



# Our Purpose

We provide a positive pet-centric social media experience for pet parents to form meaningful connections with each other & trusted companies in the pet industry.

# Our Vision

To become the largest pet-eco system & household name for the hundred millions of pet parents worldwide where they explore everything pet-related.

The Petzbe logo, featuring the word "petzbe." in a lowercase, rounded, pink font. The background of the entire right side of the image is a close-up of a small, fluffy, light-colored dog with its mouth open, showing its teeth and tongue.

“

Petzbe is such a wonderful loving community! It's a nice break from all the other social media sites.

“





I can't express enough how amazing Petzbe is! I love animals & I've gotten to become my cat! It's a whole new world where I've made unlikely friends that if it weren't for our pets, we never would have met.

“

Pawsitively uplifting! WOW!!! What can I say except from that these reviews are spot on. The creators of this adorable Petzbe app have managed to make me smile each and every time I visit the app, as there is always something new and exciting going on. Not only is it so clever, visually beautiful, and uniquely created, but they're also putting an extreme amount of effort into helping our faithful companions, which makes it feel great to be a part of something so special. I can't wait to see what tomorrow brings!

# A Social Eco-System for Pet Parents

## The Petzbe app:

-  Share your pet's life in photos & videos, from your pet's perspective.
-  Make meaningful connections with pet fellow parents.
-  Chat with veterinarians & explore products & services from trusted partners in the pet industry.
-  Earn Diggiez (points) for discounts on products, services & premium in-app items.

Watch app demo <https://vimeo.com/manage/videos/763397233>



# Revenue Streams

## In-app transactions

Users can purchase on-demand advice from experts (veterinarians, behavior & training, nutrition & more). We always have a free version which is optimal for our marketing messages.

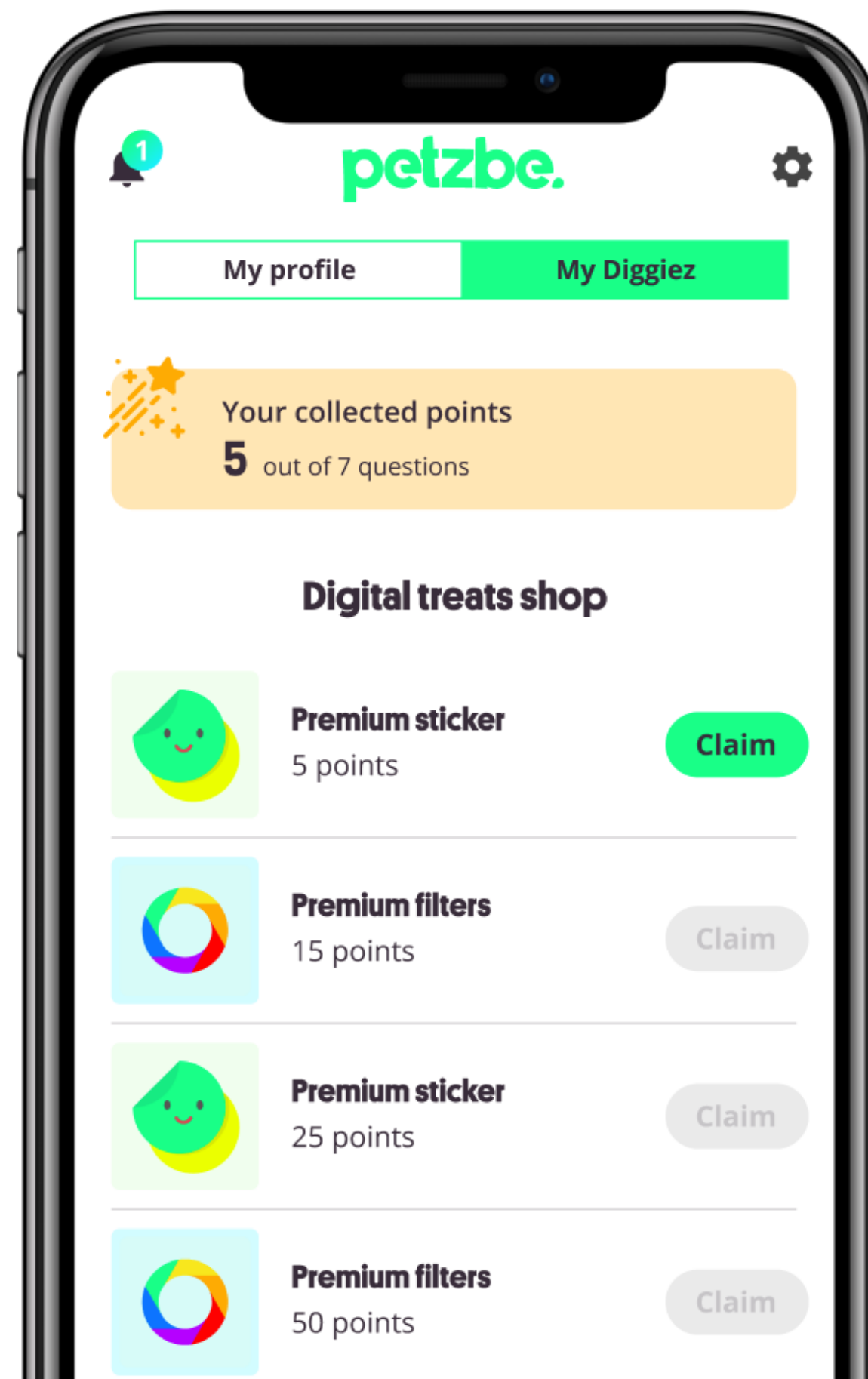
## Partnerships

Companies can market on our platform through in-app integrations & connect with our pet audience in a fun interactive way.

View demo <https://vimeo.com/711736778>

## Revenue share

We can add small search engines for companies such as pet insurers, groomers, day- cares etc. to suggest places nearby & earn revenue share.



## Diggiez

Our Diggiez empower users for certain in-app actions:

- Posting daily & weekly.
- Participating in quizzes.
- Sharing the app to bring in new pet parents by acting as Petzbe influencers.
- Participating in weekly challenges & more.

## The Value of Diggiez

- Users can convert their Diggiez to discounts on products & services from trusted partners.
- Users can convert Diggiez to in-app items: veterinary chat (Vetzbe) customized stickers, unique licks & sniffs, & more.
- Petzbe earns commission from each purchase.



# Milestones



Every year we add new exciting app features for our users to enjoy



# Executive Team



## Angus Tegner Nerep

### Co-CEO & Chief of Treats

Petzbe's fearless leader is a Brussels Griffon. Angus can often be found adorned in a stylish jean vest gazing stoically into the distance or, at times, yawning. Peculiar in looks and personality. Angus never fails to forget just how incredibly handsome or iconic he is. He has been deemed the "Tiniest CEO in the WORLD" by many incredibly notable sources.



## Andrea Nerep

### Founder & Co-Chief Executive Officer

With a background in the start-up tech world & marketing, Andrea Nerep started Petzbe with her own personal investment in 2017. She has since drummed up over \$3 million in outside investments for her rapidly growing company. She has a MSc in marketing from New York University, and a BSc in Communication Design. It was her dog Angus that inspired her to create Petzbe. She says "Angus amazes me every day; he's so freakin cute, adorably weird, & funny. I consider it an honor to connect with fellow pet owners through him and his persona!"



## Chelsea Rose Riggs

### Director of Growth & Marketing

With a background in content creation, social media & marketing Chelsea felt compelled to reach out to Andrea when she first found out about Petzbe. Before Petzbe, Chelsea ran her own multi-media production company for several years, successfully orchestrating the entirety of the photography, design, branding, writing, producing, directing, shooting, editing and marketing for a large variety of clients and businesses, including Pretty Litter. Chelsea says "I have always been a huge fan of social media & content creation, and I have eleven pets at home - seven cats & four dogs. Petzbe is a truly match made in heaven"



## Mattia Guella

### Chief Technology Officer

Mattia Guella has consulted and managed the backend for various tech companies for 10+ years. He has worked with Petzbe since the very beginning and has managed the developers and UX designers, as well as together with the founder set vision and goals for future development. "I've been with Petzbe from the very start and I remain impressed by its success. Many people can build great apps, but very few can build communities."