



IntelliPaw

CoBa Tech (Pty)Ltd

Pitch Deck

Executive Summary

IntelliPaw is a cutting-edge technological solution developed by CoBaTech that leverages animal biometrics, machine learning, and pattern recognition technologies to identify lost pets through their snout print. This innovative system aims to revolutionize pet identification and recovery, providing peace of mind to pet owners and ensuring a swift and efficient way to reunite pets with their families. The product fundamentals are Snout Print Technology and Machine Learning Algorithms and Siamese neural network. It offers a mobile app for pet owners to register and track their pets using nose prints, ensuring quick and secure identification. The market presents significant opportunities, including a **first mover advantage**, room for innovation, and a growing South African pet industry.

IntelliPaw's strengths lie in the expanding pet industry and potential for differentiation. However, it faces challenges related to awareness of nose print technology, this challenge will be met with a data driven and focused prelaunch marketing strategy. Opportunities include expanding into new markets, forming partnerships, and generating revenue through licensing.

The **global pet care market** size was valued at USD 235.32 billion in 2022 (R4.3 trillion) and is projected to grow from USD 248 billion in 2023 to USD 371 billion by 2030 (R7 trillion), exhibiting a CAGR of 5.92% during the forecast period. *Dogs make up the largest portion of the pet care industry at USD 57 Billion (24%) in 2022, with a forecast growth reaching USD 89 Billion by 2030*

The **South African Pet Care market** size was valued at USD 461 million (R8.4 billion) in 2022 and is projected to grow from USD 491 million (R9 billion) in 2023 to USD 891 million (R16.3 billion) by 2030. With an estimated CAGR of 8%, possessing the advantage of first mover will prove vital to acquiring a strong market share.



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Executive Summary

IntelliPaw has targeted a conservative 7,5%, of the South African Dog owners' market over 5 years with a total revenue of R69 million. The marketing and sales strategy involves establishing a strong online presence, partnerships with key players, and a multichannel sales approach.

Financial projections indicate a CAGR of 8% with a total revenue of R69 million, break-even at R2 million by quarter two of 2025 and Showing a nett profit of R25 million over the forecast period.

Funding required to achieve these results is R1 970 345. The funding maybe split over three quarters. The project has 3 milestones with 90% complete of milestone 2.

Pre money valuation puts IntelliPaw at R35 732 432 (\$1 890 604), resulting in **a 7% equity stake plus an additional 2% bonus equity for 100% investment commitment.**

Any additional investment over the required funding amount qualifies for a further bonus equity, which will be discussed at the contracting phase of the Investment.

Overall, IntelliPaw is positioned to tap into the growing pet industry, offering an innovative solution with strong growth potential and lucrative returns on investment.



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About

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Market Landscape

Global Pet Market > \$248 Billion (2023)

Growth Projection > \$371 Billion (2030)
5,92% CAGR

SA Pet Market > \$491 Million (2023)

Growth Projection > \$891 Million (2030)
7,90% CAGR

Competition

Direct Competition

PetNow : Origin South Korea
Launched Sep2018 (France only)
Valuation: \$24 M

Indirect Competition

1. Microchip technology \$376M
2. GPS technology \$127M
3. Social Networking Platforms

IntelliPaw 2030

Market Share

SA Market Capture 14% > R42M
8% CAGR

2029-2030

Double SA Market Share

International Growth

Grow into the Asia Pacific Market
Asia Pacific countries: some fastest growing countries in the Pet Industry

Competitive Advantage

- 1st mover advantage in the continent
- Product is relevant & innovative
- Focused Marketing & Sales strategy
- Potential for add on products and services
- Advanced and scalable technology





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About

Founder



Raman, founder of CoBaTech and creator of IntelliPaw, dedicated 25 years to the corporate sector before redirecting his passion for animal safety into his entrepreneurial pursuits. A self-taught innovator, he brings a comprehensive skill set spanning animal rescue, research, technology, and business management. His brainchild, IntelliPaw, epitomizes his commitment to advancing animal welfare through technology. Raman's unique blend of expertise positions CoBaTech as a future leader in the intersection of innovation and compassion within the industry.

The Team

Development



Rizwan is our head of development.

He is a Data Scientist and Machine learning Engineer.

Machine learning engineer with hands-on experience on different technologies, including Scikit, TensorFlow, Keras and OpenCV.

Skills include but not limited to Data science, Python, Python Flask, MongoDB, Jupyter notebook, Data visualization, OpenCV, Docker.

Finance

Our finance executive holds a degree in accounting with an advanced certificate in accounting sciences. The executive's financial experience spans 2 decades and, has served in the following roles; finance manager, financial analyst roles in local, multinational and startup companies and financial director of an animal rescue organisation.



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Product Overview

The print of a dog or cat's nose/snout is as unique to it as a fingerprint is to its human owner. So, to decipher and identify a canine or feline pet by analysis of its nose/snout print is achievable because of the advancement in technology, specifically with the advent of AI instruments like machine learning, deep neural networks, pattern recognition and facial recognition.

IntelliPaw is Dog Nose-Print Identification model (DNNet). The DNNet model is based on a deep learning framework using a Siamese network structure to accurately identify individual dogs through their unique nose-print patterns.

Application Process Flow

Dataset Preparation --> Data Collection --> Data Processing -->
Model Architecture Setup -->
Feature Extraction Module --> Attention Module --> Loss
Function Configuration -->
Contrastive Loss --> ArcFace Loss --> Network Training -->
Preprocessing --> Training Environment Setup --> Training
Process -->
Hyperparameter Tuning --> Model Evaluation and
Validation -->
Performance Metrics --> Validation -->
Integration with IntelliPaw Application -->
API Development --> User Interface Adaptation -->
Develop APIs.

To view a video of the prototype
email arman@coba-tech.com

Video by our developer ,
Rizwan.

COBATECH
Watch this short video about IntelliPaw

Merging technologies to reunite





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Financials

Funding Request 2024

To cover initial research and development costs and establish our market presence, we seek an investment of **R1 970 345**. This will be used for product development, marketing, and operational expenses.

The **Pre-Money-Valuation** amount is the average of the valuation amounts of four pre-money valuation methods, which are: **Step-Up method, Risk-mitigation method, scorecard method, and checklist method.**



Pre-Money Valuation

R35 732 432



Total Investment Schedule

Payment 1 R574 000
Payment 2 R574 000
Payment 3 R574 000



Total Investment

R1 970 345



Equity / Ownership

7 % Equity
2 % Bonus Equity



Exit Strategy

M&A
Mergers & Acquisitions



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FINANCIALS 2025-2030

TOTAL REVENUE

R 69 Million

TOTAL EXPENSES

R 35 Million

TAXES

R 9,7 Million

NETT PROFIT

R 25 Million

BREAK EVEN

Q2 APR-MAY 2025

EXPANSION PLAN

The IntelliPaw App's scalability plan emphasizes infrastructure enhancements through cloud-based solutions and CDN for performance, transitioning to a microservices architecture for flexible scaling, and database optimization for efficiency. It involves adopting real-time monitoring and load testing for proactive performance management.

Expansion strategies include growing the development team, fostering a community feedback loop, forming strategic partnerships with pet care and tech companies, and executing focused marketing for user growth and global expansion. This multifaceted approach ensures IntelliPaw can efficiently manage increasing loads and user demands, maintaining its commitment to pet safety.

COBATECH
Merging technologies to reunite
pets and their owners.



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FINANCIALS 2025-2030

TOTAL REVENUE

R 69 Million

TOTAL EXPENSES

R 35 Million

TAXES

R 9,7 Million

NETT PROFIT

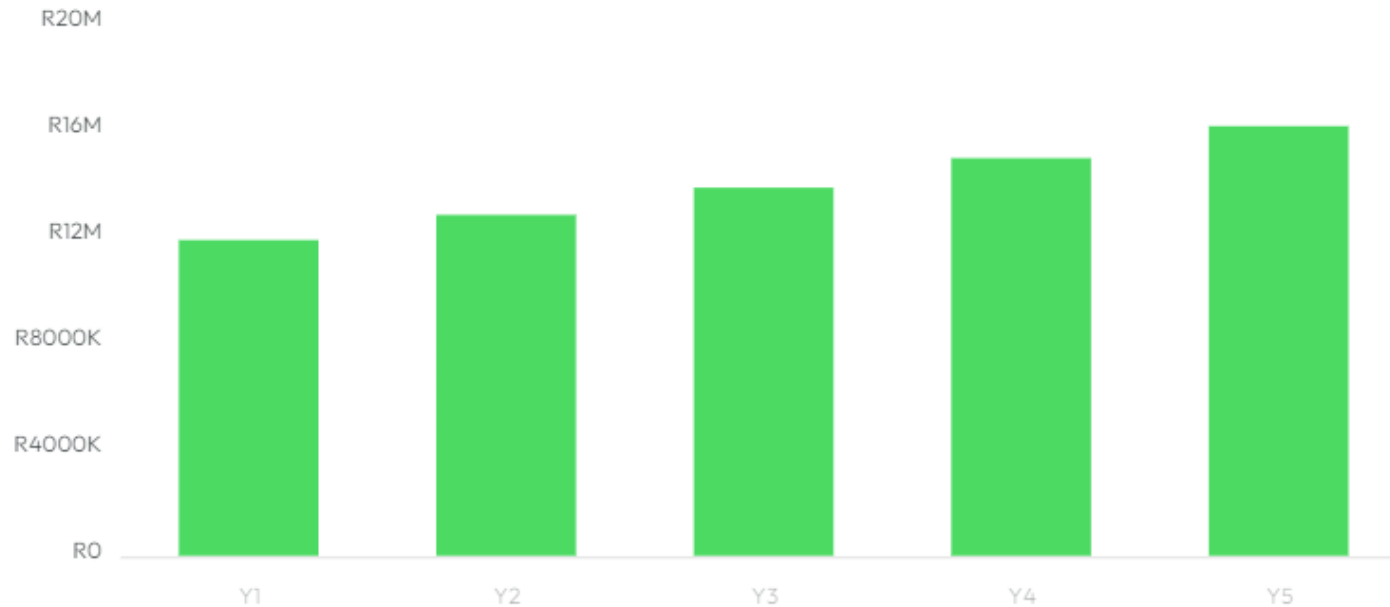
R 25 Million

BREAK EVEN

Q2 APR-MAY 2025

Revenue over time

Yearly



R69.39M

Total Revenue Streams

Y1 R11.83M
End of Dec '25

Y2 R12.77M
End of Dec '26

Y3 R13.79M
End of Dec '27

Y4 R14.89M
End of Dec '28

Y5 R16.09M
End of Dec '29

COBATECH
Mixing technologies to reunite
pet with their owners.



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FINANCIALS 2025-2030

TOTAL REVENUE
R 69 Million

TOTAL EXPENSES
R 35 Million

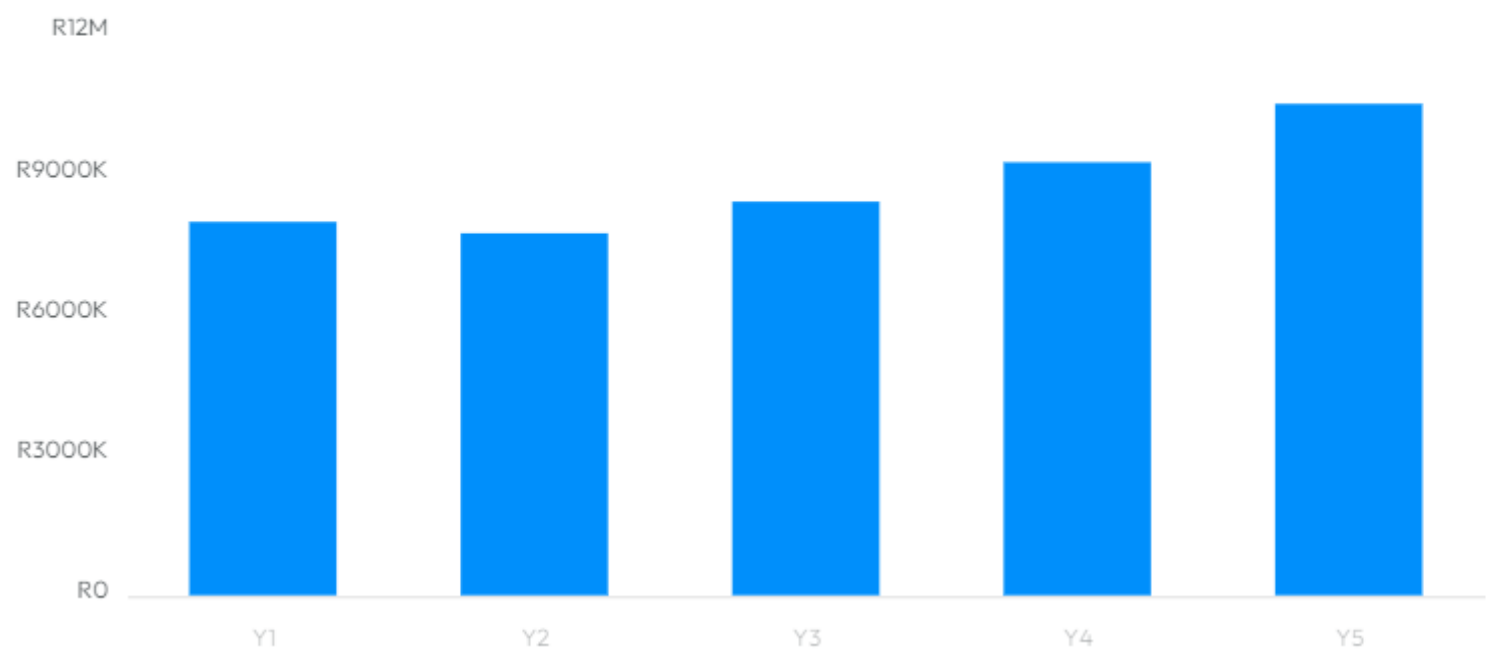
TAXES
R 9,7 Million

NETT PROFIT
R 25 Million

BREAK EVEN
Q2 APR-MAY 2025

Total costs over time

Yearly ▾



R43.85M

Total Cost

- Y1** R7,972,682.95
End of Dec '25
- Y2** R7,729,338.70
End of Dec '26
- Y3** R8,404,710.95
End of Dec '27
- Y4** R9,244,538.82
End of Dec '28
- Y5** R10.49M
End of Dec '29



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FINANCIALS 2025-2030

TOTAL REVENUE
R 69 Million

TOTAL EXPENSES
R 35 Million

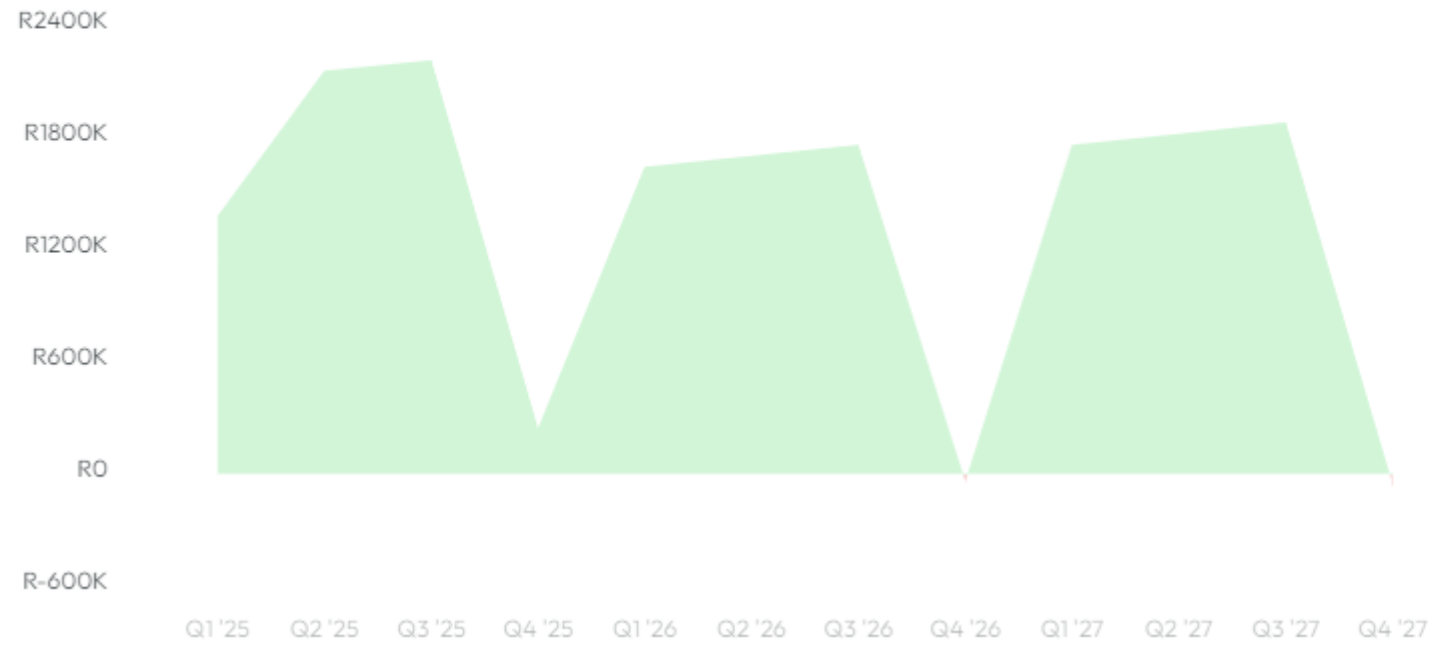
TAXES
R 9,7 Million

NETT PROFIT
R 25 Million

BREAK EVEN
Q2 APR-MAY 2025

Cash Flow Projection

Quarte... ▼



Net Cash Flow

- Y1** R3,857,850.37
End of Dec '25
- Y2** R5,042,624.18
End of Dec '26
- Y3** R5,387,938.08
End of Dec '27
- Y4** R5,654,726.68
End of Dec '28
- Y5** R5,606,242.78
End of Dec '29



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FINANCIALS 2025-2030

TOTAL REVENUE
R 69 Million

TOTAL EXPENSES
R 35 Million

TAXES
R 9,7 Million

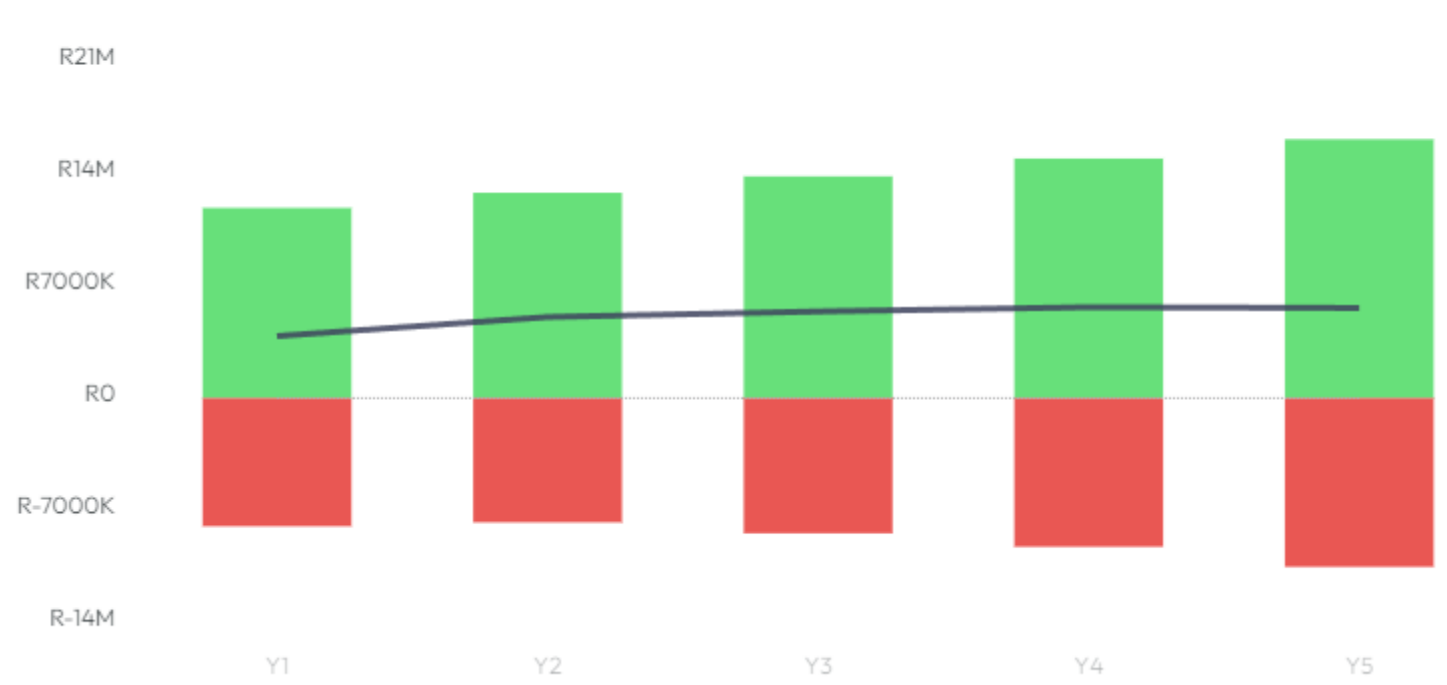
NETT PROFIT
R 25 Million

BREAK EVEN
Q2 APR-MAY 2025

Profit & Loss Projection

Yearly ▾

Y1 ▾



- IN** R11.83M Total Income
- EX** R7,972,682.95 Total Expenses
- NP** R3,857,850.37 Net Profit



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Financials

Funding Request 2024

As a pre-launch start-up , our projections are based on extensive market research of the global pet industry with a specialist look at pet identity and location technologies.

Our plan is to be the first mover in South Africa and then scale the business into the Asian Pacific market. IntelliPaw has targeted 14% of the South African Pet owners' market over five years with a total revenue of R42 million). *The request for funding of R1 970 000* will be used to launch IntelliPaw and grow its market share in South Africa. Our plans to spend the funds are outlined below.

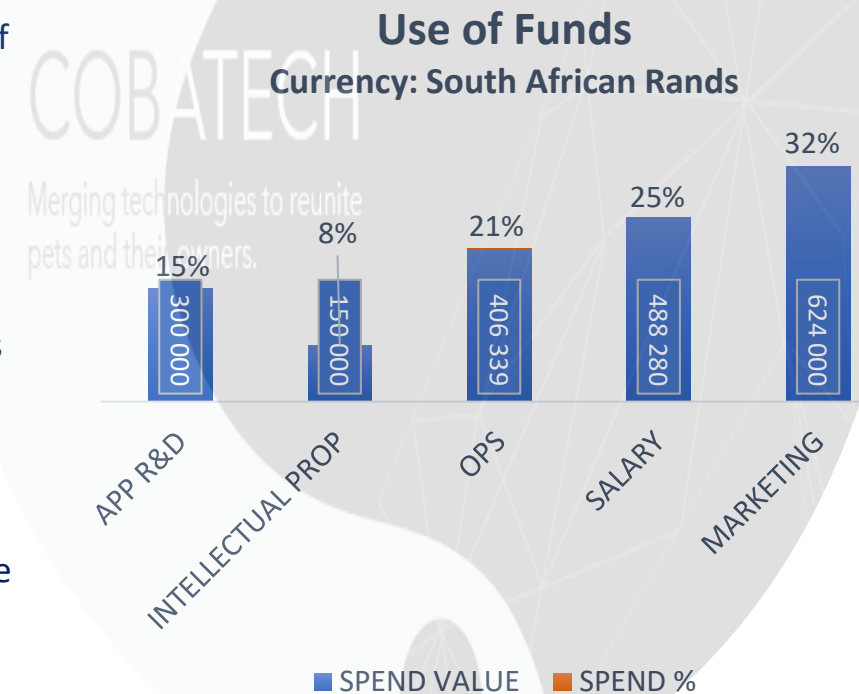
R624 000 for an aggressive pre-launch marketing campaign as the marketing and sales strategy involves establishing a strong online presence, partnerships with key players, and a multichannel sales approach.

R488 000 to secure talent that will be the driving force behind our sales, effectively securing partnerships with major players within the veterinary, insurance and pet care industries.

R406 000 for operations will allow for an actionable strategy, strengthen sustainability and support the company making breakeven as forecast for Q3.

R300 000 for application development sitting atop of infrastructure that is scalable and well tested for the target market.

R150 000 for intellectual property protection as securing the IntelliPaw technology will further improve our drive for market dominance in South Africa.





Project Milestones *Funding Request 2024*

Milestone 1 Initial Research and Development (3-4 months)

Application development:	R 150 000
Operational:	R 102 905
Marketing: (Pre-Launch Campaign)	R 287 856
Total:	<u>R 540 761</u>

Milestone: Completion of the IntelliPaw App Prototype.

Milestone 2 Testing and Refinement (6-8 months)

Application development continued:	R 150 000
Operational:	R 283 872
Marketing (Launch Campaign)	R 336 144
Salaries	R 489 600
Total:	<u>R1 259 616</u>

Milestone: Completion of Beta Testing and Market Readiness Assessment

Milestone 3 Post Launch App Management (2-3 months)

Operational:	R 169 968
Total:	<u>R 169 968</u>

Milestone: Official Launch of IntelliPaw App and Post-Launch Support.

Summary

Phase 1	R 690 761
Phase 2	R 1 109 616
Phase 3	R 169 968
Total:	<u>R 1 970 345</u>



Project Milestones

Project Timeline

Complete 	In Progress 	On Hold 	Challenge 	Milestone
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Q1 Oct 23 – Jan 24	Q2 Feb 24 – May 24	Q3 Jun 24 – Sep 24	Q4 Oct – Dec 24
<p>Market Research </p> <p>Feasibility Market Analysis</p> <p>Application Research </p> <p>Technology requirements System requirements Dataset requirements Cloud & Database requirements</p>	<p>Application Dev </p> <p>Phase 1 Plan & documents</p> <p>Phase 1a Data acquisition </p> <p>Phase 2 Develop prototype </p> <p>Phase 3 Develop App </p> <p>Phase 4 Train ML model </p> <p>Phase 5 Testing & adjustments </p> <p>Phase 6 App & Model Integrate </p> <p>Phase 6a Beta Test</p>	<p>Application Dev </p> <p>Market readiness assessment</p> <p>Phase 7 Deploy app to Play Store</p> <p>Phase 7a Deploy app to App Store</p> <p>Talent Acquisition</p> <p>Marketing & Sales Executive</p>	<p>Application Launch </p> <p>Phase 8 Launch & Go Live</p> <p>Post launch Management</p>

Where are we in the Project



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Project Milestones

Project Timeline

Complete ●	In Progress ●	On Hold ●	Challenge ●	Milestone ◀
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Q1 Oct 23 – Jan 24	Q2 Feb 24 – May 24	Q3 Jun 24 – Sep 24	Q4 Oct – Dec 24
Business Plan ●	IP protection ●	Operational Secure Cloud & Data protection Finalize IP protection	
Pitch Deck ●			
Online presence ● Website Mobile site Social media accounts	Marketing ● Pre-launch Campaign ● WVAC24 (World Vet Assoc Congress) ●	Marketing ● Paid ads Campaign SAIS (Innovation Summit)	Marketing ● Post Launch Campaign
	Strategic Partner ● Insurers ● SAVA (SA Vet Assoc) ● Strategic partnership model ●	Strategic Partner ● Finalize agreement	

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pets and their owners.



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Conclusion

In conclusion, IntelliPaw presents a unique opportunity in the pet care industry, with a solid foundation backed by our innovative approach and commitment to excellence. **Financial projections** indicate a CAGR of 8% with a total revenue of R69 million, break-even at R2 million by quarter two of 2025 and showing a nett profit of R25 million over the forecast period.

Investor equity stake of 7% and an additional 2% bonus equity, indicates sustainable growth and success.

We firmly believe that collaboration is as essential as financial investment in realizing our vision, and thus, we warmly welcome investor input into the business. Together, let's embark on this journey to revolutionize pet care and become a part of something truly special.

Join us as we shape the future of pet care.

Thank you

For access to proof of prototype and product technical documents please call Raman on +27 66 299 0327 and email raman@coba-tech.com