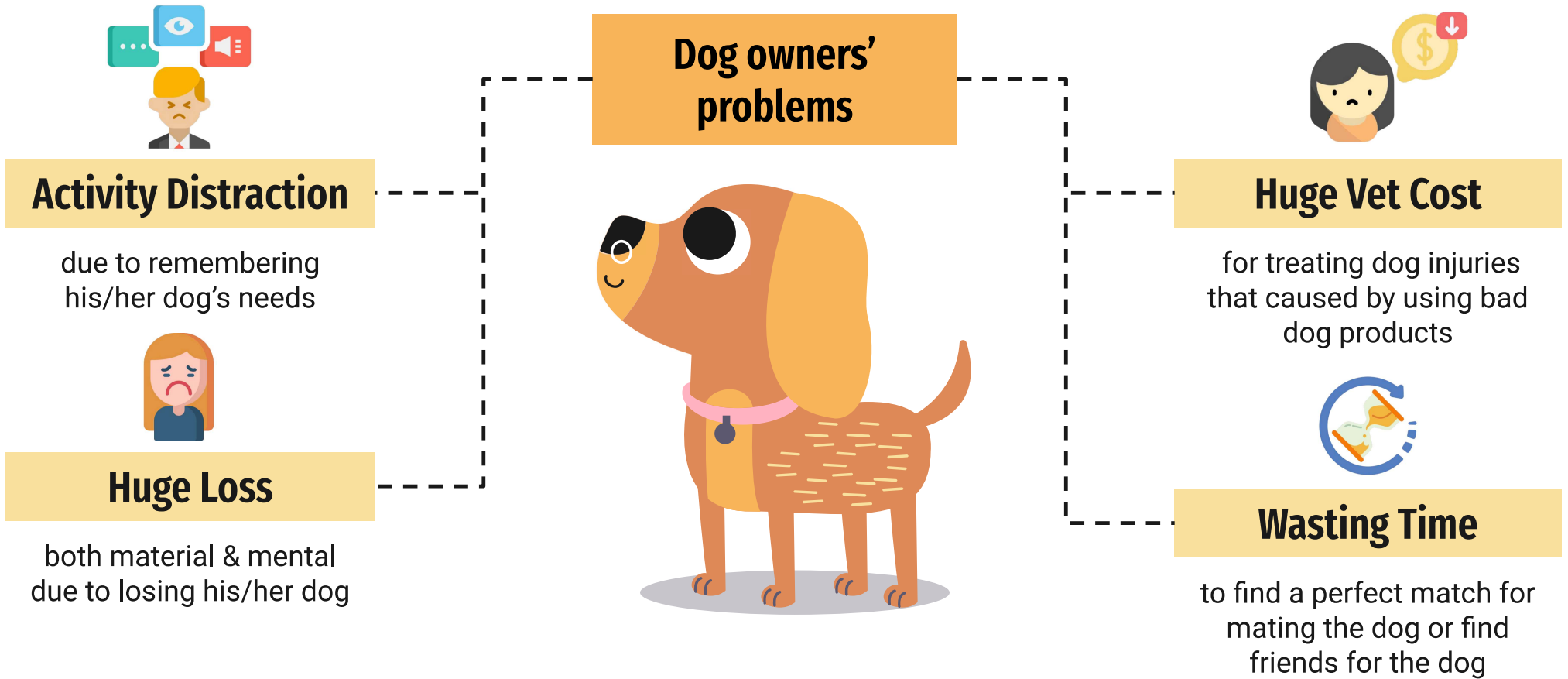




Oh My Dog!

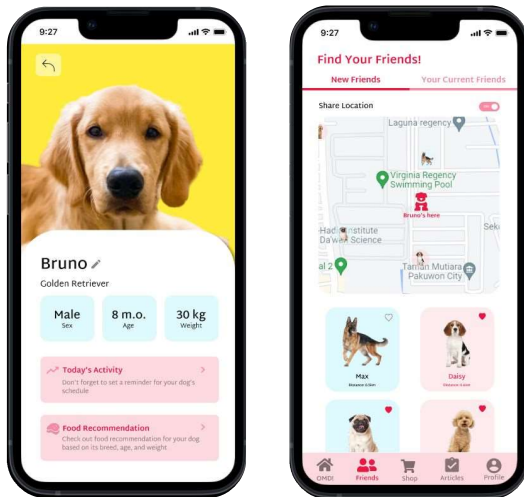
YOUR SMART DOG BUDDY

Problem Statement



Oh My Dog! is The Solution

All-in-One Dog Management App & Safe Collar with Tracker



01

Activity Reminder

Meal, Bath, Health

02

Food Recommendation

Based on Dog's
Breed, Age, Weight

03

Tracking System

Connected with
Oh My Dog! Collar

04

Sharing Location & Chat

With Other Dogs' Owners
(Playdate, Mating)

05

Articles & Online Shop

Safe Owners' Time to Find Useful
Tips & Buy Collar

06

Safe & Customizable Collar

Size, Name

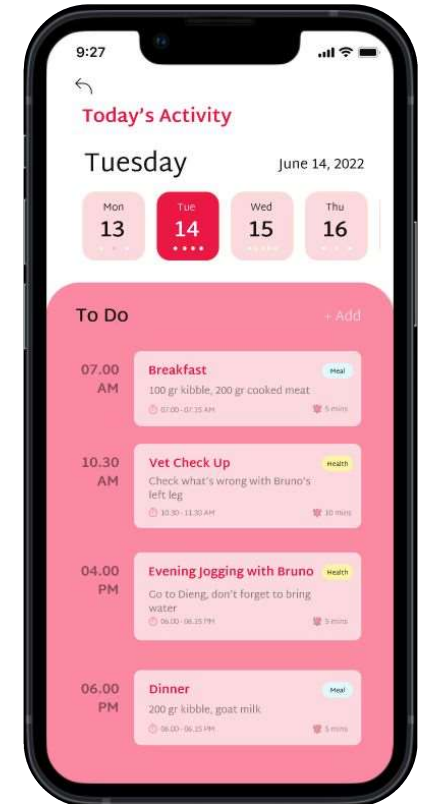
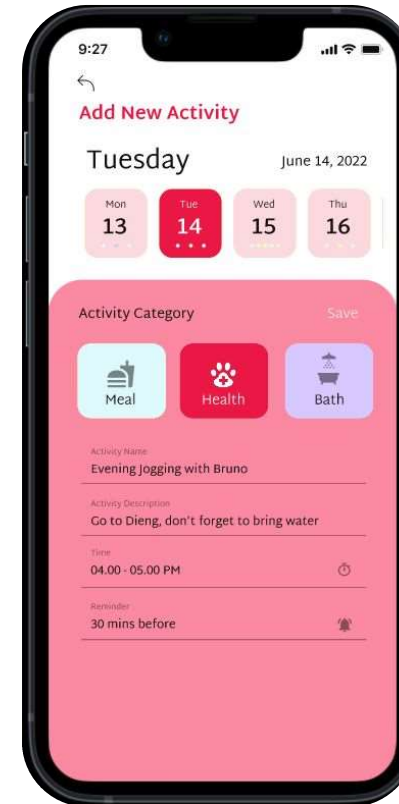
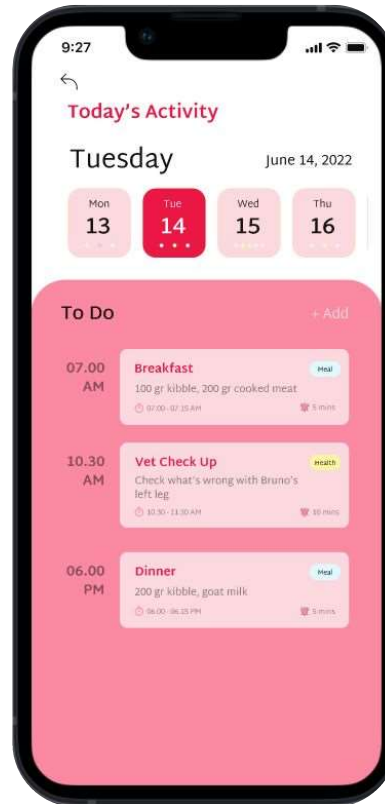


Oh My Dog! is The Solution

All-in-One Dog Management App & Safe Collar with Tracker

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Activity Reminder Meal, Bath, Health



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All-in-one Dog Management App & Safe Collar with Tracker

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Based on Dog's Breed, Age, Weight



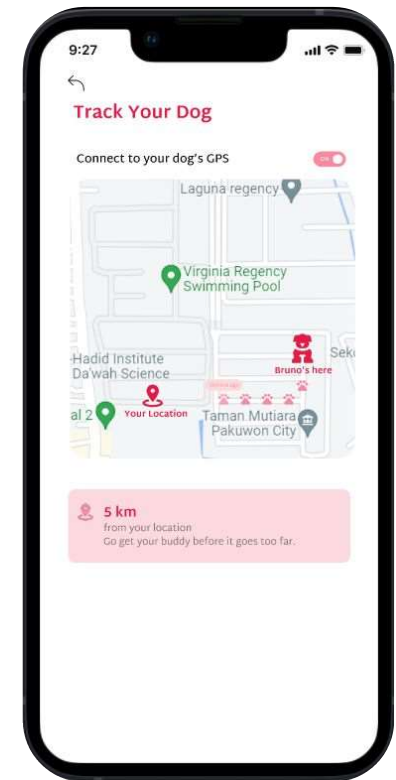
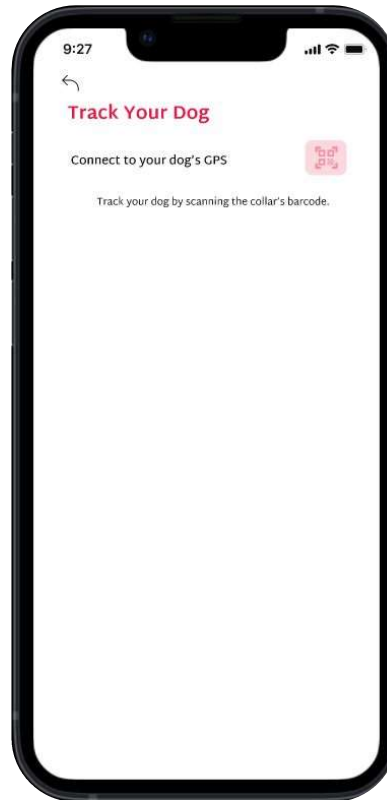
Oh My Dog! is The Solution

All-in-One Dog Management App & Safe Collar with Tracker

03

Tracking System

Connected with
Oh My Dog! Collar



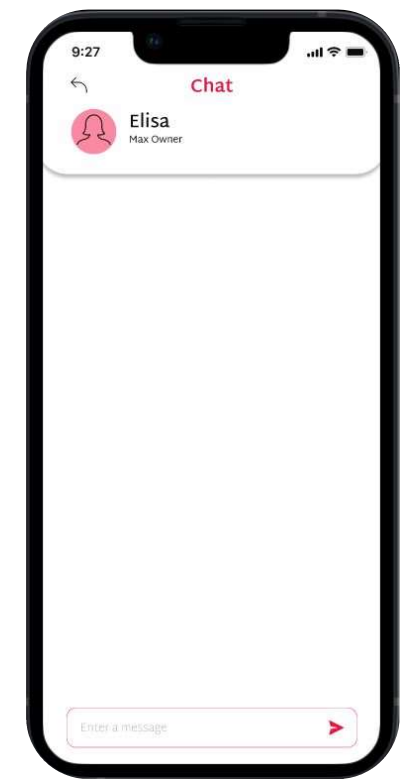
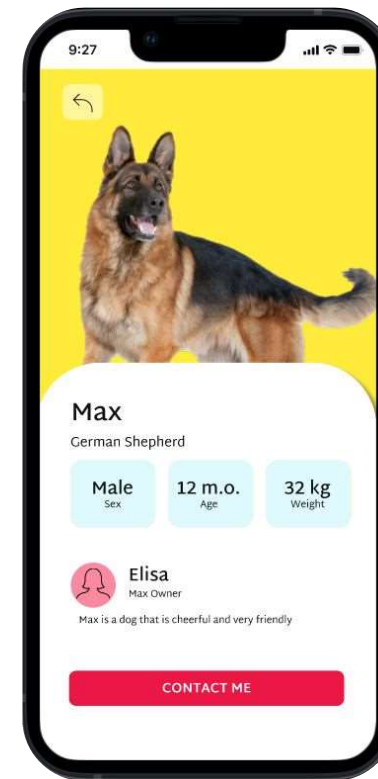
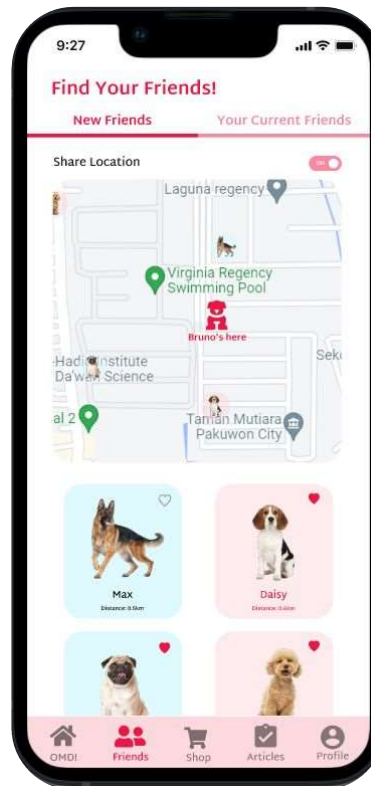
Oh My Dog! is The Solution

All-in-One Dog Management App & Safe Collar with Tracker

04

Sharing Location & Chat

With Other Dogs' Owners
(Playdate, Mating)



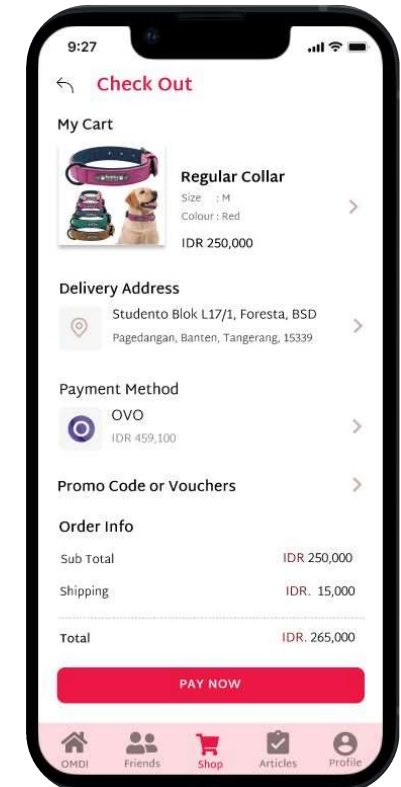
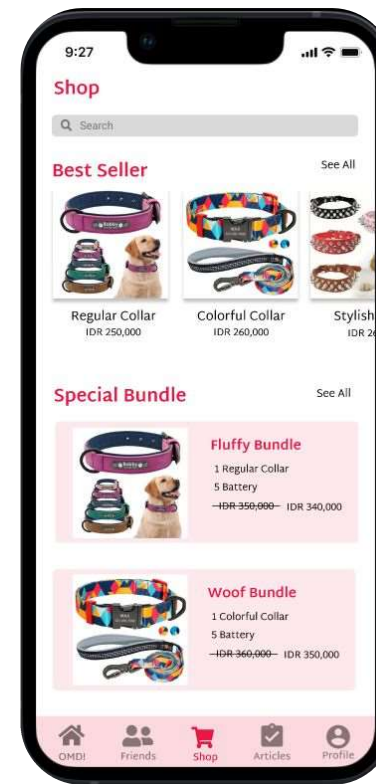
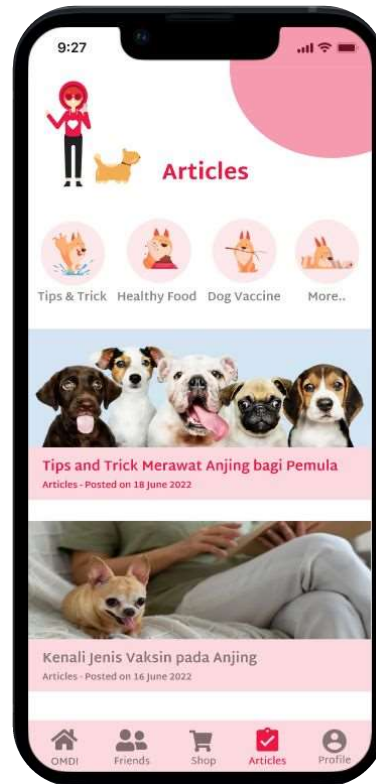
Oh My Dog! is The Solution

All-in-One Dog Management App & Safe Collar with Tracker

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Articles & Online Shop

Safe Owners' Time to Find Useful Tips & Buy Collar



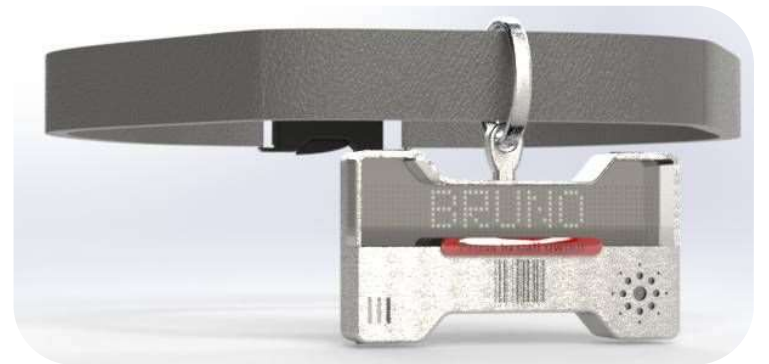
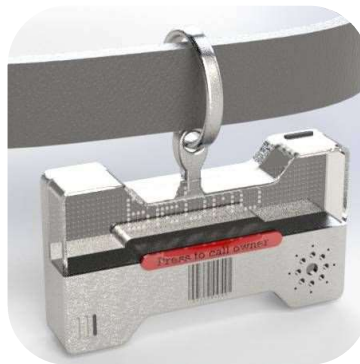
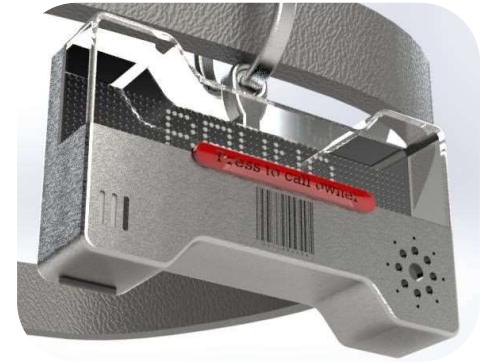
Oh My Dog! is The Solution

All-in-One Dog Management App & Safe Collar with Tracker

06

Safe & Customizable Collar

Size, Name



**Premium Subscription
Fee**



**Dog Tracker
Collar Sales**



Battery Sales



Revenue Stream



**Add Dog's Name
to the Collar**



**Customize Dog's
Collar Size**



**Ads in The
App**

Why Now?



Pandemic Situation Since 2020

People stay at home, feel bored & lonely



Pet Adoption & Fostering

700% increasing in 2020 compared to 2019



Dog

Most popular pet in 2022



Dog Wellness

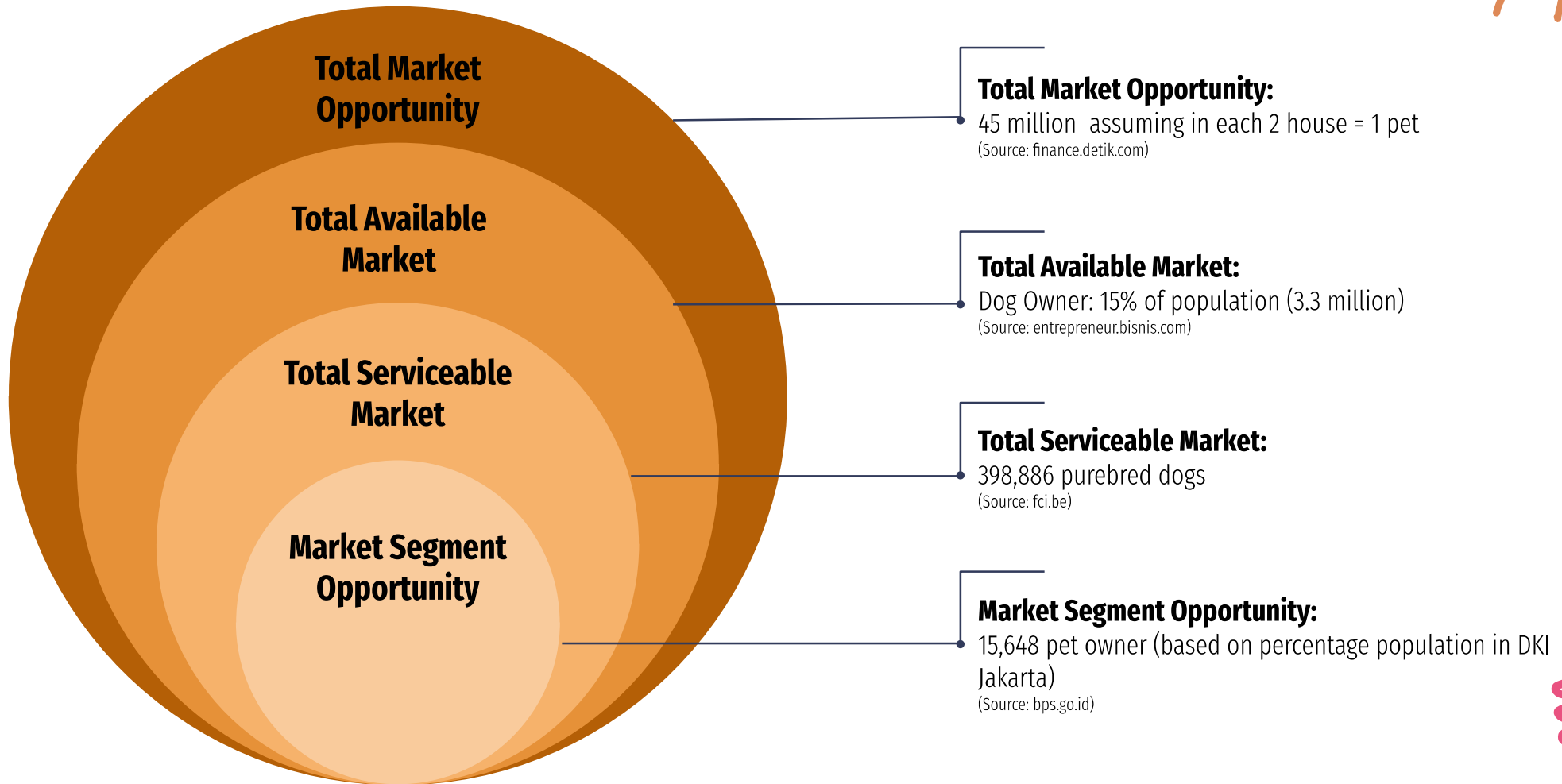
Oh My Dog! top features



No More Lost Dog

Oh My Dog! tracker system

Market Size & Potential



Go To Market Strategy



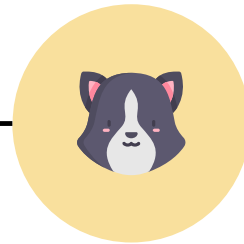
Target Market

- Dog owners
- Dog breeders
- 15-40 y.o
- All over Indonesia



Marketing Plan

- Competitor Analysis
- Market Research
- Social Media Campaign
- Promotion (Free Trial, etc.)



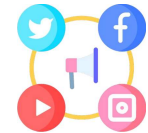
Interested Respondents

94%

Using Apps

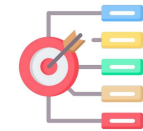
93%

Using Collar



Marketing Channel

- Playstore and Appstore
- E-commerce
- Dog Lover Community
- Social Media Ads
- Offline Pet Store & Vet



Marketing Goals

- Positive response during product launching
- Customer satisfaction -> loyal customer

Type of Collar



Collar Hook Type



Name on Collar



Collar Material

Competition



Pet Management	✓	✓	✓
Article and Tips	✓	✓	✗
> 1 Pet	✓	✗	✓
Live Tracking	✓	✗	✗



Oh My Dog! Team



Aurellia Christie

Chief Executive Officer



Elisa Setiawan

Chief Marketing Officer



David Setianto Y.

Chief Technology Officer
Chief Operation Officer



Jemima Winarto

Chief Financial Officer



Financial Projection



	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	100%	100%	100%	100%	100%
COGS	50%	45%	40%	35%	35%
Gross Margin	50%	55%	60%	65%	65%
R & D	5%	2%	5%	2%	5%
SGA	20%	20%	20%	20%	20%
Expenses	25%	22%	25%	22%	25%
Op Profit	25%	33%	35%	43%	40%
Annual Revenue (M)	Rp. 115	Rp. 121	Rp. 127	Rp. 133	Rp. 140
Employees	6	10	15	20	25
Rev / Employee (M)	Rp. 188	Rp. 99	Rp. 69	Rp. 55	Rp. 45

RnD

biannually to
update the
app feature

5%

CAGR per year



Product Roadmap

Research & Prototyping

Q2 - Q4 2022 (Now)

PIC: COO, CTO, CFO

- Conduct market survey
- Create collar design
- Develop UI/UX design
- Look for vendors
- Budgeting

Production

Q4 2022 - Q2 2023

PIC : COO & CTO

- Collar production
- App development
- Market testing
- Product evaluation

Market Expansion

Q4 2023

PIC : COO & CTO

- Reseller
- Product development
- Partnership

Team Recruitment

Q4 2022 - Q1 2023

PIC : COO & CTO

- Recruit team
- Employee training
- Organizational structure development

Media Promotion

Q3 2023

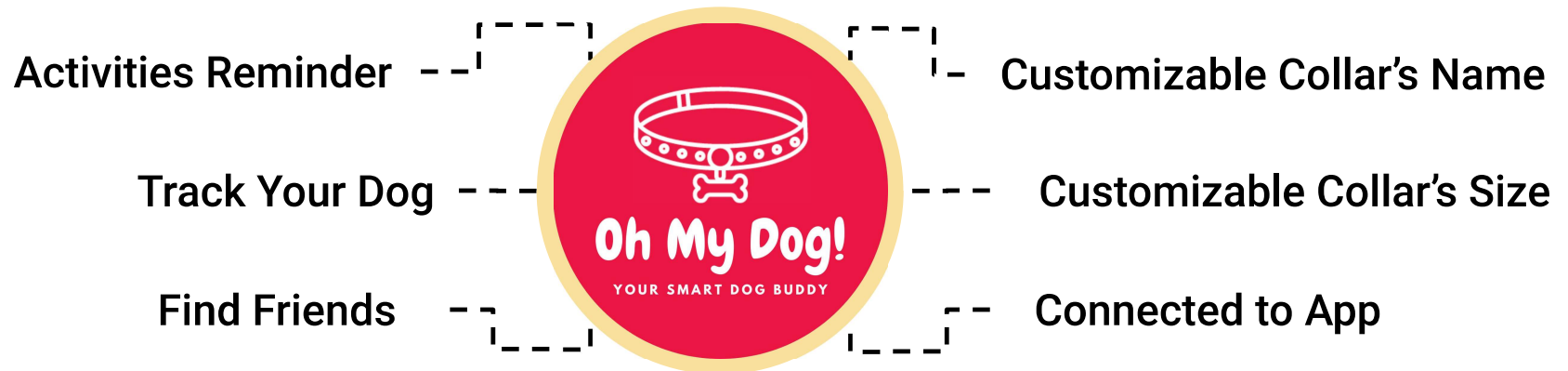
PIC : CMO

- Product launching
- Marketing campaign



One Stop Solution for Pet Care

Top Features



Be Our Partner & Let's Bring Joy to Dog Owners!

Thank You!

Do you have any questions?

Contact Us!

Aurelia Christie

 aureliachristie77@gmail.com

