



ObeDog + ObeCat

hello@obedog.com

Facebook

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Idea

ObiDogKenobi --> Obe

Obe grew out of our love
for animals and the
desire to make it easy
for everyone to take the
best care of their pet no
matter their budget



Hilary Jensen's Dog: DJ aka ObiDogKenobi

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Market Size and Demand Verification

2x Pets as kids

65% US households have pets

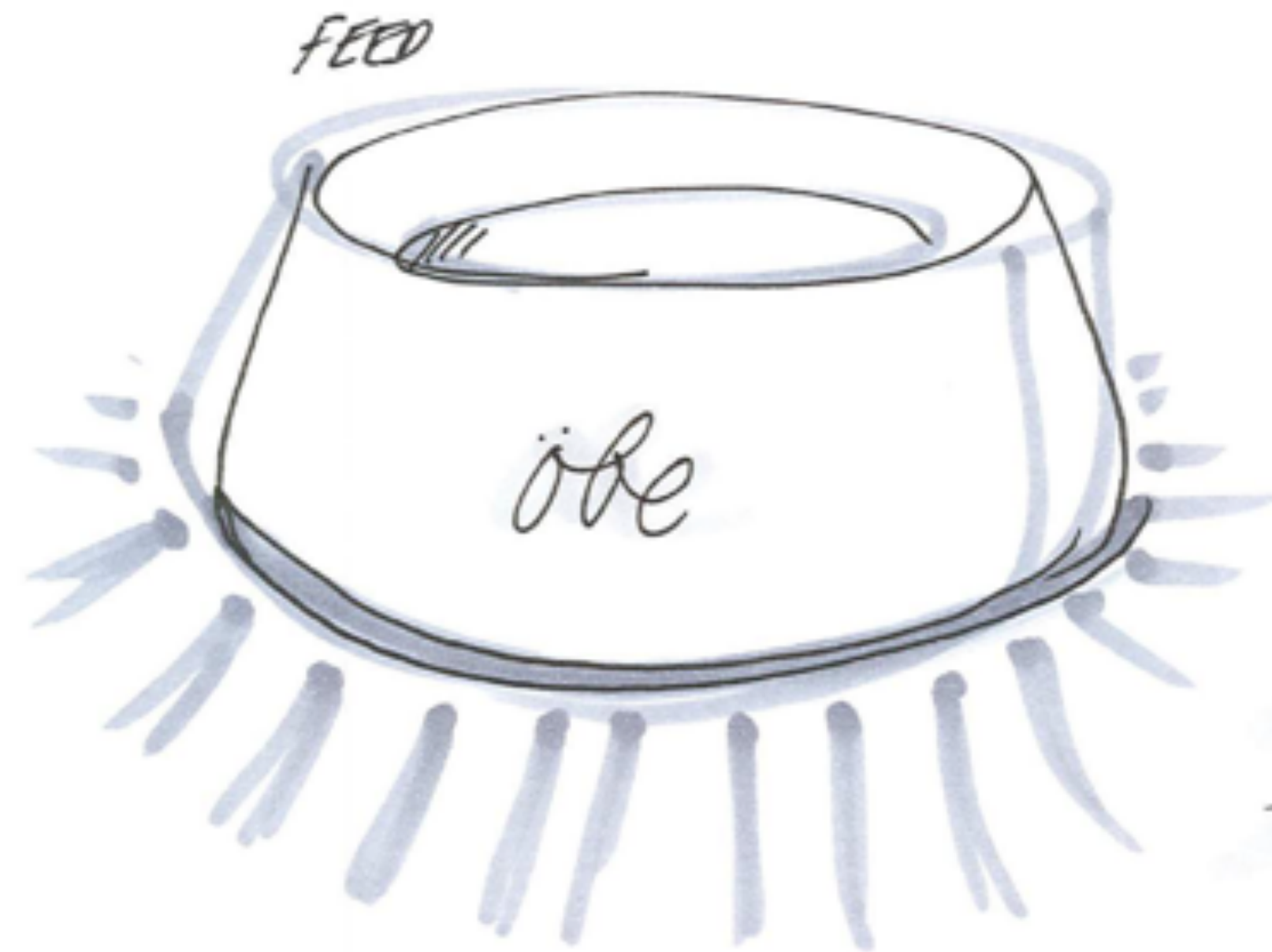
More than half of pets are overweight

\$68 B spent 2016 -> **\$80B 2020**

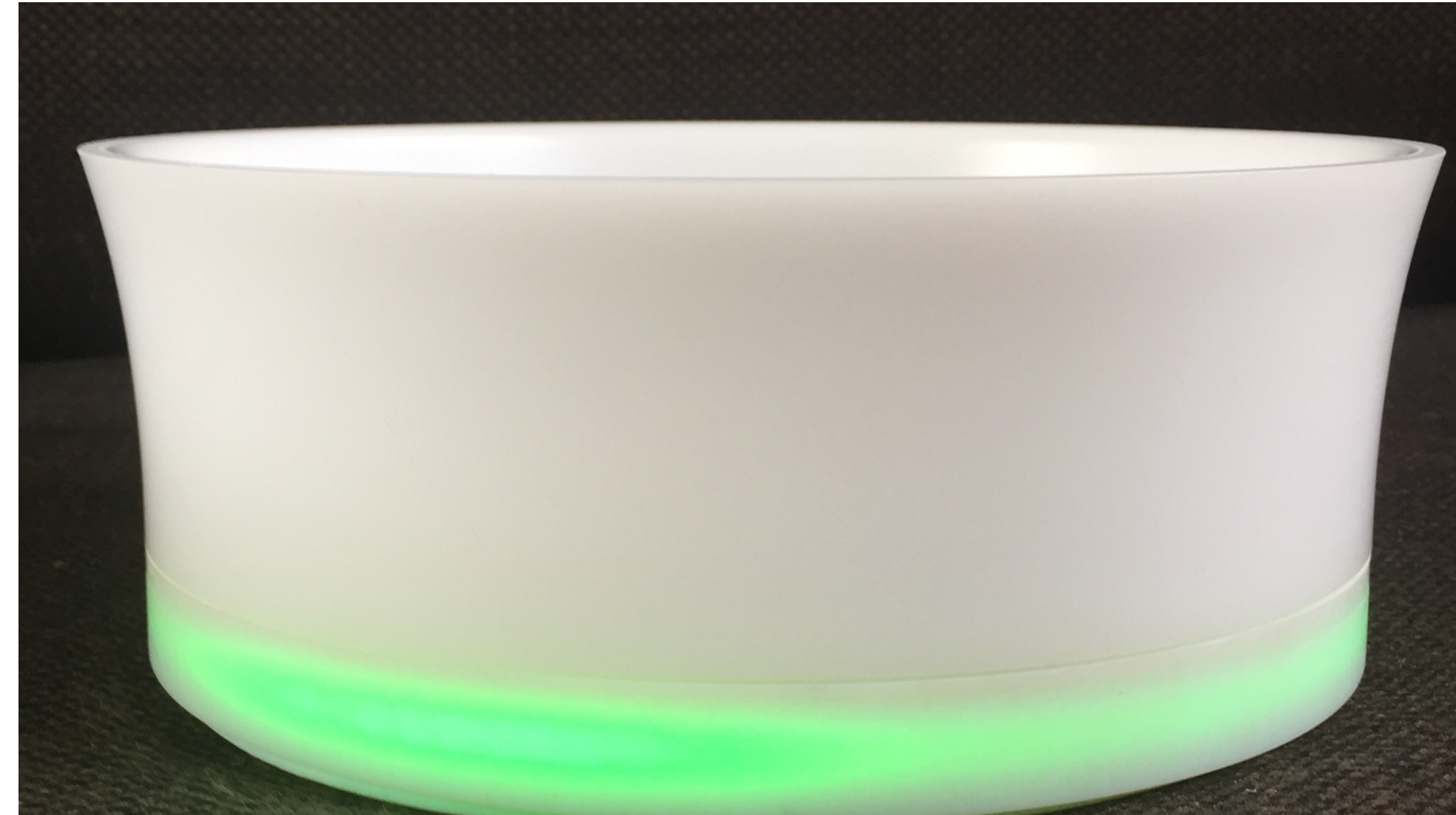
Smart home -> Pet tech

Pet Retail -> Online + Personalization

Product Definition and Design



Working Prototype(s)...



FAST COMPANY



theguardian

TECH Crunch

BarkPost



The Mercury News
EAST BAY TIMES

San Francisco Chronicle

SFGATE



springwise
DISCOVERING INNOVATION SINCE 2012

KRON 4
The Bay Area's News Station



Consumer Testing → Customers!



"If you know pugs they are eating machines who never get full, so it's a part time job to keep Iggy at the right weight. ...now it's easy for my husband to get it right."

-Lisa from Vallejo, Beta Customer, Iggy's mom

Team



Hilary Jensen

CEO, Founder



Dmitry Vlasov

Development



Dr. Mori Afraz

UC Davis Vet
MA Nutrition



Dr. Anna Beber

Vet Surgeon,
Professor Univ
Glasgow



Dr. Ernie Ward

Pet Obesity
Prevention
Society Founder



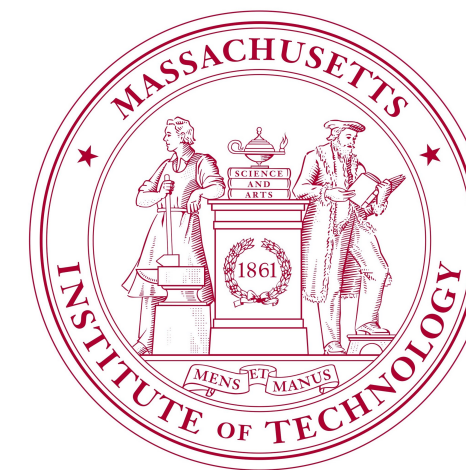
Julian King

Marketing, CPG
P&G, Xoom,
PeoplePC, MIT



Jason Greenman

Entrepreneur,
LoopNet,
Stanford



ProBowl by Obe

