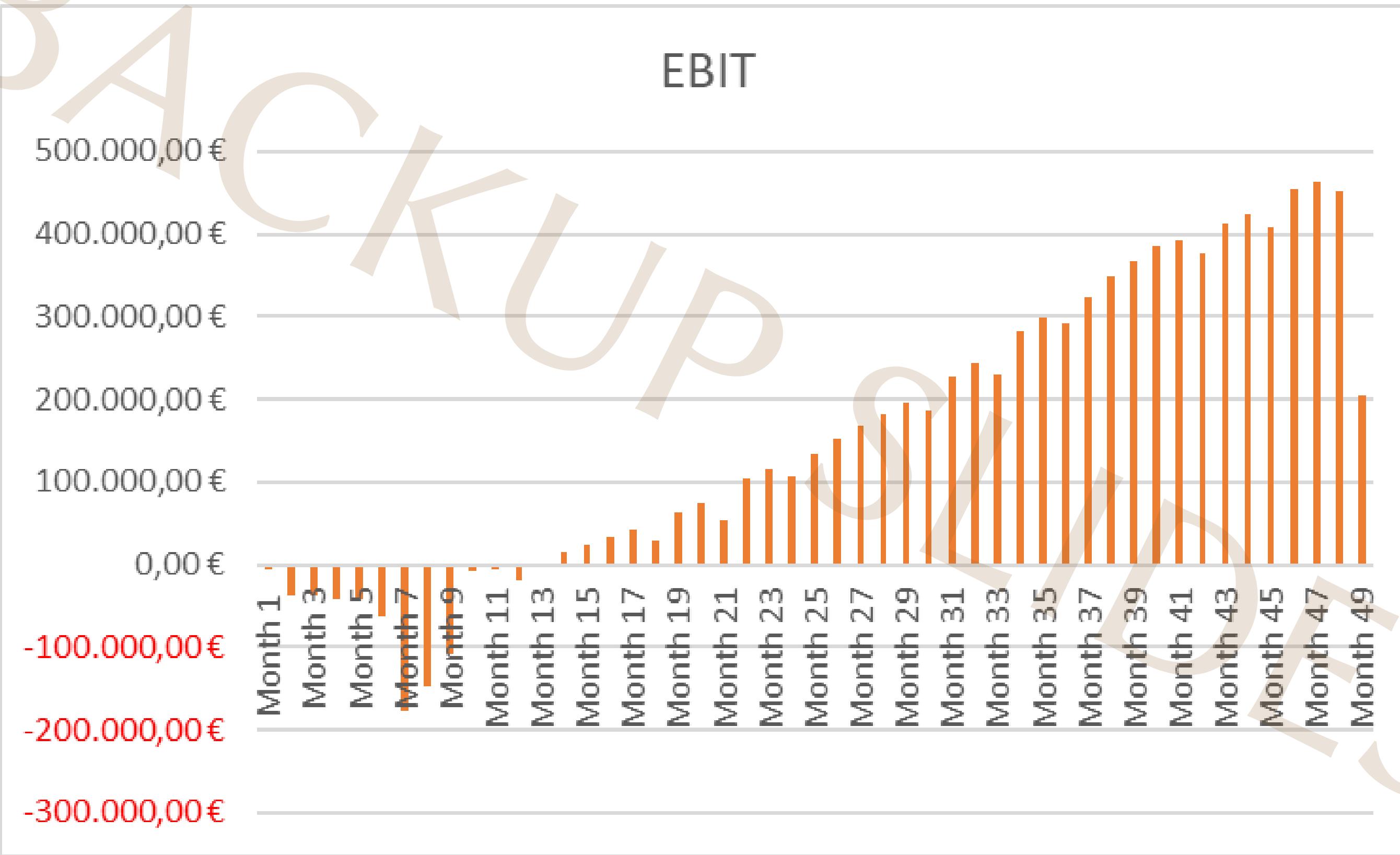
MORE THAN ONE SOURCE OF INCOME

PocketPaw is not just a App or a GPS Tracker, it aims to be a whole ecosystem so we will be able to earn money from ads and promotions.

BP SCHEME



BP SCHEME



BP SCHEME

