

# Dogy AI Pitch Deck



# Introduction

Dogy AI is a mobile app designed to be your one-stop shop for all things dog care. It leverages AI technology to provide personalized solutions and make dog ownership easier and more enjoyable.

# Company Overview

**Dogy AI is revolutionizing the way people take care of their dogs.**

**Powered by cutting-edge AI technology, Dogy provides personalized solutions for every aspect of dog ownership, from training and nutrition to health and wellness.**



# Dogy

# Problems

## Problem 1

42% of European dog owners struggle to find reliable information about dog care. They worry about breed-specific issues, local regulations, and conflicting online advice.

## Problem 2

37% of European dog owners report difficulty finding suitable playmates Rover.com. Busy schedules, language barriers, and limited dog park access create challenges.

## Problem 3

According to FEDIAF, 68% of European pet owners are concerned about choosing the right food. Breed, and dietary needs make choices complex.





# Doggy Solutions

## **Ask Doggy AI**

Doggy AI provides expert-backed answers in multiple European languages, tailored to breeds, regulations, and cultural preferences. Think French Bulldog care in Paris, not generic Labrador advice.

## **Find playtime (Doggy Companion):**

Doggy AI's AI-powered matching connects owners based on location, breed compatibility, playstyle, and even language preferences. Imagine your French Bulldog finding a perfect match in a nearby park, with owners who speak French!



Doggy

# Solutions

## Walk Generator with Your and Training:

Doggy AI generates walks incorporating breed-specific training tips, leveraging local maps and highlighting dog-friendly tours in various European cities. Imagine exploring a Parisian park with tailored training prompts for your Border Collie.

## Food Scanner & Recipe / Commercial Recommendations:

Doggy AI's AI analyzes scanned food based on European regulations and your dog's specific needs. It personalizes recipe suggestions and recommends commercially available options suitable for your region. Like finding the perfect hypoallergenic food for your Dachshund, readily available in German stores.



# Doggy

## User Segment

01

We are targeting tech-savvy millennials and Gen Z pet owners across Europe, particularly in countries with high dog ownership rates like Germany, France, and the UK. Considering their diverse cultural preferences and language needs.

02

## Market Size and Growth

European pet tech market is expected to reach €7.7 billion by 2025, with a CAGR of 12.4%, indicating strong potential for Doggy AI.



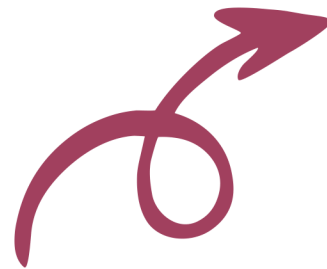
# User Persona



# Meet Marie

Marie, a busy Parisian professional with a young Beagle. She worries about finding reliable information, ensuring playtime opportunities, and providing the right nutrition for her active dog. Dogy AI could be her go-to solution.

## Marie's Problems and challenges



Information overload and lack of reliable sources: Marie struggles to find trustworthy information about dog care in French, leading to confusion and anxiety.

Challenges finding suitable playmates: With busy schedules and limited dog parks, Marie finds it difficult to arrange safe and compatible playtime for her Beagle.

Uncertainty about optimal nutrition: Selecting the right food amidst diverse brands and conflicting information can be overwhelming for Marie.

# World Without Dogy AI

Imagine Marie relying on scattered online resources and potentially inaccurate information for her Beagle's care. Her dog might lack proper socialization and miss out on essential training, potentially leading to behavioral issues.

# World With Dogy AI

In this world, Marie uses Dogy AI to access expert-backed answers in French, find compatible playmates for her Beagle through the app's AI matching system, and receive personalized food recommendations based on her dog's specific needs. This leads to a happier, healthier dog and a more confident, informed owner.



# Competitive Analysis

Existing apps offer similar features, but our unique selling points include:

- **AI POWERED INFORMATION AND RECOMMENDATIONS:**

Exceptionally accurate and personalized information and recommendations tailored to the specific dog's breed, location, and cultural preferences.

- **AI DRIVEN MATCHING**

Based on preferences and compatibility, focus on dog socialization.

- **FOCUS ON HOLISTIC CARE**

Combining information, playtime, training, and nutrition guidance.





# Subscription Model



# Doggy Subscription Tiers:

## FREE

- Access to basic information articles and Ask Doggy AI Lite (15 questions/monthly).
- Limited food scanner functionality (basic nutritional breakdown).
- Free walk routes on a predefined map
- Exposure to non-intrusive ads.

## PRO

**(€3.99/week | €19.99/month | €120/year ):**

- Unlimited access
- Dog certification



# Dogy

## Growth

- **Market Penetration:**  
3% of European dog owners (79 million) in 5 years.
- **User Acquisition:**  
10% conversion rate on marketing efforts.
- **Tier Distribution:**  
30% Free 70% Pro
- **Average churn rate:**  
5% per month.



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# Revenue

- **Free:** No revenue directly.
- **Pro:**  $€19.99 * 0.7 * 237\text{million} * 0.95$  (accounting for churn) = €31.5 million/year.
- **Total subscription revenue:**  
€31.5 million/year.



# Doggy

## Partnerships

- 5% share of revenue from partnered European pet food and accessory brands through in-app purchases and sponsored content.

Estimated at €5 million/year

## In-app purchases

- 10% of users making additional purchases within the app (e.g., training modules, virtual vet consultations).

Estimated at €3 million/year

## Total projected revenue:

€39.5 million/year in year 5.



# Expenses

- App development and maintenance, localized for various European markets.
- Marketing and user acquisition costs, tailored to different regional preferences.
- Customer support and community management in multiple European languages.
- Payment processing fees.
- Partnership fees and commissions.



# Thank You!



Dogy

