

the
woof



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OUR FUTURE



WELCOME TO THE WOOF WORLD!

THE SMARTEST DOG COLLAR

The Woof is a smart dog collar that combines a GPS tracker with a health monitor and an activity monitor built and designed for dogs. We also offer our users fun activities, challenges and ways to connect with the community via our mobile app.

WWW.THEWOOF.PL

check out our website!



THE WOOF AT A GLANCE

GPS TRACKER

We combine LTE-M enabled hardware with an IoT provider, giving our users access to real-time location of their dog in over a 100 countries.

REAL HEALTH & ACTIVITY MONITOR

Activity monitoring built from scratch for dogs. Ground breaking health monitoring system. File storing, reminders and everything health related in one place.



TONS OF FUN

Rankings, social profiles, challenges and achievements. Built to keep users and their dogs engaged and entertained.



small but mighty!

MEET THE TEAM



ALEKSANDRA HADDAD
FOUNDER, DEVELOPER & DESIGNER

She's a software developer with a drive for innovation and change. Passionate about dogs she took her idea and transformed it into an R&D startup. Strongly believes The Woof can change pet care for the better for both dog owners and professionals.



LAURA KRASOWSKA
DATA SCIENTIST

Data scientist with a passion for dogs and clinical neuroscience. Laura thrives in startup environments and always comes up with ideas to improve our system.



DR JANITH PETANGODA
MACHINE LEARNING SPECIALIST

Janith combines his job at The Woof with his post doctorate research at Cambridge University. He is a brilliant, cutting edge scientist responsible for our health monitor.



RAMEZ HADDAD
COO/CFO

Ramez combines his engineering background with solid managerial skills. In addition to leading teams of engineers he also holds an MBA degree from ESMT.



DOMINIK SZOCIK
FRONTEND DEVELOPER

Software developer with some big projects to his name already (the Hamilton app!). Dominik is forward thinking and innovative in his approach to problem solving.



MAGDA ZIELINSKA
PET BEHAVIOROLOGIST

There is so much more to dogs health than what meets the eye. Some of the most serious conditions start in the psyche. Magda bridges the knowledge gap between what we see and what we don't.



DR ROBERT MOROZ
VETERINARIAN

Bringing critical field knowledge into The Woof, doctor Robert is a young professional excited about what technology can offer his patients.

OUR MISSION

**TO OFFER A NEW WAY OF
CARING FOR OUR DOGS
BY BRINGING DEEP
LEARNING TECHNOLOGY
INTO PET CARE.**

WHAT DOES IT MEAN?

We want to give owners tools to understand their pets better and in consequence, take better care of them. We also want to study dogs population in order to help expand our collective knowledge of dogs.





OUR VISION

**WE WANT TO BECOME A
LEADER IN THE PET TECH
CARE SECTOR AND BE
PRESENT IN THE LARGEST
EUROPEAN MARKETS BY
2025.**



WHAT PROBLEMS DOG OWNER HAVE

GPS IS NOT ENOUGH **(BUT IT'S VERY IMPORTANT)**

which is why we built The Woof using the best components and cutting edge tech. A lot of owners hesitate when buying a tracker because they don't see the value for money. Which is why we build a great tracker and we added more.

LACK OF INFORMATION

Most of us track our daily activity or sleep with some sort of a tracking device. And we understand humans much better than we understand dogs. There is a surprising lack of knowledge about dogs considering the ample role they play in our lives. We want to change that.

HEALTH IS IMPORTANT

But in many cases we realise something is off a little too late. Talk to any dog specialist and you will learn that dogs often don't show they're in pain or discomfort while interacting with their owners. It's the small details when we don't watch that can tell us the most.

READ WHAT THEY HAVE TO SAY



WE KNOW, BECAUSE WE ASKED THEM



BE ACTIVE

"I have been wondering many times how many more km Psota does on a walk when I walk and she runs. The Woof collar has functions that I have thought about many times. They are useful in everyday life and interesting. "

- PSOTA'S MOM



DON'T LOSE SLEEP

"We go to new places a lot , we move a lot , additionally our Łapka has quite a restless sleep, it would be nice to check if she gets enough of it "

-ŁAPKA'S PARENTS



CHALLENGE YOURSELF

"We like to spend time actively, I am curious to compare the training intensity while preparing for a sled dog competition vs a normal walk in a similar period of time"

-HUSKI'S MOM

HOW DOES THE WOOF SOLVE PROBLEMS



RELIABLE GPS

We offer real-time location tracking to ensure a lost pup can be found ASAP.



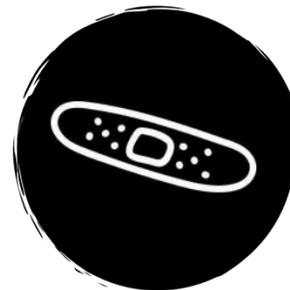
HEALTH MONITORING

Our custom built system measures vitals to find early symptoms of diseases and inform owners about it.



ACTIVITY MADE FOR DOGS

Developed from scratch for all FCI recognised breeds and mixed dogs our activity system is tailored to each individual dog.



ALL HEALTH DATA IN ONE PLACE

We focus strongly on health so in addition to our monitor we also let users store medical files, set reminders about medicines, vaccination and we offer personalised recommendations.



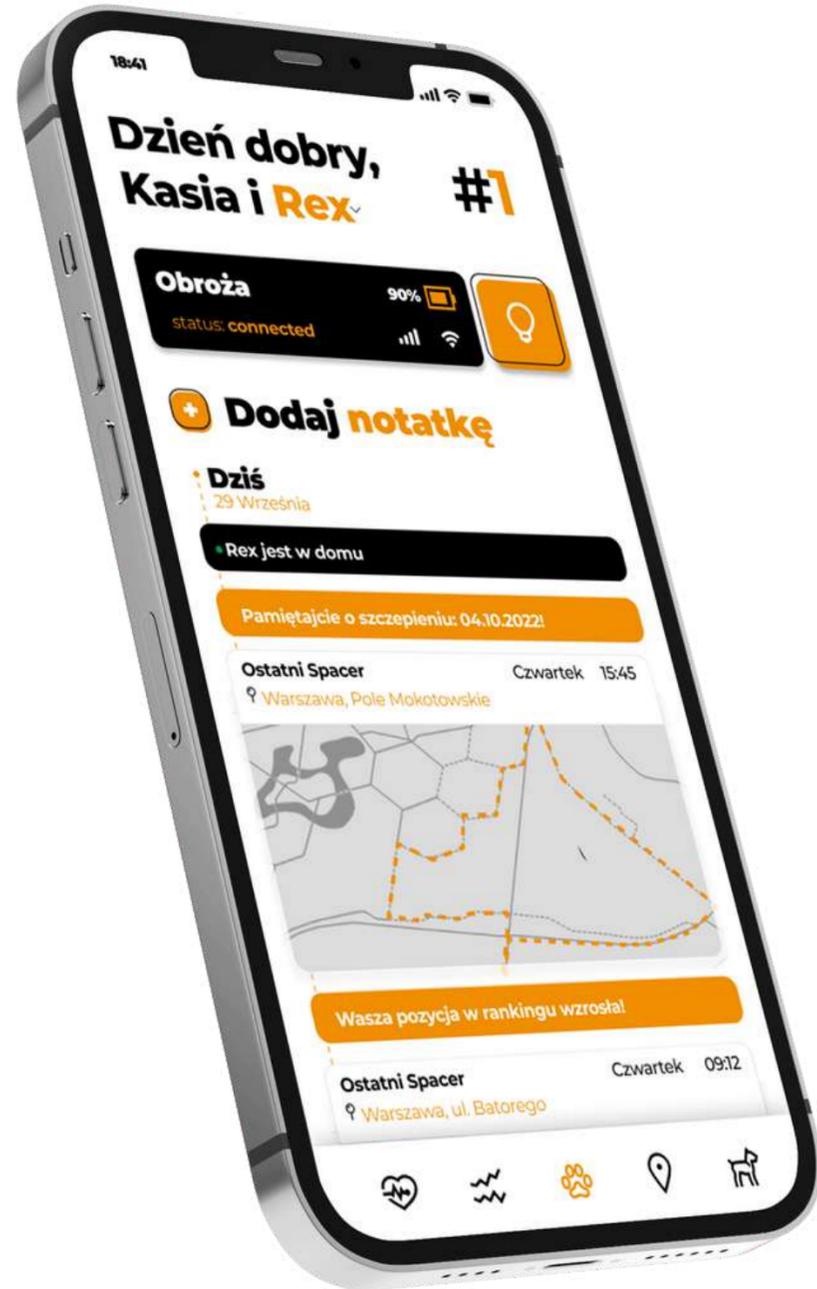
SOCIAL FEATURES

Our mobile app is packed with social features, ranging from fun to simply helpful in everyday life.



COMMUNITY ENGAGEMENT

We are very active on our socials and we have very active followers. We believe we can built a strong dog oriented community.



DOG CENTER IN YOUR POCKET

SEE IT ALL

The app's primary usage is to display, in a fun, user friendly way, all the complicated data our collar gathers.

LOG EVERYTHING

In addition to displaying data we also offer many ways to add notes, documents, dangerous places around (to share with the community!) or simply favourite snaps of your dog.

ENJOY

Alongside useful features and lots of information we also offer our users fun ways to improve their relationship with their dog, either by challenges, rankings or simply by beating their own records.

STAY
HEALTHY
WITH THE
WOOF



HOW DOES IT WORK?

HEALTH MONITORING EXPLAINED

Dogs are creatures of habits so changes in their daily routine is usually a good indicator that something is off. Using our collar we measure a lot of vitals and build what we call a *dog profile*. This profile is later used as a reference point for a given dog and when an anomaly is detected we inform our user about it. With time, as the system grows and we get more data, we will be able to predict (with high probability) what those changes actually mean by comparing symptoms a dog is experiencing with symptoms in dogs with a confirmed health condition. Sounds simple enough but in reality a project like this has never been done. Other studies conducted revolved around high users involvement on a daily basis. At The Woof we developed a system that will be majorly autonomous, labeling the data using microphone voltage reading as control data.



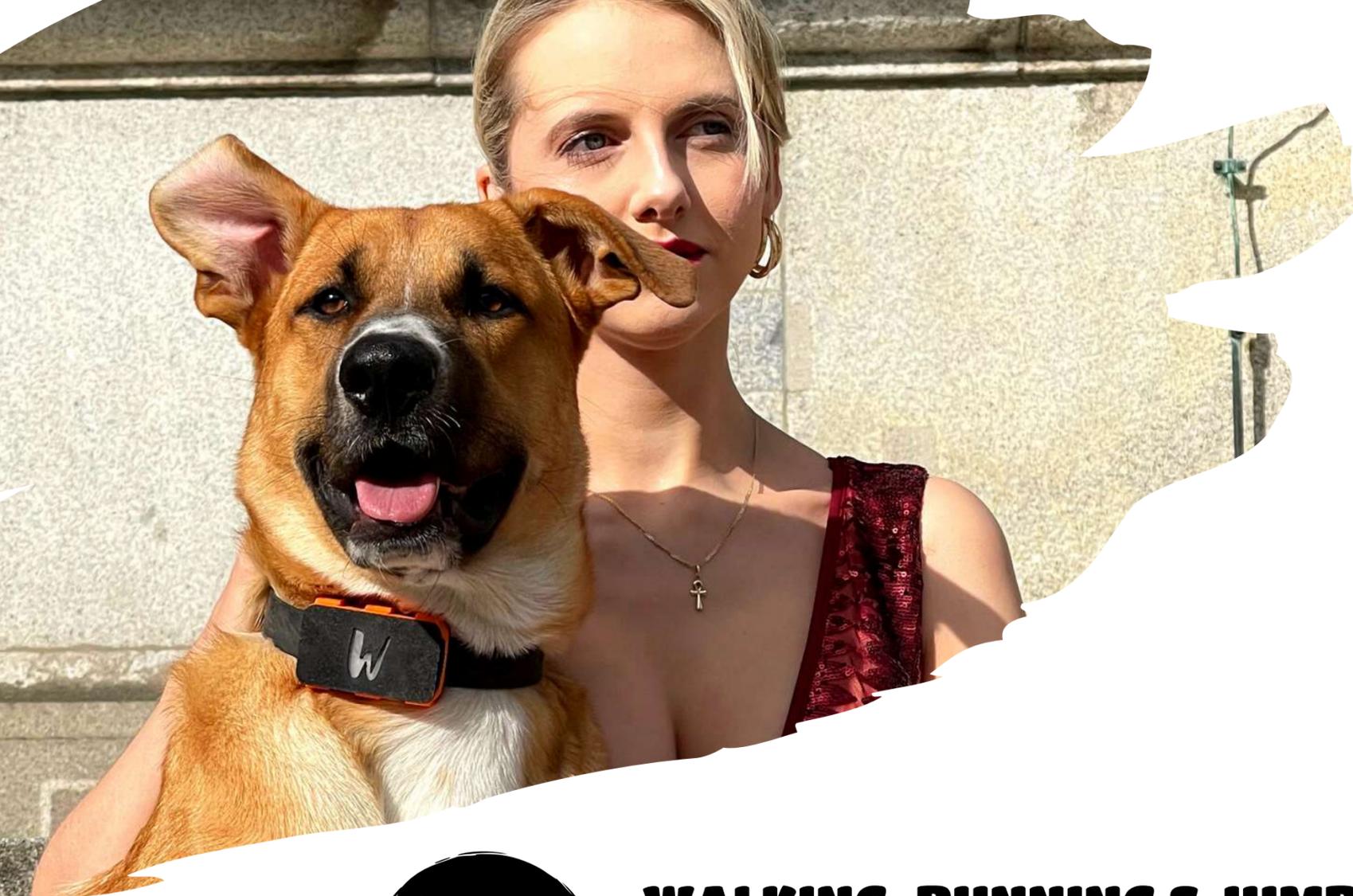
WE ARE BACKED BY SCIENCE

"Use of an accelerometer was adequate for at-home activity monitoring, an important end point in clinical trials of treatment for chronic disease and provided information about daily activity that is unattainable by other methods." [1]

"Many chronic conditions can cause changes in a dog's activity. Conditions such as cardiac disease and osteoarthritis can compromise mobility, whereas a condition such as pruritus could increase an animal's activity." [2]

[1] "Evaluation of an accelerometer for at-home monitoring of spontaneous activity in dogs"

[2] "Evaluation of optimal sampling interval for activity monitoring in companion dogs"



WHAT VITALS DO WE TRACK?



WALKING, RUNNING & JUMPING

Activity is a key component of a healthy dog lifestyle. Changes in activity levels are usually the first indicators of underlying health issues.



EATING & DRINKING

Changes in appetite and water consumption are usually accompanied by health problems.



SCRATCHING & LICKING

Excessive scratches or licks can point to numerous behavioural and health issues.



SLEEPING

Many behavioural problems have their reflection in sleep quality.



BREATHING

Coughs and heavy breathing paired with other changes can point to a variety of heart conditions.



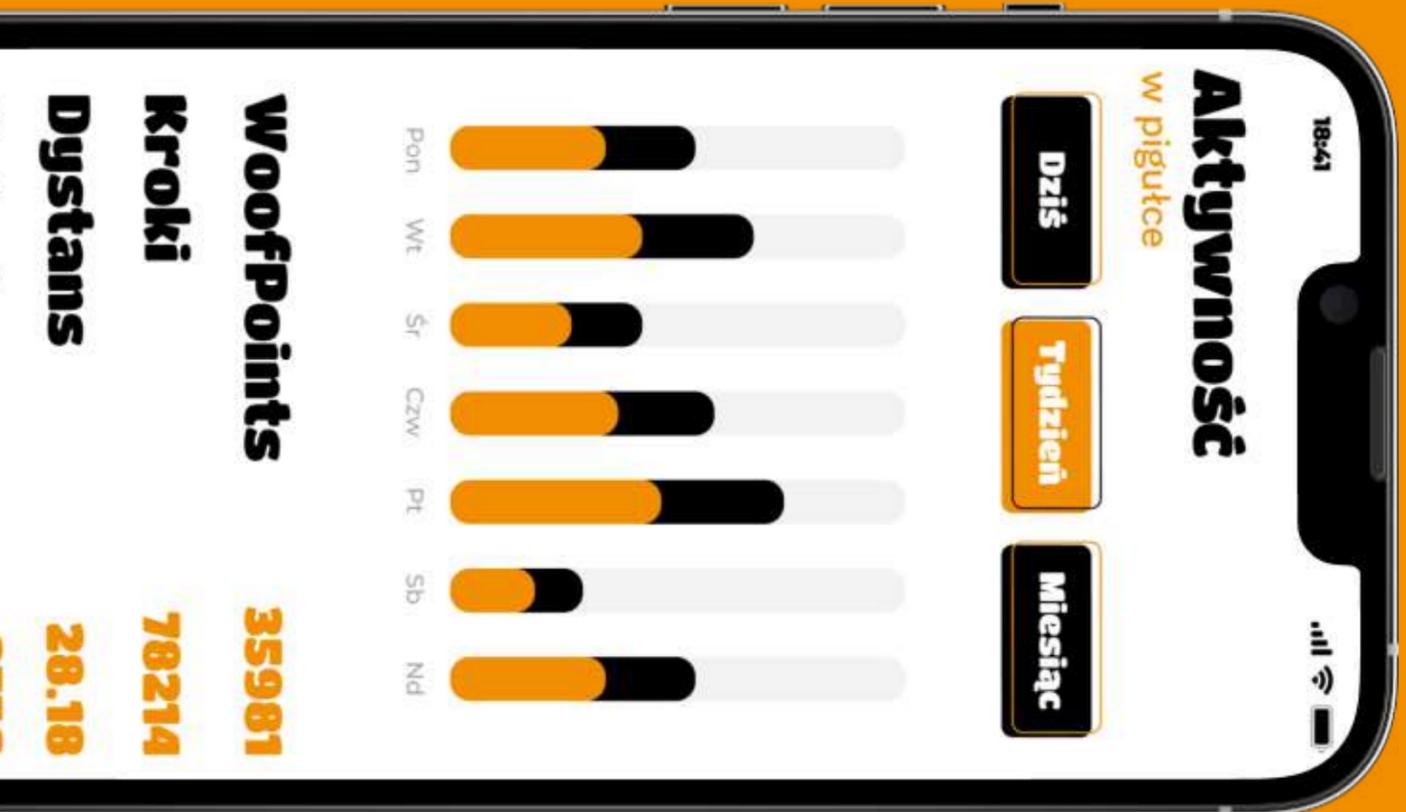
**STAY
ACTIVE
WITH THE
WOOF**

ACTIVITY MATTERS

WHAT'S THE BIG DEAL?

Activity is individual to each dog, so the "one size fits all" approach is not applicable. Additionally, activity measured in steps or kilometers is not a reliable form of measurement as dogs are a very diverse species. The Woof offers users an individual approach, taking into account both dry data such as breed, age or weight, as well as the preferences of a given pooch. On this basis, the optimal amount of WoofPoints is calculated - our custom built system for dog activity scoring.





HOW WOOFPOINTS WORK?

WE TAKE DATA FROM USERS

We ask a lot of questions during the registration, so we can tailor our system in the best way possible.

WE CALCULATE IT

We run the data acquired from the owner through our custom built WoofPoints algorithm. It was built in collaboration with veterinarians and other specialists.

WE ADJUST IT TO THE INDIVIDUAL DOG

Every dog is different, we keep saying that. Therefore dry data is not always a valid representation. One chihuahua might be a couch potato while another can naturally be full of energy. We take the individual dog's preferences into consideration and adjust our activity recommendations to best suit every dog.

1

BREED & AGE

2

HEALTH

3

PREFERENCE

MOTIVATION IS KEY

WE CREATED A SYSTEM THAT MAKES YOU WANT TO INTERACT WITH IT

We want to promote healthy and responsible dog ownership. We introduced a lot of functionalities that help owners achieve that. From rankings to achievements, everything is centered about making daily walks fun and enjoyable while being beneficial to the dog. Rankings also present a unique opportunity to compare our dog's activity to dogs of the same breed or, in case of mixed breeds, of similar characteristic.

"I haven't seen anything so cool on the market. We'd love to try it out, compete in activity challenges (it would be a great motivation) and share our results every day on Facebook and Instagram."



SO WE CHALLENGE



OUR USERS



MARKET & COMPETITION



OUR MARKET(S)

Because of technology choices we are ready to start expanding to foreign markets without the need to implement any changes in our hardware or software. The Woof's app has both polish and english language implemented from the start and our network works in **over a 100 countries** with no extra charges. We are also capable of selling in the middle east- a surprisingly large market with little coverage.



POLAND: 50% HOUSEHOLDS WITH PET(S)



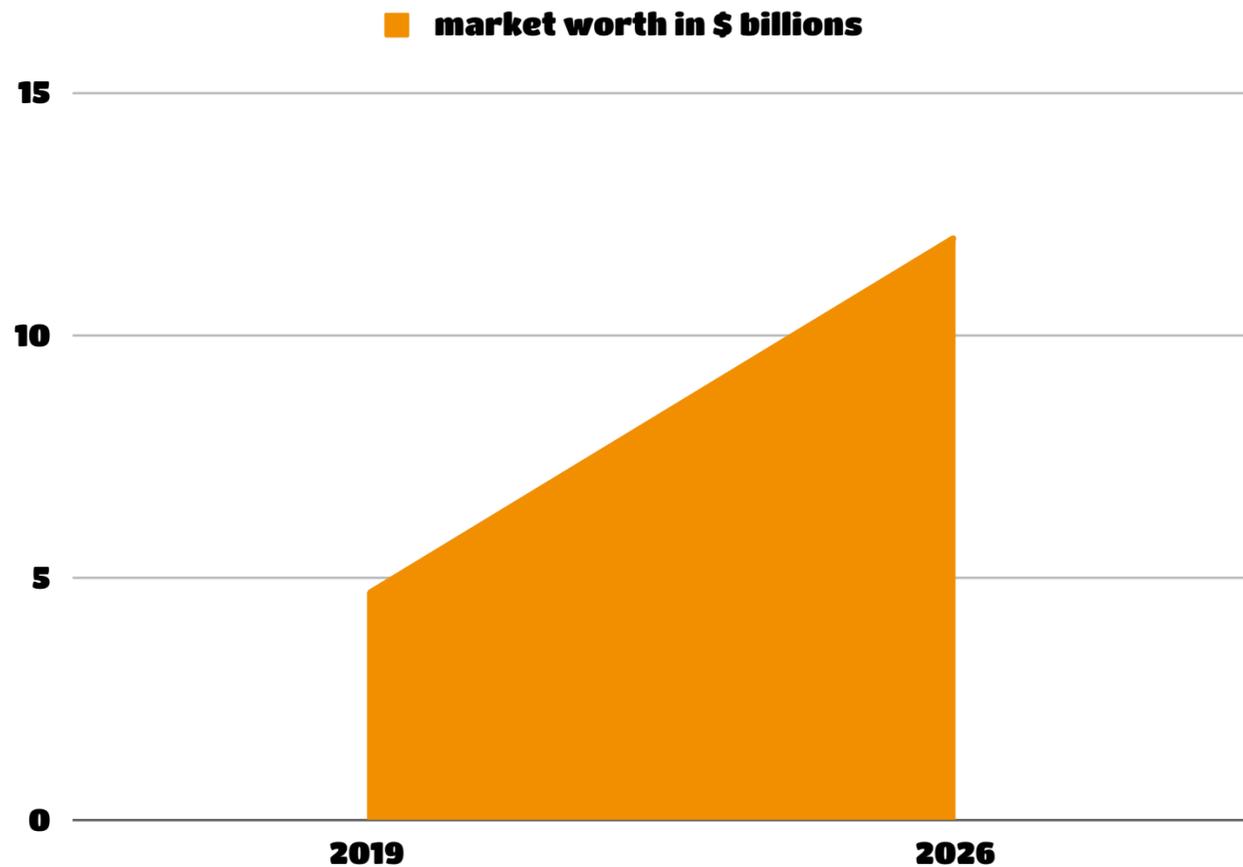
GERMANY: 45% HOUSEHOLDS WITH PET(S)



USA: 40% HOUSEHOLDS WITH PET(S)



NUMBERS SPEAK FOR THEMSELVES



PET TECH IS THE FUTURE

The global pet accessories market is expected to reach \$41.1 billion by 2025. The market of wearables in 2019 was worth \$ 4.7 billion, and according to forecasts in 2026 it is to be worth over \$ 12 billion. This means a 23% growth per year.

PET MARKET WORTH IN POLAND

PLN5 BLN

GLOBAL PET MARKET WORTH PREDICTED FOR 2027

\$350.2 BLN

CURRENT PET MARKET WORTH (2022)

\$261 BLN



AND TRENDS SPEAK IN OUR FAVOR

PET PARENTS

Both in Poland and around the world, there are more and more people identifying as "pet parents". A 2019 study by the Bigeye agency found that 95% of pet owners consider their pets members of the family.

PETS HUMANIZATION

Dogs in hotels are treated as guests, they are provided with bowls and beds. Dog menus are becoming more common in restaurants, and social networks are full of animal profiles. A research conducted in 2016 shows that an adult dog owner shares a photo or a post of their pet on social media an average of six times a week.

MORE DOGS AND MORE ADOPTIONS

In the USA as much as 28% of the population lives by themselves and that number is growing. Millennials, the most abundant social group today, tend to start families later than past generations. Retired people live longer and enjoy better health care. All these factors contribute to the desire to have pets and the growing number of dogs in our homes. Take a look around any big city and, chances are, you will see more dogs than babies

OUR COMPETITION

Most of our competition focuses on location only, giving users very little value for money. It's a common theme brought to us by a lot of our potential customers. We have decided to focus on a holistic approach towards pet care and deliver a product that can be used everyday and that gives users valuable information about their pet.

	The Woof	Petram	Tractive	FI	FitBark	PitPat
Real time location tracking	✓		✓	✓		
Activiy Monitor	✓		✓	✓	✓	✓
Health Monitor	✓					
Surroundings Monitor	✓					
Social functions	✓	✓	✓	✓		
LEDs	✓			✓		
Avialable in Poland	✓	✓	✓		✓	✓



OUR COMPETITION



TRAACTIVE

Price- 55-100 € + from 4 € / month.
They employ over 100 employees and have over 300,000 paying customers (2016 data).



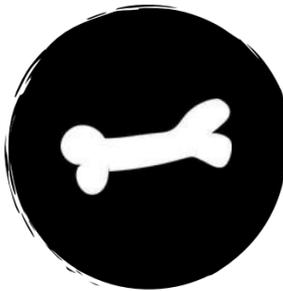
PETGRAM

Price 239 zł + 19.99/month
Very unreliable GPS based on customers reviews, doesn't have an accelerometer.



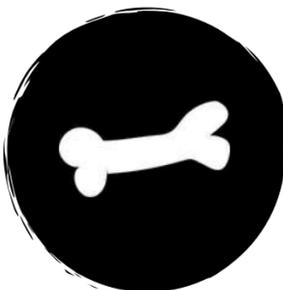
FI COLLAR

Price - \$ 150 + \$ 100 /year
The only competition implementing LTE-M technology. On the market since 2019, rated as the best collar on the USA market.



FITBARK

Price - \$ 70 for tracker, no GPS
A very sensible activity tracker, has its own activity point system.



PITPAT

Price- ~40\$
British activity tracker, small and long battery life. Doesn't have GPS.



WHAT MAKES US STAND OUT

CUSTOMER RELATIONS

We are in touch with our potential customers since day one. We listen and we understand their needs. The Woof creates solutions to their *real* problems.



TECH BUILT WITH DOGS IN MIND

We focused on designing a system dedicated to dogs. Built from scratch with the help of dogs specialist, we made sure that what we want to track makes sense. We listened to tips on what would be helpful to track from a vet's point of view.

NO SUGARCOATING, NO LIES

We don't promise anything we cannot deliver. Some of the other collars out there claim to do things that are simply impossible with a collar, such as temperature measurements, heart measurements, blood oxygenation etc. Everything we promised is backed by science and dog professionals.

FORWARD THINGING

That being said, we think about the future. Charging port on The Woof can also work as a data transmitter and we have plans to implement additional, pluggable, accessories for better health control at home.

WE ARE DATA DRIVEN

**AND DATA RULES THE
MODERN WORLD.**

WHAT DOES IT MEAN?

Thanks to the huge amount of data that will be collected by The Woof, we will be able to conduct and document the study of hundreds and then thousands of home dogs. This data is unavailable at the moment, as there are no studies on dogs on this scale. Such data will be extremely helpful for veterinarians, but also for pet behaviorists and other people that work with dogs. The **commercial value of such information is enormous** as it allows tailored products, ads and other services. We have already been contacted by multiple representatives interested in such data such as pet insurance companies or mobile apps for dog owners.





**OUR
FUTURE**

WHERE ARE WE NOW

WITHIN 11 MONTHS WE WENT FROM AN IDEA TO A FULLY FUNCTIONING HARDWARE, A MOBILE APP MVP AND A BACKEND SYSTEM READY TO PROCESS THE DATA WE COLLECT

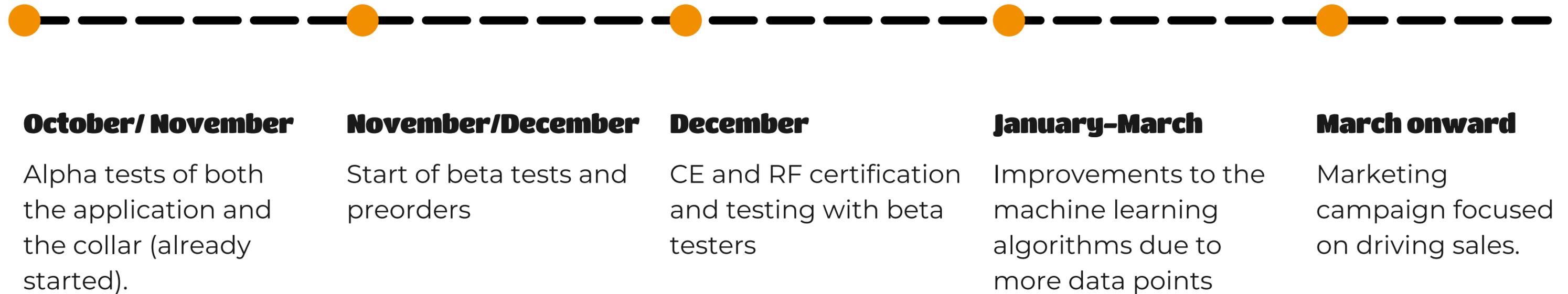
IN DECEMBER 2021 WE GOT FUNDED BY EVIG ALFA AND BEGAN WORKING ON MAKING THE WOOF A REALITY.

1. FULLY FUNCTIONING PROTOTYPE IN TWO SIZES
2. MOBILE APP MVP FOR IOS AND ANDROID
3. BACKEND SYSTEM FOR STORING, SORTING AND WORKING WITH GATHERED DATA
4. WOOFPOINTS OPTIMISED FOR ALL FCI BREEDS
5. GOOD CUSTOMER RELATIONS, HUNDREDS OF PEOPLE INTERESTED IN TESTING OUR COLLAR

WE ARE NOW TESTING WITH A WIDER GROUP OF USERS AND WILL SOON START PREORDERS. WE ARE SEEKING AN INVESTMENT IN ORDER TO PENETRATE THE MARKET AND PROMOTE THE PRODUCT.

CURRENT ROADMAP

OUR MAIN FOCUS IN Q4 2022 AND Q1 2023 IS TESTING. WHILE WE WANT TO START SALES AS SOON AS POSSIBLE WE WANT TO ENSURE THE QUALITY OF THE PRODUCT BEFOREHAND AND WITH A SYSTEM AS ADVANCED AS OURS EXTENSIVE BETA TESTING IS A MUST.



WHAT WE NEED

2 500 000 PLN



1 200 000 PLN

OPERATIONAL COSTS

Covering operational costs for the next two years, including salaries for current and future talents, necessary improvements in hardware, office space and other everyday costs.



500 000 PLN

STOCK

We want to invest in stock to prevent supply shortages. We still encounter a lot of problems regarding hardware availability even past covid and we want to be prepared for larger orders.



800 000 PLN

MARKETING

A solid marketing campaign is key for success. Our budget thus far has not covered any ads or campaigns, our traffic is organically driven.





THANK YOU FOR YOUR TIME

if you have any questions please reach out to us at:

aleksandra.haddad@thewoof.pl