



# kibus

The first device that cooks healthy pet food automatically



Please, see our presentation video [here](#)

## Index

Executive.....	1
Problem.....	2
Solution.....	2
Business model.....	4
Market.....	4
Competition.....	5

Team.....	5
Partners.....	6
Financials.....	6
Roadmap.....	7
Awards&events.....	7
Press clipping.....	9

## KIBUS PETCARE

The first device that cooks healthy pet food automatically  
[www.kibuspetcare.com](http://www.kibuspetcare.com)

### Pet food industry & IoT

#### PROBLEM

Pet parents consider their pets as part of the family and they want to give them the best nutrition. They are no longer satisfied with the traditional solutions, which are highly processed, and they are moving to healthier solutions, such as frozen and dehydrated food. However, they are very inconvenient, and they require a preparation process before every meal.

#### SOLUTION

Kibus is a home device that cooks healthy pet food automatically, using multidose capsules of human-grade dehydrated food. It allows pet parents to feed their pets on a healthy and natural diet in a convenient way. As it is minimally processed, it keeps the nutrients and flavours from the fresh ingredients. It has a great taste and it has been proven that feeding pets on a minimally processed diet expands their lifespan by more than 30%.

#### MARKET

There are almost 500 million dogs and cats in the world consuming every year more than 80 bn € in pet food. The alternative solutions are the category with the highest growth in the industry (+50%) despite its inconvenience.

#### BUSINESS MODEL

Our model consists in selling both the device and the pet food capsules. We have been conceded a utility model in Spain which is being expanded into a world patent.

#### COMPETITION

Kibus is competing with home-made food and with both the traditional and the alternative solutions. It also competes with pet feeders, which are on the rise. However, they only dose traditional food whilst Kibus is cooking warm and healthy food.

#### MILESTONES

September 2018	●	Utility model conceded
November 2018	●	€120k in private investment
February 2019	●	€75k Startup Capital grant
March 2019	●	€50k Poland Prize & Brinc Program
May 2019	●	Nestlé Purina & Lanzadera program
June 2019	●	IQS University accelerator
December 2019	●	Functional prototype
January 2020	●	€250k Neotec (CDTI) grant



#### CONTACT

Albert Icart (CEO)

✉ [a.icart@kibuspetcare.com](mailto:a.icart@kibuspetcare.com)

☎ (0034) 670 243 777

Av. del Mestre Muntaner, 86, D6  
08700 Igualada, Spain

#### TEAM



Albert Icart  
CEO



Albert Homs  
CFO



Marta Arisa  
COO



PERSONA CIENCIA EMPRESA  
TECH FACTORY



PURINA



neotec



# PROBLEM

## WHY PET OWNERS SWITCH FROM KIBBLE OR CANNED FOOD TO FRESH DIETS?

Pet parents are a growing segment and **80% of millennials already consider their pets as part of the family**. They want to feed them with the best nutrition, and **they are no longer satisfied with the traditional solutions**, such as extruded and canned pet food, which are highly processed.



That's why they are moving to healthier solutions, such as frozen and dehydrated food (the category with the highest growth in the industry, growing at more than 50%). However, **the alternative solutions are very inconvenient**, and they require a preparation process before every meal.

# SOLUTION

## KIBUS, THE FIRST DEVICE THAT COOKS HEALTHY PET FOOD

We have developed a unique and proprietary technology that allows pet parents to feed their pets on a healthy and natural diet in a convenient way.

**A USER-FRIENDLY, CONVENIENT DEVICE** (38x38x38cm). Kibus is designed to be on the floor and it works with multi-dose capsules of dehydrated pet food. By fitting a multi-dose capsule into the smart machine, **natural and healthy pet food is cooked at the push of a button**, like an espresso coffee in the well-known Nespresso machine. It

has a control display for programming and managing every parameter, a water tank and a food tank where the food capsule is introduced.

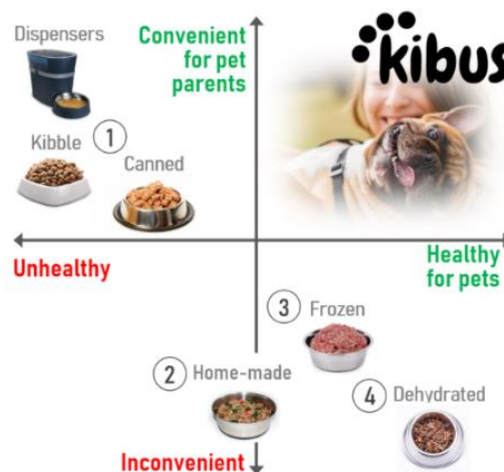
- 1 **Program**
- 2 **Fill the water**
- 3 **Put the capsule**

### HOW DOES IT WORK?

As a consumer, you only need to program the grams

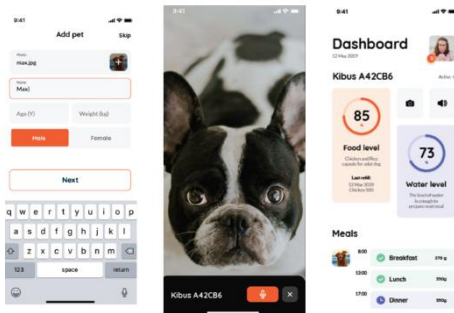
per day your pet needs and then, once a week, fill the water tank and introduce the food capsule and the device makes the rest. **KIBUS MAKES THE WHOLE COOKING PROCESS** and, when the food is ready, the orange bowl goes out automatically and there is a sound to warn the pet. It also has a water bowl where water is always available.

You can program Kibus to work on its own at a specific time, with no need to be at home.



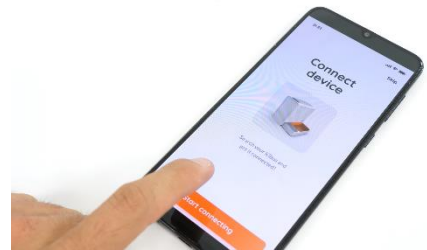
Please take the time to watch our demo video [here](#)





### A IOT DEVICE

We are developing also an app to program everything from afar, keep a tracking of your pet's eating habits and interact with your pet. On a second version you will even be able to see your pet eating from the app!



**KIBUS, A HUMAN-GRADE FOOD CAPSULE** that contains dehydrated and nutritious food. It is a balanced diet based on natural and human-grade meats, fruits and vegetables, where only the water is removed for a longer shelf-life (>1 year) but keeping the nutrients and the flavour of fresh ingredients.



**HEALTHY PET FOOD:** Kibus food is minimally processed, so it keeps most of the original nutrients. This brings vast **HEALTH BENEFITS** to our pets: **better digestion, more energy, healthier skin, weight control and greater appetite.** Since the exact amount each pet requires is programmed, it helps to **prevent overweight**, a health issue affecting 60% of pets.

Studies have shown that **FEEDING PETS ON MINIMALLY PROCESSED DIETS INCREASES THEIR LIFE EXPECTANCY IN MORE THAN 30%** and reduces the likeliness of developing cancer significantly<sup>1</sup>.



<sup>1</sup> [A study that changed my life. Long Living Pets, 2017.](#)

# BUSINESS MODEL

We have a **razor and blade business model**, (such as the business model innovation of the famous [Nespresso case](#)). We sell both the device and the food capsules.

**PRICING STRATEGY** - We have defined the initial pricing strategy taking into account existing alternatives in the market. Our home appliance sales at a fix cost (**€199 retail price**), which is similar to other home appliances in the market. It will also be promoted in order to get as many consumers as possible buying our food on a regular basis. The price of our consumable goods (dehydrated food capsules at **€15 per 1.5 kg retail price**) is also similar to the price of the existing premium extruded foods. A mini dog or a cat can be fed with Kibus for €1 a day.

**GO-TO-MARKET** — Kibus will be commercialised using a mix strategy: through the **traditional channel (pet shops and vet clinics) and our own ecommerce**. The CEO's family business has an existing network of more than 50 distributors in more than 25 countries who are willing to distribute Kibus. The launching plan, after the initial Kickstarter campaign, is as follows:

- ♦ **Launch, 2020-2021:** validate the model in Spain: first pilot test and launch in 50 important pet shops in the Barcelona area. Expansion within Spain.
- ♦ **Europe, 2022-2023:** replicate the model in 25 European countries with the distribution network we have already in place.
- ♦ **Global, 2023+:** launch with local partners in the main markets (mainly in the US and Asia)

**INTELLECTUAL PROPERTY AND LEGAL FRAMEWORK** - we are aware of the laws and certifications that affect Kibus, not only to the appliance (CE, FCC) but also to the pet food ([EU pet food certificates](#), [FDA regulation on pet food](#)). Our solution has already been protected with a utility model conceded in Spain, which is being expanded into a world patent. The Kibus brand and the product industrial design have already been protected in Europe.



## MARKET

The global pet food market (only for dogs and cats) is worth almost **€80 BILLION IN 2020**. The market is further projected to **GROW AT A CAGR OF 4.5% DURING 2019-2025<sup>2</sup>**. There are more than **500 MILLION DOGS AND CATS** in the world.

The global pet food market is segregated into dry food, wet/canned food, and other foods. The alternative pet foods, mainly frozen and dehydrated, are already selling more than €400 million a year in the US alone. They are **THE CATEGORY WITH THE HIGHEST GROWTH IN THE PET INDUSTRY (OVER 50%)<sup>3</sup>**. Based on the sales channel, the market is categorised into specialised pet shops, internet sales, hypermarkets and others.

Our solution addresses the needs of pet food buyers (**PET PARENTS**). Consumers are willing to spend more on their pets than ever before.

	2019	2020	2021	2022	2023	2024	2025
<b>TAM(M€)</b>	76,015	79,435	83,01	86,745	90,649	94,73	98,99
<b>In USA(%)</b>	38%	38%	38%	38%	38%	38%	38%
<b>In EU(%)</b>	30%	30%	30%	30%	30%	30%	30%
<b>Others</b>	32%	32%	32%	32%	32%	32%	32%
<b>SAM(M€)</b>	9,046	9,453	9,878	10,323	10,787	11,27	11,78

Target customers	Needs	Kibus solution offers...	Willingness to pay
<b>DOG-OWNING HOUSEHOLDS</b>	Health and wellness for their pets to provide them with a long and quality life	Convenient automatic pet feeding, easy to maintain and user friendly "Human grade" and nutritious food	<b>Validated with:</b> <b>Customer interviews</b> (based on +300 individual interviews with pet parents) <b>Professionals:</b> distributors of pet products and pet shop owners
<b>CAT-OWNING HOUSEHOLDS</b>	Smart solutions for pet feeding in a healthy way	Tracking diet to control weight and diseases Autonomy, leave pets without worries	

<sup>2</sup> Global Pet Food Market Report 2019 by Research And Markets.

<sup>3</sup> <http://www.gfk.com/landing-pages/landing-pages-us/pet-insight-scoop/pet-food-category-insights/>

# COMPETITION

Current pet food solutions can be divided into four major categories available on the market. These are namely:

- (1) **TRADITIONAL PET FOOD**: based on kibble & cans, which are highly processed, not-human grade and containing by-products.
- (2) **HOME-MADE PET FOOD**: time consuming, need to buy ingredients, required knowledge about nutrition to balance the recipe (nutrients), and cook every day.
- (3) **FROZEN PET FOOD**: cannot break cold chain, stock in the freezer (+20kg for the monthly consumption of an average dog) and you have to defrost every day (2 hours process).
- (4) **DEHYDRATED PET FOOD**: warm water, mix during several minutes and wait between 5-10 minutes for it to rehydrate. Last but not least,
- (5) **DISPENSERS** they are on the rise in the pet food market, but they only dose traditional pet food (kibble), whilst Kibus is cooking warm and healthy food.



To the best of our knowledge, **there is no comparable solution able to provide** the benefits of both new alternatives (healthy and natural) and the traditional ones (100% convenient). **None of our competitors allows pet owners to cook healthy, natural, human-grade and tasty food for their pets in an easy, fast and convenient way.** Kibus is the first home appliance that cooks for pets that has been found in the market.

# TEAM

We are 3 co-founders with experience in the pet food industry and in different areas of business administration.

**ALBERT ICART (CO-FOUNDER & CEO)** – has previous experience as the sales and marketing director at Pienso

Picart (pet food manufacturer selling almost €20M in 25+ countries) for over 5 years. He was part of the AEDPAC board of directors, organising Iberzoo, the main pet trade fair in Spain. He studied Business Administration in ESADE.

**MARTA ARISA (CO-FOUNDER & CCO)** – has worked as a startup advisor and has experience in start-ups setting up and fundraising (at the UPC University). She is experienced in operations and purchasing.

**ALBERT HOMS (CO-FOUNDER & CFO)** – has worked in finance for several years in multinational companies such as Coca-Cola, Nespresso, Roca and Fox Inc., being responsible for the **INTERNATIONAL TREASURY**.

The next positions to be covered are: **CHIEF TECHNOLOGY OFFICER (CTO)**, with a recruitment process already in place, and **CHIEF MARKETING OFFICER (CMO)**, to be hired for the product launch.





## FIRST-CLASS ADVISORS:

Apart from the core team, Kibus has first-quality mentors who help the founders make the best strategic decisions:

**VINCENT FAUQUENOT:** ex Vice-president of Lenovo for EMEA. With years of C-level experience in marketing in tech companies.

**XAVI PÉREZ:** marketing director of Nestlé Purina Spain. Purina is the largest pet food company in the world.

**ORIOL PASCUAL:** managing director at IQS Tech Factory, running the main hardware accelerator program in Spain.

**MARC FÀBREGAS:** serial entrepreneur (+8 hardware start-ups).

**JOHN ADAMS:** NPD expert in the pet food industry.

**BEATRIZ TEJEIRO:** founder in Backercamp crowdfunding agency.

**EMILI BARBA:** veterinary and PhD in animal nutrition.

**CARLES COMES:** partner at ZBM, one of the main IP agencies in Spain.

**XAVIER FARRÉS:** COO in Uriach, a pharma company with >€100M turnover.

**JORDI ALTIMIRAS:** investor and partner at Lanzame VC.



## PARTNERS

Kibus is collaborating with top partners for the different business areas that are key for the company's success:

**NESTLÉ PURINA:** the largest pet food company in the world. We have a one-year collaboration program that includes the mentoring and support from their top managers and directors.

**PICART PETCARE:** one of the main pet food producers in Spain with a distribution network in more than 25 countries that are willing to distribute Kibus.

**BRINC:** one of the main hardware accelerators and investors in the world, Hong Kong based.

**LANZADERA:** the largest accelerator in Spain, funded by Juan Roig, the owner of Mercadona (main retailer).

**IQS NEXT TECH:** one of the main engineering universities in Europe and the main hardware accelerator in Spain.

**NETMENTORA BY RESEAU ENTREPRENDRE:** the largest European network of entrepreneurs and executives.

**ACCIÓ:** Catalan agency for competitiveness and innovation, helping also in internationalization activities.

**HARDWARE PARTNER:** Shenzhen-based manufacturer of high-end products in consumer electronics

**FOOD PARTNER:** one of the main Spanish producers of dehydrated pet food.



## FINANCIALS

Kibus has raised >€525k from private investors, public grants and awards. The breakdown is as follows:

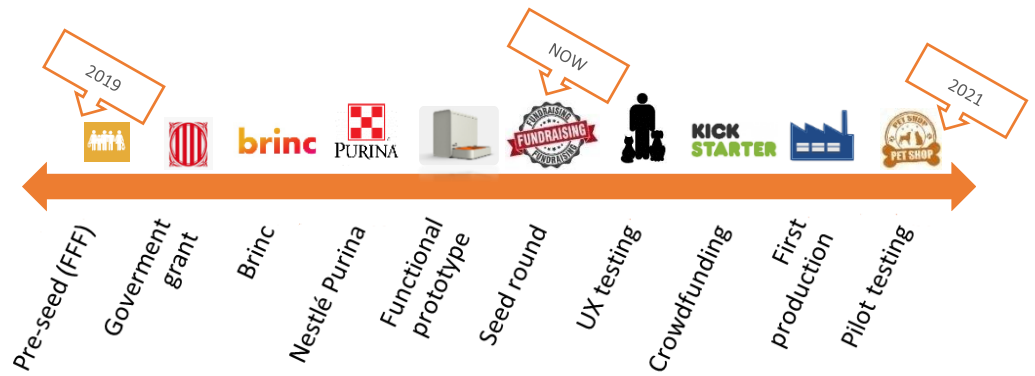
Private investment	
•Pre-seed round (FFF)	€120,000
Public grants	
•Start-up capital (Catalan government)	€ 75,000
•Poland Prize (Brinc Program)	€ 50,000
•Neotec (Spanish Government CDTI) *Current seed round	€ 250,000
Others	
•Awards	€ 30,000

CURRENT SEED ROUND

# ROADMAP

Kibus has been developing the product, achieving a functional prototype at the end of 2019. Now we are to industrialise and go to mass production and launch. We are also doing in-home testing

with end-consumers to validate their user experience (UX). By the end of 2020, we are to be producing in mass production and start delivering the goods. We are also to start selling in the specialized channel by then. From 2021 on, we aim to consolidate our business in Spain and start the international expansion.



# AWARDS & EVENTS

Kibus has been up and running for slightly more than a year, but it has already been awarded by renowned entities both in Spain and internationally.

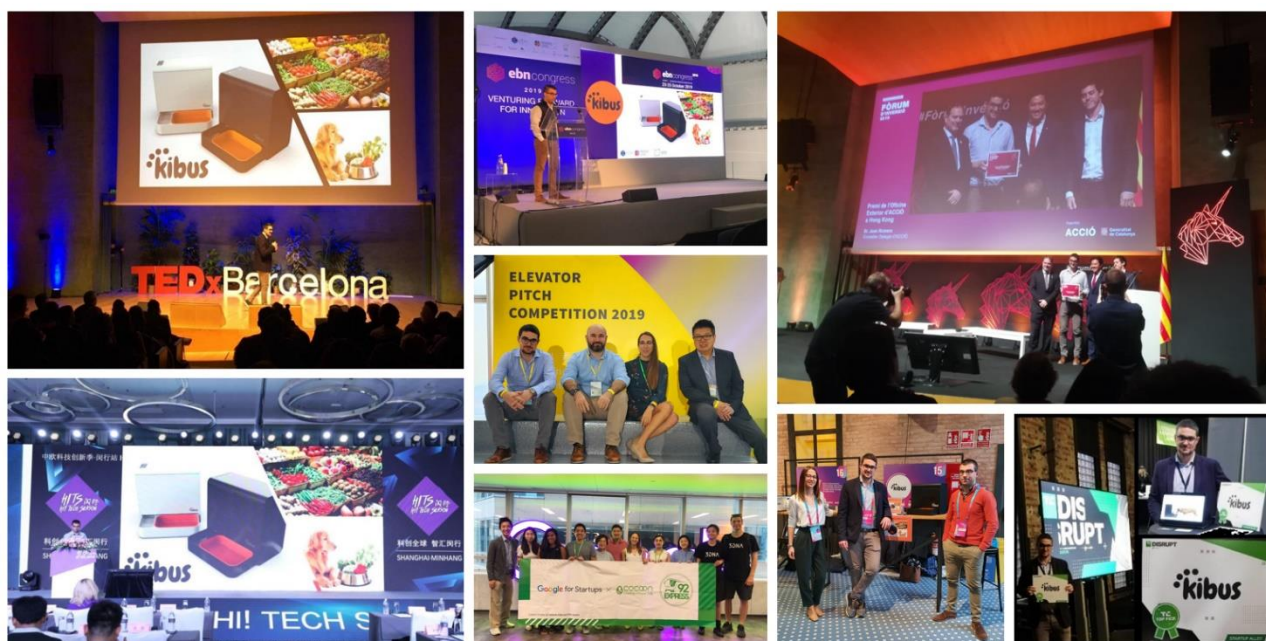


**AWARDS:** Some of the best public and private entities and associations in Europe and overseas has already considered Kibus to deserve recognition. Some of the awards and recognitions we are prouder of are:





- **SEAL OF EXCELLENCE** – European Union quality label for top innovative companies, 2019
- **TRENDBUILDERS AECOC** – main Spanish business association with more than 30k companies associated (accounting for +20% of Spanish GDP). They awarded Kibus as the most innovative product in Spain.
- **ACCIÓ INVESTMENT FORUM** – Kibus won the international prize of the main investment forum in Catalonia, the ACCIÓ investment forum of 2019.
- **COVAP INNOVATION PRIZES** – One of the main food companies in Spain, they awarded Kibus as the winner of their innovation prizes in Córdoba (€ 5k cash), 2019
- **SHARK TANK BY SHE1K** – Kibus was one of the 3 winners of the C-Shark Tank event in Singapore, 2020.
- **METROPOLITAN PRIZES FOR INNOVATION PROCORNELLÀ** – Kibus was awarded as one of the winners of the innovation prizes of Procornellà (€ 3k cash), Barcelona, October 2019.
- **EXPANSIÓN STARTUP PRIZES** – Expansion, one of the most important media in Spain, selected Kibus as one of the top start-ups in the country, October 2019
- **THE FOODTECH 500 WINNERS** – Forward Fooding included Kibus as one of the 500 best food start-ups in the world, November 2019
- **CAFÈ DE L'AVENTURA PITCH CONTEST** – Kibus selected as one of the best startups in the Sabadell Cafè de l'Aventura pitch contest (€ 1k cash), June 2019
- **ROAD TO NORTH EUROPE** – Kibus selected as the startup with the highest potential to internationalize to Northern European countries., October 2019
- **PRIX ENTREPRENEUR OF THE FRENCH CHAMBER OF COMMERCE IN BARCELONA** – Kibus selected as a finalist in the pitch contest of 2019 organized by the French chamber of commerce in Barcelona.



**EVENTS:** Kibus has also taken place in some important events in several countries in 2019 and 2020. Some of the most relevant events are:

- **TEDX BARCELONA** – Kibus gave a talk in the TEDx 2020 event in Barcelona.
- **TECHCRUNCH DISRUPT BERLIN** – exhibiting and interviewed on stage in Disrupt Berlin, December 2019
- **STARTUP GRIND BY GOOGLE FOR STARTUPS** – exhibiting at the event in London, June 2019
- **HONG KONG EPIC CONTEST** – selected for the Elevator Pitch Competition in Hong Kong, November 2019
- **SHANGHAI HI! TECH SEASON HITS** – exhibiting and pitching in the event in Shanghai, December 2019
- **B-VENTURE IN BILBAO** – exhibiting and pitching in the event in Bilbao, November 2019
- **HONG KONG RISE** – exhibiting in the Hong Kong RISE event, July 2019
- **ROME EBN CONGRESS** – exhibiting and pitching in Rome for the EBN Congress, October 2019
- **92 EXPRESS** – selected for a 1-week program in Hong Kong and Shenzhen by Google for Startups, 2019
- **IQS TECH FEST** – exhibiting and pitching in the main hardware event in Spain, February 2020
- **PROPET** – giving a one-hour talk about pets and technology in the main pet event in Spain, March 2020
- **INTERZOO** – (future) we are to exhibit at Interzoo, in Nuremberg, in May 2020

# PRESS CLIPPING

Kibus has already appeared in the most important media in Spain, including the national TV and the main written press. Also international media have been talking about us, including TechCrunch.

## TV



Link



Link



Link



## RADIO



## Kibus is like a Keurig for your pet

<https://techcrunch.com/2019/07/14/kibus-is-like-a-keurig-for-your->

## PAPERS



44 ECONOMÍA | venture

EL CORREO

14/07/2019  
EL CORREO

**KIBUS PETCARE**  
Fabricación de máquinas para la preparación de comida natural para mascotas.

**500.000**  
euros en la fabricación personalizada por la compañía para sus clientes durante el periodo de desarrollo.

**250.000**  
euros en fondos propios, repartidos a partes iguales entre los socios privados y subvenciones.

**250.000**  
euros para la firma para la producción de la máquina.

**LAS CLAVES**  
La máquina permite que se prepare tanta la cantidad de comida de cada ración como las horas a las que se prepara.  
Desde el móvil.  
Los usuarios pueden pasar las raciones desde su teléfono.

Albert Icart, Albert Icart y Albert Icart, fundadores de la Startup Kibus Petcare.

## El perro de Pávlov en la era digital

Kibus Petcare crea un electrodoméstico que deshidrata comida para mascotas

La Startup' crea una máquina que facilita la preparación en casa de alimentos poco procesados para animales de compañía.

En Barcelona, Albert Icart, fundador de Kibus Petcare, una Startup' que se dedica a la fabricación de máquinas para la preparación de comida natural para mascotas, explica que la compañía ha desarrollado un electrodoméstico que deshidrata comida para mascotas.

La Startup' crea una máquina que facilita la preparación en casa de alimentos poco procesados para animales de compañía.

## Expansión

### Kibus Petcare crea una máquina que prepara comida para mascotas

Expansión (Barcelona). La startup Kibus Petcare, con sede en Igualada (Barcelona), ha creado un electrodoméstico que cocina comida natural para perros y gatos de manera automática.

Se trata de un pequeño equipo, del tamaño de una máquina de café, que prepara en ocho minutos alimentos naturales deshidratados, los reparte y los deposita en un recipiente para que la mascota se los pueda comer directamente.

La compañía ha recibido de Acció -agencia dependiente del Departament d'Empresa- una ayuda Startup Capital por 70.000 euros, y podrá finan-

ciar en las actividades derivadas de su plan de negocio, Informa Europa Press.

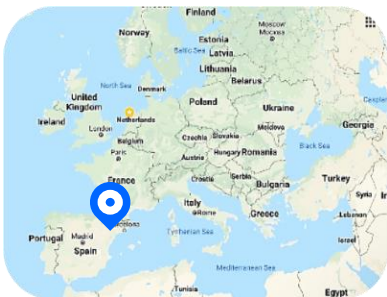
Albert Icart, CEO de Kibus Petcare, señala que el mercado de las mascotas es "una gran oportunidad de negocio y se encuentra en constante crecimiento", y dice que los productos de alimentación para animales mueven más de 80.000 millones de euros.

Este electrodoméstico prepara la comida deshidratada. La máquina deshidrata el alimento y el agua requeridos para rehidratar la comida se cocina y calienta a 38 grados cuando la comida está lista, queda una salsa acuosa y se sirve en un recipiente con la ración y un aderezo. La firma ofrece, de momento, tres recetas para perros y dos para gatos.

## el Periódico

**Cocina sana para mascotas automatizada y programable**

En la cocina, preparar comida para mascotas es una tarea que requiere tiempo y esfuerzo. Kibus Petcare ha desarrollado una máquina que automatiza este proceso, permitiendo a los usuarios preparar comida sana y personalizada para sus mascotas de manera sencilla y rápida.



## FACILITIES

Our offices are located in Igualada, near **BARCELONA** (Spain), a big hub for the tech industry in Europe, with a lot of talent (moderate wages, compared to other European countries) and a great start-up ecosystem.

Address: Av. Mestre Muntaner, 86, 08700, Igualada, Barcelona, Spain

E-mail: [kibus@kibuspetscare.com](mailto:kibus@kibuspetscare.com)

Phone: +34 686 898 769