

2024



PETSCRIBERS

DESIGNED BY VETS. MADE FOR PETS.

Simplifying access to safe and affordable pet medication
and generating valuable pet health data.



PETS ARE BIG BUSINESS

57%

Pet ownership

Pets are a big part of UK households; 57% have a pet, equivalent to >16 million households

23m

UK Pet population

There are 23 million dogs and cats in the UK; recent growth means an ageing pet population, with associated long-term health conditions, is on the horizon

£420m

UK animal medicine market size

The companion animal medicine market is worth £420 million p.a. in the UK and \$22 billion globally

6.94%

Growing market

CAGR in the UK animal medicines market (7.11% globally)



THE PETSCRIBERS STORY



Cost Of Living Crisis

As vets, we increasingly witnessed owners struggling to afford medication for their pets



Potential Savings

Online pharmacies can provide prescription medication at a fraction of the cost.

Highlighted by the Competition Markets Authority (CMA). Publishing findings March 2025.

13%

Online Purchasing

Despite this, only 13% of owners are regularly buy prescription medication online,

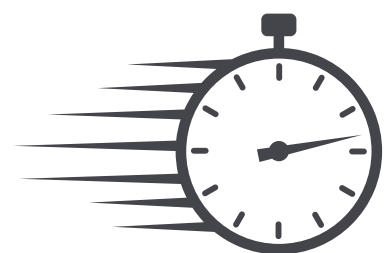


WHY ARE ONLY 13% BUYING ONLINE?



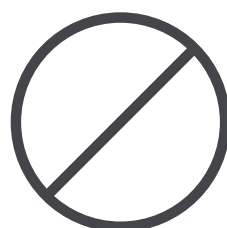
Fear

Owners don't know where to start, or who to trust; time pressures mean vets are unable to support owners through the process. 10% of people have bought a fake medication online



Complexity

Trying to find the best price for medication is time-consuming and challenging



Lack of Awareness

50% of owners are unaware this is even an option



HOW WILL WE CHANGE THAT?

Powered by a custom-built proprietary, first-of-its-kind database, Petscribers simplifies how pet owners find and compare medication prices, offering trusted options from government-accredited suppliers.



Safe Search Function

Trusted access to verified, government-approved suppliers to compare prices.



Personalisation & Support

Dashboards tailored to **individual** pets and owners, providing personalised insights and resources



Reduced Mental Load

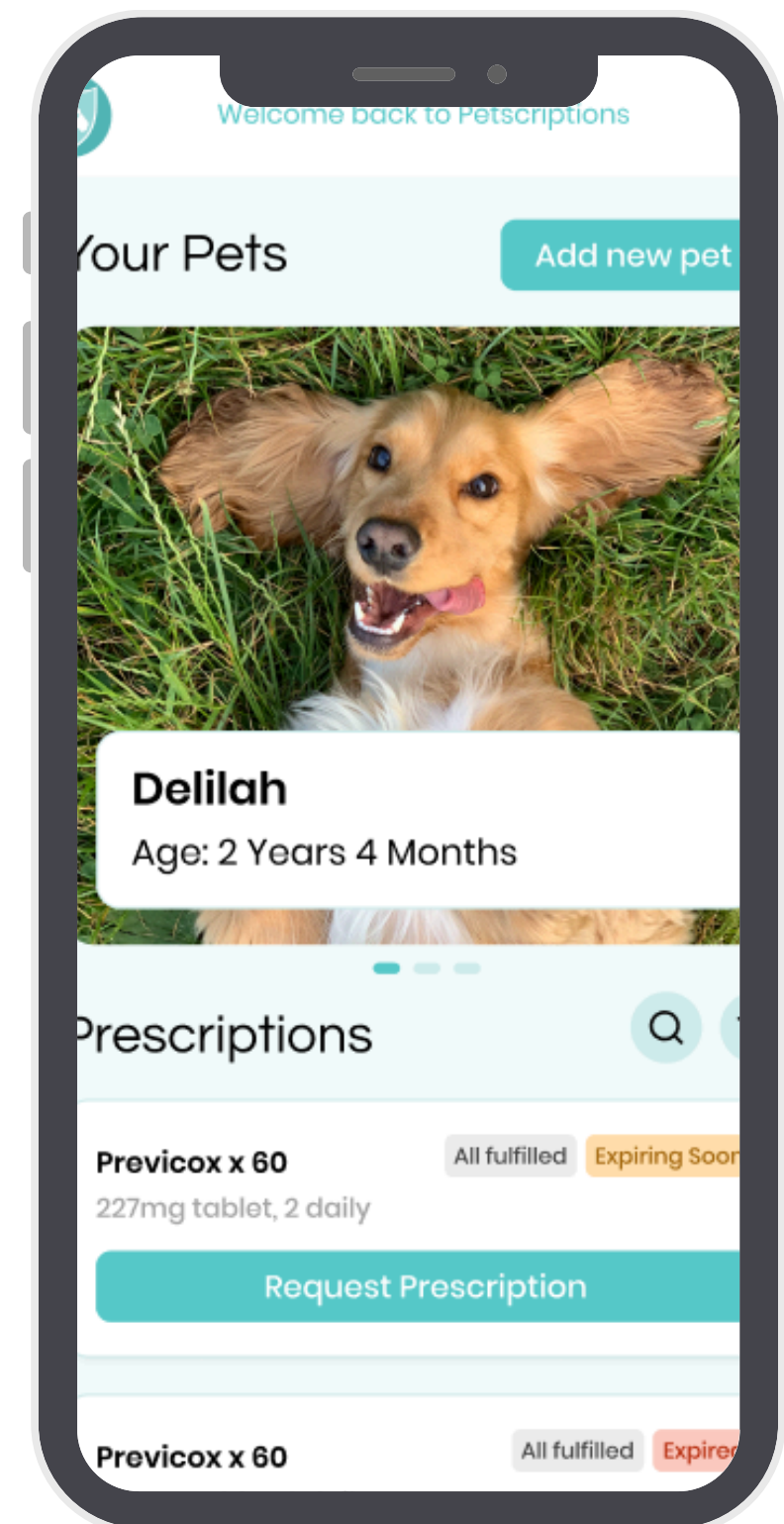
Notifications helping owners stay on top of life-saving medication schedules.

Streamlined processes for stress-free medication management.



WHAT DO WE GET IN RETURN?

- **Valuable end-user data;** which medication is being purchased for which pets and how did the medication perform?
- Utilise consumer data points, which will enable **targeted and re-targeted advertising**
- **Annual recurring revenue (ARR)** from subscription service and pharmacy affiliate schemes
- Digital prescriptions generated on our platform will be securely stored in a **revolutionary, centralised database**, supported by the UK Government to reduce the increasing prescription fraud





REVENUE

Calculated CLV: **£522**

Target CAC: **£24**

Gross Margin: **89%**

Payback period: **10 months**

Estimated **obtainable** market = 10% of total market:

1.6 million households

£42 million annual spend on pet medication



DATA

High appetite for end-user data in the pharmaceutical industry.

£25k per pharmaceutical company per quarter by YE 2028



AFFILIATE SCHEME

Affiliate revenue from UK Government accredited retailers

2.5% per sale.



ADVERTISING

Strategic partnerships with luxury pet brands and insurers

Click-through rates 1.5%



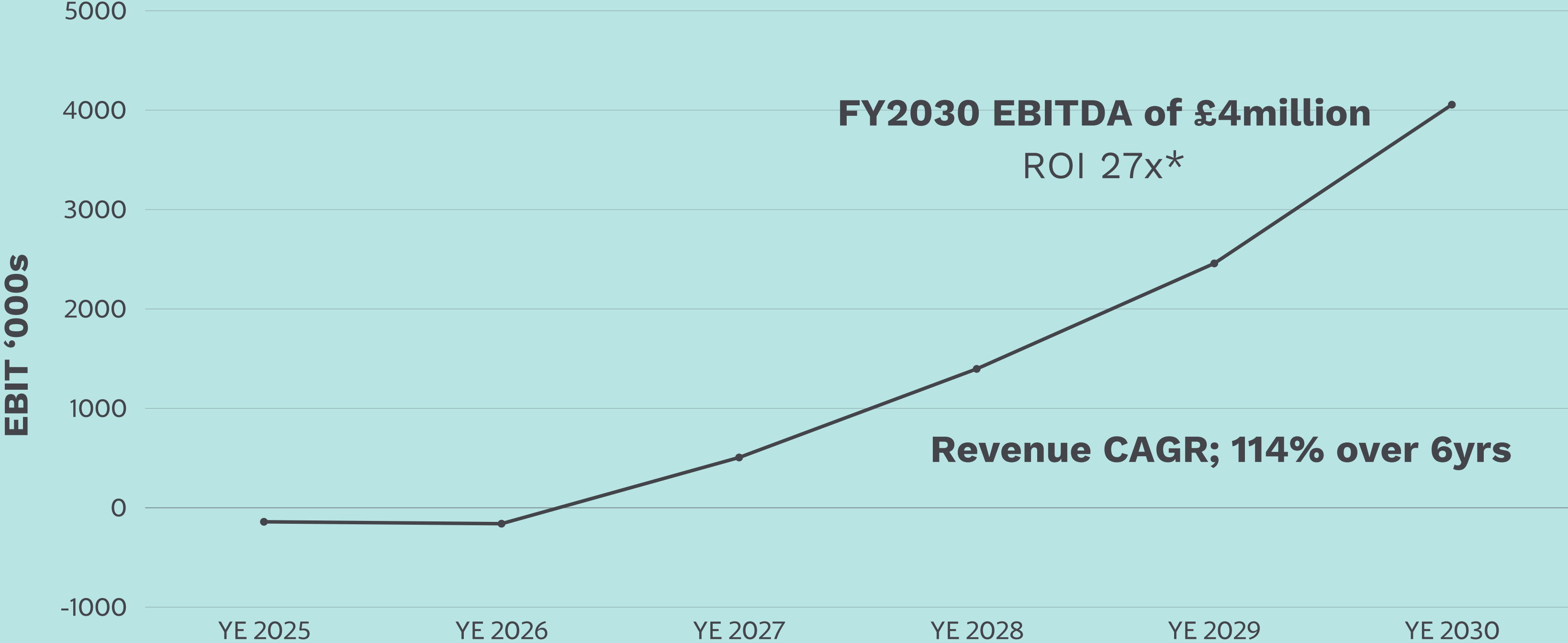
SUBSCRIPTION

Premium personalised service offering notifications, repeat ordering, generics calculator

£3/month | £24/year



EBIT FORECAST



* assuming SaaS valuation of 10x EBITDA



MARKET POSITION



OURVET.SHOP



INSTINCT



FIRST DATABANK



CHEWY



E-prescribing software



UK Legislation compliant



Owner focused



Pharmacy Agnostic



Pharmacy integration



Vet Integration





OUR TEAM



Dr Angela Jones
BVSc Cert AVP (EM) MRCVS
Co-Founder

- Experienced vet, writer, digital marketer.
- Elected council member of the British Equine Veterinary Association
- Responsible for commercial relationships, communication and clients.



Dr. Emma Pemberthy
MA (Cantab) BVM BVS MRCVS
Co-Founder

- Experienced vet
- Former investment banker
- Data analyst for Petscribers
- Responsible for financials, legals and compliance.



Victor Parchment
MA MPhil PhD (Cantab)
Chief Technical Officer

- Full-stack programmer for >20 years with the last 10 working as a technical lead in startups in the US/UK.
- Responsible for developing the platform from the ground up, in phases.



Michelle McClure
Chief Marketing Officer

- >15yrs of omnichannel marketing experience
- Strategic Marketing Consultant and Founder of Hoojy
- Formerly Head of brand communications marketing at Rover Europe



OUR ADVISORS



Dr Adele Williams

BVSc, MRCVS, DipECEIM, PhD

Vet, AI and clinical data scientist. 5 years pet tech start up experience, grant writing specialist



Chris Charles

Two times start up founder that successfully raised \$35M Series A between them, Built operations for a start up, successfully raised \$49M Series B



Joe McGurk

Innovation funding specialist. 15 years building and leading high performance teams in financial services.



Jackie Waring

Founder and Chair of Investors In Women, AccelerateHer. Expert in corporate leadership. Mentor.



WHY US?

Unique selling point
& defensive moat



UNIQUE ANGLE

Requesting a prescription is always owner driven. We are a uniquely, **owner-focused** platform.



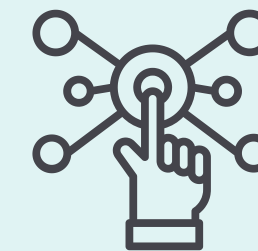
INTELLECTUAL PROPERTY

Comprehensive, first-of-it's-kind, medication **database**, **custom built platform**.



NETWORK

Extensive network in pet tech and veterinary sectors. Strategic partnership discussions underway with leading pet insurers.



DIGITALLY DISRUPTIVE

Digitally disruptive in an industry that is **historically slow** at adopting new technology or change.



2024

Beta Release DTC

- **Goals;** market research, proof of concept; price comparison site developed from comprehensive back-end database, content generation
- **Spending plan:** Chief Technical Officer onboarded, go-to-market strategy, fractional Chief Marketing Officer, Dev Ops

2025

Subscription Service DTC & Pharmacy Integration B2B

USERS 23,000
REVENUE £54,000

- **Goals:** Owner dashboards (end-user data acquisition) photographic upload of scripts, marketing push, functional integration with pharmacies
- **Spending plan:** additional developer to support Chief Technical Officer in phase 2, increased CMO hours

2026

Veterinary Integration

USERS 68,000
REVENUE £172,000

- **Goals:** frictionless platform for owners, achievable ambitious growth strategy
- **Spending plan:** Dev Ops, customer success specialist

2027

Pharma Data Sales

USERS 204,000
REVENUE £1,043,000

- **Goals:** commercialisation of end-user data, EU market exploration.
- **Spending plan:** customer acquisition drive to generate valuable data



GO TO MARKET STRATEGY

WORK IN PROGRESS; CMO ONBOARDING NOVEMBER 2024



Ideal Customer Profile

Female | Millennial/GenZ (25-45); **we KNOW our customers from >25yrs working with them as vets**
Digital natives | Time-poor | Price conscious; spend on pets inelastic | Pet owners

Partnerships And Community

Collaborate with vets, insurers and pet brands to drive visibility and credibility | Engagement at industry events to strengthen partnerships | Contribute to Popular Publications | Build a trusted knowledge hub for pet owners featuring expert advice, FAQs, and cost-saving/pet-safety tips

Growth Hacking

Referral Incentives | Exclusive early access | Gamified engagements | UGC Campaigns: highlight user success stories and pets on social media

Organic

CMA review 2025 | Online PR | Consistent social media | SEO Content Marketing and Programmatic SEO | Focus on educational and cost-saving topics pet owners care about

Paid Media

Hyper-targeted Google Ads for: Affordable pet medication | Social Ads: TikTok and Meta campaigns targeting millennial/Gen Z pet owners



TRACTION

1 Comprehensive first-of-its-kind database



MVP live November 2024. Launch of social media platforms increasing brand awareness, to fuel early adopters

3 Pharmacy affiliate schemes agreed in full



Trademark approved

97 Users awaiting Beta. Launching waitlists for the platform December 2024

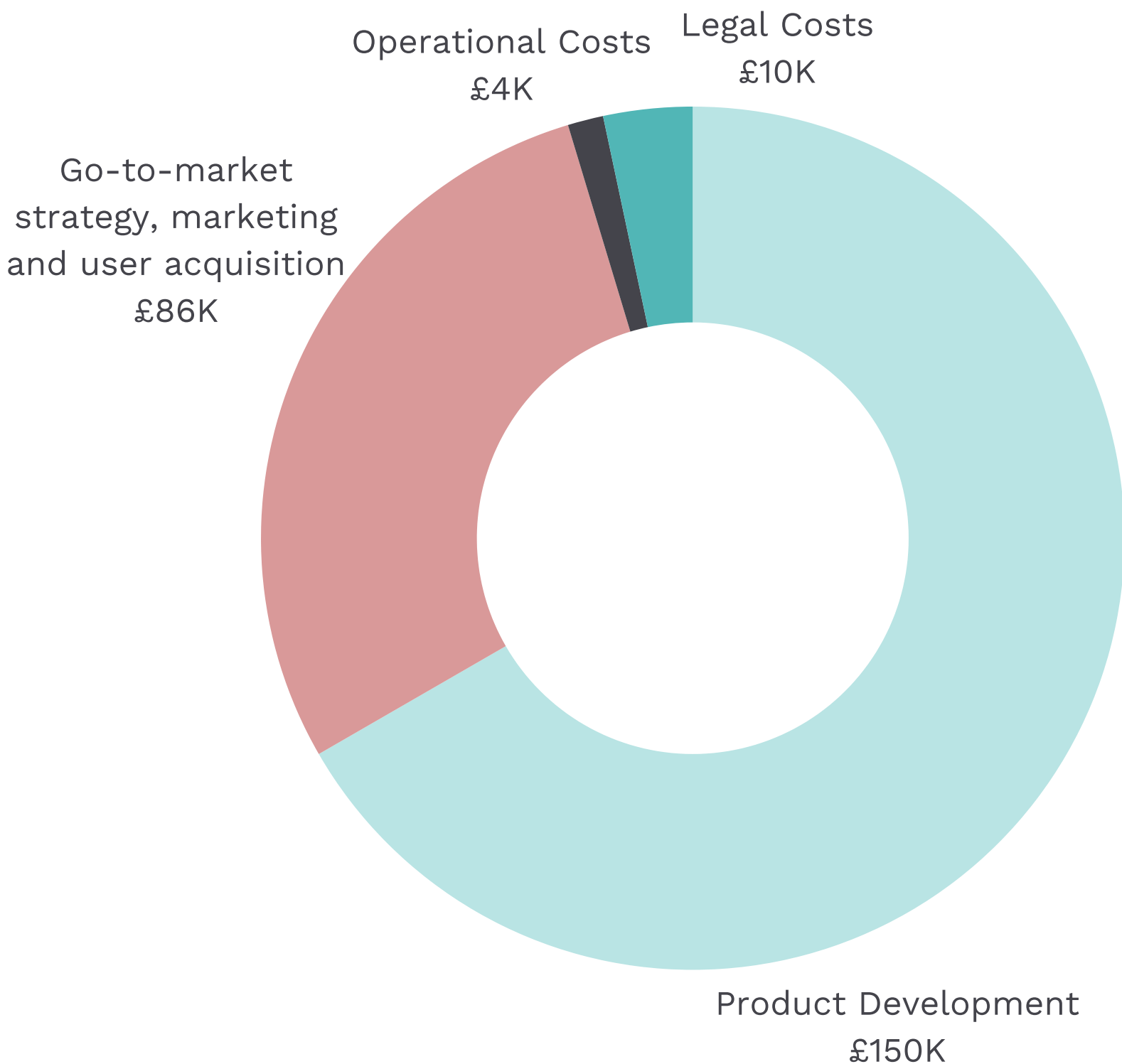


Interest from international pharmaceutical companies for end user data





THE ASK



- Seeking £250K ask at a valuation of £1.5 million
- **SEIS/EIS eligible**
- **AIMS:**
 - alpha and beta launches complete
 - functional integration with accredited retailers
 - 68,000 users by YE 2026
 - total revenue of >£1million by YE 2027
- For further details please contact **hello@petscribers.co.uk**



**Simplifying access to safe and affordable pet medication
and generating valuable pet health data.**