



INTELLIPAW

Elevator Pitch



Hello!

The distress of losing a pet affects millions of people. IntelliPaw leverages unique biometric technology to ensure pets, and their owners stay connected. With our proprietary nose-print identification system, we transform any smartphone into a recovery tool, redefining pet safety and bringing peace of mind to pet owners everywhere.

The pet care industry has seen significant growth, yet there remains a gap in effective, non-invasive pet identification methods. Current technologies like GPS trackers and microchips have limitations, such as high costs and invasive procedures. IntelliPaw aims to address these issues by providing a cost-effective, non-invasive solution.

The Company



IntelliPaw is a cutting-edge technological solution that leverages animal biometrics, machine learning, and pattern recognition technologies to identify lost pets through their snout print.

IntelliPaw is the brainchild of founder Raman Rajoo, and through his work in animal rescue he saw that lost dogs showed a correlation for a significant number of dogs that ended up in rescue organizations.

This revelation gave birth to the idea of IntelliPaw, an application that used technology to overcome the restrictions of traditional tracking methods.

IntelliPaw is a young company with innovative ideas and the potential to introduce a new way of pet recovery to a multibillion-rand industry.

Company Structure



Raman Rajoo

Founder

Development

Finance

Marketing

Legal & Compliance

PROBLEM

The pet care industry has developed into a multibillion-dollar market yet there is a definite need for effective, non-invasive pet identification methods and technology. Current technologies like GPS trackers and microchips have limitations, such as high costs and invasive procedures, and the inability to provide real-time information when its needed.

SOLUTION

IntelliPaw is an innovative mobile application designed to identify and safeguard pets using advanced nose print recognition technology. The application facilitates pet registration, real-time identification, and community engagement leveraging cloud-based technology and machine learning for accurate pet identification.

MARKET LANDSCAPE

COMPETITORS

DIRECT : BIOMETRICS TECHNOLOGY

Company: Petnow
CEO: Jesse Lim
Origin: South Korea
Launched Sep2018
(South Korea, USA, France)
Valuation: \$24 M

INDIRECT: MICROCHIP TECHNOLOGY

Company: AVID, PetHealth.Inc
HomeAgain, Bayer, Datamars
Origin: USA
Launched: 1985
Valuation: \$894 M

INDIRECT: GPS TECHNOLOGY

Company: Tractive, WhistleGo
TryFi, LinkMyPet, Trackimo
Origin: USA
Launched: 1991
Valuation: \$127 M

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STRENGTHS

Innovative Tech.
User Friendly interface
High accuracy
Community Engagement
First mover advantage

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WEAKNESSES

Limited brand recognition
Resource constraints
Losing "first mover" advantage

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OPPORTUNITIES

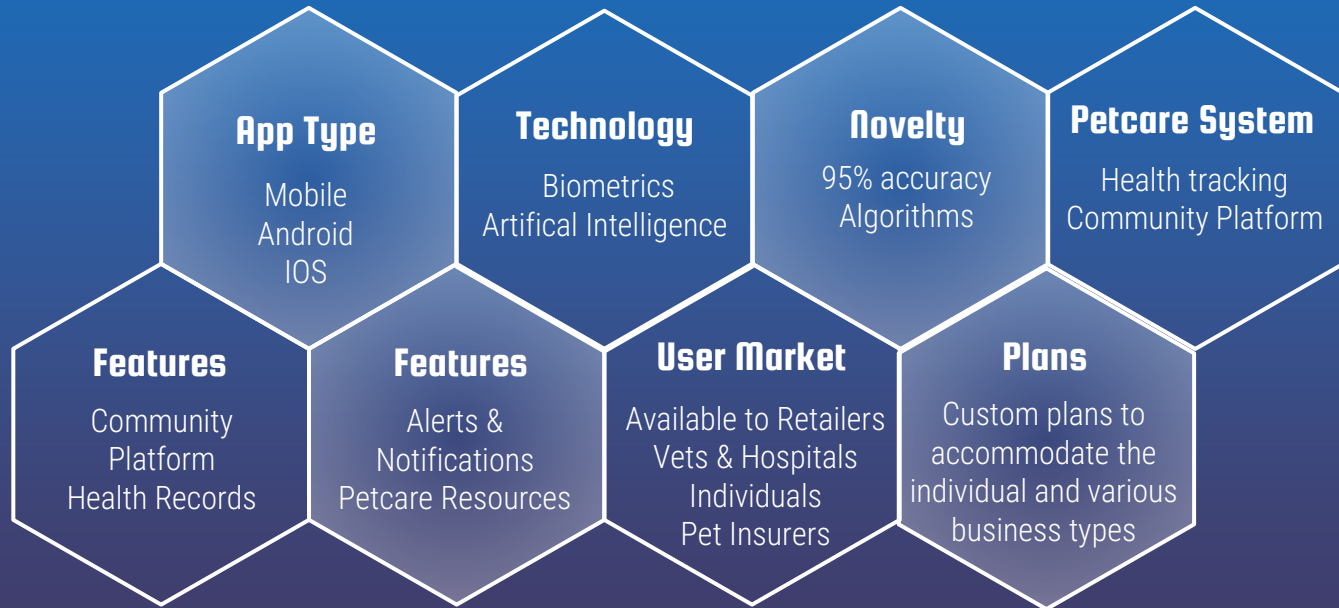
Local growth
Global expansion
Fulfill a market gap
Development for additional services

T

THREATS

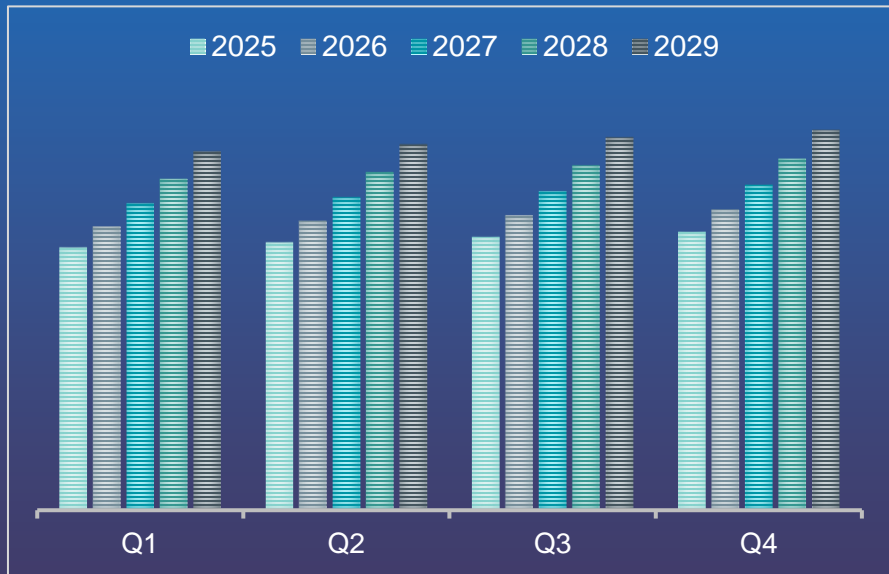
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PRODUCT OVERVIEW



**BASIC & PREMIUM
PLANS**

OUR TRACTION



R149m
Revenue in 2025-2029

1 MILLION
Total User Count

Q4 2025
Break Even

R126
Average cost

8%
CAGR: Compound Annual Growth Rate

MARKET SIZE

USA vs Global
Market



SA vs U.S
Market



INTELLIPAW
vs Market



**R4,3
Trillion**

Global Market

Projected growth
R7 trillion by 2030

South African Market

Projected growth R16
billion by 2030

**R9
Billion**

**R149
Million**

IntelliPaw Market

Plans to expand into
Africa and Asia Pacific
by 2031

TARGET

Pet Owners Info

52%  48% 

83%  27% 

Income Segments:

R3,5 Trillion per annum

High	R40 001+
Middle	R10 000 -R40 000
Low	Less than R10 000

Spend Info

R1164.00

AVERAGE SPEND ON PET PRODUCTS p/m

Top 4 Retailers

R2,9 Billion pm

BUSINESS MODEL

IntelliPaw primarily offers a digital product, an app that uses machine learning to identify dogs and cats through their unique nose prints. This technology forms the core of their service offerings.

Individual Pet Owners
Vets & animal hospitals
Food Retailers
Pet Insurers

Direct Sales
Online Platforms

TECHNOLOGY



REVENUE



Subscription fees
One Time Purchases
Licensing and Partnerships

USER MARKET SEGMENT



VALUE PROPOSITION



Pet Safety and Security
Ease of use
Unique Technology

CHANNELS



EXIT PLAN



M&A
Mergers and Acquisitions

PROJECT TIMELINE



PROJECTED GROWTH



INVESTMENT

7%

1.APP

2%

2.LEGAL

9%

3.OPS

24%

4.MARKETING

25%

5.RESEARCH

6 DEV

7%

R145 161

1

2%

R35 500

2

9%

R199 111

3

24%

R514 475

4

25%

R550 000

5

2%

R35 000

6

0,4%

R7 668

7

2%

R53 200

8

29%

R631 500

9

9.PAYROLL | 29%

8.EQUIP | 2%

7.WEBSITE | 0,4%

6.PATENTS | 2%

INVESTMENT TOTAL
REQUIRED

R2 171 615

EQUITY TOTAL

4,8%

THANK YOU

Do you have any questions?

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Multimedia



A
Nose
for Home

IntelliPaw

Biometrics
&
AI