



SCOLLAR

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WE MAKE CARING FOR  
YOUR PETS AS EASY AS  
LOVING THEM

## A TALE OF TWO BROTHERS

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EXPLORER

AVID BARKER

POOP EATER



OPPORTUNIST

COUNTER NINJA

SICK KITTY



## TECHNOLOGY OVERLOAD



Identification  
\$10



Pet Barrier  
\$100



Anti-Bark  
\$60



LED Night Collar  
\$10



Activity Monitoring  
\$80



Assorted Batteries  
\$120/yr.



Pet Feeder  
\$90



Pet Door  
\$30



Invisible Fence  
\$150



GPS Tracking  
\$80



Training  
\$70

## PET INDUSTRY CHAOS

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CLUNKY  
SEPARATE  
COMPLICATED  
EXPENSIVE



WE LOVE OUR PETS

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more than **60%** of United States  
households have a dog or cat



SCOLLAR

## WE LOVE OUR PETS

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**88%** of cat and dog owners view their pets as family members



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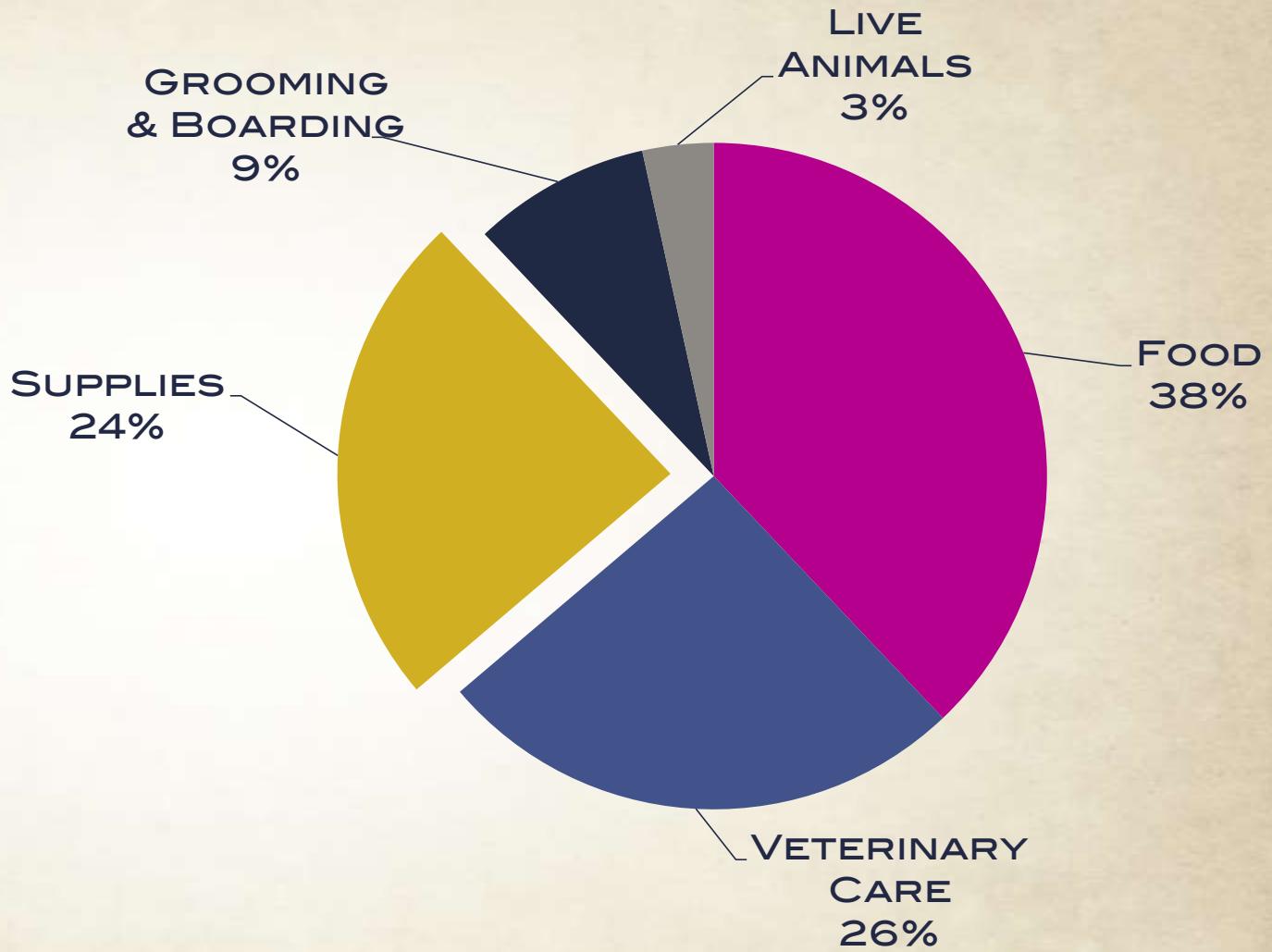
**70%** of pet owners spend extra to keep their pets healthy & happy



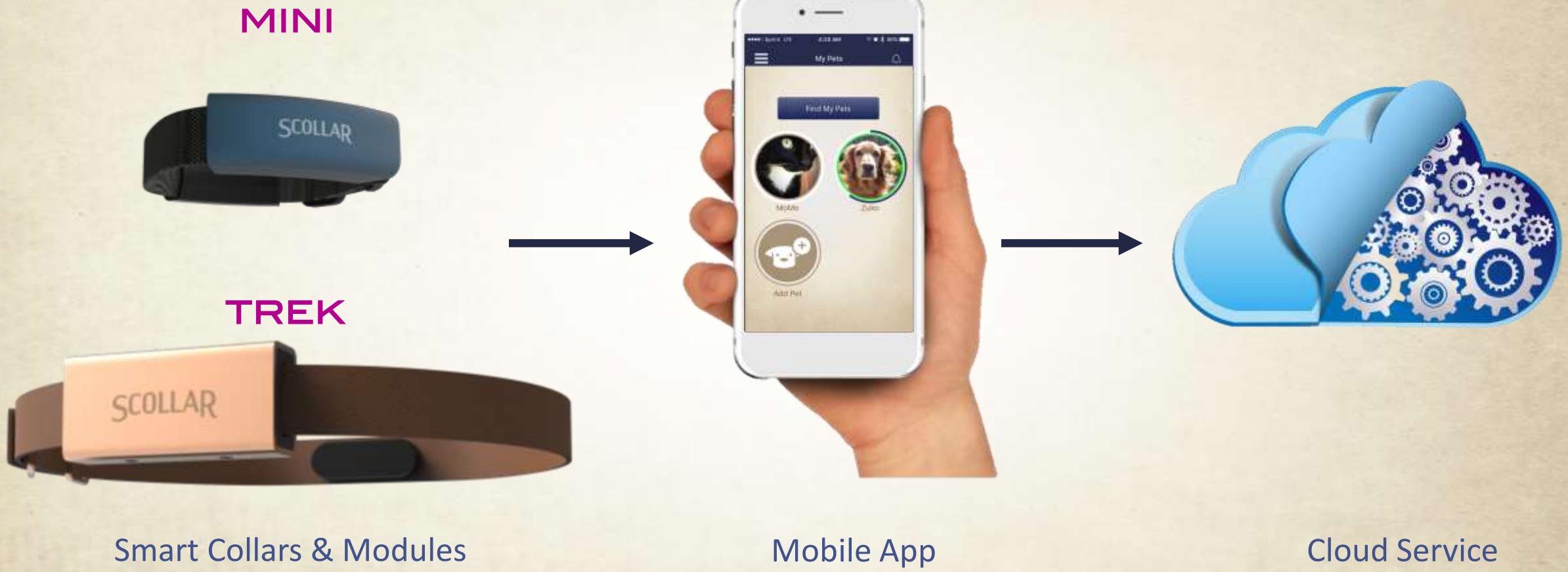
## PET INDUSTRY SPENDING



**66 BILLION**  
IN SPENDING IN 2016  
IN THE U.S.



## AN OPEN PLATFORM IoT SYSTEM FOR PETS



## THE SCOLLAR SMART COLLARS

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### SCOLLAR MINI



GPS Tracking  
Bluetooth BLE  
Sub GHz RF  
Cat M1 cellular  
Motion Sensors  
Tappable Display  
LED lights  
2 Module Ports  
Rechargeable Battery  
Mic & Speaker  
D-Ring for leash  
Breakaway for cats

### SCOLLAR TREK



\*The images of Scollar Mini represents the 2nd Generation of Scollar's product, and is not currently on the market. This slide does not represent guarantees of future results, levels of activity, performance, or achievements.

## THE SCOLLAR FEATURES

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# ONE COLLAR, MANY FUNCTIONS



LOST PET  
TRACKING



PERIMETER  
BARRIERS



PET DOOR  
OPERATION



TEMPERATURE  
ALERTS



DAILY CARE  
ROUTINES



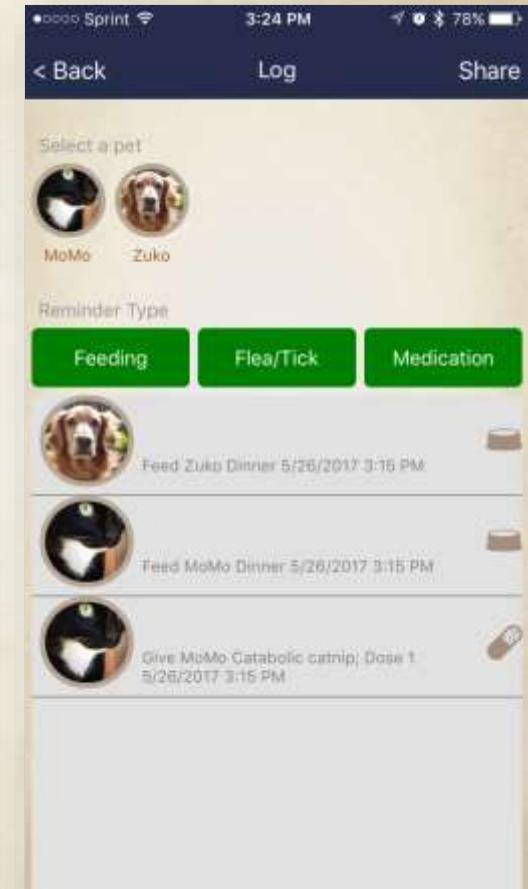
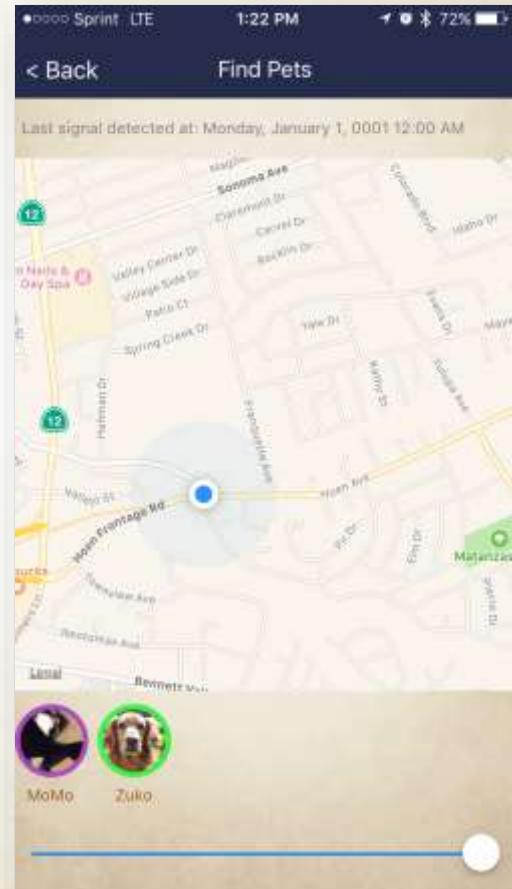
AND EVERYTHING  
ELSE TOO...

THE OPEN PLATFORM OFFERS DEVELOPMENT FREEDOM



## THE SCOLLAR APP

# PET SHARING, CARING & TRACKING



# THE SCOLLAR UNIVERSE OF POSSIBILITY

## PET SELLER



## PRODUCTS



## SUPPLIERS



## CAREGIVERS



## VETS



## INSURERS



THE SCOLLAR SOLUTION

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NO MORE MULTIPLE  
COLLARS.



THE SCOLLAR SOLUTION

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ONE COLLAR.  
MANY FUNCTIONS.  
FOR THE LIFE OF  
YOUR PET.



## PET TECH COMPETITION



This figure represents management opinion and is meant for illustrative purposes. It does not represent the scope of competition in the marketplace, nor does it represent guarantees of future results, levels of activity, performance, or achievements.

## THE SCOLLAR PACK



**LISA TAMAYO, MBA**  
CEO / FOUNDER

20+ years experience  
financial planning &  
strategy and  
business development.



**JOHN KENNEDY, P.E.**  
CTO / FOUNDER

25 years experience  
software start-up  
management, & industry  
standard creation.



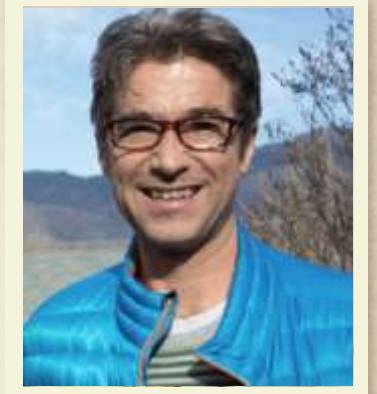
**TERRY QUINN, MBA**  
VP OF OPERATIONS

20+ years experience  
consumer electronics  
manufacture from NPI to  
millions of units/year



**BRYANT ELLIOTT**  
VP OF ENGINEERING

30 years experience  
electronics design &  
development from NPI to  
millions of units/year



**ETHAN ALLEN**  
VP OF MARKETING

20 years experience web &  
mobile application design &  
development & in-bound  
marketing strategy



**LANCE COTTRELL**



**DR. FRUMI BARR**



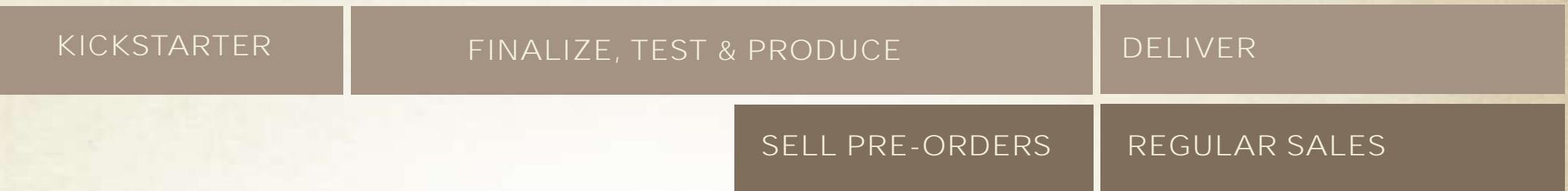
**CAROL FRANK**

\*Dr. Frumi Barr is an outside consultant

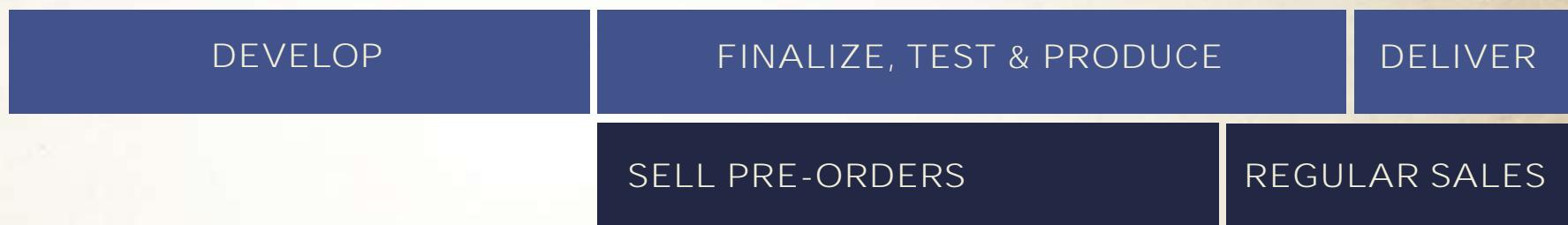


## LAUNCH TIMELINE

**MINI**



**TREK**



**SCOLLAR**

This figure reflects management's current views with respect to future events based on information currently available and is subject to risks and uncertainties.  
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# SCOLLAR

THE SMARTER COLLAR