



**the Little Cat**

For consumers who are worried about pet obesity,  
A company specialized in IoT diet equipment for pets

<http://www.petding.com/>

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**Company  
Overview**

Little Cat's today

Vision

Little Cat's tomorrow

Business

product descriptions  
Product Competitiveness  
Product Functional Specifications

History

Little Cat's yesterday

Team Member

Little Cat's passion

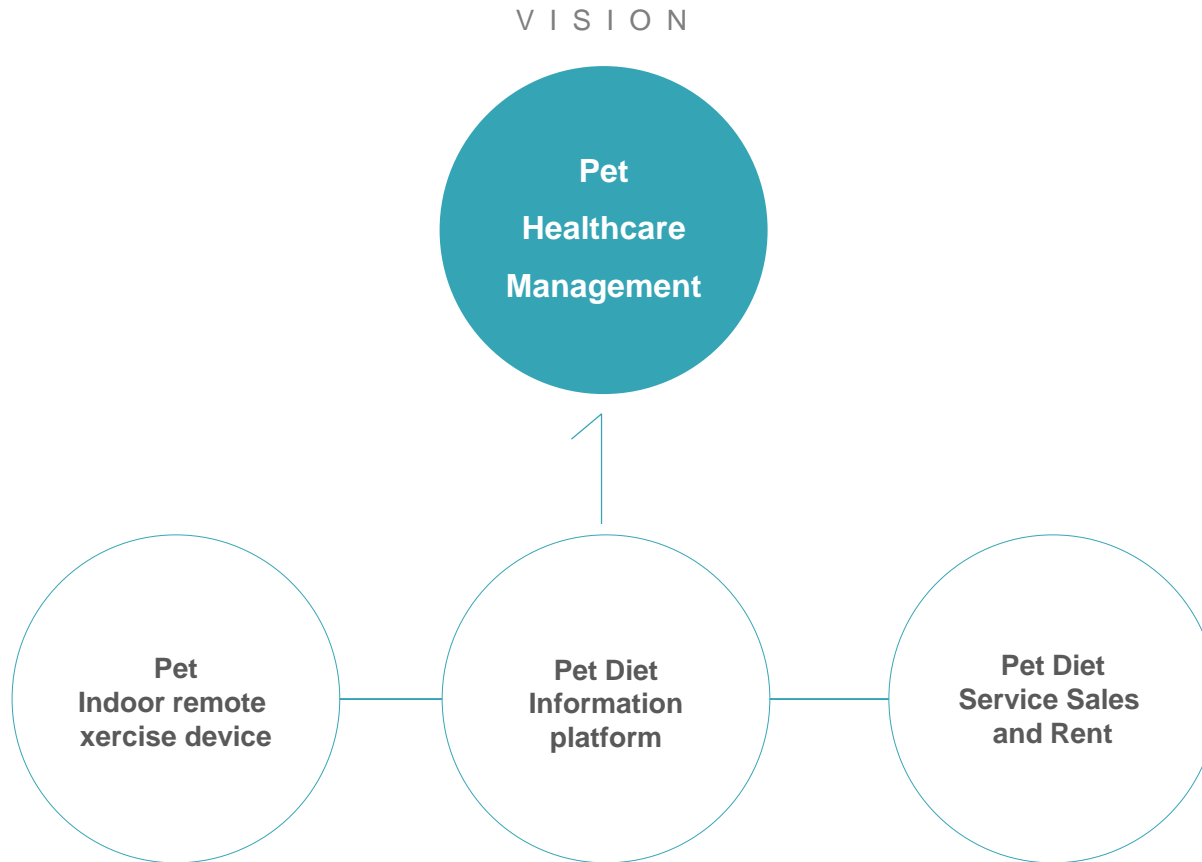


## 1 Company Overview

Company name	the Little Cat Co.,Ltd.
CEO	Kim Dae yong
Date of establishment	2017.09.19
Major tasks	Diet information, diet information platform, Rent and sell pet exercise equipment
Main service	Pet exercise equipment, companion animal home health care pet diet program service
Address	322 Yanghyeon-ro, Yatap-dong, Bundang-gu, Seongnam-si, South Korea, Korea Design Center
Homepage	<a href="http://www.petding.com/">http://www.petding.com/</a>
Number of employees	6



## 2 VISION



We will develop and produce various animal health care products based on deep learning and IoT technology, starting with a pet exercise device. Little Cat's vision is to expand its business into home health care management and finance.



## 3 Business

### BUSINESS

Little Cat Business

product descriptions

Product Competitiveness

Product Functional Specifications



## 4 Product Description

IoT Cat Wheel for overweight cats

# the Little Cat

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Cat wheel “the Little Cat” inspired by a cat looking at a glittering laser and showing curiosity.

**This solves cat obesity by running after the laser of the wheel.** The IoT-based remote control system built on this allows owners to **control the health of their cats anytime, anywhere.** Deep Learning data provides individual cats with different solutions.



## 4 Product Description

### Technology to manage the health of cats That don't show up when they're sick

#### 83% of cats indoors

Difficulty in the use of health care due to the anxiety of separation of space  
the habit of cats that do not exercise well indoors

#### 53% of cats are obese

Not eating diet food well  
Not easy to get interested in athletic

#### With the cat only for two or three hours

Except for sleep time, we can only take care of the cat's  
health for two to three hours. It can be managed anytime,  
anywhere through app control of its products.

### Different from other companies

#### Numerical, accurate exercising effect

#### Remote exercise via app Device

#### LED exercising Inducing Device

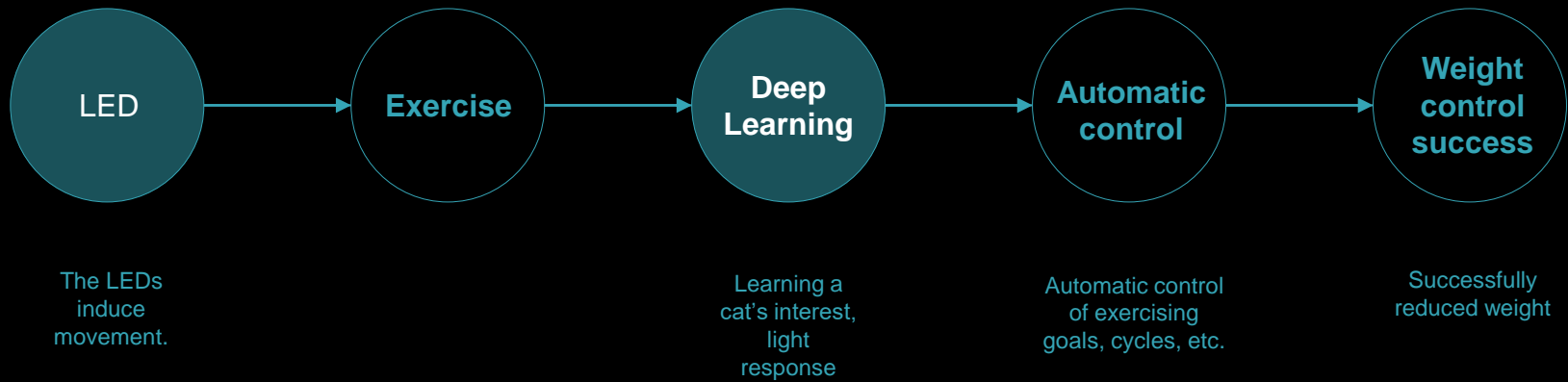
#### Cat-specific service through deep learning

#### Matt and mold for cat safety





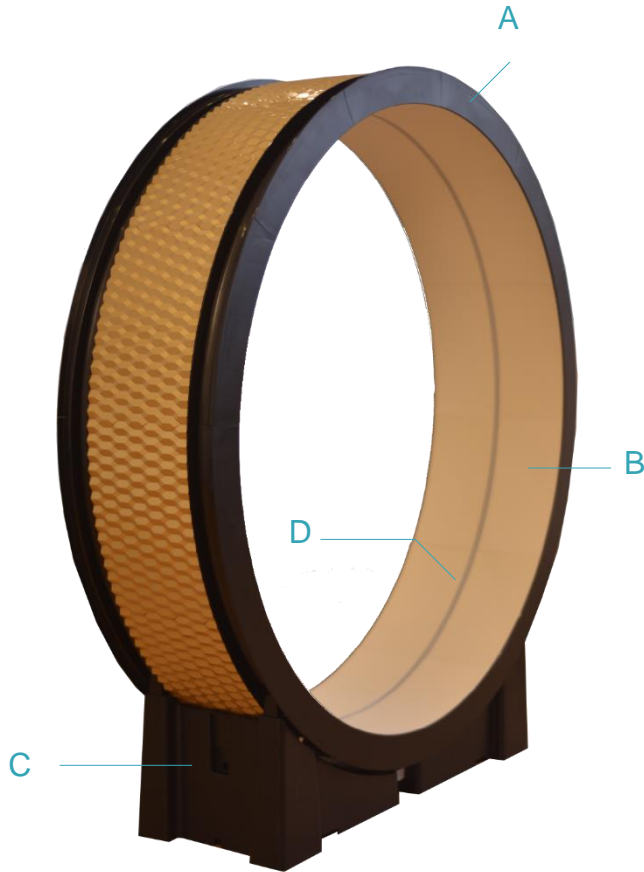
## 4 Product Description







## 4 Product Description



### Spec

Size : 1.1m X 0.3m X 1.2m

Weight : 19kg

Wheel speed : 72rpm,  
15km/h

LED : Full color

Power : 100-240V(Free) /5V Adaptor – Magnetic  
USB Cable

Communication : Bluetooth

Control : the Little Cat App(Android/iOS)

### Configuration

#### A. Wheel

- A-1 Module consists of 12 parts
- A-2 module is assembled and constructed into a circle
- A-3 Safety Accident Prevention Design and jewelry pattern design

#### B. Matt (cat tread plate)

- B-1 Matt consists of 4 pieces
- B-2 Various Color Implications
- B-3 Using an anti-slip mat
- B-4 Waterproof and washable

#### C. Speed control and support of rotating module

- C-1 Support wheel A with 4 wheels
- C-2 Minimize friction with bearing wheels

#### D. LED inducing device

- D-1 Circular motion guidance system inside the wheel
- D-2 USB Adaptor Hardwired Charge
- D-3 exercising data formation
- D-4 Behavior Pattern Deep Learning
- D-5 Operate an automatic exercise program within the app



## 4 History

Before 17.01	17.06	18.02	Now	19.06	19.07
<b>Developing Concept</b>	<b>Mass production of prototypes</b>	<b>Test</b>		<b>Launching</b>	<b>Operation</b>
KOTRA Overseas Exhibition Marketing Training Completion	<ul style="list-style-type: none"> <li>-Design / Instrument Design Completed</li> <li>-production of mass production molds</li> <li>-Partner acquisition</li> <li>-Securing an intellectual property investment partner</li> <li>-Securing molded injection investment partners</li> <li>-mold, injection, dongyang Tech Co., Ltd.</li> <li>-international patent blue rock patent</li> <li>-Production (Master) Bayless</li> </ul>	Securing sales channels CJ Mall, Lotte Rental Amazon  <b>CES 2019 Submission</b>  Dubai Sample Export \$2,000 personal consumer 150 ea Beta user ~ 50,000 won Rental Reservation  KOTRA Global Completion of the first step in export	<ul style="list-style-type: none"> <li>-certification test</li> <li>-U.S. Radioactive Certification</li> <li>-Japanese Radio Wave Certification</li> <li>-a foreign buyer liaison</li> <li>-Confirmation of Amazon Admission in U.S.</li> <li>-Japanese Buyers Enlisted</li> <li>-U.S. PetSmart Entrance in progress</li> <li>-THE GROMMET POINT REQUEST</li> <li>-Hyundai Home Shopping is in talks with the Australian Corporate.</li> <li>domestic buyer's invitation</li> <li>Hi Mart, Costco, E-mart, Online CJ Mall, Core Korea in consultation</li> <li>More than 300 articles have been published in foreign media such as Engadette, UK's The Sun/Daily, People.com, etc.</li> </ul>		
<b>Exhibition</b>	<b>Performance</b>				
U.S. CES 2019 Entry	10 patent applications in Korea (Technical 9, Deep Learning 1)				
Vietnam Expo 2018 Exhibition	1 PCT application				
Dubai Information and Communication Fair 2018 Exhibition 2018	Production of molds and injection completion				
	Initial product development completed				
	Version 1.0 app development completed				
Korea Expo 2018 in Australia					

## 5 Team Member



Korea Trade-Investment Promotion  
Agency Completed Overseas  
Exhibition & Marketing  
Major in methodology design,  
product design  
Tool design, product design  
Ph.D in Design



B2B, B2C Customer Response  
Customer Service management  
BYC Marketing  
Amazon Marketing



Mechanical Engineering  
Project Manager  
HW/SW Tester  
Mass production management



Major in Industrial Design  
medical device design  
Online marketing  
UX/UI Design

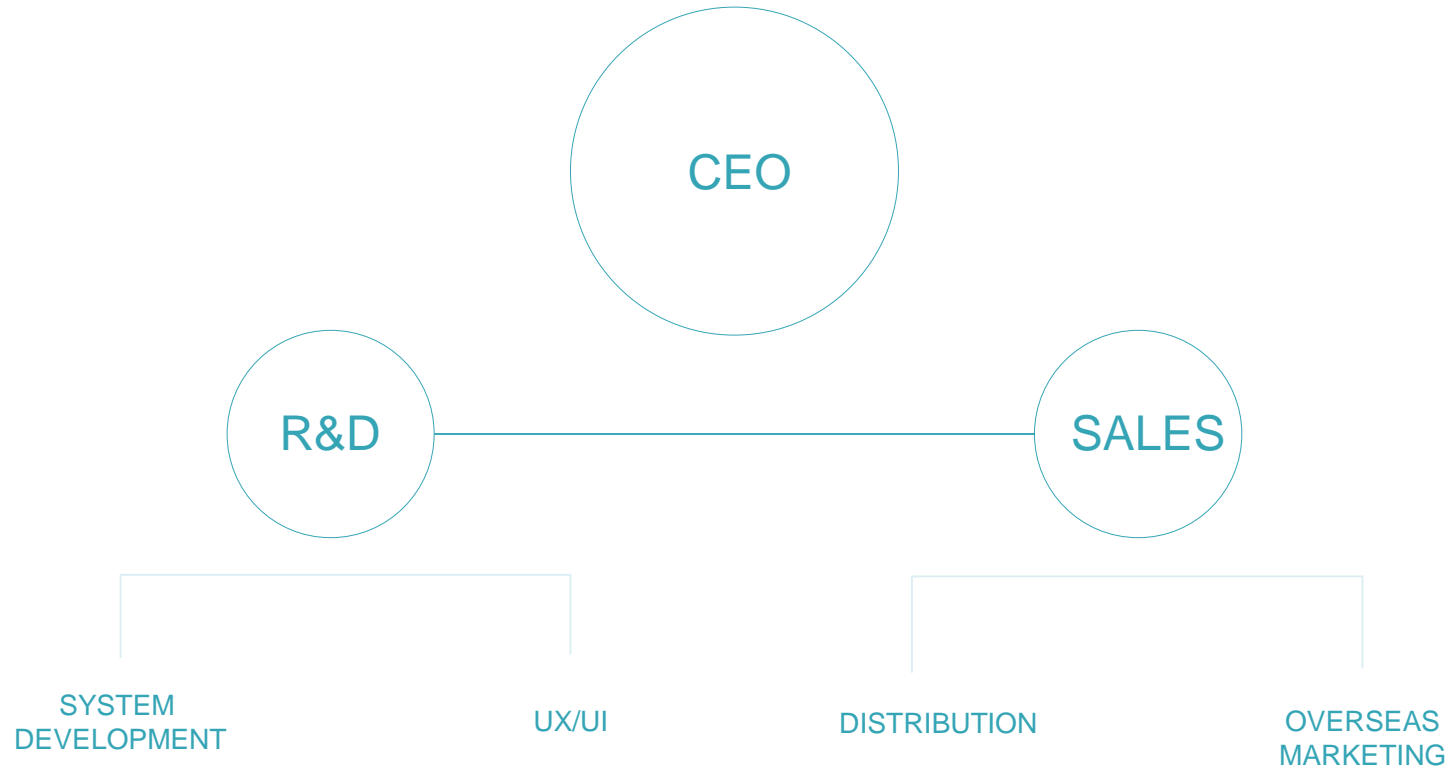


SDI Marketing  
Overseas Marketing Specialization  
(Participation scheduled)



Major in Art/Sub Visual Design  
Graphic designer  
Art Director  
Story board Director

## 6 Organization



Thank you

**Brand name :** the Little Cat

Company name : the Little Cat Co.,Ltd

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Homepage	<a href="https://www.petding.com/">https://www.petding.com/</a>
Instagram	chiichii_bro
Youtube	<a href="https://www.youtube.com/channel/UC3U4NK071l-HEiNC203iujw/videos?view_as=subscriber">https://www.youtube.com/channel/UC3U4NK071l-HEiNC203iujw/videos?view_as=subscriber</a>

# APPENDIX -1

- CEO Career

Name		Kim Dae yong				
Academic degree	Term		Name of school	Major	Degree	Graduated / Completed / Drop out)
	From	To				
	2009.3	2016.2	Seoul National University of Science and Technology	Environmental System Design	Doctor	Graduated
	2006.3	2008.2	Seoul National University of Science and Technology	Department of Industrial Design	Master	Graduated
	1998.3	2005.2	Seoul National University of Science and Technology	Department of Industrial Design	Bachelor	Graduated
경력	From	To	Coperate name	Major tasks		Position
	2018.09	Now	Petding co.,ltd	Product planning, marketing		CEO
	2017.09	Now	Little Cat	Product planning, marketing		CEO
	2008.6	2011.12	Kumwha information communication system	Design, Product Planning		section chief
	2006.3	2008.4	Doomin Communication	Design, Product Planning		section chief

## APPENDIX -2

- Catwheel (B612) Related Patents

classification	country	Date of registration	the name of an invention	Registered person)	Registration number
Application	PCT (overseas)	2018.09.21	Pet training device	Kim Dae yong	PCT/KR2018/011242
Application	Domestic	2017.09.22	Pet training device	Kim Dae yong	10-2017-0122761
Application	Domestic	2017.10.20	Pet exercise device	Kim Dae yong	10-2017-0136731
Application	Domestic	2017.12.19	Pet exercise device	Kim Dae yong	10-2017-0175565
Application	Domestic	2018.02.14	Pet exercise device	Kim Dae yong	10-2018-0018743
Application	Domestic	2018.06.15	Pet exercise device	Kim Dae yong	10-2018-0068849
Application	Domestic	2018.06.18	Pet exercise system	Kim Dae yong	10-2018-0069782
Application	Domestic	2018.07.12	Biometric data measuring device for pets	Kim Dae yong	10-2018-0081087
Application	Domestic	2018.09.13	Pet exercise device	Kim Dae yong	10-2018-0109471
Application	Domestic	2018.10.12	Pet exercise device	Kim Dae yong	10-2018-0121882
Application	Domestic	2018.12.12	Pet exercise device	Kim Dae yong	10-2018-0160384