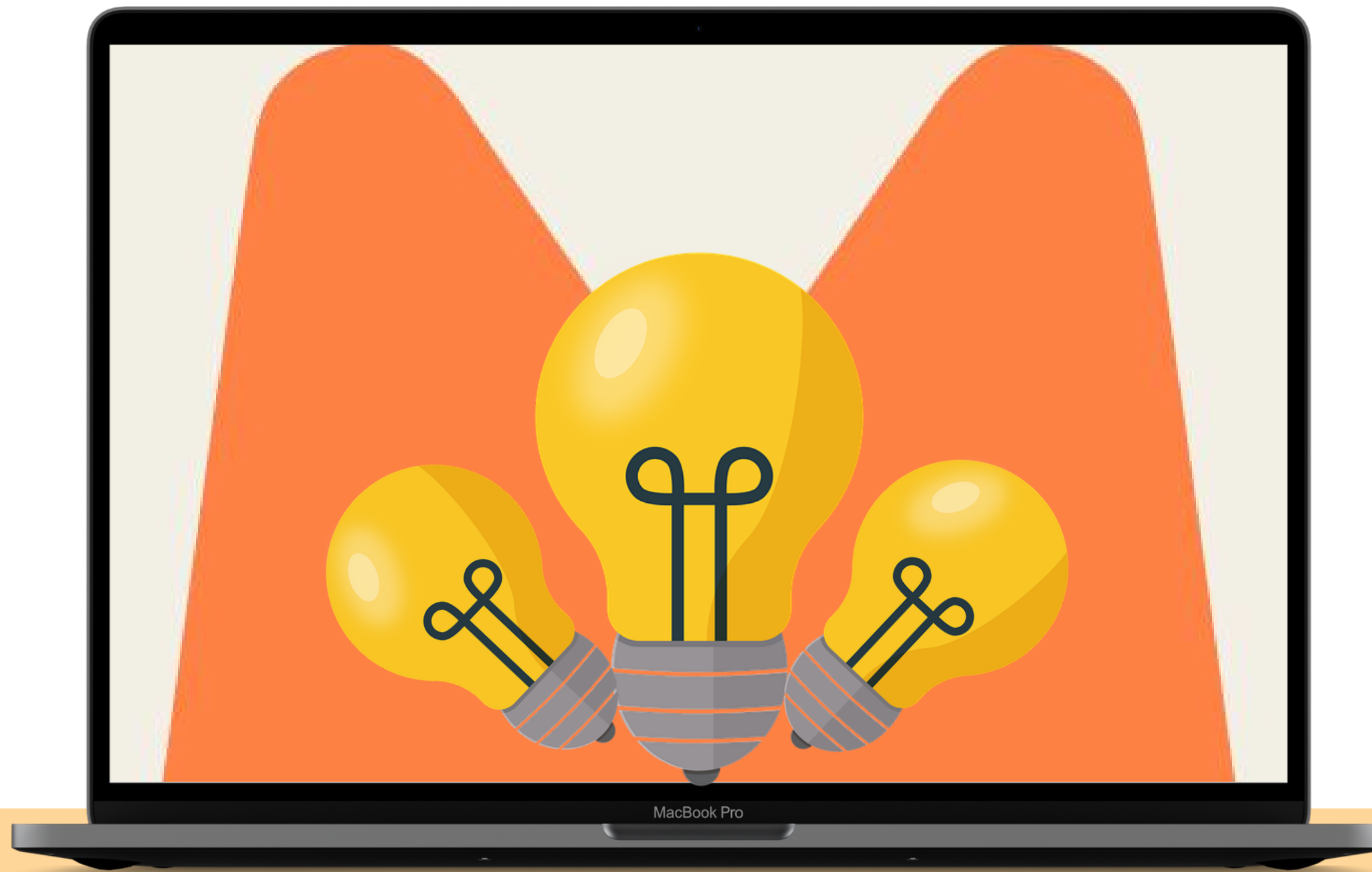


Moggie

Creative Ideas



Moggie

1. Product Diversification

People like to **variety**:

- **Visual** - offering the Moggie device with a wide range of different colour/material straps to match cat colour and personality.
- **Functionality** - Creating different versions of the Moggie device with a range of different features - higher price for more features.



2. Product Development

People like to **convenience**. People like to get all their cat-related items from one source (many of these products can be found on alibaba and branded with the Moggie Logo). Examples:

- Moggie Bowls
- Moggie Litter Boxes
- Moggie Litter Odor Device
- Moggie Scratching Posts
- Moggie Cat Fountain



3. New App Features

People like to have **quality care** for their pets; others want **jobs**:

- **Pet-Sitter Finder Feature** - Help people find cat related jobs. They can create profiles and cat-owners have the option to choose appropriate cat-sitters.
- **Remote Vet Consultations** - Minimizes the need to meet a vet physically and opens cat owners to a wide variety of experts.



Moggie

Next Step:

Next phase of the interview perhaps?

Because we think you've found the
puur-son you were looking fur.



Thank You
—

Moggie

That was
puuurrr-fect!.. All of it,
absolutely
puuuurr-fect!

