

# PELO MATTO

On-Demand Pet grooming services

Investor Deck - 04/2024

# **What we do: In-Home Pet Grooming**

**Pelomatto is transforming pet grooming services by making the entire process, from booking and grooming to final payment, easy, convenient and flexible while raising standards, all in the comfort of the owners' home.**

*Say goodbye to the hassle and time-consuming booking process and trips to the groomer, and welcome a stress-free experience for you and your pets.*

*Our service brings professional grooming to your doorstep, ensuring your pets are pampered and cared for in the comfort of their own home.*

# Problem: Time Consuming, inflexible and Stressful

## Trips to the grooming stores are time consuming

Traditional Pet grooming leads to significant inconvenience and time wastage for Pet owners from initial booking to final service which is **around 130 Minutes per service.**

## Limited availability of Grooming Store and desired booking times

Pet grooming often clashes with standard working hours making it difficult to schedule services at a desired day and time **Average booking waiting time is 4 weeks.**

## Commuting to grooming stores can be stressful for owners and pets

The journey to the pet grooming store induces stress and unease, at the Store the pets are also left alone or with other unknown pets. **67% of owner report pets stress.**

# **Solution: Competitive, Stress-Free and Convenient**

## **Time-saving solution**

**On-demand** pet grooming offers an easy, convenient solution for busy pet owners' needs.

## **Desired booking time**

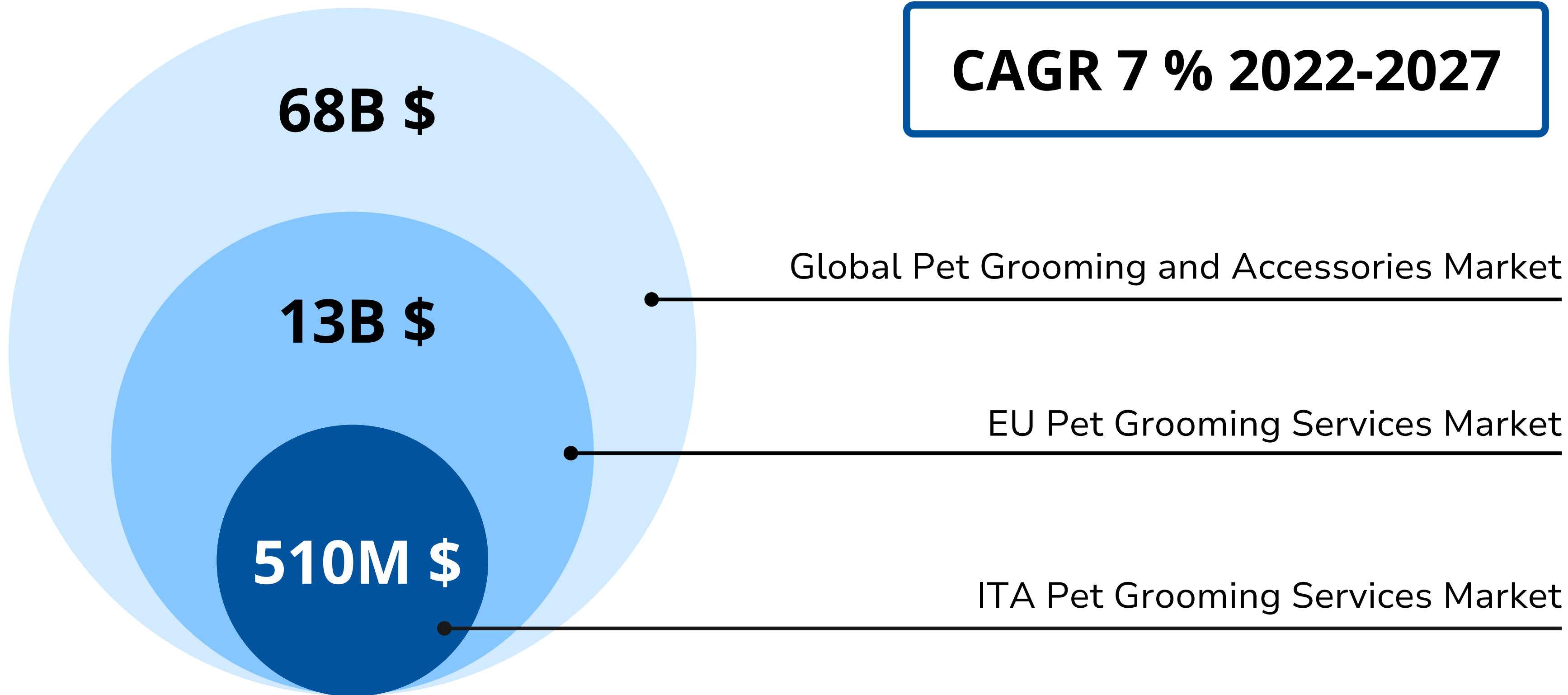
Our **platform** and application connects users with our **certified professionals** for a reliable, quality pet care services.

## **Increase Pet Wellness**

Ensuring a **stress-free** experience for both owners and pets, always prioritizing the **pets' comfort and well-being** .

# Market Size: High Growth and High Potential

**CAGR 7 % 2022-2027**



# Current Market: Waiting to be disrupted

- Market is **highly fractionated** with local solutions in the form of physical stores that have limited service offering and availability
- Grooming is seen as a **secondary service** for Vets and Pet Retail Stores
- Service **currently uncontrolled** by professional certification or an official recognised authoritative body
- **Lack of professionals** available due to not being recognised as a profession and no real career path available
- **No market leader** nor are there any national or regional players
- **High cost** to entry, current model makes it difficult to cover store costs and personnel, hence stores open and close and change hands regularly



# Product: Simple, Easy and Convenient

## Total Convenience

### User-Friendly Platform:

Easy booking and payment process

### Wide Range of Services:

From basic grooming to specialized treatments

**pricing from 35€ to 100€**

### Real-Time Tracking:

Monitor your booking status and groomer's ETA

## Tailored Service

### Convenience Redefined:

Schedule grooming sessions at your preferred time and location

**Personalized Care:** Services tailored to your pet's specific needs and preferences

### Quality and Quantity

**Assurance:** Regular feedback and rating system for continuous improvement

## Guaranteed Quality

### In-Home Service:

Professional grooming at the comfort of your home

### Certified Groomers:

Experienced and trained professionals for a trusted service through our

### Academy.

### Professional Grooming Kit:

State-of-the-art tools and products for the best results

# Product - Tech: Simple, Stress-free Automation

## Groomers Side

Clear and easy to user interface to manage appointments and administration

## Customer Side

Fully digital Booking solution available through our mobile friendly website

PELOMATTO -... Prenotazioni da confermare Appuntamenti Confermati Calendario CRM Disponibilità Elenco Appuntamenti

Prenotazioni da confermare > 1605

BAGNO + TOSATURA MACCHINETTA  
2023-12-18

STATUS

Go!

Manda Mail Codice Fiscale

Note Interne

Scrivi note

NOME	DATA APPUNTAMENTO	APPUNTAMENTO CREATO
Sonia Gullà	18/12/2023	2023-12-11
COGNOME	ORA	INDIRIZZO
	15:30	Via Garibaldi 23
NUMERO DI TELEFONO	PREZZO	CAP
393393096234	49	21020
EMAIL	SERVIZIO	CITTA
sonia.gulla@yahoo.it	Bagno + Tosatura macchinetta	Via Nicolò Tommaseo 21, villasanta (MB)

Prenota Servizi Pelomatto

< Data e ora

Bagno + Tosatura macchinetta

< Dicembre 2023 >

Lu	Ma	Me	Gi	Ve	Sa	Do
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Prenota su Mercoledì, Dicembre 13, 2023

09:00

15:00

Prenota Servizi Pelomatto

< Le tue informazioni

Bagno + Tosatura macchinetta  
in poi Dec 22, 13:00

Il tuo nome

+39 Telefono

Email

Indirizzo

Città

Accetto le [Termini e Condizioni](#) e [condizioni di cancellazione](#)

Prenota



# Business Model: Win-Win Revenue Share

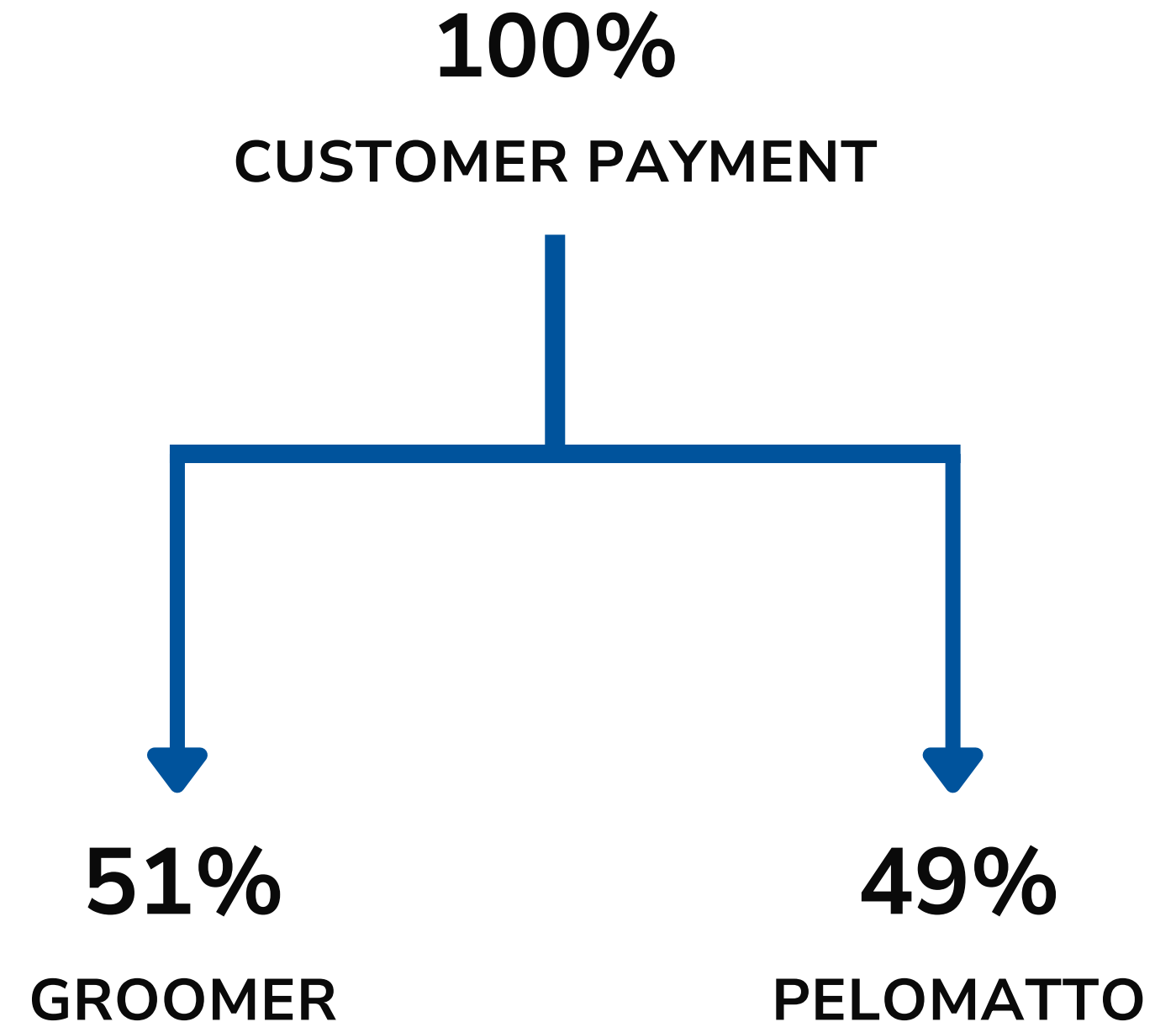
Pelomatto's revenue distribution allocates 51% to groomers, ensuring **fair compensation**, while retaining 49% for company growth and sustainability.

Groomers benefit from a **win-win commission-based model** with 20% more income than standard grooming jobs in a physical grooming store.

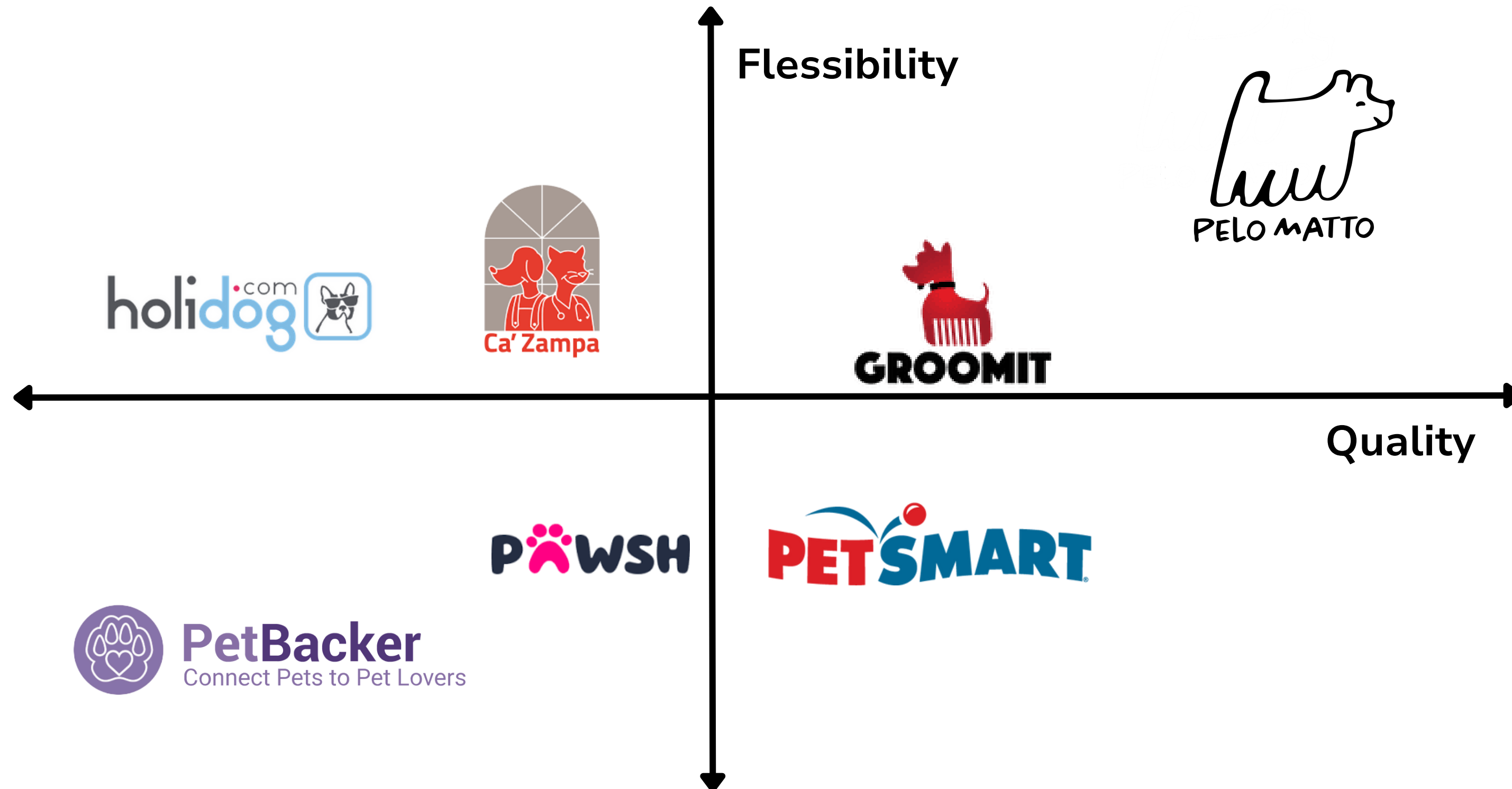
Dogs and Cats in Italy: **18M**

n. **4** average pet grooming treatments per year

**55€** average service price



# Competitive Analysis: Filling the Gap



# Competitive Advantage: A New Standard



	PELO MATTO	Ca' Zampa	GROOMIT	PÅWSH
In Home Service	✓	✗	✓	✓
Certified groomers	✓	✓	✗	✗
Professional grooming kit	✓	✗	✓	✓
Specialized groomer	✓	✗	✗	✓
Omnichannel platform	✓	✗	✓	✗
Academy	✓	✗	✗	✗

# Why now: High Growth, Unsophisticated Competition, No Leader, Environment has changed

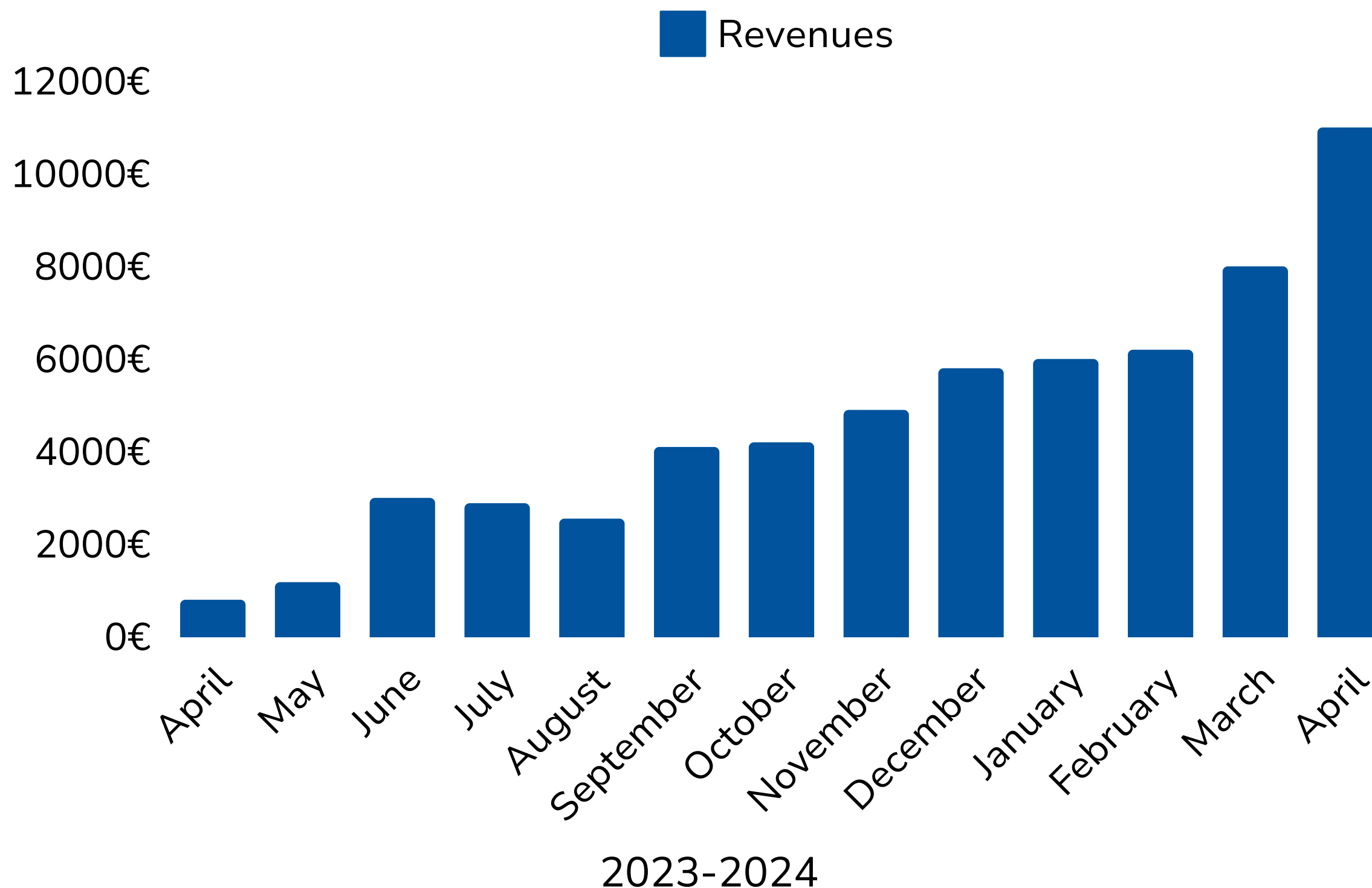
- Surge in pet ownership in Italy: **39.5%** of Italians own a Pet
- Lack of grooming stores and professionals dedicated to Pet welfare: Currently **1000+** pets per Groomer
- Growth of Smart Working: **3.65 million workers** in Italy in 2024 work from home
- Strong investment interest** from both Venture Capital and Private Equity in the Pet industry



Rover Agrees to be Acquired by Blackstone in \$2.3 Billion Transaction

29 November 2023

# Traction: POC and Revenue Build



**CAC: 39 €**

**LTV: 1.110 €**

**AOV = 55€**

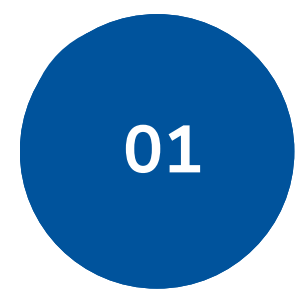
**Groomers Milan, Monza,  
Torino, Bergamo: 10**

**Onboarding Cycle: 2 months**

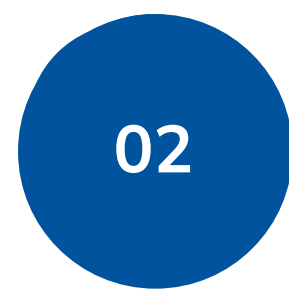
# Go-to-Market Growth Strategy

We seek **market penetration** while building our **reputation** and **geographical coverage**

**Zero infrastructure requirements** means quick and easy rollout in key and high potential locations



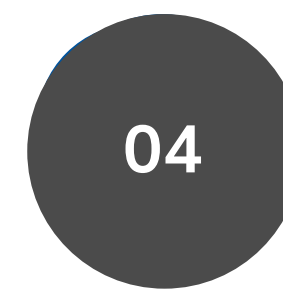
Milano



Monza



Torino



Brescia



Pavia



AREAS AVAILABLE 2023



Q1 - Q2 - Q3 - 2024

## Q4 2024 AND 2025

Varese - Como - Alessandria - Lodi - Parma - Verona - Padova



# B2B Partnerships: Accelerating Growth

Our B2B Partnerships model focuses on company welfare benefits for employees' pets, in accordance with Article 51, paragraph 4, of the TUIR. Increasingly, companies are offering pet drop benefits to their employees.

These partnerships will help accelerate revenue growth and develop our customer base



Edenred



Jointly



UnipolSai



Saipem



Google Italy

**Closed Deals**

**In Negotiations**

# B2B Partnerships: Groomer as a service

We Collaborate to Create Unique Spaces where Animals Receive High-Quality Care and Treatments.

Revolutionize retail outlets, turning them into epicenters of animal well-being, where every phase of the pet-care lifecycle is meticulously cared for.

Offer your customers an integrated and complete experience that meets all the needs of their four-legged friends.



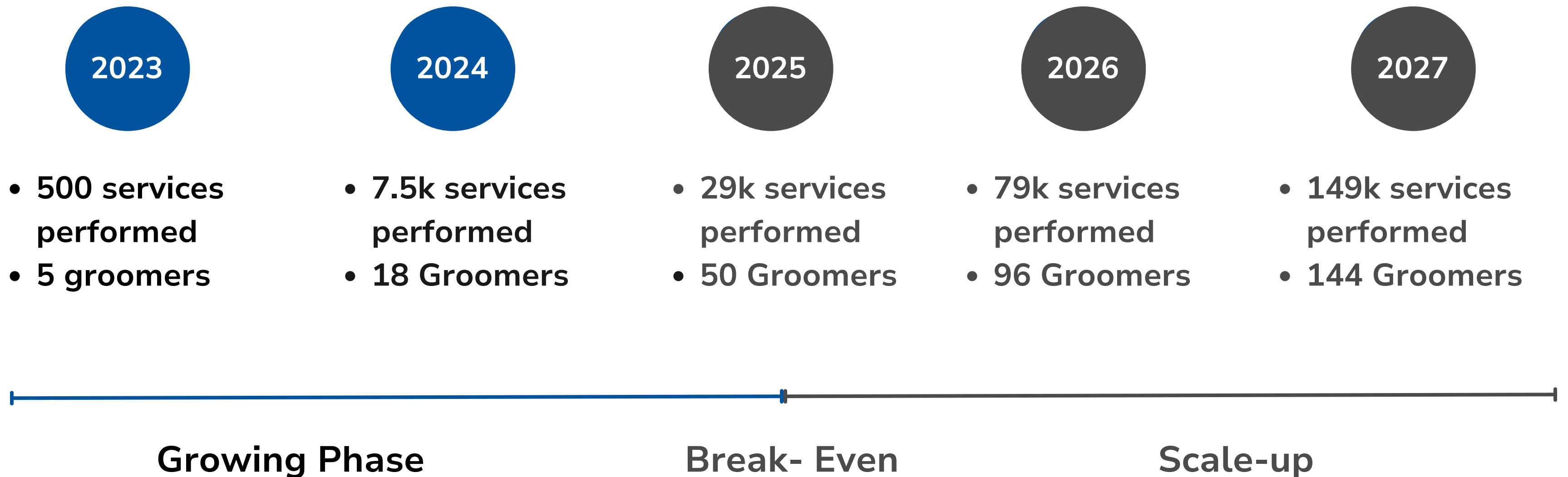
In Negotiations

# Financials: Strong Growth and Early Breakeven

	2023	2024	2025	2026	2027
<b>Revenue</b>	<b>26.400 €</b>	<b>474.012 €</b>	<b>2.244.000 €</b>	<b>6.547.200 €</b>	<b>12.355.200 €</b>
<b>COGS</b>	<b>20.370 €</b>	<b>308.107 €</b>	<b>1.424.940€</b>	<b>3.961.056 €</b>	<b>6.980.688€</b>
<b>Gross Profit</b>	<b>6.030 €</b>	<b>165.904 €</b>	<b>819.060 €</b>	<b>2.586.144 €</b>	<b>5.374.512 €</b>
<b>Operating Expenses</b>	<b>96.000 €</b>	<b>350.977 €</b>	<b>610.488 €</b>	<b>1.200.510 €</b>	<b>1.737.379 €</b>
<b>EBITDA</b>	<b>- 89.970 €</b>	<b>- 185.073 €</b>	<b>208.572 €</b>	<b>1.385.663 €</b>	<b>3.637.132 €</b>
<b>EBITDA Margin</b>	<b>- 341%</b>	<b>- 39%</b>	<b>9%</b>	<b>21%</b>	<b>29%</b>
<b>Market Penetration %</b>		<b>1.19%</b>	<b>3.74%</b>	<b>7.04%</b>	<b>9,50%</b>

# The Journey

By creating the process for training and onboarding groomers while developing the customer base, we can start to rollout trained professional groomers faster, hence, dictate service standards and ensure longterm growth and market leadership



# The Team: Ideal Mix of Skills and Experience

A combination of start-up and entrepreneur experience, leadership and management skills in tech and non tech businesses. This is coupled with ambition and the desire to improve standards in pet care grooming to become the market leader and a household name amongst pet lovers.



**WILLIAM SELMO**

**CEO - COFOUNDER**

Launched food startup, gained 2,000 users in 6 months.

Founded fashion startup, scaled to €2M revenue, successful exit.

MBA at Politecnico Milano



**FERDINANDO VOLPE**

**COO - COFOUNDER**

Previously launched Crowdfunding startup. Master's Degree in Branding.

Four years as Barcelona-based scale-up as Country Manager.



**GIAMPIERO VIRAGO**

**GROWTH MARKETING MANAGER**

Casavo - Growth Marketer

Witailer - Digital Advertising Specialist

Semplicasa - Marketing Lead



**SABINA SPERANZA**

**SOCIAL MEDIA & COMMUNITY SPECIALIST**

Social Media Expert

Veterinary Technician

Pet Community Organizer

# The Funding Opportunity and Potential Exit

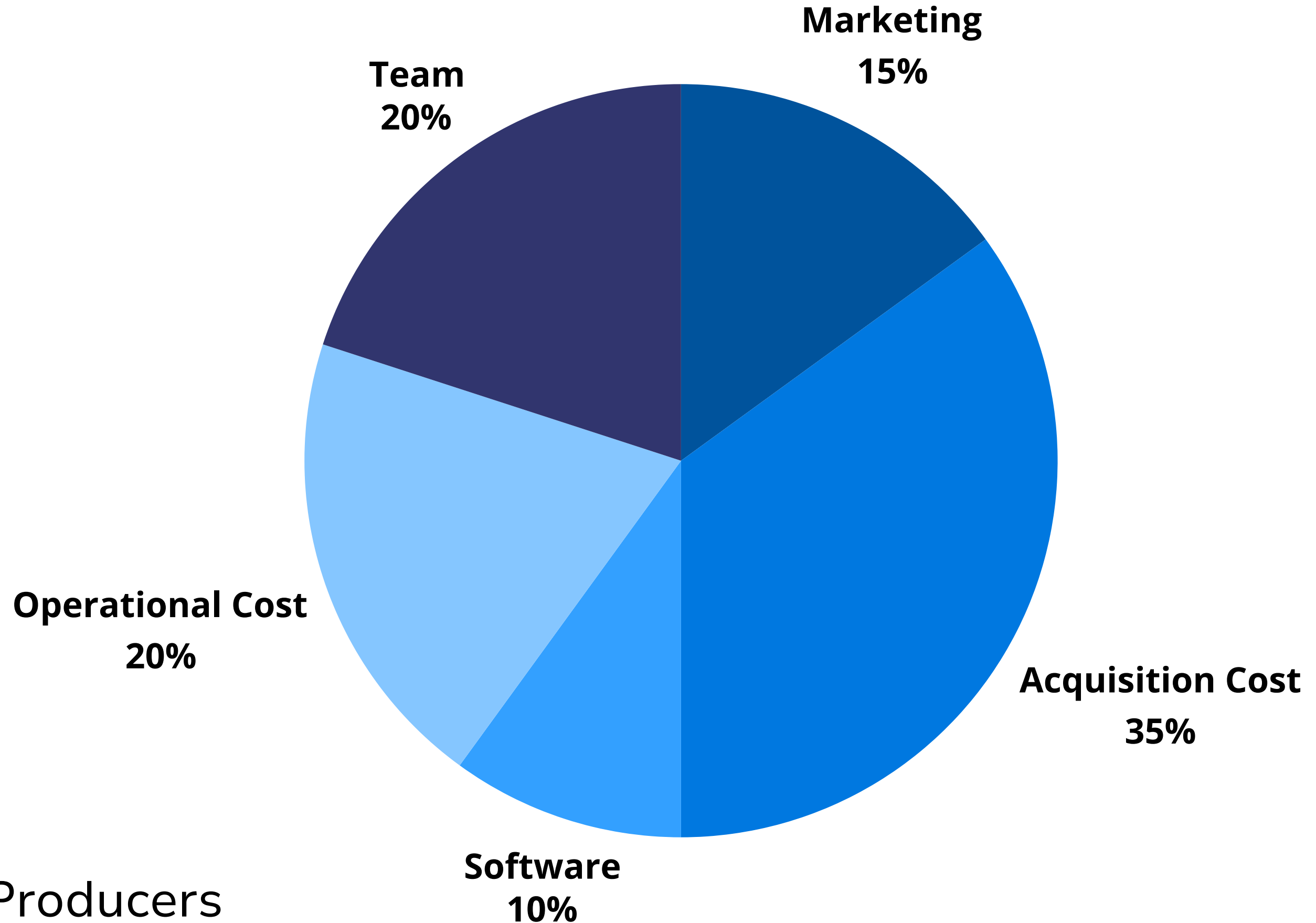


Ask: € 500K

See graphic for funding use

## Exit through Acquisition

- Rover
- Mars pet
- Ca' Zampa
- Arcaplanet
- various PE
- Pet Product and Food Producers







On-Demand Pet grooming services

**“We’d Love You to Join Us on Our Journey”**

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