



AI-driven pet
biometrics service
for finding pets

Bullet Points & Problems

1 of 3 pets are lost at least once in their lives

\$ 100 Average search costs

≈10 million pets are lost per year in the USA, UK, France, Germany, Spain*

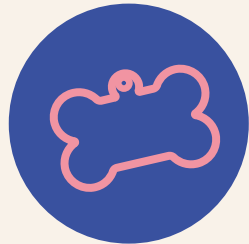
≈7 days Average time to find a pet

≈15-20% of missing pets a year are never found*

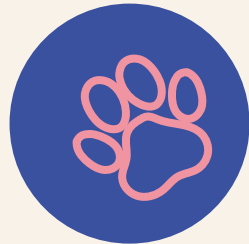
<100 different resources to post information about the lost pet

<10% Microchipped pets in US**

Solutions



Pet Tag



GPS Tag



Microchip

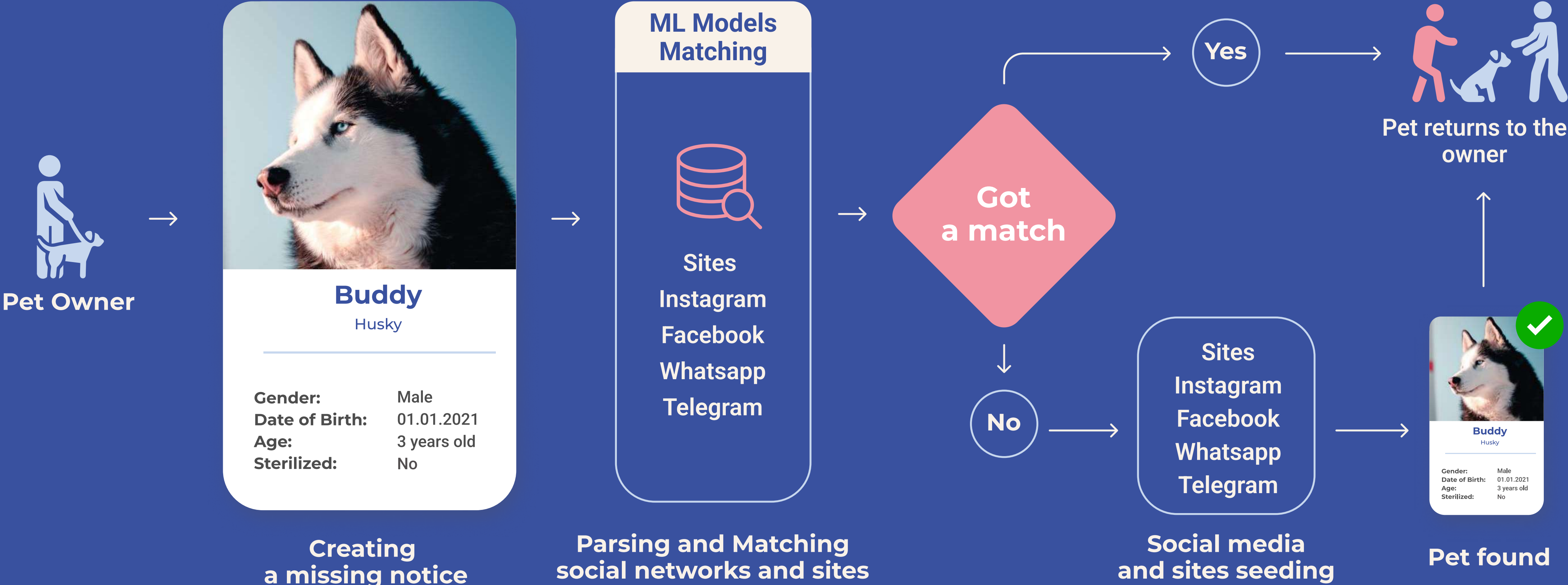


Social Media posts

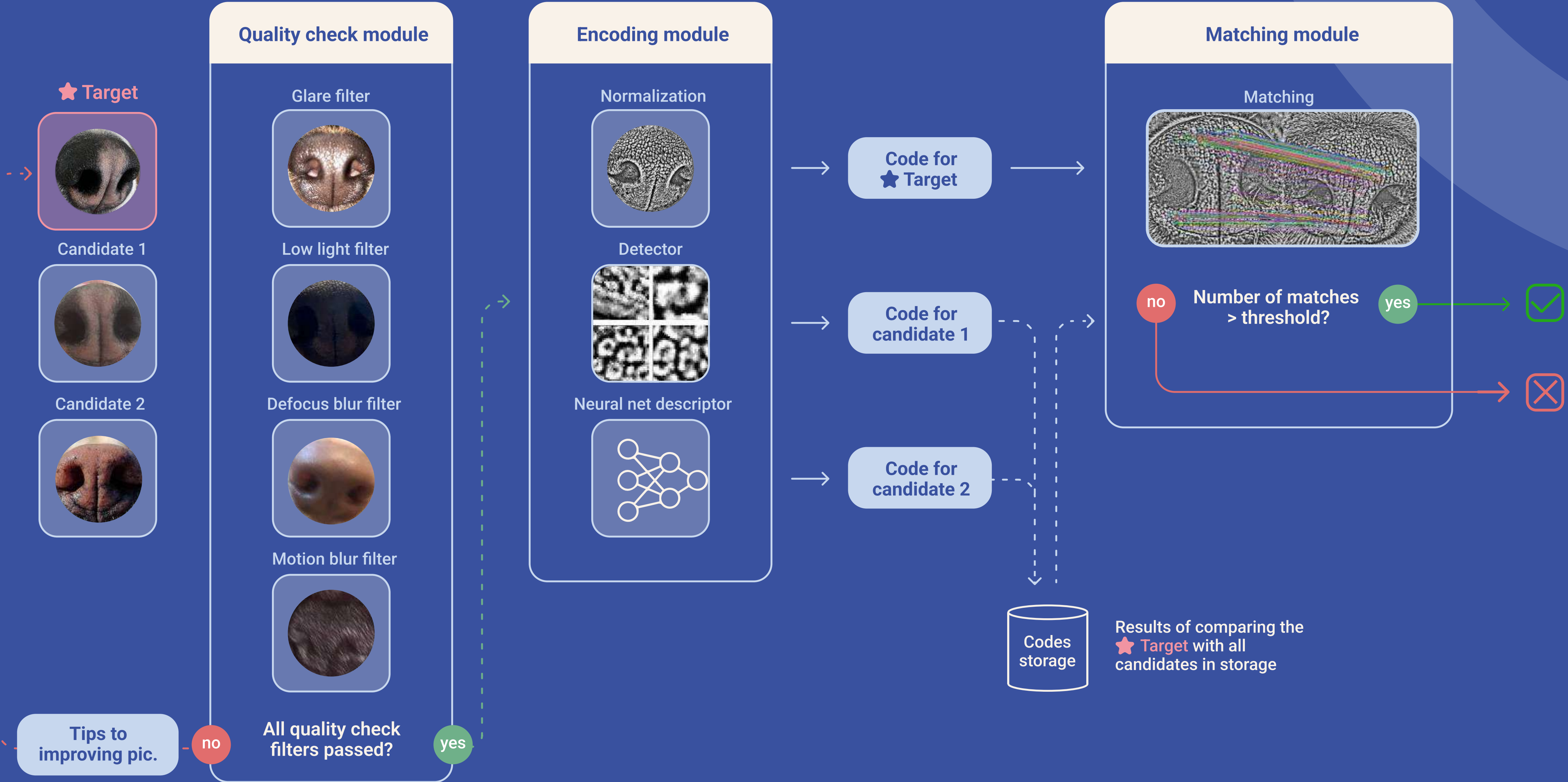


Lost Ads

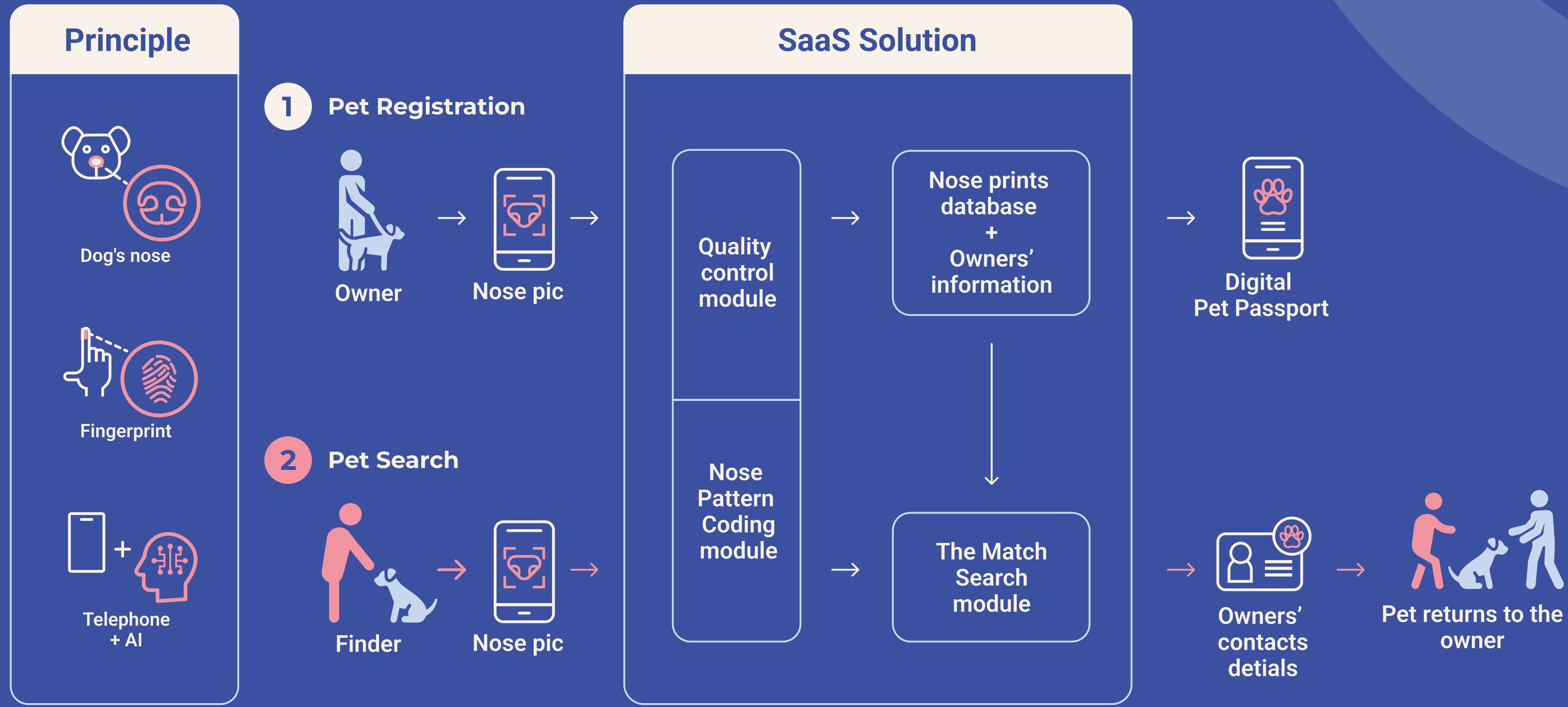
PetVisa. How it works?



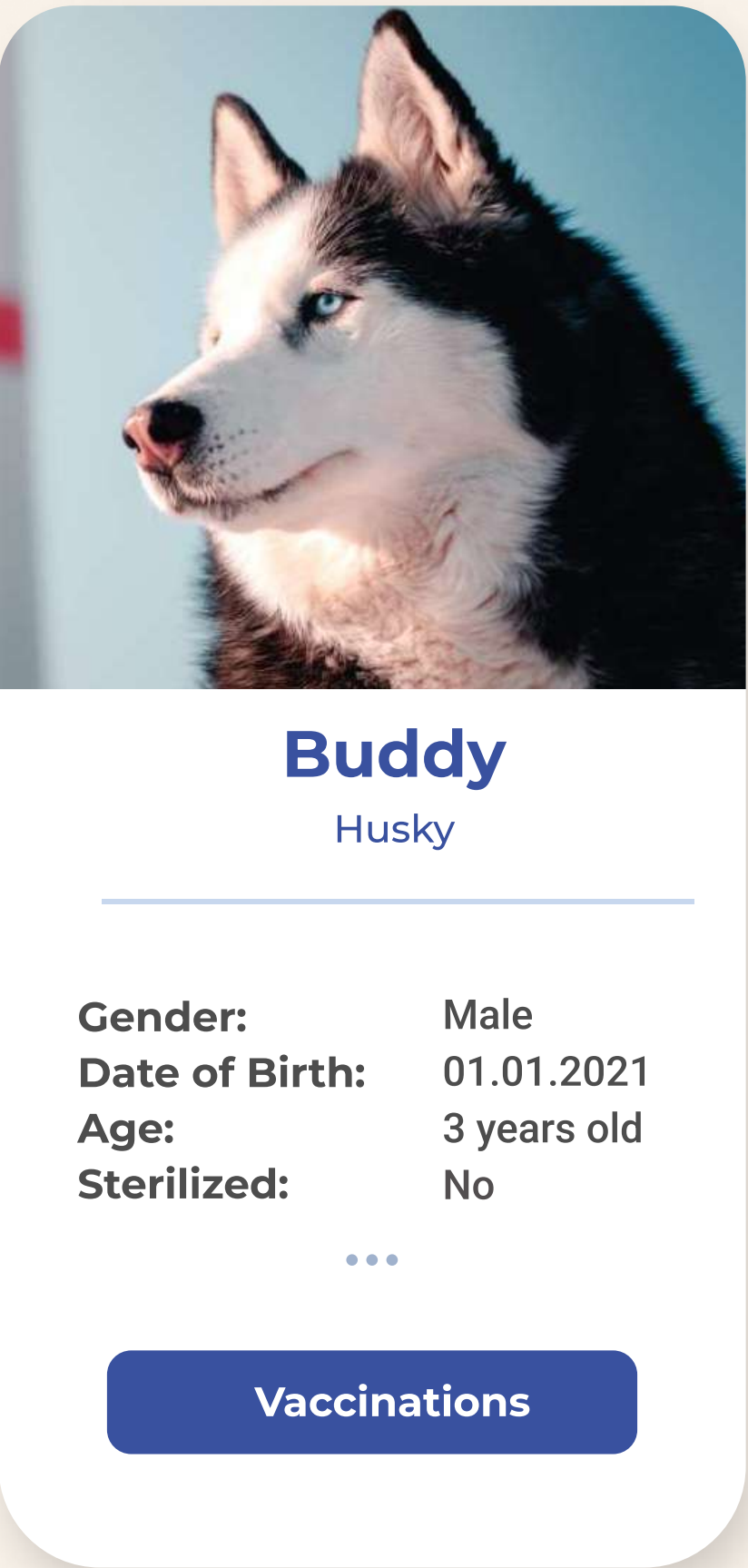
ML models



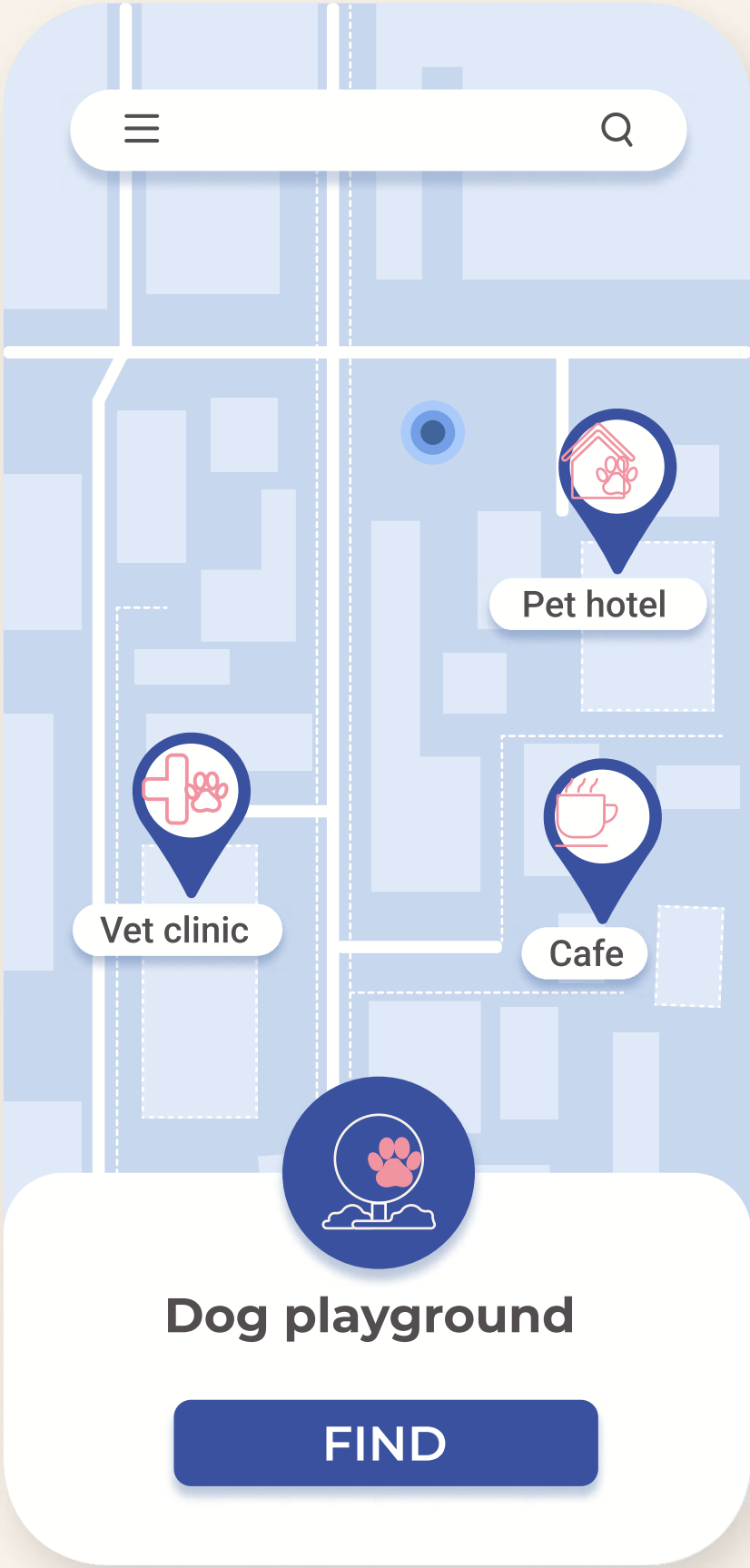
Technology



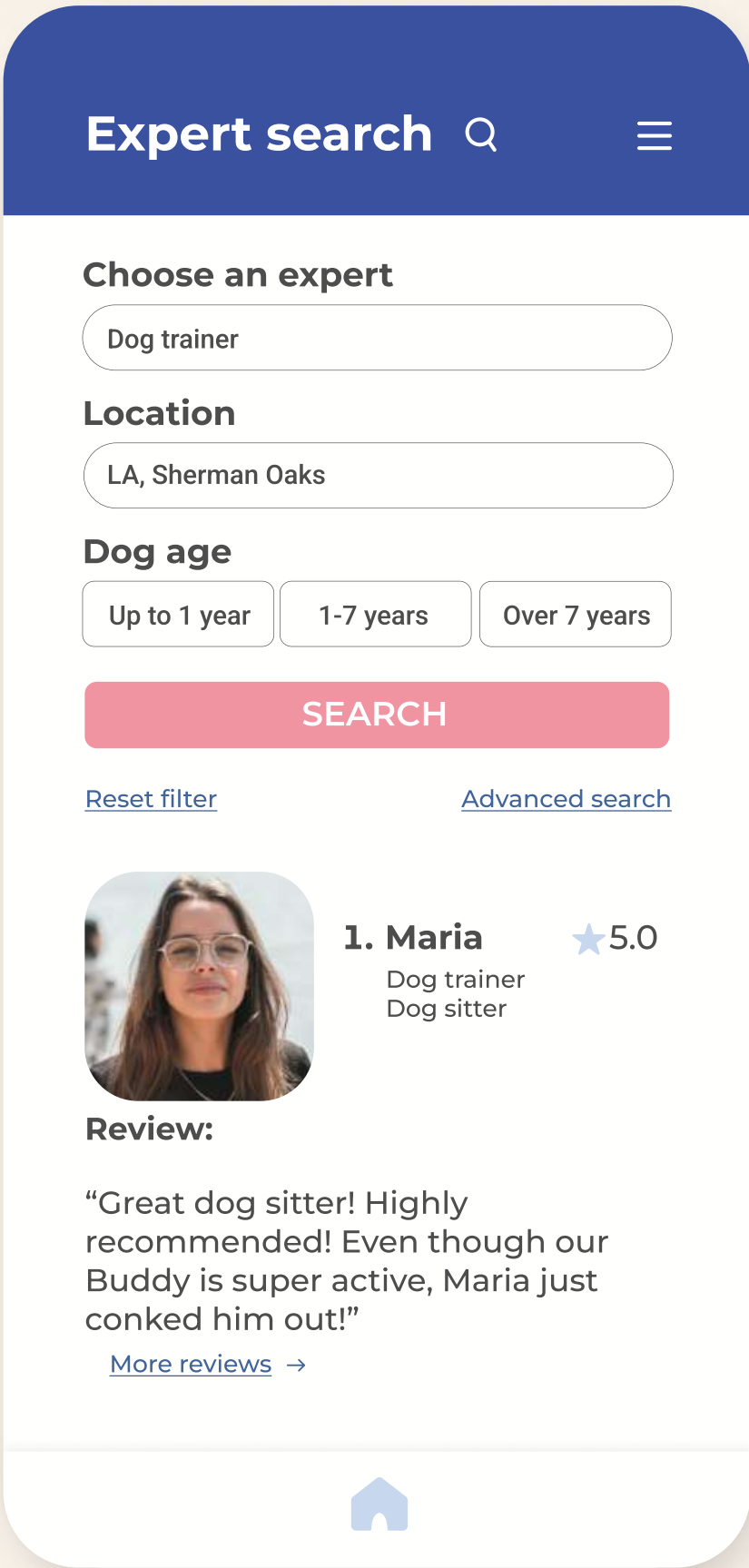
Features



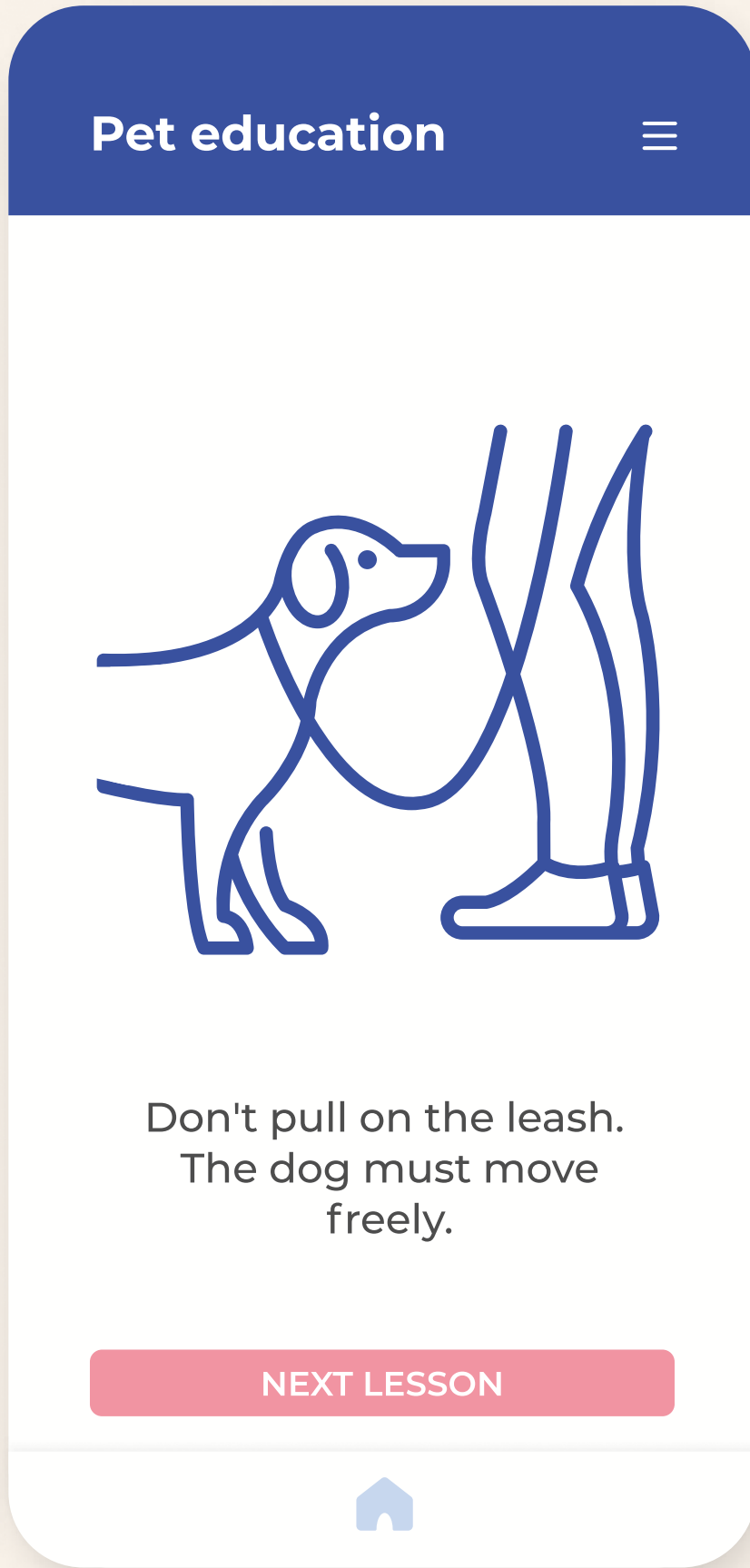
✓ Veterinary certificate



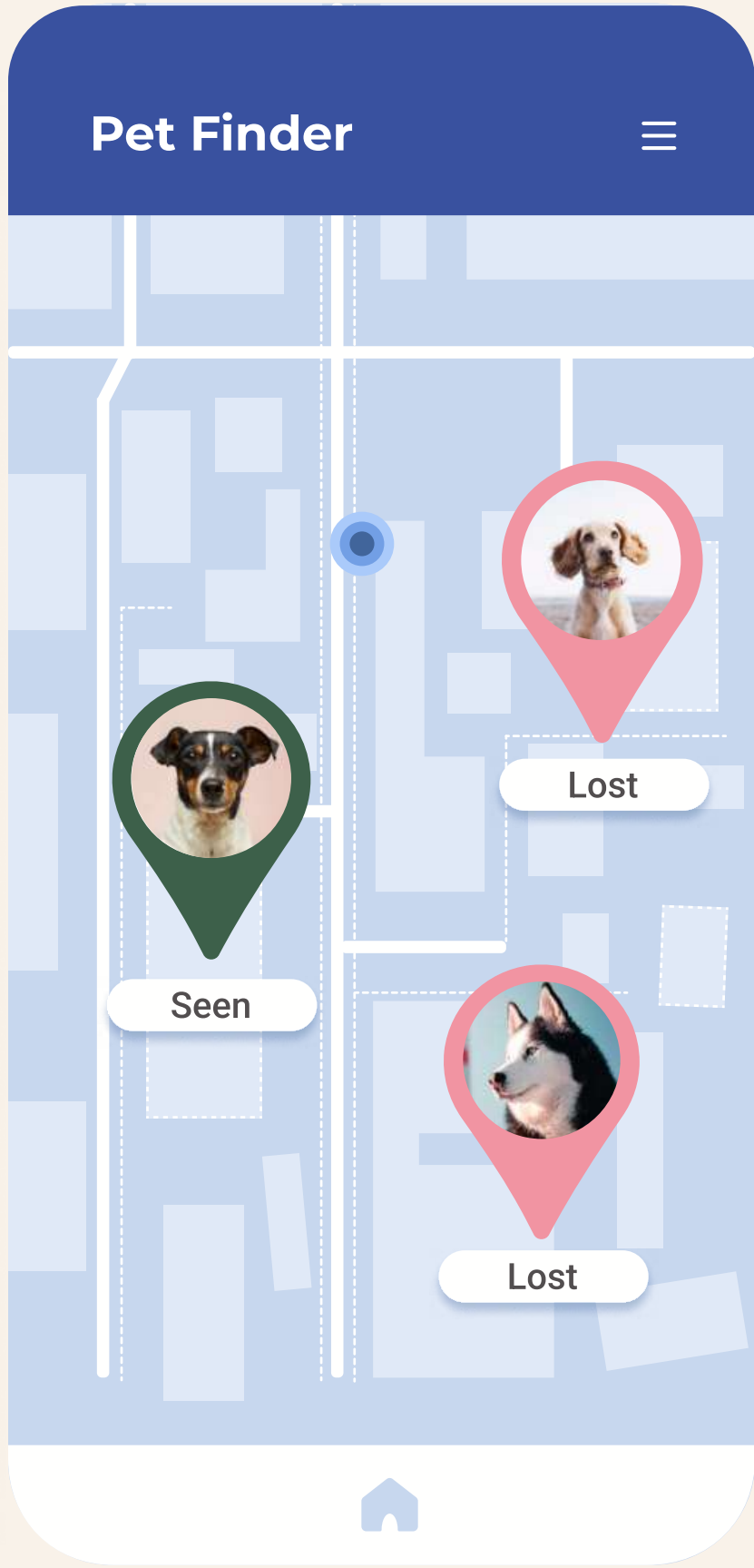
✓ Pets Strava



✓ C2C platform with specialists



✓ Online education

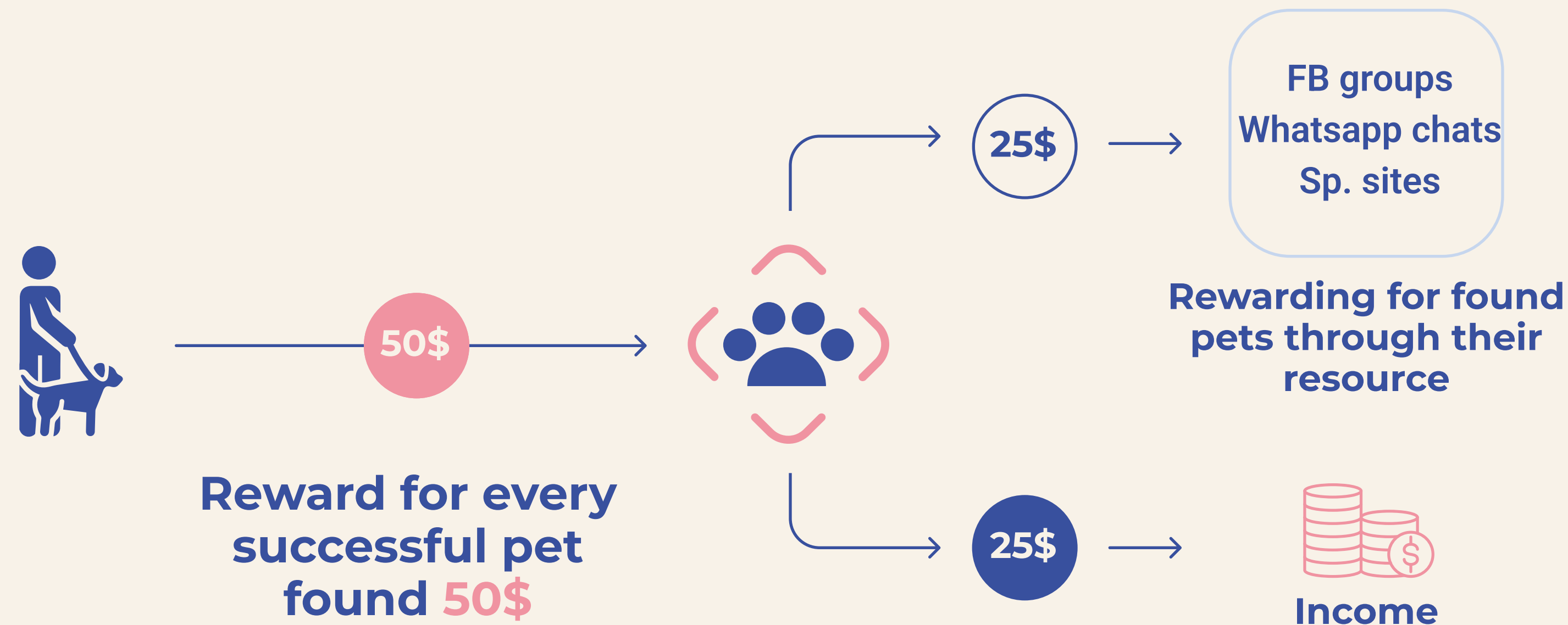


✓ Pets Finder

Competitors

	 petvisa	PetNow	Pawboost	Microchip	Pet ID Tags	GPS tags
Identification object	Nose	Nose	✗	N/A	N/A	N/A
Resistance to change	✓	✓	✗	✓	✗	✓
Geography	Worldwide	Worldwide	Country	Countries	Country	Worldwide
Accuracy	Precision 100% Recall 97%*	98%**	N/A	N/A	N/A	N/A
Price	\$50	N/A	\$25-150	\$50	\$6	\$50
AI Pet Finder	✓	✗	✗	✗	✗	✗
C2C Platform	✓	✗	✗	✗	✗	✗
Online Education	✓	✗	✗	✗	✗	✗

Monitisation

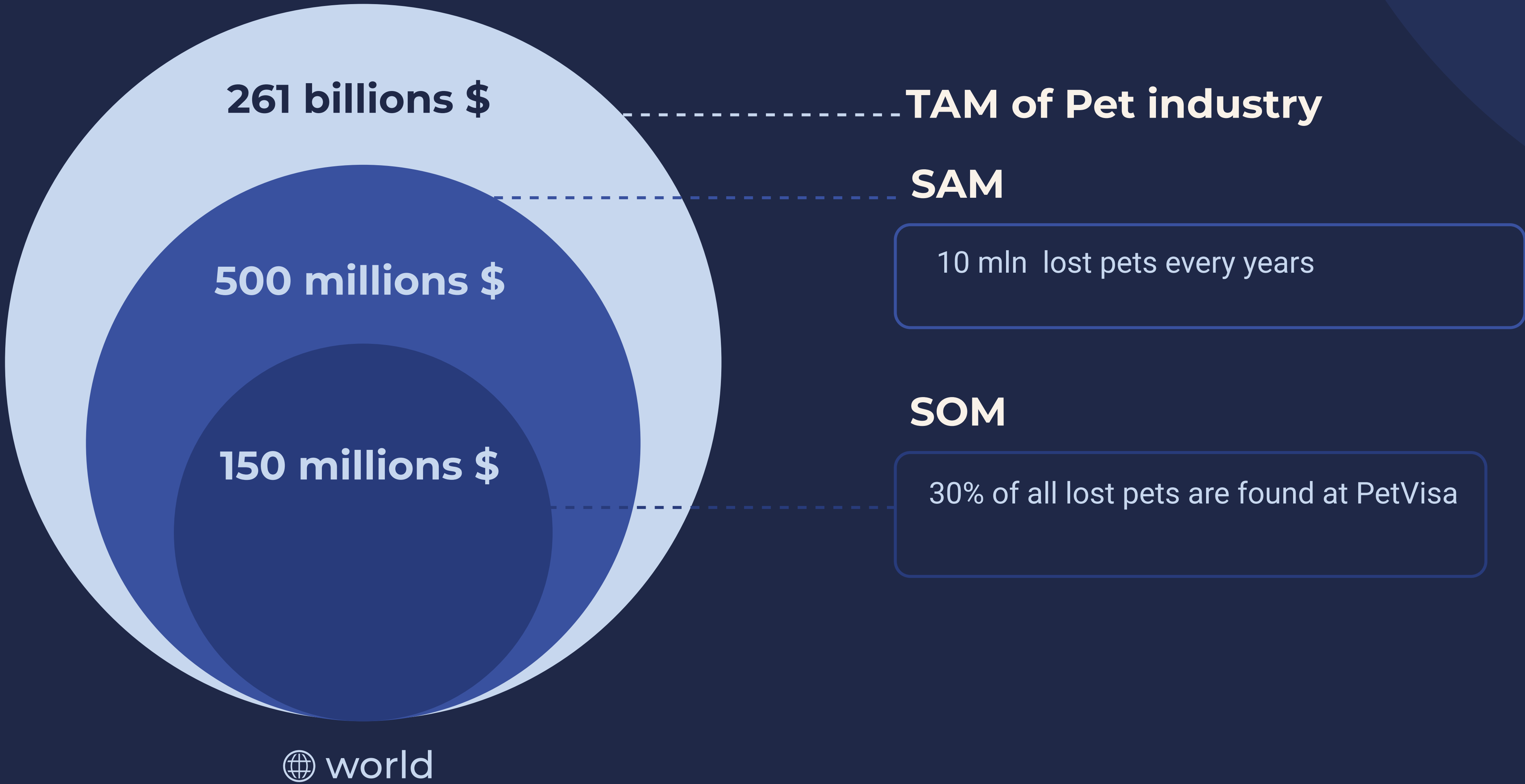


Lost pets in the EU
5 200 000 per year

Lost pets in the US
10 000 000 per year

	1 year	2 year	3 year	4 year	5 year
Found EU	334 000	670 000	1 005 000	1 370 000	2 010 000
Found US	31 000	158 000	316 000	474 000	632 000
Income	9 160 000 \$	20 700 000 \$	33 025 000 \$	45 350 000 \$	66 050 000 \$

Market analysis



Our team



Rustam Sagdatulin
CEO, Founder

- CEO of the Russian Center of Internet Technologies
- Deputy CEO of the autonomous non-profit organization "Dialog"

 Achievements

- Opening of 83 Regional Management Centers in 2020
- Implementation of an electronic complaints system with more than 200 000 requests per month



Kirill Brusenskiy
CTO

- Over 25 years in development
- Extensive experience in project and team management
- More than 15 years of CTO in digital agencies with successful experience in launching projects of any specificity



Matvey Podlesny
Developer

- Graduate of the faculty of Computational Mathematics and Cybernetics of Lomonosov Moscow State University in 2018
- 7 years of experience in commercial ML
- 3 years of experience in solving computer vision problems for 3D scanners in Artec3D
- Developer at Yandex Drone Technologies

Road map

