

PETTO



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What?



- Partnership
- Free to use initially
- Wider Selection of pets
- Service through website and apps
- To become world's leading service for breeding pets
- To connect people in need to find a partner for their pets with each other

Why?



- Finding a suitable breeding partner
- Too many aspects to consider
- Verification is very hard
- Easing the process
- Perfect match
- Near you

How?

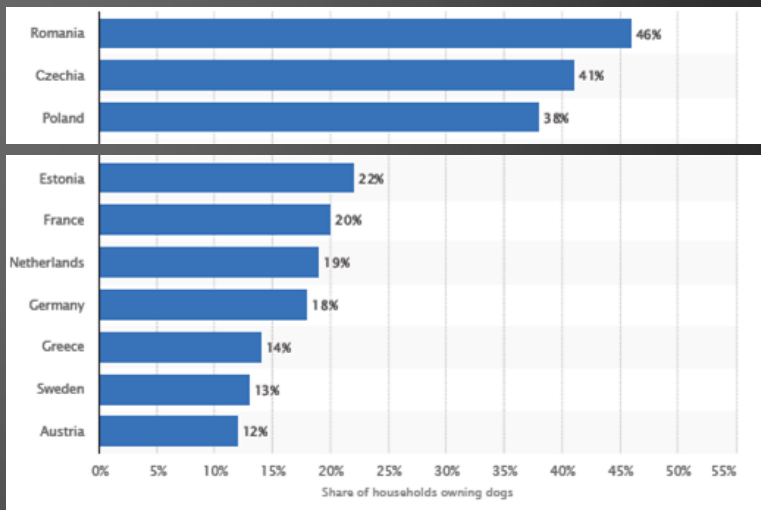


- Free Account: Limited likes, one pet, ads
- Premium 1: Infinite likes, no ads
- Premium 2: Super likes, more features
- Premium 3: Unlimited pets per accounts, more features
- Time limited premium features
- Individualized bonus presents

Who?



- Age: +18
- Pet owners
- Smartphone user
- Has internet access
- Need a mate for the pet

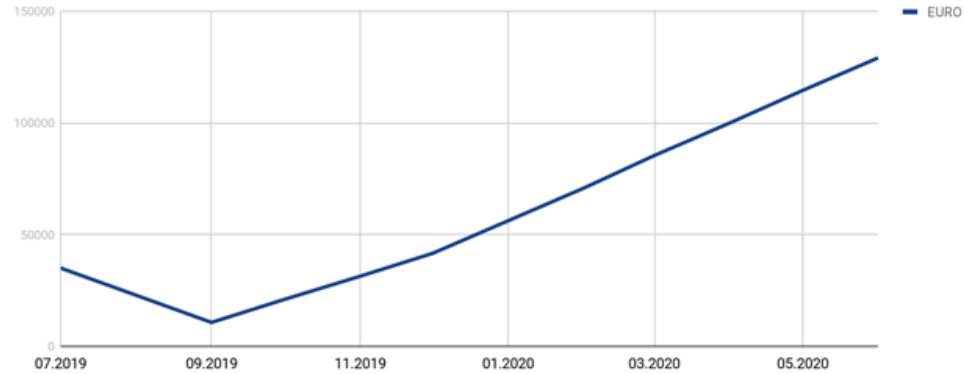


We need 50.000 €

We offer 24 % share

Finances

Company Financial Situation Expectation



- Sales estimation: 135000 € (2019), 410000 € (2020)
- Cash balance: 39600 € (2019), 36160 € (2020)
- Net profit: 56144 € (2019), 274059 € (2020)
- Assets = Liabilities + Equity: 59000 € (2019)
- Expected break-even point: February 2020



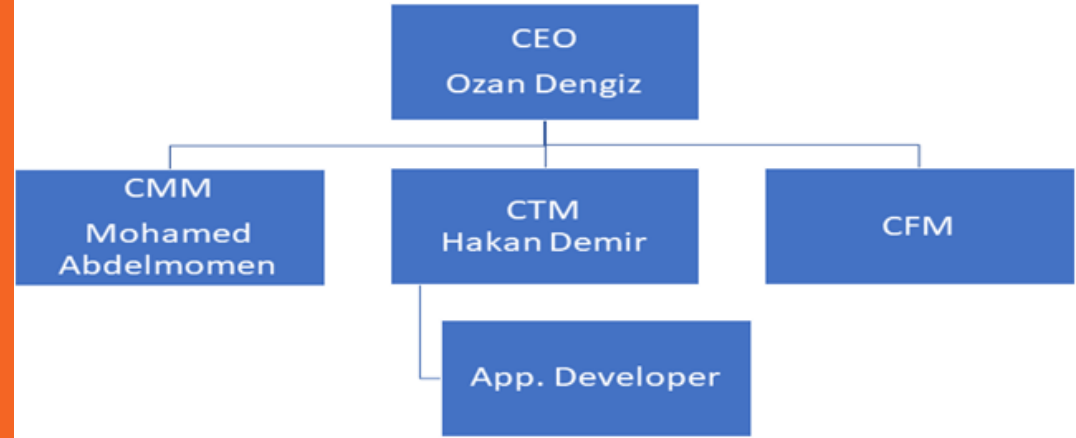
Competition



- No direct digital competitors
- Universal organization
- All kinds of pets
- User friendly



Company



- + Board members
- + Developer
- + Lawyer
- Designer
- Social Media
- Public Relations
- Human Resources
- ...
- Interns

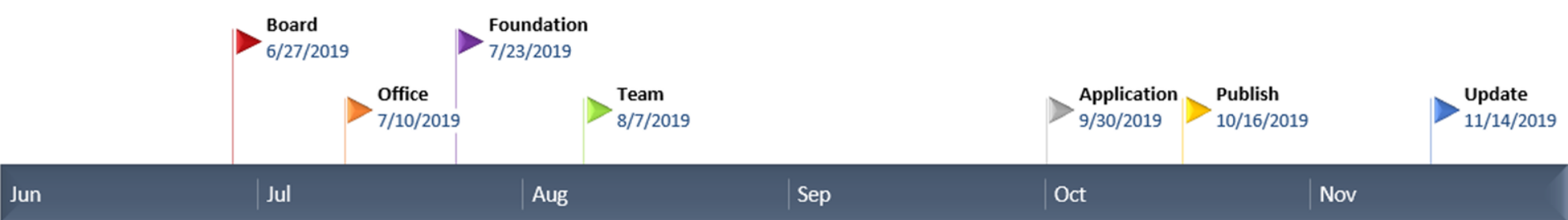


Marketing



- Pet shops
- Vet clinics
- Google ads
- Social media
- Youtube videos
- Wide target segment
- Word of mouth is crucial
- Pet's food section in supermarkets





Future plans

- Team expansion
- Geographical expansion (e.g. US, Canada, Asia, etc.)
- Service expansion (More pets, more features, etc.)
- Customer expansion (Zoo, aquarium, government etc.)
- Big data processing for other services of partners



Q & A



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