

Pitch Deck

November 6th

2016



HAPPY AGAIN

A brown and white bulldog stands on a grassy field, looking slightly to the right with its mouth open. It wears a dark leather collar. The background is a blurred green lawn.

“HAPPY AGAIN WILL CHANGE OUR DOGS’ LIFES”

ALL DOGS SUFFER JOINT PAIN FOR AT LEAST 30% OF THEIR LIFE



THE DOG SUFFERS PHYSICAL PAIN



THEIR OWNER SUFFERS EMOTIONAL PAIN



THEIR WALLET SUFFERS DUE TO HUGE COST



- 🐾 Arthritis, arthrose, hip problems & inflammations above a certain age
- 🐾 Limitation of locomotion
- 🐾 Pains result in depression

- 🐾 Feeling heavy emotional pain and suffer with their beloved dog
- 🐾 Dog-human activities are limited
- 🐾 Restriction of the everyday life

- 🐾 Expensive medical treatments available but not always successful
- 🐾 Injections frequently necessary
- 🐾 Expensive for the dog owner



HAPPY AGAIN ENABLES DOGS AND THEIR OWNERS TO LIVE HAPPILY MUCH LONGER

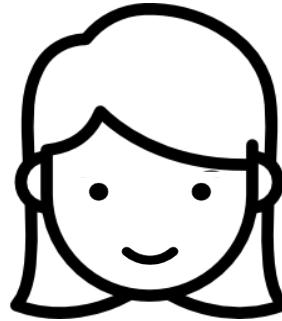
DOG BECOMES PAIN FREE



HAPPY AGAIN

- 🐾 Cartilage rebuilds in a natural way already in the short-term
- 🐾 Relieve of pain after a couple of days
- 🐾 No more limited mobility and pain

THEIR OWNER BECOMES HAPPY AGAIN



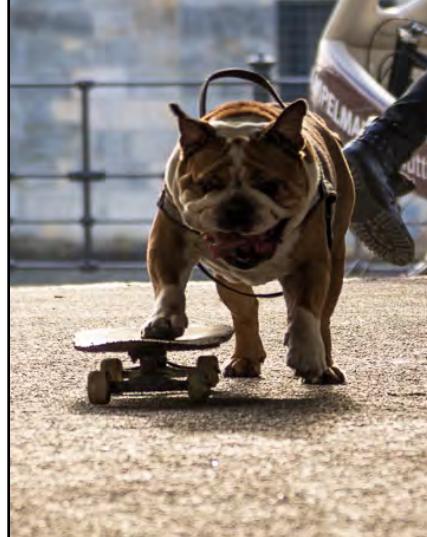
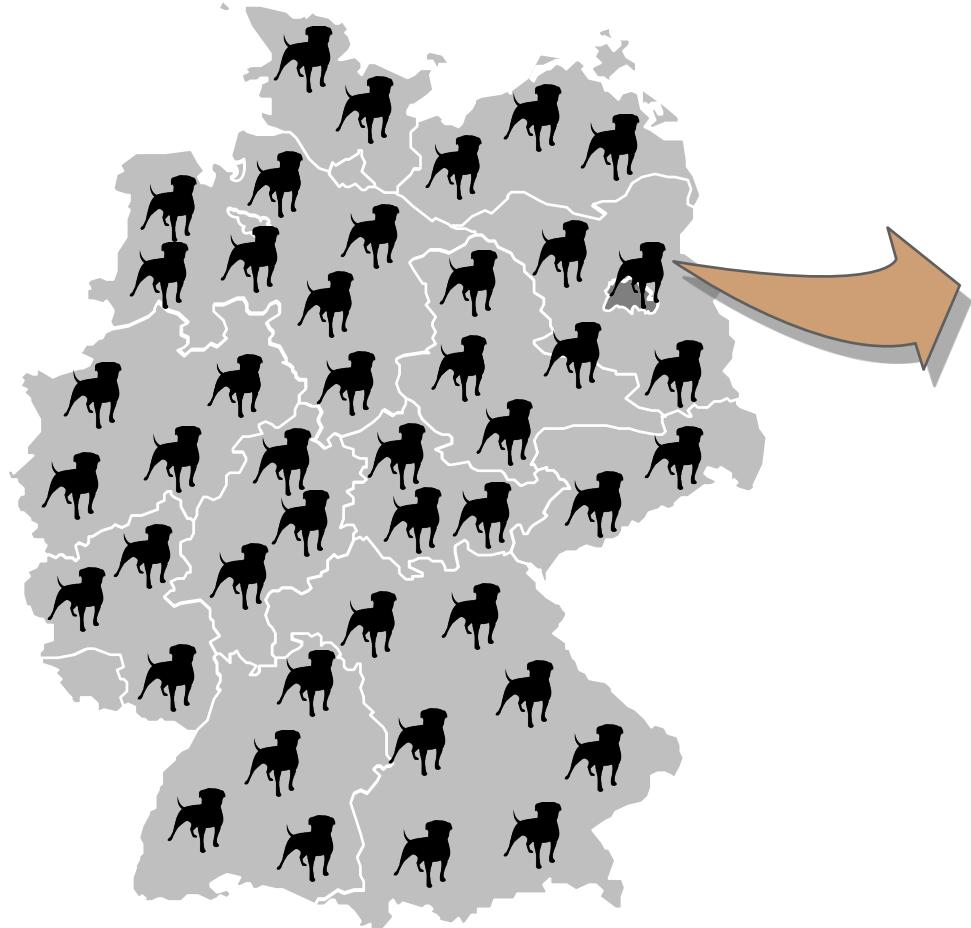
- 🐾 Enjoy the painless and well-being of the beloved dog
- 🐾 Have all dog-human activities
- 🐾 Regain freedom for everyday life

OWNERS SAVE MONEY



- 🐾 No longer painful medical treatment for the beloved dog
- 🐾 Ceased appointments save time
- 🐾 Money will be saved

TONY IS ONE OF 10 MILLION SUFFERING DOGS IN GERMANY: FULL STORY IN APPENDIX



	Tony
	Berlin resident
	Bulldog
	12 years old
	Active family dog
	Passionate skater

At the age of 8 years tony started to heavily suffer from joint pain

Tony faced the painful problem as 10 million other dogs in Germany

Though Tony was lucky and has been cured and is now skating again like a young whelp

THREE PROMISES FROM A DOG LOVER TO DOG LOVERS



HAPPY AGAIN



Quality

- 🐾 Exclusive use of high-quality hand-picked natural ingredients
- 🐾 Without any preservatives, dyes, flavours and any chemical additives
- 🐾 Certificated by state authorities and monthly audited by inspectors



Expertise

- 🐾 Diploma thesis in tissue engineering at the Technische Universität in Berlin
- 🐾 Several successful long-term experiments with main ingredients at horses
- 🐾 Collaboration with renowned research institutes and veterinary clinics



Dedication

- 🐾 Passionate animal lover and owner of several pets through the years
- 🐾 Highly sensitive for needs of dogs and their owners
- 🐾 Dedicated to reaching her high self set demands on the product



HAPPY AGAIN

OUR HAPPY CLIENTS AND THEIR OWNERS



Febe (6 Jahre) und Kurt
Einbeck



„Febe ist 6 Jahre alt und hatte eigentlich keine akuten Probleme aber wir haben uns entschieden Happy Again vorbeugend zu geben. Seit Febe Happy Again bekommt läuft sie geschmeidiger und ist agiler, wirklich toll. Auch Ihr Fell sieht viel besser aus. Danke and das Happy Again Team.“



Jack (11 Jahre) und Brigitte
Berlin



„Unser Jacky ist mittlerweile ein stattlicher Hunde-Opa. Leider kamen mit dem Alter auch einige Problemchen. Vor allem Treppen und langes Gassi gehen fielen ihm immer schwerer. Teilweise war er kaum aufzuraffen. Ein Freund hat uns deshalb Happy Again empfohlen. Seit 5 Wochen geben wir es ihm zum Futter dazu und Jack wirkt schon sichtlich fideler und motivierter. Auch die Treppe in die erste Etage ist kein Problem mehr :-).“



Rembrandt (8 Jahre) und Sabrina
Berlin



„Rembrandt verträgt das Pulver super, keine Spur eines Hinkens, auch nach starker Belastung nicht (spielen mit anderen Hunden). Zudem ist er vom Allgemeinzustand fitter und agiler und hat ein richtig schön glänzendes und seidiges Fell bekommen.“





HAPPY AGAIN

WE ARE TEAM HAPPY AGAIN



Anja Skodda

- Dipl.- Ing Biotechnology
- Founder and Management
- Shareholder

Production
Outsourced



• Mareen Müller
Head of Operations

OPEN
POSITION

• Head of
Marketing and
Sales



• LL.M Nobert Neef
Legals and
Finances
Shareholder



• Olivier Robert-Murphy
Non-executive Director

Fulfillment
Outsourced

• Accounting
External



HAPPY AGAIN

OUR HISTORY AND FUTURE





HAPPY AGAIN

STATUS AND FACTS



What?

- Powerful supplement helping dogs move painlessly to make them and their owners "Happy Again"
- Supports the natural joint function and prevents deterioration of cartilage
- Manufactured and tested: Eu-approved
- Existing testimonials



Where?

- Germany: Launch as first market
Expansion:
- USA: Option of licensing agreement with the "Dog Whisperer" brand and integrate Happy Again into their new lifestyle Dog Show.
- Asia and rest of Europe



How?

- Resources: recruit the perfect team to launch the brand in Germany
- Marketing:
Social Media Campaign
 - AB Testing
 - Identify conversion rate
 - Invest in targeted campaigns
- Affiliate and influencer marketing with **Influencerzero**
- Exclusive retailers and online shops
- PR in relevant media - print and digital



When?

- Q1 2017 German launch



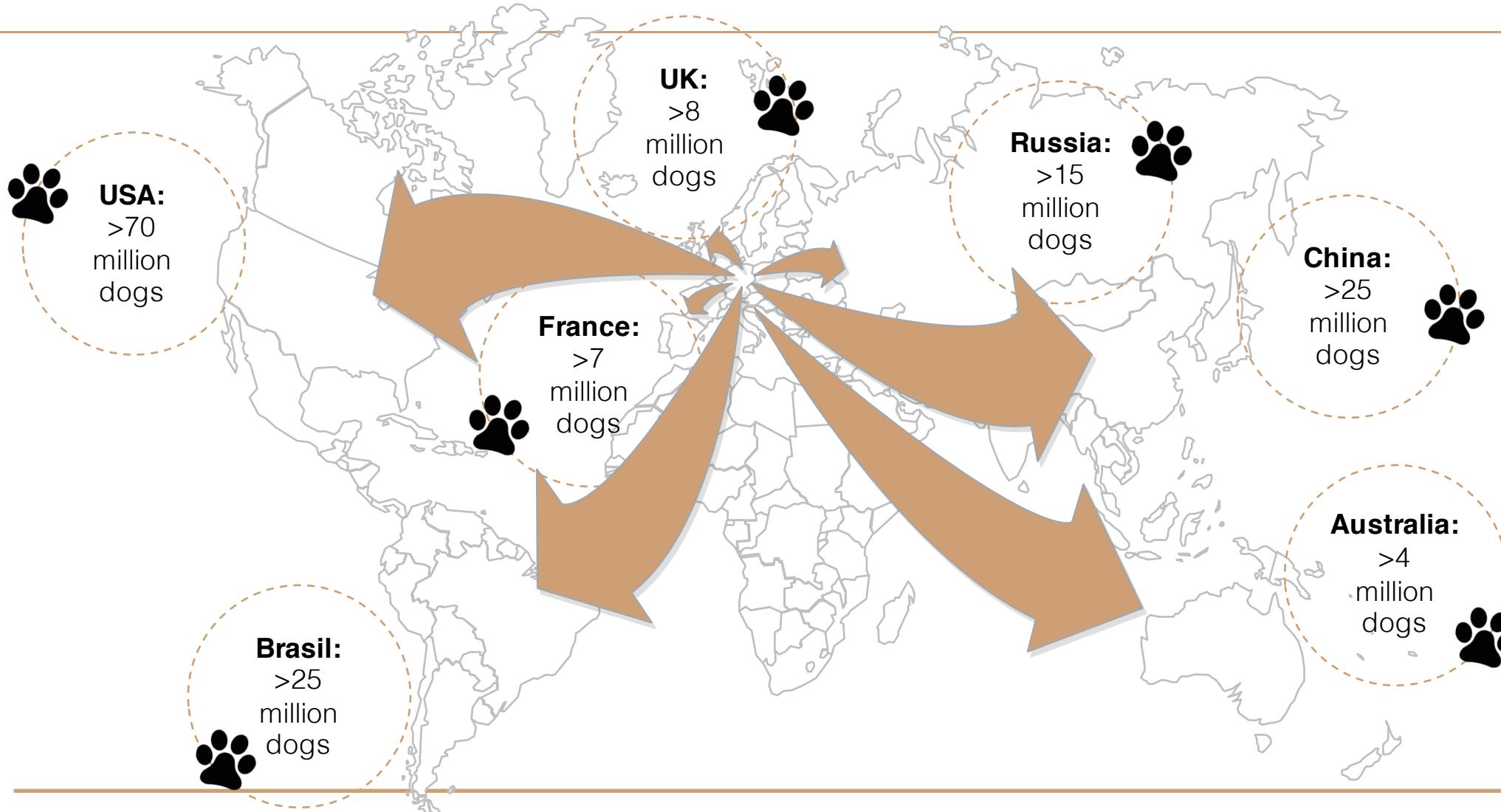
Equity:

- 85% Anja Skodda, Founder
- 15% Morton Towers
(with options)

BE PART OF A WORLDWIDE DOG SUPPLEMENT REVOLUTION



HAPPY AGAIN



TO MAKE OUR DOGS HAPPY AGAIN





HAPPY AGAIN

Take the opportunity with us!

TONY'S AND ANJA'S STORY



- 1 Tony belongs to Anja, who is a lovely caring mother and animal lover



- 4 Anja has a Degree in Biotechnology and is a passionated researcher



- 2 Tony is a happy dog loving to be with his family



- 5 Tony is a very sporty guy and a skilled skateboarder



- 3 The time is running and Tony became older and older



- 6 At the age of 8 years Tony's cartilages naturally deteriorated



Tony wasn't the same anymore and neither was Anja



TONY'S AND ANJA'S STORY



- 1 Tony became more and more unhappy and started to become depressed



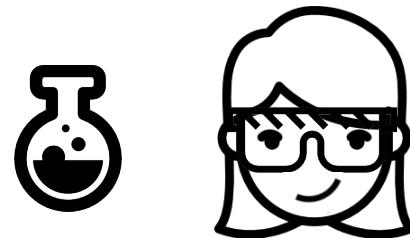
- 2 Anja was inconsolable and mentally suffering with her beloved Tony



- 3 She thought about her research and experiments and eventually had an idea



- 4 Anja created a powder to strengthen Tony's joint cartilage



- 5 Tony received the first portions of the powder within his food



- 6 After a couple of days Tony started to enjoy life again



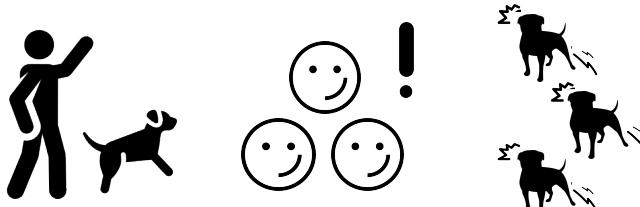


*FINALLY TONY COULD GET BACK ON HIS
SKATEBOARD - HE WAS SO HAPPY AGAIN!*

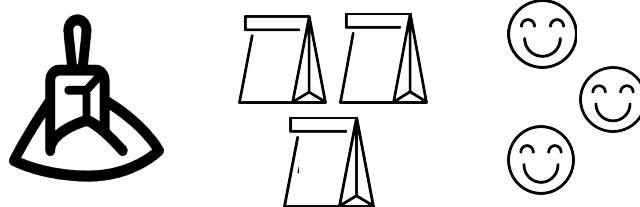
TONY'S AND ANJA'S STORY



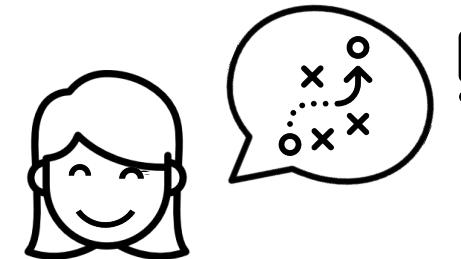
- 1 Friends and neighbours noticed Tony's well-fare and got curious



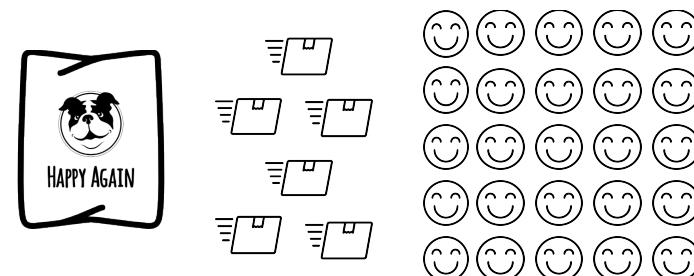
- 2 So Anja distributed samples and her friend's dogs were crazy about the powder



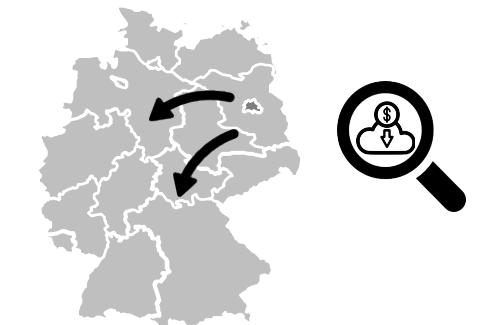
- 3 Overwhelmed by the feedback she decided to help suffering dogs systematically



- 4 After several years of development Happy Again is finally marketable



- 5 Anja wants to help dogs all over Germany, but needs money for the roll out



- 6 The next step shall be to release dogs from their pain all over the world

