

INVESTOR  
PITCH

# Snoozeforpooch

## Premium pee pads for modern pet homes in Singapore

A repeat-purchase hygiene brand designed to turn a generic commodity into a premium lifestyle consumable.

Premium  
positioning

OEM, brand-led

Repeat purchase

### Launch concept

Hero SKUs: 45×60 cm / 50 pads and 60×90 cm / 20 pads

Acquisition wedge: 5-pad trial pack in either size

## Building recurring essentials first, nutrition next

Shelf-ready  
pouch



## WHY THIS CATEGORY

# The gap: a functional category with weak brand love

Singapore is a high-spend pet market, but pee pads are still sold like generic utility products.

## US\$195

projected annual spend  
per pet in Singapore in  
2024

That is a strong signal that Singapore can support premium pet-care positioning—not just commodity pricing.

---

Source noted in speaker notes

### Today's shelf

Most pee pads compete on basic function, pack count, and price—often with generic imports

Commodity  
look

### What customers actually buy

Performance still matters, but aesthetics, cleanliness, trust, and ease of repeat purchase shape premium brand choice.

Lifestyle lens

### Snoozeforpooch thesis

Reposition pee pads as a premium hygiene staple for modern pet homes: calming design, reliable performance, and trial-led conversion.

Brand wedge

## PRODUCT

# A better product experience—same utility, stronger brand system

The product wins on performance, but the packaging and positioning create the premium margin story.



**Front panel**



**Back panel**

## Performance promise

Quick Dry · Leak Guard · Odour Control · 7-layer protection

## Retail-ready packaging

Frosted stand-up pouch, calming shelf presence, and reclosable zip/slider logic built to feel premium from first touch.

## Brand angle

Designed for modern pet homes in Singapore: strong shelf appeal, trusted daily performance, and efficient OEM scalability.

## PORTFOLIO

# Launch portfolio designed for entry, routine use, and trade-up

The 5-pad trial is not a side idea—it is the key customer-acquisition SKU.

## ENTRY

## 5-pad trial pack

Available in 45×60 cm or 60×90 cm

Low-friction first purchase

Fits sampling, bundles, and seeding

- Lets owners test absorbency before committing

---

Best use: creators, vets, groomers, gift-with-purchase

## HERO SKU

## 45×60 cm · 50 pads

Everyday core pack for small/medium dogs

Most accessible routine SKU

Strong online hero product

- Apartment-friendly size for daily use

---

Best use: marketplace hero + starter bundle

## TRADE-UP

## 60×90 cm · 20 pads

Larger format for bigger dogs or senior care

Higher ticket with clearer use-case

Useful for crates and oversized coverage

- Supports premium size laddering

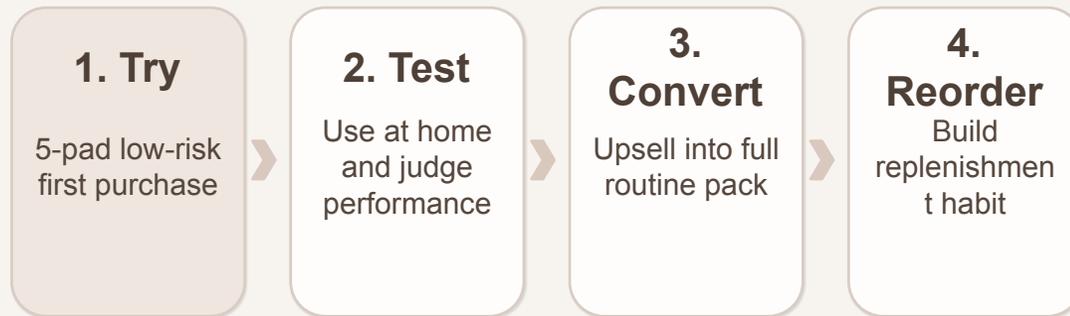
---

Best use: premium upsell + senior-care need state

## ACQUISITION

# Why the 5-pad trial matters

Rather than asking customers to trust a new brand immediately, let them test the product in their own home.



## Why it matters

Lowers first-purchase friction for a new brand

Creates a natural bundle with the full-size pack

- Makes sampling viable for creators, groomers, clinics, and pet stores

## Trial pack playbook

- Sell standalone as a low-risk discovery SKU
- Include free with first marketplace orders above a threshold
- Seed to micro-creators for “test at home” content
- Place at groomer, vet, and boutique-pet counters as a checkout add-on

**Net effect: a commodity becomes a branded discovery funnel.**

## GO-TO-MARKET

# Digital first, retail smart

Launch online to learn fast, then use trial-led proof to expand into selective offline channels.

## Acquire

Where the brand gets discovered

TikTok, Shopee, Lazada

Creator seeding and UGC

Paid social around “test at home”

- 5-pad trial as first-touch SKU



## Convert

How first purchase becomes basket size

Trial + full pack bundles

Reviews and before/after proof

Size-based recommendations

- Cart threshold gifts and reorder prompts



## Expand

Where distribution broadens after proof

Pet retail and boutiques

Groomers and veterinary counters

Corporate gifting / welcome kits

- Subscription and repeat-order programs

**Launch focus: online-first learning, then selective offline scale once repeat-rate and hero-SKU positioning are proven.**

## BUSINESS MODEL

# Why this can become a strong investor story

The business works because the product is consumable, brandable, and extendable.

### Repeat purchase

Pee pads are used routinely, which gives the brand a real replenishment loop—not a one-time novelty purchase.

### Low-capex setup

OEM production keeps fixed costs lower while capital is directed toward packaging, brand, and customer acquisition.

### Premium margin room

A better product experience—visual identity, trust, and packaging—creates room above generic commodity pricing.

### Natural adjacency

Once the hygiene lane is established, the same brand can move into wipes, diapers, disposal bags, and travel packs.

**Build the brand once; compound value through repeat purchase and hygiene adjacencies.**

# Why Snoozeforpooch can succeed

- **Local premium identity with early brand registration**

- **Clear packaging differentiation in a generic category**

- **Trial-led acquisition lowers first purchase friction**

- **Repeat-use product with natural reorder behavior**



# 12-month proof plan

This is a pre-seed brand build: prove product-market fit, reorder behaviour, and efficient customer acquisition through the trial pack.

## 12-month roadmap

Q1

### Finalize OEM + pack specs

QC standards, print files, and pilot batch confirmed.

Q2

### Launch core SKUs + trial packs

Go live on marketplaces and begin creator seeding.

Q3

### Optimize repeat rate

Test bundles, reviews, and selective offline pilots.

Q4

### Scale winners + next SKUs

Double down on hero packs and hygiene adjacencies.

## Seeking pre-seed capital to fund

- First production inventory and packaging tooling
- Trial-pack sampling and creator seeding
- Marketplace launch, paid acquisition, and reviews
- Retail pilot support and basic operational setup

---

### Investor proposition

**Back a brand that can own the premium hygiene lane in Singapore pet care—starting with a repeat-purchase hero product and a trial-led funnel.**

# Capital Requirements

## Initial Capital

SGD 30,000 capital deployment (12 months)

- 12K inventory
- 6K packaging
- 5K launch marketing
- 4K trial seeding
- 3K reserve

OEM inventory, packaging, marketing and working capital

## Pricing

Trial + full pack bundles

Estimated cost per pack: SGD \$2.50 - \$3.50

Selling Price: SGD11.90 - \$14.90

Gross Margin: ~60%+

## Future Expansion

Home-baked kibbles in year 2

Higher-margin recurring product line

Stronger customer lifetime value

Subscription and repeat-order programs

Pee pads build trust, kibbles scale brand

**Launch focus: online-first learning, then selective offline scale once repeat-rate and hero-SKU positioning are proven.**