

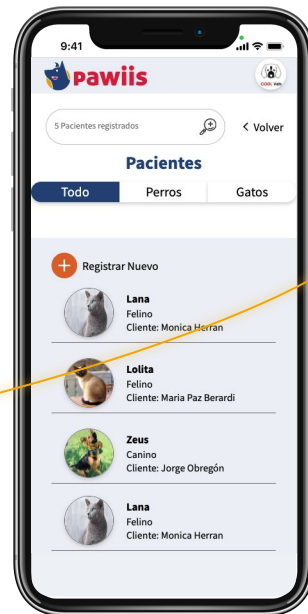
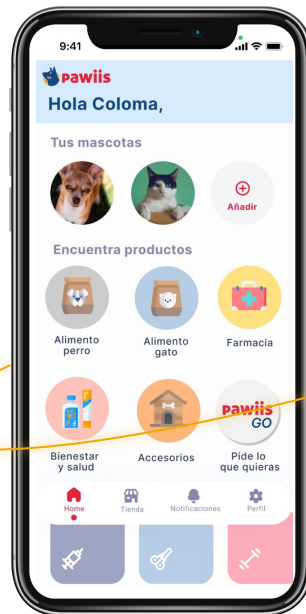


Digital platform

transforming how pet care is delivered in LATAM



Pet
parents



Vets



Coloma Gili - coloma@pawii.com



Pandemic

+50%
pet
adoptions

x2
puppies
price

+70%
online
sales



Population

+730M pets worldwide with
25% in LATAM

TODAY

Petcare providers
are not digitalized


- ✘ Vets
- ✘ Groomers
- ✘ Dog trainers

+70% use paper & pencil
and Excel

TODAY

✗ Pet parents

Difficulty to follow up health treatments or acquire medicines and specialty products



991003000896475


MI INFORMACION

Nombre: Axel
Color: Blanco Sexo: macho
Raza: Pastor Suizo
Fecha de Nacimiento: 29 Febrero 2021
Observaciones: _____

6086554

CERTIFICADO DE VACUNACIÓN ANTIRRÁBICA

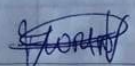
Nombre Propietario: Coloma Gili
Run Propietario: 25.082.888-8
Dirección: Camino La Pradera 4951 - Penzaleden
Ciudad: Stgo Teléfono: 984190221
Nombre del animal: Axel Sexo: macho
Especie: Canino Color: blanco
Raza: Pastor Suizo Tatuaje: _____
Edad: 4 meses 5 días Tamaño: grande

Vacuna: _____
Lab. Fabricante:  **MSD**
Importador: **Nobivac Rabia Intervet International B.V., Holanda. Intervet Chile Ltda.**

Fecha vacunación: 03.07.21 Serie N°: A507A01
Fecha próxima vacunación: 03.07.22

Nombre Médico Veterinario

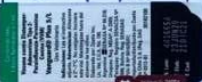
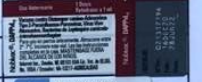


RUN N°: _____
Dirección: _____
Ciudad: _____ Teléfono: _____


Firma

Nota: Sr. Médico Veterinario, recuerde informar mensualmente al Servicio de Salud correspondiente, el número de dosis aplicadas por especie.

ORIGINAL PROPIETARIO

REGISTRO DE VACUNAS

EDAD	FECHA	PESO	TIPO DE VACUNA
	8.4.21		Puppy DP ✓
	29.4.21		1° sextuple ✓
3 meses	20.5.21	7,5Kg	
3y13d	10.6.21		
4y5d	03.7.21		
4y5d	03.7.21		
	15.6.22		sext + AP
	3.7.22		KC

Francisca Morgado Varas
Rut: 17.959.151-0
Médico Veterinario



Making petcare more joyful
and digital



Petcare providers



Petparents



Products



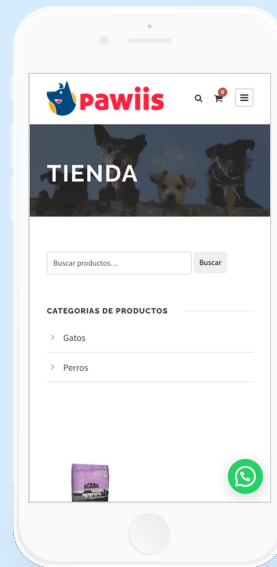
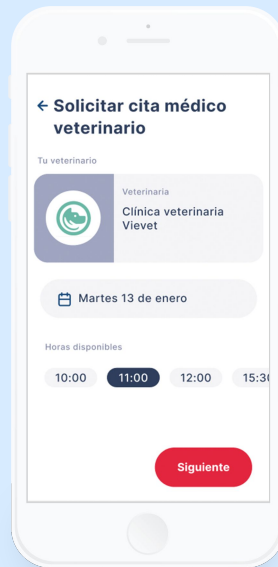
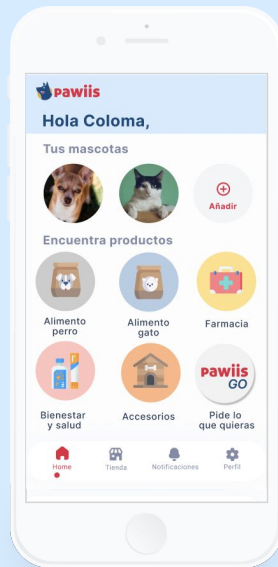
Coloma Gili - coloma@pawiiis.com

SOLUTION

Multi-sided business
model platform



For petparents
Digital care advisor and online shop mobile APP



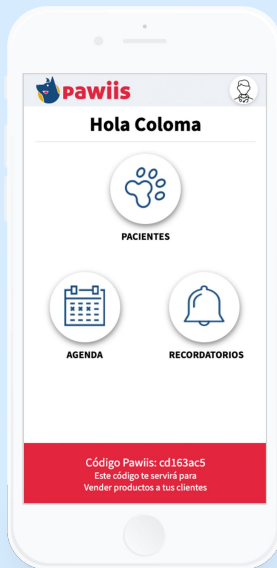
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SOLUTION

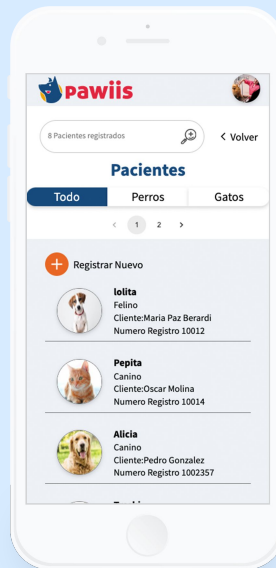
Multi-sided business
model platform



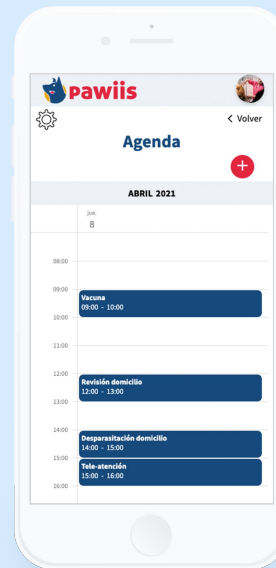
For petcare providers:
Business management platform tool



Reminders



Medical records



Bookings

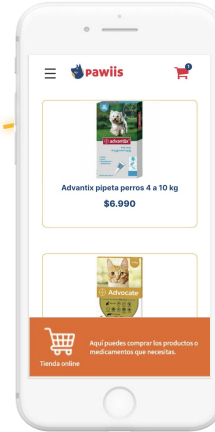


Prescriptions



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Share prescriptions



1 → 150 GROWTH MODEL

a More vets, more pets



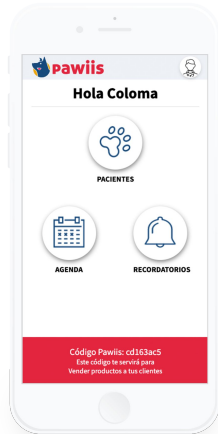
b More prescriptions



c More sales



REVENUE STREAMS



SaaS
(\$USD16/month)



Prescriptions sales
(30% margins)



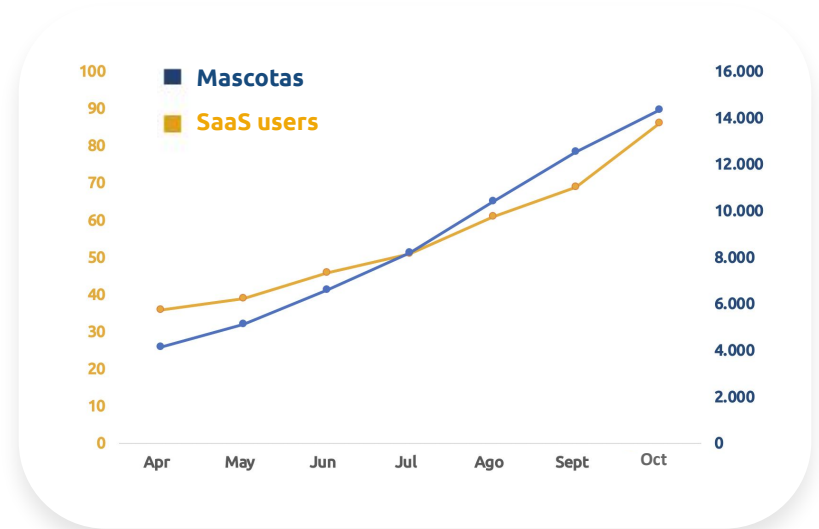
Ecommerce Sales
(30% margins)

TRACTION

🐾 **86** petcares SaaS - **15,000** pets

🐾 **+150** prescriptions/month

🐾 **+15%** cmgr growth (mar - nov)



MILESTONES & NEXT STEPS



USD 200.000 (cap 4 MUSD)



COMPETITORS AND REFERENTS



Chile



Chile



Chile



Chile



Col/Mex/CI



Brasil

PETCARE PROVIDERS



Petcares digitalization (SaaS)



Product sales with petcares

PETPARENTS



Petparents digitalization (APP)



B2C sales model (e-commerce, mktplace)

A MULTI BILLION MARKET READY FOR THE RIGHT APPROACH

LATAM

11,800 MUSD/year revenue

+180M pets

+550k petcare providers

14% CAGR 2018-2025

MEXICO

2,600 MUSD/year revenue

+28M pets

ARGENTINA

1,660 MUSD/year revenue

+20M pets

CHILE

1,000 MUSD/year revenue

+4M pets

PAWIIS (CL)

+320 MUSD/year revenue*

+0.8 M pets (20%)

*400 USD/year consumption per pet in Chile (GFK)

Source: 2021. Euro Monitor; America- Retail; GFK; SII; GrandViewResearch Inc.; Colegio Veterinarios Chile



TEAM



Coloma

Business

INSPIRAL



Alan

Growth



Jesus

Technology



Matías

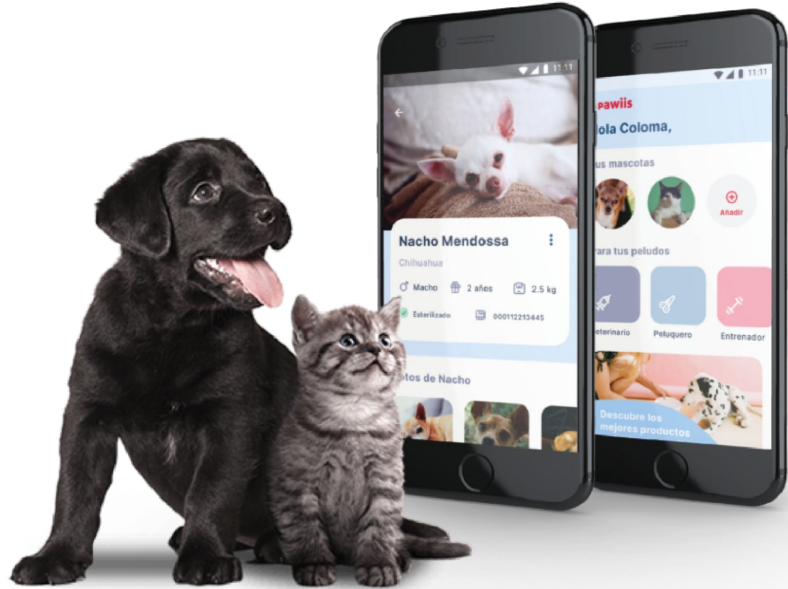
Vet advisor

Axel

Swiss shepherd



Let's transform
how pet care
is delivered



Coloma Gili - coloma@pawiiis.com



pawiiis

THANK YOU

@pawiiis_pets



Coloma Gili - Oct 2021