



# PETBYTE

SMART PET TOY



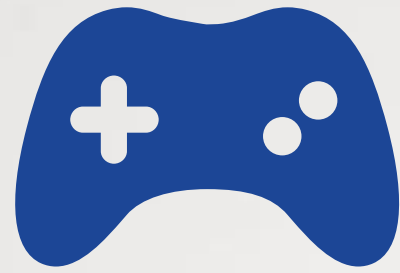
A brown and white dog, possibly a Boxer, is sitting on a grey couch. The dog is looking towards the left side of the frame. The couch has several cushions, and a red and white striped pillow is visible on the left. The background is a plain, light-colored wall.

**“Millions of pet owners feel guilty leaving their pets alone for hours. Pets get bored, anxious, and owners feel disconnected.”**



# BEST OF PET TECH





**Real Time Remote  
Interaction**



**Treat Dispenser +  
Ball Launcher**



**Smart Alerts for  
Barking**



# MARKET ANALYSIS

# PORTUGAL

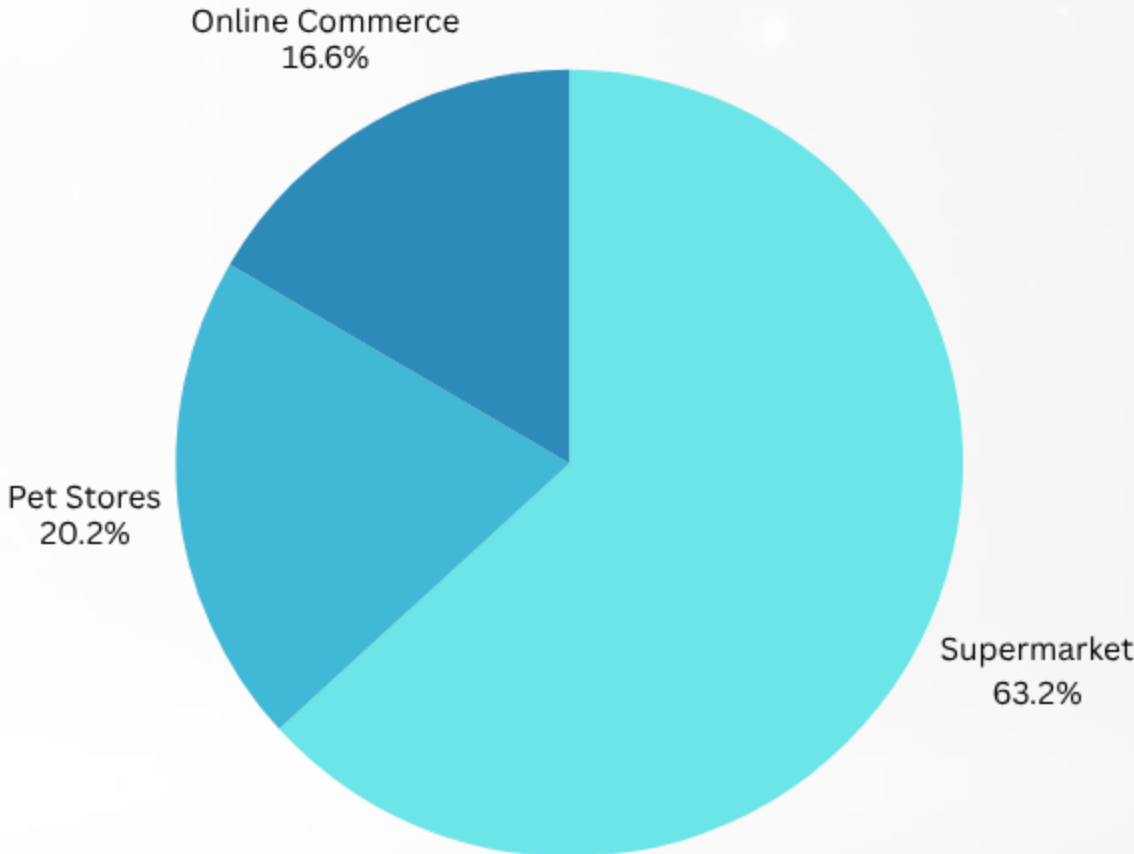
In 2024, the Portuguese pet care market was valued at approximately €612.2 million, reflecting a 2.2% growth from the previous year.



Approximately 72% of Portuguese households own at least one pet, with 57% owning multiple pets, indicating a strong culture of pet companionship.



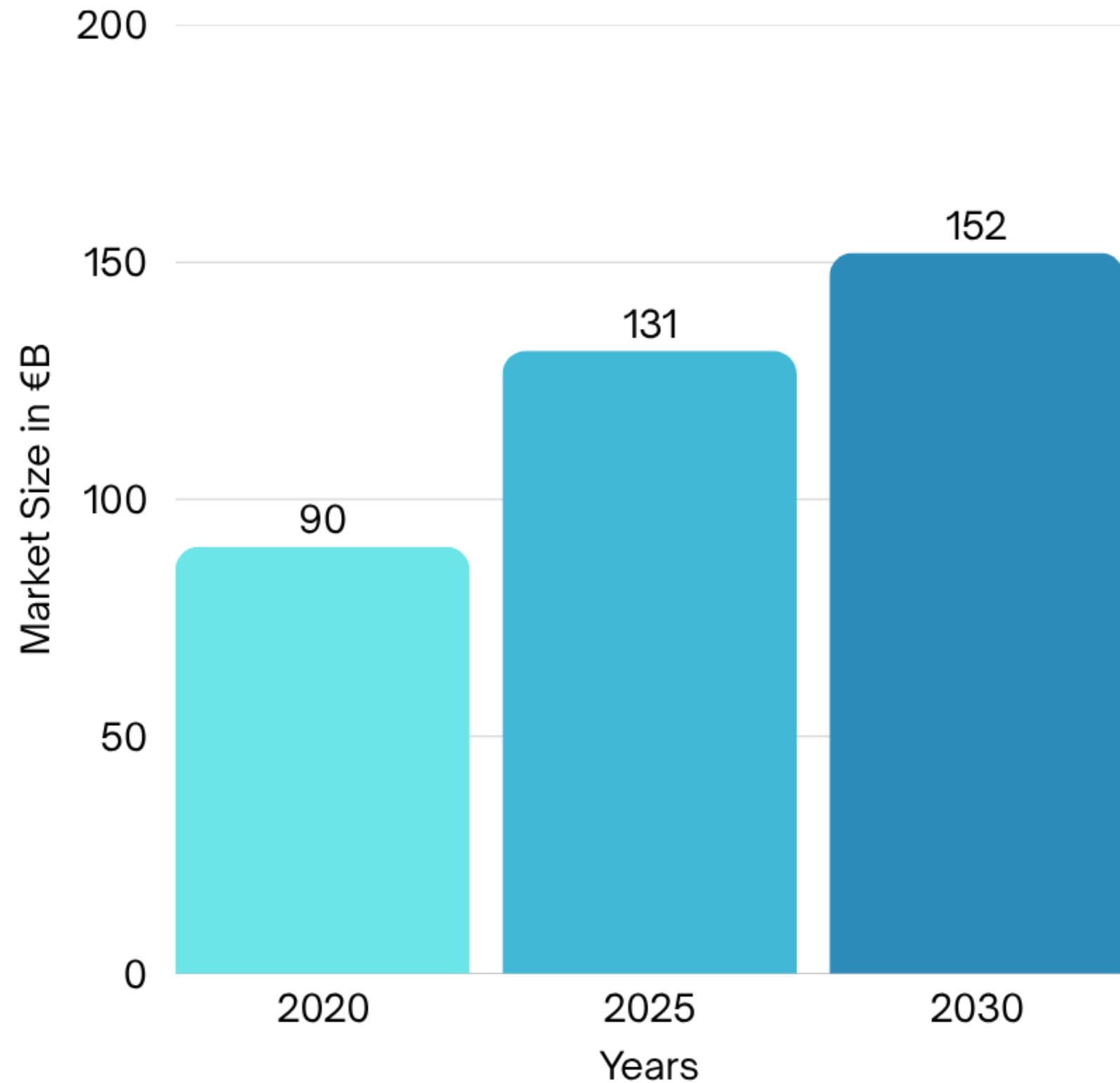
In 2023, 76% of pet care spending was allocated to pet food, while 23.5% went to pet care and other supplies.



[https://www.ifema.es/en/iberzoo-propet/press-releases/guest-country-portugal?utm\\_source=chatgpt.com](https://www.ifema.es/en/iberzoo-propet/press-releases/guest-country-portugal?utm_source=chatgpt.com)

# Market Overview

The European pet tech market is projected to grow at a CAGR of 20.7% from 2025 to 2034.



Projected Growth of the European Pet Industry.

- Health Monitoring:
- Nutrition
- Safety
- Entertainment

# Interview Feedback

**"I'd definitely pay for a robot if it is capable of entertain my dog while I'm at work."**

**"If I could feed and check on my cat remotely, it would give me so much peace of mind."**

**"We're seeing more interest in tech-enhanced pet toys , customers are asking for them."**

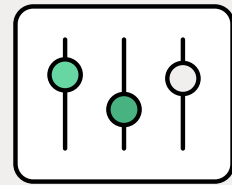
# Materials Cost (Bulk)

Materials	Cost [€]
Microcontroller	2.80
Camera Module	1.30
Wheels & Motors	2.30
Chassis Frame + Enclosing	2.10
Battery	2
Miscellaneous	5.5
<b>Total</b>	<b>16</b>

# Business Model Canvas

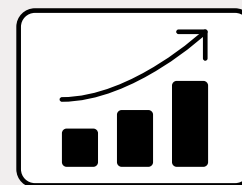
<b>Value Proposition</b> <ul style="list-style-type: none"><li>• Remotely monitor and interact with pets in real time</li><li>• Smart alerts in case of barking or signs of stress</li><li>• Addons such as Built-in treat dispenser &amp; ball launcher</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• Social media ads</li><li>• Pet influencers &amp; viral videos</li><li>• In-store demos</li></ul>
<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Pet owners ( dogs and cats )</li><li>• Busy professionals</li><li>• Young adults living alone</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Product R&amp;D</li><li>• Strategic partnerships and Marketing</li><li>• App development &amp; maintenance</li></ul>
<b>Key Resources</b> <ul style="list-style-type: none"><li>• Trademarks</li><li>• Brand</li><li>• Electronic components</li></ul>	<b>Key Partnerships</b> <ul style="list-style-type: none"><li>• Pet hotels</li><li>• Pet stores</li><li>• Influencers &amp; pet content creators</li><li>• Hardware manufacturers</li></ul>

# Marketing



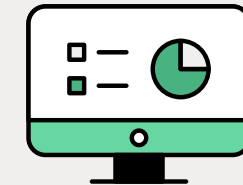
## PET STORES AND RETAIL PARTNERS

Presence in pet stores or vet clinics with a demo unit or flyers will capture attention from offline pet owners.



## INFLUENCER MARKETING

Pet influencers or micro-influencers will generate interest by showcasing the robot with their own pets.



## SOCIAL MEDIA AND ADS

Pet owners will discover us via targeted social media ads (Instagram, Facebook, TikTok) focused on pet content.

# Milestone Plan for 1st Year

## Q2

**Design finished + Start manufacturing**

Start the manufacturing process to prepare for product launch.

## Q4

**Reach 1K on Revenue**

Start community building by collaborating with pet influencers and collect feedback from users.

## Q1

**Build Prototype + MVP**

Research and source reliable components to develop the initial prototype.

Secure an initial investment of \$60,000 to support the upcoming manufacturing phase.

## Q3

**Launch Product + Website + Start Marketing**

Launch the product, start marketing through social media channels and selling by the website.

## Year-End

**Acquire First 300+ Users**

Attend pet expos for visibility, begin forming partnerships with small pet stores and retail. Plan new investments for scalability and more reach

# Revenue Statistics

80€

First asset sale per  
paying user (ASPPU)

29.8€

Average Profit per sale

20€

Customer  
Acquisition Cost

71%

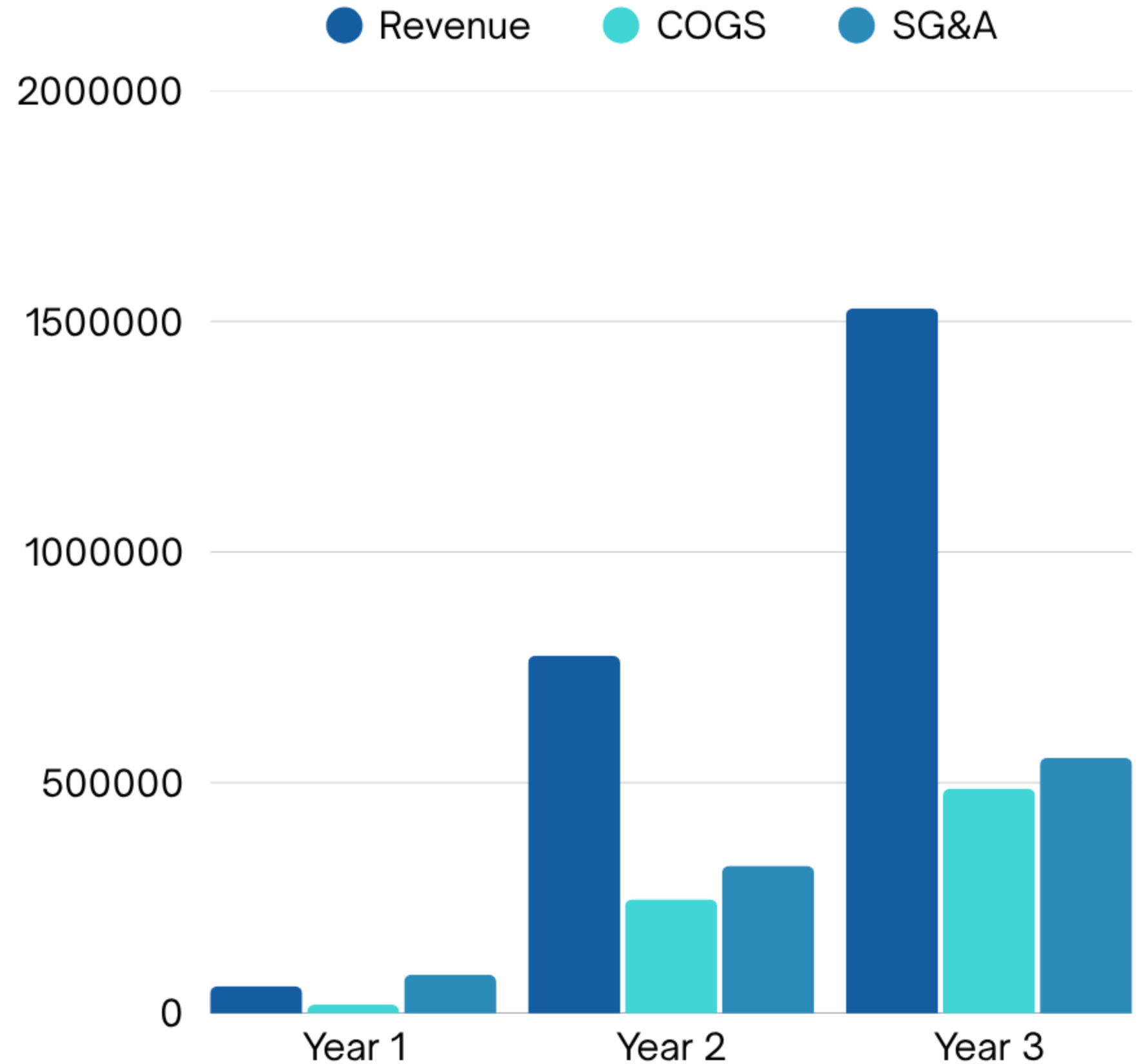
Asset sale gross  
margin

70%

Direct Asset Sale

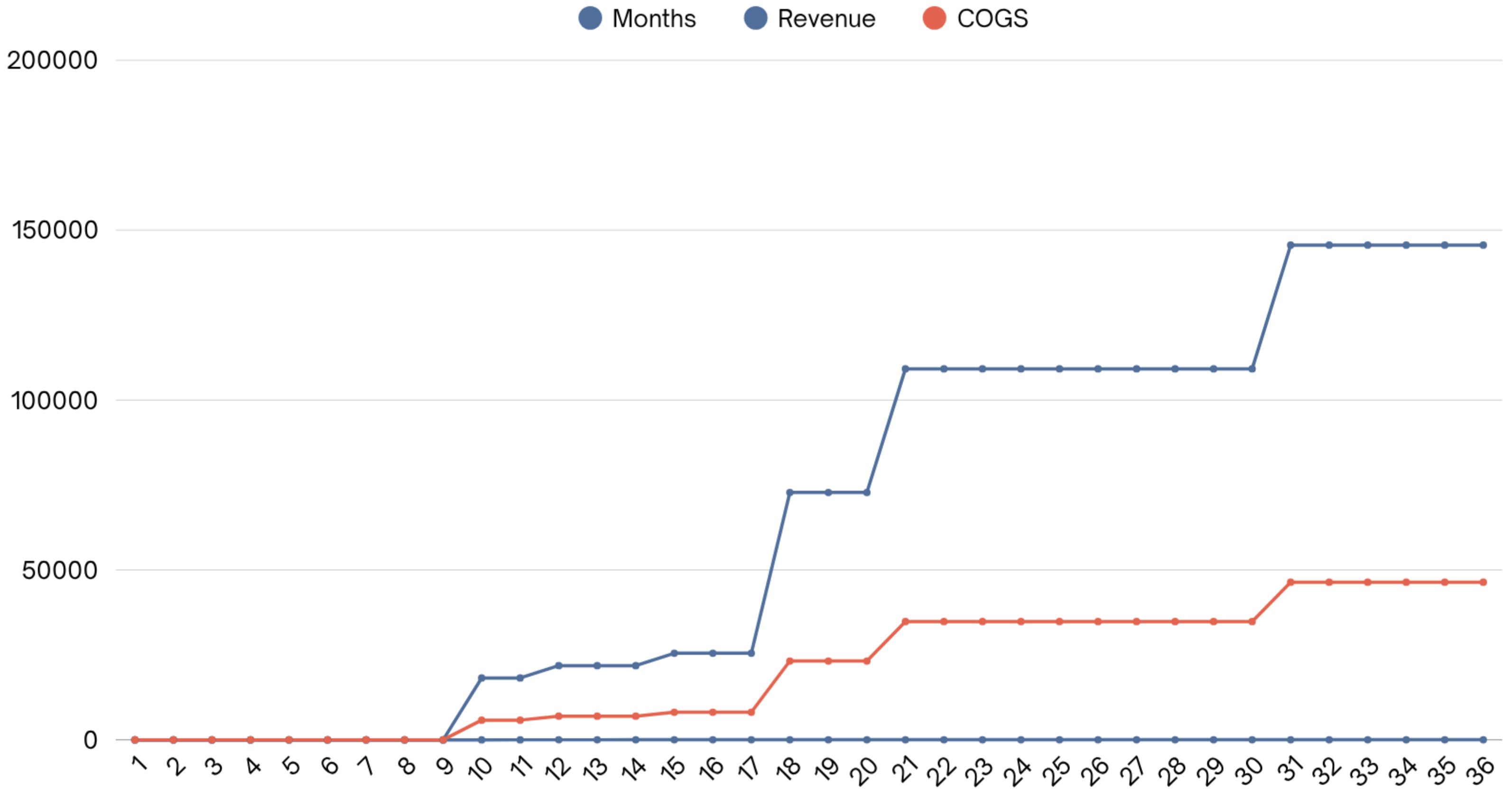
30%

Margin for Indirect  
Sales



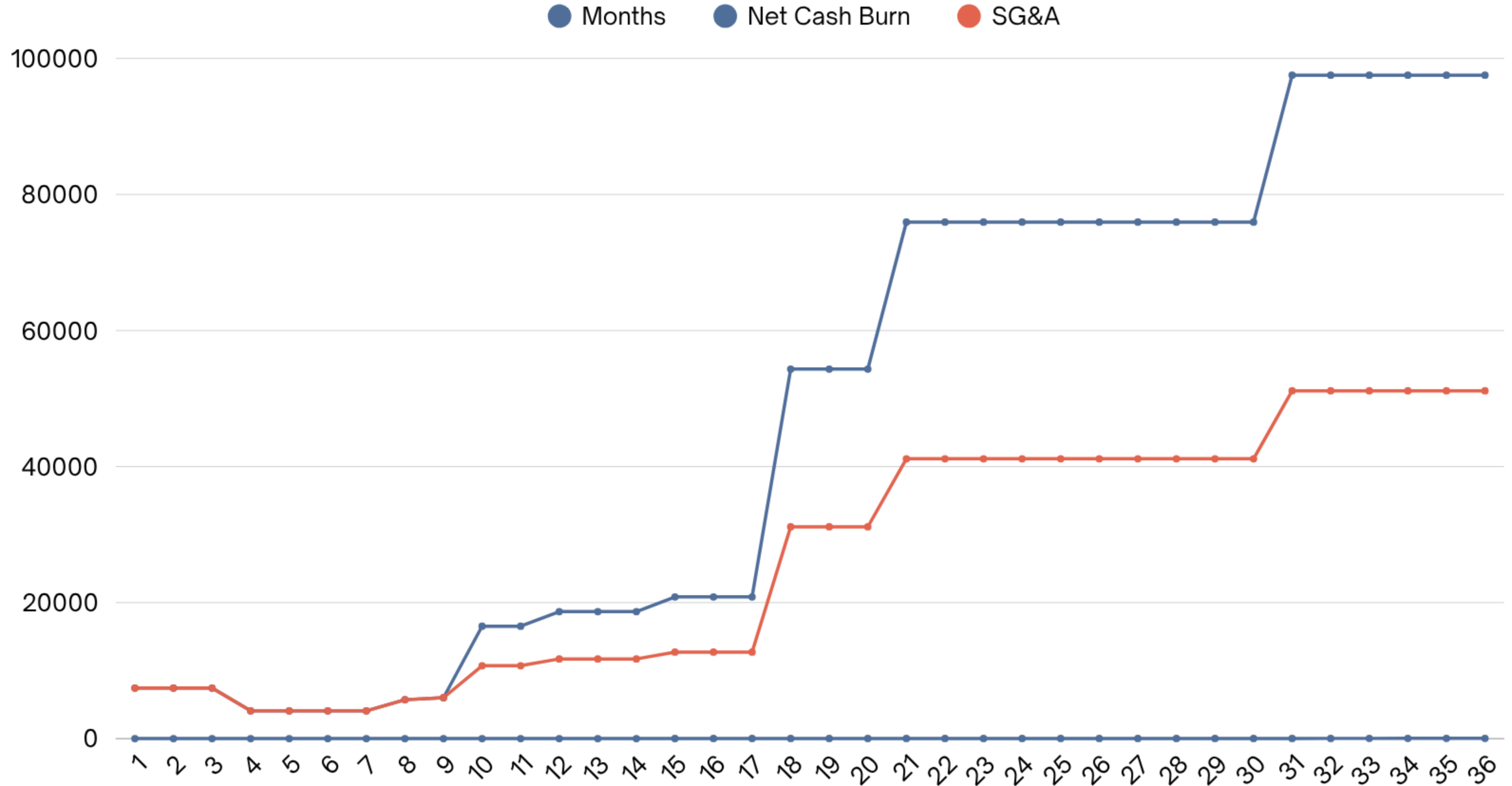
# Revenue vs COGS

36 Months Timeline



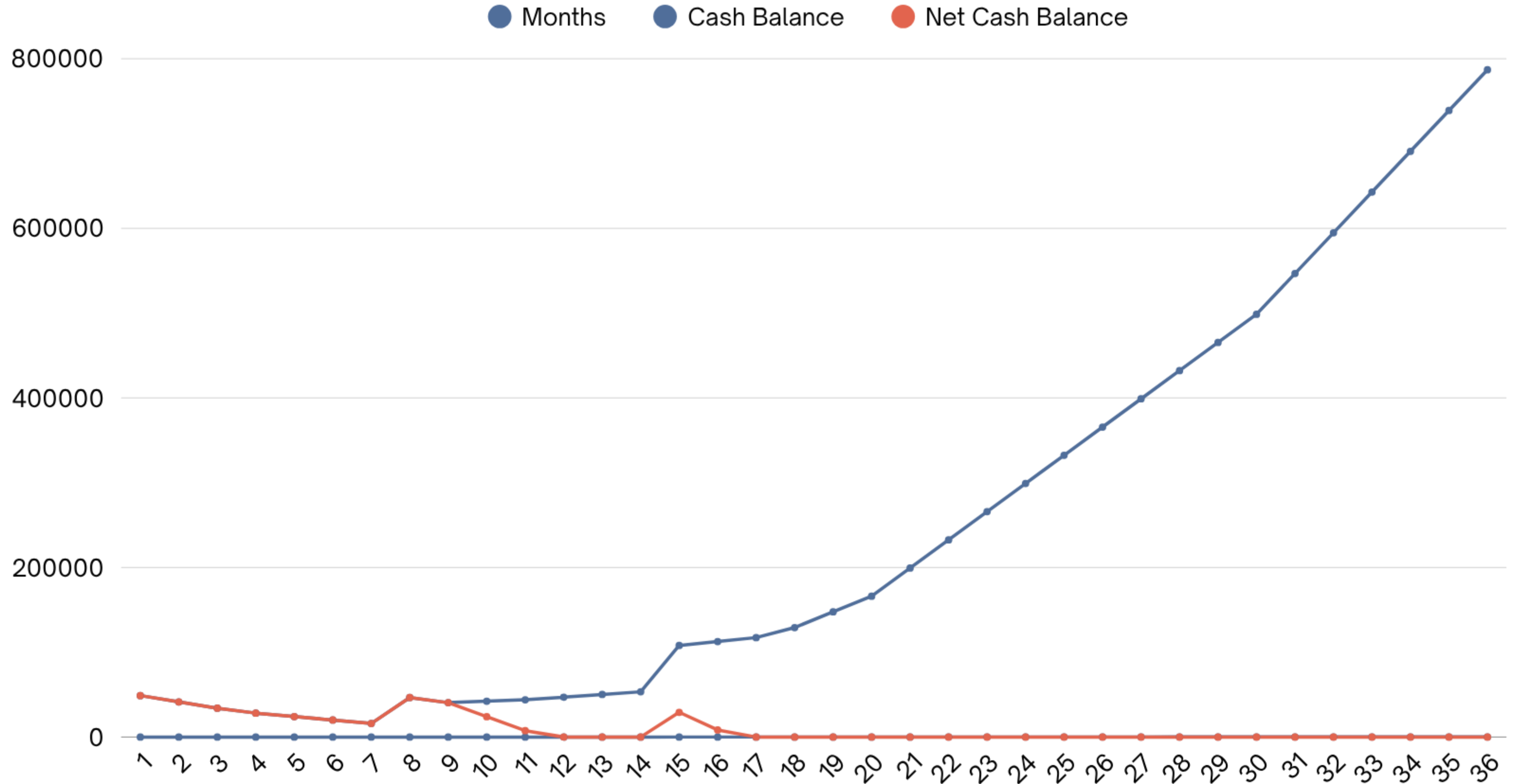
# Net Cash Burn vs SG&A

36 Months Timeline



# Net Cash Balance vs Cash Balance

36 Months Timeline



# Results

36 Months Plan

**Ending Cash Balance: 787,020 EUR**

**€160,000**

## Investment

- 60K invested for starting operations, research and development of the product
- 50K invested for manufacture and logistic phase
- 50K invested to drive growth and visibility

**€649,000**

## Marketing

- Our marketing strategy is estimated to produce 32,450 users.

**€2.362,360**

## Revenue

- Impressive growth in revenue in just 3 years, showing the business model is working and scalable.

# Team presentation



**Alexandre Leal**  
Team Manager



**Fredrick Carlsåker**  
Marketing Director



**Afonso Monteiro**  
Product Manager



**Sofia Gonçalves**  
Engineer (Builder)

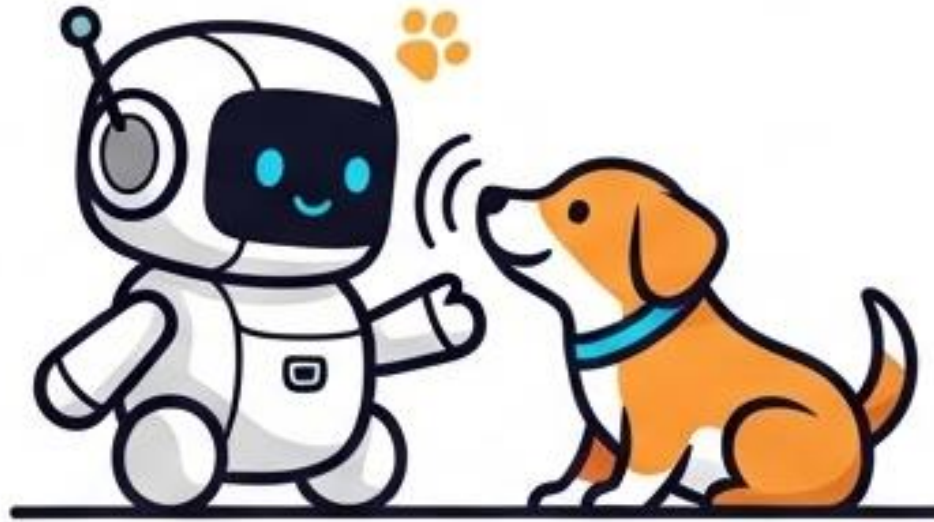


**António Mariano**  
Engineer (Hardware)



**Diogo Sampaio**  
Engineer (Software)

# THANK YOU



## Pet Byte

Stay close, even from afar

**Team 27**