

EXECUTIVE SUMMARY

The population of cats and dogs in Indonesia according to the data research Storm Forecast: 2019 - 2028 by Vetnosis increases from 15,7 to 16,4 million for cats, and 8,2 to 8,4 million for dogs. The total of cats and dogs which are medicated (going to see the vets) approximately 8 million.

In addition, the estimated pet owners are approximately 15 million who live in the cities in Indonesia. Market size of the pet industry is Rp.16 trillion, including pet food and treats, vet care, pet accessories, and pet-related insurance. However, the numbers of veterinarian in 2020 are approximately only 3,000 doctors in veterinary medicine as veterinarian practice. Currently, the pet health care facilities are not evenly distributed in Indonesia, most of the health services are located in big cities on the islands of Java and Bali.

The population of pet owners, especially those who own cats and dogs in Indonesia increases by 2% every year. These owners are aware of the importance of maintaining pet health. Lack of veterinarian for the pet population creates an opportunity of other services in the pet health services.

Digital technology online-based application continues to grow over time. In 2008 about 500 apps available in the market, but in 2020 IOS has about 1,85 million apps and for Android even more 2,85 million apps available in Google Play Store. The tendency to use mobile applications has increased fantastically during the Covid-19 pandemic in which limits people's daily mobility. The presence of online applications services such as Televeteriner will give benefits for veterinarians and pet lovers. The competition intensity in that field is still low, where it offers new market opportunity to create value for customers.

Pet owners can consult to the desired veterinarian through the Televeteriner apps at any time for their animal health problems from home without going to the clinic, thus contributing to the cost savings and hassle free.

The company, PT Ilovetcare Indonesia, offers an application called ***ilovetcare*** that provides online animal health services in the form of *televeteriner*. Customers can consult directly with their vet or using a pre-diagnostic feature examination to find out their pet's problems.

Pre-diagnostic services in ***ilovetcare*** application uses *Artificial Intelligence (AI)* technology This AI can diagnose diseases faster and more accurately than ever before. AI smart application will receive, capture and analyze information from the animal's

data, images / photos made by the owner, x-ray photos or other laboratory results. Pre-diagnostic results will be explained to the customer by a vet to provide more understandable information.

The ***ilovetcare*** is a mobile *application* that can be downloaded to smartphone by customers, as well as the veteriner. The application is connected through the internet network to *servers* in the form of main and cloud servers. The servers contain system to manage applications, core module AI, and *e-commerce* and *e-payment*.

This venture will be led by 5 persons as founder and co-founders. Juda T Adisusanto is as the founder, who has experienced for 30 years in the pet industry owned one of the reputable veterinary clinic in South Jakarta. Iwan Sukirna as co-founder and is chairman in an IT and Automation Industry. Nova Fauzan as co-founder with Finance and Accounting background in one reputable public company in Jakarta. Eri Sadewo as co-founder with experienced as Governance and Compliance field, and Farli Humala Siregar as co-founder has experienced as Business Analyst and Development. This team will be a valuable asset and a source of competitive advantages for the venture.

Based on financial analysis over a period of 10 (ten) years, with total investment of Rp. 40 billion this venture generates a positive NPV, IRR of 27% and a payback period of seven years. The analysis shows that ***ilovetcare*** business is an attractive one and worth running.