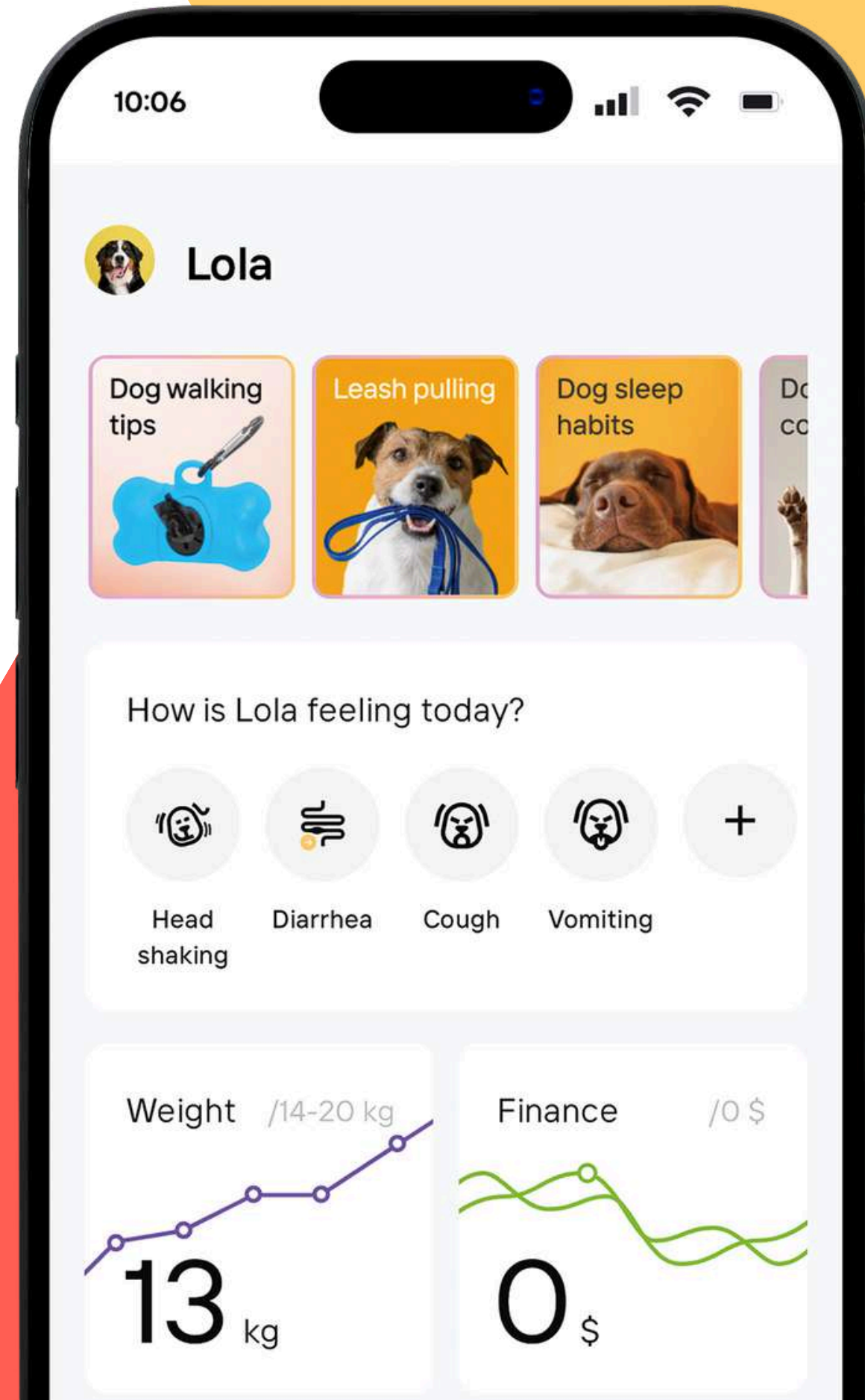




Dosty

A virtual assistant for pet owners



01

Industry size

1,5 billion

Total number of pets

259,3 billion

Market size '24 USD

432,7 billion

Market size '32 USD



02

Global veterinary supply and demand impact effective pet care



Increasing demand

For veterinary services.

To meet demand by 2030, IDEXX estimates clinics globally must increase productivity by 40%



Shortage of vet professionals

Current vet vs. pet global ratio in **1:2508**



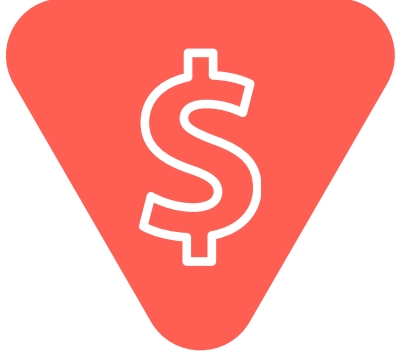
No vet attention

44 million pets in the USA only, didn't visit a vet last year



Financial challenges

Average price of vet visit is **60 USD** (globally)



Distance

Average distance of travel to see a vet: **21km - 48km**

03

An enduring issue



10-15 million

Yearly increase of the total number of dogs and cats worldwide



36,000

Yearly vet university graduates



1:333

Ratio of vet graduates vs new pets per year

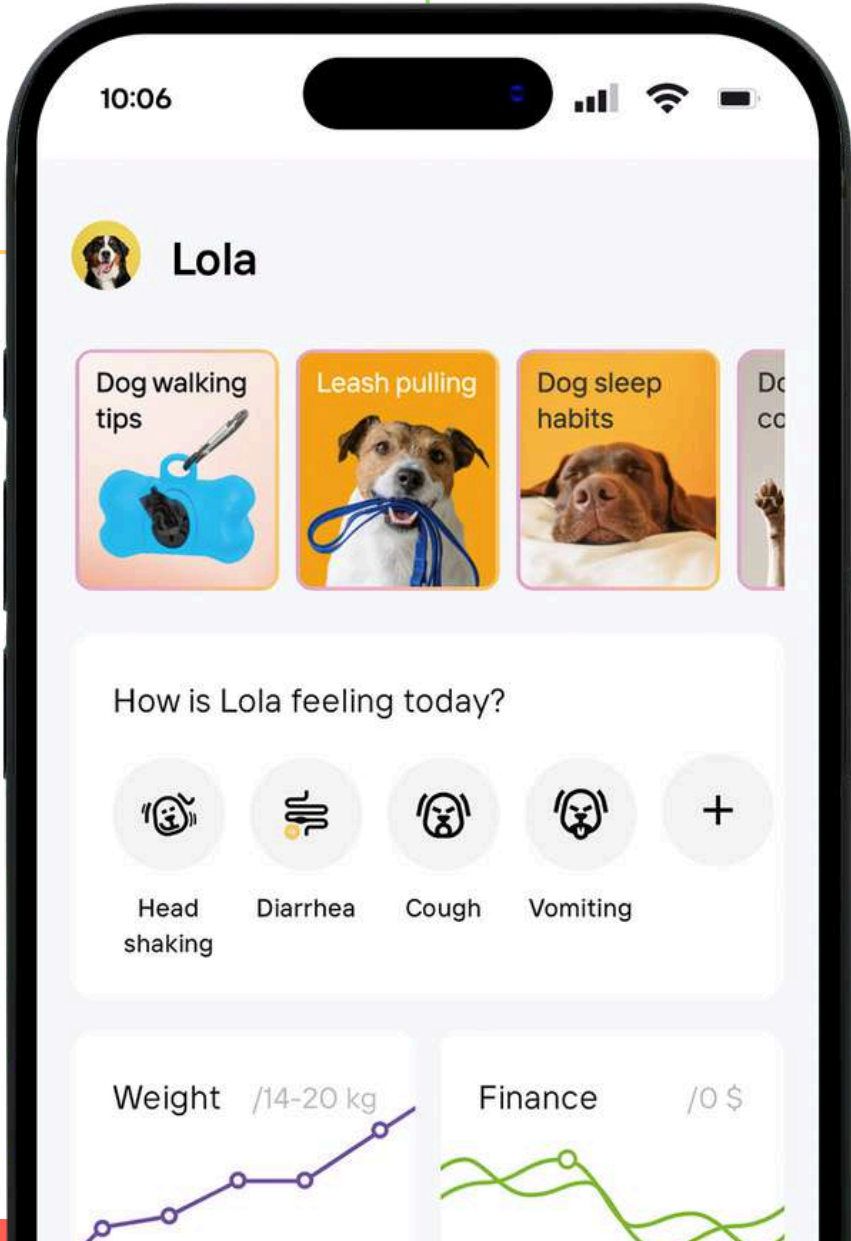


04

Dosty: Your comprehensive pet care solution

Breed standards
Widgets
Knowledgebase

Pet info



Symptom checker

Content

Tutorials

Reminders

GPT | Dosty assistant

05

Dosty in numbers



65+

Symptoms assessed



330/75

Dog and cat breed standards



325

Health issues addressed



18

Pet experts involved



400+

Expert verified articles

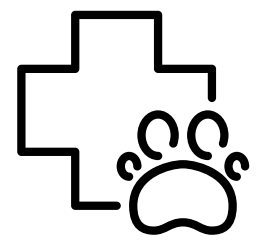


06

The Future of Pet Care Dosty AI Assistant



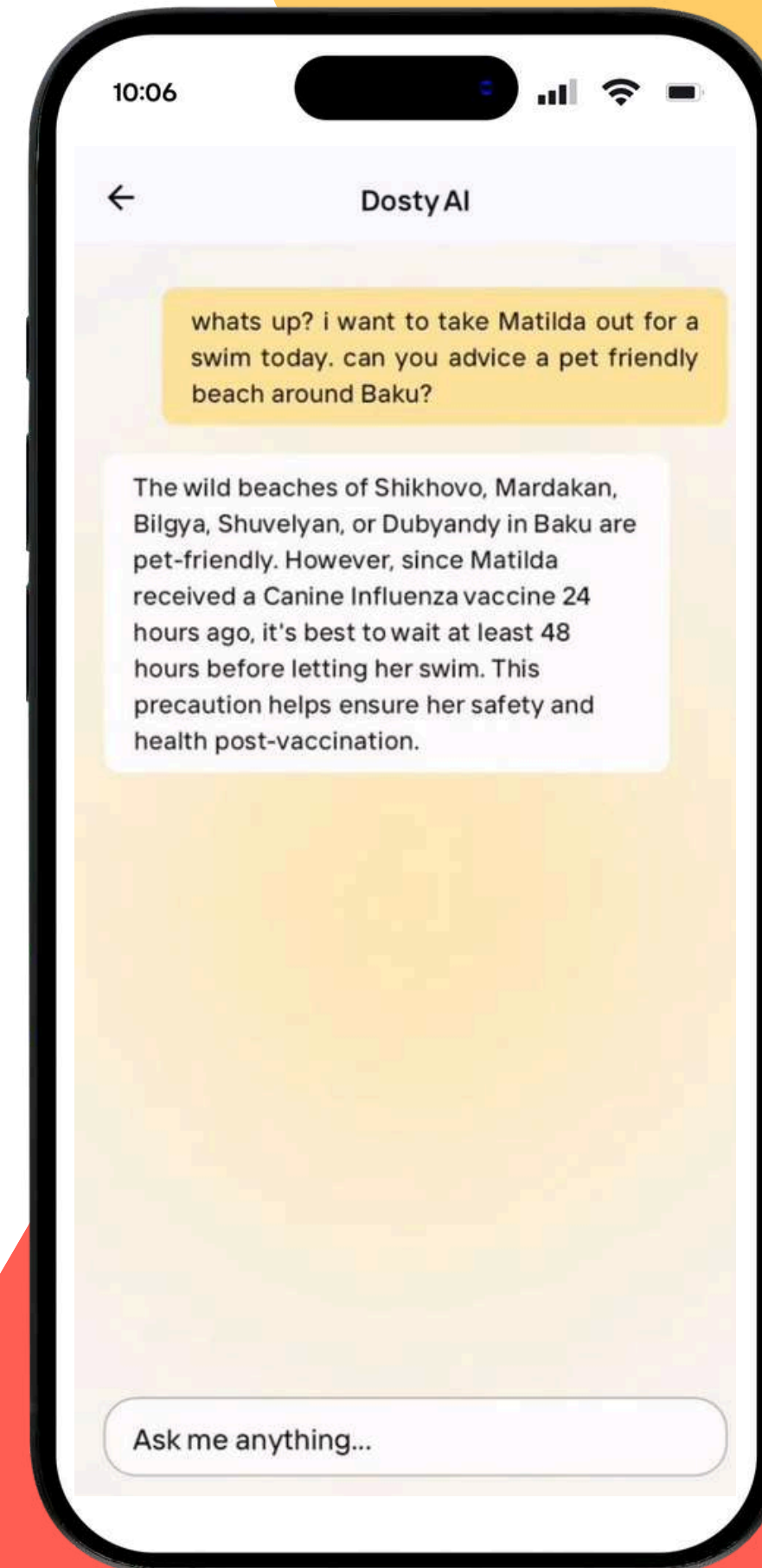
Focused on your pet



Lifetime assistance



Available 24/7



07

Business model



SUBSCRIPTION

3.99\$ single
6.99\$ monthly
69.99\$ yearly



NATIVE ADVERTISEMENT

Options to directly
target pet parents
within the app

08

Total addressable market

17 billion USD (224 million of households)

Total market overview

Number of dogs and cats

% of dogs and cats per household

USA

183.9 mln

67%

European Union

193.9 mln

38%

United Kingdom

21.2 mln

57%

Mexico and Latin America

112 mln

65%

Australia

8.9 mln

61%

09

Dosty users in various countries

▶ 10.500

Registered users

▶ 115

Subscriptions

▶ 2.34 minutes/week

Average time spent in app



Poland | 1.763



Romania | 1.524



UK | 1.139



Netherlands | 709



Germany | 623



Czech Republic | 402



USA | 373



Italy | 197



Spain | 170



Ireland | 160



Norway | 139



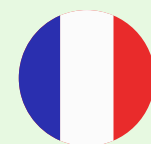
Austria | 99



Portugal | 98



Azerbaijan | 91



France | 75



Australia | 61

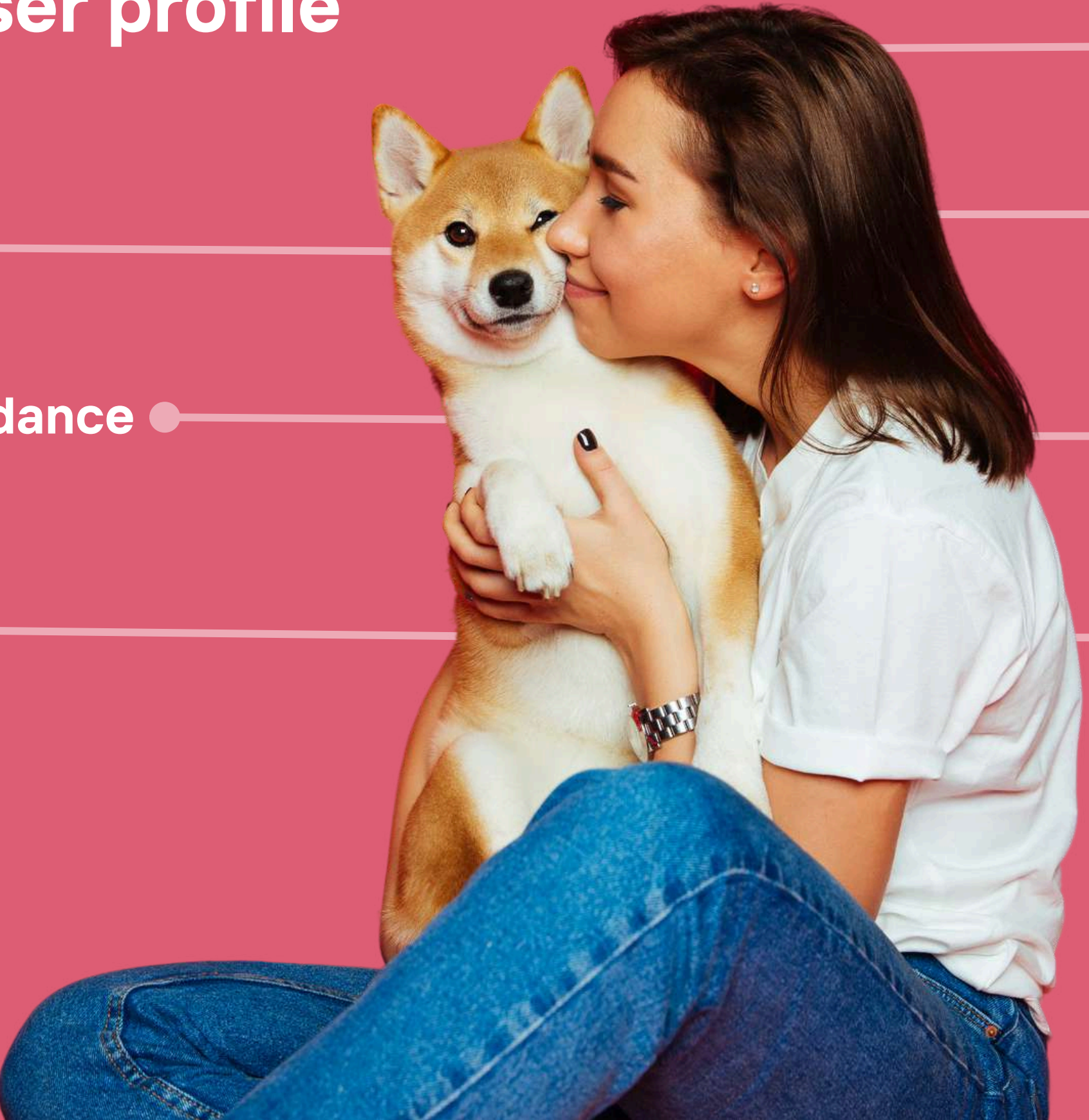
10

Dosty user profile

Small /Medium
Breed size

**Rely on external guidance
& expert view**

**Video content
consumers**



73%
Female

68%
18-24
years old

67%
Dog
owners

€200
Average
monthly
expense

11

Go to market strategy

SOCIAL MEDIA MARKETING

Heavy engagement through Meta and TikTok
Plans to expand to YouTube and new markets

LATAM, US, Spain, Portugal



PARTNERSHIPS

Connections with UC Davis Vet School, Royal Vet Academy UK

Insurance companies and community partnerships

Clinics, shelters, kennel clubs



EVENTS

Startup events

Participation in pet tech and startup events



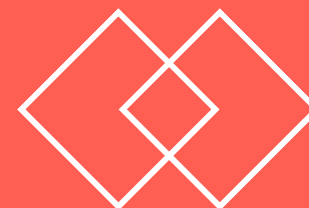
12

Marketing that works



8000

App registrations from TikTok

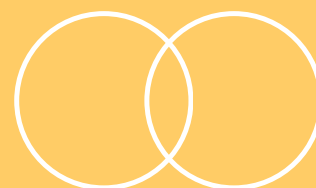


Mars & Purina
Included in a close network



**Partnerships
in Europe and
LATAM**

Strategic digital communications and PR with Nonstop Versatility Agency and Publicize



Media partnerships

With leading USA and European tech and pet media



Connect Pet Tech

Competition winners, supported by Mars



#1Product Hunt

Product of the day

Top 5 promising
EU pet tech
startups
by Purina



Wolves Summit Poland

Grande prize winners

13

The Ask: Seed Round



300K

Registered users



70K

MRR



10K

Subscribers



Markets

Grow in the UK & EU | Expand in LATAM

Raising

\$1.2M

\$600K already committed for this round | 16 months runway

\$700K raised during pre-seed

Thank you!



A virtual assistant for pet owners