

PITCHDECK

Veeet

Smart Petcare

Veeet start up gets Empresa Nacional de Innovación (Spain), SME, SA (Enisa) approved



Being a pet parent is awesome!

Parents of about one billion pets worldwide believe this.

Being a pet parent comes with everyday headaches

Health problems, choice of food, pet behavior in the city, insurance, documents for transportation or exhibition, and so on ad infinitum.

Our solution to help pet parents is a mobile app for everyday management of pet health and pet information.

Veeeet is a co-pilot for pet parents

The app's functionality is based on the founders' 15+ years of experience in veterinary medicine and 30+ years of experience as pet parents.

VEEEET FEATURES

Pet Health Information Management

- Store pet information and owner profile
- Veterinary records and key health indicators
- Time management for Pets & Parents

Interactive veterinary handbook

- In case of Emergency
- Reference books and transcripts of analyses
- News, feeding questions and more

Pet Health Digital Tools

- Digital Twin
- Symptom checker
- Challenges and Partner Programs

MARKETS

SPAIN

- TAM **€6 billion**
Petcare market
- SAM **€1 billion**
Pet's health management segment

EUROPE

- TAM **€87 billion**
Petcare market
- SAM **€12 billion**
Pet's health management segment
- SOM **€6 million**
0.05% of the Pet's health management segment

GLOBAL

- TAM **\$300 billion**
Petcare market
- SAM **\$30 billion**
Pet's health management segment

Our Target Audience:

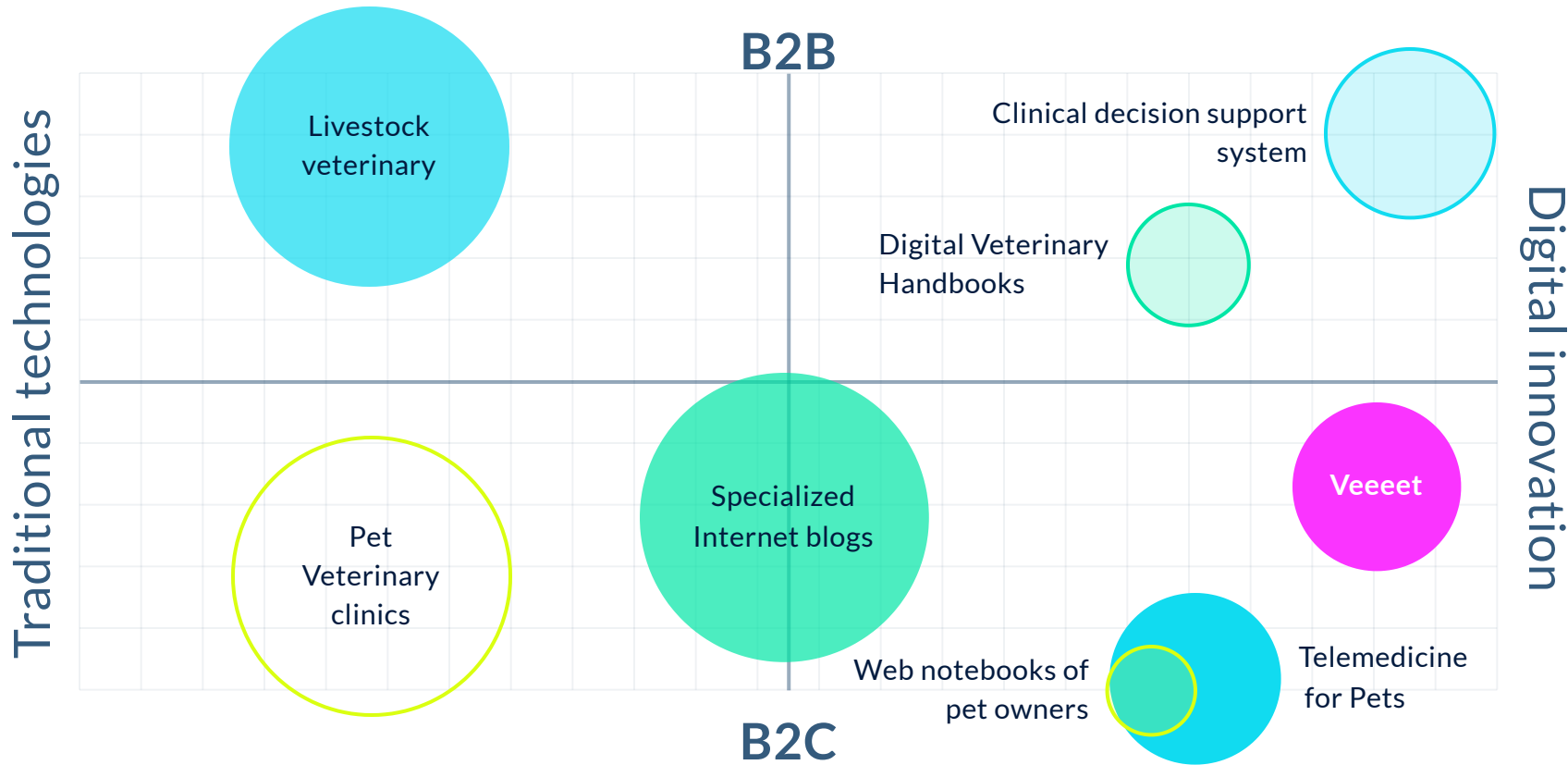
Affluent, professional urbanites aged 25-55. Digital natives. Mostly women. Responsible, active and passionate about their pets

“The really emerging demographic is the millennial couple first-time pet owners. Before having a child, they’re going to adopt a pet. That’s the training wheels for them to become parents.”

Alex Douzet, CEO, Pumpkin Pet Insurance, U.S

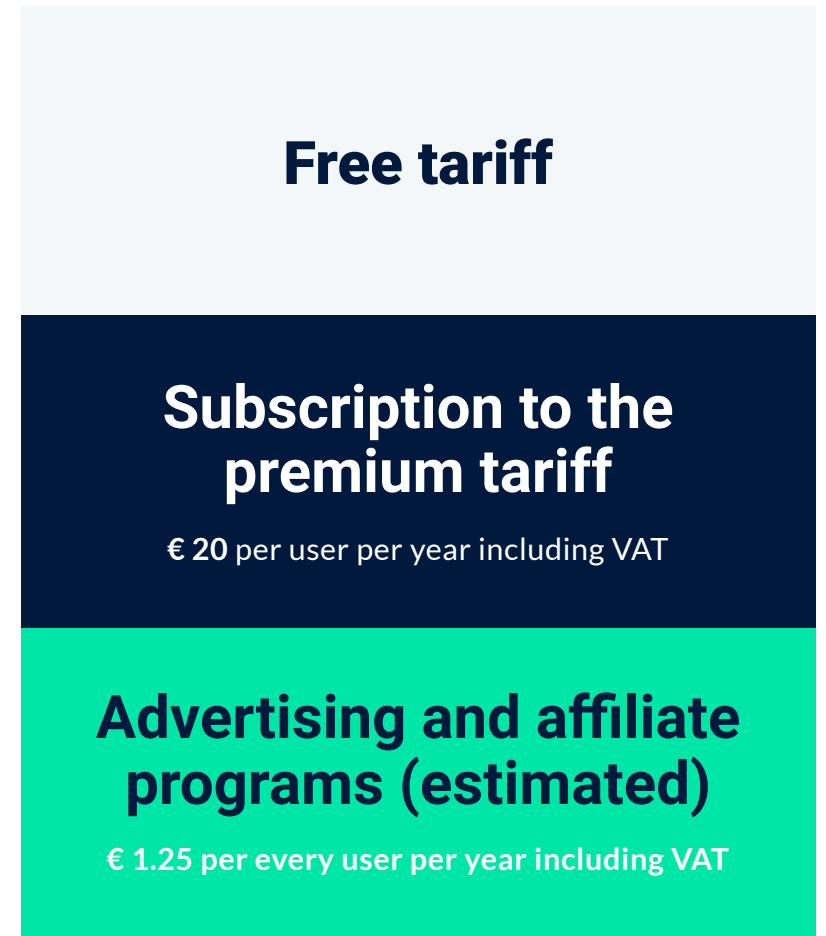
COMPETITORS

We know that most pet parents have at least one app installed but don't continue using it. That's why we focused on making Veeet a daily helper. Veeet is a co-pilot for pet parents.



BUSINESS MODEL: FREEMIUM

A rough estimate for the 5th year of Veeet's operation



approximately, for 25,000 - 50,000 users on the premium tariff, 10% of the total

TEAM & MENTORS

- 15+ years in veterinary medicine
- Startup and business development experience
- Excellent IT and UI/UX skills



Maria ORLOVA

Founder and CEO
15+ in veterinary medicine,
including the position of chief
physician



Pavel ORLOV

Mentor and Head of Research
20+ years in veterinary
medicine, founder of "Aist" and
"Phoenix" veterinary clinics



Dmitry LELECO

IT Mentor

15+ years as a Senior Software
Engineer



Vadim GUSAKOV

**Founder and Head of
Development**
20+ years in management
consulting



Alexey TARATINSKY

IT Mentor

20+ years of DBMS
development and maintenance
for content-driven media sites



UPROCK Studio

UI/UX Mentor

high quality website and
application design for 10+ years
150+ Design Awards

INNOVATIONS

AND SECRET SAUCE

SYMPTOM CHECKER

In fact, when we talk about a symptom checker, we are developing a clinical decision support system (clinical DSS). With this system you can analyze your pet's symptoms and get recommendations (recommendations only, the decision is yours!) on what to do in your situation. We are using knowledge management (expert system) technology in the development. Such systems have a number of advantages over artificial intelligence. The first is the transparency of recommendations. Publications from authoritative sources such as Nature and SAGE also highlight the benefits of clinical decision support systems based on knowledge management.

DIGITAL TWIN

According to the Wiki definition, a digital twin is a digital representation of an alleged or actual real physical product, system, or process (physical twin) that serves as a virtually indistinguishable digital counterpart for practical purposes».

In our case, a digital twin is a mathematical model that, based on your pet's basic parameters (weight, height, breed, age, physical activity, diet), can predict energy metabolism and calculate health indicators such as body mass index. In addition, the digital twin can warn of possible health problems (for example, due to lack of food or too much physical activity).

GAMIFICATION OF PET EXERCISE MANAGEMENT

We plan to integrate gamification with the affiliate program module. The goal is that by completing daily tasks for the pet's health, the owner will have access to discounts and special offers from partners.

DEVELOPMENT

WHAT HAS ALREADY BEEN DONE?

- Pet health module and personal user account
- System for storing and managing veterinary information and documents, including test interpretation assistance
- Feature-rich calendar and pet health dashboard
- Information and reference system, including actions in life-threatening situations for the pet, information about diseases and conditions, and medications
- Symptom checker
- A digital twin that helps you predict how changes in diet and activity may affect your pet's health.
- Gamification: Based on the health predictions generated by the digital twin, a series of daily tasks are created. As you complete them, you earn coins that can be redeemed for goods and, in the long run, services from Veeet partners.
- Content: Information on 112 diseases, 32 dangerous situations, 30 medications, 23 conditions is already available. The digital twin takes into account the characteristics of 33 breeds.

The beta version of the application has been completed.

Fall 2024 active testing begins.

Now in progress:

- Filling the application with veterinary content;
- UI/UX design improvement;
- Open testing.

We are looking for a pre-seed investment of 200 thousand euros for the refinement of our application and its market launch.

WHY A PETTECH?

WE BELIEVE THAT BY HELPING PETS, WE CAN IMPROVE THE LIVES OF PEOPLE

- A study published in the journal Circulation in 2019 analyzed data from 1950 to 2019 to determine the impact of dogs on lifespan. The study found that dog owners live longer than those who do not own dogs. Additionally, dog owners who are at risk of heart attack have a 65% reduced risk of mortality.
- Professor Cynthia Chandler of the University of North Texas says that interacting with pets can have a positive impact on our mental and physical well-being. According to her studies, the benefits include calming and relaxation, anxiety reduction, loneliness reduction, normalization of heart rate and blood pressure, pain reduction, stress reduction, depression reduction, and increased pleasure.
- A 2023 study published in the journal Animals confirms that Animal-Assisted Therapy is effective for treating mental health problems in adolescents. The therapy can yield positive results after just a few sessions

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