

the
Woof

**WE HAVE
ONE GOAL**

**REVOLUTIONISE
THE PET CARE
MARKET**



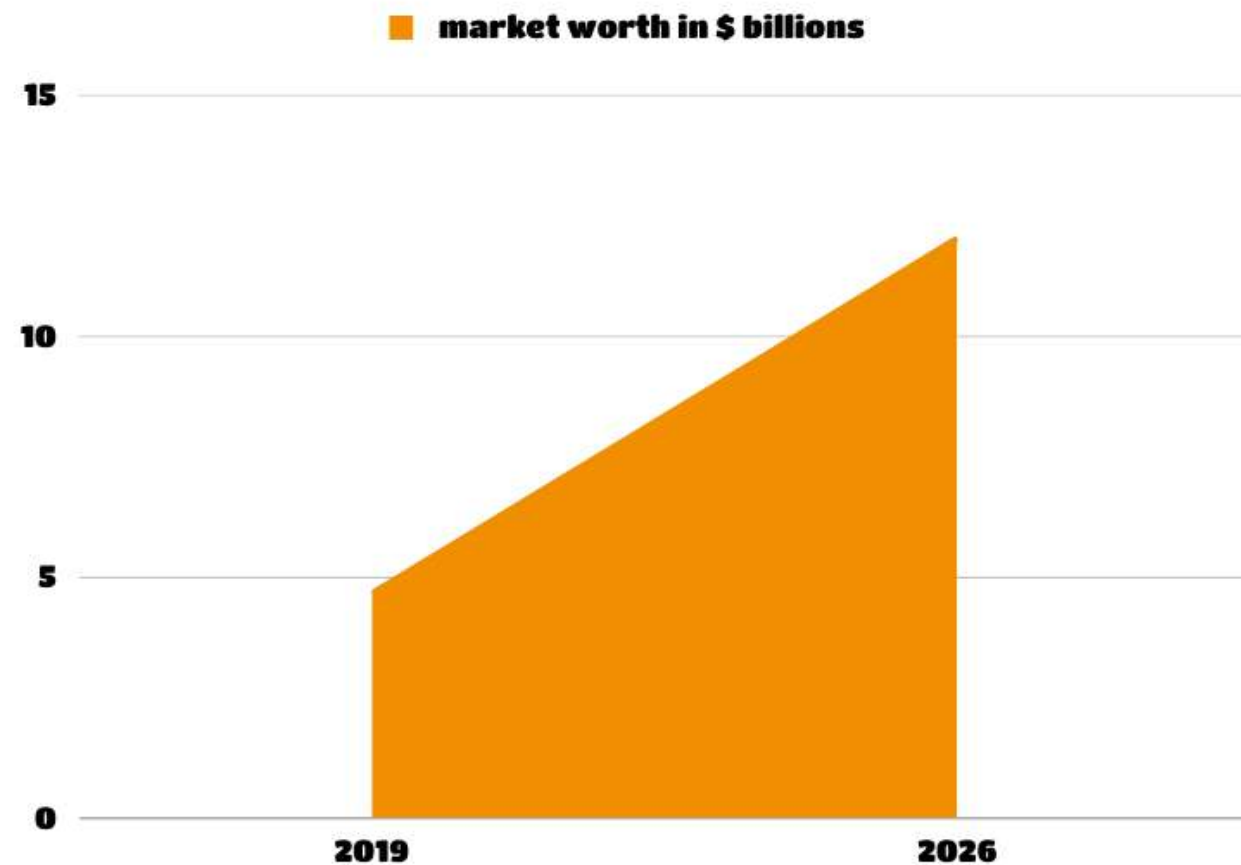
PET MARKET

CURRENT PET MARKET WORTH

\$261 BLN

GLOBAL PET MARKET WORTH IN 2027

\$350.2 BLN



PET MARKET WORTH IN POLAND

PLN5 BLN



7MLN

9MLN

TRENDS

PETS HUMANIZATION

PET PARENTS

MORE DOGS AND MORE ADOPTIONS



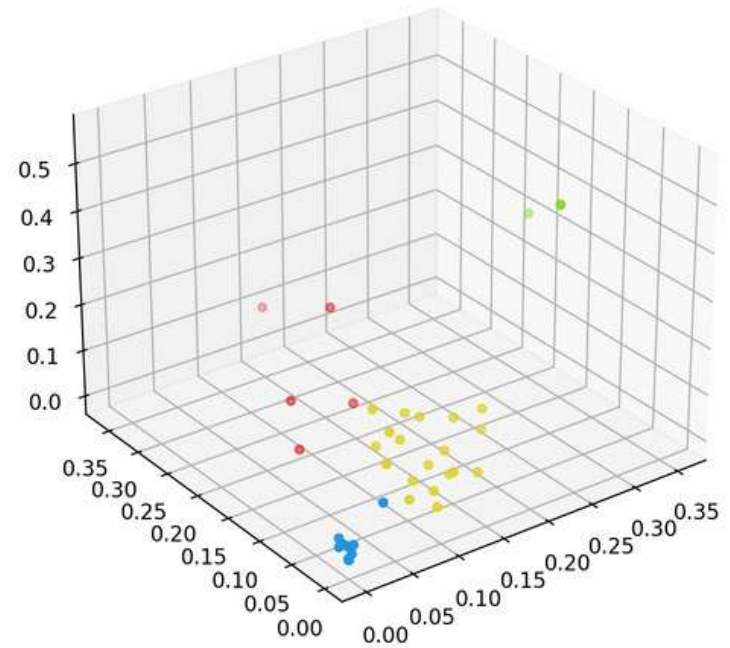
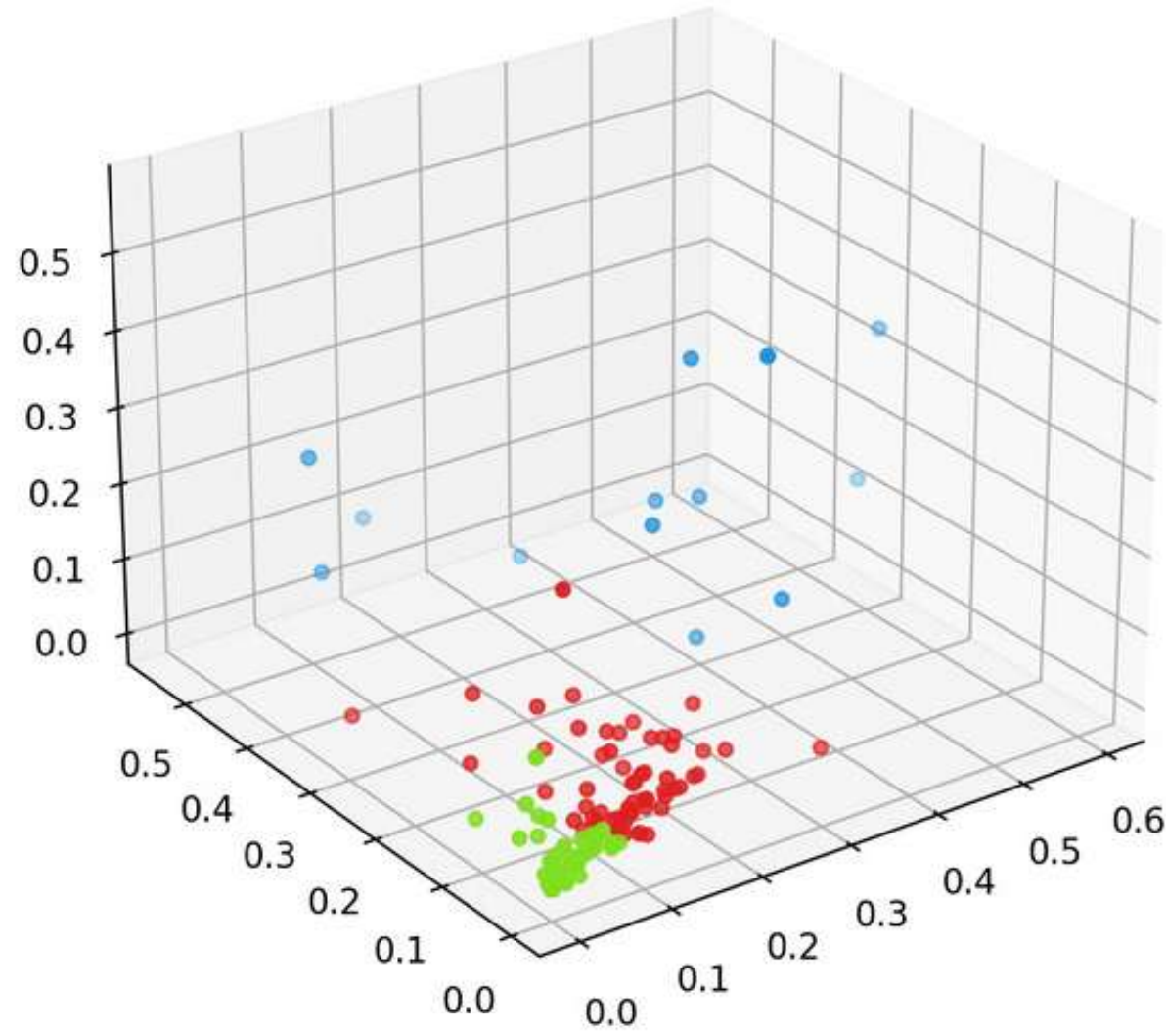
LOCATION

HEALTH

ACTIVITY



DATA THAT DRIVES CHANGE



13:21

You're almost done, please tell us more about your Dog

Your name 0/10

Dog's name 0/10

Breed

date of birth weight

Medical Conditions

Behavioral issues

Is dog sterilized? NO

Dam/Sire? NO

Vaccinations

Deworming prevention

13:21

Vaccinations

Deworming prevention

Microchip number 0/50

Additional information will help us customise your experience

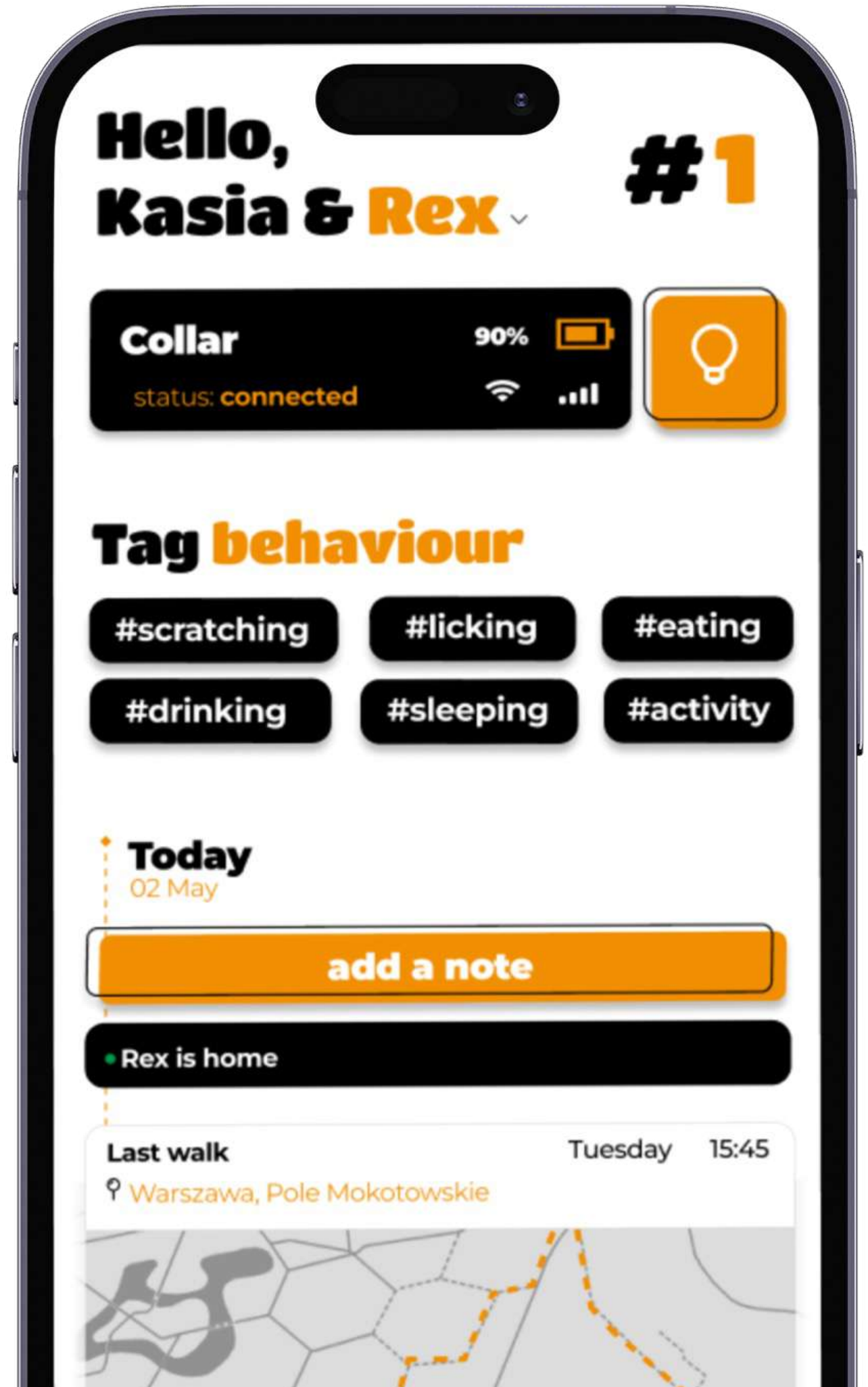
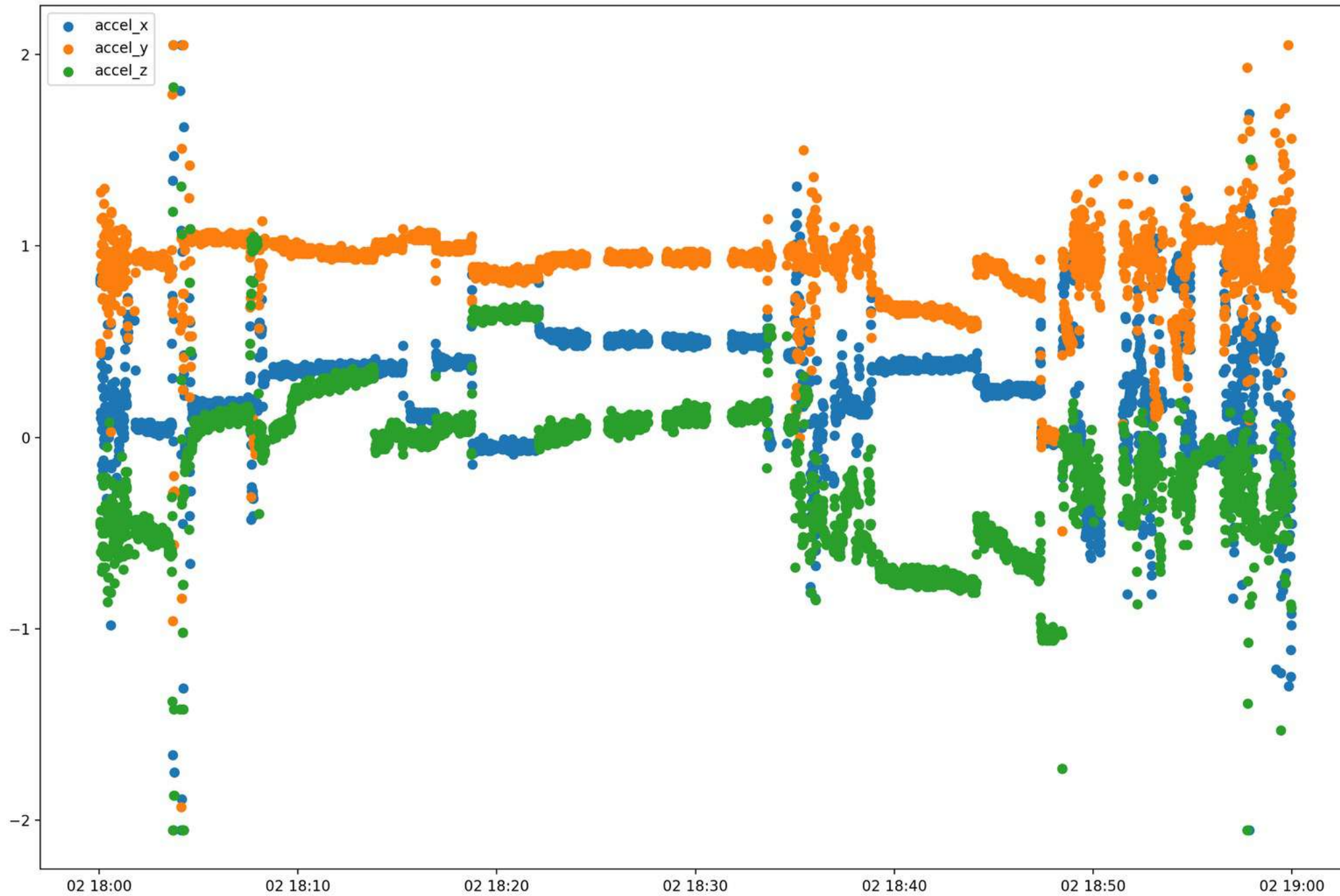
What does dog eat?

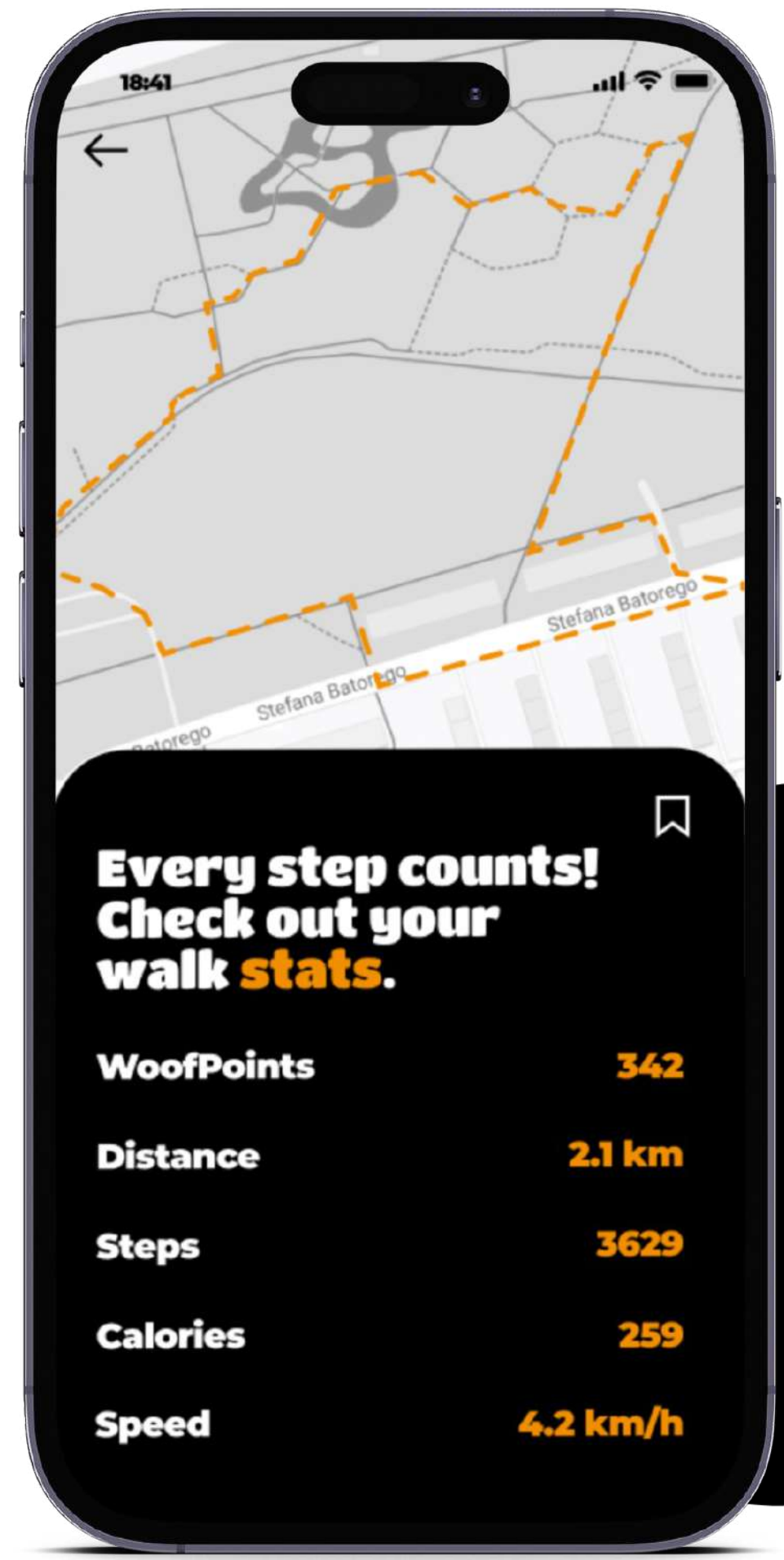
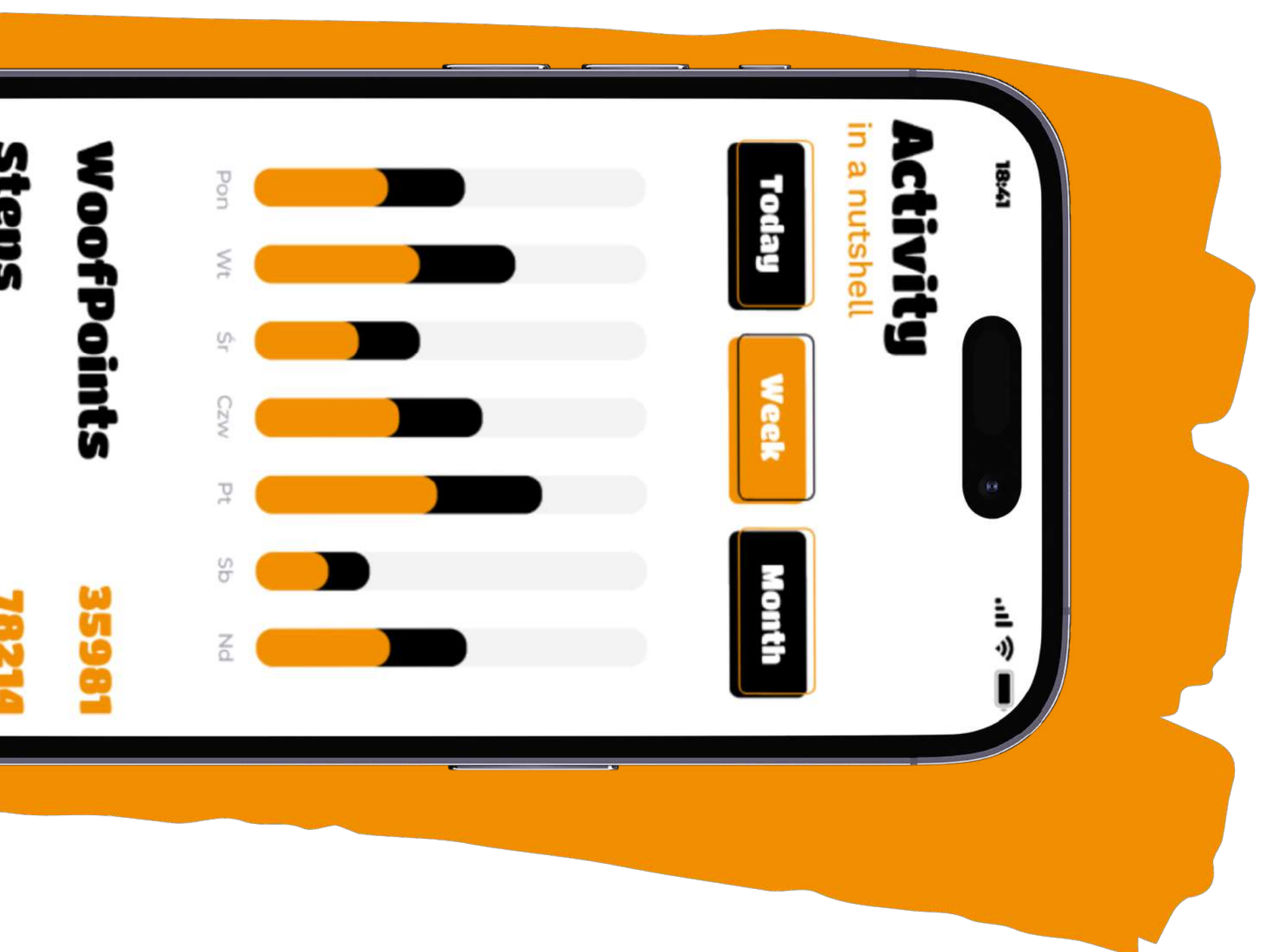
Meals per day?

Dog Medicines

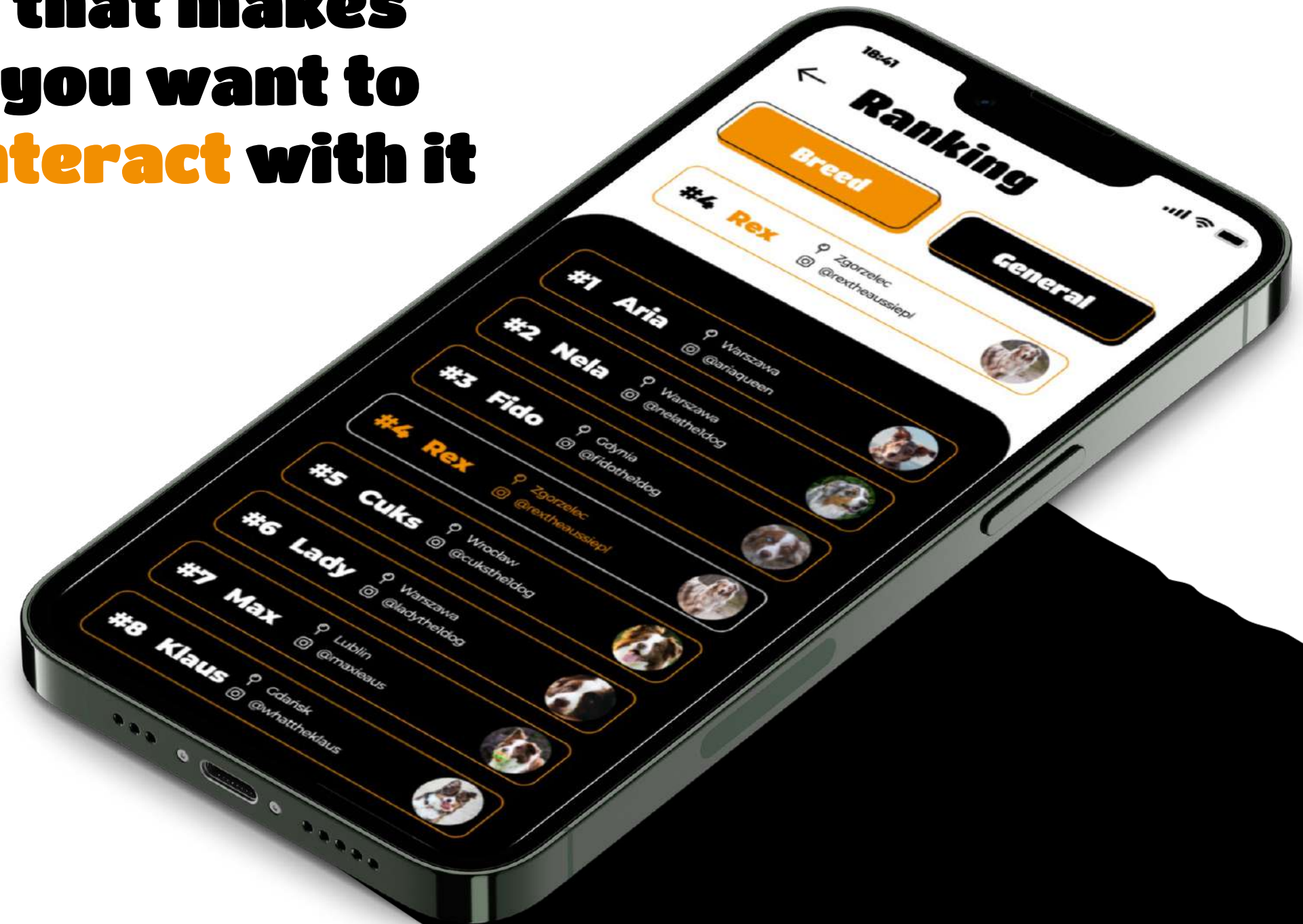
Rate your dog's body condition

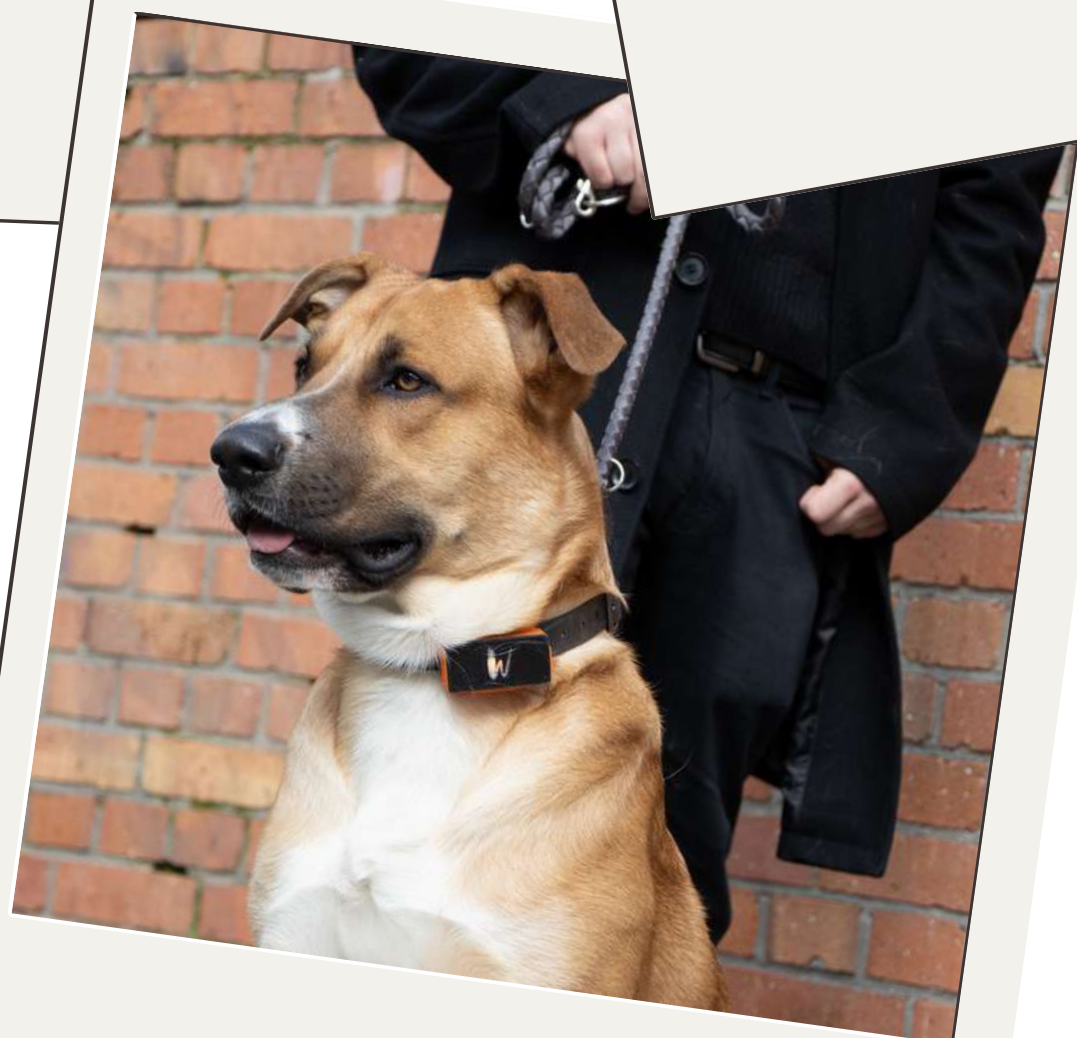
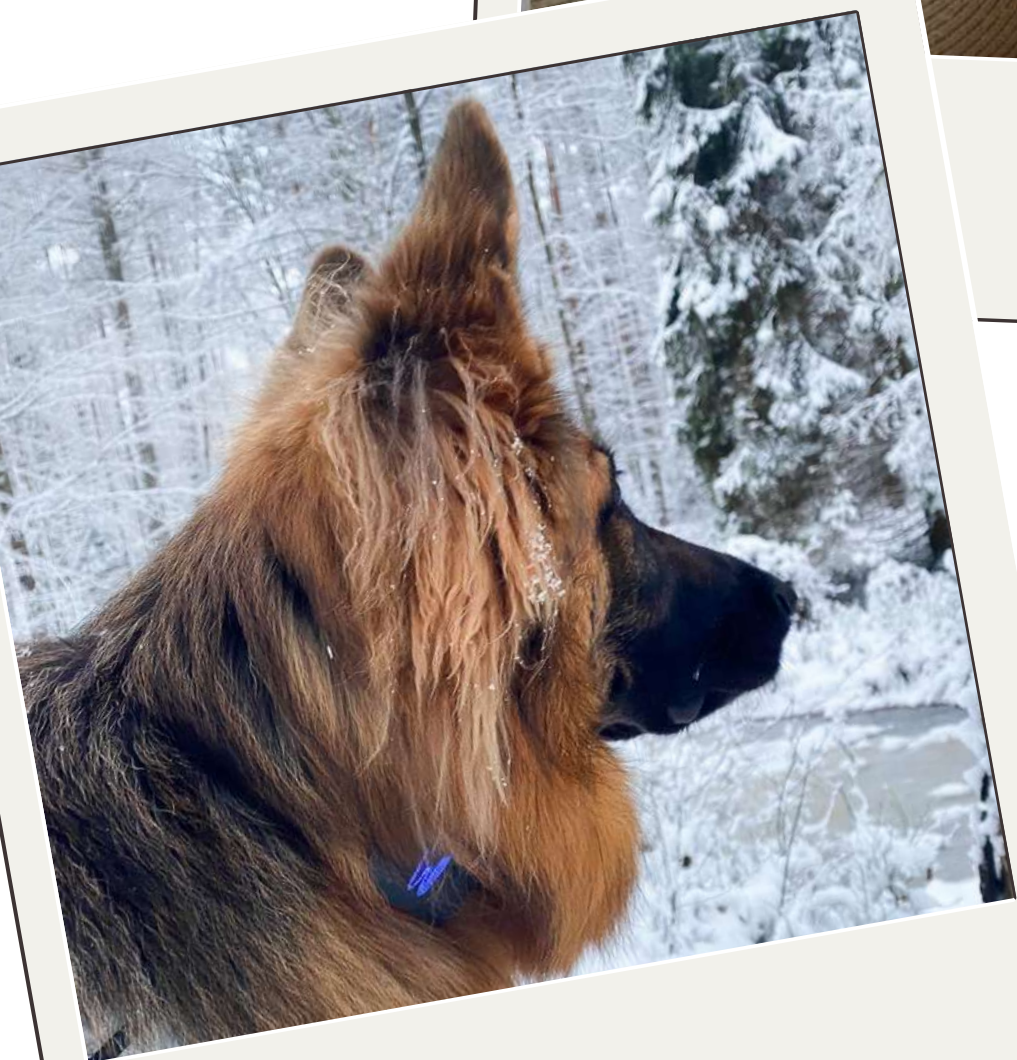
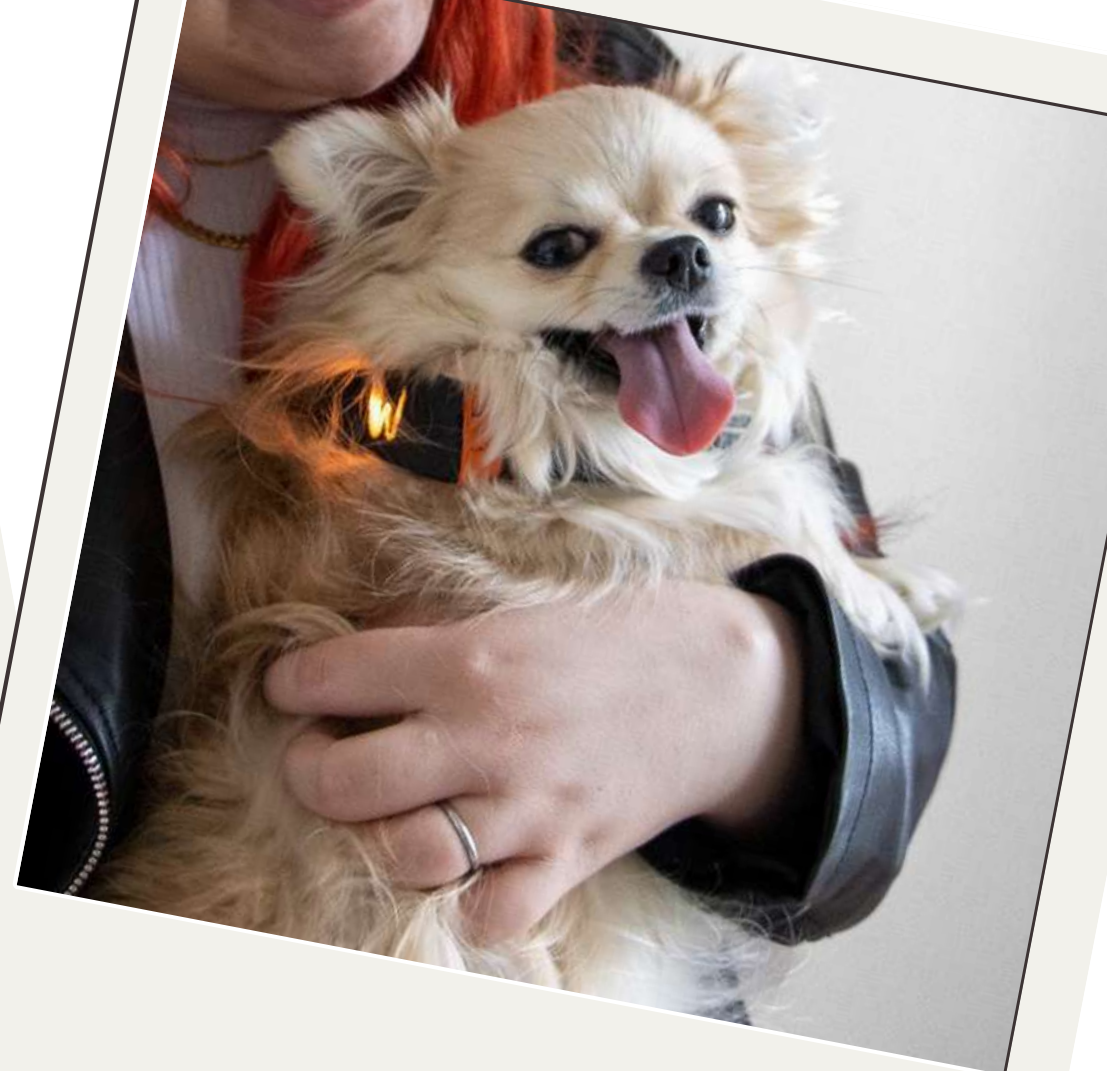
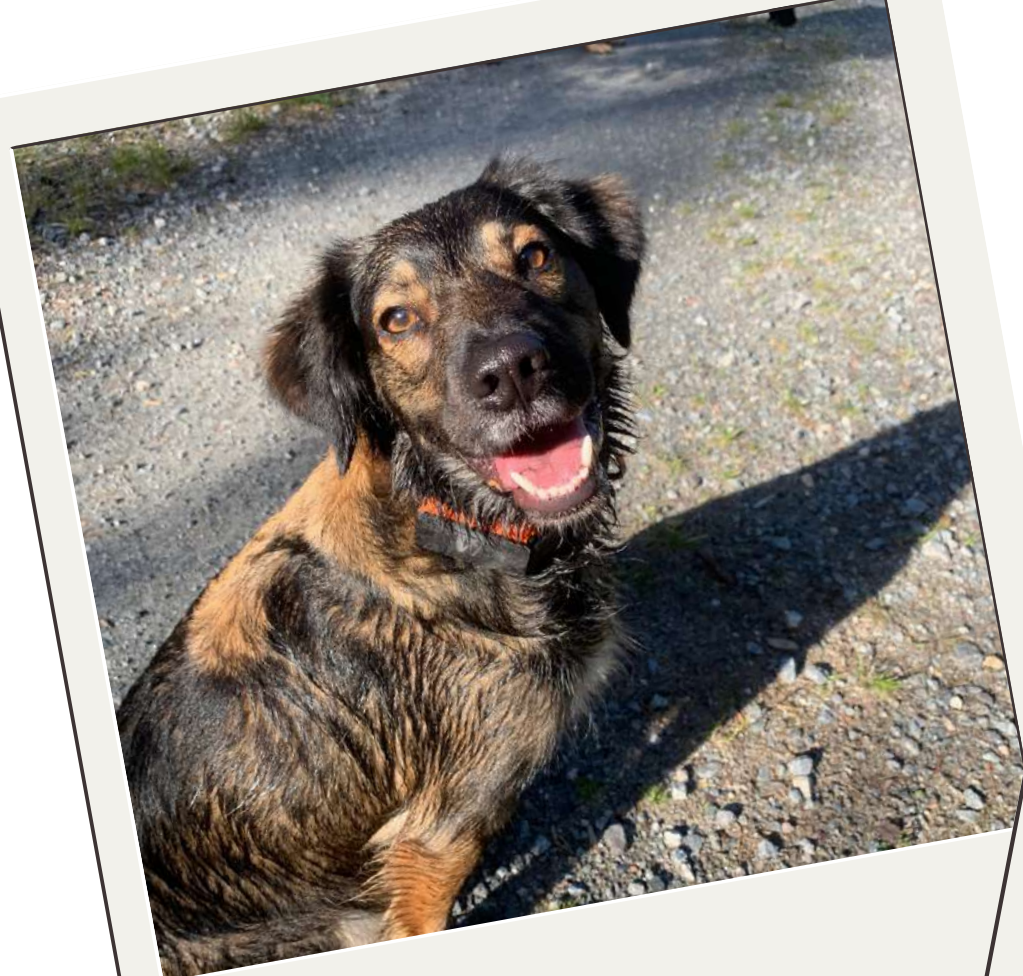
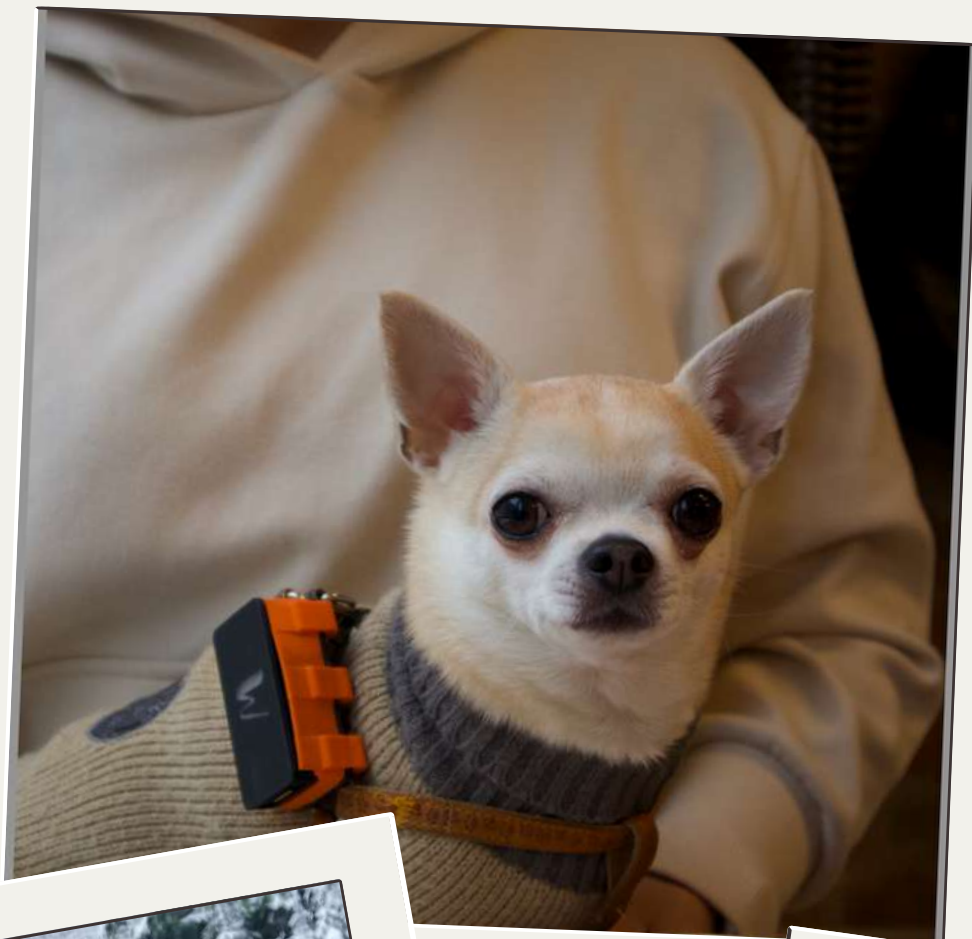
UNIQUE LABELING





**We created a system
that makes
you want to
interact with it**





OUR COMPETITION

	The Woof	Petgram	FI	MyPetGo	Traactive	Invoxia
real time location tracking	✓		✓		✓	✓
activity monitor	✓		✓	✓	✓	✓
health monitor	✓			✓		✓
individual approach	✓					
social functions	✓	✓				
available outside US	✓	✓		✓	✓	✓

MEET THE TEAM



FOUNDER, DEVELOPER & DESIGNER
ALEKSANDRA HADDAD



DATA SCIENTIST
LAURA KRASOWSKA



MACHINE LEARNING SPECIALIST
DR JANITH PETANGODA



COO/CFO
RAMEZ HADDAD



FRONTEND DEVELOPER
DOMINIK SZOCIK



PET BEHAVIOROLOGIST
MAGDA ZIELINSKA



VETERINARIAN
DR ROBERT MOROZ

THE WOOF NOW



HARDWARE PROTOTYPE

MOBILE APP FOR IOS & ANDROID

BACKEND & ML SYSTEM

400+ BREEDS SUPPORTED

TESTING WITH USERS

WHAT WE NEED

NOW

1 000 000 PLN

(220 000€)

NEXT YEAR

1 500 000 PLN

(330 000€)



THANK YOU FOR YOUR TIME

if you have any questions, please reach out to us at:

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