



# PocketPaw

YOUR PET IN YOUR POCKET

# Our team

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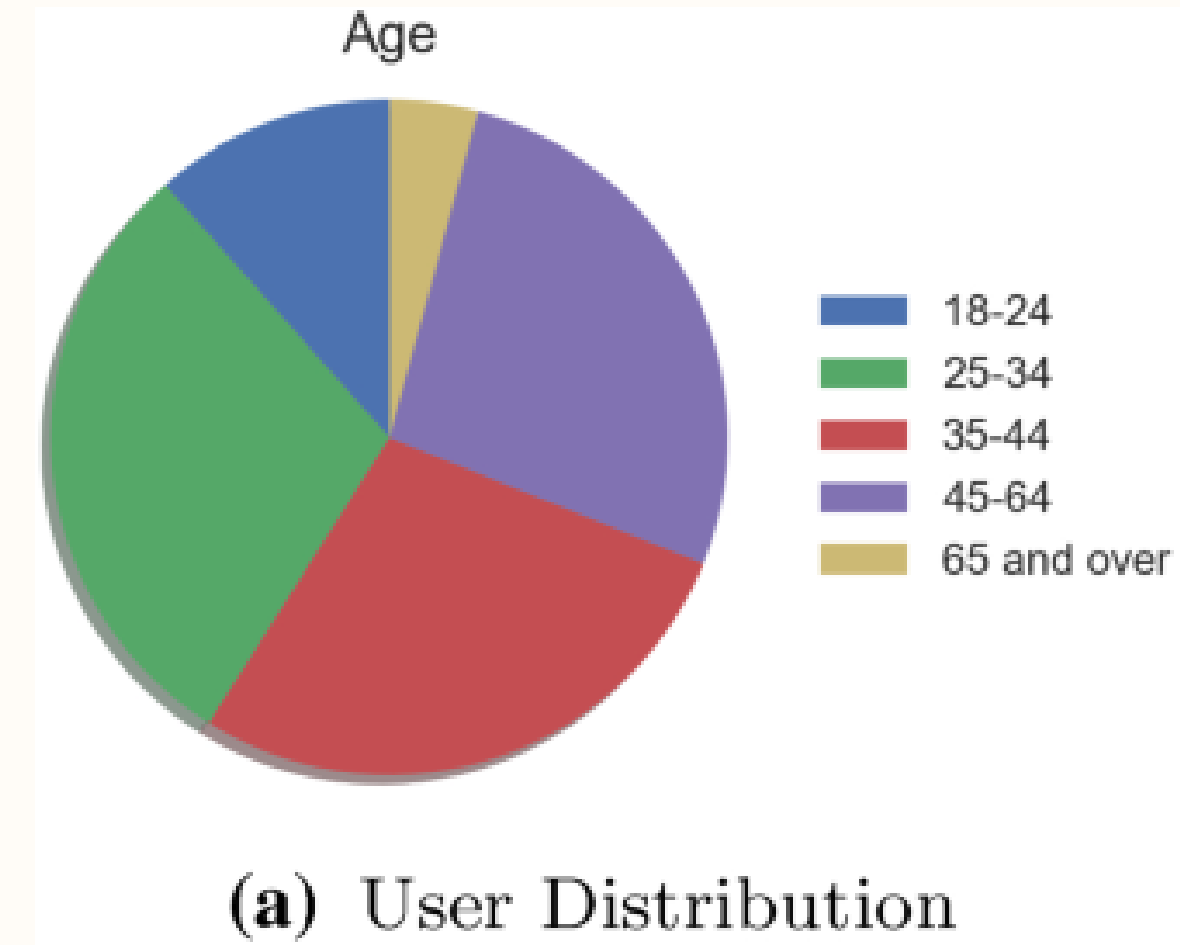
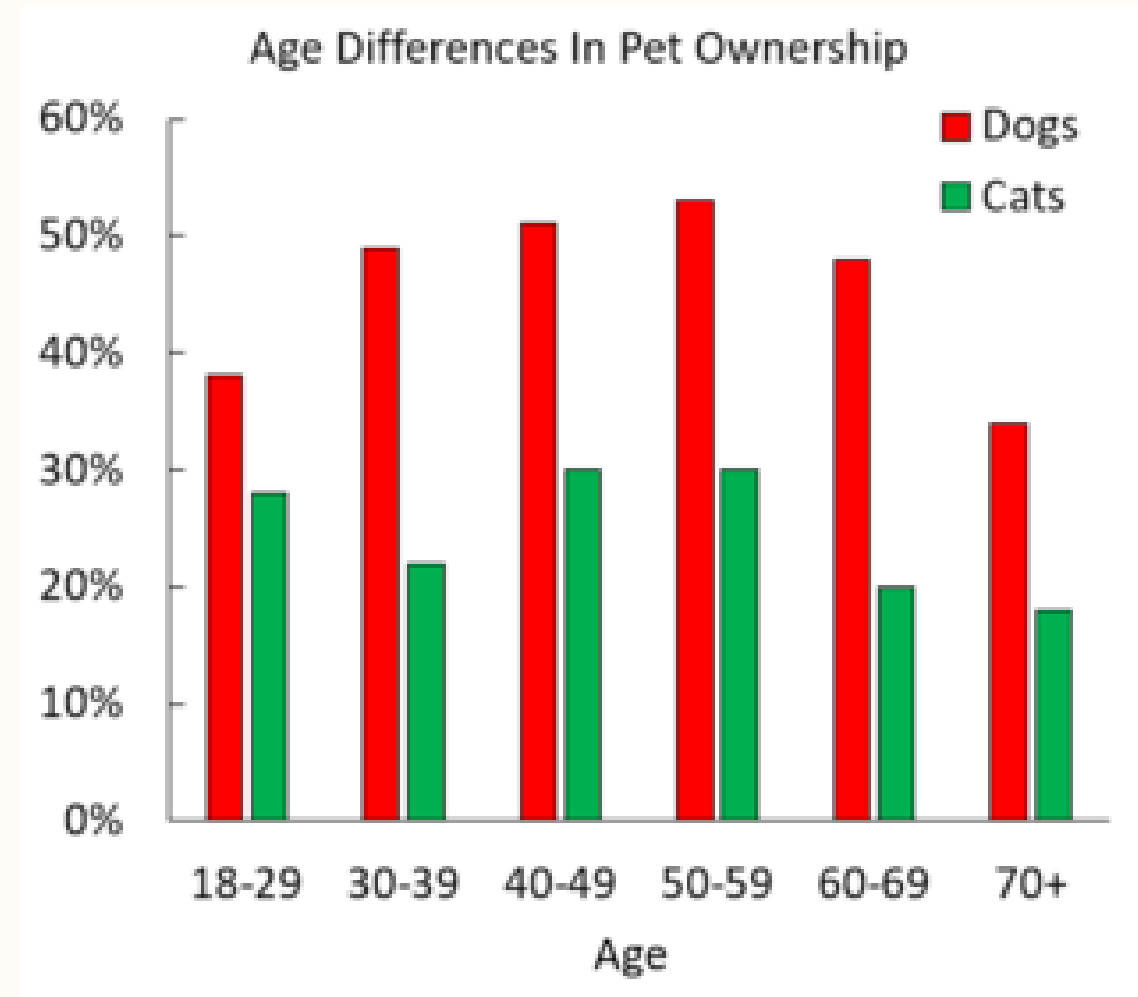
Audiovisual Engineer

# PocketPaw: Pet Care All in a Single Platform

Ease of use   Whole Eco-system   Satisfaction   Innovation

**Our brand is born from the necessity of contribute with a global better pet care. We launch to the market a brand-new app offering a whole eco-system with all the resource you might need for your pet**

# Segmentation



Evenly  
distributed  
by age

## NO POSSIBLE AGE SEGMENTATION

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

## 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.



# Target Market



FROM THE  
OPERATIVE  
MARKET,  
COMPOSED BY  
**ALL PEOPLE  
OWNING A  
PET**, WE  
SELECT THE  
PART OF THIS  
MARKET SET IN  
SPAIN, TAKING  
INTO ACCOUNT  
THE AGE  
BECAUSE OF  
THE USE OF AN  
APP, AND A  
MINIMAL  
BUDGET:

## SEX

- 59% of spanish men have pets.
- 65% of spanish women have pets.
- No relevant segmentation here

BOTH

## AGE

- Pets for youngsters and olders.
- "The youngest conquer the internet".

<45

## BUDGET

- Average expense of 400€/year in pets care
- Our product pricing is affordable to them

€ € €



KIWOKO

# Competitors

## PET CARING

11pets

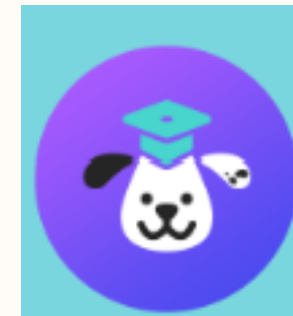
Offer 4 different types of services, the most similar being 11pets: Pet Care.  
They offer a portal for storing and consulting pet personal data, vet appointments, etc.



## DOG TRAINING

Puppr

Services: Easy Video Instructions, 100+ Lessons, Live Chat with Trainers, etc.



## DOG GPS TRACKER

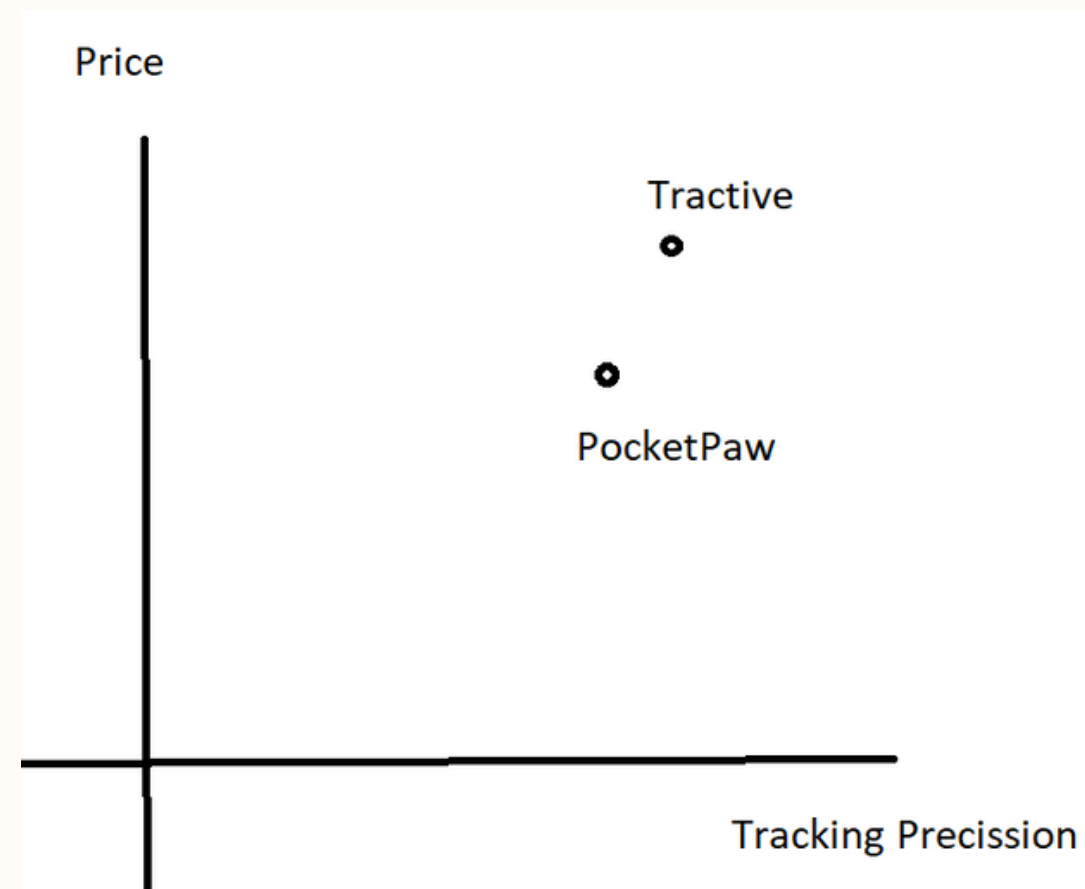
Tractive

Offer two plans (basic and PRO):  
Services: Regular location updating, Live tracking Unlimited, Activity and Sleep, SHARE WITH FAMILY, WORLDWIDE RANGE, UBICATION HISTORY, DATA EXPORT.

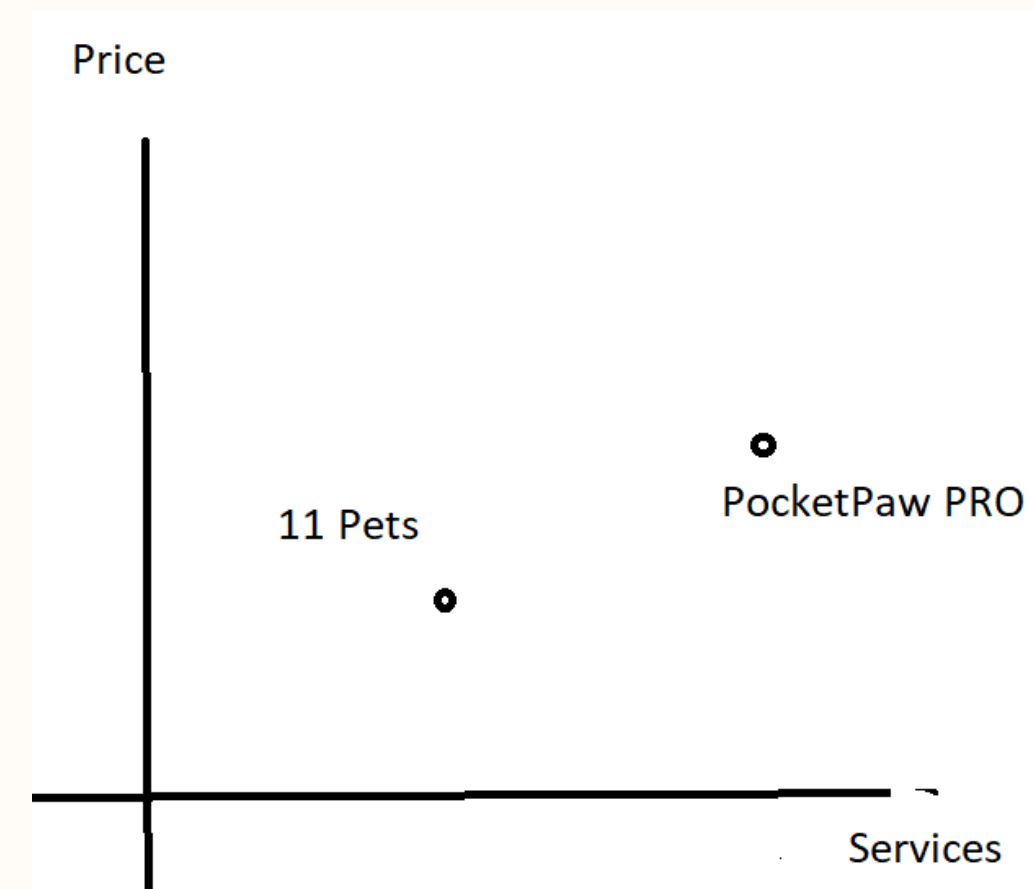


# Positioning

Our application offer an all-in-one platform for every pet care. The main factors for which the potential clients show the most interest in are based on the tracking device & service and the amount and quality of total services offered. For those:



TRACKING DEVICES



TOTAL SERVICES VALUE

# PocketPaw App

## HOME PAGE:

Here we can see the main features of the app:

- Activity tracking
- Pet Profile
- Reminders and schedulers
- GPS tracking
- Medical records
- Social community

## PET TRACKING MAP:

An interactive map that tracks the current location of each of our registered pets to know at real time where are they.





# POCKETPAW SERVICES

PocketPaw Version	Basic	<i>PRO</i>
<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	✗	✓

# Our products



## GPS DEVICE

The GPS device will be available for purchase for €25 from our official portal or from partner retailers. In case you want to buy more than one, 2 are available for €45 (10% saving) and 3 for €60 (20% saving)

## ACCESSORIES

We provide our customers with a range of accessories a signed PocketPaw, such as GPS device-compatible collars

## SMART DEVICES

Our catalog also features smart devices that will assist you in caring for your pet. First among them is our smart food/water dispenser that can be fully controlled remotely through our app, available for a one-time purchase of €95

## BASIC

- Activity tracking
- Reminders and medication schedules
- Pet profile creation
- Customer care and assistance

FREE

## PRO MONTHLY

- All the previous benefits
- GPS tracking service
- Specialist guides and tips
- Vet affiliation and scheduling
- Medical records

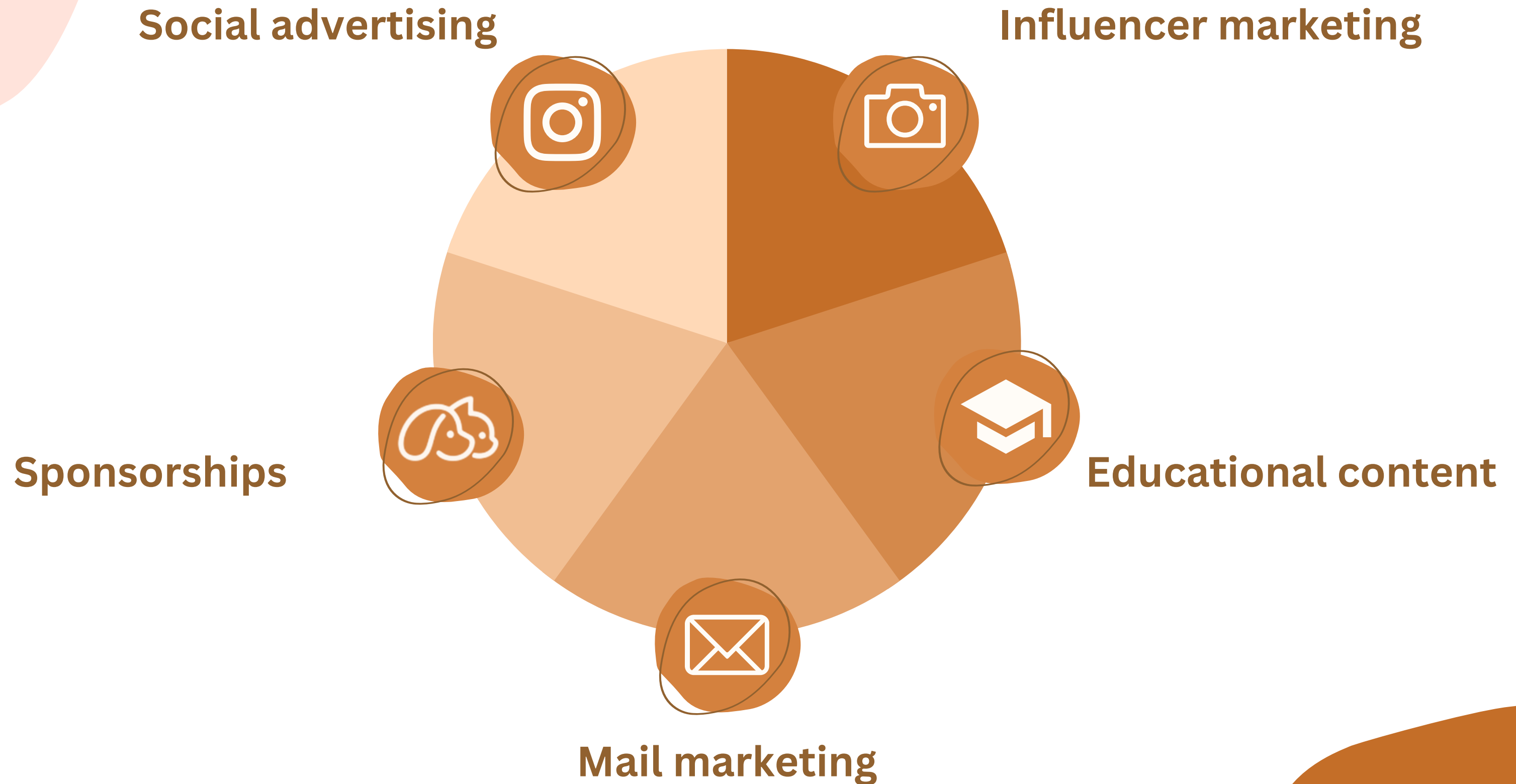
€4.95/MONTH

## PRO YEARLY

- All the previous benefits
- 17% discount from the monthly plan

€49.95/YEAR

# Promotion channels



# PocketPaw Placement

## 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

## Future:

To enter the market to a more international market we have planned to collaborate with pet valu, one of the biggest distributors of North America.



+500   
stores



# Thanks for your participation!

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