



Pocket Paw

YOUR PET IN YOUR POCKET

Our team

**David
Pérez**

CEO

Data Science Engineer

**Federico
Falcone**

CFO

Computer Engineer

**Gullem
Escriba**

CEO

Data Science Engineer

**Oriol
Soler**

GENERAL MANAGER

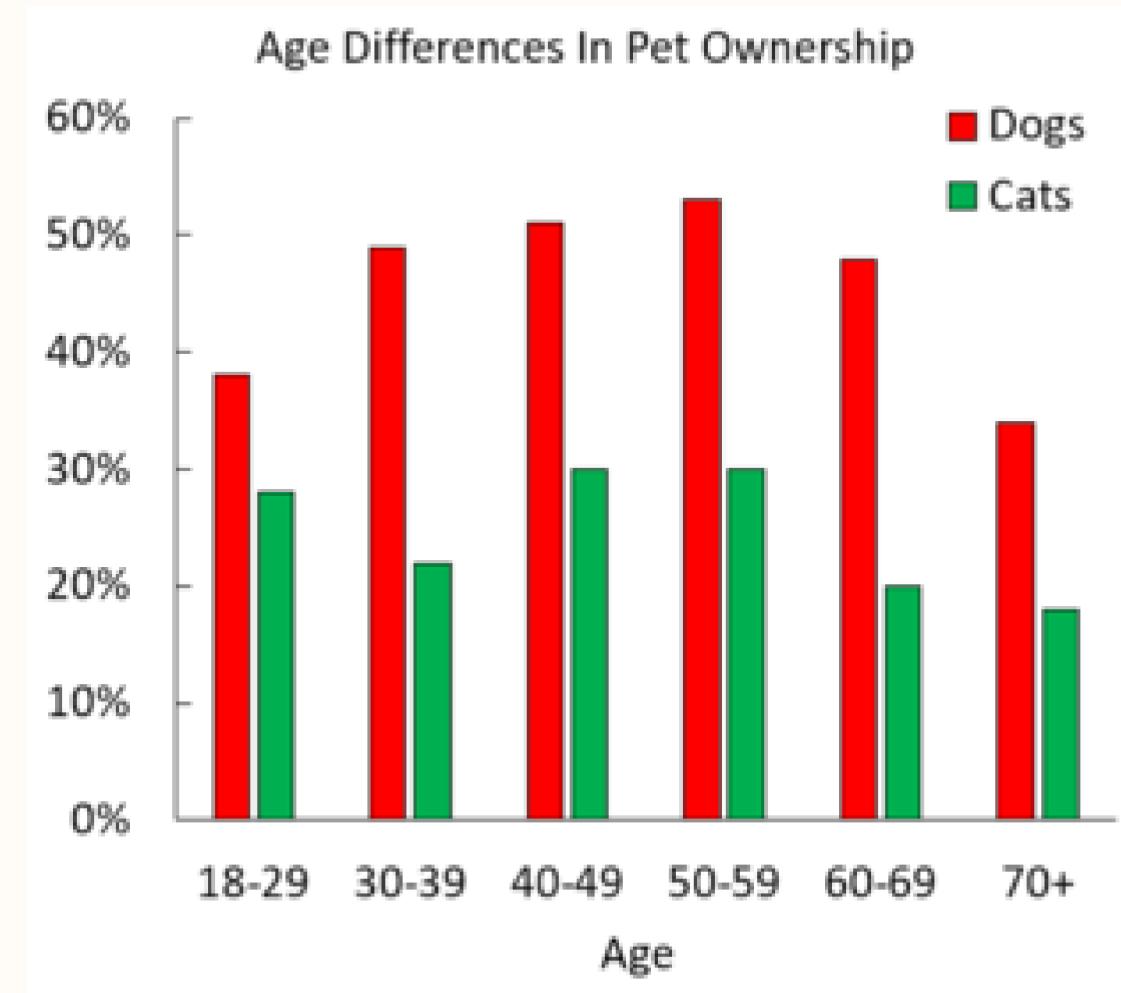
Audiovisual Engineer

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

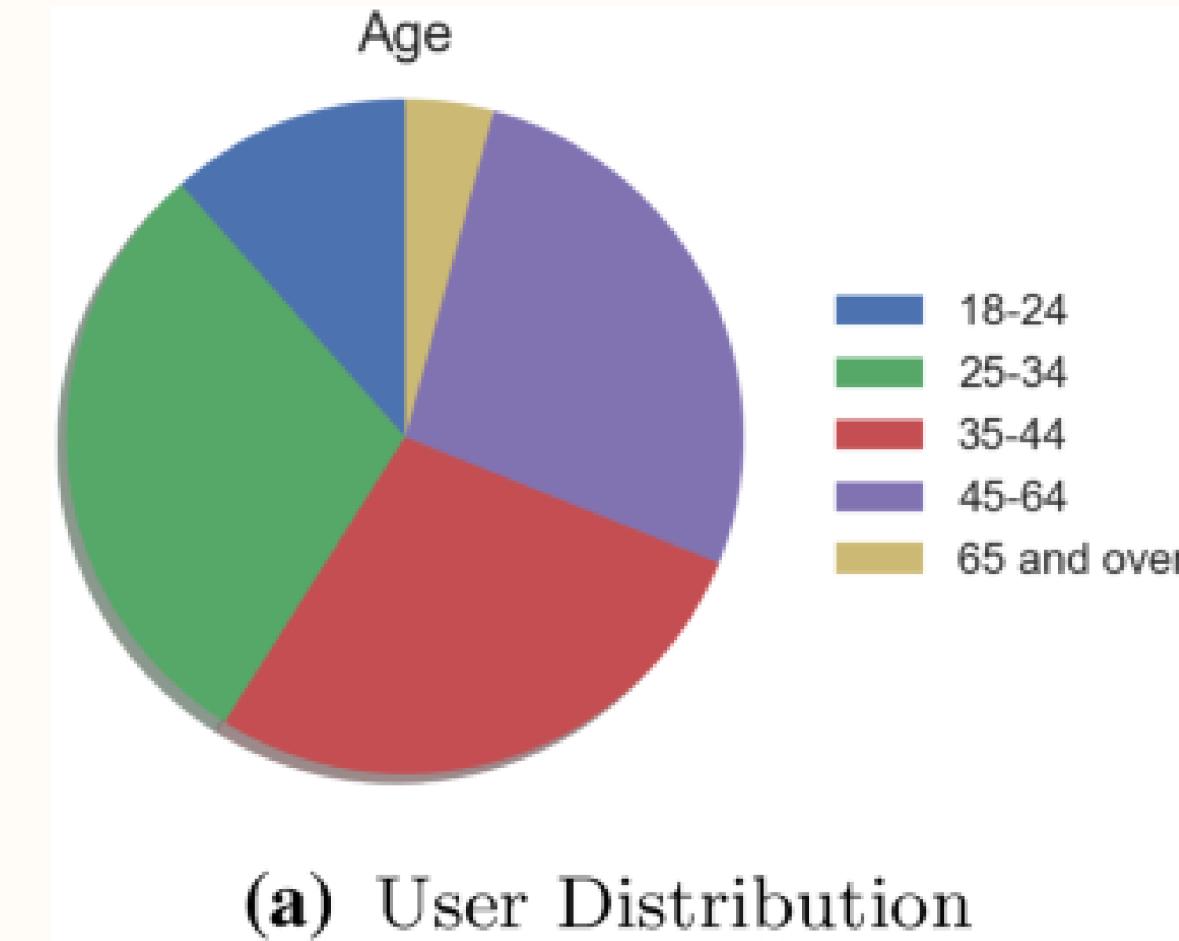


NO POSSIBLE AGE SEGMENTATION

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



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 youngers and olders.
- "The youngest conquer the internet".

<45

BUDGET

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

€ € €



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):

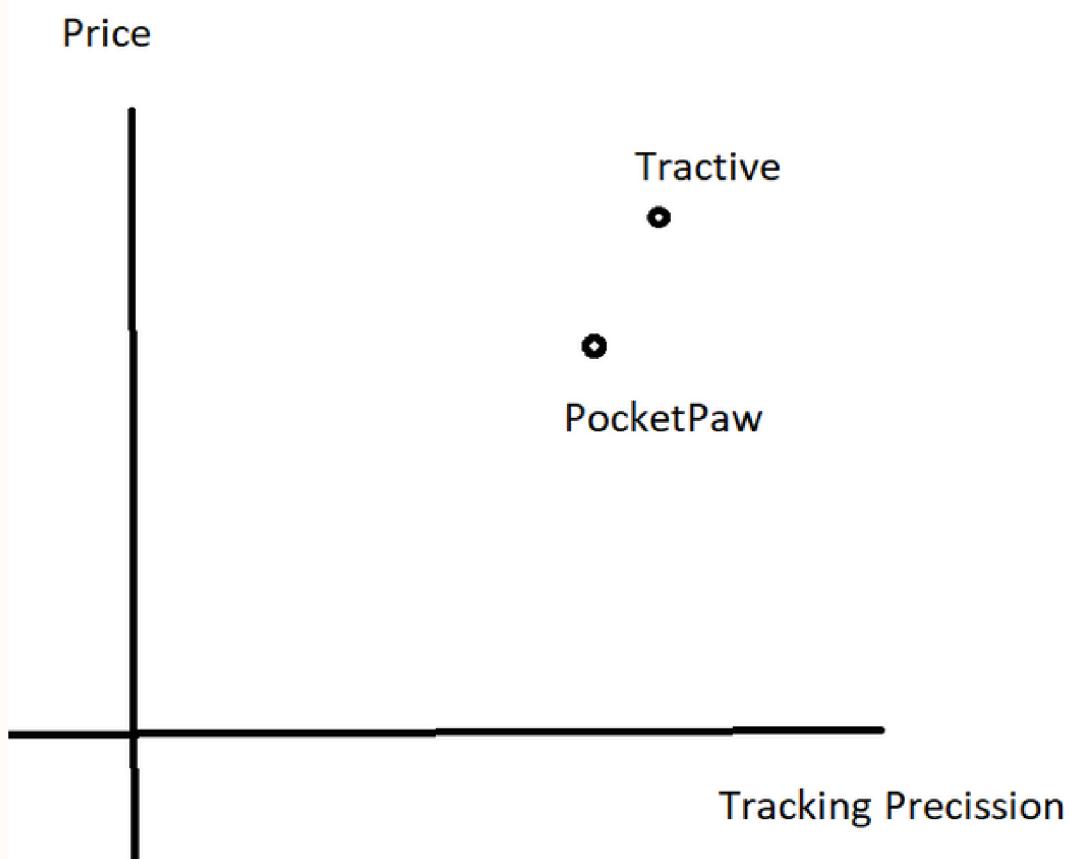
Services: Regular location updating, Live tracking Unlimited, Activity and Sleep, SHARE WITH FAMILY, WORLDWIDE RANGE, UBICATION HISTORY, DATA EXPORT.



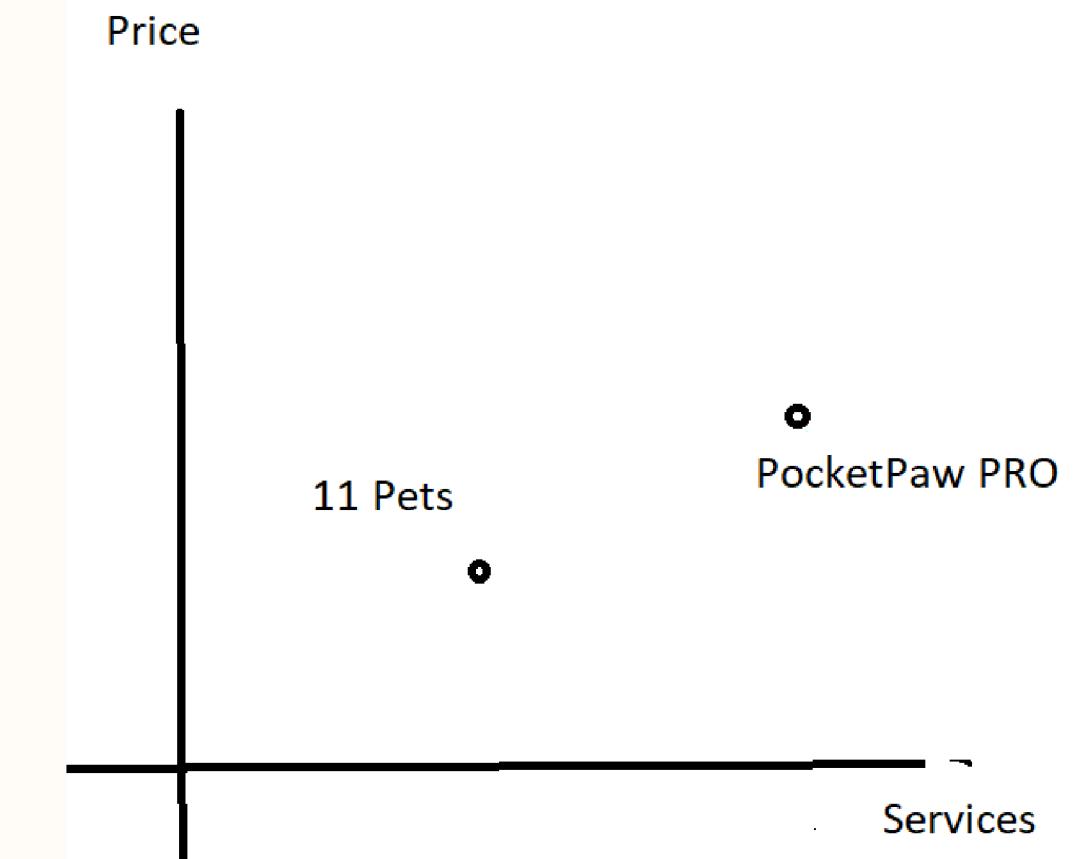


Positioning

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

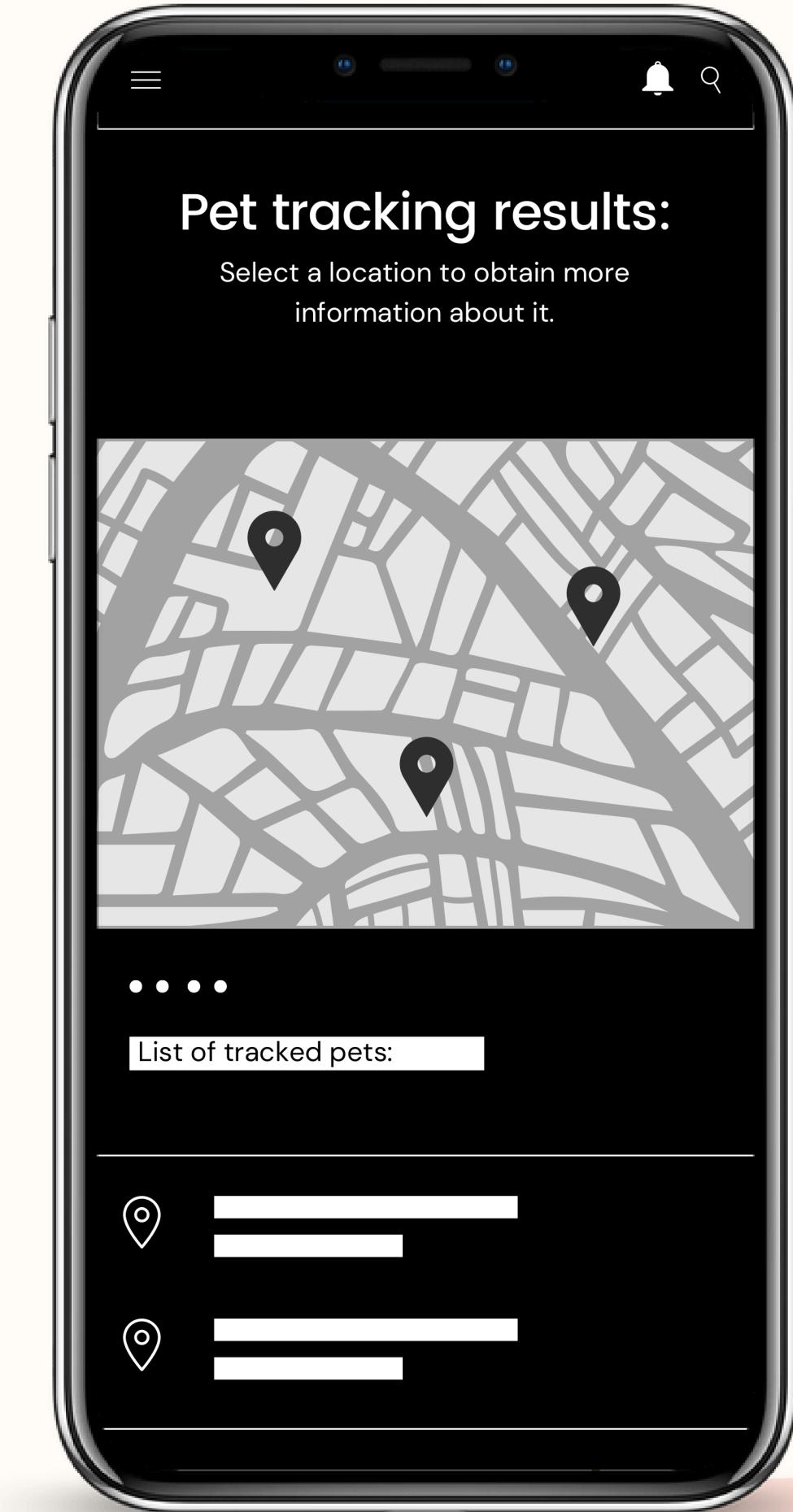
PocketPaw App



HOME PAGE:

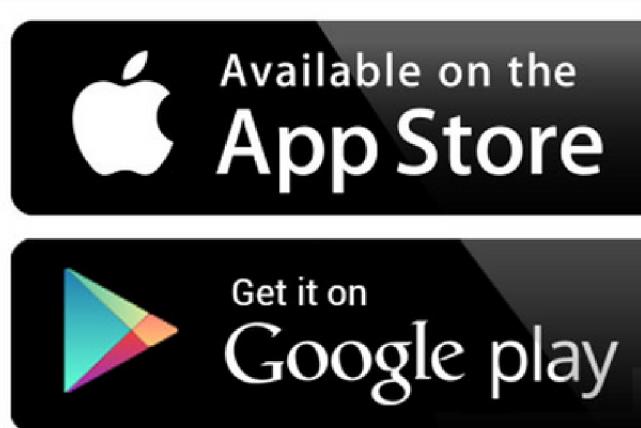
Here we can see the main features of the app:

- 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	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	✗	✓

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

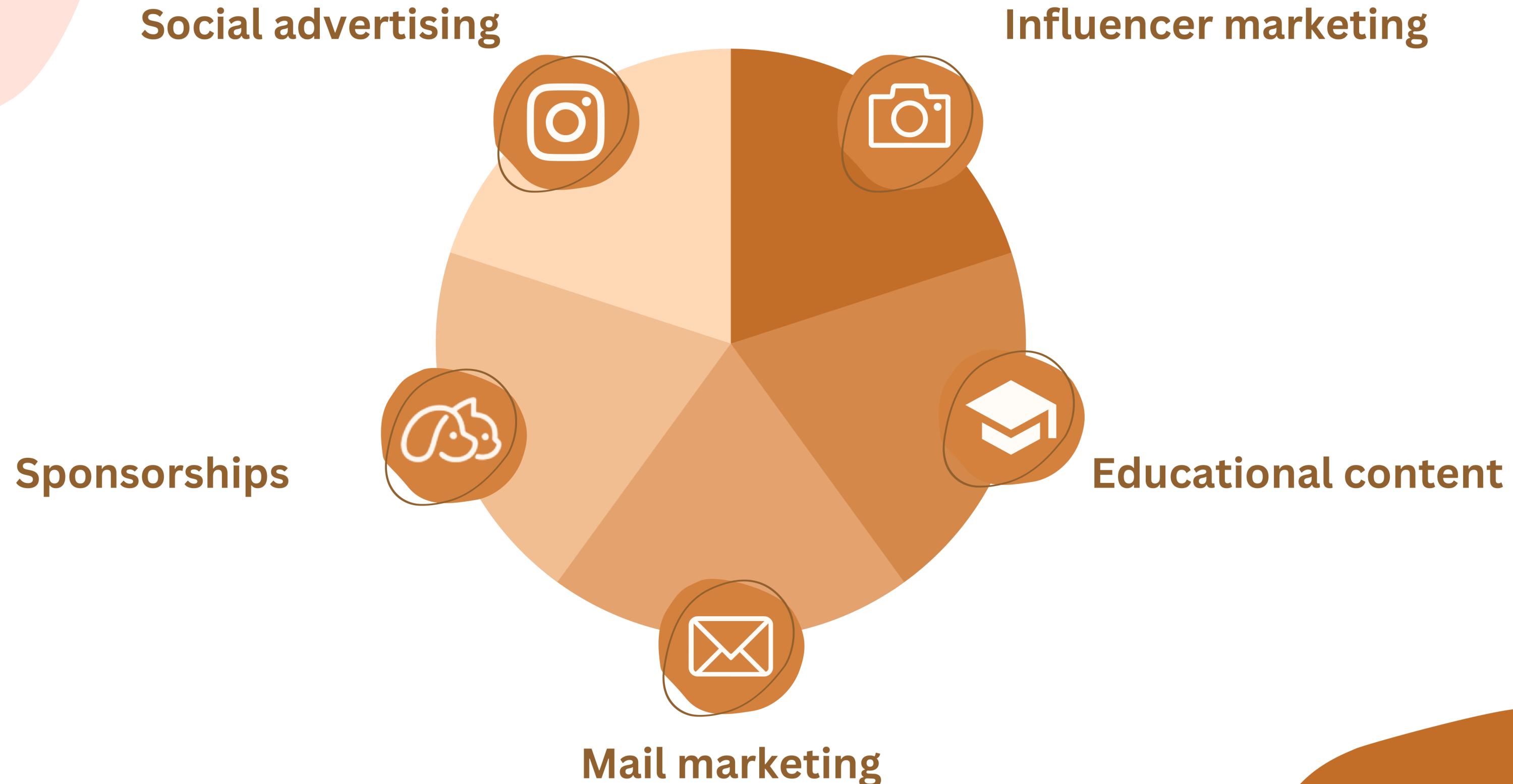
€4.95/MONTH

PRO YEARLY

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

€49.95/YEAR

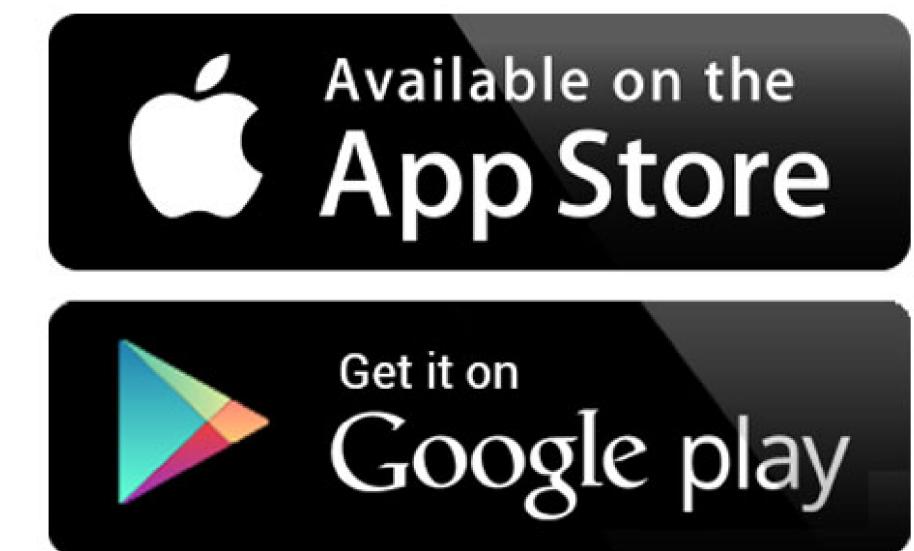
Promotion channels



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.



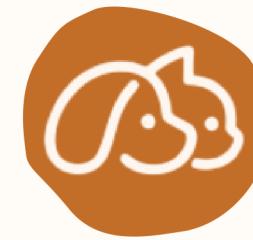
+ 140 stores



+ 500 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.



Thanks for your
participation!

EMAIL

info@pocketpaw.com

WEBSITE

www.pocketpaw.com

SOCIALS

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