



INPET

(Cat Body Composition Monitor)

THE LITTLE CAT



Fit My Pet

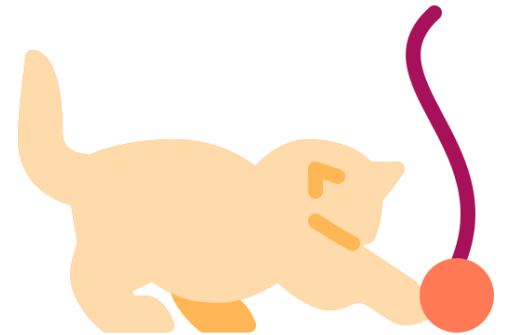
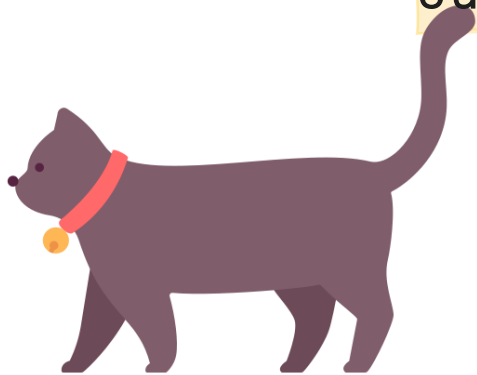
Personalized health care for my cat

Can a 10-year-old cat and a 5-year-old cat take the same amount and the same kind of dietary supplements for the same symptoms?

If you want to give your cat supplements, is it okay to choose according to the typical preference of a cat?

The reality is that there is no way to know exactly about our cats, so we have no choice but to choose a one-size-fits-all solution.

”





In Pet

Cat Body Composition Monitor



IN-PET aims for healthy life of companion animals for their lifetime with **health care that is perfect for my cat** instead of universal general health care.





In Pet For Cat

Check Point



8 types of body composition

Moisture/weight/BMI/fat/visceral body fat/protein/muscle mass/bone density



Measurement time no more than only 1 second

Short measurement time for a free spirited cat



"Cat" engineering design

Little Cat's unique design created based on cat's instinct



Add a new profile

You can add a profile for your cat family



Dedicated App

App service for easy device interoperability and intuitive results



Anticipated growth/obesity guideline

Prediction of future growth and obesity rates through AI analysis

Device



Device

Cat Body Composition Monitor

01.

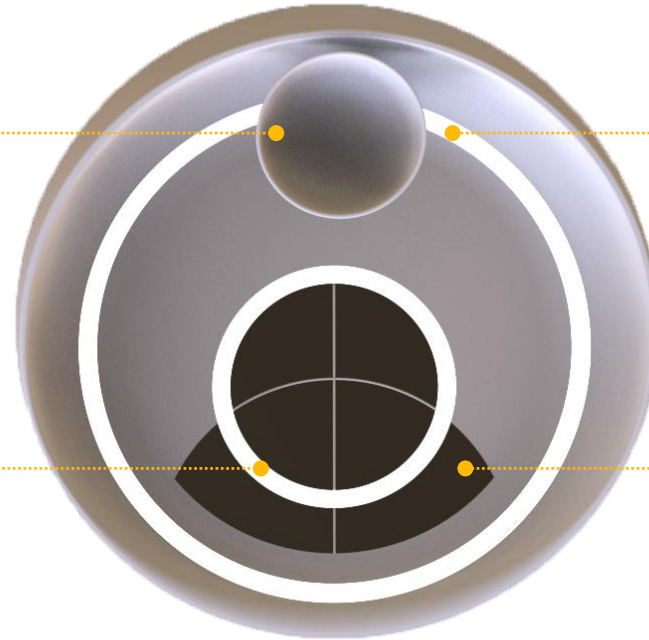
Food Bowl

A food bowl that allows cats to stay during measurement while eating

03.

In Circle

LED light-in circle that guides the cat to position on the device when it approaches the device



02.

Out Circle

LED light-out circle based on the cat's instinct to go inside a circle

04.

Electrode

An electrode for measuring cat body composition data



Device

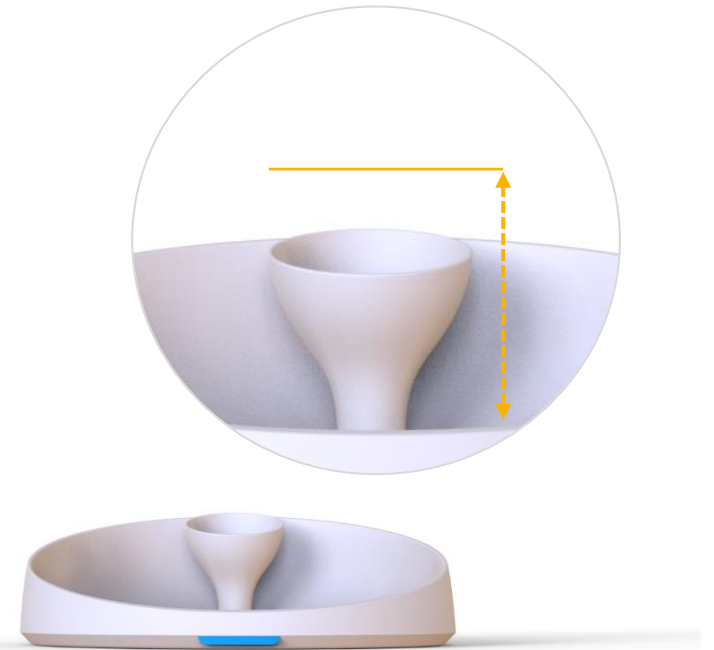
Cat Body Composition Monitor

Food Bowl

Place snacks/feed/water in a food bowl to make sure that the cat places at a proper position for measurement on the instrument, allowing the cat to stay there while measuring data.

There is a food bowl height adjustment plate to increase the accuracy of the measurement.

Cats tend to gather their feet as their feed bowls get higher..





In Circle

When a cat approaches the device through the out-circle, manipulate the app to allow light to enter the in-circle to be placed in the measurement position.

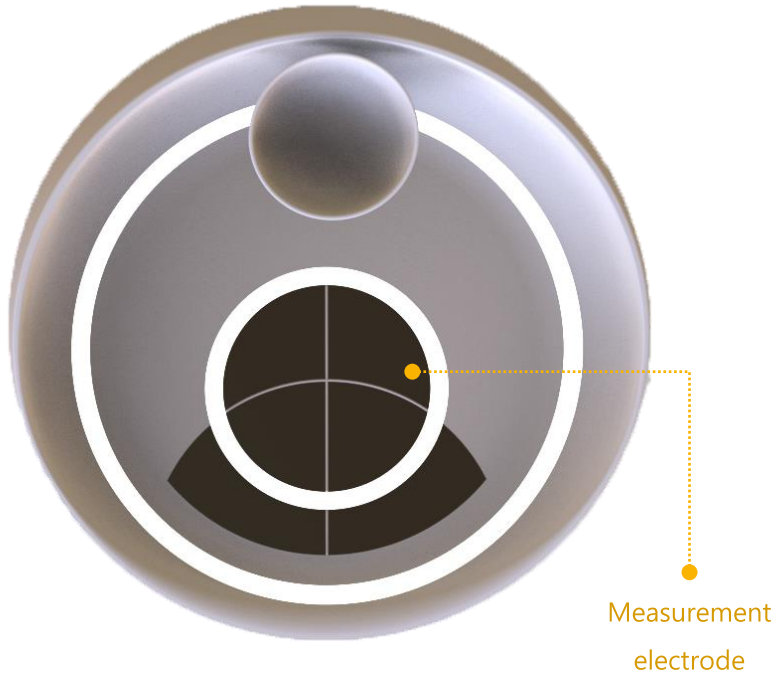
02

Out Circle

Circles are created with LED lights based on cats' instinct to be inside a circle to induce cats' interest in the device.

03





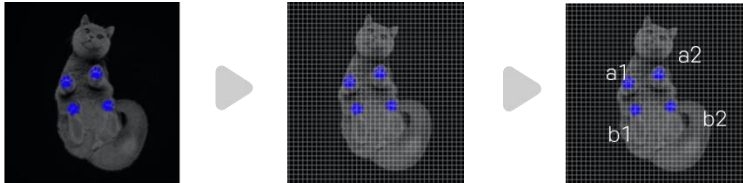
04

Electrode

"BIA (Bioelectrical Impedance Analysis)", the core of accurate body composition analysis, measures body composition by flowing micro currents throughout the body.

Area that require measurement are the front and back feet, and the cat's four feet can be measured in just one second without touching the electrode.

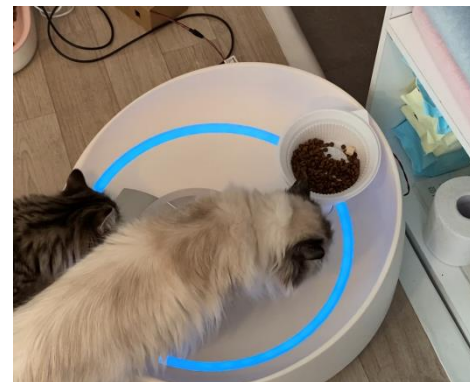
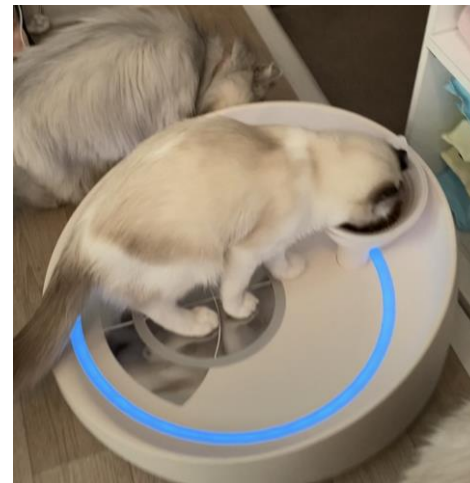
* It can be measured by touching either front or back foot. It can also be measured by touching only parts of the foot without touching all sides.





Device

Product Usage Images



We conducted a test of 50 cats. It turns out 48 cats (95%) landed on the device so that we were successful in measuring them. Although the remaining two unsuccessful cats (5%) were too cautious to land on the device, they were curious about the cat circle.

APPLICATION





APPLICATION

Cat Body Composition Monitor

The percentage of water

Water makes up 85% of kittens and 65% of older cats in their bodies



Weight

Obesity poses a serious risk to cat health so obese cats need effective care



BMI(body mass index)

Required item to distinguish between obesity and non-obesity. Obesity is defined as a body mass index of 30 or higher



Fat

It is important to maintaining healthy skin and hair



Protein

As a carnivore, cats require two to three times more protein than dogs



Muscle mass

Cats have about 517 muscles



Bone density

Bone density literally means 'bone density'



Visceral fat

It means fat that built up inside abdominal muscles and around organs such as the liver and the intestines



BUSINESS





Business

Extended Service

Current services

- Measurement of 8 types of cat body composition
- Check and record body composition measurement results through a dedicated app
- Provide information based on data results
- Forecast future growth/obesity based on data

Extended services

- Recommendation of customized feed, snacks, and nutritional supplements according to information

! Competitiveness secured as animal hospital equipment

- Enable customized care using in-pet data
- Low-cost medical treatment is possible with a paid service for body composition measurement

! New business model

- Introduction of e-commerce services for product sales
- Development of a PB brand in the future

*Collaboration discussion with INNABA and UNICHAM of Japan and Kolmar Korea

Thank you

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