

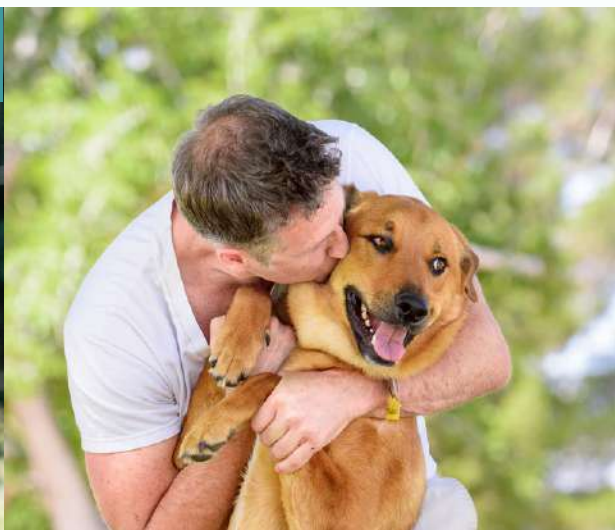


PAWPET

GIVE A PET A PAW



PAWPET.PT@GMAIL.COM



UNIVERSITY OF MINHO | 2022 | PORTUGAL

PROBLEM



98.3% CONSIDER IMPORTANT TO HAVE AN ONLINE PLATFORM THAT COMMUNICATES THE NEEDS OF NON-PROFIT INSTITUTIONS, FACILITATING ADOPTIONS, DONATIONS AND FUNDRAISING.*



ANIMAL SHELTERS/NON-PROFIT ASSOCIATIONS

Overcrowding of animals, lack of funds and support, inability to mass communicate.

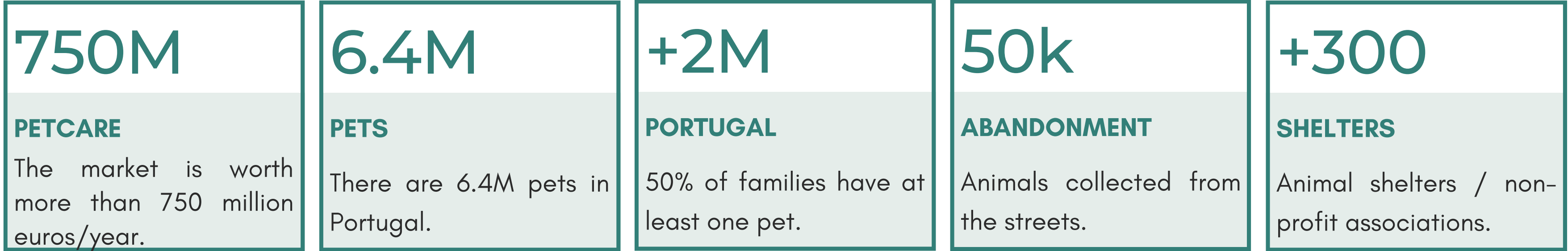
PETLOVERS

- Lack of a large-scale and intuitive platform to quickly search for an animal for adoption or announce a lost or found animal;
- Absence of an online community for those who love and/or want to help animals, like to share experiences and are looking for quality services;

PET SERVICES

Small pet service providers don't have the tools to advertise themselves and reach their target audience quickly and widely.

TARGET MARKET AND OPPORTUNITY








Economy newspaper - "Dinheiro Vivo"

Portuguese Veterinary Order - 2021

Track.2Pets, GFK | Censos 2021

Portuguese Veterinary Order - 2021

AnimalLife

				
APP	PORTUGAL EUROPE	M/F +18 Y ALL SOCIAL CLASSES	HAS OR WANTS A PET(S) IDENTIFIES WITH THE ANIMAL CAUSE	ACTIVE ONLINE AND SOCIAL MEDIA OPEN-MINDED ADMIRE CELEBRITIES
PREMIUM	PORTUGAL EUROPE	M/F +24 Y MIDDLE/UPPER CLASSES	HAS OR WANT A PET(S) IDENTIFIES WITH THE ANIMAL CAUSE.	BUYS ONLINE SEEKS FOR LUXURY/ EXCLUSIVE SERVICES AND PRODUCTS



SOLUTION

A single and user-friendly webapp which gathers pet care services.

Create a community to share experiences, organize activities, etc.

Simplify and increase adoptions and donations.

Easy to use platform to report lost and found pets.

Create an exclusive service with special benefits for PREMIUM users.

WEBAPP PAWPET



TEST PROTOTYPE

SERVICES

VETS | HOTELS | PETSITTING | TRAINING |
GROOMING | INSURANCE

PREMIUM

EVENTS | DISCOUNTS AND EXCLUSIVE OFFERS

DONATIONS

ANIMAL SHELTERS | DIRECT CONTACT WITH
DONORS | COMMUNICATION OF CAMPAIGNS

ADOPTIONS

PET PAGE | MATCH BETWEEN PET AND ADOPTER

LOST AND FOUND

ANIMALS LOST/FOUND ANNOUNCEMENTS | GEO
NOTIFICATIONS

COMPETITIVE ANALYSIS

	Petify	Sniffy	Goorie	Others	PAWPET
Adoptions	✓	✓	✓	Be My Friend	✓
Donations	✗	✗	✗		✓
Lost & Found	✓	✓	✗	Encontra-me	✓
Services	✓	✓	✗		✓
Premium	✗	✗	✓		✓
Match tool	✗	✗*	✗		✓
Geolocalization	✗	✗	✓		✓

✓ Has the feature ✗ Doesn't have the feature

*announced but not launched



MARKET APPROACH AND STRATEGY



MARKETING STRATEGY



Engagement



Sense of Belonging



Loyalty



Human Connection



Awareness



Community

ADVERTISING	ONLINE: Google Ads Social Media Push Notification Email Marketing OFFLINE: Outdoor Muppies Flyers Press
ONLINE CHANNELS	SEO Email Marketing Newsletters Social Media
USER RETENTION	Relationship marketing User satisfaction surveys Customer support Loyalty programmes
INFLUENCERS	Rita Pereira Nuno Markl Jéssica Athayde Portuguese celebrities who identify themselves with the animal cause.
EVENTS	Lauching Solidary events Dog walks Competitions etc
MERCHANDISING	T-shirts Hats Keyrings etc



SALES STRATEGY



PREMIUM

1 month free trial.
Annual and monthly subscription.



PARTNERSHIPS

Reduced fee for partnerships
who give discount to premium
users.



EVENTS

Discounts for premium users,
paid for registered users on
the app.



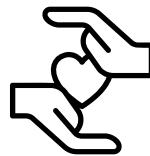
ADVERTISING

Dedicated to brands that have
the same target (ex. dog
food).

GOALS	YEAR 1	YEAR 2	YEAR 3
PREMIUM	10 000	20 000	30 000
PARTNERS*	60	450	990
ADVERTISING**	15	35	70
EVENTS	2	5	12

* Monthly fee for Pet Care services advertised on the app

** Publicity spots (banners) on the app



SOCIAL STRATEGY

GOALS	YEAR 1	YEAR 2	YEAR 3
LOST & FOUND*	120	240	360
ADOPTION**	250	500	1000
DONATION***	20-25%	25-30%	35-40%
PET CARE SERVICES****	15-20%	20-25%	30-35%

*50% dogs and 50% cats

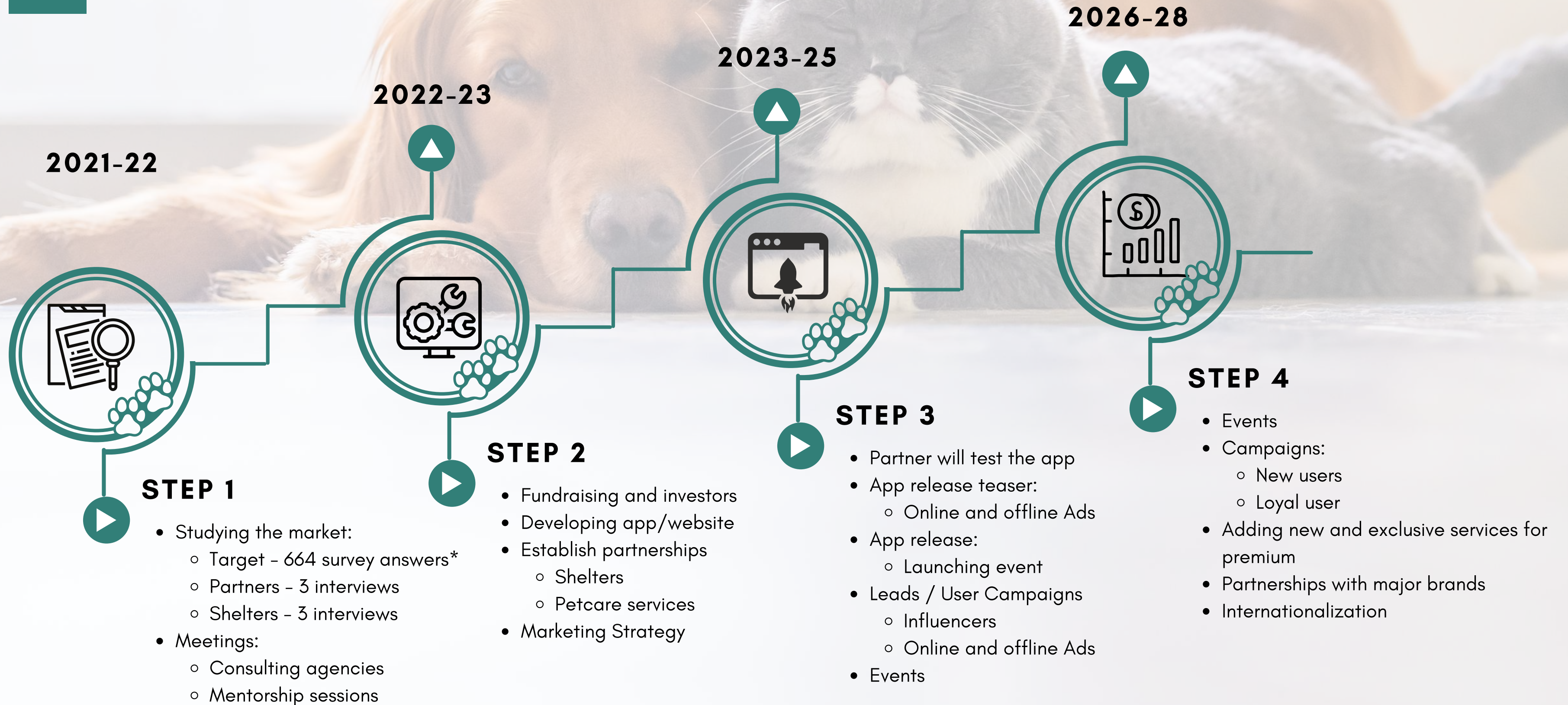
** 2/5 dogs and 3/5 cats

*** percentage increase in donations to animal shelters

**** percentage increase on pet care services



MOMENTUM/TRACTION



*from two different surveys

TEAM & KEY STAKEHOLDERS



Célia Alves

LANGUAGES AND
BUSINESS RELATIONS

Enthusiastic | Team Spirit



Filipa Pereira

INTERNATIONAL RELATIONS
Volunteer at animal shelter

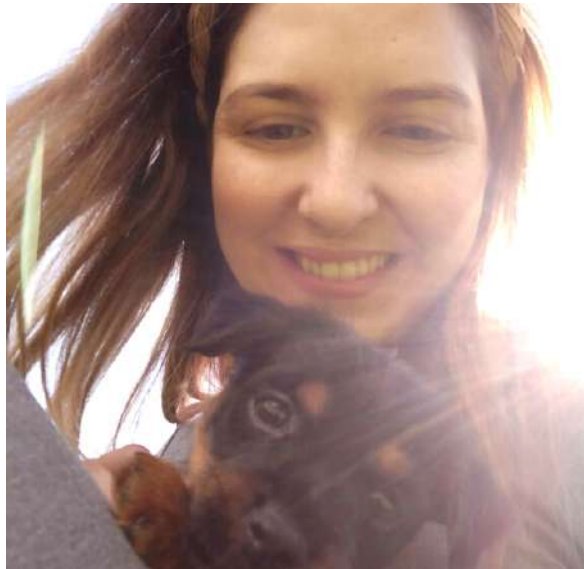
Organized | Responsible



Joana Garrido

MANAGEMENT

Analytical Vision | Sales



Márcia Fernandes

MANAGEMENT

Versatility | Proactivity



Patrícia Ribeiro

LANGUAGES AND
BUSINESS RELATIONS

Attentive | Researcher



Sara Ribeiro

COMMUNICATION

Creativity | Communication

TESTIMONIALS - MENTORS AND FUTURE PARTNERS

PawPet is a project with great possibilities for expansion and innovation, both in terms of technological and social development.

Rui Cruz | Developer

We have worked with PawPet over the past two months and have had a very positive impression of the idea behind PawPet and the enthusiastic group of girls behind the brand. We support them.

Penny and Hans Christian Iversen | Mentors

As a petcare provider, I see PawPet as a strong ally to fill the gaps in this sector.

Bidog | Petcare Provider

DESIRABLE STAKEHOLDERS



BUSINESS MODEL



PREMIUM USER

- Loyalty Programme
- Access to special events: workshops, training, etc.
- Service Partner Discounts
- 1 month of free trial

MONTHLY
9,99 EUR

ANNUAL
99,99 EUR



ADVERTISING AND PARTNERSHIPS

- Advertising Pet Care
- Monthly fee Pet Care
- Partnerships (SONAE, Jerónimo Martins – supermarket)
- Newsletters | Email marketing from partners



EVENTS

- Competitions
- Pet walks and walking groups
- Workshops and training courses



FINANCIALS

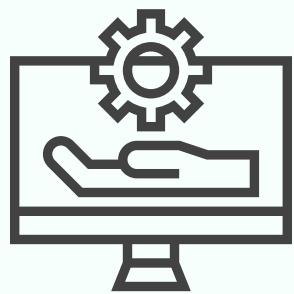


INCOME STATEMENT		YEAR 1	YEAR 2	YEAR 3
	REVENUE	458 779,47 €	2 231 536,05 €	3 869 672,97 €
	Cost of sales	377 978,96 €	1 486 986,27 €	2 417 159,85 €
	GROSS PROFIT	80 800,51 €	744 549,78 €	1 452 513,12 €
	EXPENSES			
	Mkt, Adv & Promo	41 000,00 €	63 420,00 €	80 955,00 €
	General & Admin	17 712,00 €	42 756,00 €	107 478,00 €
	EBITDA	22 088,51 €	638 373,78 €	1 204 080,12 €
	Deprec. & Amort.	N/A	N/A	N/A
	Interest	13 917,86 €	13 917,86 €	13 917,86 €
	TOTAL EXPENSES	72 629,86 €	120 093,86 €	202 350,86 €
	EARNINGS BEF. TAXES	8 170,66 €	624 455,92 €	1 250 162,26 €
	Taxes (IRC)	16 968,11 €	156 355,45 €	305 027,75 €
	NET EARNINGS	-8 797,45 €	468 100,47 €	945 134,50 €

- **Year 1** - Premium launched in the fourth month with 3 months of free trial for the users who subscribe in the first 3 months of premium subscription (launch campaign)
 - Bank loan (75 000€)
 - Total subscribers: 1% of market share*
- **Year 2** - Total subscribers: 2% of market share* - the price for premium service will increase to 10,99€ and the anual fee to 109,99€
- **Year 3** - Total subscribers: 3% of market share* - the price for premium service will increase to 11,99€ and the anual fee to 119,99€.
- Only half of the subscribers will be premium (on a survey carried out on May 2022, only 50% od the inquired were willing to pay for the app).
- To calculate the number of subscribers we have included a drop-out rate of 20% in the first year and 15% on second and third year.
- Costs - Increase on 2nd and 3rd years due to inflation and costs associated with the increase of users.

*considering 2M families in Portugal that have pets

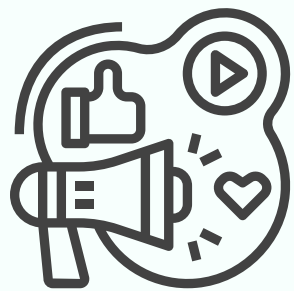
INVESTMENT AND USE OF FUNDS



80,000€

APP

Conception and
development



20,000€

ADVERTISING

Promotion and
communication



PORTUGAL 2030

Incentive Program for Business
Innovation and Entrepreneurship
in order to obtain community funds.

'CAPITALIZAR' PROGRAMME

Financial solutions with public
support, to help companies in their
activity and investment.

Thank You!

