

An Introduction to Trackipet

2024

**Join our mission to
help bring lost pets
home**

trackipet

Powered by **trackimo**

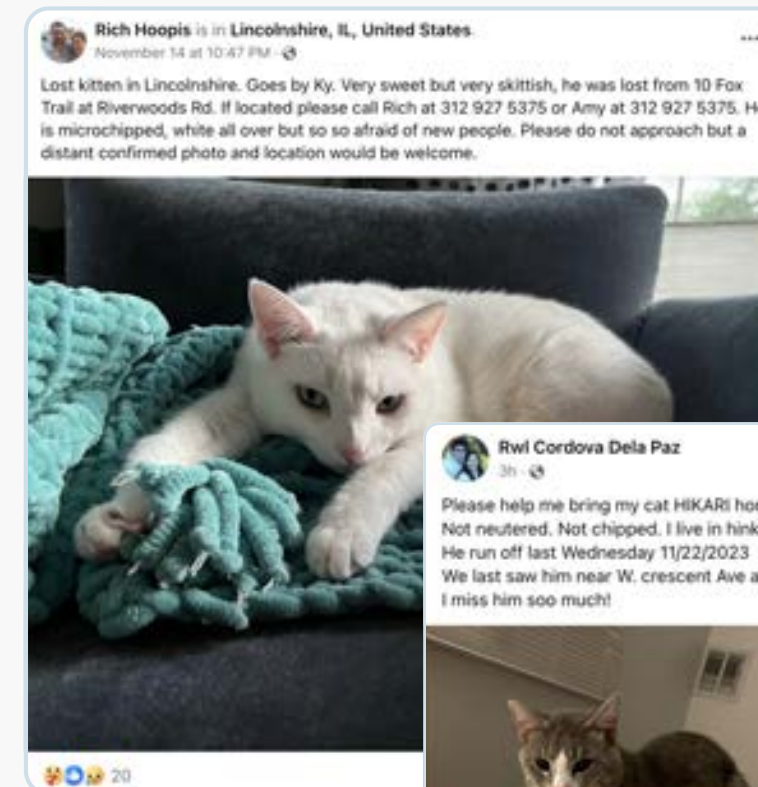


Every year, 10 million pets are lost in the USA.

- 📍 Losing a beloved pet is a heart-wrenching experience filled with panic, despair and heartache.
- 📍 Trackipet is a ray of hope created for and by caring people like you, united by a single mission to bring every lost furry friend back home to their families, where they belong.

Source:

American Humane Society, 2019



Current options are time-consuming and fragmented adding to the emotional toll. There has to be a better way!

First 24 Hrs

✓ Physical search

✓ Social media

✓ Put food/ bedding out

✓ ID tags

✓ Flyers

✓ Neighbourhood apps

✓ Local shelter

ASAP

Days 2-3

✓ Physical search

✓ Neighborhood apps

✓ Local shelter

✓ Social media

✓ Regional shelters

✓ Police

✓ Vets

Be methodical

First Week

✓ Local shelter

✓ Social media

✓ Neighborhood apps

✓ Lost pet databases

✓ Regional shelter

✓ Posters and flyers

✓ Physical search

Repeat the steps

First Month

✓ Neighborhood apps

✓ Regional shelter

✓ Lost pet forums

✓ Physical search

✓ Microchip company

✓ Local shelters

✓ ID Tags

Don't stop looking

After 1 Month

✓ Regional shelter

✓ Local shelter

✓ Local police

✓ Trap

✓ Neighborhood apps

✓ Microchip company

✓ Local shelters

✓ ID Tags

Never give up



The clock is ticking.
Every second counts.

Introducing the new way forward. Amber Alert for the Pet Industry.

The Trackipet community is ready to activate and help get lost pets home.

- 📍 No pet-parent should ever experience the tragic feeling of a lost pet.
- 📍 Trackipet's FREE app and state of the art GPS device offers 24/7 connectivity to a global network of pet lovers ready to help keep your pets by your side.
- 📍 Trackipet is the solution and the first option when a pet goes missing.
- 📍 Total peace of mind for your own pet and others!

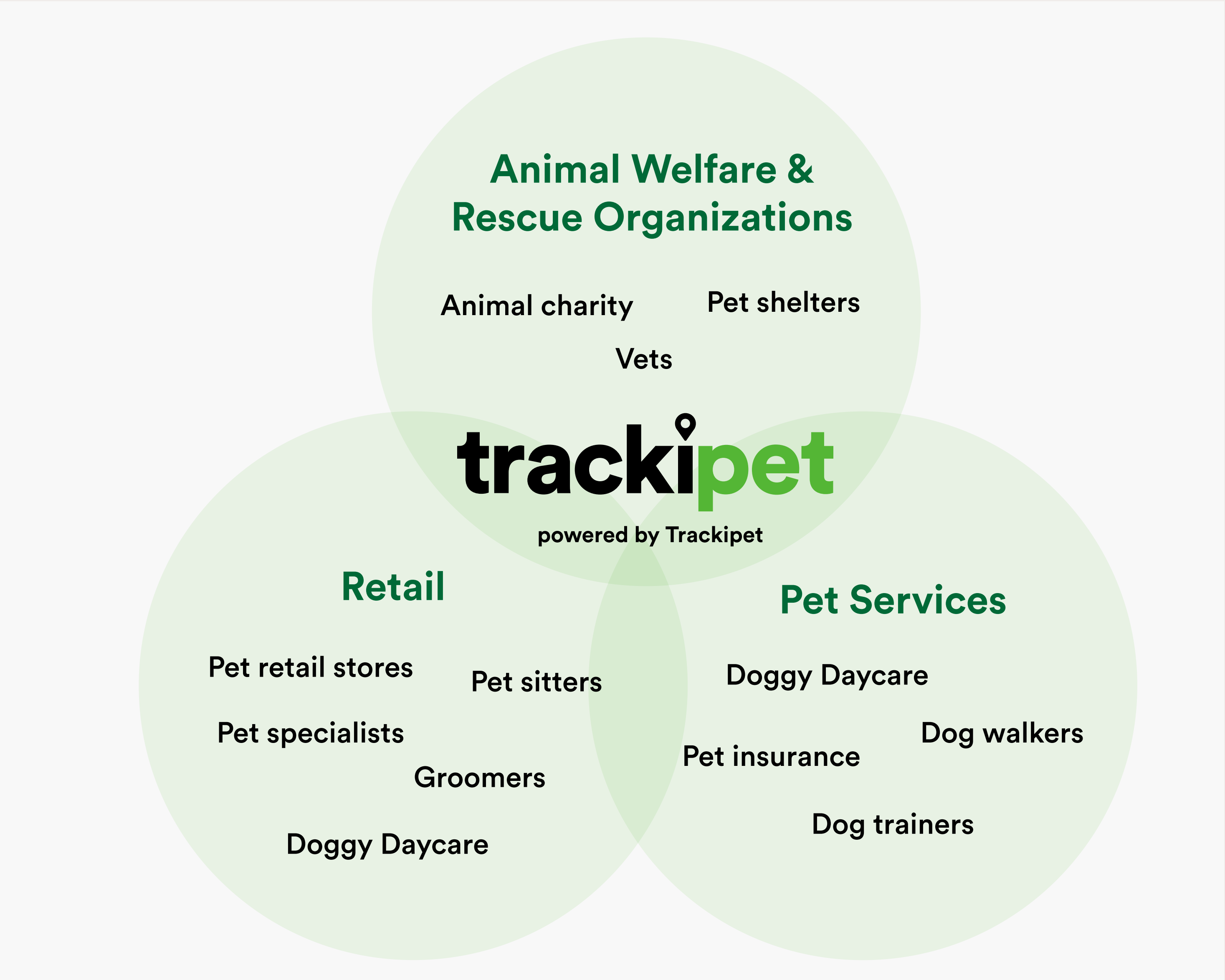
Together we can reunite lost pets with their families.



Join our movement to unite the Pet industry.

- 📍 A community-powered app and service offering.
- 📍 3 communities to join or create:
 - Build your own friends and family community.
 - (Coming Soon). A local community determined by geography and may include local pet stores, shelters and other trusted pet groups.
 - A global community of pet owners who can share hints, tips and news from the pet world.
- 📍 Join forces with small and large pet organizations across the globe.

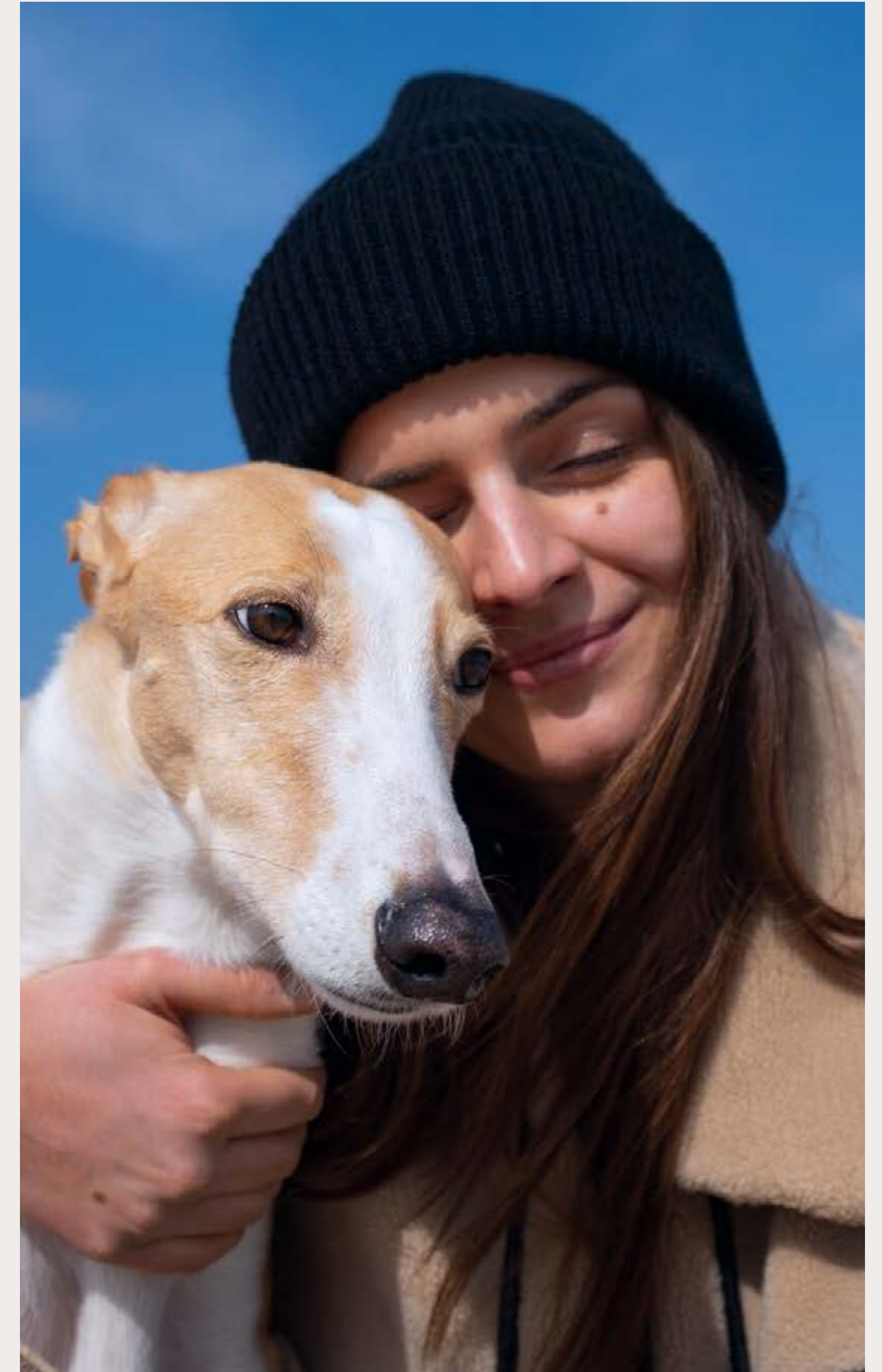
Together we can locate and bring home missing pets faster.



Join us and make Pet Parents happy on a totally new level

Become a Trackipet partner

- 📍 Lower the risk of dogs going missing.
- 📍 Promote the FREE app. Build your community.
- 📍 Bring relief and joy to your customers and members by helping to bring back lost pets FAST.
- 📍 Enhance customer engagement and deliver revenue for your business.
- 📍 Use Trackipet to grow and retain customers.
- 📍 Stock the Trackipet device with in-store merchandising solutions.



Animal Welfare Organizations

Every day of your life, you work tirelessly to make a difference - to help save pets' lives and find their forever homes.

Forever should mean forever, and TrackiPet wants to help make forever a reality.

You understand when pets first are adopted, there is a higher chance of them getting out or trying to escape as they adjust to their new environment.

TrackiPet invites you to offer your adoptive families a solution that promotes peace of mind, helps keep pets united with their family and helps continue your mission of helping bring all lost pets' home.

Why Trackipet?

- 📍 Builds a community that connects your shelter / rescue to a broader reach
- 📍 Provides a simple means to become a part of a larger effort while also aiding in the prevention of lost pets from reuniting with their families, thereby reducing the emotional distress.
- 📍 Helps drive fundraising or creates funds / sales to get more money for your rescue or shelter.
- 📍 Give your adoptive family added value, support and 24/7 peace of mind.



Retailers

Your customers trust you to be a pet expert, and recommend the products, knowledge, education, and services that empower each of them to be the best pet-parent they can be and help every pet live their best life.

That trust goes far beyond selling products. Trust comes through building a community, and being part of something powerful that stretches far beyond the walls of your store.

Why Trackipet?

- Offers your customers a proven solution at a great value that gives them peace of mind for their pet's location 24/7.
- Offers you a product-solution that works for every pet (no limitation on breed, size, age, etc.).
- Builds a community that connects your business to a broader reach.
- Gives you an easy way to be part of something much bigger and helps eliminate lost pets not returning home to their family (your customers!) and the emotional toll.



Brought to you by Trackimo. The world's # 1 brand in tracking tech.

For over 10 years we've been making affordable, effective and easy to use products and services. We work with some of the most iconic brands to help millions of people and their pets across the globe.

2013

Company formed



Tracki

With over 1 million devices sold already and 1,000 units sold daily, Tracki has become the #1 product in its category and has been selected as an 'Amazon's Choice' product with over 30,000 positive reviews.

2020



Curve

Co-created with Vodafone as the Curve. Multiple award-winning personal tracker, selected as the Best Connected Consumer Device at MWC Barcelona's Glomo Awards.



Slim

Keep your bags, laptop case, briefcase or backpack safe on a daily basis and help prevent the loss or theft of luggage while traveling.



Plus

Keep those most important to you safe – whether it be your keys, bag, laptop.



SOS Watch

A personal security device on your wrist for those vulnerable moments.



NickWatch

The first connected smartwatch for kids that harnesses Trackimo's technology together with content by Paramount/ Nickelodeon encouraging independence, activity, communication and safety.

2023



Trackipet

Curve re-imagined as TrackiPet. Key component in the movement to help bring all lost pets home.



Trackipet Mini

****For Cats and small dogs****
Trackipet with a smaller form factor for smaller dogs and cats



Trackikids

Keep track of your loved one with a discrete and simple to use device that easily fits into a backpack.

2024



The Trackipet tracker



Accurate

Real time, pinpoint accurate location tracking using cellular and GPS technology.



Lightweight

Only 1.05 oz / 30g



Waterproof

IP67 in up to 1m of water



Comfortable

Easy-fit collar clip and holder



Small

1.65 inch diameter, 0.647 inches thick
(42mm, 16.4mm)



Dependable

Up to 5 days battery life between charges
(depending on user settings)



reddot winner 2021



Simple set-up of the FREE app - iOS, Anndroid



Fast

Build your pets individual profile in the free Trackipet app in <5 minutes.



Simple

Easy customization of pet-centric tips and resources.



Personalize

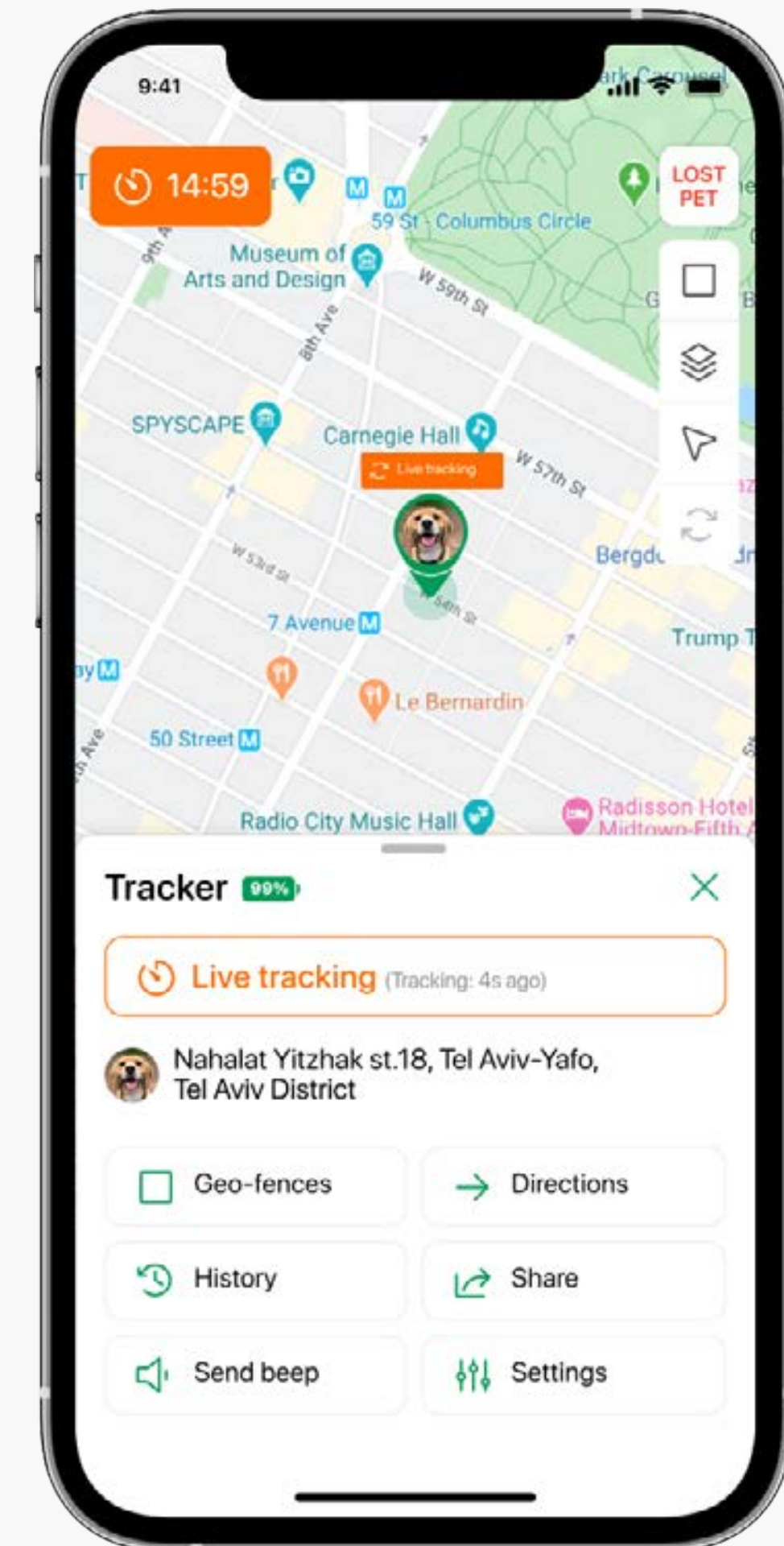
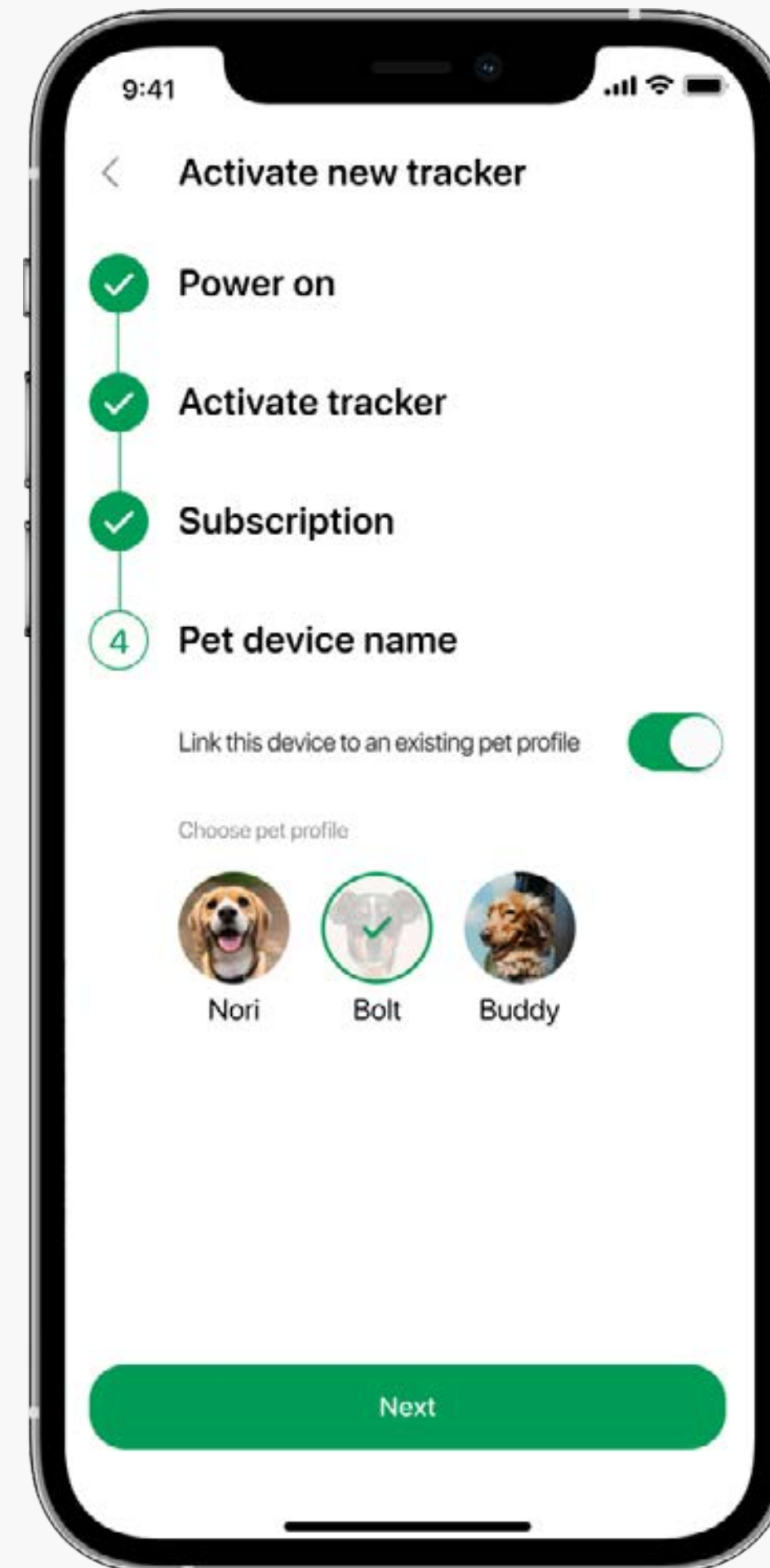
Set up your geofence and easily share with friends and family around the corner or around the world ready to activate.



Join in

Join local communities and create your own groups.

FULLY CUSTOMIZABLE



Trackipet's mission-driven, community approach sets us apart from the rest.

		Trackipet	Hallo Collar	Whistle	Fi	Link	Invoxia	Tractive	Kippy
Pricing	Device Price MSRP	\$19.95	\$699	\$129	Subscription only	\$149	\$149	\$49.99	\$55
	Subscription Price (monthly equivalent)	\$4.99/ month (2 year plan)	\$5.99/ month	\$8.25/ month (1 year plan)	\$12.80/ month (2 year plan)	\$7.75/ month (2 year plan)	\$9.58/ month (2 year plan)	\$5/ month (5 year plan)	\$3.33/ month (5 year plan)
	Total Ownership Cost 1 year	\$98.83	\$770.88	\$228	\$192.40	\$248	\$278.95	\$145.99	\$132
	Total Ownership Cost 2 year	\$138.83	\$842.76	\$327	\$332.80	\$335	\$378.95	\$193.99	\$165
Product & Connectivity	Connectivity	4G	4G	4G	4G	4G	4G	4G	2G
	Global Roaming	YES	YES	NO	NO	NO	NO	NO	Europe Only
	Max Battery Life Restricted functions	5 days	20 Hours	15 days	60 days	14 days	14 days	7 days	7 days
	Geofencing	YES	YES	YES	NO	YES	YES	YES	YES
	Waterproof	IP67	IP67	IPX8	IP68/ IP66K	IPX8	IPX8	IPX7	IP67
	Attachment	Collar clip, collar attachment	Device integrated into collar	2 collar attachments	Collar integrated	2 collar attachments	2 collar attachments	Rubber clip	2 x collar attachments
	Dimennsions/ weight	1.65” x .64”/ 1 oz	11” – 20” collar/ 20 oz	6.75” 5x2“ 1.3 oz	9.5” – 31” Collar/ weight varies	2.4” x 1.38” x 0.79” 1.1 oz	0.68” x 0.35”x 0.13” 4.6 oz	2.78” x 1.1” x 0.67” 1.24 oz	2” x 0.86” x 1.46” 1.34 oz
	Special Safety Features / exclusive	SOS, COMMUNITIES, beep. Escape detection, alerts	Safety alerts, escape detection	Built in night night, health alerts	Escape detection, alerts	Temperature alerts, movement alerts	Hot/ Cold proximity radar, alerts	Light and sound (find your tracker), alerts	Alerts
Other	Other / exclusive	TREATS SPECIAL OFFERS							

Technical specifications instead of Retail Assets

Specifications	TrackiPet 4G
Stock Code	TRKM048
GSM Platform	UWS6130
GNSS	GPS, Glonass, BDS, QZSS
Bands	2G Band 2/3/5/8 (850/900/1800/1900 MHz) 3G Band 1/2/5/8/(850/900/1900/2100 MHz) 4G Band 1/2/3/4/5/7/8/12/13/17/18/19/20/25/26/38/41
GSM Antenna	LDS Antenna
Application	iOS / Android / Windows / Mac
Bluetooth	BLE 5.2
Dimensions	16.4mm height , 42mm diameter
Weight	30g
Active Battery Life	Up to 5 days, depends on mode of operation and cellular network conditions
Battery	Li-ion 500mAh
Waterproof	IP67
Operational Temperatures	-20 + 60°C
USB Charger	4 - points magnetic charger with interface
Microphone	No
Buzzer	✓
Additional Sensors	Accelerometer, Gyro (optional)
Wi - Fi	802.11b/g/n

GNSS Specifications	TrackiPet 4G
GNSS	GPS, QZSS, Glonass, BDS
Tracking Sensitivity	-160dBm
Acquisition sensitivity with cold start	-147dBm
TTFF	cold start < 30s, hot start < 2s

Application Features	TrackiPet 4G
Full Data or Alert Only	Full Data
Maps	✓
Real Time Updates	✓
Geo Speed Alerts	✓
Geo Fence Alerts	✓
Travel History Available	Up to 365 days
Alerts	Email, SMS, App Pushes
No of Location Samples	Unlimited
Customizable Tracking	✓
Global Tracking	✓
Emergency Voice Channel	✓
Minimal Update Interval	5-seconds
SOS Button	✓
Play Sound	✓
Power Saving Mode	✓

Attachment Accessories	TrackiPet 4G
Silicon holder	✓
Clip	✓

Network & Data Transfer	TrackiPet 4G
Network Technology	LTE(4G) CAT4 with fallback to GPRS(2G) and HSPA(3G)
SIM	Embedded
Roaming Data	✓

Retail Assets



Individual product packaging



Counter - top/shelf-ready display.
12 units in separate carton



In - store displays (WIP)

Retail Assets - Product Shots



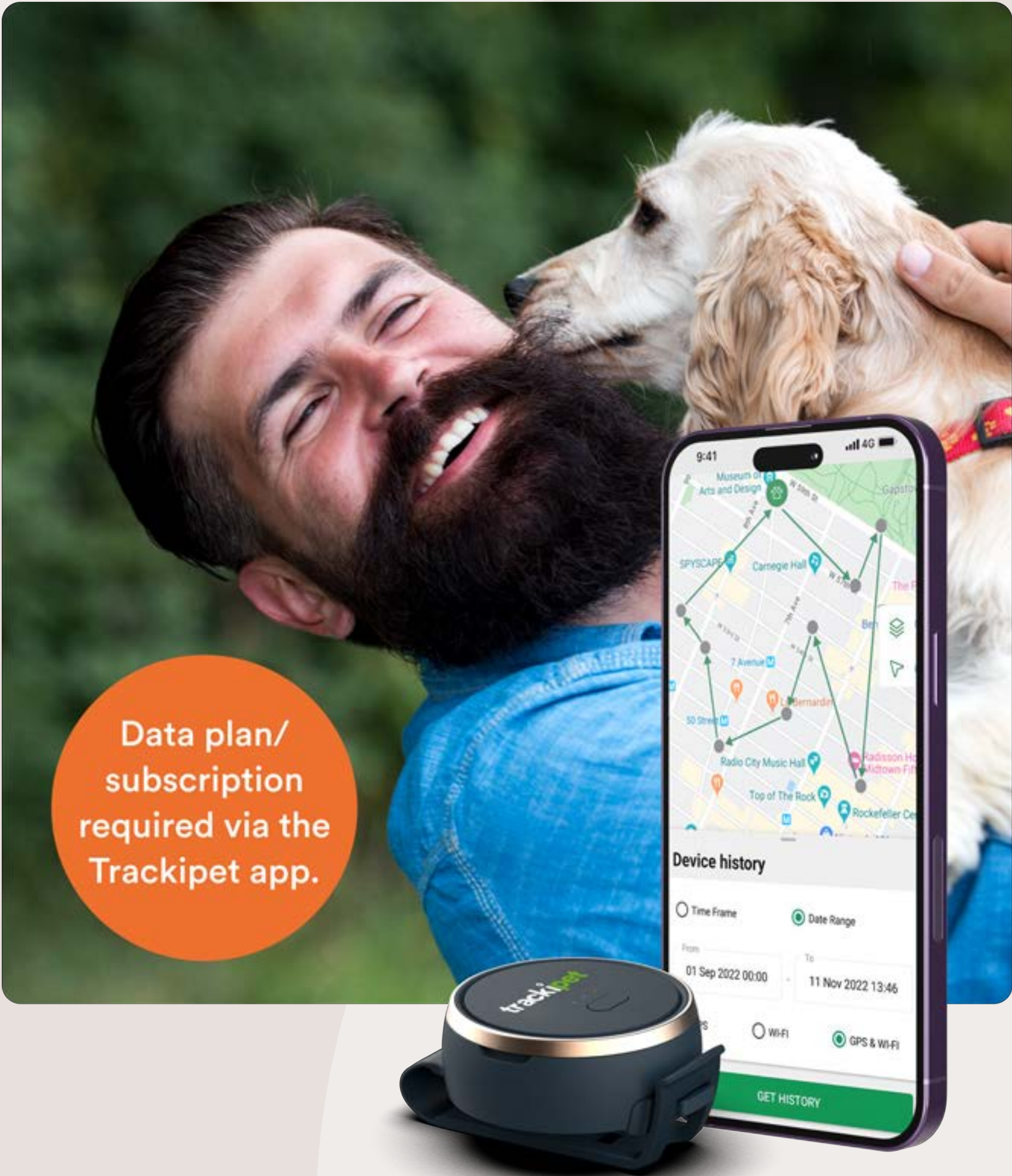
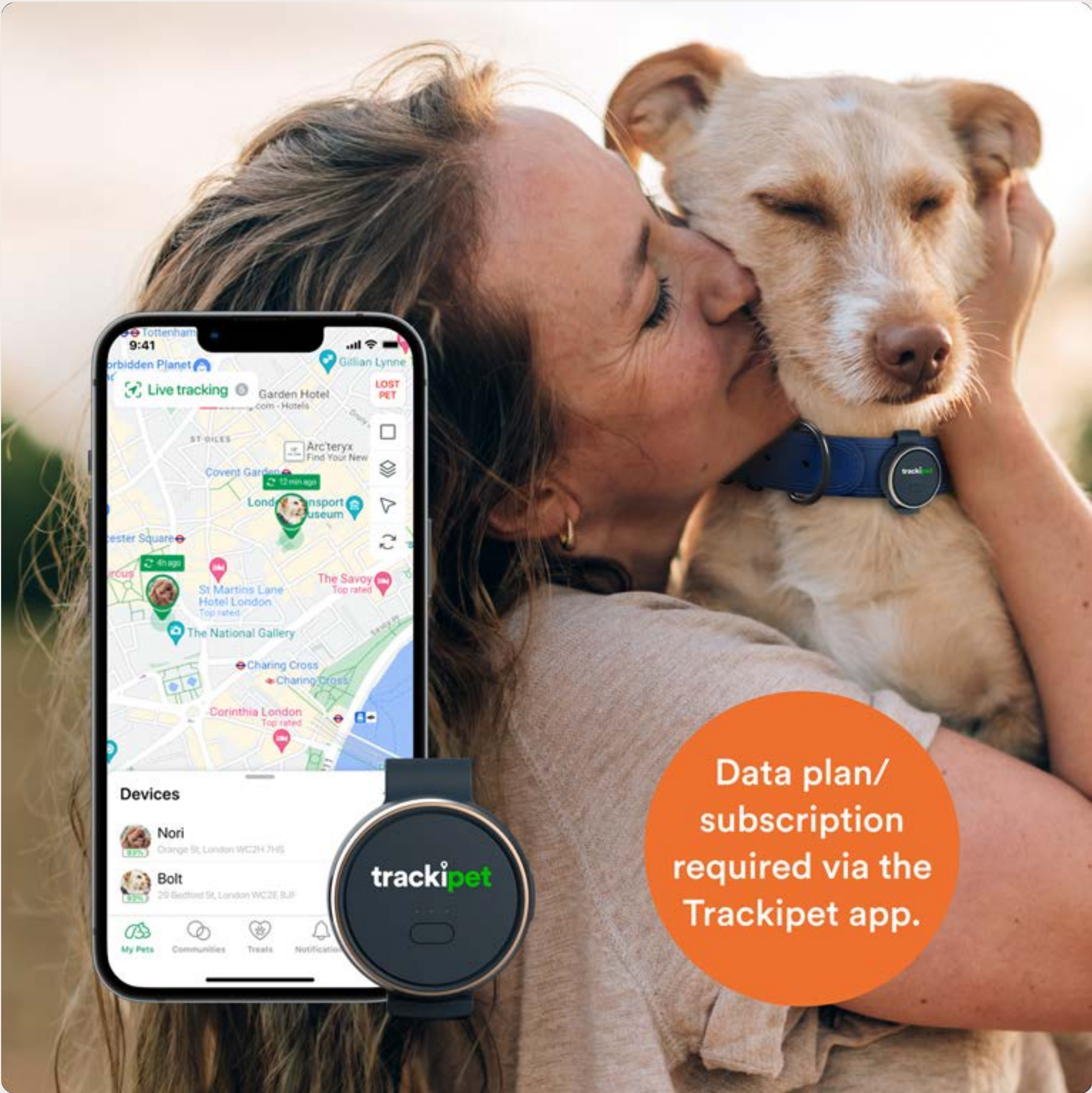
Retail Assets - Product Benefits



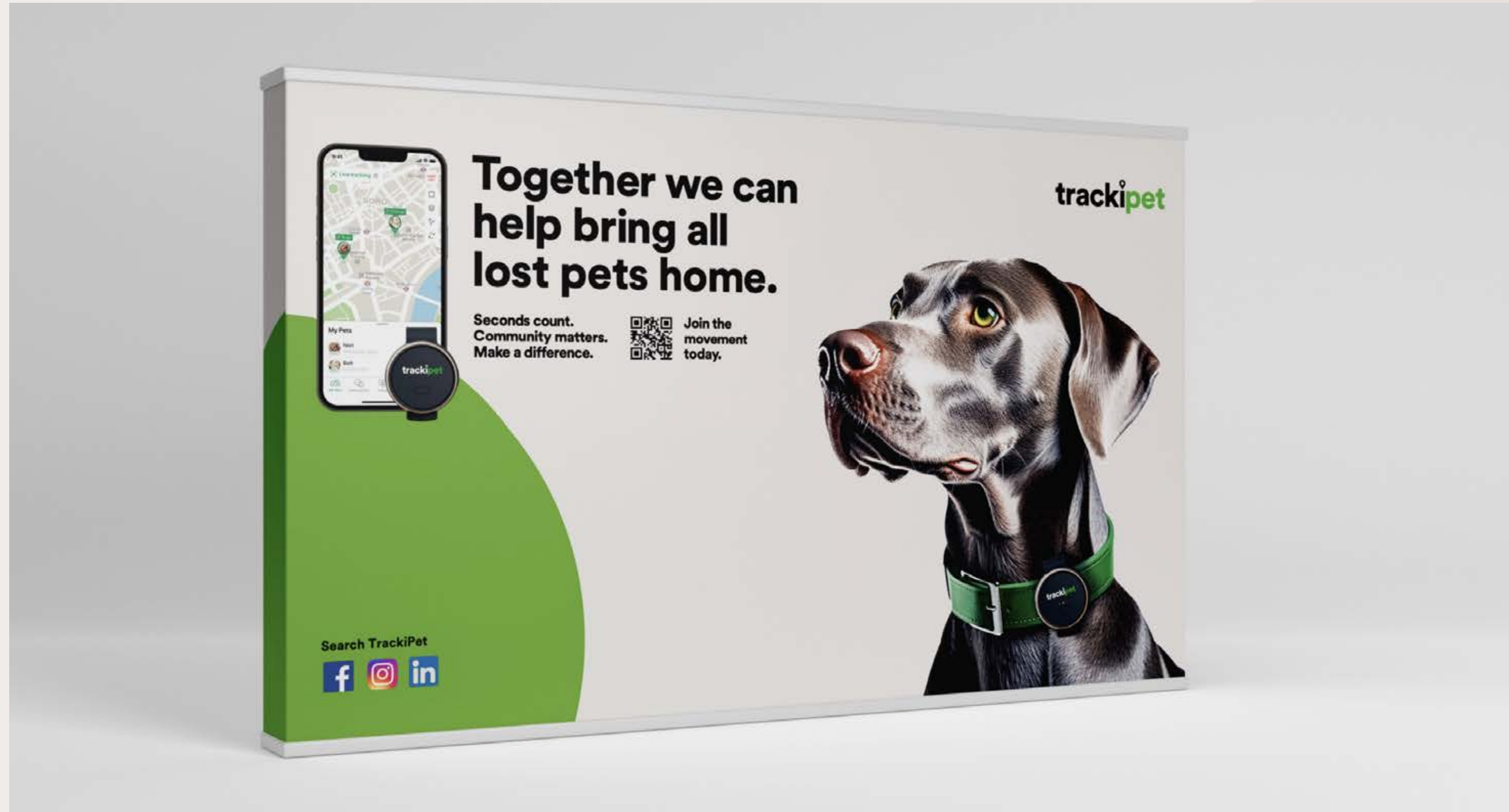
Trackipet assets - Lifestyle Shots



Trackipet assets - Montage



Exhibitions



Thank you!

Contact Us

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