



# CREATURES

The word 'CREATURES' is rendered in a large, bold, green, sans-serif font. The letters are filled with a solid green color. Various cartoon-style animal illustrations are integrated into the letters: a yellow dog is running through the 'R', a white cat is sitting on top of the 'A', a white rabbit is sitting inside the 'C', a black and white cow is standing in front of the 'E', a white cow is standing in front of the 'T', a green globe is inside the 'U', and black paw prints are scattered across the 'R' and 'S'.

Smart products that improve the quality of your pet's life

Your dog, Buster, is your trusty companion.

What are you doing to improve the quality and length of Buster's life?



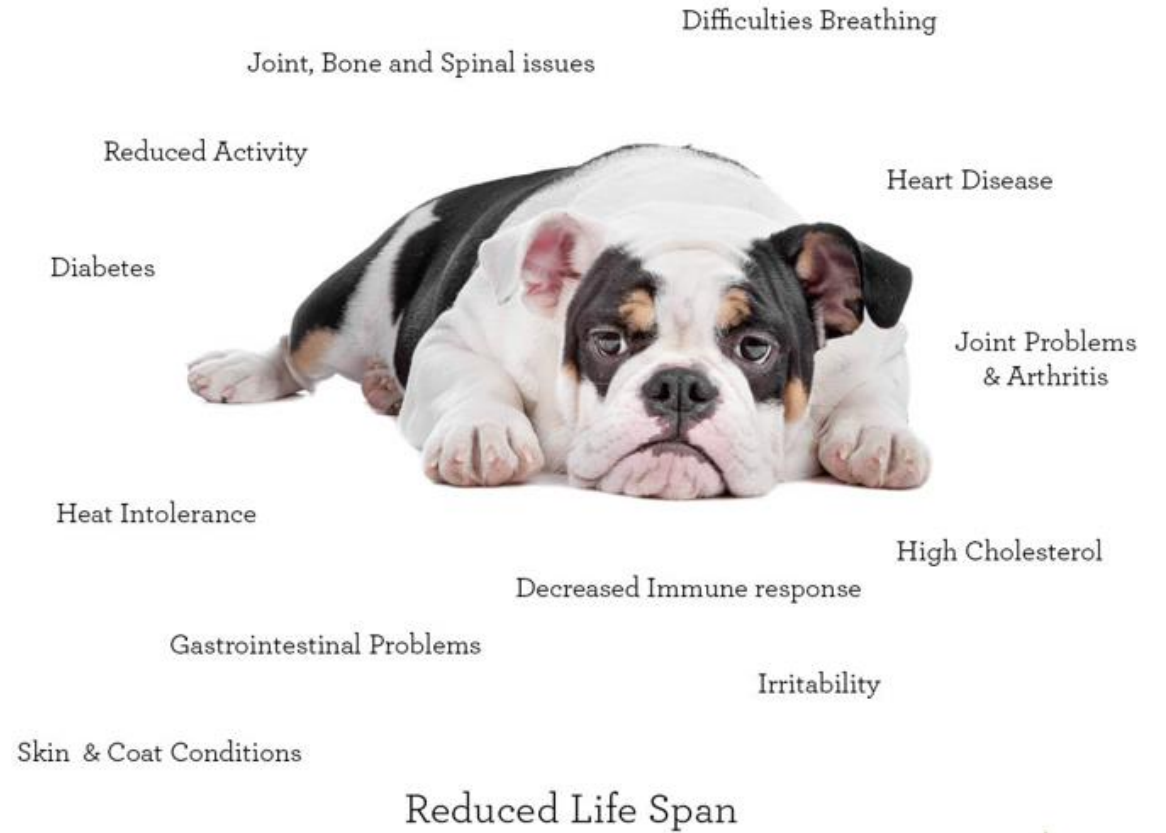
# The Problem



163% increase in dog walking fractures from 2004 to 2017



US spent \$30B for vet care in 2021



# The Problem



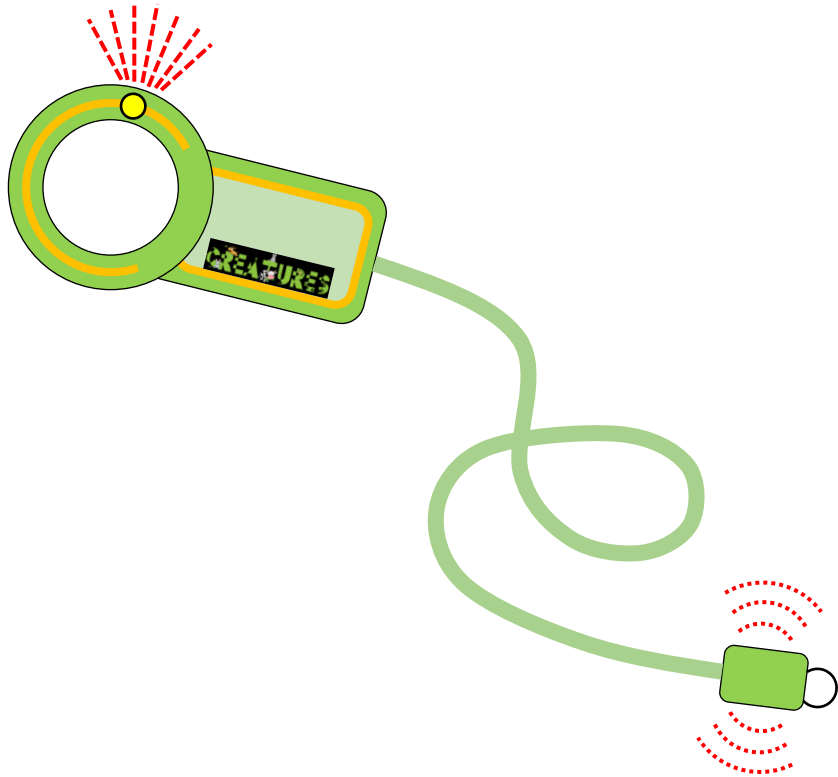
- 52.7% of dogs in the US are overweight or obese = 43.8M dogs
- Causes:
  1. Lack of exercise
  2. Inappropriate diet
  3. Giving food as affection
- 30% of owner's worry about their pet's weight

What if you could easily tackle one of the main reasons for poor dog health?

Lack of exercise due to low walk quality



# Introducing: Creatures Smart Leash <sup>TM</sup>



- Train your dog to go for walks without:
  1. Frustration of pulling constantly
  2. Damage to your health
  3. Embarrassment of a poorly trained dog
- Find joy in walking your dog:
  1. Consistent behavior training
  2. Develop deeper bond
  3. Wellness for you too!

# Customer Persona



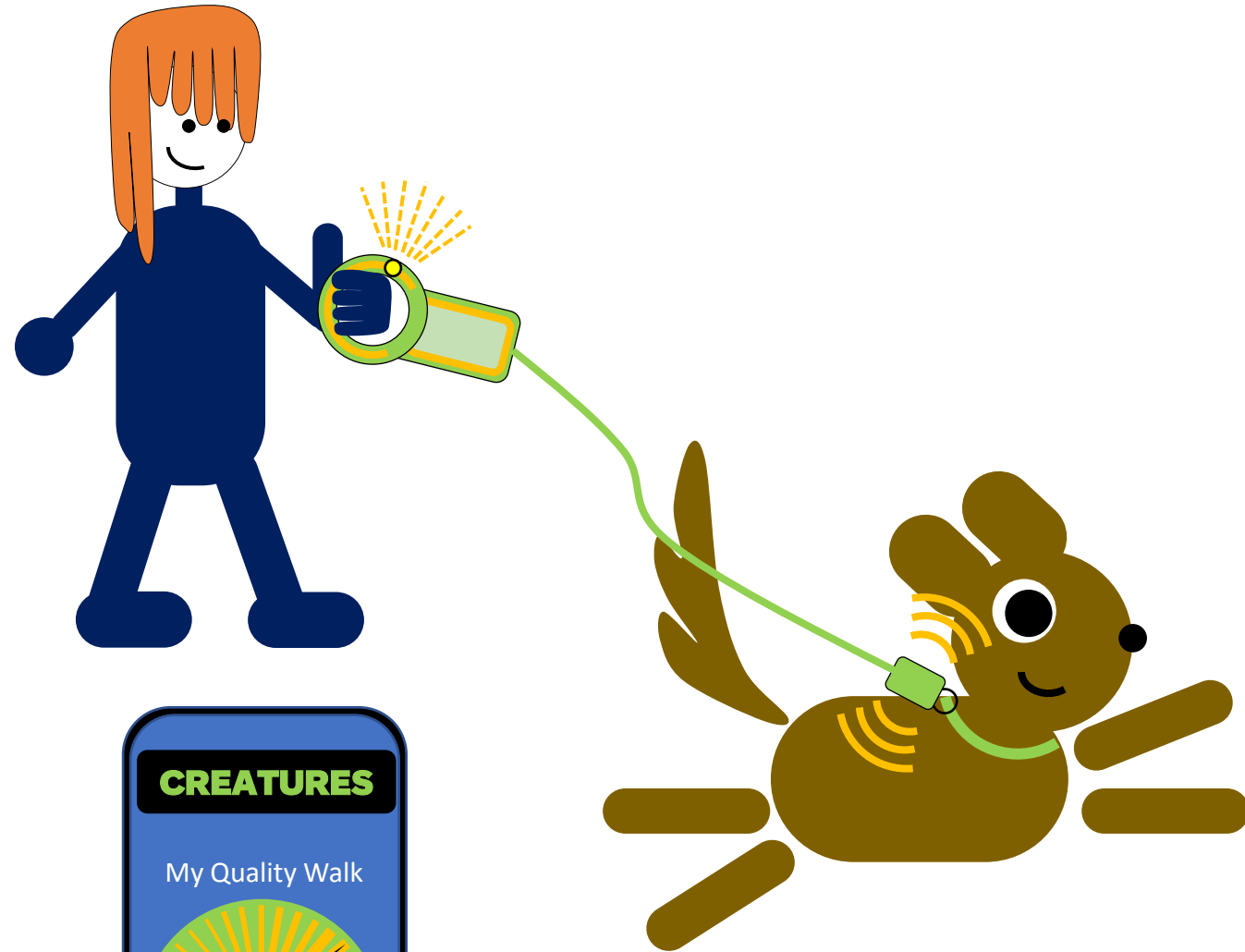
# How It Works

The key to successful dog training is consistency. Humans are not consistent. Creatures Smart Leash™ makes it easy!

When the dog pulls:

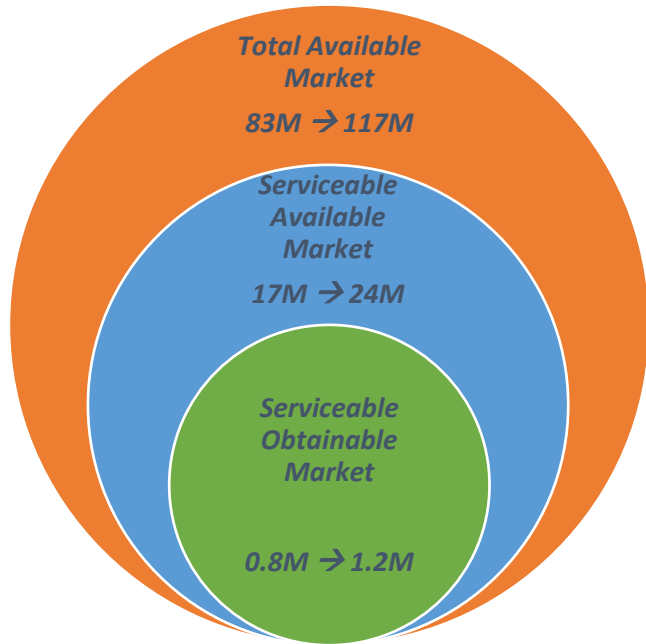
1. The handle lights up to let the human know to stop walking.
2. A high frequency sound is played at the leash attachment point.

The leash sends this information to your phone along with location and pace to calculate your **Quality Walk Score™**.



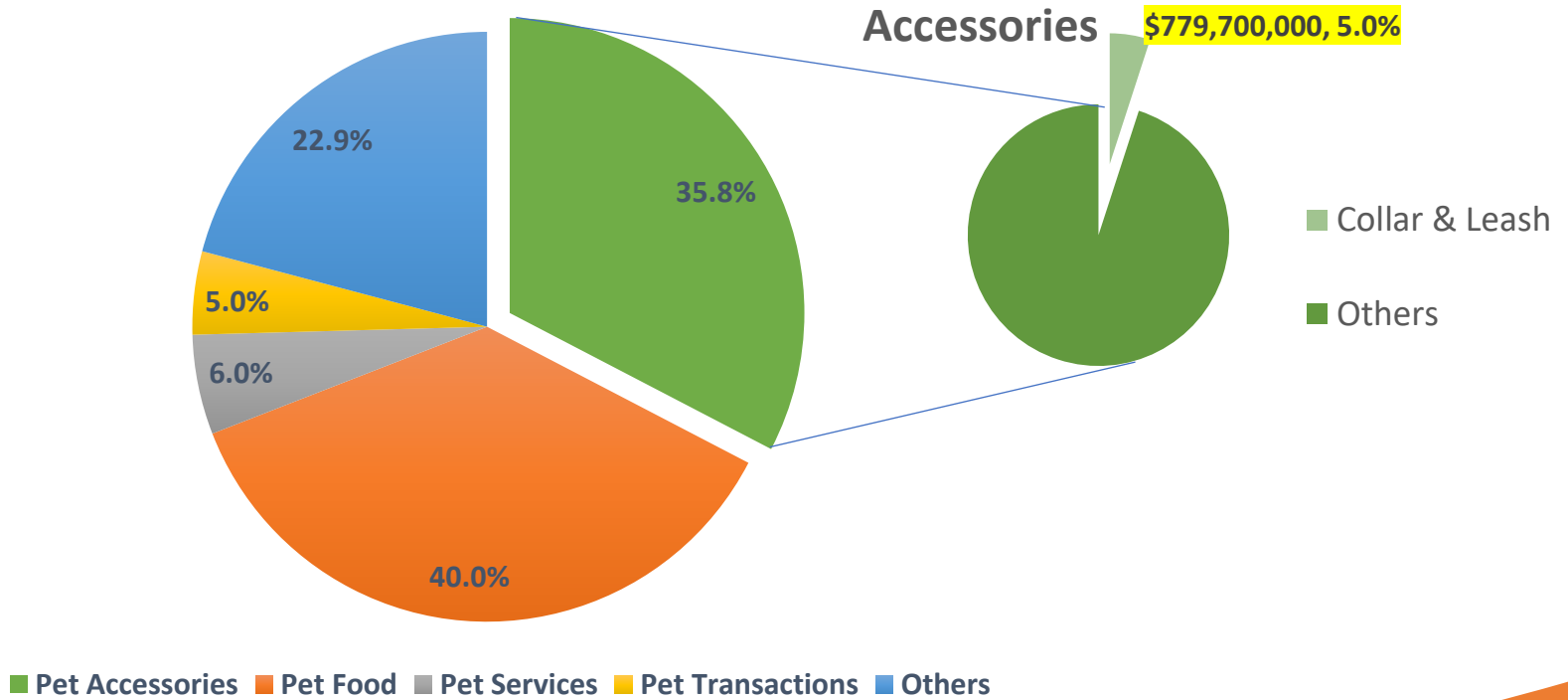
# Market Analysis and Projections

## US Dog Household Population



2020 - 2030 Dog Population in the USA

## US Pet Market



# Creatures Smart Leash crushes the alternatives



High distraction and dangerous

Unsustainable



Bond not built

# Competitive Market Analysis

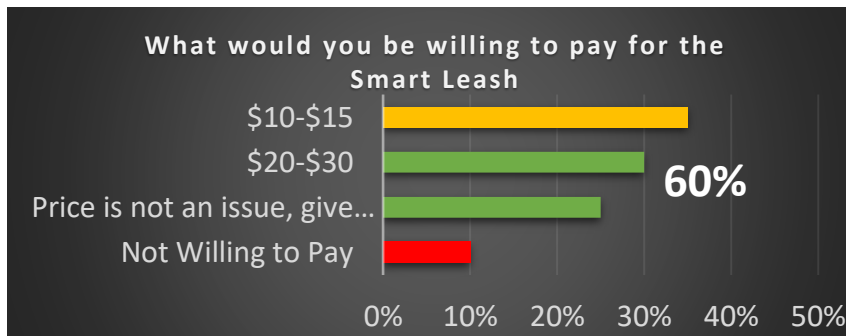
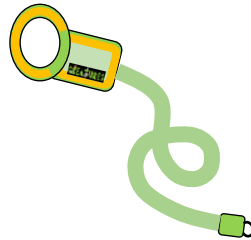


Difficult to use consistently



Difficult to use safely and inhumane

Leash Market	Creatures Smart Leash™	Competitor 1: Zeedog	Competitor 2: FIDA
Price (\$)	40	44	15
~Gross Margin (%)	66%	60%	40%
~Mfg Cost (\$)	12.4	17.6	9
Remark	High-end + Smart	High-end	Middle-end



# Go to Market



**2023-2024**

**Product Development & Validation**



**KICKSTARTER**

**2025**

**Launch (B2C) amazon**



**2026**

**Growth (B2B)**



**Walmart**



**TARGET**



# Product Roadmap



- **Quality Walk Score™**
- Walk score sharing
- Route sharing & tracking
- Leaderboard

- **Location tracking (cats)**
- Exercise tracking

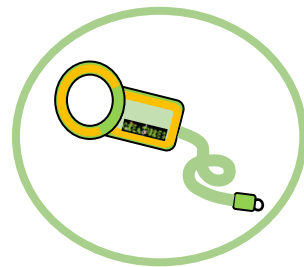
- **Manage pet's diet**
- Pet's health
- Pet food recommendations

**CREATURES**  
App

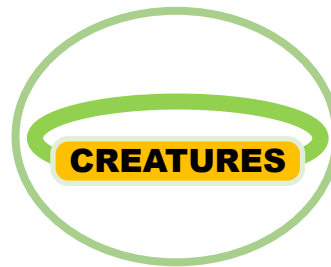


**CREATURES**  
Product

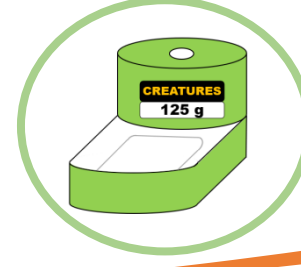
**Smart Leash**



**Smart Collar**



**Smart Bowl**



# Business Model



CREATURES  
App

- **Quality Walk Score™**
- Walk score sharing
- Route sharing & tracking
- Leaderboard
- Advertisements
- Subscriptions

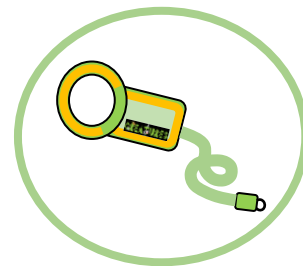
- **Location tracking (cats)**
- **Exercise tracking**
- In-app purchases

- **Manage pet's diet**
- **Pet's health**
- **Pet food recommendations**
- Enhanced in-app purchases

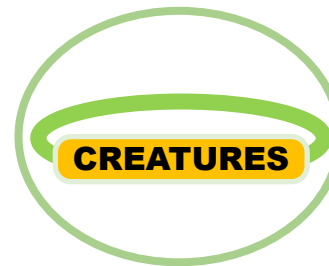


CREATURES  
Product

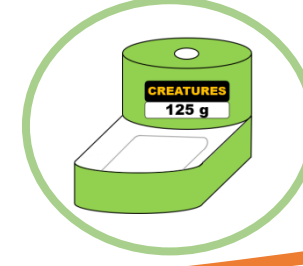
**Smart Leash**



**Smart Collar**



**Smart Bowl**



# Financial Projections | Smart Leash Product Line

Smart Leash Product Line	2023	2024	2025	2026	2027	2028
<b>Unit Price</b>	\$40	\$40	\$40	\$50	\$50	\$50
<b># of Unit Sold</b>	0	6000	36000	60000	84000	120000
<b>COGS</b>	--	\$73,700	\$434,550	\$600,750	\$1,200,750	\$1,200,750
<b>Gross Margin (%)</b>	--	66%	66%	77%	77%	77%
<b>Total Product Revenue <sup>1</sup></b>	--	\$ 468,630	\$ 3,153,810	\$ 7,529,310	\$ 13,128,930	\$ 20,689,530
<b>Total Fixed Costs <sup>2</sup></b>	\$ 1,050,000	\$ 1,100,000	\$ 1,428,000	\$ 2,360,000	\$ 2,778,000	\$ 3,198,000
<b>Operating Profit (\$)</b>	\$ (1,050,000)	\$ (713,570)	\$ 1,232,610	\$ 4,479,310	\$ 9,384,930	\$ 16,111,530
<b>Payback Period</b>	<b>2.4 years</b>					

<sup>1</sup> Included Revenue from Smart Leash Sales and related App Revenue including Ads, Subscription, In App Purchases

<sup>2</sup> Included Development of new product line starting year 2025/2026



Will you invest in healthy pets? Join the Creatures movement.

We need \$1M today and ~\$1.5M in 2024.

COO – Weilin



CEO – Gaurav

CIO – Stephen



CMO – Alice

CTO – Jake





# CREATURES

Smart products that improve the quality of your pet's life

