

PETCOM.COM



**PET
COM**

Developed by Gleec LAB



**IN RECENT YEARS, PETS
HAVE PASSED INTO HOMES
AND GAINED THE STATUS OF
FAMILY MEMBERS. NOW
THEY CLIMB ON THE COUCH,
SLEEP IN THE BEDROOM
AND SHARE THE
ENVIRONMENT WITH THE
CHILDREN.**

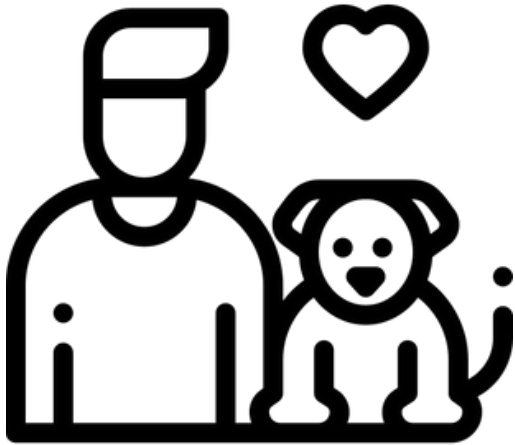
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**AS THE
RELATIONSHIP
BETWEEN HUMANS
AND DOGS EVOLVED,
THE NECESSITIES
CHANGED. THE
OWNERS WANT TO BE
SURE OF THEIR WELL-
BEING, EVEN WHEN
AT WORK, SHOPPING
OR TRAVELING.**

**THE CO-DEPENDENCE
ALSO AFFECTS THE
DOGS, AS THEY DO NOT
SUPPORT THE
ABSENCE OF THEIR
OWNERS. ABOUT 20%
OF DOMESTIC
ANIMALS, ESPECIALLY
THOSE LIVING IN
URBAN AREAS, SUFFER
FROM SEPARATION
ANXIETY.**

**PETCOM CREATES
A SOLUTION FOR
THIS ISSUE. THE
OWNER CAN SEE
AND INTERACT
WITH THE PET
WHILE ON THE
ROAD, AT WORK,
OR TRAVELING.**

PETCOM OFFERS THE ASSURANCE OF THE DOGS WELL BEING THAT PET OWNERS NEED WHILE DOING THEIR DAILY TASKS AWAY FROM HOME. IT CREATES THE POSSIBILITY TO TALK LIVE WITH THE PET THROUGH THE HD CAMERA AND THE BI-DIRECTIONAL MICROPHONE. ALSO TO PLAY, GIVE TREATS AND FEED THE PETS FROM THE PETCOM APP.



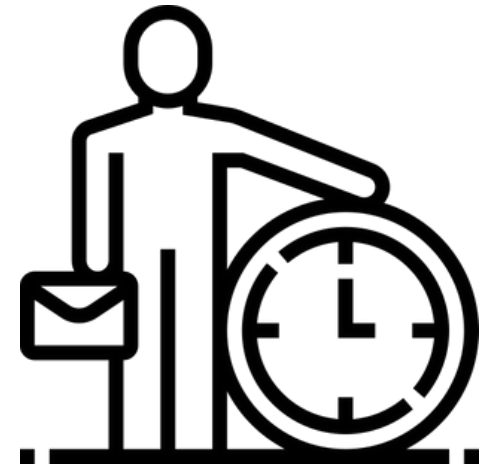
LIVE-CHAT WITH YOUR PET.

Your dog will never feel lonely or abandoned.



DAILY TASKS MADE EASIER.

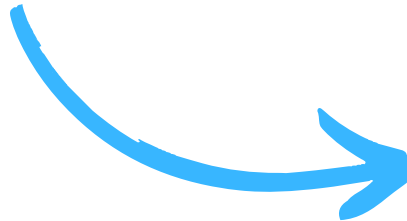
The process of feeding and giving water becomes more practical.



ALWAYS HAVE TIME.

Tend to the pets need even with a busy schedule.

THE PRODUCT



PetCom is a device developed by Gleec LAB in partnership with veterinarians and researchers, focused on improving dogs and owners well being.





- **Communicate:** The bi-directional digital camera from PetCom Camera Play allows you to do live calls with your pet via iPhone or Android smartphone. Functions like the smell and treat release guarantees that the attention of the dog will be captured. Your pet will feel like you're with him at all times.
- **Watch:** The 3x optical zoom allows you to monitor your pet at all situations. It also has the alarm function that can be used to alert you to unusual sounds or movements that happen at home. So that you always have an eye on your dog and can be sure that it is okay.
- **Record and Share:** Save your pet's videos and photos and share the best moments with your loved ones via PetCom app.

- **Take Care and Feed:** Feed your dog at home at the touch of a button. The feeder conserves the freshness of dry pet food, never gets stuck and always feeds as you plan. You can set a date and a time for automatic feeding or control it via PetCom app.
- **Digital Day-Care:** PetCom partnered with pet content makers to bring entertainment and education to your dog.
- **Modern and Resistant Design:** Built with chew-resistant stainless steel and a modern minimalist rectangle shape; PetCom comes in two versions, one standard and one "built-in", fitted to be incorporated to kitchens or laundry rooms.





**ENTERTAINMENT AND EDUCATION AT SCHEDULED TIMES
ACCORDING TO THE ROUTINE AND NEEDS OF THE DOG.**



LIVE-CHAT WITH THE PET. HIS ATTENTION WILL BE MAINTAINED WITH THE HELP OF SMELLS AND TREATS.

KEY DIFFERENTIALS

MORE RESISTANT DESIGN:

Produced right here in Europe, PetCom is built in a resistant material, able to handle the possible bites or collisions.

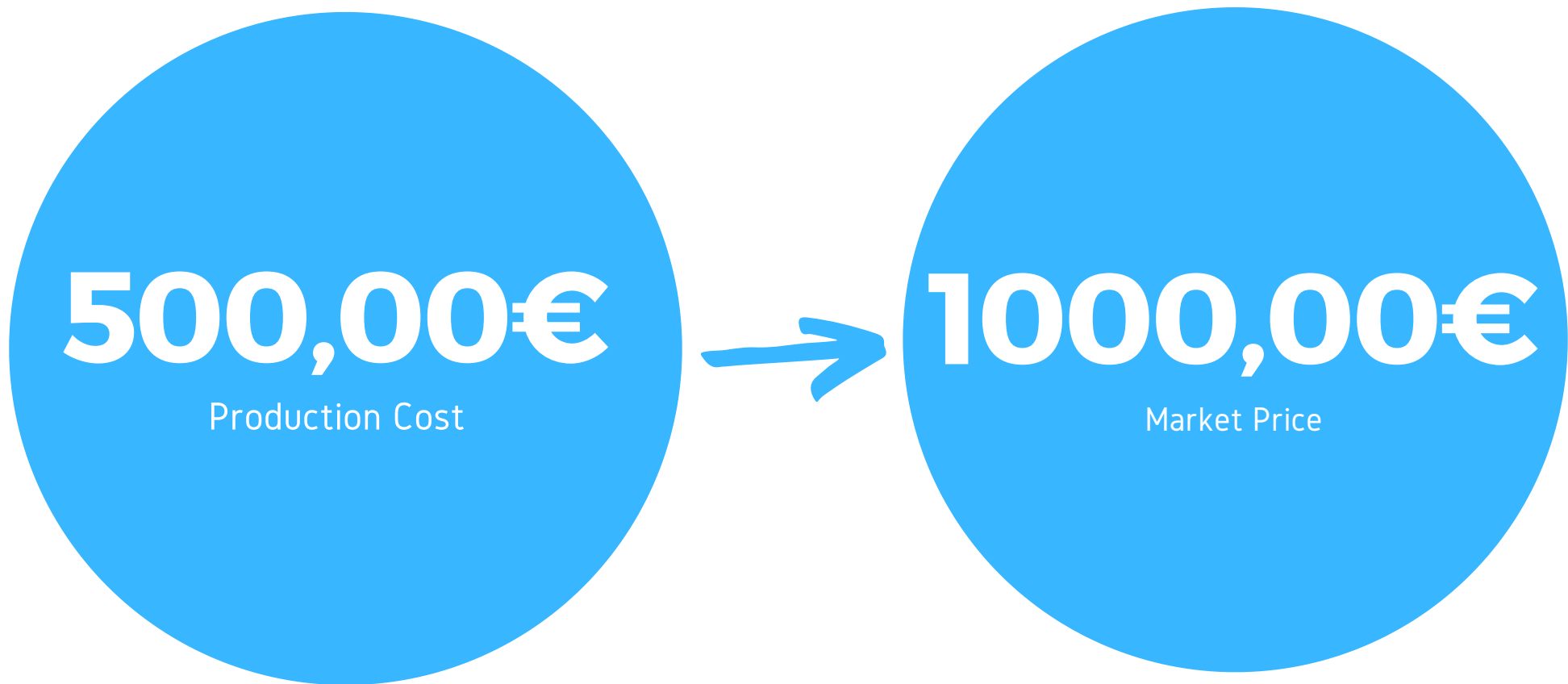
A NEW WAY TO COMMUNICATE:

PetCom is the first monitor that offers an experience that feels real for the dog and the owner. Made possible by the 21" screen, with filters created especially for dogs eyes, and the HD camera.

ALL IN ONE:

While most brands that offer similar products have one device for each feature, PetCom present a different option: everything your dog could possibly need together in one device.

THE COST



THE MARKET

- Europeans spend more on quality pet food, accessories and medical treatments due to humanization trends.
- Based on the company knowledge and market experience, 5 european countries were chosen for the PetCom launch.



*Market Data: <http://www.fediaf.org/>

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Number of dogs in the EU, in thousands by country

Germany

United Kingdom

Spain

Czech Republic

Netherlands

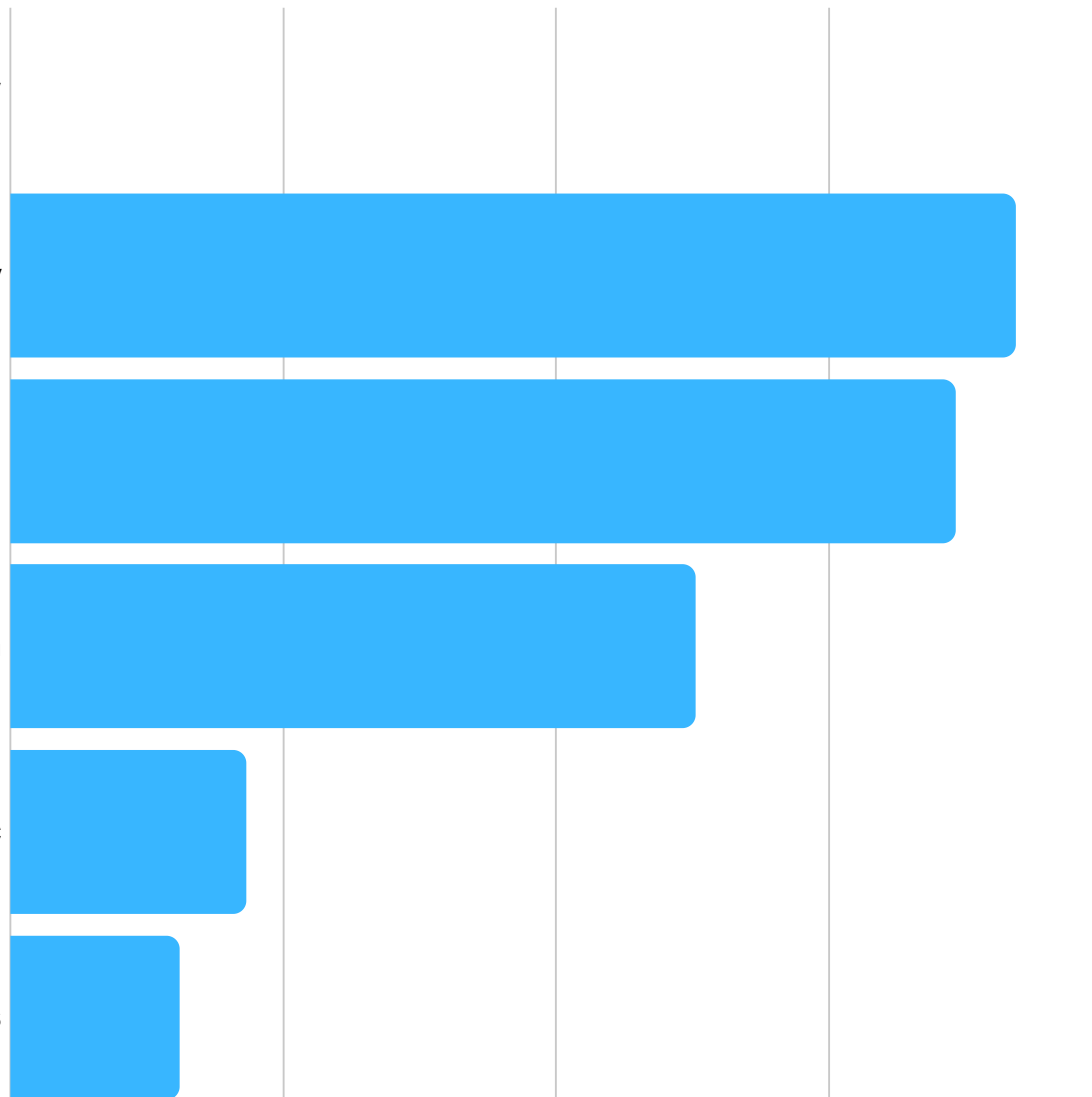
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2,5

5

7,5

10



80M

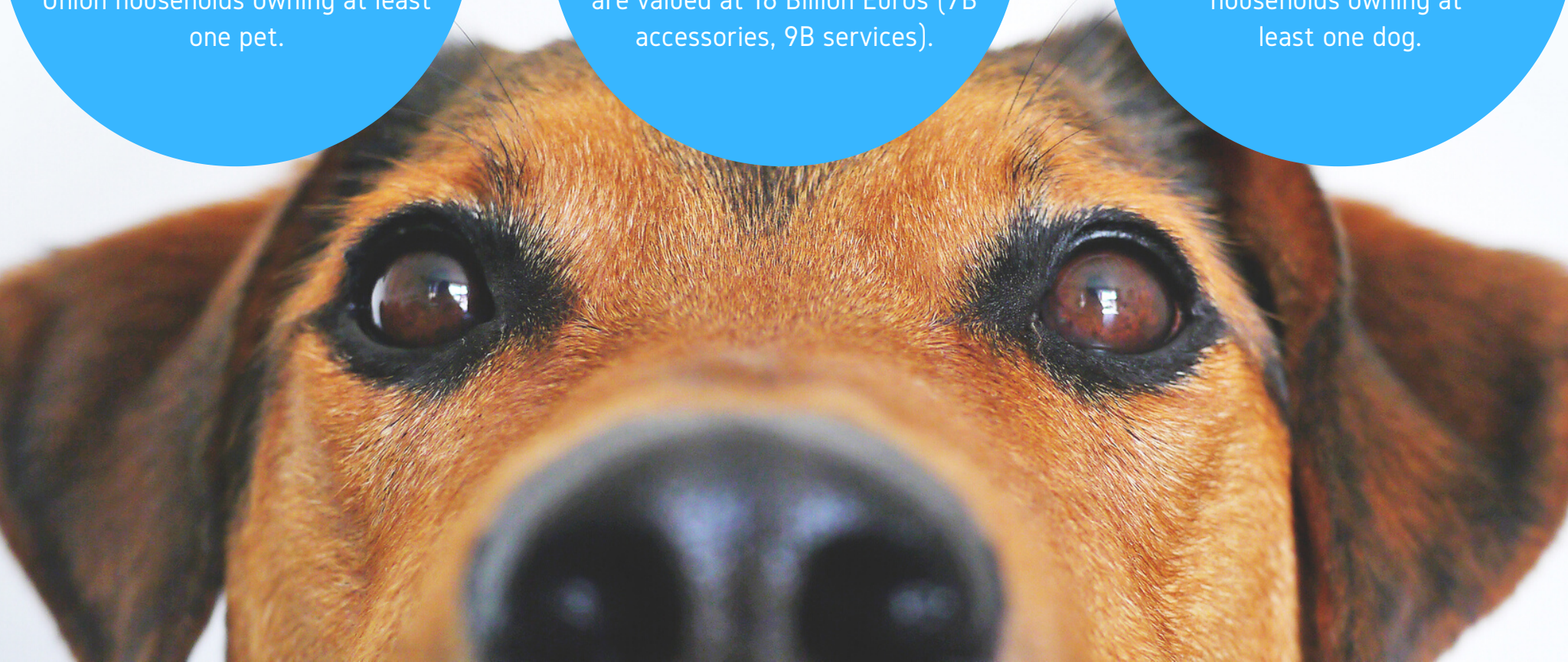
Estimated number of European Union households owning at least one pet.

16B

Pet related products and services are valued at 16 Billion Euros (7B accessories, 9B services).

21%

Estimated percentage of European households owning at least one dog.



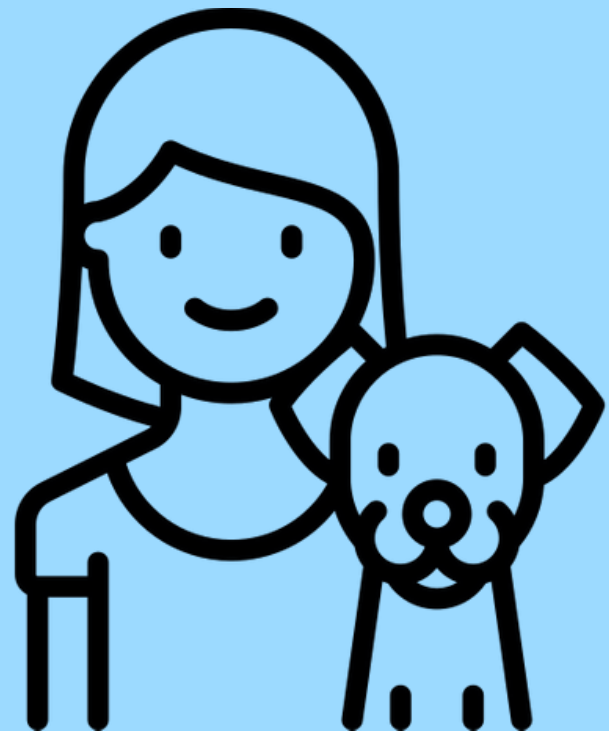
81%

Of pet owners consider their dogs to be true family members, equal in status to children, according to a Psychology Today survey.

THE CLIENT

THE 21ST CENTURY CULTURAL CHANGES IS RESPONSIBLE FOR THE MARKET SIZE GROWTH.

As millennial and Generation Z consumers have come into adulthood, they have embraced the pet-owning and pet-loving lifestyles to a far greater extent than their elders. While baby boomers account for 32% of pets owned, households headed by younger cohorts account for 62% of pet ownership.



THANK YOU!

2019

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