

monCHIETM

They deserve the best



OVERVIEW

Mon Chien believes that it is possible to provide comfort to our pets and their loving families without sacrificing beauty and quality.

Our revolutionary product, The Petite Pup, is an elegant smart home controlled through your phone and the onboard touchscreen to make sure you and your dog's needs are taken care of.



PROBLEM

Limited functionality

The products currently on the market serve very few functions for both the owners, and their pets.

Mundane design

The products currently on the market are outdated, uninteresting and unattractive.

“80%

of the clinic's canine patients spend their days – when their owners work – in crates.”
Veterinarian Nina Torres

49%

of small to medium size dogs **do not sleep in their owner's beds.**

Mismatch of environments

Dogs have different environmental preferences & needs than us, and the existing products do not support that.

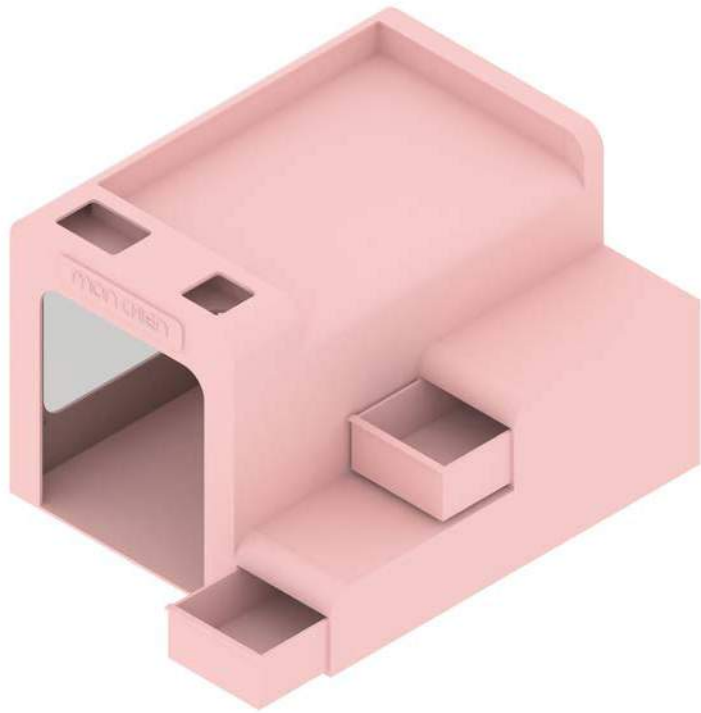
Lack of brand connection

There are no popular dog brands in the industry that fill the niche of semi high-end effectively.



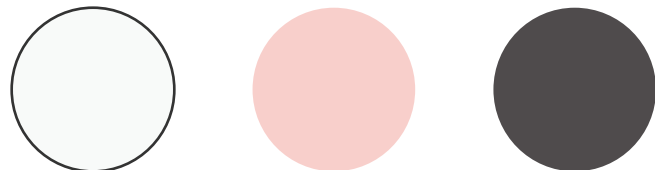
SOLUTION

ENVELOPE



- Large enough for two mini, two small, or one medium breeds to curl up together nicely.
- Two levels give the pup more freedom, and space, and access to high couches/beds.
- Inside the stairs are two hidden drawers for treats, toys, and accessories to be stored.

COLORS



COMFORT

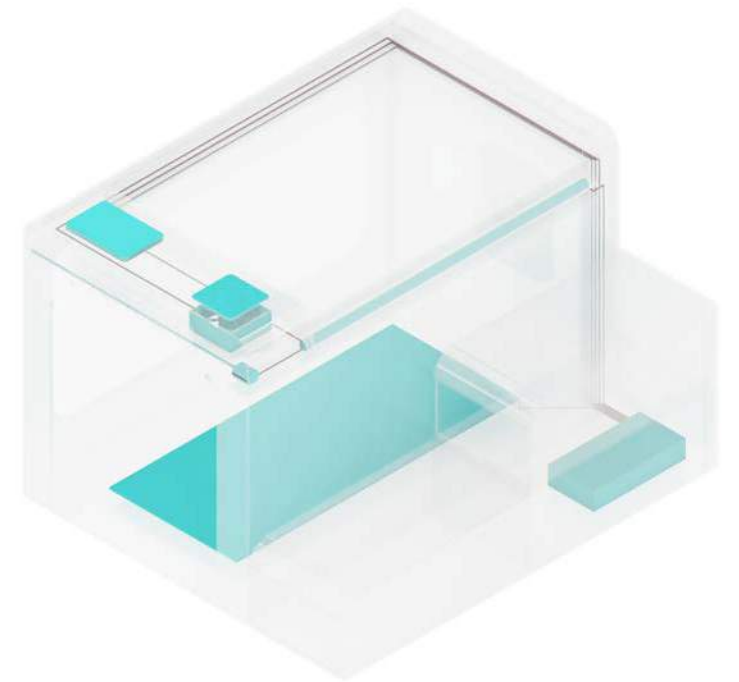


- Cushioned with comfortable and high quality materials.
- Comfort pieces can all be removed, washed and replaced if needed.
- Drapes can be opened and closed electronically with the press of a button.

MATERIALS



SYSTEMS



- The hidden computer connected to a touch screen on the home, can connect to wifi to control the systems remotely.
- Plugged directly into a standard wall socket, and the power chord can be discreetly wrapped behind the house.

ELECTRONICS



SYSTEMS



Fan

Touchscreen

Lighting

Make sure your pup is never left in the dark again, thanks to the sensors and lighting systems in the home.

Environmental control

Don't feel guilty for blasting your A/C, just fill out your pup's profile and the temperature will be adjusted accordingly.

Health center

Got a quick question? Chat with our vets 24/7 and save yourself a trip.

Location & activity monitoring

Connect our location tracking and activity monitoring collar (coming soon) and make sure your pup is safe and healthy.

Multiple homes:

Control all of your Mon Chien homes and device from one place.

Drapes

Sit back and watch as the drapes slides down when it's time to call it a night.

Camera

Worried about your buddy while you're at work, or just missing them while you're out? They're only a button away.

Schedule

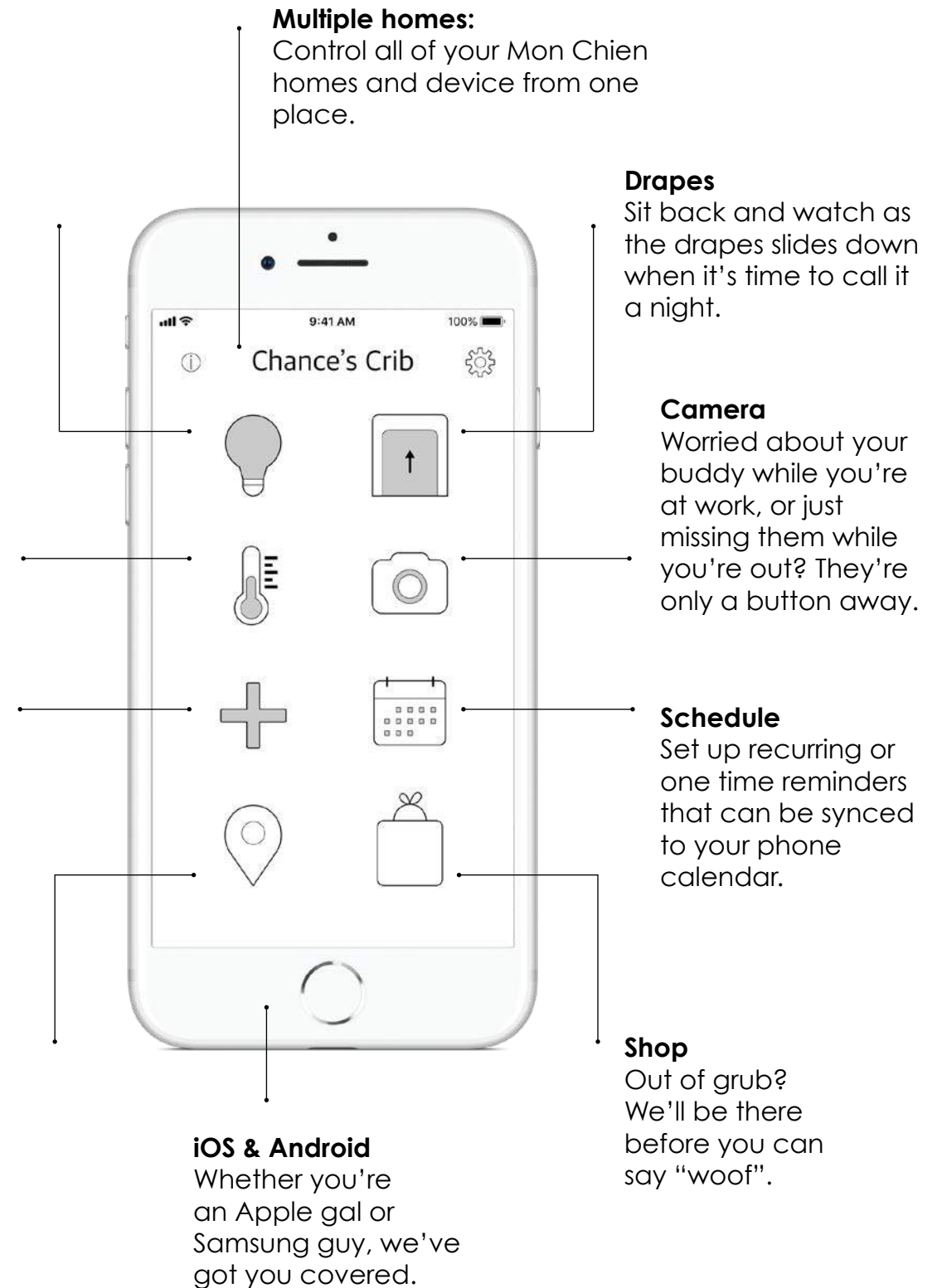
Set up recurring or one time reminders that can be synced to your phone calendar.

Shop

Out of grub? We'll be there before you can say "woof".

iOS & Android

Whether you're an Apple gal or Samsung guy, we've got you covered.





MARKET

\$69.5 B

Spent on our pets in 2017 (\$15.1B spent on Supplies & OTC Medicine). The market is steadily growing in the US and abroad.

“80%

of the clinic's canine patients spend their days – when their owners work – in crates.”
-Veterinarian Nina Torres

49%

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60.2 M

U.S. households (47%) own dogs, and almost all of them purchase either a dog bed, or crate, or both. There are 89.7M dogs in the US.

25 M

Total addressable US market
of dog owning households making over \$50,000 per year, owning small to medium size dogs in the US.

VALUE/COMPETITION

Our Competition

Mr. Herzher's Deluxe Wicker
Pet Residence

\$369.99



ZenDog smart crate (only
other "smart" crate in the
market)

\$679.99



Best Pet Supplies 3-Step
Foldable Foam Pet
Stairs/Steps

\$49.99



Frisco Rectangular Bolster
Pet Bed

\$27.99



Winifred & Lily Pet
Accessory Storage Bin

\$19.99



Deluxe Lectro-Kennel
Heated Pad & Cover
(Medium)

\$79.99



Our value: \$500 - \$650

Yooan WiFi IP Camera

\$65.99



MetroVac Air Force Pet
Crate Fan

\$13.24



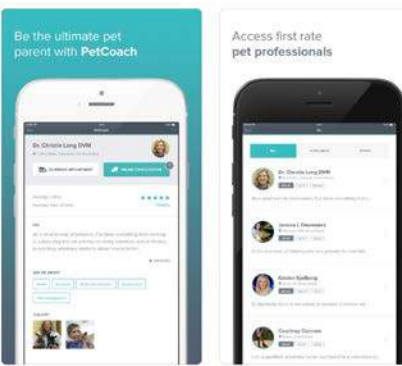
Brilex Table Lamp

\$22.99



PetCoach by Petco
(Application)

FREE/Subscription



TRACTION

- **Prototype ready**

Alpha prototype is 100% ready.

Beta is 50% ready and will be complete soon.

- **World Dog Day Festival attended**

We have presented our product at the World Dog Day festival in West Hollywood on May 18th. On the day we gave out over 250 flyers to booth visitors, and added about 50 people to our mailing list.

- **Trademark for “Monchien”**

A trademark has been filed as of Feb. 19th for the name of the company and brand.

- **Marketing firm “Hawke Media” is ready to roll**

We have been in regular contact with Hawke Media in regards to our marketing strategy and Kickstarter campaign. They will be managing our marketing budget during the campaign and after.

- **Instagram @officialmonchien**

Our Instagram account is up and running with 11K followers.



BUSINESS MODEL

D to C

Online sales through our website and select online e-commerce platforms. Future distribution deals and storefronts.

\$550/unit

~60% profit margin per unit.
Aside from its novel and attractive design, The Petite Pup bundles several dog products and services in one.

Key assumptions

Monthly payments on injection mold.

200% total growth rate for 2020.

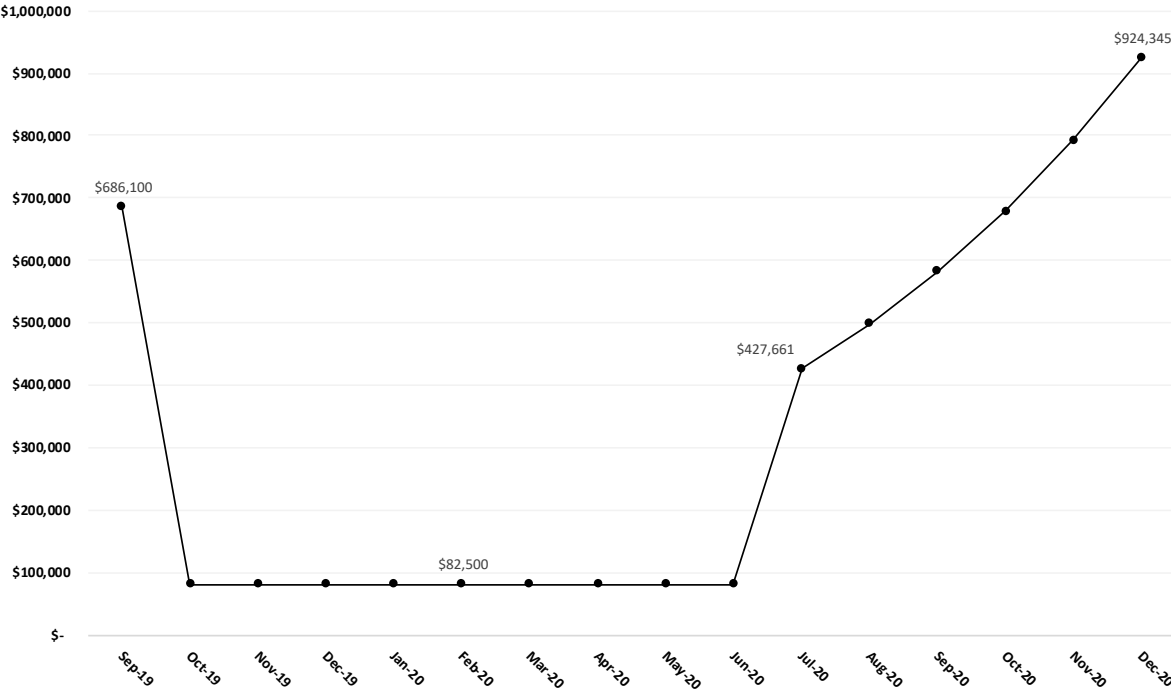
Seed round of \$1M raised by December 2019.

0.1% of US addressable market in first 12 months. **26,600 units**.

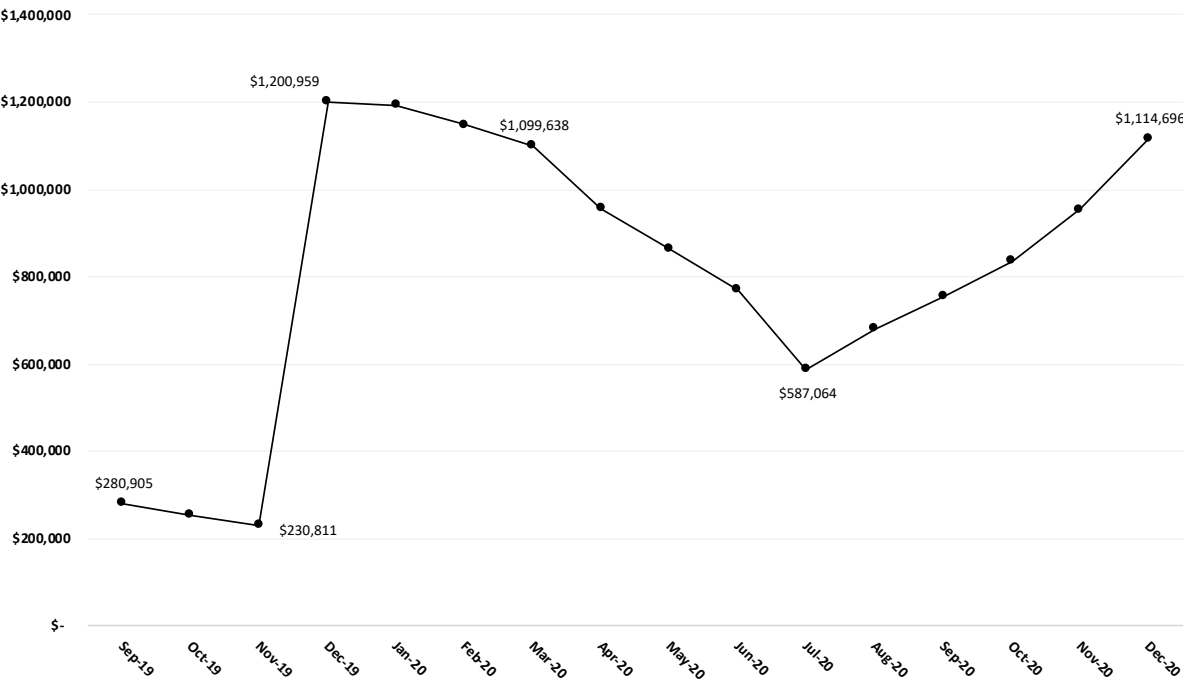
Around \$600K Kick-starter campaign raise at a conservative \$30 per conversion.

Launch of our second and more affordable product, "Travel Pup" in 2020.

Revenue



Cashflow



TEAM



Souheil Bou Melhem
Founder & CEO

"I am a passionate entrepreneur, and designer with a bachelor's degree in Architecture. My professional experience consists of working at two Architecture firms as a junior designer/draftsperson and managing a bakery in my hometown. I graduated from Woodbury University with honors (BArch degree) and have won 1st place in several student architecture and business plan competitions at my university. I have also taught myself how to code and build electronics in pursuit of developing The Petite Pup."



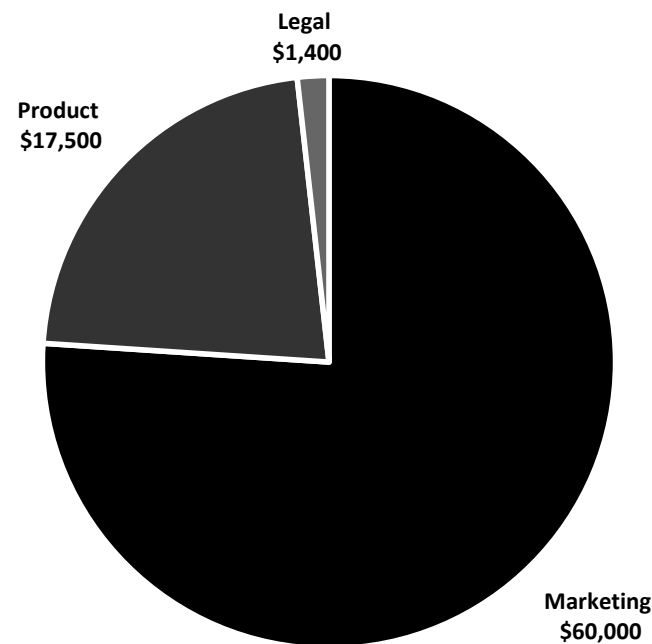
To be determined
Chief Product Officer

We are looking to recruit a CPO who will manage all aspects relating to product development, and our supply chain.

FUNDING

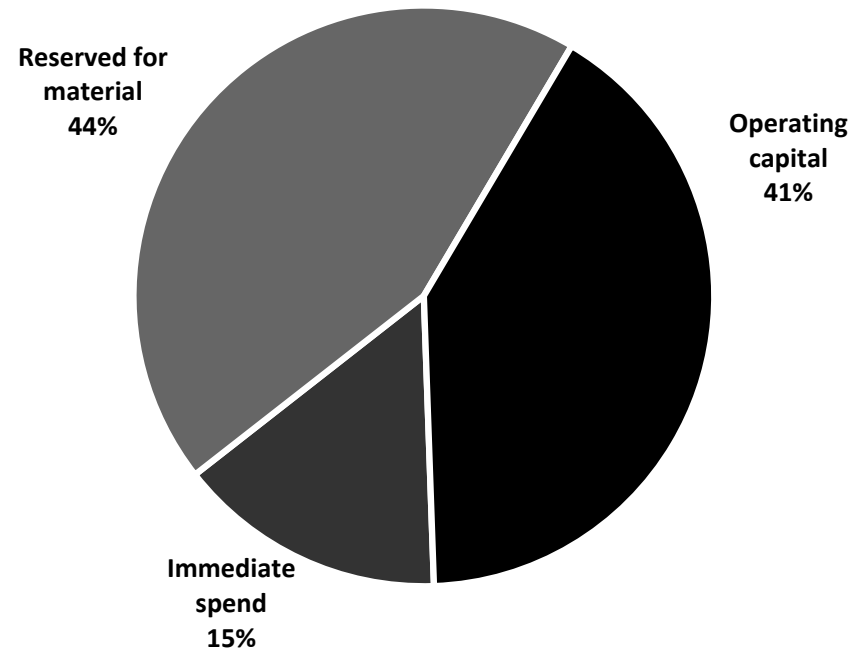
\$80,000

Current Pre-Seed ask required to create marketing material and ad spend for the Kickstarter campaign. 25% has been committed (as of 6/17/19).



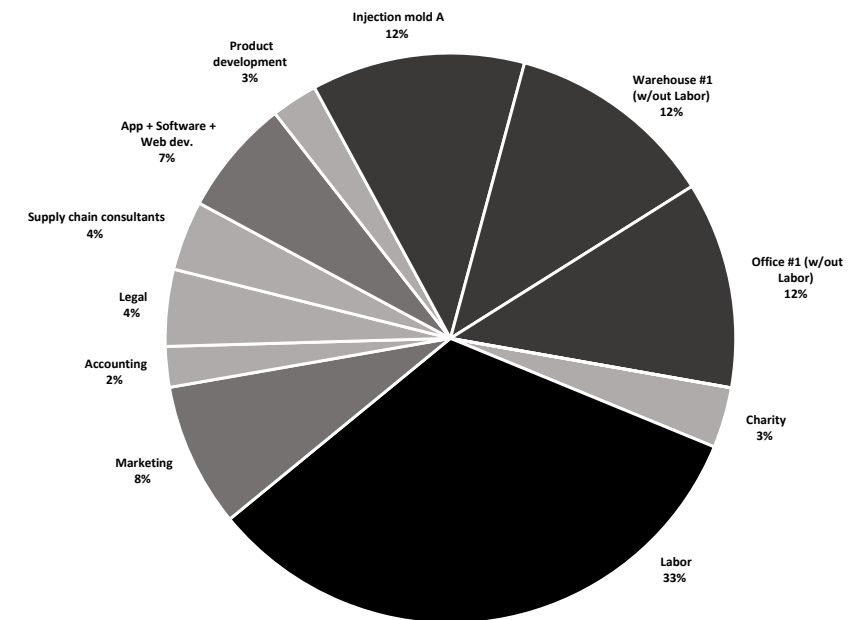
\$500K+

Estimated raise from month long Kickstarter campaign. This will be used for product development and manufacturing preparation.



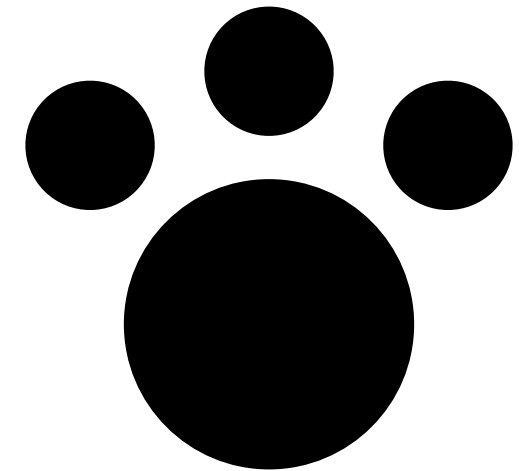
\$1M+

Estimated Seed round ask after Kickstarter campaign. Below is a break down of the costs until the end of 2020.





Thank you!



Contact Information

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