

# GPC Smart

Our Digital Tags Are Your Pet's Ticket Home

PRIVATE AND CONFIDENTIAL



NFC or  
QR Code  
**SCAN**



**IDENTIFY**



**REUNITE**

## OVERVIEW

# 10 MILLION PETS GO MISSING EACH YEAR IN THE UNITED STATES

- Less than 30% are returned home, primarily due to the lack of adequate owner contact information
- No universal pet database, or recovery procedures
- No easy communications between Shelters & Municipal Jurisdictions
- Most shelters only allow up to 72 hours to reclaim lost pets
  - 64% are euthanized
- Every pet processed through a Municipal Shelter costs an average of \$700 per pet
- First Responders have no easy way to tag and track unidentified animals





## INDUSTRY

# COMPETITION

### Engraved Metal Tag

- Limited space for owner contact or pet health information
- No way to update information
- No location tracking capabilities or owner notifications
- No pet recovery procedure or information database
- Average Price \$15

### Injected Micro Chips

- Invisible & undetectable
- Pet must be physically taken to a vet or shelter to be scanned
- Less than 10% of pets have micro chips
- Average Price \$50

## GET PET CONNECTED™ SOLUTION

GPC Smart™ tag with QR Code and NFC technology connects to a centralized database

### When pet goes missing:

- Mobile app allows owner to mark pet as missing
- Geo-targeted notifications are distributed
- Pet's picture and last known location is posted to the "Lost Pet Website"

### When GPC Smart™ tag is scanned:

- Works with any smartphone 24/7
- No app download required
- Owner Contact Information is made available
- Allows for multiple contact phone numbers
- Vet Contact Information
- Pet Health & Behavioral Information is displayed
- Owner receives instant notification with pet's mapped location



NFC Tech

QR Code

Tag Serial Number

Durable and light weight carbon fibre

WWW.GPCSMART.COM

BRING MY PET HOME

Tap Tag to Smartphone to Retrieve Profile

FIRSTNET. Built with AT&T VERIFIED

GPC1234567

GET IT ON Google Play

Download on the App Store



## COMPETITIVE

# ADVANTAGES

- Patented Technology
- Universal pet database that cross municipal boundaries
- FirstNet® Built with AT&T Verified
  - Official Emergency Management Communication Network
- US Based Secure Data Storage
- Manufactured by Avery Dennison™
- Grants Are Available For Cost Reimbursement
- Planned 911 Data Integration
- Complies with H.R.3858 = 2006 Federal "Pets Act"



*"Gearing your pet with a GPC Smart tag may be one of the smartest things you can do. Moreover, it's a tool trusted by emergency managers, municipalities and pet owners across the US."*

- **Peter Gaynor,**  
**Former FEMA & Homeland Security Chief**  
**Administrator**

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*"We are so grateful for the opportunity to participate in hopes that our neighboring communities do the same. Our pets don't know village boundaries."*

- **Bonnie Parente,**  
**Mayor of East Williston, New York**

## HISTORY

# GAINING TRACTION

- One Utility Patent Issued & One Pending
- Prototype created & beta tested
- Mobile app launched in the Apple, Google, & FirstNet stores
- Partnerships with Municipalities in New York & California
- FirstNet® Verified
  - AT&T™ Emergency Management Communications Network
- Full scale manufacturing by Avery Dennison
- Active Users in Multiple States
- International distribution agreement in 24 countries

OPPORTUNITY

## MARKET SIZE

### \$2.1 Billion

Global Pet Wearable Market

- Market is expected to grow annually by 14.3% CAGR through 2030

### \$696 Million

US Pet Wearable Market

- Market is expected to grow annually by 12.9% CAGR through 2030
- 135 million dogs & cats are pets in the US
- 27 million dogs & cats are born every year in the US

Source: Grand View Research



MULTIPLE

# Target Markets

- **B2B Bulk Sales**
  - Municipalities (Digital pet registration)
  - Pet insurance (A lost pet is a lost customer)
  - Subscription pet boxes
  - Pet shelters
- **Direct to Consumers**
  - Amazon & online
  - Veterinarians
  - Pet stores
  - Big box stores



PEOPLE

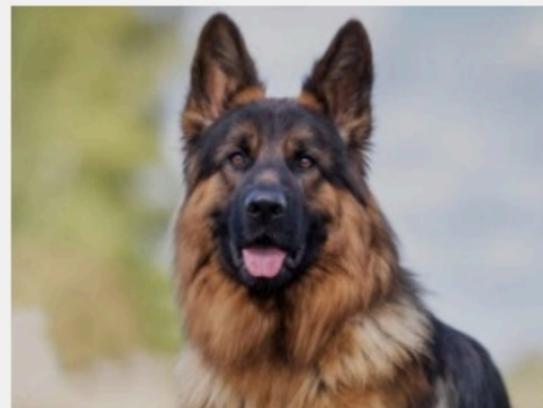
**MEET THE LEADERSHIP TEAM**



**THOMAS ICKOVIC**

CEO

40 years of entrepreneurial experience. Founded 8 companies including exits for \$25M+. Partnerships with New York City Development Corp, New York State Parks, Federal Department of the Interior (National Parks Service).



**RENN BURKE**

COO

Over 15 years in Emergency Management Government Services. FEMA Certified Continuity of Operations (COOP). Senior Manager with more than a decade of experience in hiring, developing & managing remote multi-functional teams.

**RICHARD FRY**

Microchip Initiator

32 years of experience. Served on International Standards Organization. Owns Unique Manufacturing Code 944. A Fellow of the Institute of Direct & Digital Marketing

**BILL BRUCE**

Board Member

Former Director of Animal Services and Bylaws in Calgary, Canada. Bill is credited with creating what is considered to be the best animal control model in the world.

**OSSIAN B. RIDAY**

Chief Engineer

25 years of experience. Developed products for the consumer, medical, automotive & military industries.

**MUHAMMAD AWAIS**

Product Lead

10+ years of industrial experience in electronics hardware design with a focus on multi-layer PCB, Wireless Solutions & Embedded System Design.

HOW WE WORK

# PROJECTED FINANCIALS

(First Year Operations Only)

1 <sup>st</sup> YEAR UNITS DISTRIBUTED:	185K
REGISTERED USERS (75%):	138K
GROSS REVENUE:	\$1.47M
COST OF GOODS SOLD:	\$309K
BURN RATE (Overhead & Initial Marketing):	\$360K
MARKETING / R&D COSTS (% of sales):	<u>\$390K</u>
1 <sup>st</sup> YEAR PROFIT (Q3 & Q4):	\$420K

• *Additional financial information available on request*



**SEEKING EQUITY INVESTORS**

**\$500,000 SEED  
FUNDING PROPOSAL  
= 12.8% Equity - \$0 Debt**

MINIMUM

**\$50K**

EQUITY

**12.8%**

MAXIMUM

**\$500K**

CURRENT VALUATION

**\$3.9M**

PROJECTED VALUATION (5<sup>th</sup> Yr.)

**\$59.9M**

- All seed funding will go towards ramping up marketing, inventory, and general operations (seed funds will not go to the founders)
- Monthly burn rate of \$30k until projected break even in Q3 of 2023
- Projected year 5 valuation of \$59.9M based on 8X multiple of profits in year 5
- Detailed financials available upon request

CONNECT

## GET IN TOUCH

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