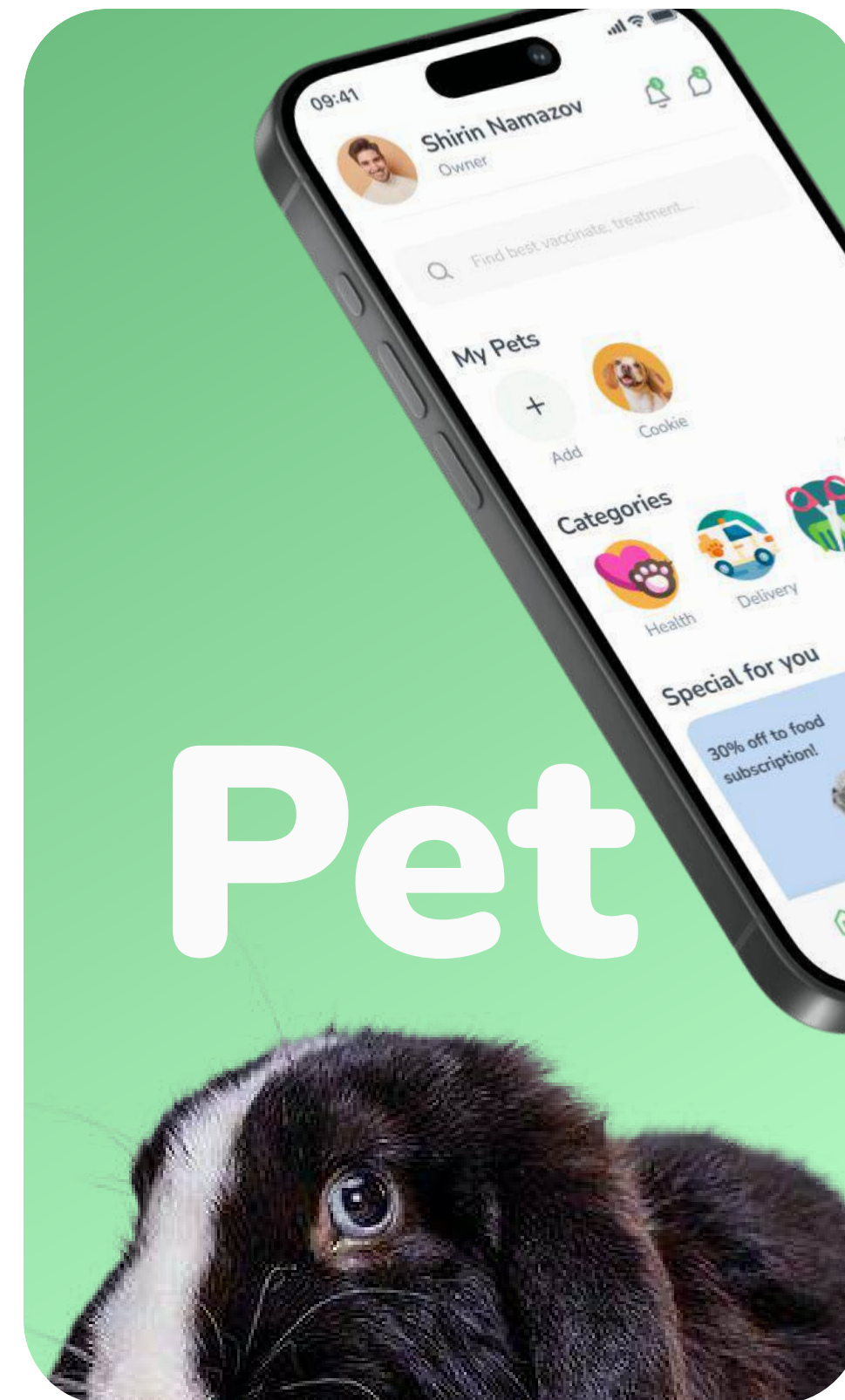


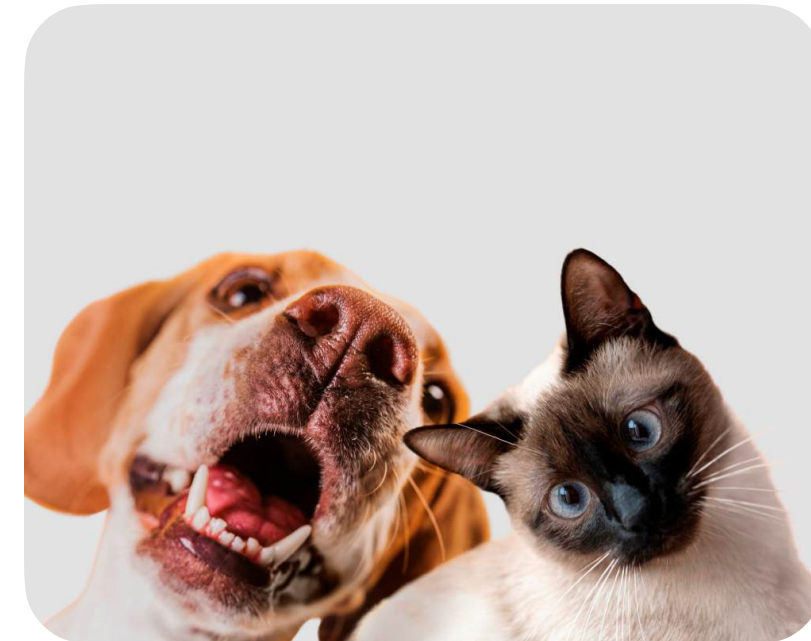
# Comprehensive care for your pet, right at home



# The challenges in pet care

1

Pet owners face difficulties in accessing trusted, reliable and convenient veterinary and pet care services



2

Pet owners spend 2-3 hours per appointment on travel and waiting times.

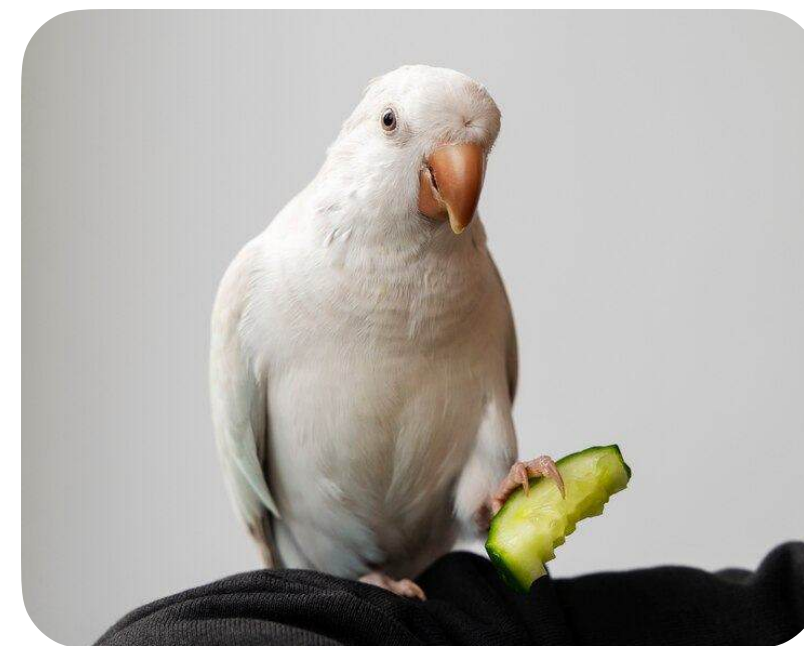
3

Emergency situations often lack quick and accessible solutions



4

Pets often feel stressed when travel to the veterinary services



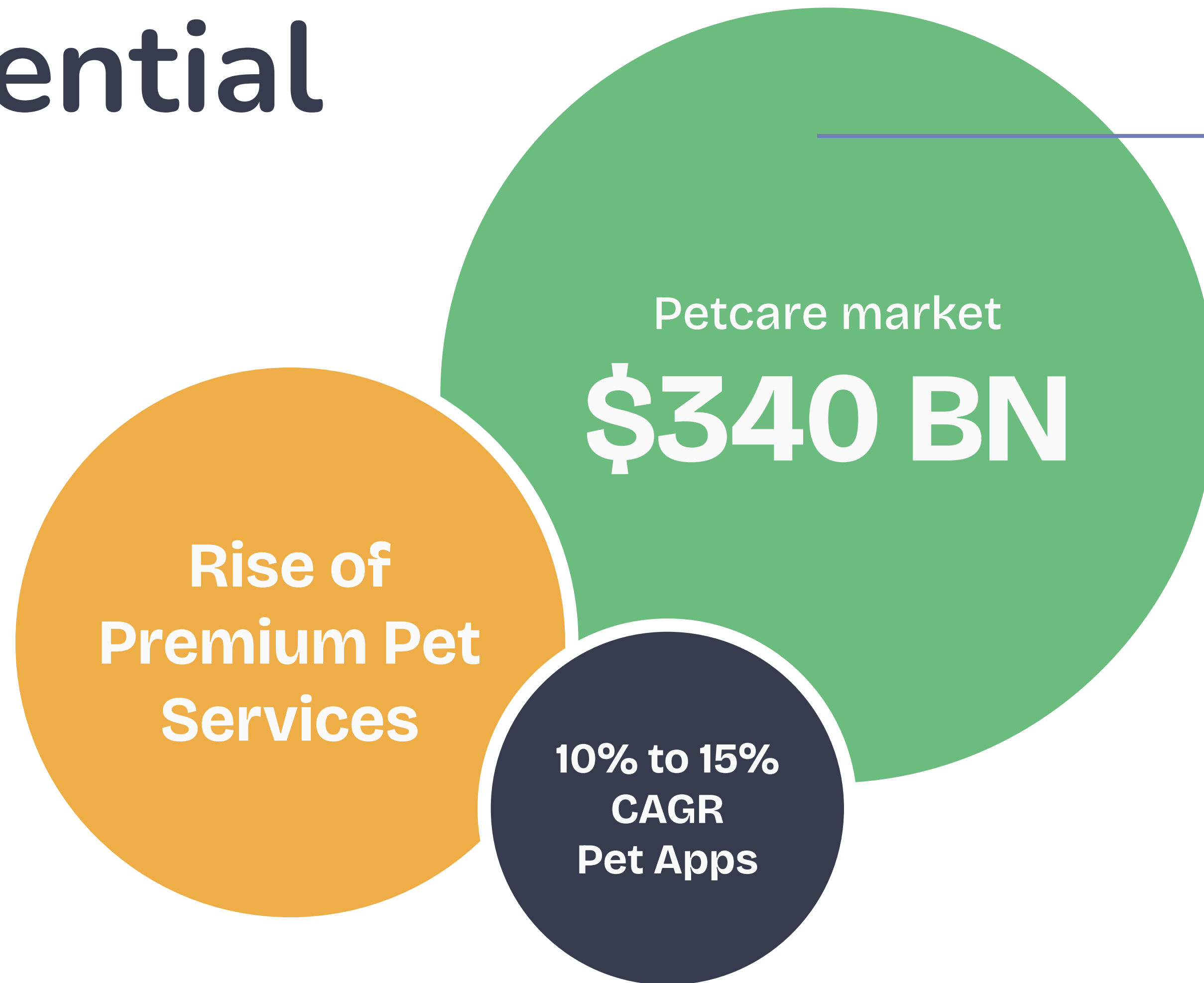
5

Fragmented services lead to inefficiencies in managing pet health, care, and supplies

6

Customer readiness for a comprehensive platform that integrates all pet-related services in one place

# Market potential

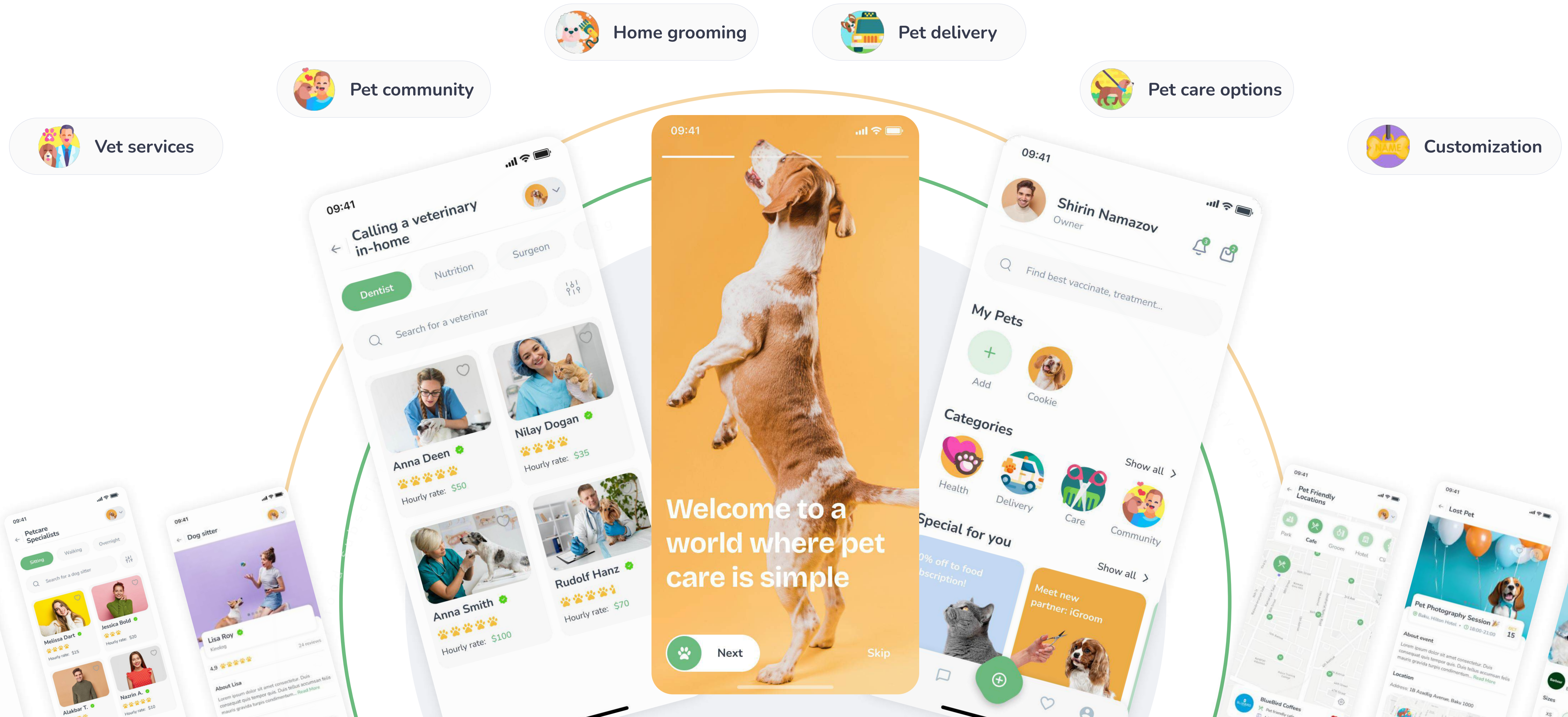


The global pet care market was valued at approximately \$232 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of around 8% to 10% through 2027.

This growth reflects increased spending on premium pet products and services.

Overview of the global pet care market, projected to reach over \$340 billion by 2030.

# Our solution is a super petcare app where you can manage everything from one place



# Why choose PetCare at home?

## Convenience



- One-stop solution for all pet care needs, eliminating the need to juggle multiple service providers.
- Easy booking and scheduling with on-demand services delivered to your doorstep.

## Cost&Time saving



- Avoid unnecessary travel expenses and time lost, potentially saving up to 100%

## Accessibility



- Access to top-rated veterinarians, groomers, and pet care professionals, all vetted and rated by the community

## Community



- Connect with a vibrant community of pet owners for advice, socialization, and events.
- Use the Lost & Found feature to quickly alert the community and recover lost pets, offering peace of mind.

# Your Pet's Complete Health Solution: From Home Care to Diagnostics and More

## Veterinary Services

Home veterinary visits, at-home diagnostics, and telemedicine.

## Pet Care

Dog walking, pet sitting, overnight sitting and grooming services.

## Pet Taxi & Delivery

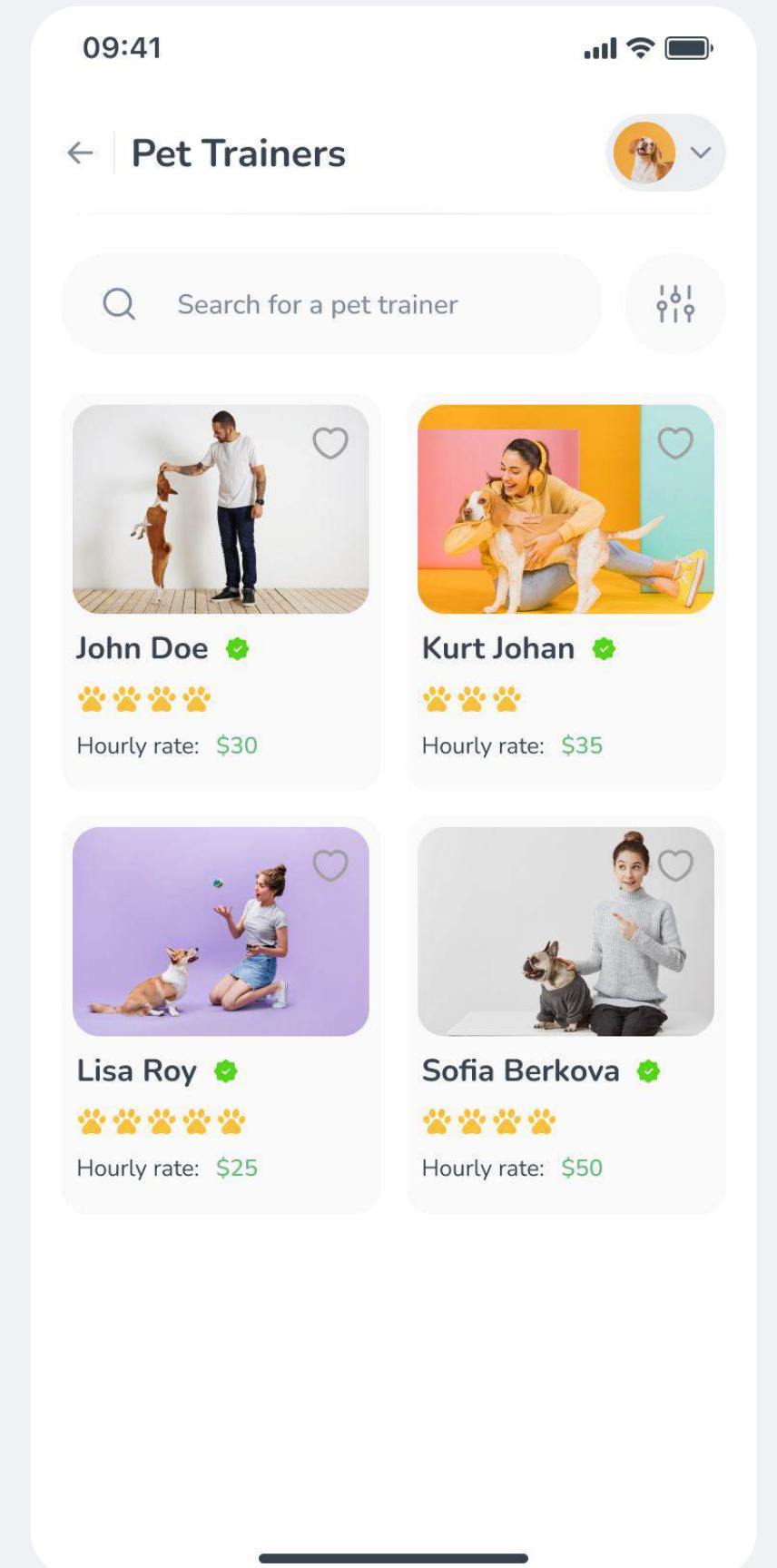
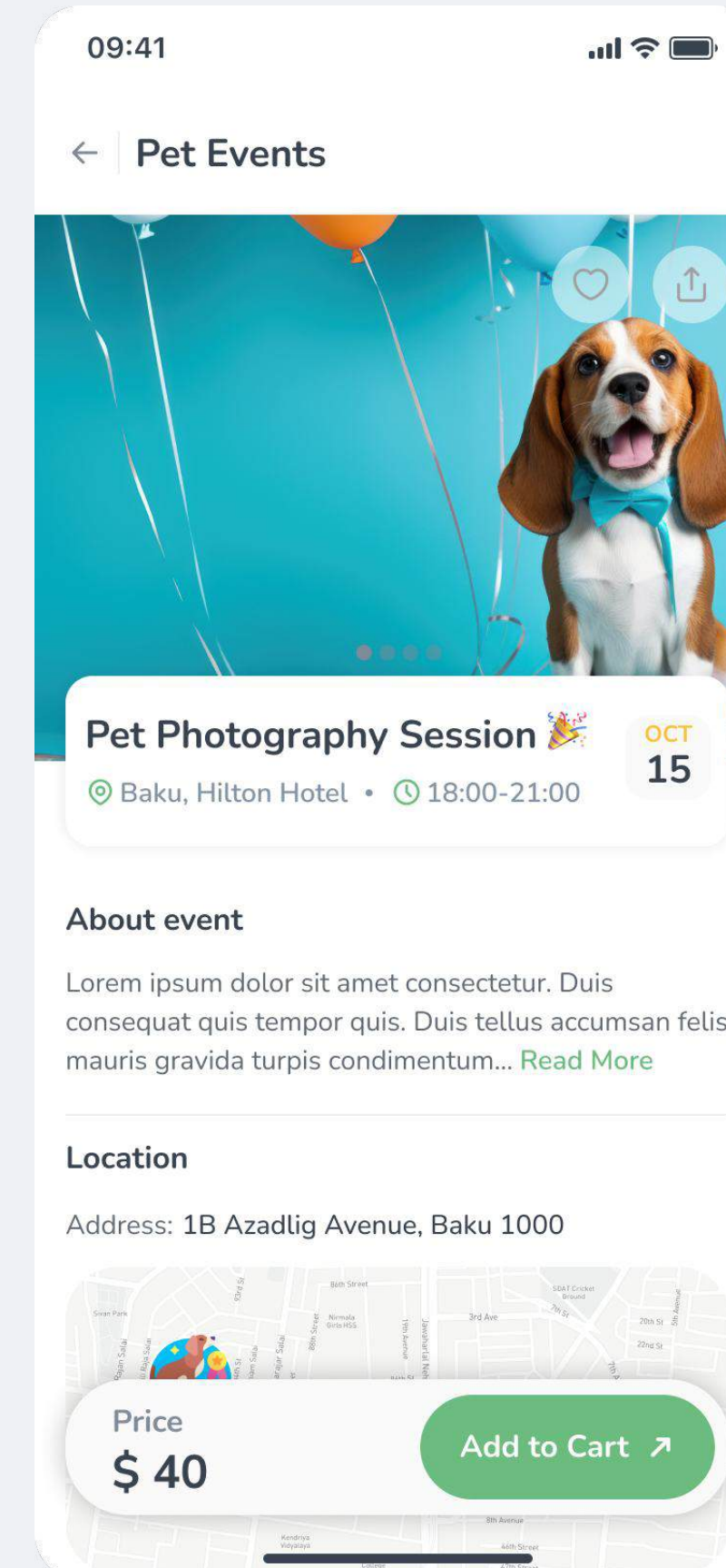
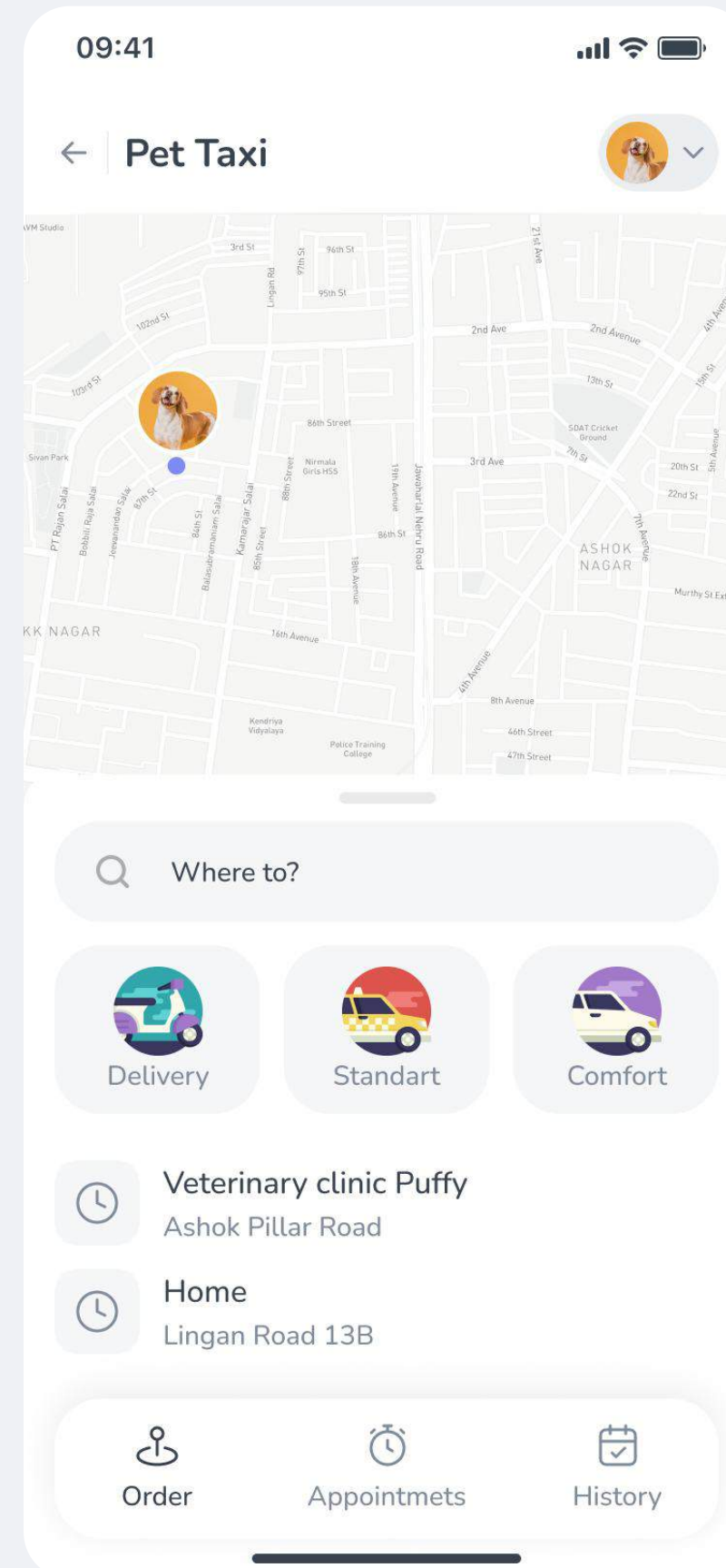
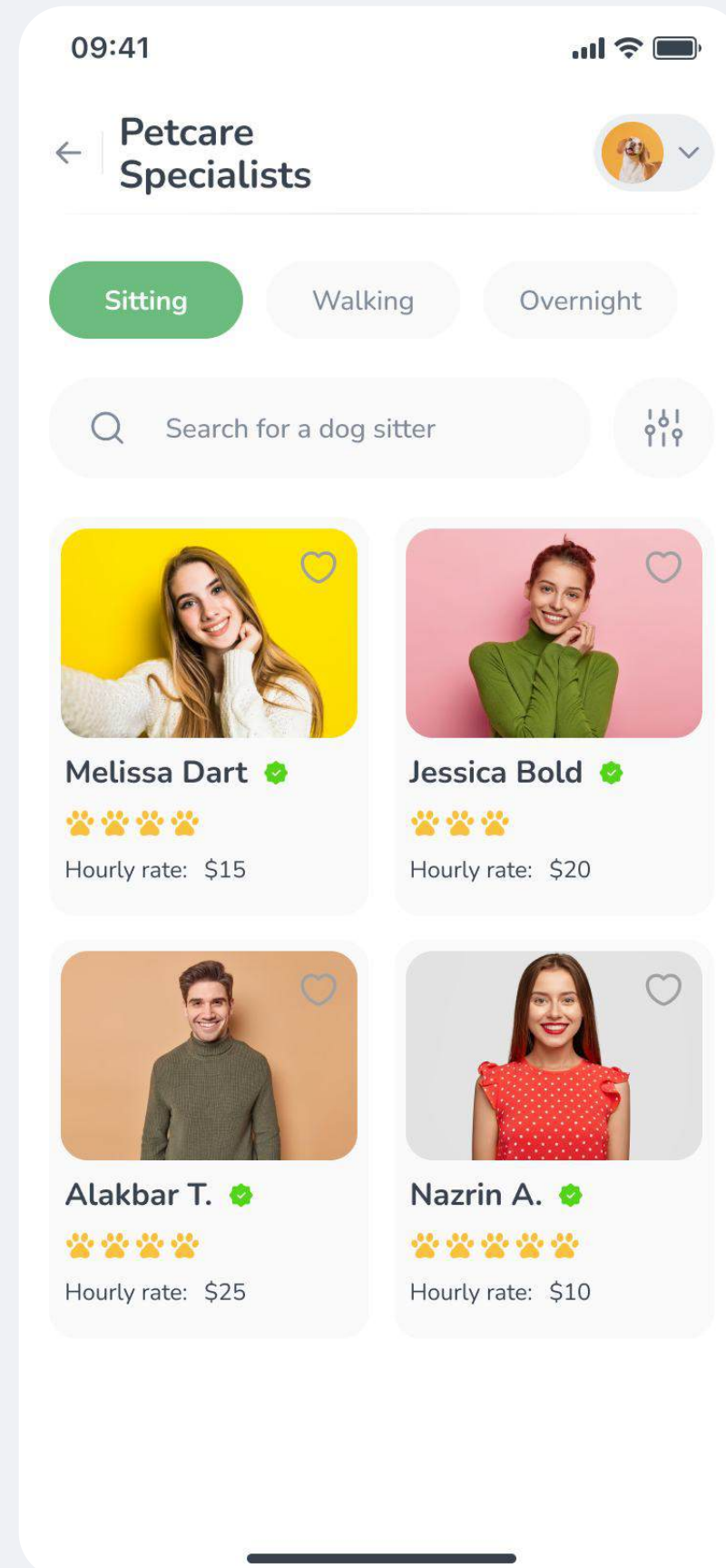
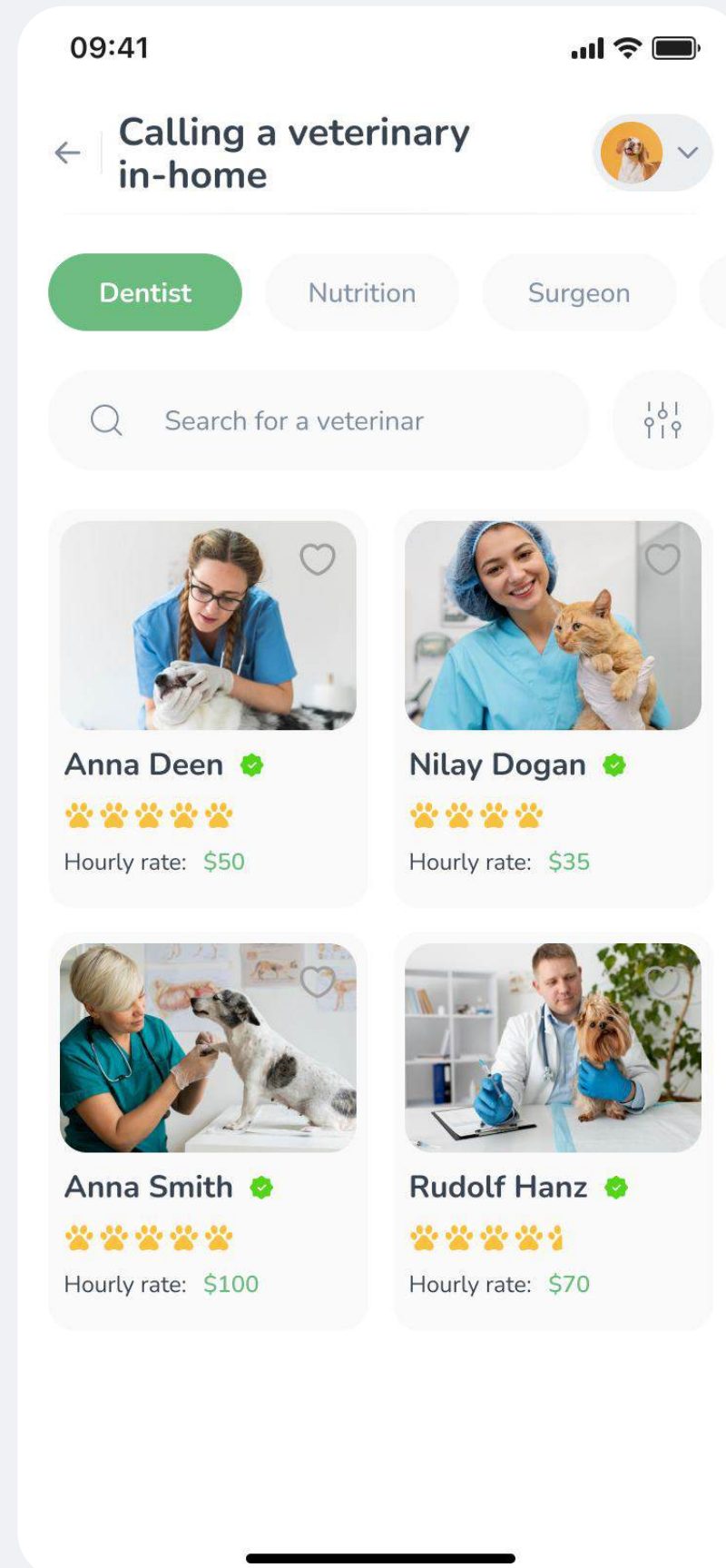
Pet taxi services, and delivery of pet food and supplies.

## Pet Community

Events, lost and found, pet adoption, buying, and pet-friendly locations.

## Pet Education

Access to resources and training for pet care and behavior.



# Business Model



## 1. Subscription

Freemium membership for customers. Freemium and premium tiers offering exclusive benefits such as discounts, priority booking, and access to premium content (e.g., training videos, webinars).

## 2. Commission-based

Commission on each transaction made through the platform, such as veterinary services, grooming appointments and pet transportation.

## 3. Marketplace sales

Commission on sales of pet products, food, and accessories through the app's marketplace.

## 4. In-app advertising

Pet-related businesses can advertise within the app, with payment for prominent placement in search results, banners, or featured listings

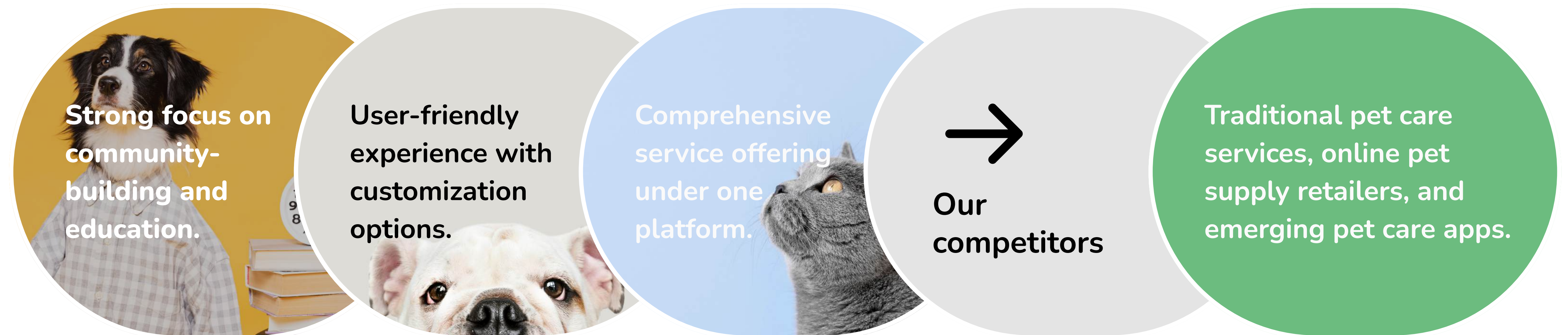
## 5. Sponsored content

Sponsored educational articles, videos, events, or social media posts

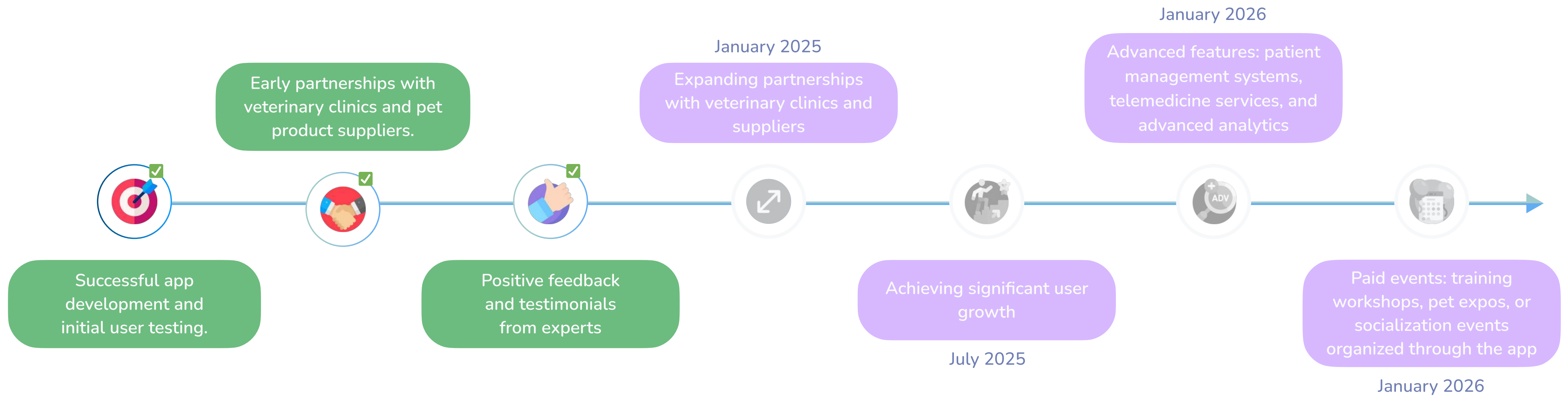
## 6. One-time purchases

Sponsored educational articles, videos, events, or social media posts

# Our Differentiators from Competitors



# Early traction



# Making a difference



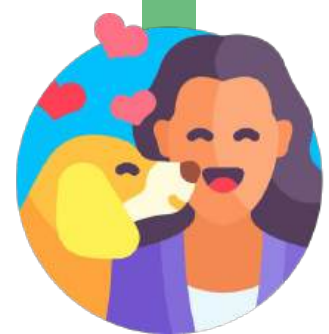
Pet health and well-being: Improving access to quality pet care services.



Community building: Fostering a connected pet owner community.



Educational impact: Empowering pet owners with knowledge and resources to care for their pets effectively.



Connections: making connections between owners and pets more cozy and strong.



# Meet our Team



**Karim  
Aliyev**

Founder & CSO

Having a solid background in business management, as a successful entrepreneur, he has built and scaled businesses to over one million dollars in turnover. Karim has proven his ability to innovate, drive growth and team leading. His previous startup experience, which culminated in a successful exit, showcases his strategic foresight. A visionary, his forward-looking approach and business acumen play a critical role in driving the startup's innovative strategies and ensuring long-term success.



**Zulfiyya  
Aliyeva**

COO

With a background in corporate banking and having passed the CFA Level 1 exam, she has a strong foundation in resource management and administrative operations. She holds a BA in Politics and Economics from the School of Oriental and African Studies (SOAS), University of London, which adds a global perspective to her business approach. She is also the founder of a clothing brand "Meshque", where she successfully led the company and earned the "Entrepreneurship" Award from the British Council and UK Embassy. Her detail-oriented vision and experience in process optimisation is a driven force for the startup's social responsibility, sustainable development and efficiency



**Farhad  
Abas**

CEO

Holds a Master of Laws in International Commerce from the University of Lausanne, Switzerland. Experienced in legal affairs, international relations, business research, and executive governance, he is well-equipped to lead the startup through complex business landscapes. Fluent in English and proficient in French, he leverages his global perspective and deep understanding of governance to guide the startup's strategic direction. Farhad's leadership is defined by his ability to combine legal expertise with a deep understanding of governance, ensuring the startup is well-positioned for growth.



**Abedalrhman  
Habashneh**

Business Advisor

Serial entrepreneur with over a decade of experience in strategic business development and product commercialization, he has played a key role in driving food safety innovation and securing numerous local and international awards in innovation and entrepreneurship. His expertise in technology-driven solutions, market strategy, and customer relationship management has solidified a leadership position in the industry, focused on innovation, sustainability, and growth.



**Zaur  
Aliyev**

CTO

Plays a vital role in moving forward the technological ecosystem of the tech-based startup. Holding a project management PMI certification, he manages complex tech projects effectively and ensures that they are delivered in a timely manner and within the framework. His technical credentials, including certifications in VMware Infrastructure Virtualization, EMC Backup and Recovery, and HUAWEI BSS, ensure the app is robust, scalable, and secure. Zaur's ability to combine management strategies with technical knowledge is key to driving innovation and the startup's technological success in a competitive market.



**Aidana  
Aituarova**

Business Advisor

CEO and founder of Porte Tech - a cutting-edge digital concierge platform for hotels, aimed at enhancing personalised services for guests. The startup has passed the acceleration of the IRA from MOST BI and 500 Startups, a prestigious global accelerator from 500 Global. With her professional background, Aidana has achieved significant experience in management and solid foundation for ventures while working at one of the Big 4 firms, real estate and smart city startup. Aidana is now focused on building a technological startup in the field of hospitality and tourism.

# Let's embark on this journey together

Seeking  
For

Seed  
Funding



Care Group Tech – iVet

London, UK

[ivet@caregroup.tech](mailto:ivet@caregroup.tech)

We invite you to become  
a part of our extended  
pet-loving family