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# DindogTech

- Technology that saves lives -

# ONE PAGE SUMMARY

**Potential market +20.000M**

## Company

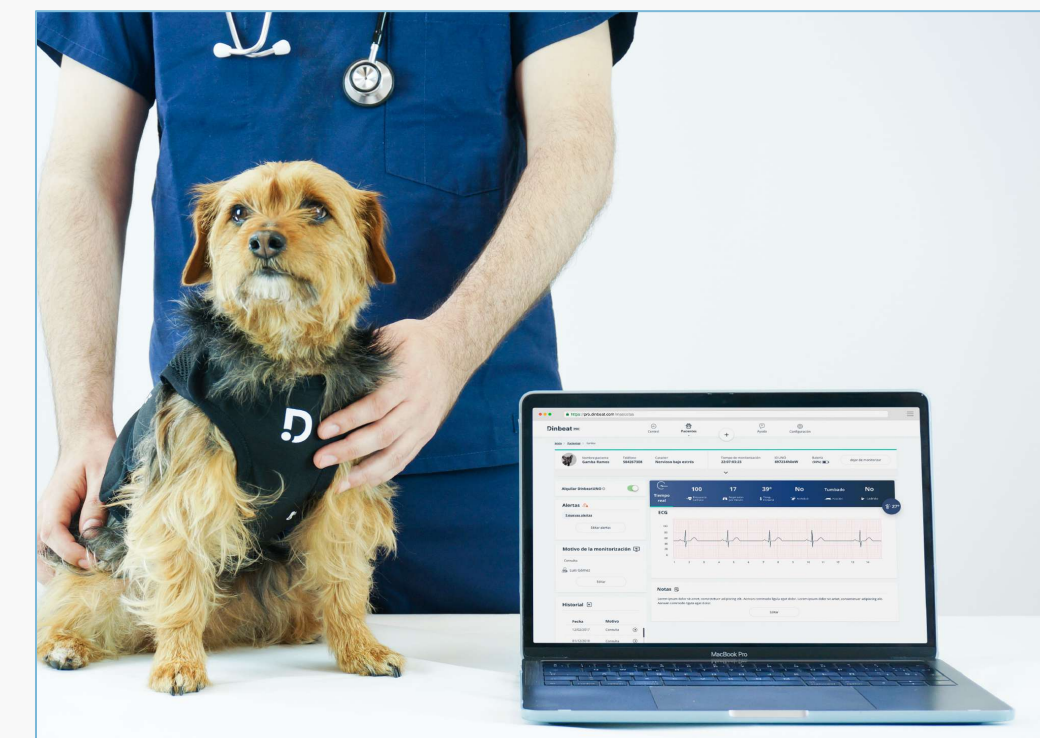
Dindog Tech is a tech company with two brands (Dinbeat & Plug&Health). At Dinbeat we develop tech products for the pet sector.

## Problem

Veterinarians can't monitor non-sedated animals with the current medical devices available. They perform manual controls.

## Solution

Dinbeat UNO is the first remote medical device to wirelessly track non-sedated animals' vital signs in real time, from anywhere.



## Use cases

- Hospitalisation
- Home monitoring
- Routine and preventive checks

## Competitive advantages

- Easy to wear.
- Data sent in real time.
- Cost savings in manual tracking.
- More data than competition
- 100% wireless and Cloud-based
- Highly scalable product.

## Team

12 full-time employees with a wide range of backgrounds to achieve our goals.



Talía Bonmatí  
CEO & Co-founder



David Arranz  
Co-founder & BoD



Francisco Gil  
Co-founder & Mentor



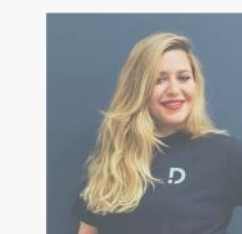
Brian Malone  
BoD member



Marina Gómez de Tejada,  
COO



Eduardo Blanco  
CFO



Fátima Bonmatí  
Project Manager

## Customers

32 vet clinics in Spain



1 distributor in UK

1 distributor in Japan

## Revenue model B2B & B2C

From short to long term:

- Sales
- SaaS + Subscriptions
- Data monetisation

**+ 53K€ 2020 | +47K€ May 21**

## Products & services

- Current
- Dinbeat QR (B2C)
  - Dinbeat UNO (B2B)
  - Dinbeat Diagnosis (B2B)
  - Dinbeat Academy (B2B/B2C e-learning web)

## Bonus track!

P. 36

Our technology adapted to humans due to Covid-19 became in a new business line.

CE mark in progress

**+Plug&Health**  
sentinel



# INDEX

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Everything started in 2015 when  
the founding team did a  
market research to find a blue  
ocean in pet market... and we  
found it, in the veterinary  
equipment market.

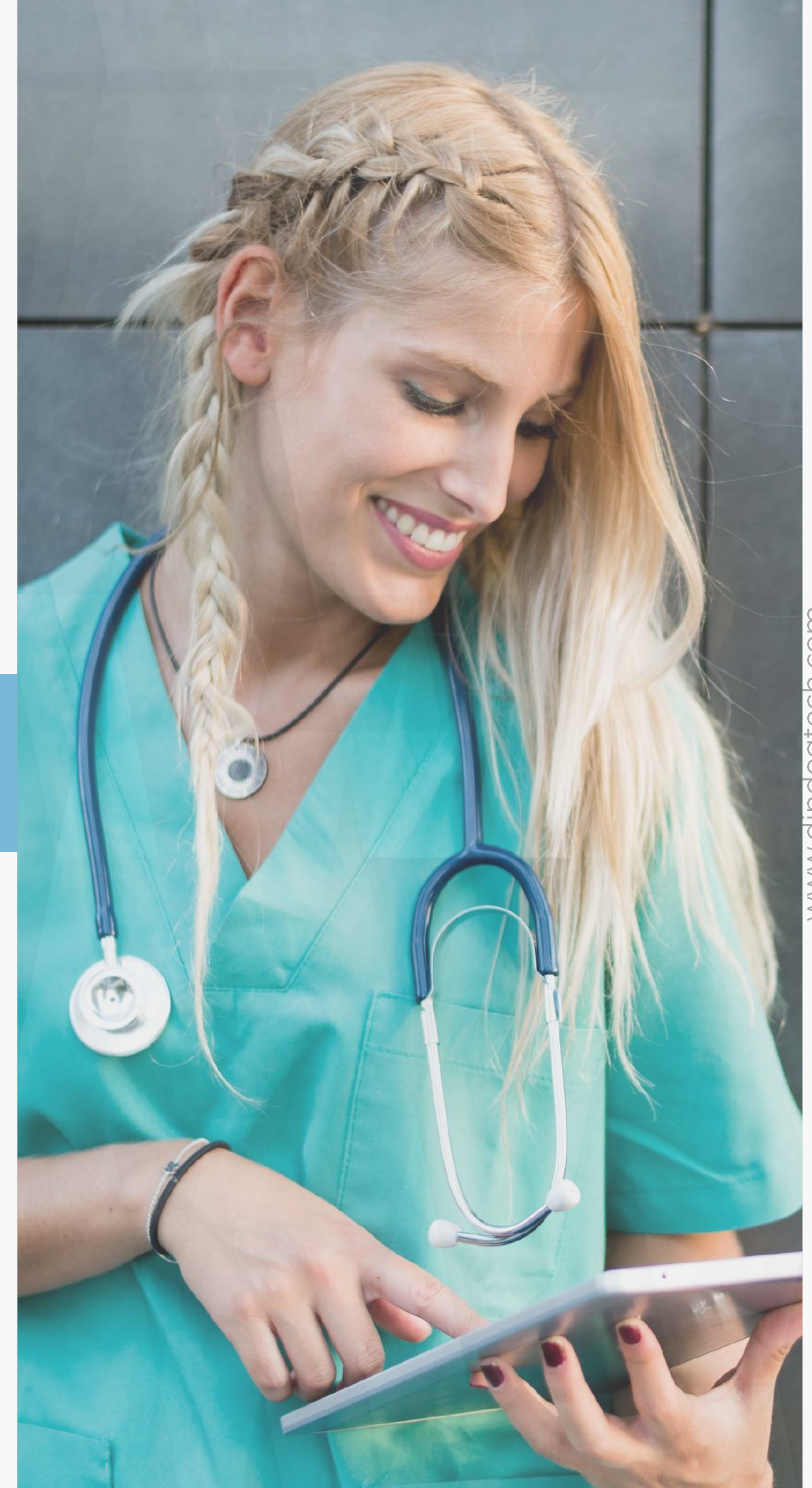
It was then in 2016, with a clear  
purpose of helping animal  
welfare, when we founded the  
company 'Dindog Tech SL'.

// Veterinary equipment market was  
estimated at 1,9 billion USD in 2019

This market is expected to grow  
a compound annual growth  
rate (CAGR) of 7.7% until 2027

# INTRODUCTION

Source: <https://www.grandviewresearch.com/>



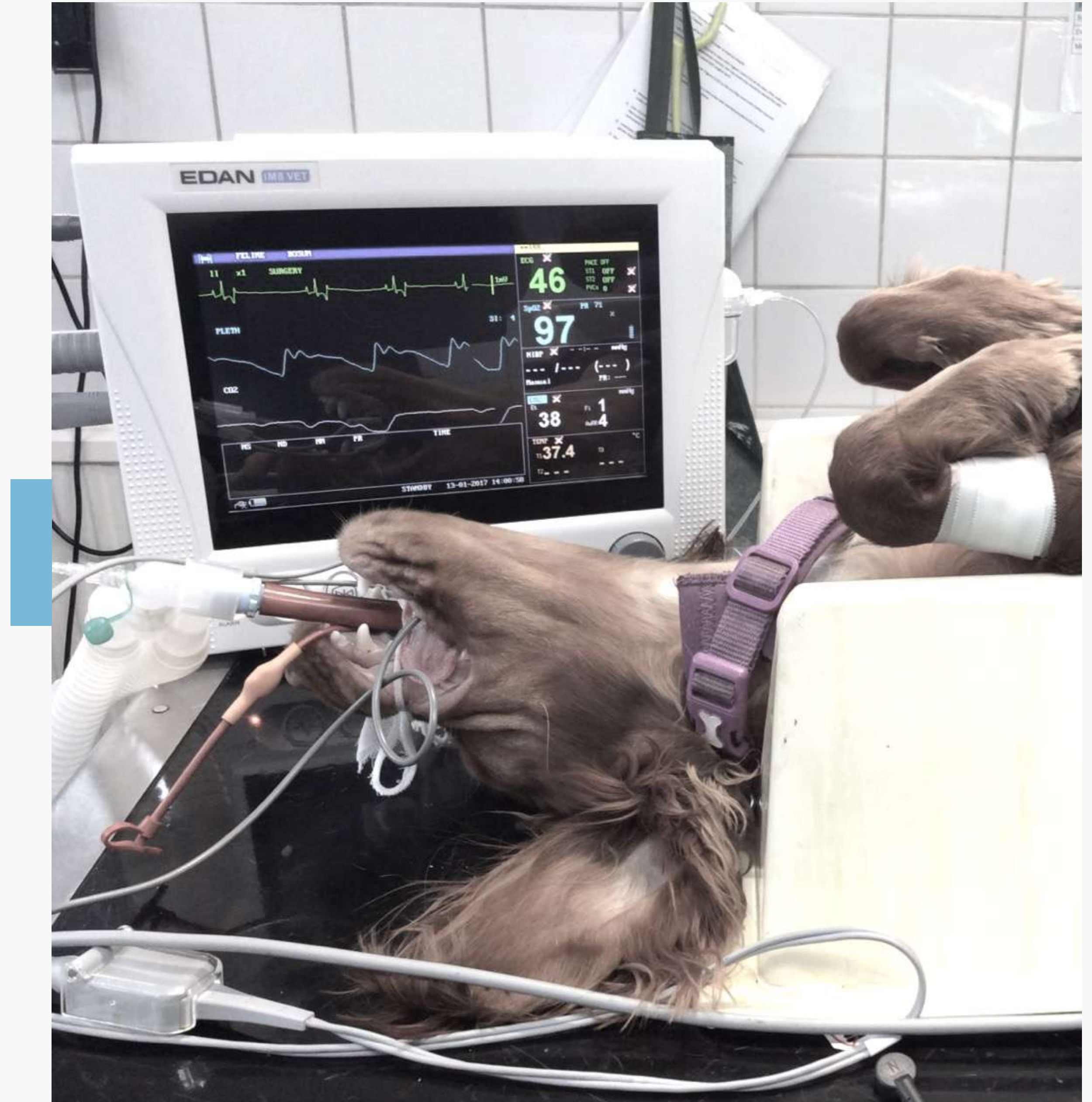


The equipment used in veterinary clinics is the same doctors use in our hospitals. As these devices have been designed for humans they do have wires, so they can only be used with sedated animals.

// Vets can't monitor non-sedated animals

Veterinarians don't have any tool to continuously track awake patients. Some pets die because they are not properly monitored when they are hospitalised.

## PROBLEM





## AS A CONSEQUENCE

To monitor the recovery of their admitted patients the clinic staff must perform manual health controls every hour to check their evolution.

// Vets invest a lot of money doing manual tasks that could be automated

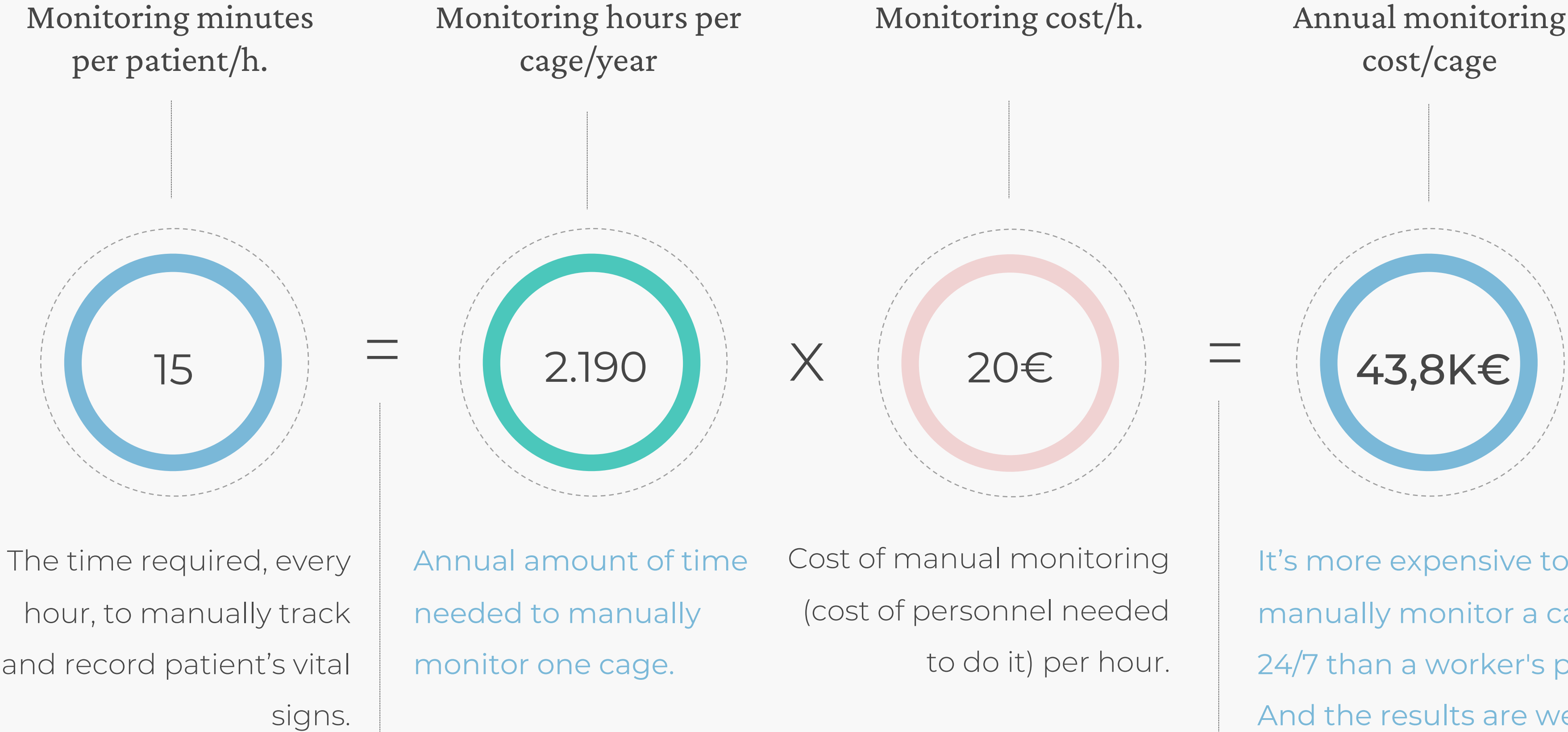
This creates more stress for patients and slows down their recovery process.

Vets also need to manually input and digitise collected data to avoid loss of information.



# HOW MUCH DOES THE PROBLEM COST?

\* Internal source data



It's more expensive to manually monitor a cage 24/7 than a worker's payroll. And the results are well below the automatic monitoring proposed by Dinbeat UNO.

In April'16 we registered  
our first brand, DINBEAT.

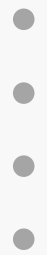
## // The pet-centric brand

The goal was to solve  
that challenge and  
many more in the pet  
market.

Between 2016 and 2020  
we worked to develop  
the solutions  
veterinarians needed.

# Dinbeat





Only for professionals

# SOLUTION

Dinbeat UNO  
The first veterinary  
medical device to  
wirelessly monitor  
non-sedated animals  
in real time.



# Dinbeat UNO

The system monitors



Electrocardiogram (ECG)

Heart rate

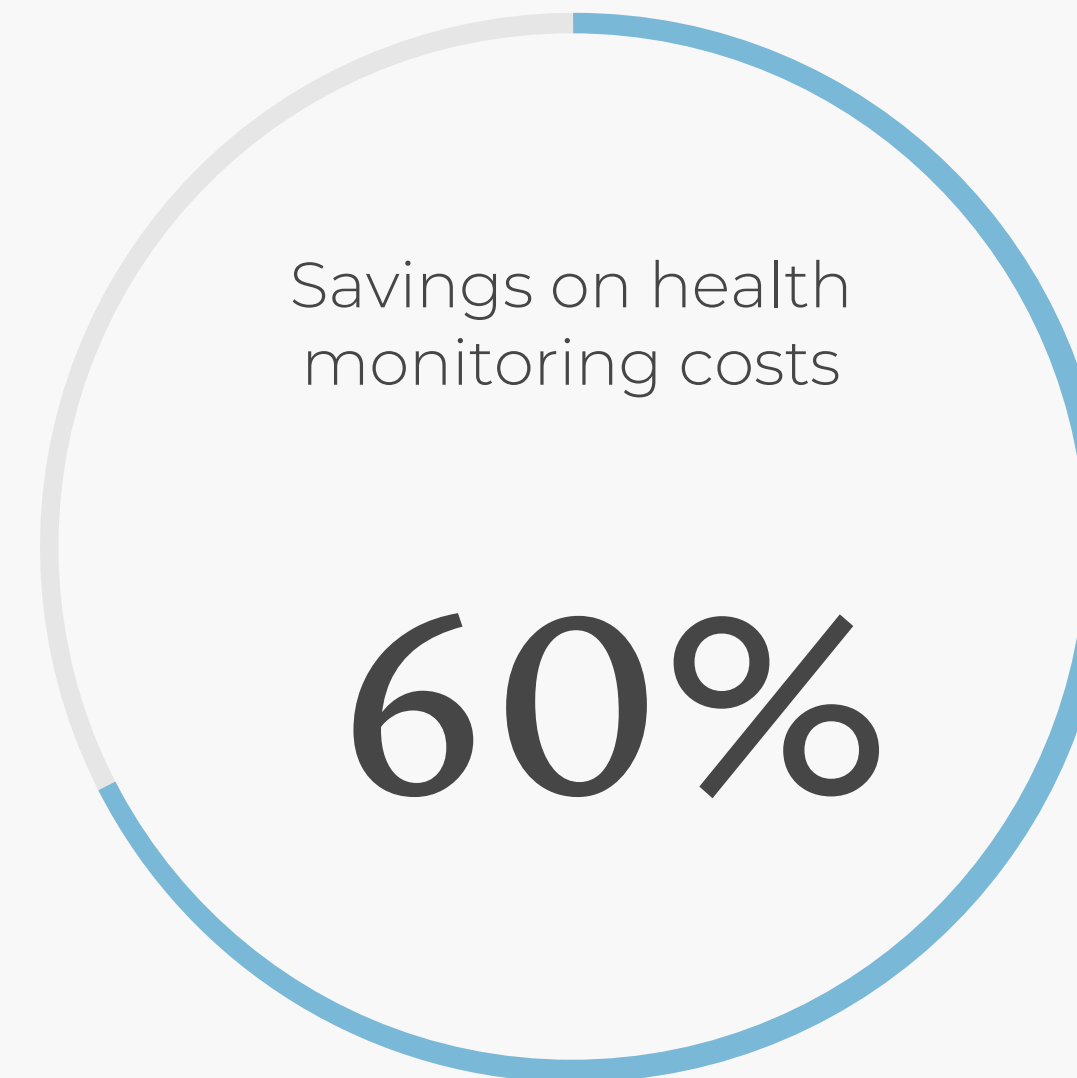
Breaths per minute

Temperature

Activity

Position

Vocalisations (for  
behavioural therapy).



## DEFINED BY VETS

Its functionalities have been directly defined by professionals during a market research study.

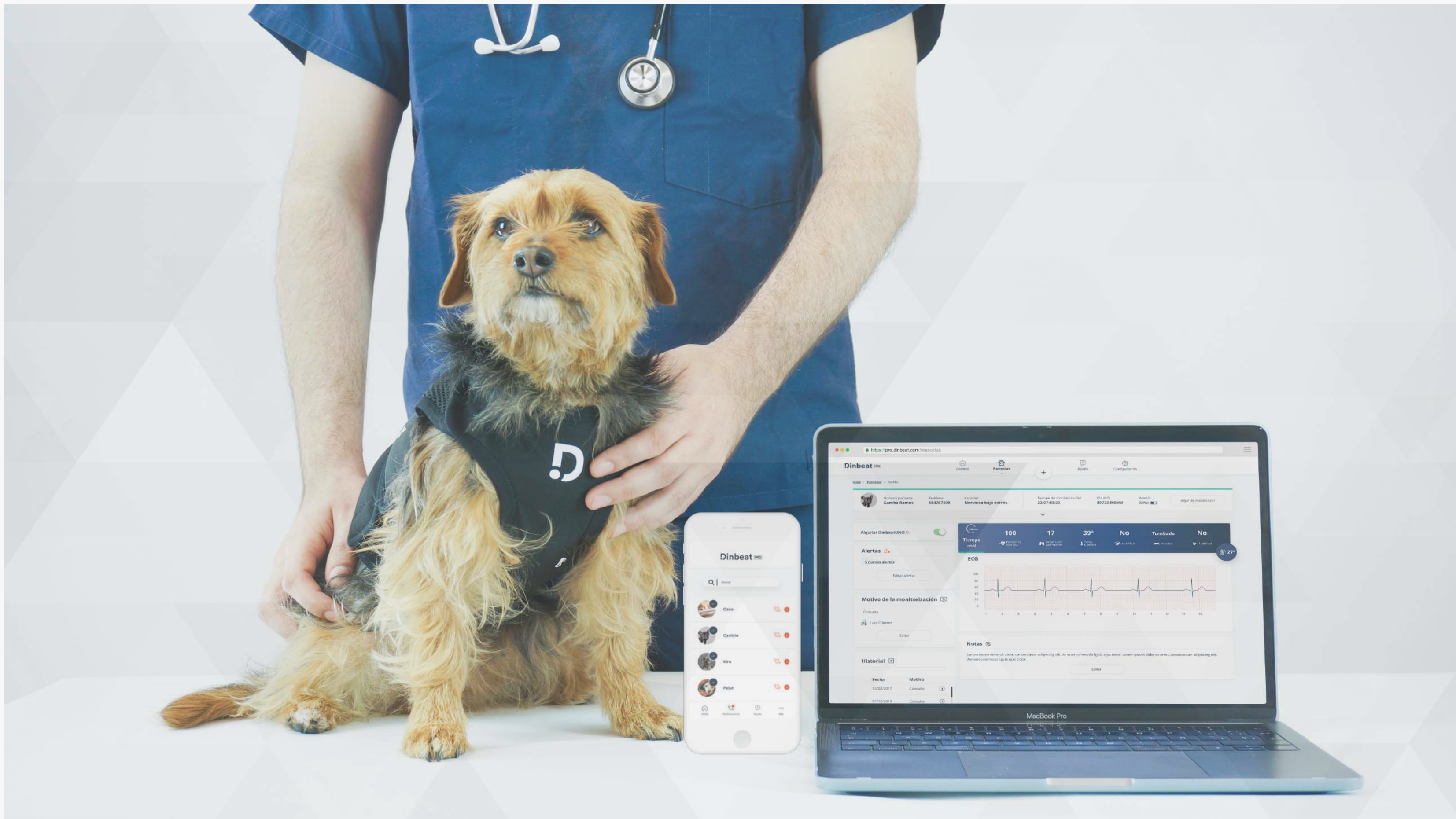
Dinbeat UNO possesses the needed certifications to be sold in Europe.

Certifications needed for the US market will be managed during 2021.





Dinbeat UNO is not a gadget, we are a clinical-grade, diagnostic device.



# DINBEAT UNO

Why UNO?

Because UNO in Spanish means ONE, and it is the first problem we solve to improve animal welfare thanks to technology.

+100K€ of sales revenue since commercial launch

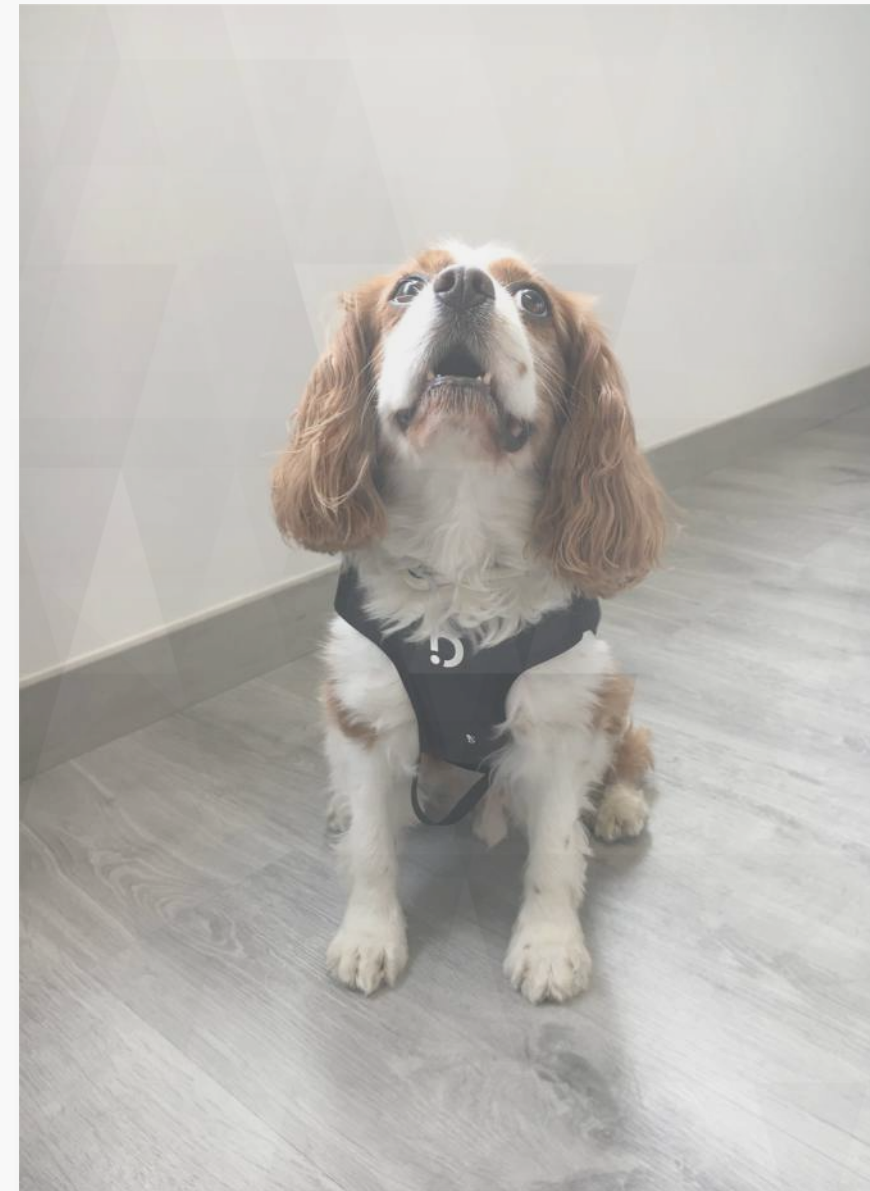


# USE CASES



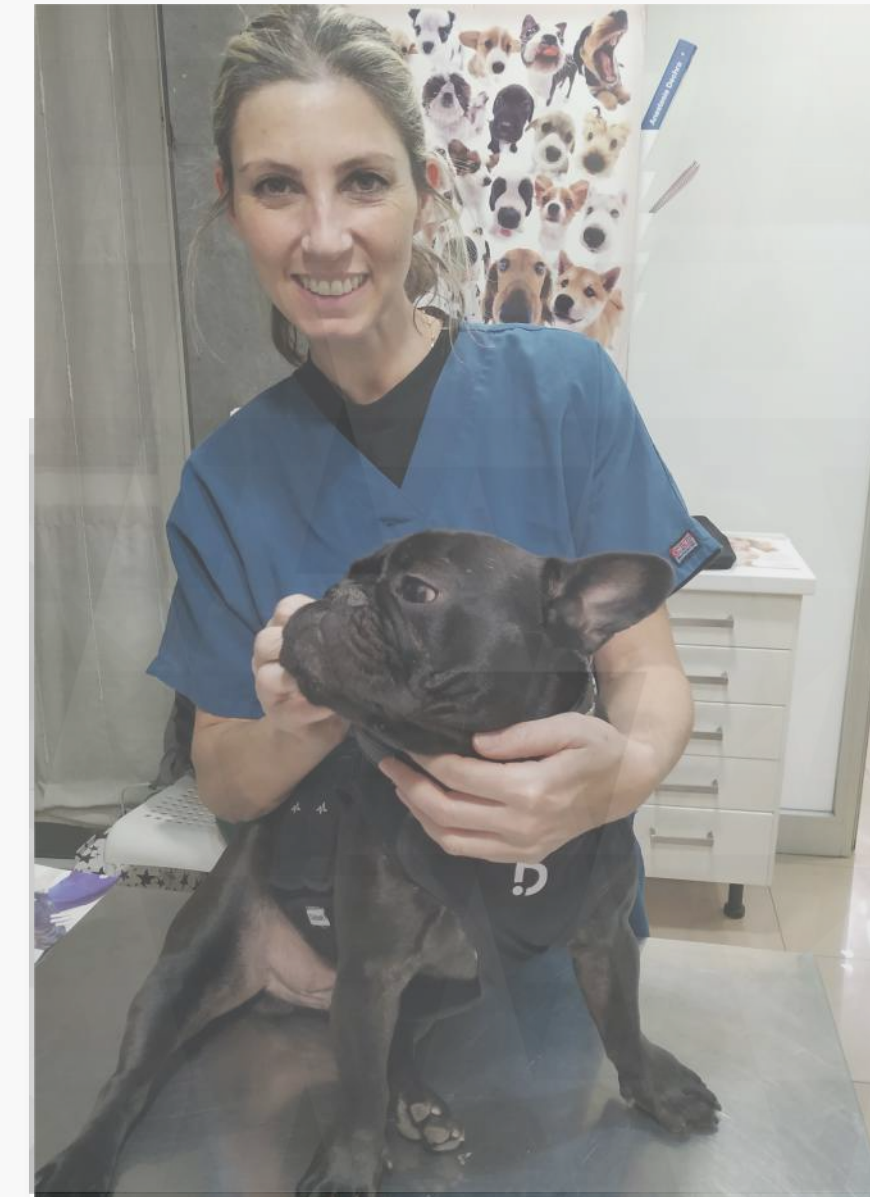
## Hospitalisation

Hospitalised patients, both in medicine and surgery units.



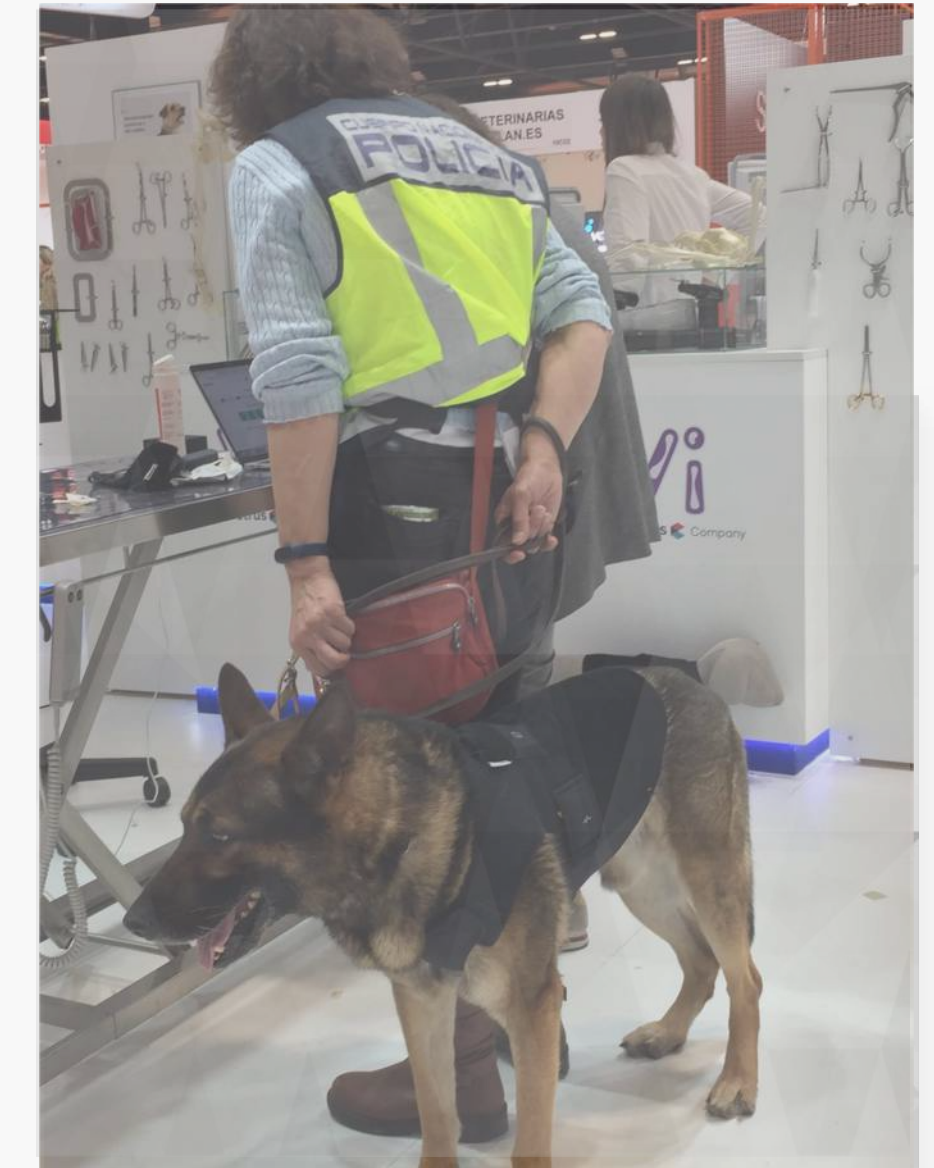
## Home monitoring

Patients at home-based hospitalisation.



## Routine checks

Preventive medicine, routine checks in veterinary clinics or to be used by ambulatory vets.



## Special use

Special dogs units monitoring or risk situations. It is also being used with dogs on treadmills during rehab.

**Note:** We are adapting the system to be used with **horses** as well.



# ADVANTAGES



## For the animal

- Acceleration of the recovery process (no need of manual manipulation for tracking)
- Decrease in stress levels
- Opportunity to recover at home with constant clinical control



## For the vet professional

- Huge increase in vital signs available data versus manual tracking to act faster and make better clinical decisions
- Patients' mortality decrease due to faster reaction to negative events thanks to alerts system
- Peace of mind and great support especially in circumstances such as intensive care or night services.



## For the business

- New revenue streams
  - Home monitoring
  - 24/7 automated tracking
- +60% savings in health tracking costs
- Brand and business differentiation from competition

# COMPETITIVE ADVANTAGES

- Dinbeat UNO monitors non-sedated animals with clinical quality.
- Easy to wear.
- Modular solution.
- Real-time alerts 24/7.
- Data is sent in real time.
- Cost savings in manual tracking.
- The system sends the more data per minute than competition.
- 100% wireless & cloud-based solution.
- 100% digitalised data.
- Highly scalable product.
- The patient medical history is stored at our cloud data base, the information can't be transferred to another system by a potential competitor.





# COMPETITORS

Other veterinary-grade devices being used by professional veterinary practices.

	Dinbeat UNO	Mobile ECG	Holter Monitor	Multiparameter monitors	Simple ECG
Several health parameters	✓	✗	✗	✓	✗
Real-time data	✓	✓	✗	✓	✓
Wireless	✓	✓	✓	✗	✗
Animal sedation not needed	✓	✓	✓	✗	✗
Multi-patient platform monitoring	✓	✗	✗	✗	✗
Data saved in patient's clinic history	✓	✗	✗	✗	✗
Home monitoring	✓	✗	✓	✗	✗
Price	2.495€	300€*	2.000€*	From 3.000*	From 800€*

\*Approx. // Competitors such as “PetPace” have a wearable vitals tacker device, but mainly targeted towards non-professional use.

# HOW DO WE EARN MONEY?

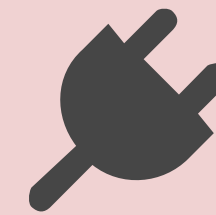
## SALES



Sale of devices, its accessories and services.

The retail price for Dinbeat UNO Starter Kit is **2.495€ (+TAX)**, and our **margin** is above **62%**.

## SUBSCRIPTION



Basic software is provided with the system, but we have extra services plans (subscription), and pay-per-use services (SaaS).

## DATA MONETIZATION



Data is our most important asset in the long term, and it will be monetised in different passive and active revenue streams.



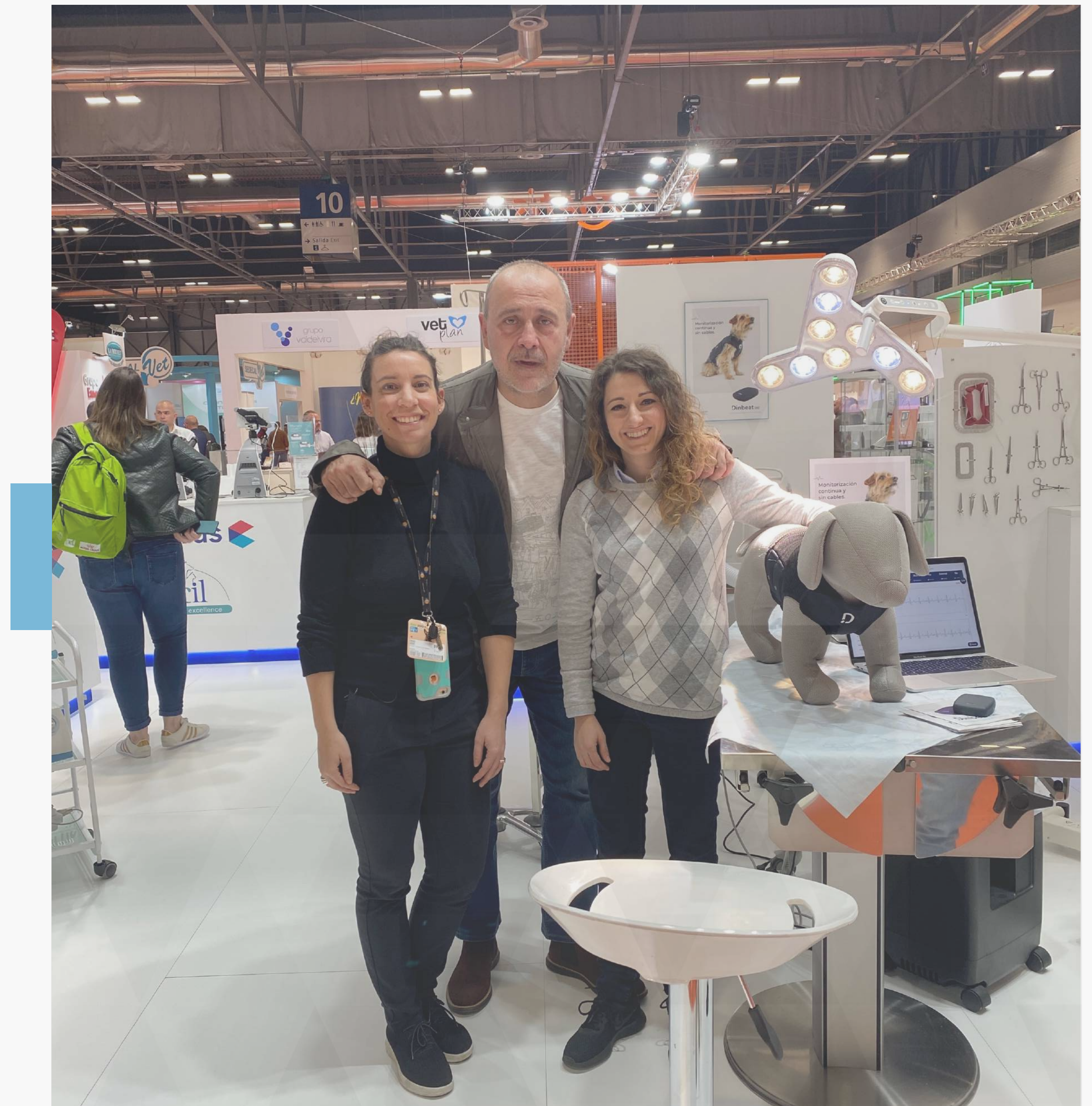
## // Sales Strategy

Our potential customers are **big and mid-size vet centres** in the first place, with an aim to provide excellent clinical services.

## // Go-to-market

Our go-to-market strategy is a combination of direct or indirect sales, depending on the country.

Margins for partners range from 20 to 30%

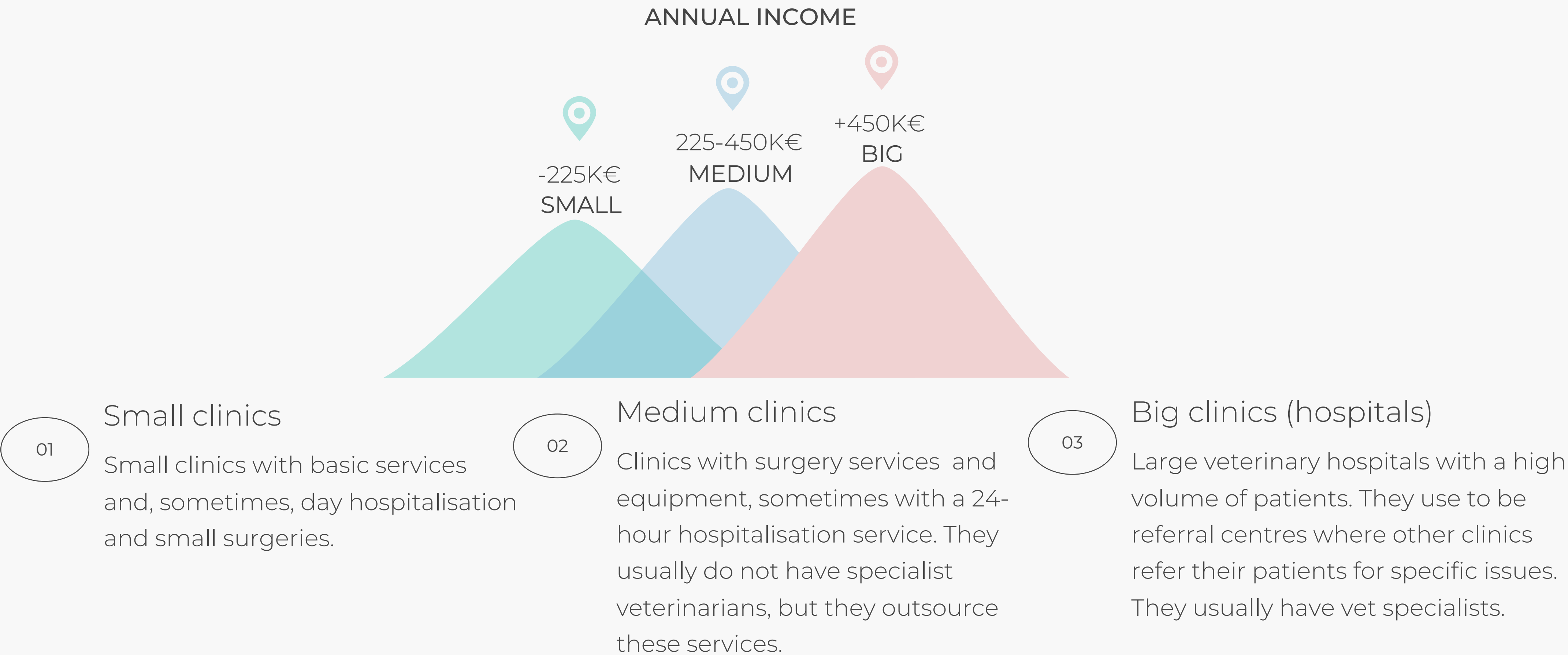


Commercial launch of Dinbeat UNO at the Covetrus booth during the Iberzoo Propet trade show. (Spain, March 2020)



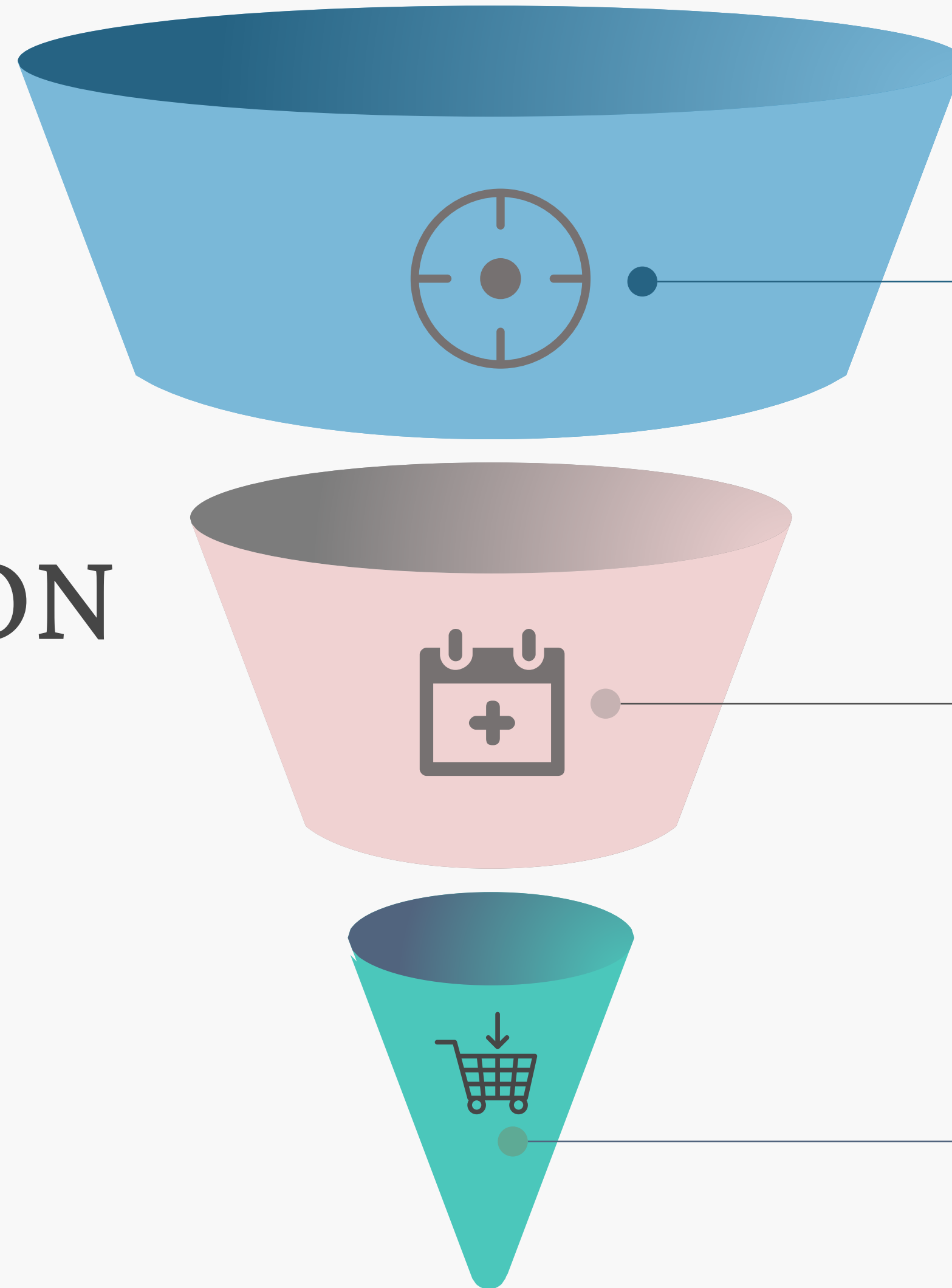
# VET CLINIC MARKET

Veterinary clinics are segmented into three groups, depending on their income and services.  
Dinbeat UNO and its services for professionals are designed for each group, resulting in different value propositions.





# OUR CONVERSION FUNNEL



## CLIENT SELECTION

We look for veterinary practices committed to animal welfare, with a deep focus on their patients. We check customer scores and online comments regarding the vet practice online, before contacting. We call or contact them by email or LinkedIn to introduce them to Dinbeat and agree a meeting to deep dive in Dinbeat UNO.

## DEMO

We meet online to have a conversation about their current hospitalisation service and pain points of the potential customer, to understand if we can help. Then, we perform a live demo where the product is used in real time to show how it works. After the meeting, we agree to send an individual proposal, including investment and ROI information.

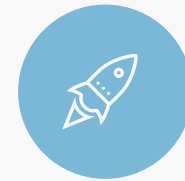
## SALE

Once the proposal is sent, we follow-up with the potential customer via email or telephone to close the deal.

Note: It's too early to specify a conversion rate percentage.

# COMMERCIAL ROLL OUT

## Go-to-market strategy



+64K€ in Dinbeat UNO sales in Spain

- Two non-exclusive distribution agreements with veterinary distributors.
- To approach the Spanish market, we work with an outsourced sales network on commission.
- We manage large accounts of veterinary chains directly from Dinbeat.

## Highlights



- 32 referral hospitals.
- Partnership with a vet diagnosis company.
- Key opinion leaders on board.
- In conversations with big vet groups.



## #2020 SPAIN

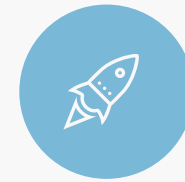
We officially launched Dinbeat UNO in Spain in March 2020 and the Diagnosis platform in January 2021.

27.000 vets in Spain.

Source: <https://fve.org/>



## Go-to-market strategy



- One exclusive distribution agreement for UK with



Covetrus is a North-American company with presence in more than 25 countries.

+36K€ in Dinbeat UNO sales in UK

## Highlights



- 2019 Digital Veterinary Summit selected Dinbeat as one of the most promising pet tech companies today.



## #2021 EUROPE

We're opening the European market, starting in 2021 with UK (20.800 veterinarians, 5.571 clinics approx.) and France (17.000 veterinarians, 4.553 clinics approx.). In 2022 we will be selling in Germany (26.800 veterinarians), Italy (30.100 veterinarians, 8.100 clinics approx.), Belgium, Portugal, The Netherlands, Austria, Norway and Denmark.

309.144 vets in UK.

Source: <http://www.veterinarybusinessmatters.com/>

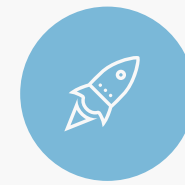
## Go-to-market strategy

- We plan to sell through several regional distributors or a global one.
- We will also create a local team with our own sales team to develop the market.

## Highlights

- Our first investor is a US company called Animal Biosciences, (Boston, US)
- Dinbeat was selected by “Plug and Play” accelerator from Topeka (Kansas, US) to pitch in their investment forum called 'Animal Health Innovation day'.

Source: <https://www.avma.org/>



## #2022 USA

We will start sales in the United States in 2022. This is our most important market, and we want to build a big brand there.

120.000 vets in USA.



## Go-to-market strategy



We will distribute Dinbeat UNO exclusively with the AHRMS company in Japan.

We are currently negotiating volumes to close an exclusivity agreement for the next 4 years.

## Market potential



The Japan Veterinary Healthcare Market was valued at 1.881,31 million USD in 2020, and it is expected to reach 3.014,14 million USD by 2026, registering a CAGR of 8.57% during 2021-2026.



## #2022 JAPAN

AHRMS veterinary company contacted us to distribute our product in Japan and proceed with the required certification to commercialise it in the Japanese market.

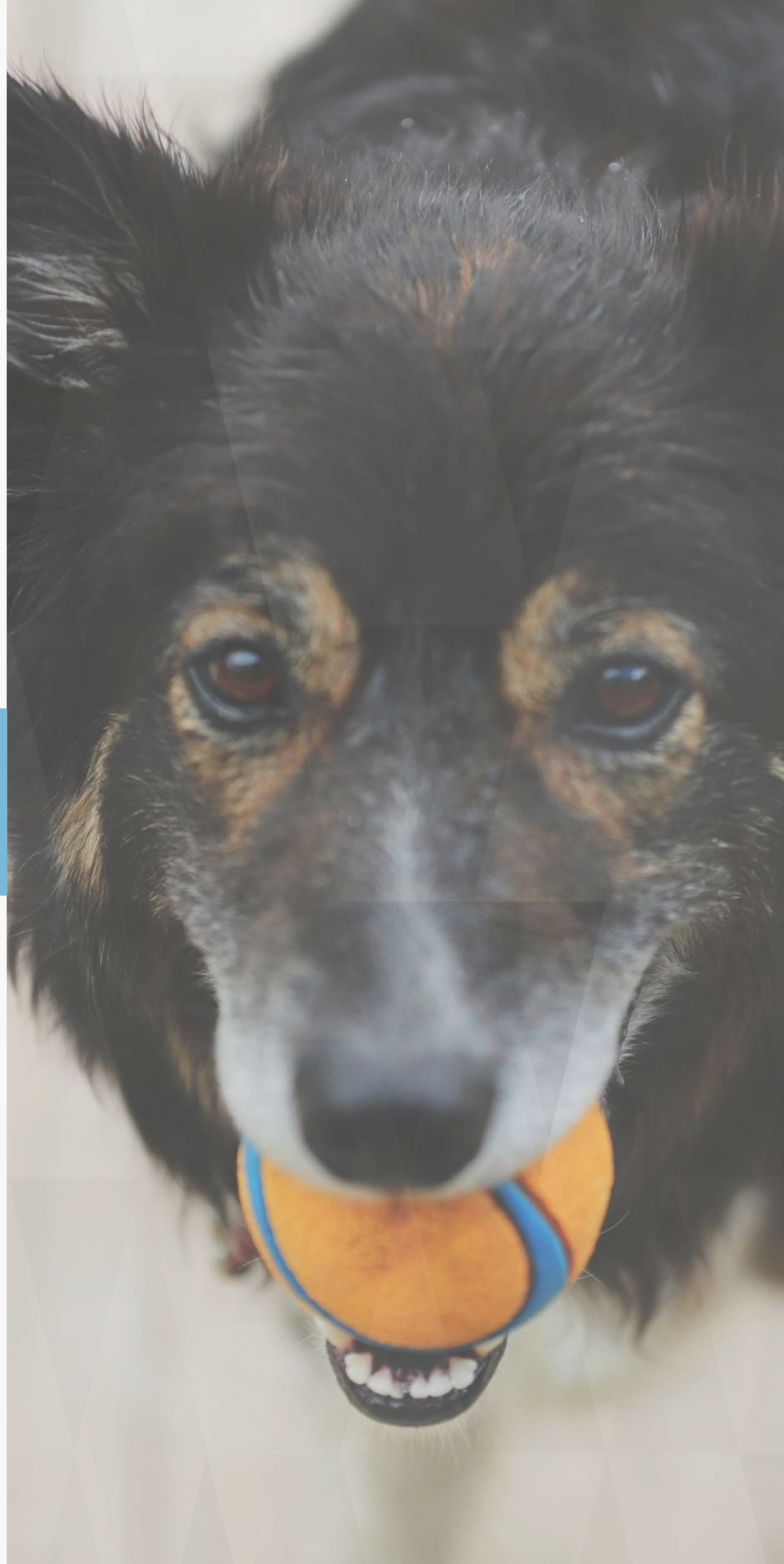
39.000 vets in Japan.

Source: <https://www.avma.org/> // <https://www.mordorintelligence.com/>









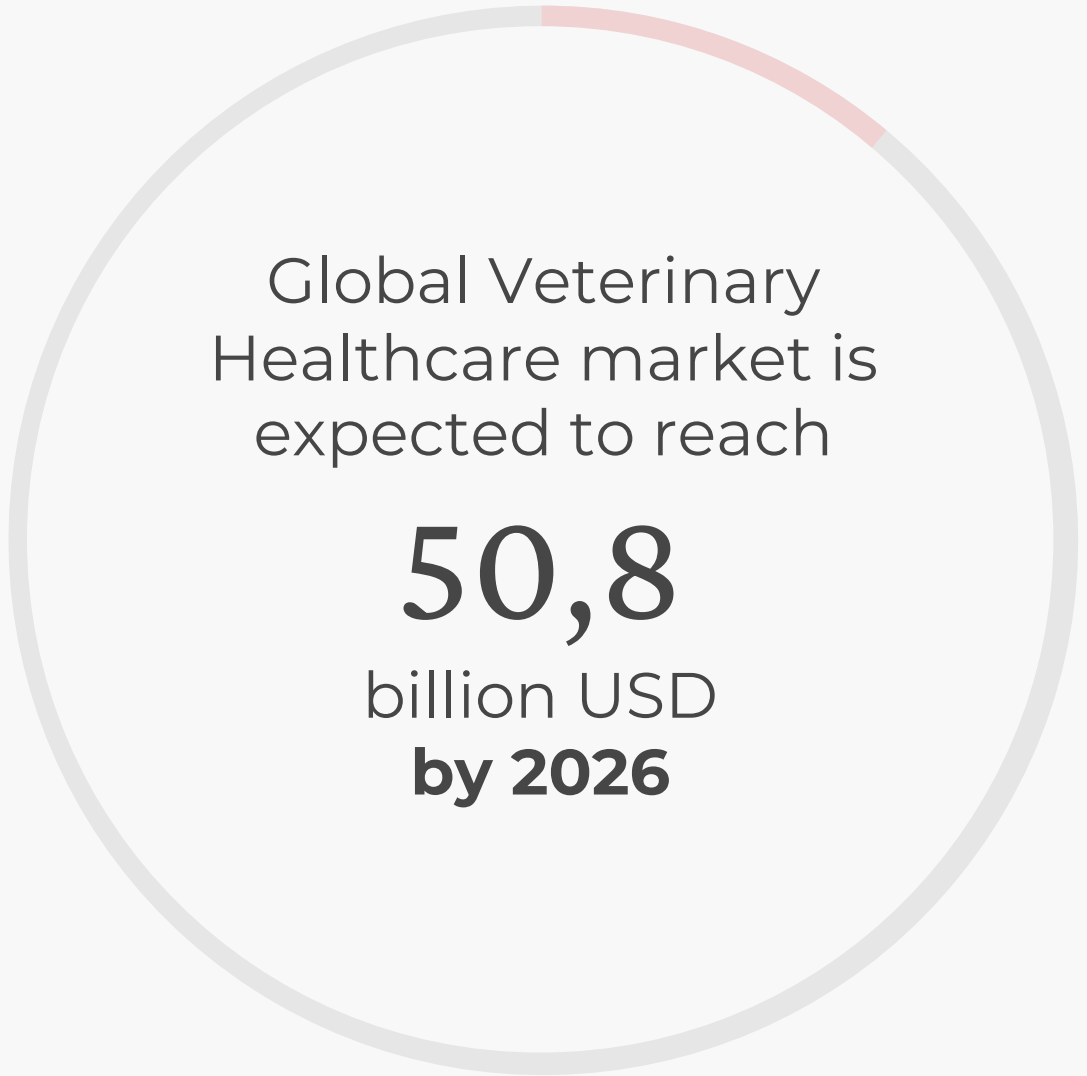
The opportunity is not only for the veterinary equipment market.

Global pet market is projected to expand at 6,1% CAGR from 2021 to 2027.

We want to position Dinbeat as the leading brand in the pet tech market.

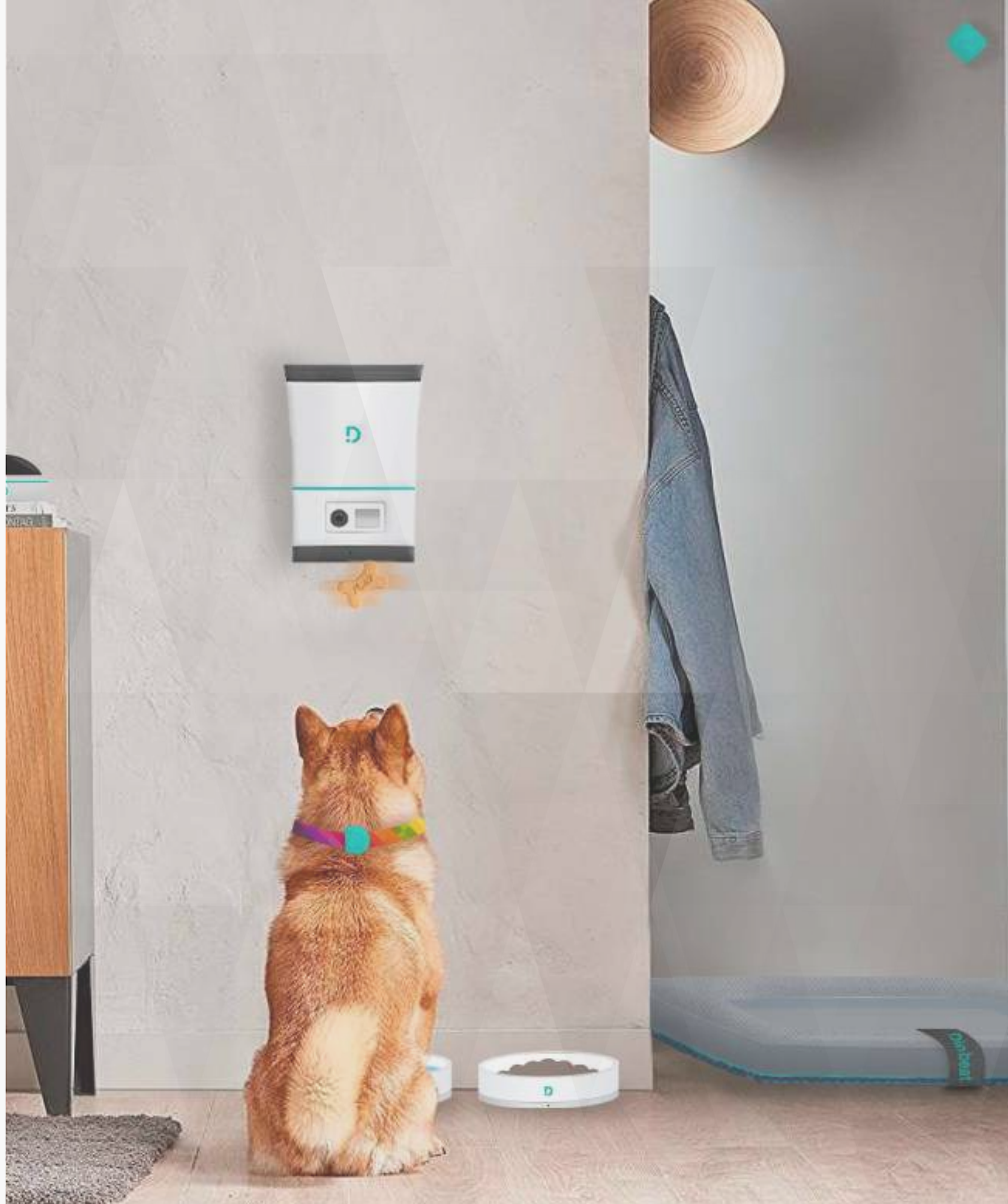
Source: <https://www.gminsights.com/industry-analysis/pet-care-market>

# PET MARKET



\*Value of the veterinary market 30.8 billion USD in 2020 // Global pet market value 207.90 billion in 2020  
Sources: <https://www.grandviewresearch.com/industry-analysis/veterinary-medicine-market> // <https://www.globenewswire.com/> // <https://www.fortunebusinessinsights.com/>





// Product pipeline

## NEXT STEPS

We want to become the pet tech market leader brand improving animal welfare through the products and services we offer to professionals (B2B) and pet mates (B2C).

And to become the worldwide reference company for data in the pet sector.



# B2B PRODUCTS

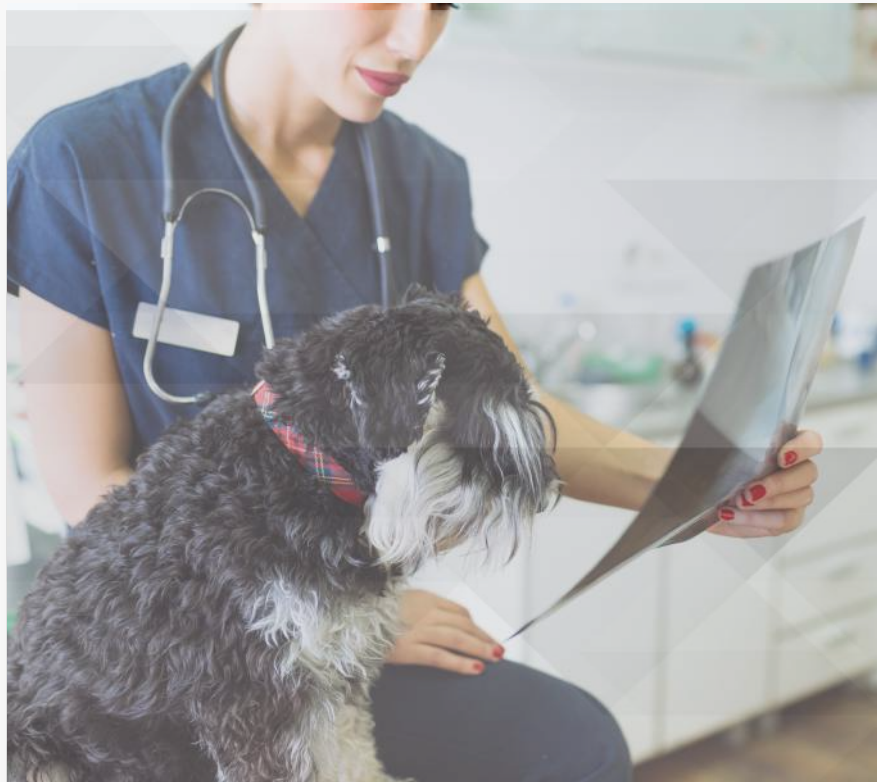


To be launch in second half of 2021

## SUBSCRIPTION

In the first half of 2021 we'll launch our subscription service plans, with three different proposals ranging from the free plan to the premium one (35€ / month).

MARGIN DINBEAT 100%



Currently in the market

## SAAS

In January 2020 we launched our first SaaS service: an online electrocardiogram analysis in collaboration with Diagnosfera, a leading company in tele-diagnostics.

Our users can request the service through the platform.

MARGIN DINBEAT 28%



To be launch in second half of 2021

## ACADEMY

In Q2 2021 we will launch our online academy platform with several courses for professionals, performed by leading professionals in each category.

MARGIN DINBEAT 60%



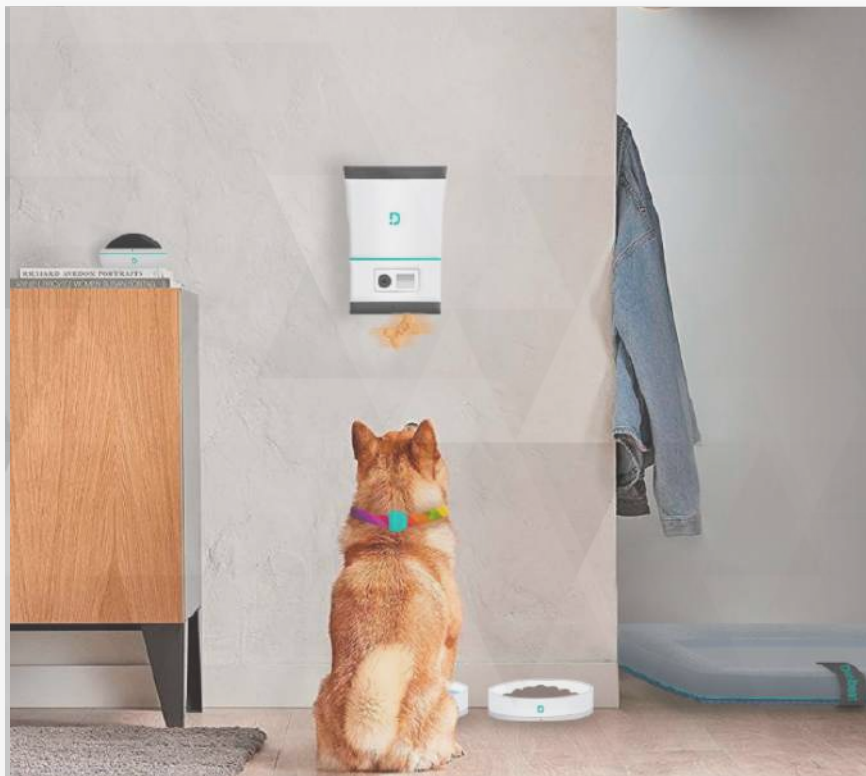
## DATA

Our most important long-term asset is data, to be monetised for research or product development purposes.

MARGIN DINBEAT 100%



# B2C PRODUCTS



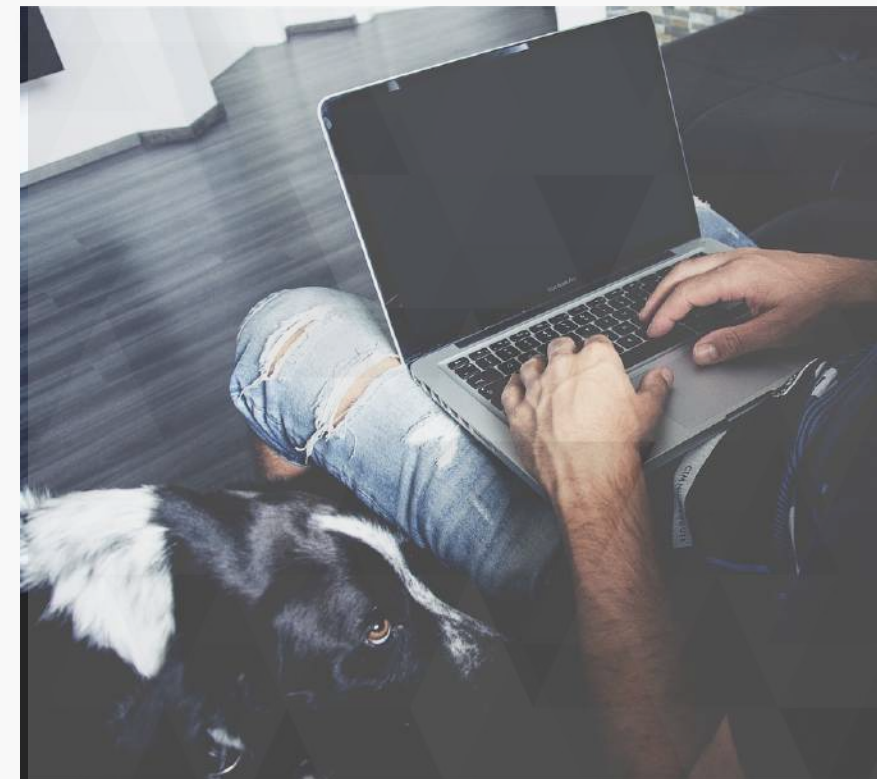
To be launch in second half of 2022

## HOME DEVICES

For pet mates to interact with their best friends from anywhere while they are at home and know how they are.

These data will be added to our database, resulting in a **360° data set about the animal**: clinical plus at-home data.

MARGIN DINBEAT +60%



To be launch in 2023

## SAAS

We will offer subscription/pay-per-use services through the Dinbeat Home Devices' APP for the pet mate to improve the relationship with their best friend.

MARGIN DINBEAT 60%



To be launch in second half of 2021

## ACADEMY

We will also offer courses for pet mates through Dinbeat Academy Platform: training, sports, basic care, and many others.

All that pet mates need to know about their best friends.

MARGIN DINBEAT 60%

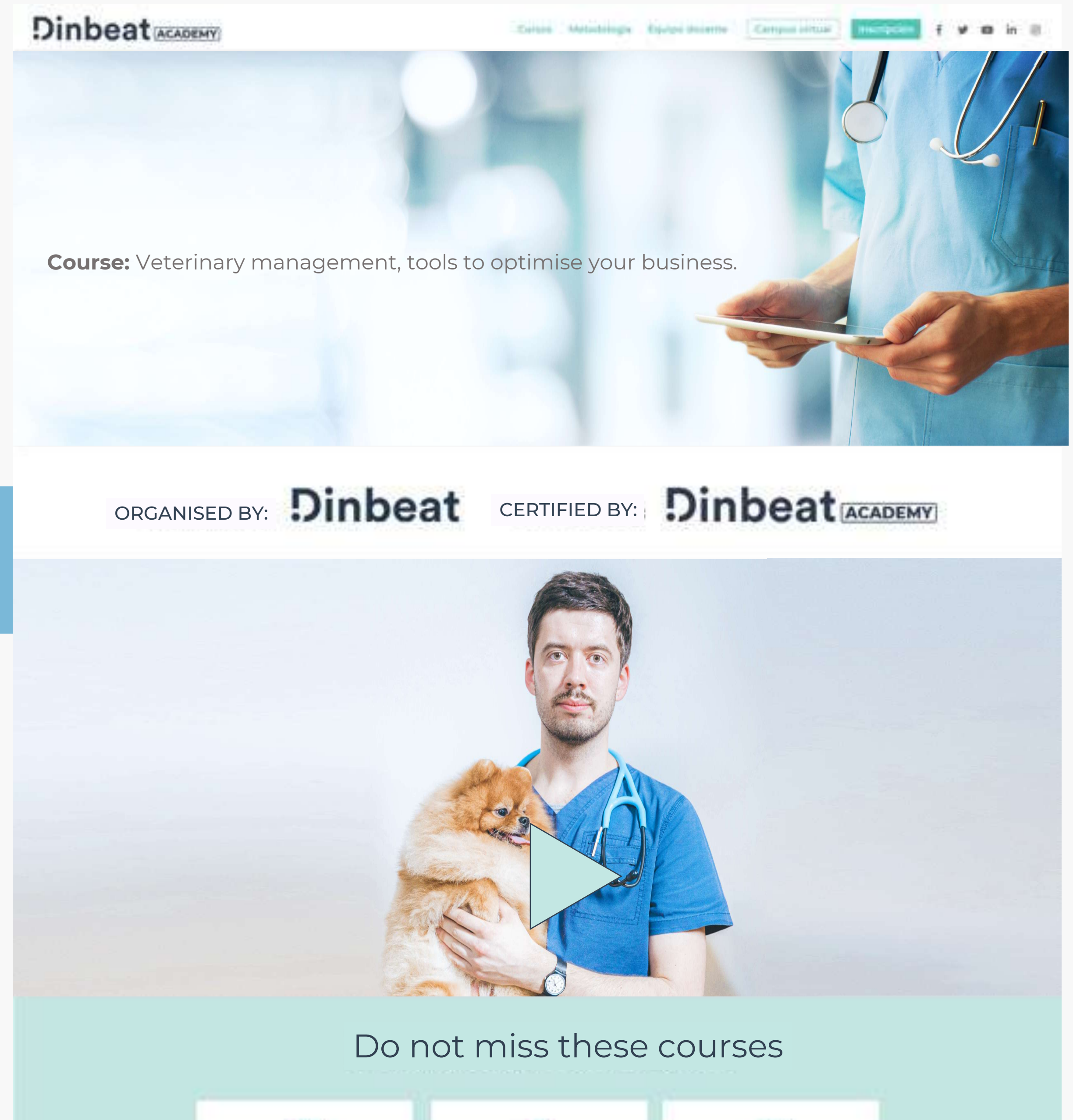


# ★ Dinbeat ACADEMY

The E-learning Market was estimated at 144 Billion USD in 2019 and is expected to reach 374,3 Billion USD by 2026. The global E-learning Market is expected to grow at a compound annual growth rate (CAGR) of 14.6% from 2019 to 2026.

Within our platform we will offer courses for both professionals and pet mates, thus we will position ourselves as experts in the sector.

In addition, we will capture professional leads to whom we can later offer our products and services. We estimate a sale can cost us 1,5€ of marketing investment. Course prices will range from 30€ to 200€, depending on the course length. Students will have up to one year to complete the training. DINBEAT Academy will be a very important income line in the short term.



The image shows a website banner for Dinbeat Academy. The top section features the Dinbeat Academy logo and navigation links. Below this, a large image of a veterinarian in blue scrubs holding a tablet is shown. Text on the banner includes 'Course: Veterinary management, tools to optimise your business.' and 'ORGANISED BY: Dinbeat CERTIFIED BY: Dinbeat ACADEMY'. A large green play button icon is overlaid on the image. At the bottom, a teal bar contains the text 'Do not miss these courses'.

**Dinbeat** ACADEMY

Course: Veterinary management, tools to optimise your business.

ORGANISED BY: **Dinbeat** CERTIFIED BY: **Dinbeat** ACADEMY

Do not miss these courses



# MILESTONES ACHIEVED

## # IP

Utility model (Spain)  
for our innovative harness.

Telemedicine system patent  
pending.

## # Awards/Mentions Dinbeat as a brand

One of the ten selected companies  
to pitch at Digital Veterinary  
Summit (London – Oct’19).

Dinbeat selected for the “Plug and  
Play” tech ecosystem (Animal  
Health vertical) from Topeka  
(Kansas, US).

## # Awards/Mentions as a company

Selected project for 100K\$ grant  
from Google Cloud services for  
StartUps.

Accepted to be part of Orange/  
Lánzate programmes.

Selected project for Microsoft for its  
StartUps programme.

Selected project for the StartUp  
accelerator Lanzadera.

Agreement with HP for media  
coverage.





# LEADERSHIP TEAM

## // The drivers of change

We have a team of 12 full-time professionals, including development, sales and marketing teams.

### Our front-line #Dinbeaters



Talía Bonmatí  
CEO & Co-founder

Talía is a long-term focused leader. Experienced as an entrepreneur, and working in previous startups, owning responsibilities regarding business strategy and management.



David Arranz  
Co-founder & BoD

David has experience as an entrepreneur, and he is currently working as Business Development Director at Imaginbank (CaixaBank).



Franisco Gil  
Co-founder & Mentor

Francisco has experience as an entrepreneur, working as General Manager and Commercial Director in multinational corporate companies.



Brian Malone  
BoD member

CFO at Animal Biosciences INC. Life sciences executive with 35 years of experience in financial services and investment firms in Ireland, London, and Boston



Marina Gómez de Tejada  
COO



Eduardo Blanco  
CFO



Fátima Bonmatí  
Project Manager



# INVESTMENT THAT MADE IT POSSIBLE

TOTAL FUNDING  
UP TO DATE

1,48M€

#2016

**95K€** Founders & FFF  
**60K€** ENISA Jóvenes  
Emprendedores (Spanish  
participatory loan)

#2018

**75K€** StartUp Capital  
(Spanish Grant)  
  
**50K€** SME Instrument  
Phase I (European Grant)  
  
**200K€** 1st private pre-seed  
investment round

#2019

**250K€** CDTI Neotec (Spanish  
Grant)

#2020

**500K€** 2nd private seed  
investment round  
  
**254K€** ENISA Crecimiento  
(Spanish participatory loan)  
  
**15K€** ICEX Next (Spanish  
grant)

Equity | Non Equity

**BONUS:** Last year Covid-19 stopped the world, but not us.



We adapted our telemedicine system to human use as a request from a public hospital from Catalonia, and we registered another brand for this new business line called Plug&Health.

## // Human business line

‘Sentinel’ is our new telemedicine system for human use, as it continuously takes care of people's health at any time, from anywhere.

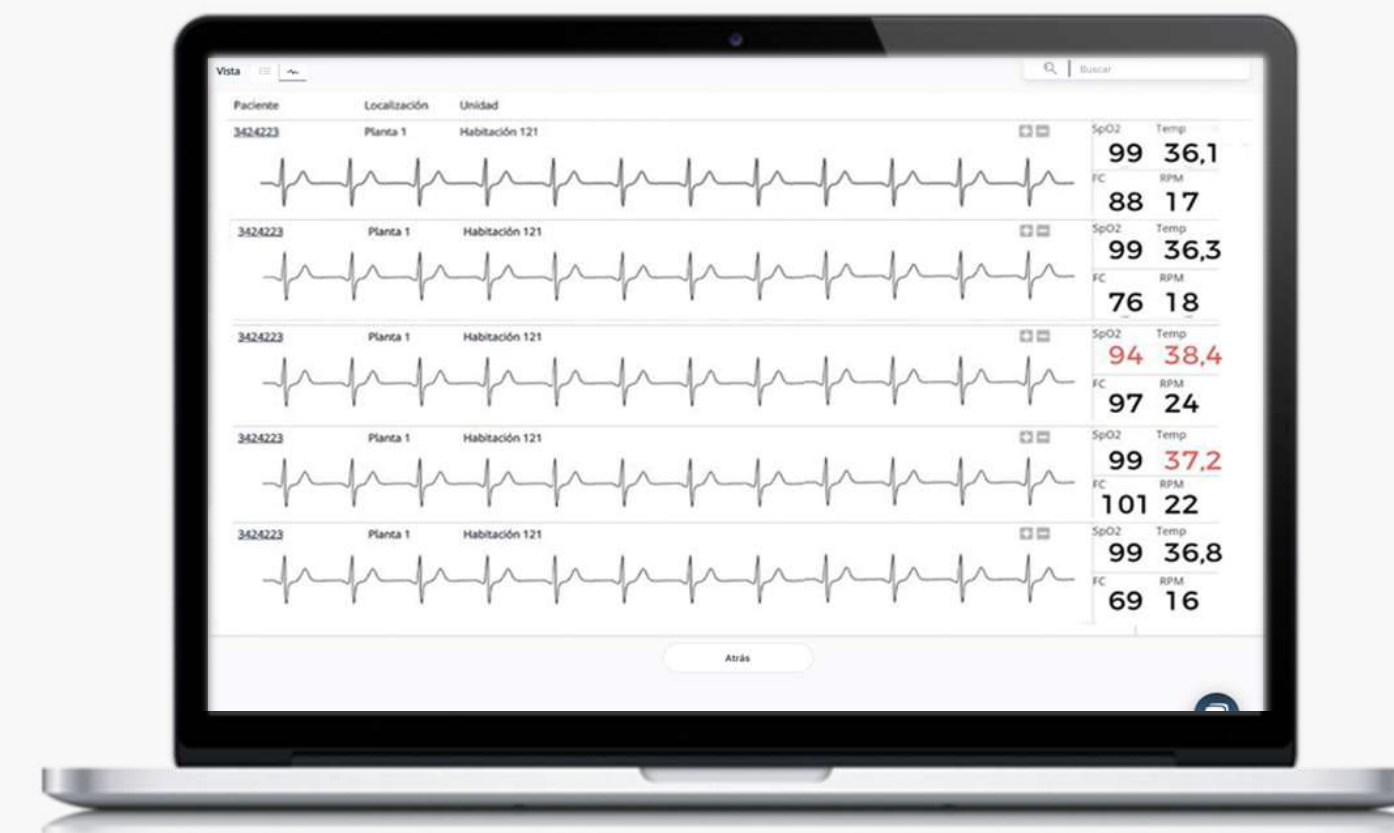


We are in the CE mark certification process to sell 'Sentinel' in Europe, which is expected to be ready at the end of 2021.

Once we get the CE mark we will completely split the two business lines, creating a new company/division for Plug&Health.

Current VAN of Plug&Health = 5M€

Potential market +515.600M€//



- 
- 
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To continue growing Dinbeat, and to be ready to create Plug&Health as a new company.

DINDOG TECH

WE ARE  
LOOKING  
FOR

2M€

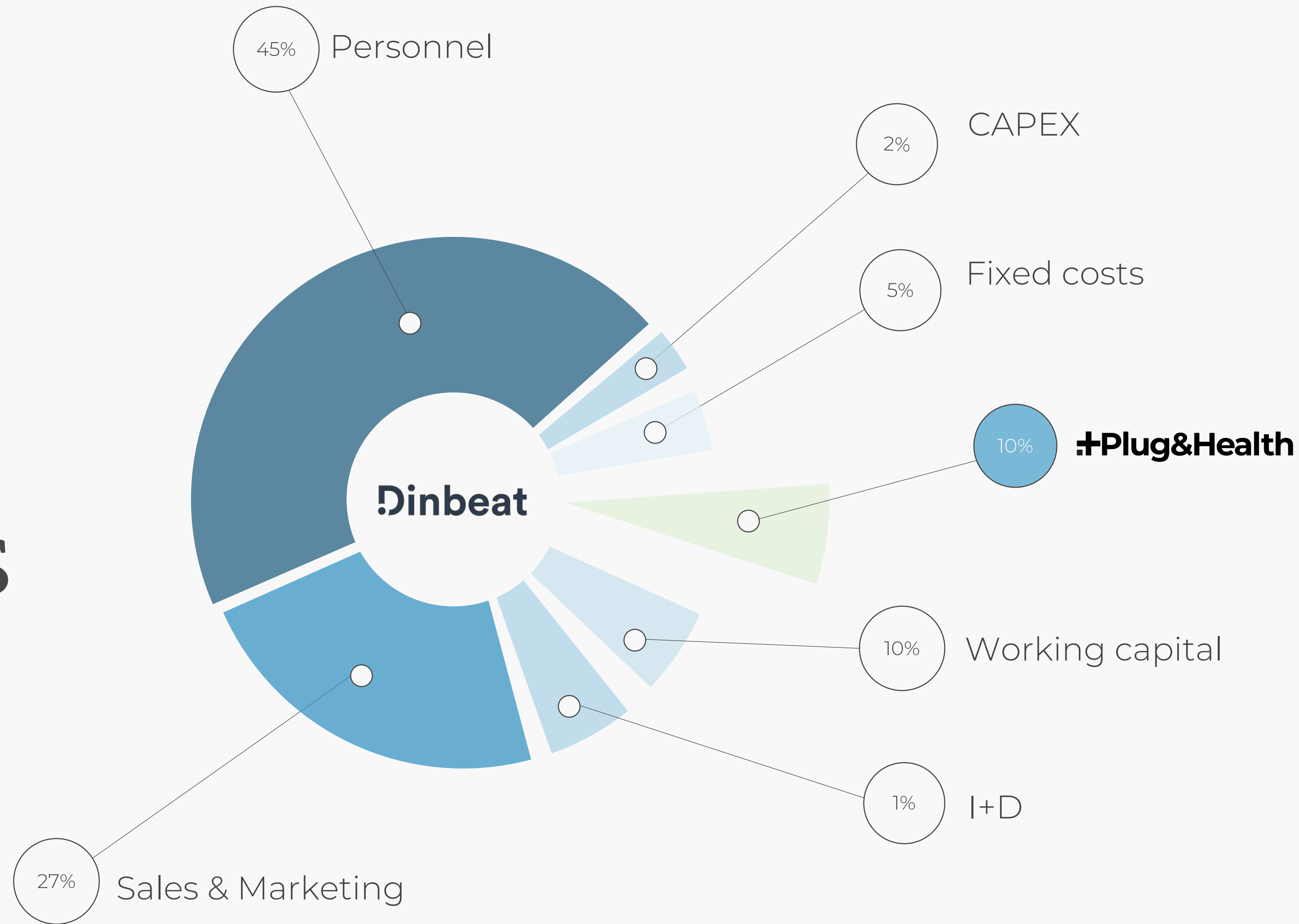
www.dindogtech.com

0.036

Now **the opportunity to invest is twofold**, since the new company will be created with the resulted cap table of this investment round.



# PURPOSE OF FUNDS



## // USE OF THE FUNDS

- To increase the team with the needed profiles to develop our business plan.
- To adapt Dinbeat UNO to horses\*.
- To consolidate the European market and introduce Dinbeat UNO in the US.
- To launch new SaaS services and our B2C product line to collect data at home.
- To introduce artificial intelligence and machine learning technology to our database.
- To improve animal welfare thanks to our products and services.

# Dinbeat

## // TO GET THIS MILESTONES

- 4.538 Dinbeat UNO units sold until 2025.
- Presence in more than 3.000. veterinary clinics in more than 13 countries.
- + 69,5M€ turnover in 4 years.
- +17K courses sold in 4 years to more than 10.000 students (professionals & pet mates) worldwide.
- All this to make Dinbeat the benchmark brand in the pet sector.

11x the value in 5 years

\*According to the Equine Business Association, the global equine industry as a whole is worth \$300 billion



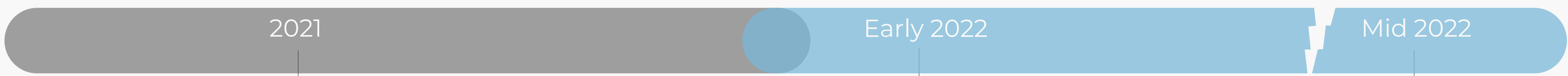
# +Plug&Health

Furthermore, you will also be part of the shareholders of Plug&Health, a leading telemedicine company.

We will allocate the 10% of the total investment in Plug&Health.

## USE OF FUNDS

DINDOG TECH



CE mark for medical device

We will get the CE mark for medical device (class IIa) by the end of this year.

Hire CEO, COO, CRO

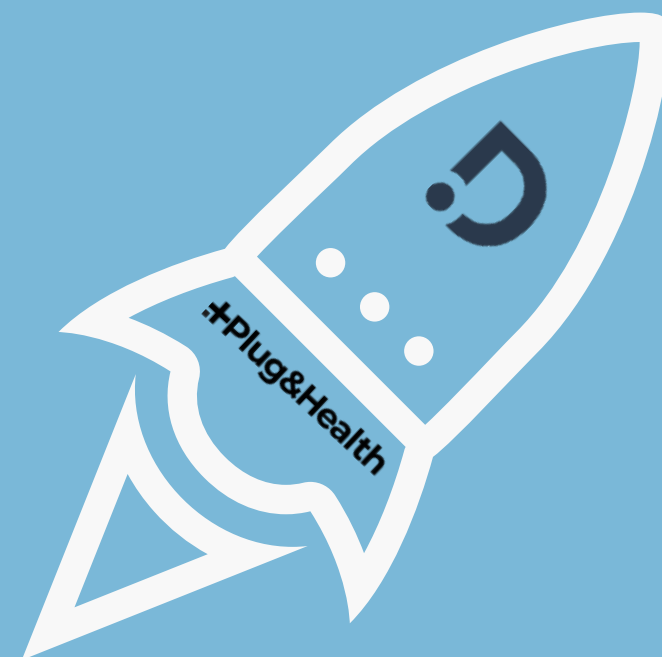
We will hire a team to start this new business line with knowledge and experience in the health sector and in health Startups to obtain investment.

Split Plug&Health

We will split Plug&Health in a new independent business area and provide it with a minimum investment to start and seek their own financing (public and private).

www.dindogtech.com

Dindog Tech will grant Plugh&Health a lifetime license to use the 'Sentinel' technology.



# The investment opportunity is huge

And the moment is NOW



# RETURN ON INVESTMENT

## Possibilities of exit:



Trade exit to industry  
player



Licensing our  
technology



Investment round

// We propose an exit in 4-5 years

Some investment data and project transactions related to Pets Wearables

**Whistle** a company founded in 2012 in San Francisco, developed an activity tracker. It was purchased by the Mars Group in 2016 for 119M\$.

**Petpace** founded in 2012, developed a wearable device to track some health parameters. It has raised 12,2M\$ in 3 rounds.

**Rover** founded in 2011, connects pet parents with the nation's largest network of pet sitters and dog walkers. It has raised 310,9M\$ in 10 rounds.



# INVEST IN US



0.042