

PASMOS

Pet Acoustic Shield Modular System

Teaser & Business plan 2025

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Investment opportunity

Market opportunity



Placement and transfer of animals

The need to place the animal in hygienic and comfortable conditions after veterinary procedures.



Monitoring

The need for regular monitoring of the animal during observation, convalescence and automatic reporting.



Safe and comfortable transport of the animal

Transport of pets over short and long distances without the need for sedatives.



Sanctuary for the animal

Animals are particularly sensitive to noise when being transported through airports or other busy areas.



The need to check on your pet

The need for owners to check on their pet remotely while they are at work or away.

Solution - Project PASMOS

Modern type of cage

- ✓ Modular type of cage allowing easy handling and control of the environment through heating, ventilation and HEPA filter.

Cage with integrated sensory equipment

- ✓ Monitoring of the animal's condition by sensors embedded in a removable modular plate.

Stackable design with its own power source

- ✓ Transport the animal in acoustic and thermal comfort with space ventilation. Easy stacking with the use of a connecting piece.

Acoustically insulated cage

- ✓ High quality double skin cage construction with acoustic foam filling.

Cage monitoring and control app

- ✓ Built-in IoT communication unit and user/professional application to utilize the cage functions.

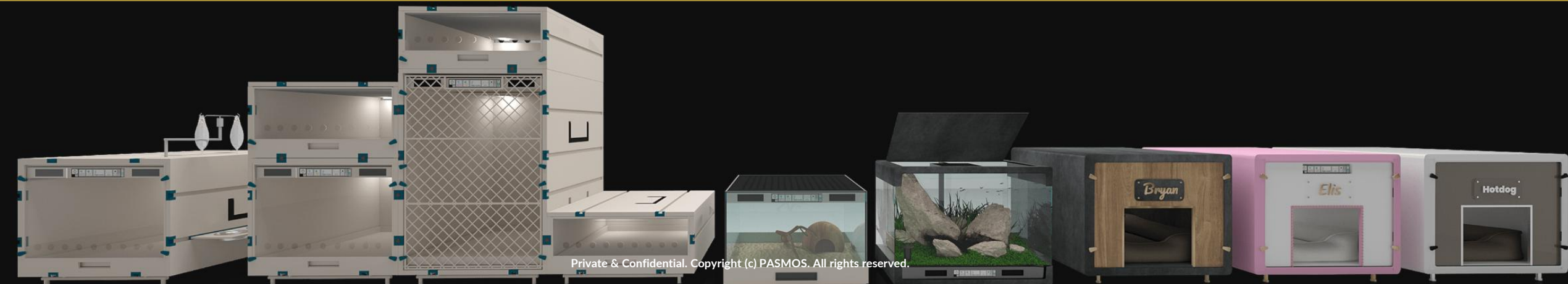
A unique opportunity

protected by a European patent

An innovative product that brings the advances of modern times to the world of animals and their care.

PASMOS (Pet Acoustic Shield MODular System)

- It is a specially designed system of cages, aquariums and terrariums that serve to enhance the protection, comfort and care of animals.
- Innovative modular design made of high quality, easy to maintain materials with acoustic insulation.
- It includes a specially designed modular electronic panel with sensors, temperature control and its own power supply.
- Direct (display) and/or remote (IoT communication module) monitoring of the animal.
- PC/mobile application for remote monitoring and control of embedded systems.



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The main benefits of investing in the PASMOS project

1

Innovative product following modern trends

- The aim of PASMOS is to improve the quality of pet care in both professional and domestic environments.
- PASMOS integrates quality materials and ergonomics with **SMART** monitoring functions and automation.
- Currently **no direct competition**.

2

Growing pet care market

- The **global pet supplies market size** is estimated to be **€31.3 billion** in 2025, growing at an expected **CAGR of 5.38% by 2030**.
- The **global specialty veterinary supplies market** is estimated to be **€3.1 billion** in size in 2025, growing at an expected **CAGR of 5.9% through 2030**.

3

The next phase of development and specific know-how

- The basic concept of the technology is formulated and patent protection is **granted** in EPO (European Patent Office) member countries.
- The **know-how lies not only** in the custom-designed cage, but especially in the production and integration of the hardware and software.
- Currently at **TRL3** technology level.

4

Patent protection in Europe (IPR)

- **Protected in the Slovak Republic by a utility model and in Europe by a patent** registered in the EPO (European Patent Office). Patent protection for 27 countries.
- The patent protection **excludes the possibility of direct competition** with products that are a copy of PASMOS or have a similar concept.

5

Fully outsourced production

- The **innovation of the PASMOS system lies in the patented basic concept**, software and SMART integration. Proprietary know-how kept in-house.
- The **individual components of PASMOS are commercially available products**.
- The **production of the product** is relatively simple and **can be fully outsourced**.

6

Product flexibility for different market segments

- **High degree of modularity**.
- **Scalability for the professional and pet care market segments**.
- **Target audience:** veterinary clinics, laboratories, transport companies, professional and amateur breeders.

Estimated costs for the development and market introduction of PASMOS

Technology Readiness Level (TLR) Estimated cost		
✓	TLR 1: Understand and identify the basic principles of technology.	
✓	TLR 2: Formulation of the Minimum Viable Product (MVP). Patenting the technology.	
➡	TLR 3: Start of active development. <ul style="list-style-type: none">• Identification, purchasing and testing of components. Prototype preparation.	€ 15,000
⬆	TLR 4: Building the first working prototype. <ul style="list-style-type: none">• Prototype building, component integration, development of basic test application.	€ 50,000
⬆	TLR 5: Component and prototype testing in a simulated environment. <ul style="list-style-type: none">• Simulation of real conditions in a controlled laboratory environment.	€ 60,000
⬆	TLR 6: Finalisation of the prototype and its testing in near real-life conditions. <ul style="list-style-type: none">• Testing in collaboration with a veterinary clinic or university.	€ 150,000
⬆	TLR 7: Demonstration and testing of multiple prototypes in a real operational environment. <ul style="list-style-type: none">• Finalisation of the prototype. Extended testing in real environment. Data collection and analysis.	€ 200,000
⬆	TLR 8: Completion of testing and demonstration. Preparation for commercial deployment. <ul style="list-style-type: none">• User software development (200 thousand €)• Marketing and branding (€ 300 thousand).• Product certification (CE, ISO 13485, RoHS & Reach).• Preparation of serial production, purchase of injection moulds.	€ 600,000
⬆	TLR 9: Successful deployment of technology in a real-world environment. <ul style="list-style-type: none">• Active selling of the product on the market.	
Total estimated cost for the development and market introduction of PASMOS:		€ 1,075,000

Product introduction

Patented product design

Slovak utility model

The Industrial Property Office of the Slovak Republic entered the **utility model** in the register pursuant to Section 43(1) of Act No. 517/2007 Coll.

č. 9560

under the title: **Mobile multifunctional animal housing module.**

European patent

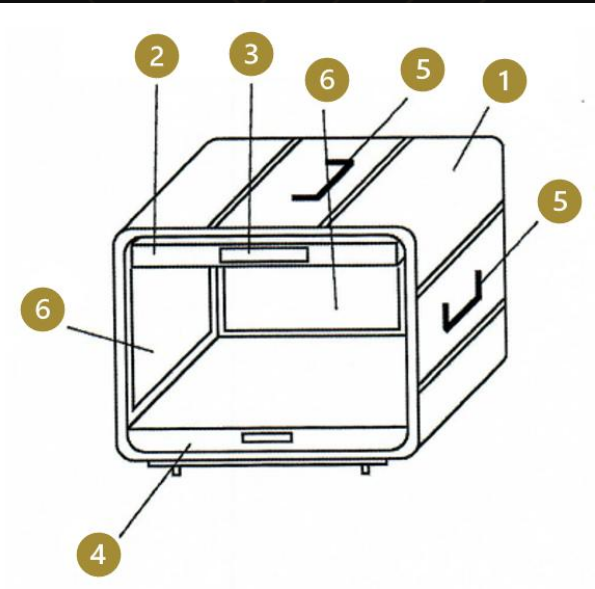
The European Patent Office (EPO) has granted a **European patent** under Rule 71(3) EPC (EPO Form 2004C) for designated Contracting States.

Patent number:	4422390
Date of grant:	22. 01. 2025
Patent validity:	20 years*
Member States:	AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

*Provided that the maintenance fee is paid.

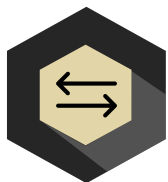
Basic description of the patented design

- 1 Module skeleton
- 2 Plug-in modular board for mounting electronic components
- 3 Electronic components
- 4 Pull-out bottom with dirt trap function
- 5 Handling tray with pull-out means
- 6 Connector



A mobile animal housing module formed by a skeleton (1) is designed in such a way that a **plug-in modular board** (2) for mounting electronic components (3) is placed in the skeleton (1), which includes a temperature sensor, an electronic display with value indicators for remote and touch control, a battery power supply, a communication unit with GPS and an autonomous control unit. The lower part of the skeleton has a slide-out bottom (4) which has the function of a debris tray or a handling tray with slide-out means (5). The plug-in modular plate is connected to the skeleton via a connector (6).

Innovation - Electronic plug-in board



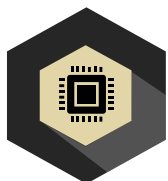
Modularity

The electronic plug-in plate can be used with any PASMOS cage as required. With a simple operation, it transforms an ordinary cage into a SMART monitoring and treatment device.



Sensory equipment

A wide range of optional sensors integrated in the electronic plug-in board allows remote monitoring of the animal's condition.



Autonomous control unit

It allows programmed control of sensors and active electronic elements (thermal control, light, ventilation, etc.), which saves the need for manual actions by the user.



Separate source of electricity

The battery ensures the function of the electronic systems when transporting the animal and in the event of a power failure.

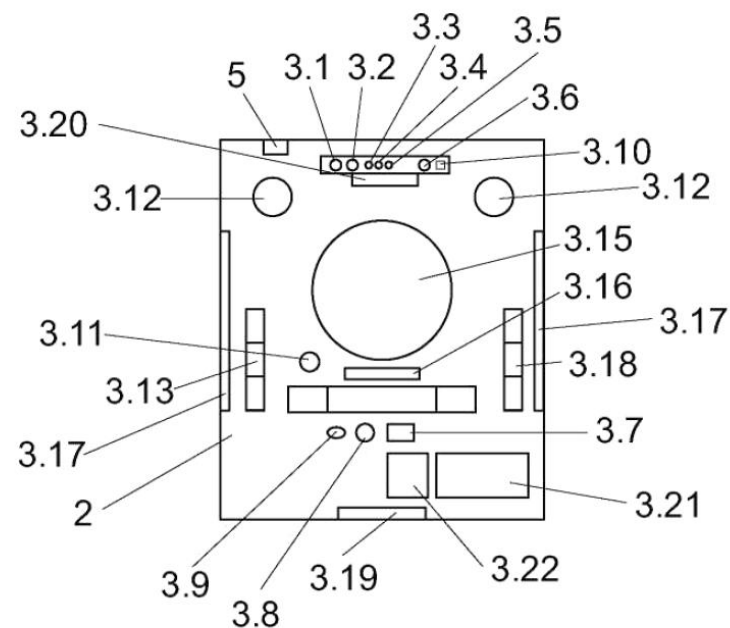


IoT* integration

The communication unit will allow remote access, monitoring and control via an app and the use of cloud services.

*IoT (Internet of Things) refers to a network of interconnected physical devices, sensors and software systems that collect, analyse and exchange data over the Internet without the need for human intervention

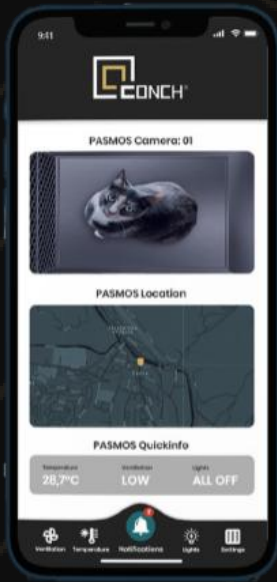
Schematic



3.1 Temperature sensor
3.2 Heart rate sensor
3.3 Blood pressure sensor
3.4 Sugar level sensor
3.5 ECG
3.6 Camera
3.7 Infrared chip
3.8 Microphone
3.9 Tray fill sensor
3.10 Altimeter
3.11 Blood pressure sensor
3.12 Lighting

3.13 Adjustable heating element
3.14 Adjustable fan
3.15 HEPA filter
3.16 Humidifier
3.17 Electrically controlled
pneumatic/hydraulic inputs and/or
outputs
3.18 Autonomous control unit
3.19 Electronic display
3.20 Timers
3.21 Electricity source
3.22 Communication unit

Other product features



Mobile application

- Tracking the location and condition of the pet.
- Remote control of cage functions.



Animal monitoring

- Visual monitoring - transparent, divided door; multifunction display.
- Remote monitoring - GPS tracking, data transfer for veterinarians, application.



Modularity and stackability

- Universal electronic plug-in panel.
- Stackability with fasteners.



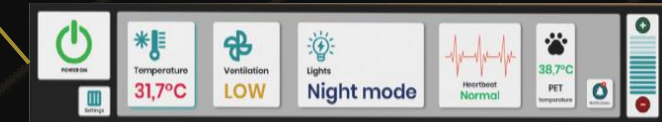
Ergonomic design and accessories

- System of accessories and handles for medical devices; ports for external sensors (blood pressure, blood sugar, ECG).
- Bottom drawer panel for easy handling and transfer of a recumbent animal without the need to lift the animal off the panel.
- Possibility to add and customize the module according to your wishes (handles, wheels, colour, nameplates,...).



Sanctuary for the animal

- Acoustic insulation helps the animal to cope with a stressful situation (transport noise).
- Possibility of personalization for home use.



Benefit for the customer



Comfort and safety for your pet

- PASMOS removes stress elements such as excessive handling after a veterinary procedure or the need to sedate the animal during transport.
- Acoustic insulation, temperature control and ventilation.



SMART integrated solution

- The electronic plug-in board integrates the sensors with a control and communication unit with internet connection.
- The mobile app allows remote monitoring without the need to disturb the animal.



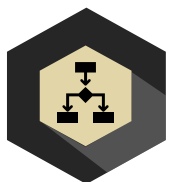
Potential for labour savings

- The autonomous control unit enables automation of tasks.
- Regular reports and automatic alerts when the animal's health status changes.
- Built-in camera and microphone for visual and audio control.



Ergonomics and quality

- Bottom drawer plate and split door for easy animal handling.
- SMART system and ergonomic accessories (external sensors, feeding and medication devices, wheels, connecting parts).
- High quality and hygienic material for easy cleaning.



Flexibility for different applications

- One basic design for all types of use.
- The modularity allows a wide range of possibilities to adapt the product to the application and environment.

Target audience



Veterinary clinics and research facilities

- Placement and monitoring of the animal after veterinary procedures and during treatment.
- Quarantine placement of the animal.
- The aim is the comfort of the animal and a reduction in the need for manual tasks by staff.



Transport service providers

- Acoustic and thermal comfort of the animal during transport.
- Limiting the need to use sedatives when transporting the animal.
- Monitoring of the animal's vital signs, location and environment.



Home care

- Condition monitoring - litter, psychological, medical, quarantine and other conditions.
- Ability to share data with a veterinarian for online diagnosis and prescription of medications for the animal. Usability for AI diagnostics.
- Check also during absence via mobile app.
- Design variations in appearance.



Opportunities for service expansion

- A new segment for the creation of additional insurance for the transport of animals.
- Monitoring of the entrusted animal.
- Supervising the handling process according to the transport protocol.
- Record of transport or treatment.

Market analysis

Market development: pet supplies

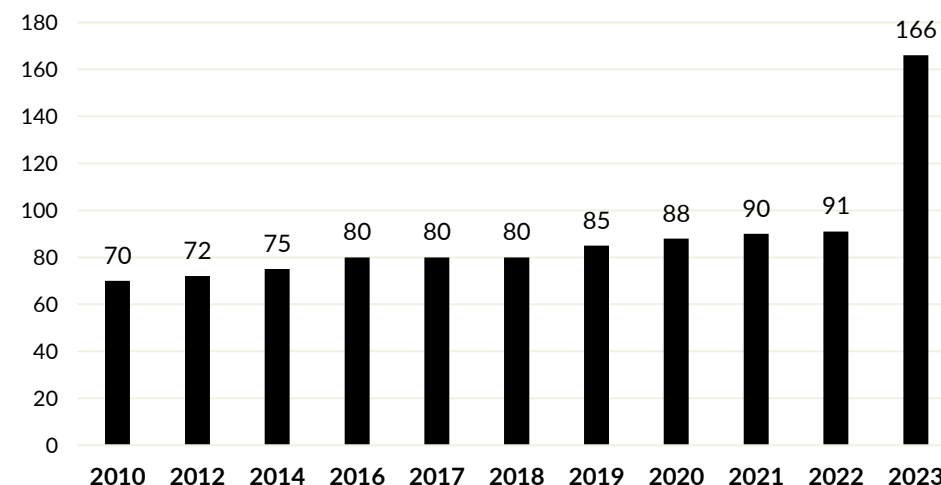
The global market for pet supplies reached a **total volume of €29.7bn** in 2024, growing at an expected **CAGR of 5.38%** and is projected to be worth €47.5 bn. by 2033 (sources: imarcgroup.com)

Main trends:

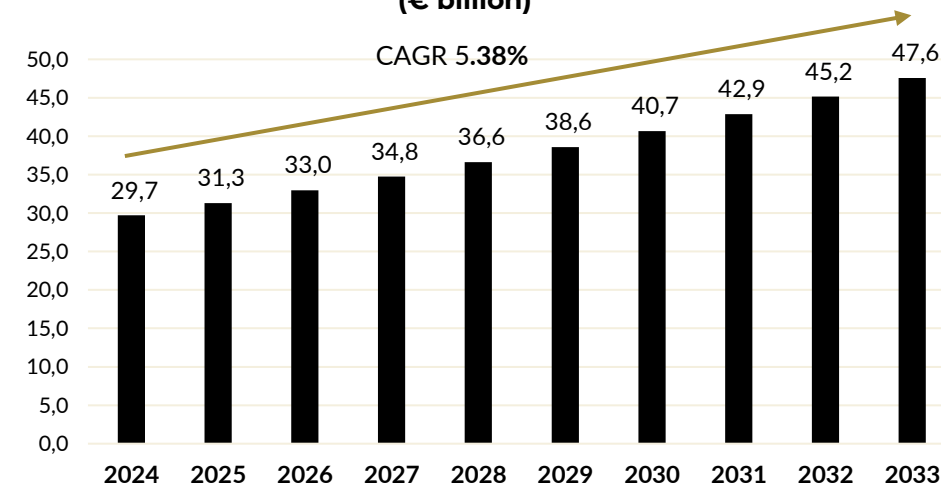
1. **Significant increase in the number of pet breeders** - after the Covid-19 pandemic, there are more childless families who prefer breeding pets to starting a family. (+89% over the period 2020-2023; sources: forbes.com, businessresearchinsights.com, futuremarketinsights.com)
2. **The humanization of animals and animal care** - pets are increasingly seen as members of the family, sparking increased interest in premium pet supplies and accessories. (Sources: imarcgroup.com, businessresearchinsights.com)
3. **Technology integration** - SMART add-ons, IoT integration and automation are being implemented in animal care, with the expectation of AI services proliferating (sources: imarcgroup.com, analyticscience, wiley.com)
4. **Expansion of e-commerce** - sale of pet supplies through online platforms. Online diagnostics and prescription of medicines for animals. (source: imarcgroup.com)
5. **Emphasis on animal health and quality of life** - ergonomic accessories and safety features for animals (GPS trackers, home diagnostics, feeding automation, safe transport, etc.) (source: futuremarketinsights.com)

For investors and entrepreneurs, this represents a strategic opportunity to enter the B2C market with highly innovative and quality products that reflect the growing demands and expectations of modern pet owners and breeders.

Households with at least one animal in the EU
(in millions)



Global pet supplies market
(€ billion)



Market development: professional veterinary equipment

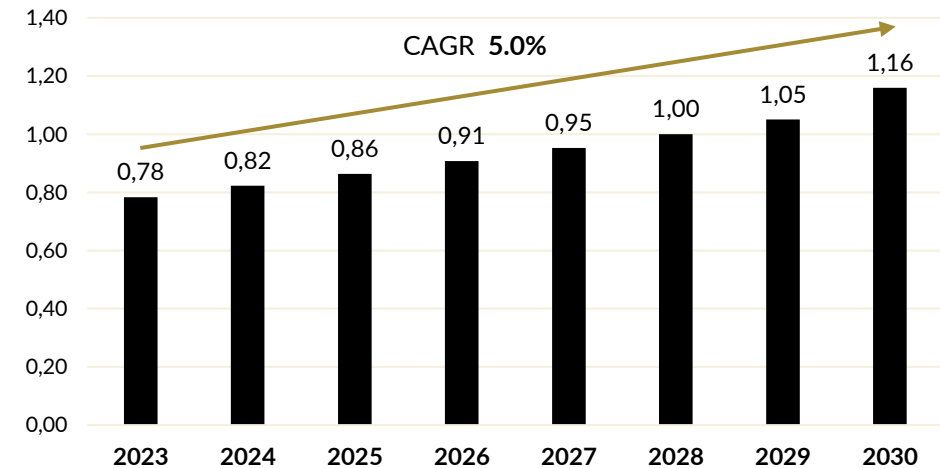
The global professional veterinary equipment market size reached €2.75 billion in 2023, projected to grow at a **CAGR of 5.9% by 2030**. Of this, the European market accounted for approximately €780 million with a projected growth CAGR of 5% through 2030. **The dominant market in Europe is the German market** with a total pet population of over **27 million**. (Source: grandviewresearch.com, mordorintelligence.com, marketsandmarkets.com)

Main trends:

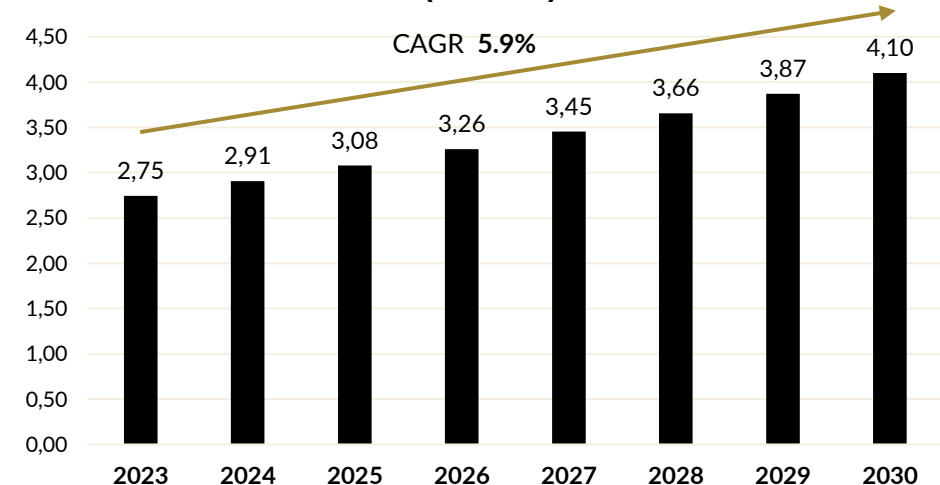
1. **Significant growth in the number of pet keepers** - in the EU (+89% in the period 2020-2023) contributes to the growing need for veterinary care. The growth in the number of pet owners is also supported by the increased possibility of working from home, social isolation and the increase in the number of people of retirement age. (Sources: forbes.com, businessresearchinsights.com, futuremarketinsights.com)
2. **Early diagnosis of diseases and the need for preventive veterinary care** - modern diagnostic and monitoring equipment helps to prevent or diagnose diseases at an early stage. (source: mordorintelligence.com)
3. **Technological innovation** - veterinary clinics and laboratories are introducing modern automated equipment to improve the quality of care and reduce the need for manual tasks, e.g. automated monitoring systems, automated feeding, medication administration, etc. (sources: grandviewresearch.com, imarcgroup.com)
4. **High degree of M&A activity in the market**- market consolidation is occurring, with larger companies merging and acquiring, thus expanding product portfolios and pursuing new technologies and innovations. (source: forbes.com)

The opportunity to enter the B2B market with an innovative product lies not only in the potential for direct sales to end customers, but also in the opportunity for commercial acquisition of the entire project by established market leaders, thus opening up space for immediate return on investment.

**Veterinary equipment market in the EU
(€ billion)**



**Global veterinary equipment market
(€ billion)**



Key market: Germany

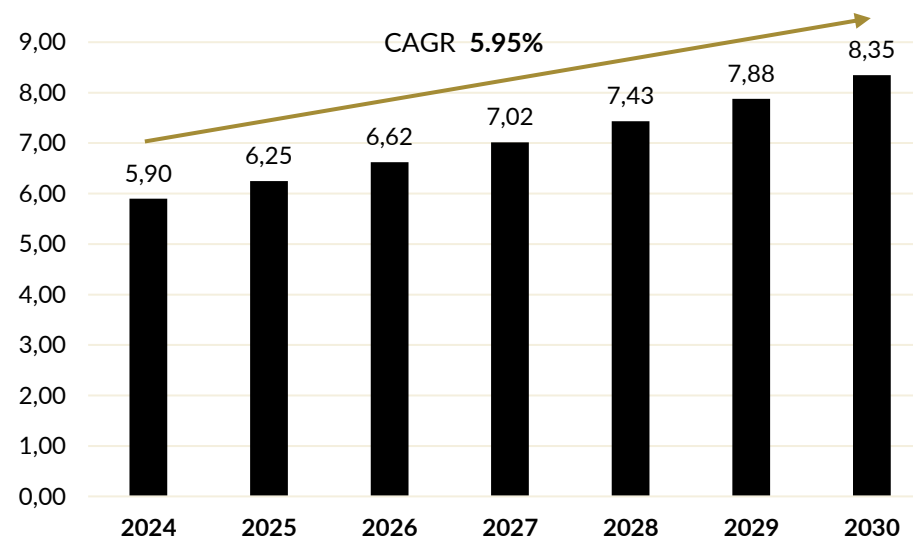
The German market is the largest European market for veterinary services. The market size was valued at €5.9 billion in 2024 with an expected CAGR of 5.95% (ibisworld.com, sphericalinsights.com). Of this, veterinary clinics and hospitals accounted for €2.95 billion with an expected growth rate of CAGR 5.5% (grandviewresearch.com). The total number of veterinarians is estimated at 42,000, of which roughly 12,000 run their own veterinary practice (fve.com, eurotier.com).

Market specific trends:

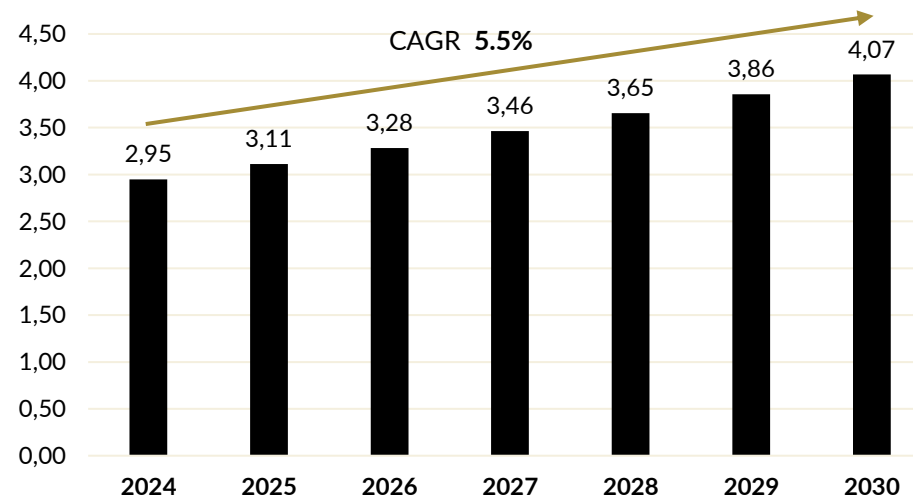
1. **Increasing workload-** 58% of veterinarians (up to 65% in independent clinics) anticipate an increasing workload due to the growth in the number of pets and a shortage of young veterinarians and professional staff (source: FVE Survey 2023, fve.com).
2. **Lack of professional staff and their lower quality** - due to demographic changes and less interest in the profession, it is difficult to find adequately trained professionals, especially surgeons (source: fve.com, eurotier.com).
3. **Structured telemedicine and digital medicine-** the rising cost of veterinary care is stimulating new trends in veterinary care with an emphasis on preventive care and early diagnosis (source: fve.com).
4. **High degree of M&A activity in the market-** one-person veterinary practices are becoming minority practices. There is gradual integration and market and increasing share of corporate veterinary networks (source: fve.com, grandviewresearch.com).

The German market represents an ideal launch market due to its size, growth and purchasing power of potential customers. Market trends point to increased demand for technology solutions that have the potential to reduce the workload of professional staff, are applicable in telemedicine and digital medicine, and enhance prevention and early diagnosis of diseases.

German market for veterinary services (€ billion)



German market for veterinary clinics and hospitals (€ billion)



Porter's analysis (5P)

A standard Porter's 5 Forces analysis that depicts the various impacts on the **bottled water market** over the forecast period 2026-2030.

Intensity of competition

Medium

- Differentiation - IoT solution with potential for AI usage is not offered by competitors.
- Innovation - established big players can quickly develop a similar product.
- Market growth - the market is not saturated and consolidated.

Threat of substitute products

Medium

- The market offers a number of less advanced manual solutions.
- DIY solutions can combine different products to achieve a similar result.
- Rapid development of SMART substitutes (e.g. wearable health sensors).



Threat of entry new competitors

Medium

- New competition is hampered by high initial development and market introduction costs.
- Patent and intellectual property.
- Time-consuming and costly product certification.
- Established players can use existing distribution networks.

Bargaining power of buyers

High

- The B2B segment expects high value for investment and negotiates on price.
- The B2C segment is price sensitive, but will pay extra for a SMART solution.
- Cheaper alternative and substitute products.

Bargaining power of suppliers

Low

- Components for production are commonly available on the market.
- Low risk of dependence on a single supplier.
- Possible dependence on some specific "custom" components.
- Reduced availability e.g. due to chip shortages.

Porter's analysis indicates a **moderately challenging market position** and confirms that there is room in the market for the PASMOS project. **Differentiation is high**, competitors do not yet offer a similarly mature solution, even in the form of substitutes. Patent protection of intellectual property and high financial requirements make it difficult for new competitors to enter. **Customers will demand premium value** for money and sales promotion costs will remain high.

SWOT analysis of the PASMOS project

Strengths

- **Innovative technology** - a unique combination of SMART solutions, IoT and animal care automation.
- **Protected intellectual property** - patent registered with the EPO valid in 27 European countries.
- **A network of business contacts** in Europe.
- **Opportunity to advance development in cooperation** with Slovak universities.
- **The flexibility of the technology** enables a wide range of commercial applications.
- **External manufacturing** - the nature of the patent and the use of commercially available components allows the product to be fully outsourced in collaboration with established suppliers, facilitating the product's introduction to the market.

Weaknesses

- **The relatively early development phase of the project** may discourage investors.
- **Lack of equity** for prototype and further development.
- **The need for a financial investor to be involved** in financing the development and launch of the product.
- **Formation of a technical team** for the composition of hardware and software solutions.
- **An as yet unknown product** where increased marketing spend will be required.
- **High financial and time requirements for product certification.**

Internal

Opportunities

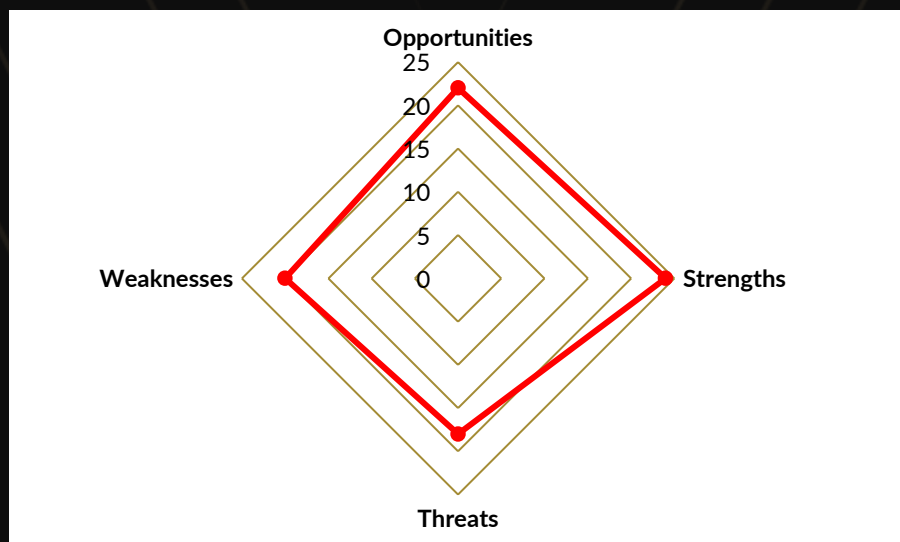
- **Patent sales to established market players** due to the high rate of market acquisitions and demand for innovative products.
- **Growing demand for smart products** in line with pet care market trends (see market analysis).
- **The increasing preference of young couples to buy a pet** before starting a family is leading to an increase in the total number of pets.
- **New regulations** on animal transport that may force the sale of compliant equipment.
- **Subscription services** and premium features of the app can generate additional revenue.
- **The possibility of funding development through EU grants.** Operational Programme Science and Research.

Threats

- **Strong competition** - other brands may offer similar or alternative solutions.
- **High price** - but the product targets the premium market segment and professionals.
- **Regulatory challenges** - different countries have different standards for transporting animals.
- **Consumer skepticism** - some owners may have concerns about biometric monitoring or the reliability of the technology.
- **Rapid technological advances** - new innovations can quickly make current product features obsolete.
- **Possible technical faults** - faults can have a very negative impact on the customer experience

External

Evaluation of the SWOT analysis



Based on the scoring of the individual elements of the SWOT analysis, the **SMART transport cages and terrariums project** is shown to have high market potential, but will face significant market challenges.

As this is an innovative product in a large and high-growth market, we recommend an "offensive strategy", i.e. to actively use the strengths and fully develop the available opportunities. However, such an approach will require a **financially strong investor** who is able to quickly move the project from the development and testing phase to mass sales on the European or global market, and thus take full advantage of an opportunity that may be very limited in time.

An alternative may be to focus on **selling or licensing the patent** to established players for quick monetization.

Recommendations for the PASMOS project

Based on the evaluation of the SWOT analysis, an **offensive business strategy** is appropriate for the PASMOS project:

1. **Market dominance and brand building** - focus on innovation, aggressive marketing campaign and reputation building,
2. **Rapid monetization of patent and IP protection** - patent licensing, targeted outreach to companies interested in acquisitions, extension of patent protection to other markets (US, China), protection from competition.
3. **Strategic partnerships and expansion into new markets** - cooperation with large distributors of veterinary equipment and SMART products for animals (PetSafe, Tractive, Sure Petcare ...).
4. **Financial and investment strategies** - attracting investors through venture capital, presenting the project to funds focused on innovative SMART products and pet care. Readiness for acquisition by big players with the goal of immediate returns.
5. **International expansion and scaling** - penetrating markets with high demand for premium pet-tech solutions (Germany, France, UK, Scandinavia). Certifications for EU and global markets.

The offensive strategy for PASMOS combines aggressive market entry, a strong marketing and sales strategy, strategic partnerships, and rapid patent monetization. The key objective is to secure market share ahead of competitors, attract investors or sell the project to a major player with immediate returns. However, any variant of the strategy requires a strong partner and sufficient financial resources.

Summary of the market analysis

Key information

Market

The market for pet supplies and veterinary equipment is growing, driven by the **increase in the number of pets and breeders (+89% from 2020-2023)**.

The **global** livestock supplies market will continue to grow at an estimated **CAGR of 5.38%**.

The veterinary equipment market also reflects the increased number of pet keepers and the growing need for healthcare. The estimated growth rate for the global market is 5.9% CAGR. **For the EU primary market, a CAGR of 5.0% is projected.**

Competition

The competition does not yet offer a similarly advanced product with a high degree of technological integration. SMART solutions exist in the form of add-ons ("wearables") and single-purpose products that the customer has to combine.

Patent protection ensures protection against the rapid emergence of similar products. However, financially and technologically strong players can develop substitutes relatively quickly. There is also the threat of copying the product in markets where it is not patent protected.

Differentiation

PASMOS differentiation. The market does not yet offer a similarly advanced solution. The big advantage is full IoT integration and high potential for the use of artificial intelligence.

- Health and well-being of pets
- The humanisation of animal care
- Premium product
- Innovative technology
- Early and accurate preventive diagnosis
- Quality care while saving labour

Key points for business strategy

- ✓ **Innovative product**
Emphasize innovative features and enhanced functionality, aggressive marketing and branding, partnering with vets. Demonstration of functionality and added value.
- ✓ **Technology leader**
Continuous innovation, strong branding and integration with existing veterinary systems to create an ecosystem that customers won't want to change.
- ✓ **The humanisation of animal care**
Strong market education, using influencers and expert authorities to highlight the benefits of new technology for animal health and comfort.
- ✓ **Reliable partner**
Building loyalty through quality service and supporting customers in the adoption of new technologies. Developing a quality mobile app.
- ✓ **Suppliers under control**
Diversifying suppliers, using local manufacturers and negotiating better terms with key partners.

Strategy: offensive

The success of PASMOS will depend on strong marketing, strategic partnerships and the ability to justify the premium price. However, with a well-executed offensive strategy, it is possible to leverage a head start on the competition to build a strong market position or to quickly capitalize on a patent through divestiture or licensing.

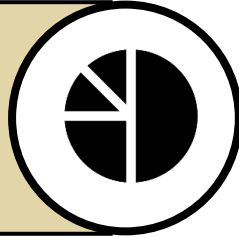


Go-To-Market strategy

Progress

Market

- Successful completion of product development and market launch.
- Gradual build-up of the distribution network.
- Building awareness of PASMOS among veterinarians and breeders.
- Rapid market validation through pilot projects and acquisition of B2B partners.



Business



- Launch marketing to build awareness.
- Use of appropriate influencers and ambassadors.
- Partnerships → network of veterinary clinics, pet shops.
- Price → Price and configuration settings for B2B and B2C.

Product



- Constant hardware and software development.
- Introducing new functionality → AI diagnostics and more.
- PASMOS ecosystem development → PASMOS as a service (monthly rental)

How to succeed



Growth in the European market and subsequent expansion

Use of innovative patented technology to gain a strong partner in Germany, intensive marketing and PR in the product launch phase in order to quickly gain market share.



Marketing

Shaping the product towards the target audience. Marketing communicated through:

- Innovative technology
- Ease of use
- Top care



Building awareness

Awareness building will be one of the key elements in selling PASMOS.

Using influencers and veterinary care professionals as ambassadors to demonstrate the functionality and innovativeness of PASMOS. Participating in animal events and fairs to demonstrate the technology to the target audience,

Support for events aimed at modernising animal care.

Target market segmentation



Primary market (B2B)

- Veterinary clinics, hospitals and outpatient clinics.
- Kennels and farms.
- Research laboratories and universities.
- Providers of animal transport services.
- Large pet shops and distributors of veterinary equipment.

Main trends (B2B)

- Technological innovation.
- Market consolidation - M&A activities.
- Global market growth CAGR 5.9%.



Secondary market (B2C)

- Pet owners interested in SMART solutions.
- Pet owners who frequently travel with their pets.
- Breeders of special breeds requiring health monitoring.

Main trends (B2C)

- Growth in the number of pet owners.
- The humanization of animals and animal care.
- SMART technology penetration.

Unique Selling Proposition



Technology leader

Custom design and use of hardware and software: Custom development of hardware and software solutions with application and connectivity also via IoT, so that the owner can have up-to-date information about his pet.

Intelligent functions (software): integration of sensors to monitor temperature, respiration and other vital functions of the animal. SMART control via app.

High diagnostic accuracy: patented technology enables early detection of health problems.

Reducing the cost of care: predictive health analysis helps vets and breeders prevent problems.



Modularity and safety

A unique modular cage system for animals to improve their comfort, safety and care.

Flexibility in cage set-up: the cage is designed as a modular system, allowing the size and configuration to be adapted as required.

Monitoring: the cage monitors the animal's vital signs and environment, automatically regulates the temperature and alerts the user when the condition changes.

Acoustic protection for animals when transported through or left in a disturbed environment (veterinarian, ongoing construction work or other).

Positioning



Technology

Unique technology with in-house hardware and software development. Custom application to control and set ideal cage conditions.

Licensed product in 27 EU countries.

Modular design and safe materials: the possibility to customize the cage according to the customer's needs. Safety materials with antibacterial and acoustic protection.



Safety

Stress reduction and animal protection: acoustically designed modular cages that reduce noise and provide comfort for the animal.

Emphasis on animal welfare, acoustic protection and modularity.

Premium solution for professionals and end consumers: the modularity of the cages allows customer to choose a cage for variety of demanding needs, especially for veterinarians or breeders (B2B) or to set up a cage model for end users (B2C).



Technology leader

- Premium design and SMART technology.
- Configuration exactly to the client's needs.
- Patented technology with almost zero direct competition.
- Reduction of animal stress through acoustic protection and safe modular design.
- "Silence, safety and comfort for your pet."

An innovative and premium product.

Marketing channels

Business model

Sales channels

B2B

Digital Marketing

- Targeted PPC ads - Google Ads, Facebook Ads aimed at vets and breeders.
- Content marketing & SEO - blogs, PR articles, webinars with experts.

Offline marketing and PR

- Participation in veterinary exhibitions - Interzoo, VETMEDICA, EuroTier.
- Cooperation with professional authorities - scientific journals and veterinary associations.
- Referral schemes - rewards for referrals to PASMOS.

Business model

- Hardware sales - software subscription - (SaaS model).
- Licensing technology to big players.
- After-sales service and sale of accessories.
- Alternative: PASMOS as a service.

Price level

Premium pricing strategy

- Capitalizing on the premium product of a technology leader: premium quality at a reasonable price.
- Hardware: 1500-5000 € per clinic (depending on the solution).
- Software: monthly fee 50-300 € depending on features.

Direct sales (B2B)

- Sales team - direct outreach to veterinary clinics and distributors.
- Distributor agreements - contracts with veterinary equipment dealers.
- Pilot projects - testing in top clinics to build credibility.

Affiliate sales

- OEM partnerships - integration of PASMOS into existing veterinary systems.
- Cooperation with insurance companies - pet insurance with PASMOS as a benefit.

B2C

Digital Marketing

- Social networks and influencers - demonstration of the functionality and benefits of PASMOS. Educating the target audience via YouTube, Instagram, TikTok.
- Targeted PPC ads - Google Ads, Facebook Ads aimed at pet owners and tech enthusiasts.
- Content marketing & SEO - blogs, PR articles, webinars with experts.

Business model

- direct orders via e-shop and partners.
- Sales through pet shop networks.
- Subscriptions for cloud and premium services.

Price level

Affordable pricing strategy

- One-off price for the equipment: 500-1500 €.
- Subscription fee for cloud services: 10-30 €/month.
- PPU (Pay-per-use) model for premium services.

Online sales (B2C)

- Own e-shop + sales on external platforms (Amazon, Notino Pets...).
- Veterinary practices as points of sale.
- Cloud subscriptions and PPU premium services such as AI diagnostics, vet consultations, etc.

Affiliate sales

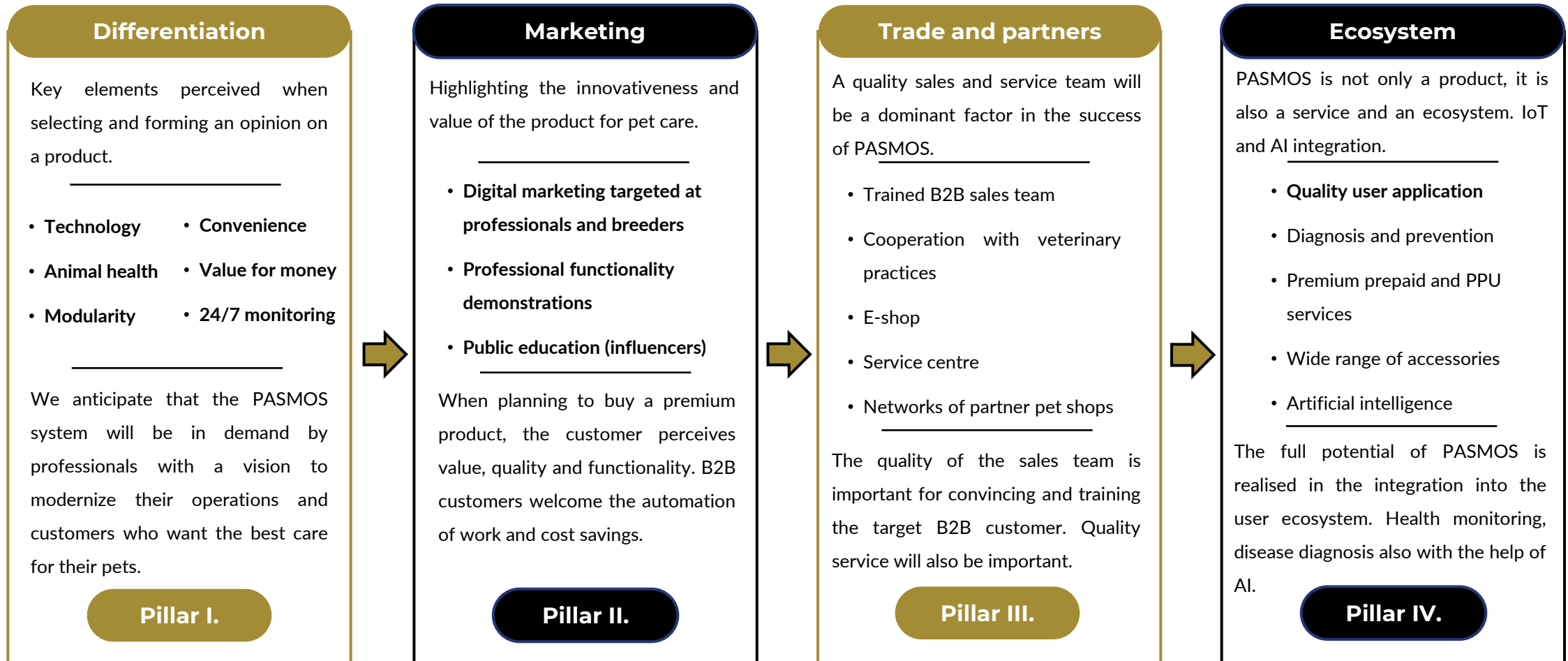
- Pet shop chains - offline distribution in pet supply stores.
- Cooperation with insurance companies - pet insurance with PASMOS as a benefit.

Communicated message



Key to sales

The main pillars of high performance sales enablement for premium product sales in the B2B and B2C market. **The purchase is planned, the customer is looking for premium quality and functionality.**





Financial projections

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Financial model assumptions

Realistic variant

- Completion of product development and **start of sales in 2026**.
- The option assumes the following **sales volumes at a selling price of 1900 €/pc**:

Year	2026	2027	2028	2029	2030	2031
Sales in pcs	720	1800	2520	3240	3960	4680

- **Cloud subscription for 45% of units sold at a price of €240/year.**
 - The option expects **financing exclusively from internal resources.**
 - The project expects **external mass production** of the product.
 - Marketing in-house, distribution in-house (20%) - external (80%)
 - **Product development and launch costs of €1.075 million.**
 - **Distribution margin of external partners** of 48%.
 - **Marketing costs** of 10% of the selling price..
 - **Cost of production of € 314/piece.**
-
- **Initial investor contribution of € 1.4 million.**
 - The discount rate for calculating the project's return is 12.0%.
 - Expected inflation rate of 2.0%/year.

Pessimistic variant

- Completion of product development in 2026 and **start of sales in 2027**.
- The option assumes the following **sales volumes at a selling price of €1,800/pc**:

Year	2026	2027	2028	2029	2030	2031
Sales in pcs	0	1200	1800	2400	3000	3600

- **Subscription to cloud services for 40% of units sold at a price of 200 €/year.**
 - The option expects **financing exclusively from internal resources.**
 - The project expects **external mass production** of the product.
 - Marketing in-house, distribution in-house (17%) - external (83%)
 - **Product development and launch costs of €1.075 million.**
 - **Distribution margin of external partners** of 50%.
 - **Marketing costs** of 10% of the selling price.
 - **Cost of production of € 314/piece.**
-
- **Initial investor contribution of € 1.4 million.**
 - The discount rate for calculating the project's return is 12.0%.
 - Expected inflation rate of 2.0%/year.

Profit and loss account 1/2

Realistic variant

Scenario	Realistický					
Profit & Loss Statement						
Výkaz ziskov a strát (v tis. €)	FY26	FY27	FY28	FY29	FY30	FY31
Total Sales	1 446	3 687	5 265	6 904	8 607	10 376
y-t-y (%)	-	155,0%	42,8%	31,1%	24,7%	20,5%
Direct costs	751	1 905	2 704	3 526	4 371	5 239
Gross Profit	694	1 782	2 560	3 378	4 236	5 136
Gross margin (%)	0	48,3%	48,6%	48,9%	49,2%	49,5%
SG&A						
Operating costs - SG&A	1 320	1 086	1 213	1 396	1 586	1 783
EBITDA	-626	696	1 348	1 982	2 650	3 353
EBITDA margin (%)	-43,3%	18,9%	25,6%	28,7%	30,8%	32,3%
Other Costs	-	-	-	-	-	-
Depreciation and amortization	29	59	59	59	49	20
EBIT	-655	637	1 289	1 923	2 601	3 333
EBIT marža (%)	-45,3%	17,3%	24,5%	27,9%	30,2%	32,1%
Financial costs	0	0	0	0	0	0
Earnings before Tax	-655	637	1 289	1 923	2 601	3 333
Loss amortization		-131	-131	-131	-131	-131
Tax base	-655	506	1 158	1 792	2 470	3 202
Income tax	0	106	243	376	519	672
Net Earnings	-655	531	1 046	1 547	2 082	2 661

Revenue

The PASMOS project projects first year revenues at a product price of €1,900 (with sales starting after the development phase in 2026) of approximately €1,446k.

In 2027, with a full year of sales, we project sales of € 3.687 million due to increased sales channels, product awareness and higher marketing expenditure. In the following years, we estimate continuous sales growth of around 20-43% y-o-y with gradual penetration of new markets.

Direct costs

Direct costs consist of production costs and distribution margin (48%), or performance fees to own dealers. Total direct costs are at the level of 50.5%-51.7%. In absolute terms, direct costs amount to €751 thousand. (2026), €1,905m (2027) and increase proportionally with the number of units sold.

Operating costs

The highest cost item in the first year was operating costs, mainly due to high upfront costs for product development, certification and launch, and marketing (€1.320 million in total). In the following years, marketing costs of 10% of sales are foreseen. Other operating costs are mainly personnel costs (€ 361 thousand in 2027), costs, rent of premises, operation of vehicles and other operating costs.

Profitability

Product development and launch costs result in a significantly negative EBITDA of € -626 thousand in the first year. In the following years, however, sales growth generates significant revenue and EBITDA growth of 19-32%, assuming that the level of operating costs is maintained.

Profit and loss account 2/2

Pessimistic variant

Scenario	Pesimistický					
Profit & Loss Statement						
Výkaz ziskov a strát (v tis. €)	FY26	FY27	FY28	FY29	FY30	FY31
Total Sales	0	2 362	3 614	4 916	6 267	7 671
y-t-y (%)	-	0,0%	53,0%	36,0%	27,5%	22,4%
Direct costs	0	1 317	2 003	2 709	3 435	4 182
Gross Profit	0	1 046	1 611	2 207	2 832	3 489
Gross margin (%)	-	44,3%	44,6%	44,9%	45,2%	45,5%
SG&A						
Operating costs - SG&A	1 002	947	1 040	1 189	1 342	1 502
EBITDA	-1 002	99	571	1 018	1 490	1 988
EBITDA margin (%)	0,0%	4,2%	15,8%	20,7%	23,8%	25,9%
Other Costs	-	-	-	-	-	-
Depreciation and amortization	29	59	59	59	49	20
EBIT	-1 032	40	512	959	1 440	1 968
EBIT marža (%)	0,0%	1,7%	14,2%	19,5%	23,0%	25,7%
Financial costs	0	0	0	0	0	0
Earnings before Tax	-1 032	40	512	959	1 440	1 968
Loss amortization		-206	-206	-206	-206	-206
Tax base	-1 032	-167	306	753	1 234	1 761
Income tax	0	0	64	158	259	370
Net Earnings	-1 032	40	448	801	1 181	1 598

Revenue

The pessimistic variant foresees a delay in development and a product launch only in 2027, causing the company to generate no revenue in 2026.

In 2027, with a full year of sales and an average selling price of **€1,850**, we assume sales of **€2.362m**. The following years we estimate sales growth of approximately 36% for 2028 and a subsequent decline to a level of approximately 22% due to the growth of competition.

Direct costs

Direct costs consist of production costs and distribution margin (50%), or performance fees to own dealers. Total direct costs are 54.5-56%. In absolute terms, direct costs represent a value of €1,317 million (2027), and increase proportionally with the number of units sold.

Operating costs

The highest cost item in the first year was operating costs, mainly due to high upfront costs for product development, certification and launch, and **marketing (total €1.075 million)**. In the following years, marketing costs of 10% of sales are foreseen. Other operating costs are mainly personnel costs (€ 361 thousand in 2027), costs, for renting premises, operating vehicles and other operating costs.

Profitability

Product development and launch costs result in a significantly negative EBITDA of € -1.0 million in the first year. In the following years, sales generate revenue and **EBITDA growth of 4.2-25.9%**, assuming that the level of operating costs is maintained.

Cash Flow and Return Ratios

Realistic variant

Cash Flow statement						
€	31-Dec-26	31-Dec-27	31-Dec-28	31-Dec-29	31-Dec-30	31-Dec-31
EBITDA	(626)	696	1 348	1 982	2 650	3 353
Financial costs	-	-	-	-	-	-
Income tax	-	(106)	(243)	(376)	(519)	(672)
Changes in working capital	(127)	(79)	(57)	(59)	(62)	(65)
CF from operating activities	(753)	511	1 048	1 546	2 069	2 616
CAPEX	(275)	-	-	-	-	-
CF from investing activities	(275)	0	0	0	0	0
Subtotal	(1 028)	511	1 048	1 546	2 069	2 616
Capital Raising	-	-	-	-	-	-
Notes payable	0	0	0	0	0	0
CF from financing activities	0	0	0	0	0	0
Net Cash Flow	(1 028)	511	1 048	1 546	2 069	2 616
FCFE	372	511	1 048	1 546	2 069	2 616
Cumulative Cash Flow	-1 028	-516	532	2 078	4 148	6 763

Cash flows from operating activities - Realistic scenario

- In 2026, the company forecasts earnings before interest, taxes, depreciation and amortization (EBITDA) of € -626k. With estimated standard working capital (receivables due 30 days, accounts payable 30 days and average warehouse turnover of up to 60 days), we assume a positive operating cash flow in the second year.

Cash flows from investing activities

The trading company model does not assume significant investment in assets beyond the first year.

- 2026: € 275 thousand to Software development and purchase of warehouse and administrative equipment
- Premises, vehicles, equipment, etc. are handled by renting and leasing.

Cash flows from financing activities

- We do not assume any bank or other loans.

Pessimistic variant

Cash Flow statement						
€	31-Dec-26	31-Dec-27	31-Dec-28	31-Dec-29	31-Dec-30	31-Dec-31
EBITDA	(1 002)	99	571	1 018	1 490	1 988
Financial costs	-	-	-	-	-	-
Income tax	-	-	(64)	(158)	(259)	(370)
Changes in working capital	(77)	(74)	(41)	(43)	(45)	(47)
CF from operating activities	(1 080)	25	466	817	1 186	1 571
CAPEX	(275)	-	-	-	-	-
CF from investing activities	(275)	0	0	0	0	0
Subtotal	(1 355)	25	466	817	1 186	1 571
Capital Raising	-	-	-	-	-	-
Notes payable	0	0	0	0	0	0
CF from financing activities	0	0	0	0	0	0
Net Cash Flow	(1 355)	25	466	817	1 186	1 571
FCFE	45	25	466	817	1 186	1 571
Cumulative Cash Flow	-1 355	-1 330	-864	-47	1 138	2 709

Cash flows from operating activities - Pessimistic scenario

- In 2026, the company forecasts earnings before interest, taxes, depreciation and amortization (EBITDA) of € -1.0 mil. With estimated standard working capital (receivables due 30 days, accounts payable 30 days and average warehouse turnover of up to 60 days), we assume a positive operating cash flow in the second year.

Cash flows from investing activities

The trading company model does not assume significant investment in assets beyond the first year.

- 2026: € 275 thousand to Software development and purchase of warehouse and administrative equipment
- Premises, vehicles, equipment, etc. are handled by renting and leasing.

Cash flows from financing activities

- We do not assume any bank or other loans.

Return on investment

Realistic variant



Evaluation of the investment in a realistic scenario

The **internal rate of return (IRR)** is at approximately 33.4%, indicating an excellent projected investment return in period of 2026-2031. The IRR is negatively impacted by the high upfront costs of product development and introduction and the delay in revenues for the period after the necessary certifications are received.

The **net present value of money (NPV)** is €2.763 million, at a discount rate of 12%, which represents a suitable investment opportunity. The **return on investment (ROI)** amounts to 483%, at an investment value of €1,400,000. The payback period is 2.5 years.

The realistic option shows that the **PASMOS project has the potential for high profitability**, provided the market potential is quickly exploited.

Pessimistic variant



Evaluation of the investment in the pessimistic scenario

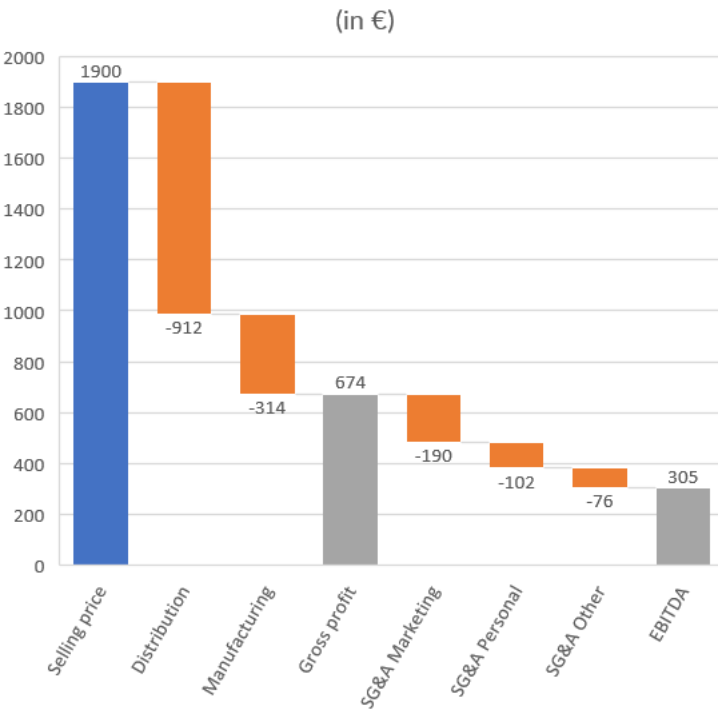
The **internal rate of return (IRR)** is at approximately 9.2%, indicating insufficient returns for the project over the 2026-2031 projection period. The IRR is negatively impacted by the high upfront costs of product development and introduction, and the delay in revenues for the period after the necessary certifications have been received. The pessimistic variant assumes delays in development and certifications, lower price and worse market conditions.

The **net present value of money (NPV)** is at € -0.136 million, at a discount rate of 12%, which does not represent a suitable investment opportunity. The **return on investment (ROI)** is 194%, at an investment value of € 1,400,000. The payback period is 4 years.

The **return under the pessimistic option** indicates the risks that the PASMOS project will face. These are mainly delays in product development and market introduction and rapid growth of competition which could limit revenue growth.

Other financial ratios

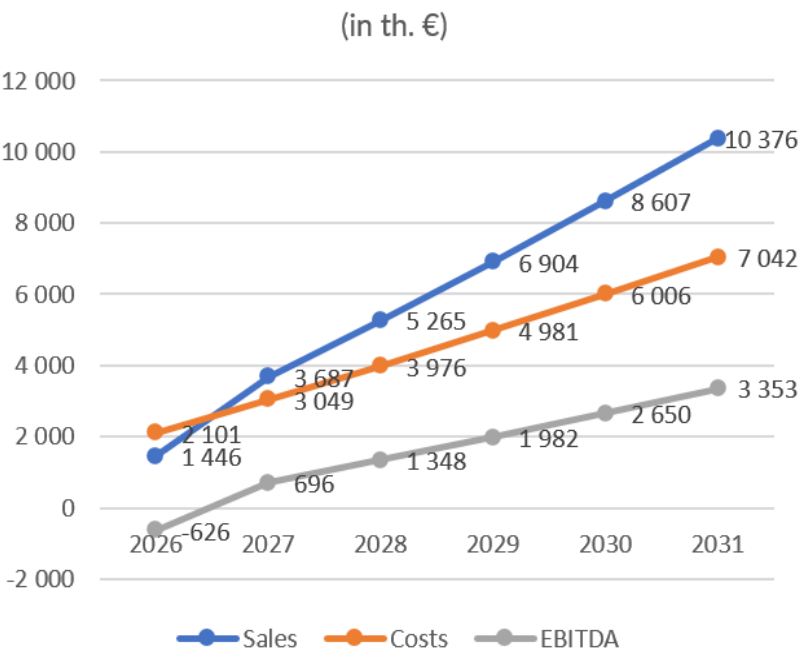
Price waterfall



Projected price waterfall under a realistic scenario, price per product of €1,900 using outside distribution channels. Direct costs such as production (manufacturing, distribution, logistics) involved €1,226 per 1 piece sold.

Operating costs such as marketing, staff costs and overheads contribute €368 per piece sold. **EBITDA** per unit sold is € 305.

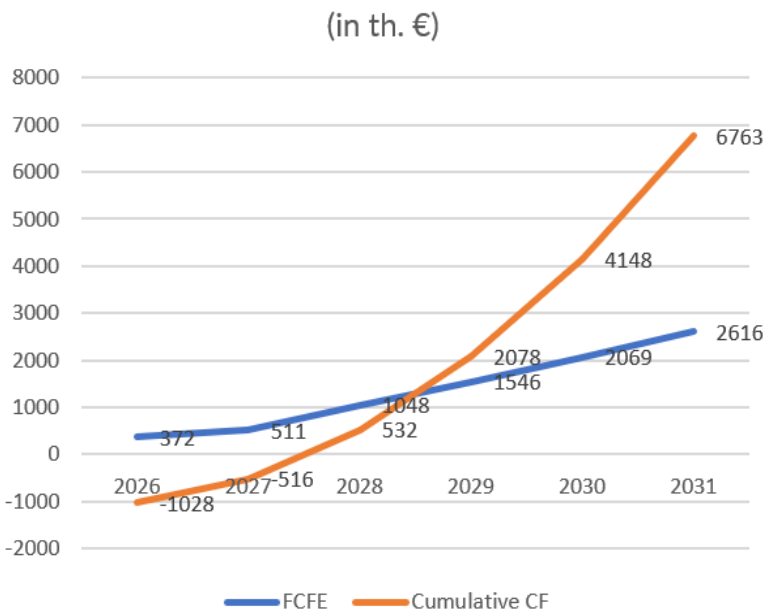
Development of sales, costs and EBITDA



We expect total sales of beverages and merch in Slovakia and abroad to reach €1,45 mil. (2026), €3.69 million (2027) to €10.38 million (2031).

Total costs account for approximately 83% and fall to 68% as sales increase. The development of **EBITDA** has a moderate linear growth depending on sales.

Net cash flows



The chart above highlights the evolution of free cash flow generated by the firm over the projection period.

Free cash flow represents the total amount of cash generated that would theoretically be available for distribution to owners over a given period.

Cumulative CF represents the total amount of cash generated by the company over a given period.

Company

Managing Director

Ján Totkovič

Address

J. Kráľa 140

962 71 Dudince

SK NACE

47990 Other retail sale outside
shops, stalls and markets

Name

GOLDEN LIONS s.r.o.

ID: 48281361

Tax ID: 2120122939

Za svoju lásku si zaslúžia produkt, ktorý im pomôže zlepšiť ich život a starostlivosť o nich.

Team Pasmos

Profile: Ján Totkovič

In my family, animals always had an inseparable place. My parents and grandparents farmed, and there was a yard full of pets. As a child, I learned to take care of a cow, a horse and small poultry. And many of the dogs that have been closest to me all my life.

Today I live in a large family home with two dogs, two cats, several birds and fish. I am an active hunter, I donate regularly to dog shelters and the quality of life of animals touches me deeply.

As a life-long entrepreneur, I am most happy to see a good idea through to successful implementation. In my business history, there is a number of well-executed projects and developed companies. I am most proud of the reconstruction of the ruins of the Brhlov manor to its present form. Currently, I run a guesthouse in Dudince and I am dedicated to the development of tourism in the region.

The PASMOS project came out of my lifelong passion for animals. The idea was to create something that is not just about business, but something that helps animals and is humane. I am deeply passionate about the project, constantly improving and adding new ideas. It is very close to my heart and its successful realization is my professional life goal!





Thank you