



**FurSure®**

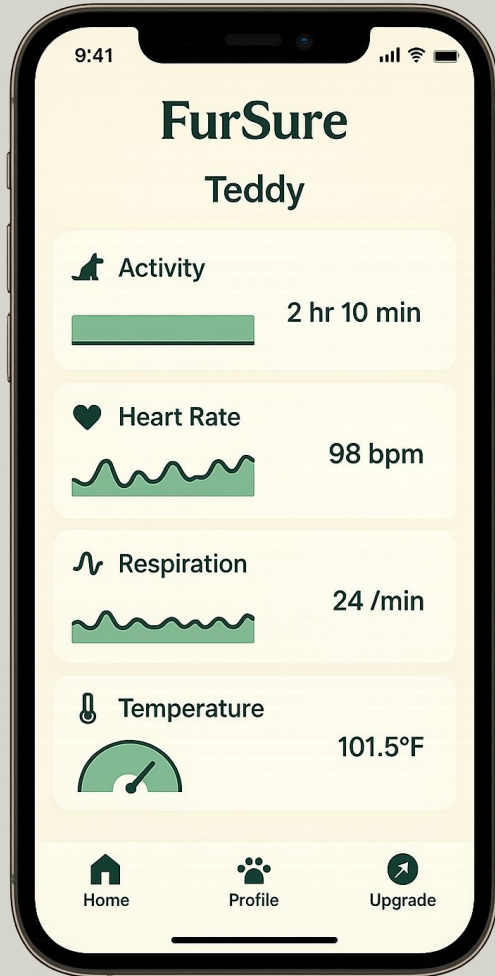
# The Problem



# The Solution - FurSure Collar



# App Preview



## FurSure

now

Time to recharge your FurSure collar – estimated battery: 5%



## FurSure alert for Teddy

now

Teddy just had a great day — high activity, good rest, and stable vitals — you're doing something right!



## FurSure alert for Teddy

now

Unusual heart rate detected during rest – vet check-up recommended

# Our Market

**\$8**

Billion pet supplies industry is worth

**45.5**  
**%**

Of US households own a dog as a pet.

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**\$270**

Billion expected increase in the market by 2037

Americans pay **double** on pet supplies compared to 2013

# Meet Daniella

- \$100,000 annually
- Aged 24 to 44
- Boulder, CO
- Active, outdoorsy
- Tech savvy



# Business Model



Online at [www.fursure.com](http://www.fursure.com)

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Survey data - consumer needs

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Expand to B2B partnerships



# Reaching Our Market



**Pop-ups at  
pet stores**



**Sticker  
campaign:  
“Be FurSure”**



**Coupons at  
local vet  
offices**



# Flexible Pricing Structure

**FurSure**  
*Collar base*

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**\$175**

## **Activity Focused**

*Steps, Distance,  
Calories, GPS*

**FurSure**  
*Plus*

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**\$10**  
**month**

## **Stress Tracking**

*All base features +  
Heart Rate, Respiration,  
Sleep, Temperature*

**FurSure**  
*Guardian*

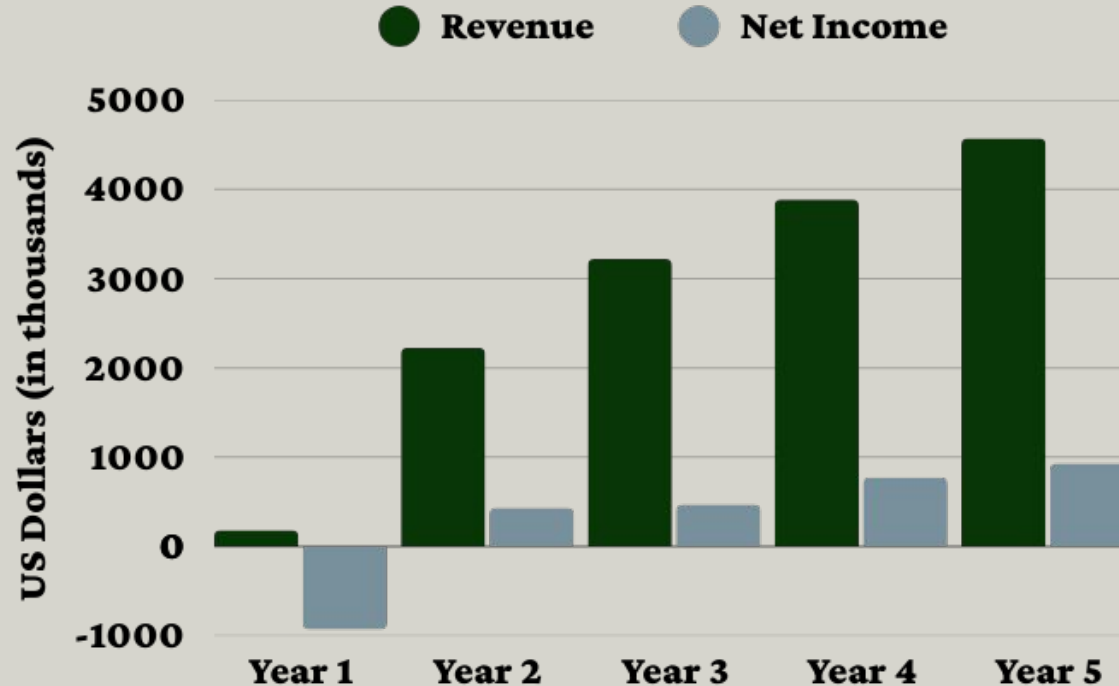
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**\$18**  
**month**

## **Complete Care**

*All features +  
GPS Proximity Alerts,  
Camera Attachment*

# The Road Ahead



**Seeking \$600,000 from angel investors**



# FurSure<sup>®</sup>

Don't guess when it comes  
to your pet's health, *be*  
*FurSure.*

# Q&A

**Keegan Chatham**

**CEO**

**Matt Polin**

**CMO**

**Cameron Miller**

**CFO**

**Frankie Patton**

**COO**

**Abby Hanvey**

**CPO**

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# Net Income Statement

		<b>Start-up</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
<b>Revenue</b>		N/A	\$182,000	\$2,226,000	\$3,220,000	\$3,885,000	\$4,571,000
<b>Cost of Goods Sold</b>		N/A	\$56,625	\$704,250	\$1,036,875	\$1,276,875	\$1,529,250
<b>Gross Profit</b>			\$125,375	\$1,521,750	\$2,183,125	\$2,608,125	\$3,041,750
<i>Gross Margin</i>			69%	68%	68%	67%	67%
<b>Operating Expenses</b>			\$713,784	\$772,784	\$1,234,684	\$1,359,864	\$1,431,100
<b>Operating Profit</b>			(\$588,409)	\$748,966	\$948,441	\$1,248,261	\$1,610,650
<i>Operating Margin</i>			-323%	34%	29%	32%	35%
<b>Non-Operating Expenses</b>			\$120,000	\$132,000	\$146,400	\$163,680	\$184,416
<b>Start-up Costs/Capital Investme</b>	(1)	\$433,000	\$220,200	\$0	\$95,200	\$0	\$95,200
<b>Pre-Tax Profit</b>		(\$433,000)	(\$928,609)	\$616,966	\$706,841	\$1,084,581	\$1,331,034
<b>Taxes</b>	(2)		\$0	\$187,242	\$237,110	\$312,065	\$402,663
<b>Net Income (Cash Flow)</b>		(\$433,000)	(\$928,609)	\$429,725	\$469,731	\$772,516	\$928,372
<i>Net Income Margin</i>			-510%	19%	15%	20%	20%

# Operating Expenses

<u>Operating Expenses</u>	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Sales and Marketing	\$60,000	\$72,000	\$86,400	\$103,680	\$124,416
Rent & Utilities	\$312,000	\$312,000	\$312,000	\$312,000	\$312,000
Accountant	\$50,000	\$50,000	\$50,000	\$60,000	\$60,000
Transport Employees	\$80,000	\$80,000	\$120,000	\$160,000	\$200,000
Customer Service Reps	\$40,000	\$80,000	\$80,000	\$120,000	\$120,000
Software Engineer	\$70,000	\$70,000	\$200,000	\$200,000	\$200,000
Insurance (Required)	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
GPS Tracking	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Sticker campaign	\$500	\$500	\$500	\$500	\$500
Camera footage	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700
Taxes for all employees	\$36,000	\$42,000	\$67,500	\$81,000	\$87,000
App maintenance	\$22,500	\$22,500	\$22,500	\$22,500	\$25,000
Data Storage	\$84	\$84	\$84	\$84	\$84
Firmware Updates	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
CRM Tools	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600
Vet Partnerships	\$2,400	\$2,400	\$2,400	\$4,800	\$4,800
Influencers	\$3,000	\$4,000	\$6,000	\$8,000	\$10,000
Founders Salaries	\$0	\$0	\$250,000	\$250,000	\$250,000
<b>total</b>	<b>\$713,784</b>	<b>\$772,784</b>	<b>\$1,234,684</b>	<b>\$1,359,864</b>	<b>\$1,431,100</b>
<u>Other Expenses</u>	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
R&D	\$60,000	\$72,000	\$86,400	\$103,680	\$124,416
Return and Warrenty Costs	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
<b>Total</b>	<b>\$120,000</b>	<b>\$132,000</b>	<b>\$146,400</b>	<b>\$163,680</b>	<b>\$184,416</b>



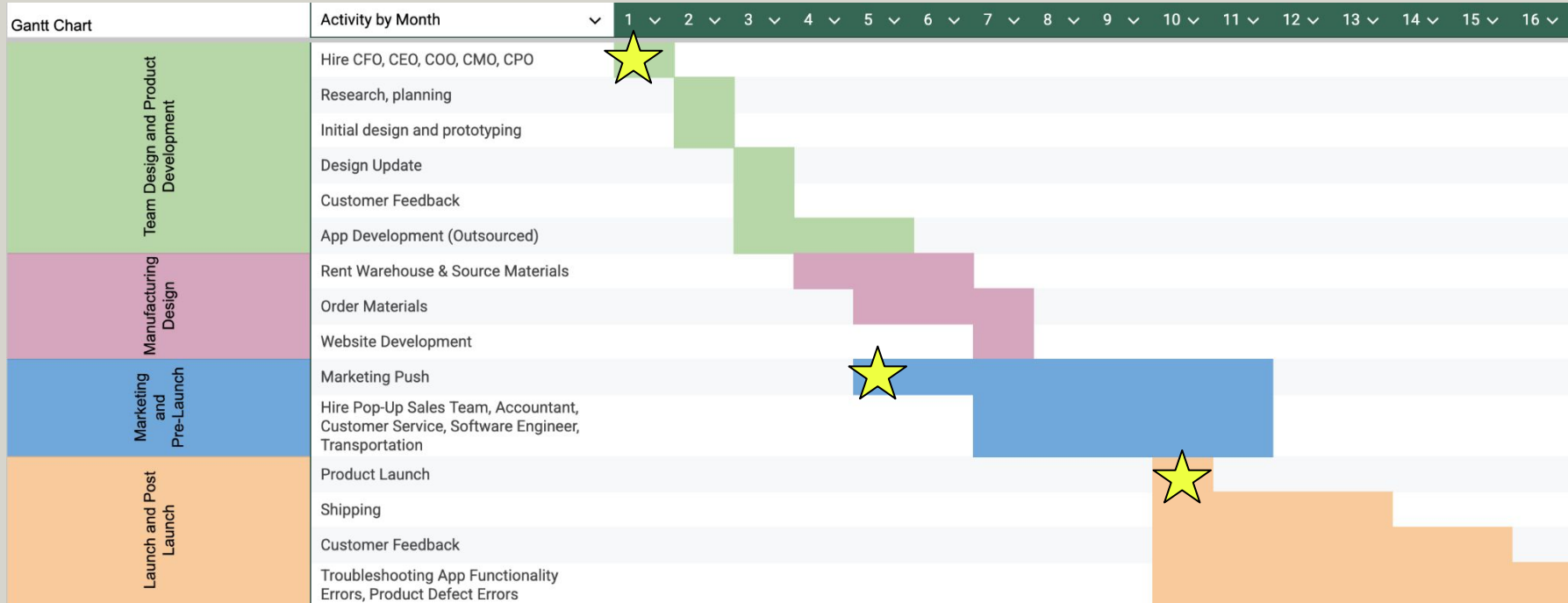
# Start Up/One Time Expenses

Start-up Items/One-Time Expenses	Start-up	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Hardware Design	\$20,000												
Electrical Engineering	\$30,000												
App Development	\$100,000												
ML Model Development	\$50,000												
GPS Tech Development	\$10,000												
Data Syncing Tech	\$10,000												
Prototyping Materials		\$10,417	\$10,417	\$10,417	\$10,417	\$10,417	\$10,417	\$10,417	\$10,417	\$10,417	\$10,417	\$10,417	\$10,417
Tooling & Injection Molds	\$20,000												
Firmware Development	\$25,000												
Pick and Place Machine		\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667
Laser Cutter		\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417
Label Printer		\$200											
Ultrasonic Welding Machine		\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833
Website Development (E-commerce)	\$50,000												
Truck for delivery		\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Prototyping and Testing	\$50,000												
Buisness License/Permits	\$1,500												
Domain Name	\$100												
Warehouse/Building Deposit	\$2,200												
Logo Design	\$1,000												
Trademark & Patent Filing	\$15,000												
Photo & Video Shoots	\$3,000												
Initial Marketing	\$15,000												
Focus Groups & Market Research	\$5,000												
Customer Support Setup & Training	\$5,000												
LLC	\$200												
Regulatory Compliance (FCC, UL, RoHS)	\$10,000												
Founder Equipment	\$10,000												
Contingency	\$10,000												
<b>Total</b>	<b>\$443,000</b>	<b>\$18,533</b>	<b>\$18,333</b>	<b>\$18,333</b>	<b>\$18,333</b>	<b>\$18,333</b>	<b>\$18,333</b>	<b>\$18,333</b>	<b>\$18,333</b>	<b>\$18,333</b>	<b>\$18,333</b>	<b>\$18,333</b>	<b>\$18,333</b>

# Funding Plan

	<u>Start-up</u>	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
<b>Funding (Cash Flow) Needs</b>	\$533,000	\$331,593	\$0	\$0	\$0	\$0
			<b>Total Funding Needed Thru Year 5</b>			<b>\$864,593</b>
<b>Funding Sources</b>						
Founders	\$25,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Crowd Funding	\$10,000					
Family & Friends	\$300,000	\$0	\$0	\$0	\$0	\$0
Angel Investors	\$600,000	\$0	\$0	\$0	\$0	\$0
Venture Capital Funding	\$0	\$0	\$0	\$0	\$0	\$0
Source	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total</b>	\$935,000	\$5,000	\$5,000	\$5,000	\$5,000	\$0
					<b>Total Funding</b>	<b>\$955,000</b>
<b>Cash Reserves from Funding</b>	\$402,000	\$75,407	\$80,407	\$85,407	\$90,407	\$90,407
<b>Cash from Operations</b>	<u>N/A</u>	<u>\$0</u>	<u>\$368,982</u>	<u>\$351,613</u>	<u>\$586,898</u>	<u>\$665,129</u>
<b>Cash Balance</b>	\$402,000	\$75,407	\$449,389	\$437,020	\$677,305	\$755,536

# Product Development Plan



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**Major Milestones**

# Collar Features & Benefits

## **FureSure Base Collar (one time purchase \$175)**

- Activity tracking:
  - Steps, distance, and calorie burn
  - Know if you pet is getting enough activity, catches signs of obesity, arthritis, injury

## **FurSure Plus (\$10/month & purchase of collar)**

- Includes all activity tracking features and benefits
- Stress tracking
  - Heart Rate, sleep, and temperature
- Can also help detect
  - Infection, pain, inflammation, stress, anxiety, cognitive decline (doggy dementia), hyperthyroidism, or heart disease

## **FurSure Guardian (\$18/month & purchase of collar)**

- Includes all activity and stress tracking features and benefits
- GPS proximity alerts and camera attachment
  - Personalized alerts to notify owner if pet leaves or arrives location or zone
  - Camera allows check-ins when the owner is away from home

# Collar Technology

- **GPS (distance and live location tracking)**
  - U-blox SARA R510M8S GPS chip for real-time tracking and long term reliability
  - LTE/4G sim card for location transmission
    - Utilizes WiFi connection when available
  - Backend server to receive and store location data for user access in FurSure app
- **Thermometer (temperature tracking)**
- **Acoustic sensors (heart rate and respiration tracking)**
  - Detects sound vibrations and timing differences
- **6-D accelerometers (steps, calorie burn, and sleep tracking)**
  - Sensors that measure acceleration and orientation in space to understand 3D movement and body position
  - Calorie burn estimated by movement frequency, intensity, and pet profile (weight, breed, age)
  - Sleep is tracked by: activity, posture, heart rate, and respiration
- **Machine Learning (overall tracked metric accuracy)**
  - Algorithms that analyze the behaviors of your pet and get more accurate over time
- **Camera attachment (24/7 live video)**
  - Base collar discretely includes attachment for camera
  - Utilizes WiFi connection when available, otherwise LTE/4G

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