



KindKelci

“stress free pet wellness”

www.kindkelci.com





We help you take care of your pets anywhere, anytime.

- Reduce time spent at veterinary clinics
 - Pets stress when taken to veterinary clinics or animal hospitals
- Reduce follow up visits through in home care and health monitoring
- Access to secure digital health records anywhere





Our solution is awesome

“Our patented technology focuses on integrating all healthcare metrics related to your pet in one place.”

THE SOLUTION : An integrated smart biochip and health portal to track, share and store your pets medical status and history.

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The FEAR, ANXIETY & STRESS (“FAS”) index is what we relate to in finding the best solutions for our pets.





Our Products



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01

Smart Collar – Version 1

- QR code identification
- Activity and location activity monitoring
- Temperature and exercise tracker
- APP for vaccination and medical history
- Healthcare, nutrition and wellness marketplace

02

Smart Chip – Version 2

- Implanted biochip with RFID chip for identification and a temperature sensing
- APP features to monitor animal temperature and real time sharing of medical information with veterinary practice

03

Smart Chip – Version 3

- Monitor heart rate and respiratory rate
- Extension of mobile application features to monitor and share all healthcare metrics
- Desktop software for Veterinary Hospital to integrate animal records directly into KindKelci

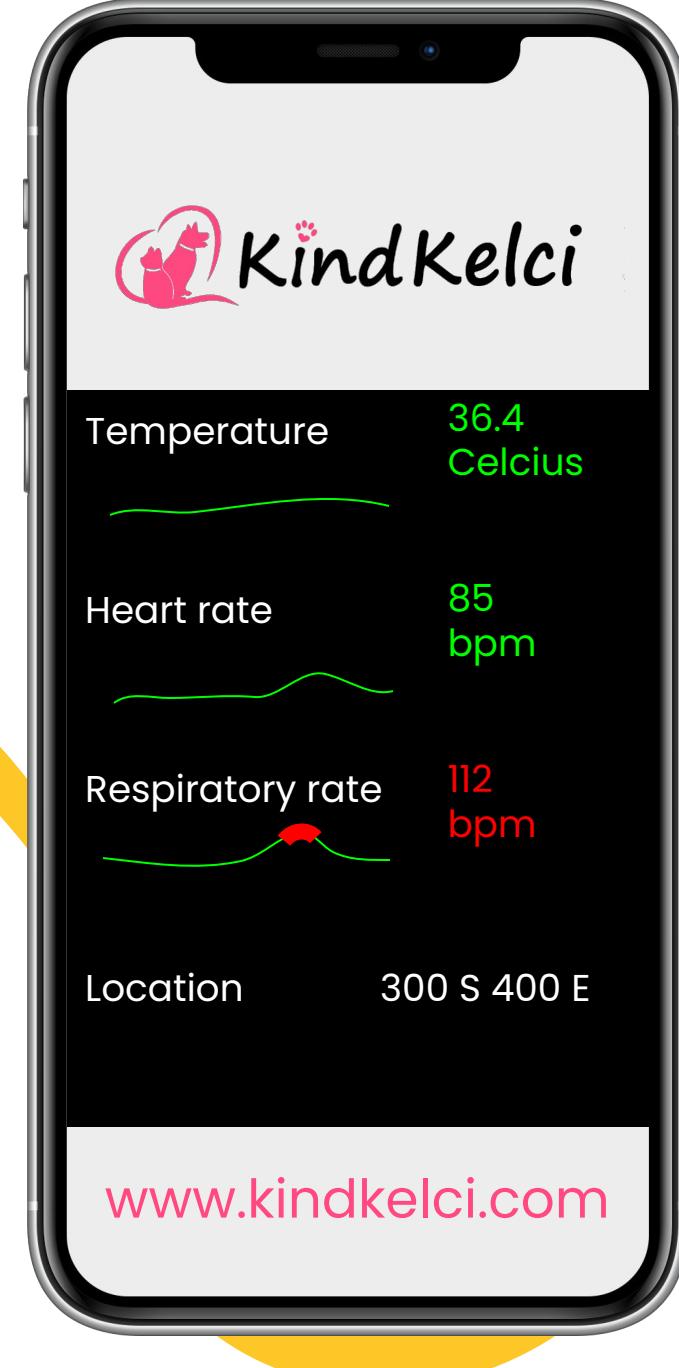
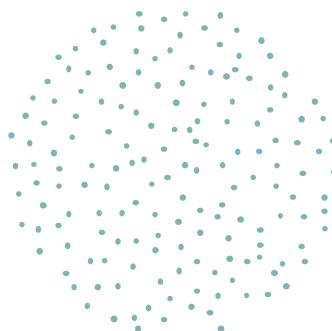
Smart collar – Version 1

- 01 Waterproof GPS and Geofencing
- 02 Ambient temperature
- 03 Live activity tracker
- 04 Rechargeable battery up to 30 days
- 05 Online cloud record storage



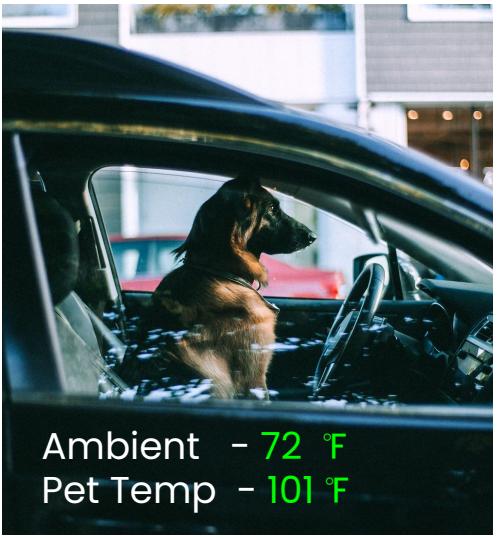
Feature Highlights

-  You can scan your pet at home for temperature with your mobile phone & our APP.
-  Your pets ambient temperature can be read anytime
-  Access digital health records of medications, dietary needs, vaccination history and more anywhere
-  Anyone who finds your lost pet can reach out to you from their mobile phone immediately and safely.





Activity Tracking



Temperature



Heart Rate & Respiration



Geofencing Location



Find my pet



Medical Records Online

The technology explained

- Track your pets activity all day long and compare to friends and other breeds
- Know your pet temperature and the ambient temperature all the time
- Be able to do a virtual veterinarian check up
- Protect your pet from going missing and be able to find them if they wander off
- Have all your pet records online in the cloud, safe and secure for use anywhere, anytime.

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Concerned about your pets welfare

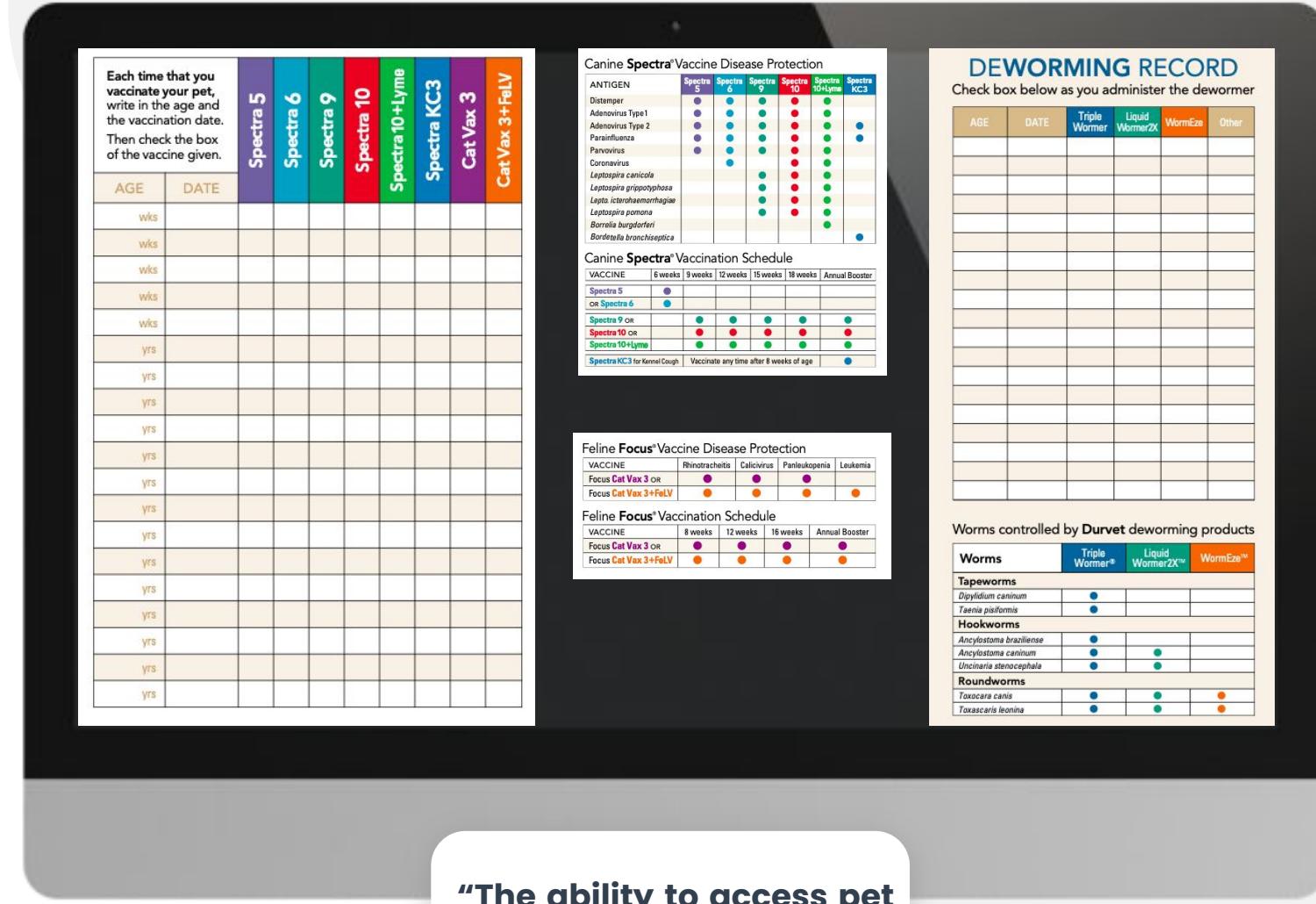
Know your pets temperature at home or in the car and get an alarm when your pet's temperature changes or the environmental temperature becomes uncomfortable, even when hiking.



Ambient - 72 °F
Pet Temp - 101 °F

Medical records online

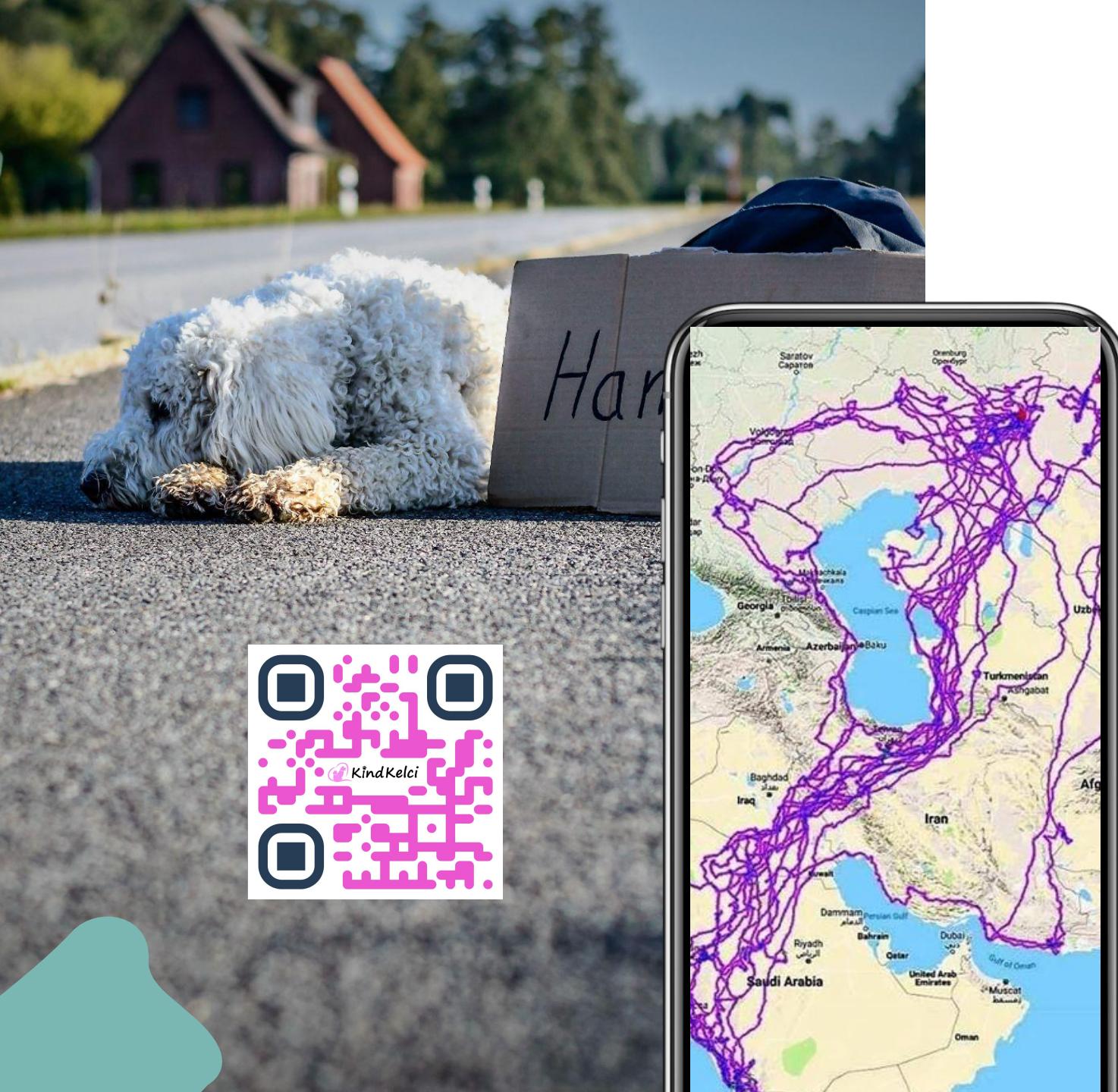
- Online pet medical records available 24/7
 - Secure and safe location for all your pet's information and available while you travel or if the pet sitter needs to attend to your pet in your absence
 - Have the ability to do virtual veterinarian visits through the biometric data available from the collar and implantable smart chip



"The ability to access pet records online in a cloud based environment is brilliant."

-DR LAURA BLANTON





Find my pet

- Real time tracking with a back home feature allowing any NFC / Bluetooth enabled phone to broadcast your pets location
- Secure back home return of your pet through our dedicated contact center keeping your personal details secure
- A sponsored thank you reward to the kind person who found your pet

Roadmap

Smart Collar

- ✓ QR code for ID
- ✓ Ambient temp sensor
- ✓ Location and step counter

LIVE

Smart Chip version 1

- ✓ Research and Development
- ✓ Software development
- ✓ Manufacturing
- ✓ Marketing

PHASE 1

Smart Chip version 2

- ✓ Research and Development
- ✓ Software development
- ✓ Manufacturing
- ✓ Marketing

PHASE 2

In development

Potential Distribution Partners

1. Banfield
2. Zooplus AG
3. Ancol pet Products
4. Chewy
5. Blue Buffalo
6. Zoetis
7. Colgate-Palmolive
8. Trupanion
9. Heristo
10. Petco



MARC LINDSAY

He is a creative genius and a forensic scientist with the ability to invent new point of care devices with breakthrough cutting edge technological innovation.



DR HUGH NAPIER

His strengths lie in conceptualizing and designing business models and translating strategies into operational terms.



**DR FRANZ
BAUDENBACHER**

Franz is a Biomedical Engineer with a specialist interest in bioinstrumentation with deep technical expertise in nano-instrumentation including the use of Bluetooth mesh networks.



DR SUSAN EAGLE

Susan is a world-renown physician, researcher and entrepreneur with nearly 2 decades of experience creating award-winning (Google, e.g.) life-saving inventions and devices.

The Team

We are a group of animal lovers and more importantly scientists who understand how to solve problems.

We want all pet owners to have a stress free environment in which to care for their pets.

Reducing pet stress is our top priority.



BANJO



PIPPA

<http://kindkelci.com/our-team.html>

The market we serve

Global pet care Market

2020 - \$139 Billion

2027 - \$358.2 Billion (Globe Newswire)

Pet Tech Market

2025 - >\$20 Billion

2019-25 - 24% CAGR

Market Drivers

Increasing pet expenditure

Increasing tech convergence



DIGITAL VETERINARY & PET HEALTH

Packaged Facts expects a great deal of activity and advancement in Internet-based platform solutions that assist veterinary professionals, and digital health applications and devices that make it easier for pet owners to monitor their pets' health.

A shortage of nearly 15,000 veterinarians (16 percent) will likely still exist by 2030.

How we make money



Purchases & Subscriptions

Device purchases

Monthly service subscriptions



Marketplace

Amazon/Ebay model

Sales of own products



Advertising

In APP targeted advertising

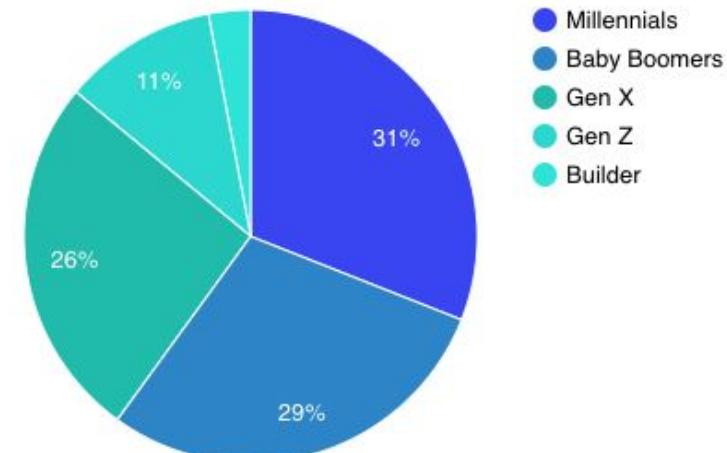
Website adverts

Market leaders

Chewy Health claims the total addressable market for pet healthcare is \$35 billion.

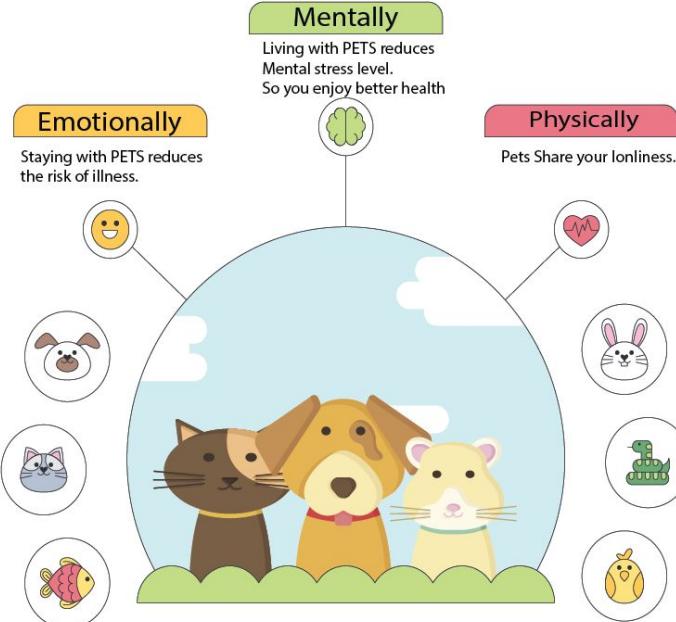
Petco reported recurring revenue was up 60%, and the number of recurring revenue customers grew by 50%.

Pet owners by generation



BENEFITS OF LIVING WITH A PET

INTERACTION WITH PETS BENEFITS HEALTH AND WELL-BEING IN MANY WAYS.



Designed by: <https://www.wellpet.org/>

65%

35%

85%



What we need funding for...



Operational capital

Wages	\$250,000
Advertising	\$150,000
Marketing	\$200,000



Manufacturing

Smart collar	- V1	\$100,000
Smart chip	- V2	\$200,000
Smarter chip	- V3	\$300,000

TOTAL \$1,200,000



Thank You



Lindsay Lifescience
Believe in your Balance

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