



MyPetDoc™
The Voice of Animal Health®

.....

Cal Lai, Chairman & CEO



The Problem

Consumers are searching for **immediate** answers to their pet health concerns.

They wanted **trusted answers**, not a long list of articles to read.

Dr. Google is not the solution.



The Future Of Consumer Search is **Voice**

35M+  smart speakers **sold** through 2017

50%  of all Search will be done via **voice**

75%  of US households will **own** a smart speaker by 2021

The Killer App:
55%  of Google search today is **questions that require answers not articles**

Consumers want **personalized answers**, not lists of articles



MyPetDoc powered by decision trees built from **35K text exchanges with veterinarians**



Consumers want personalized answers they can trust...where trust means **expertise, relevance, engagement, advice**

ask 
MyPetDoc

MyPetDoc voice-based AI will replace search as the go-to resource for pet parents



Pet Parents Love It

COVERAGE

Dogs, Cats, Fish, Birds
Small Mammals, Horses

USE CASES

**Quick, Easy, Convenient,
Inexpensive**

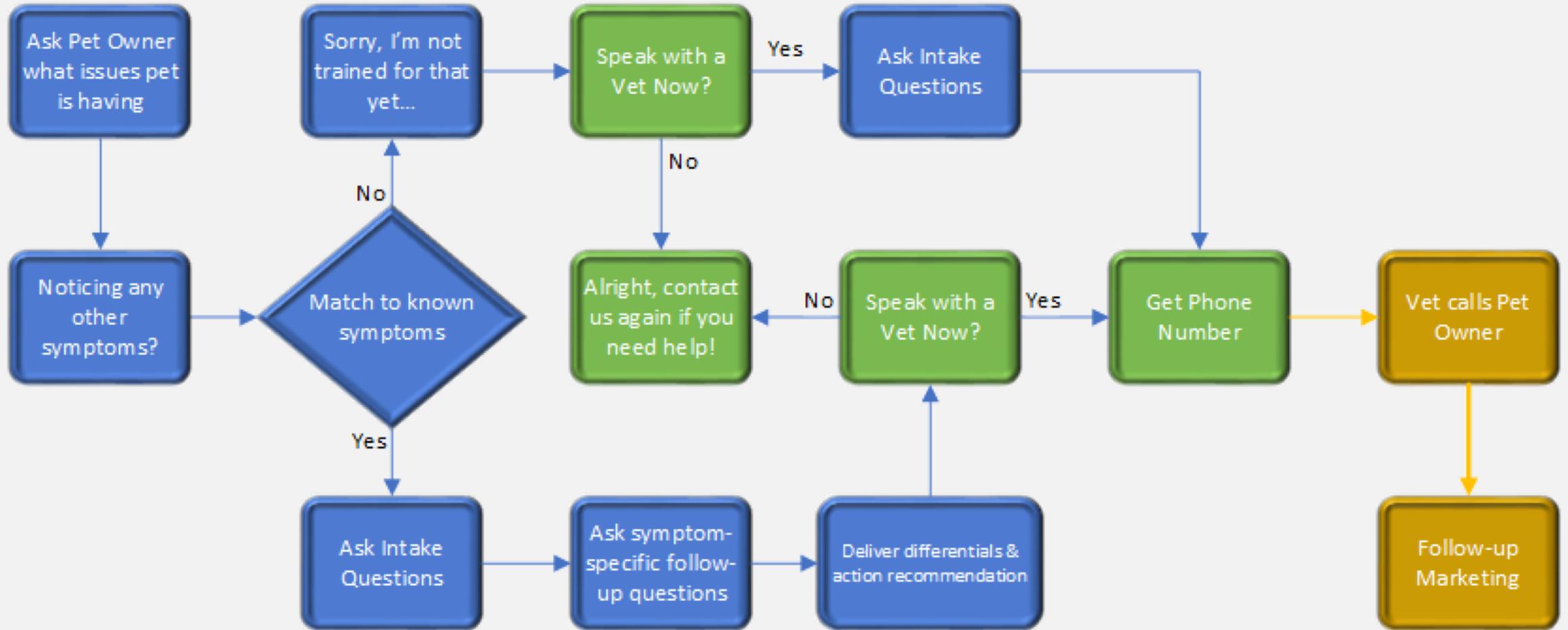
**Relevant answers to
specific questions**

**Real-time
conversation/engagement
with a veterinarian**

Diarrhea
Ear problems
Eye problems
Fleas cats and dogs
Vomiting
Urinary problems
Coughing
Dentistry
Itchy skin
Lumps and bumps masses
Injuries and wounds
Vaccinations
Ate something
Ticks dogs
Worms

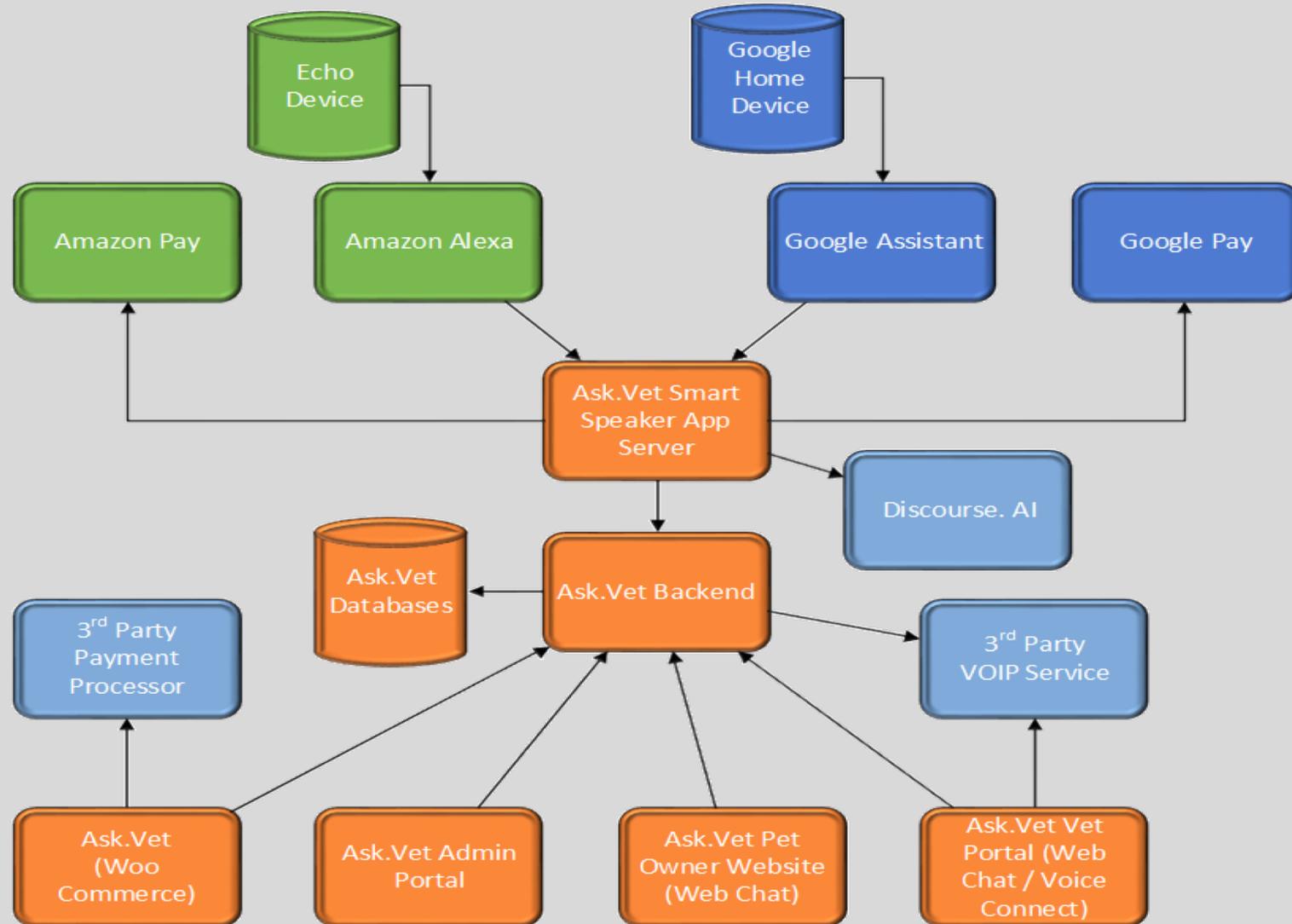
MyPetDoc Triage Flow

.....



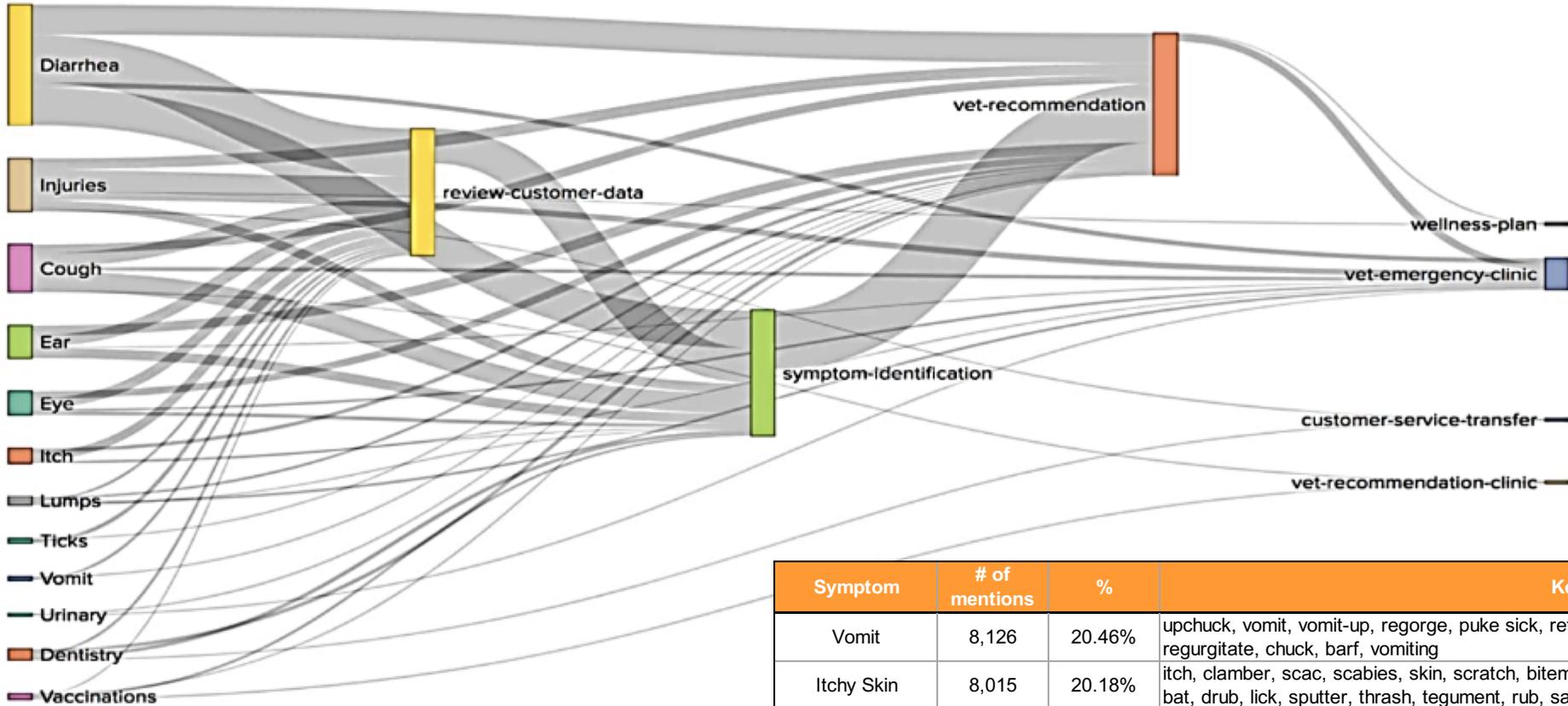
MyPetDoc Technology Overview

.....



MyPetDoc Sankey Graph

.....



Symptom	# of mentions	%	Keywords
Vomit	8,126	20.46%	upchuck, vomit, vomit-up, regorge, puke sick, retch, honk, be-sick, vomiting, spew, throw-up, disgorge, regurgitate, chuck, barf, vomiting
Itchy Skin	8,015	20.18%	itch, clamber, scac, scabies, skin, scratch, bitem, cream, sores, clobber, shinny, scramble, shin, rash, bat, drub, lick, sputter, thrash, tegument, rub, salt-lick, struggle
Diarrhea	7,403	18.64%	looseness, crap, looseness-of-the-bpwels, stool, poo, poop, turd, shit, bowel, siarrhea
Eye Problems	4,733	11.92%	eye, eyelid, palpebra, lid, oculus, optic, eyeball
Urinary	3,855	9.70%	unrine, wee-wee, piddle, pee, uti, urinate, pee-pee, pass-water, wee, micturate, bladder, urinary, make-water, releave-oneself, spend-a-penny
Vaccine	3,769	9.49%	vaccine, vaccinate, vaccinum, immunize, inoculate, shot, vaccination
Lump/Bump/Mass	2,879	7.25%	clod, lump, ball, mass, glob, bump, chuck, clump
Cough	2,441	6.15%	coughing, wheeze, sneezing, sneeze, cough, sternutation
Ear Problems	2,270	5.72%	ear, ears
Wound/Injury	1,889	4.76%	wound, break, lesion, injure, cut, fracture, bleeding
Lethargy	1,714	4.31%	tired, unenergetic, sluggish, sluggishness, sleepy, lethargy, lassitude, lethargic
Dental problem	1,487	3.74%	gums, tooth, teeth, gum



CONVERSATION MARKETING

Changing The Future Of Consumer Engagement

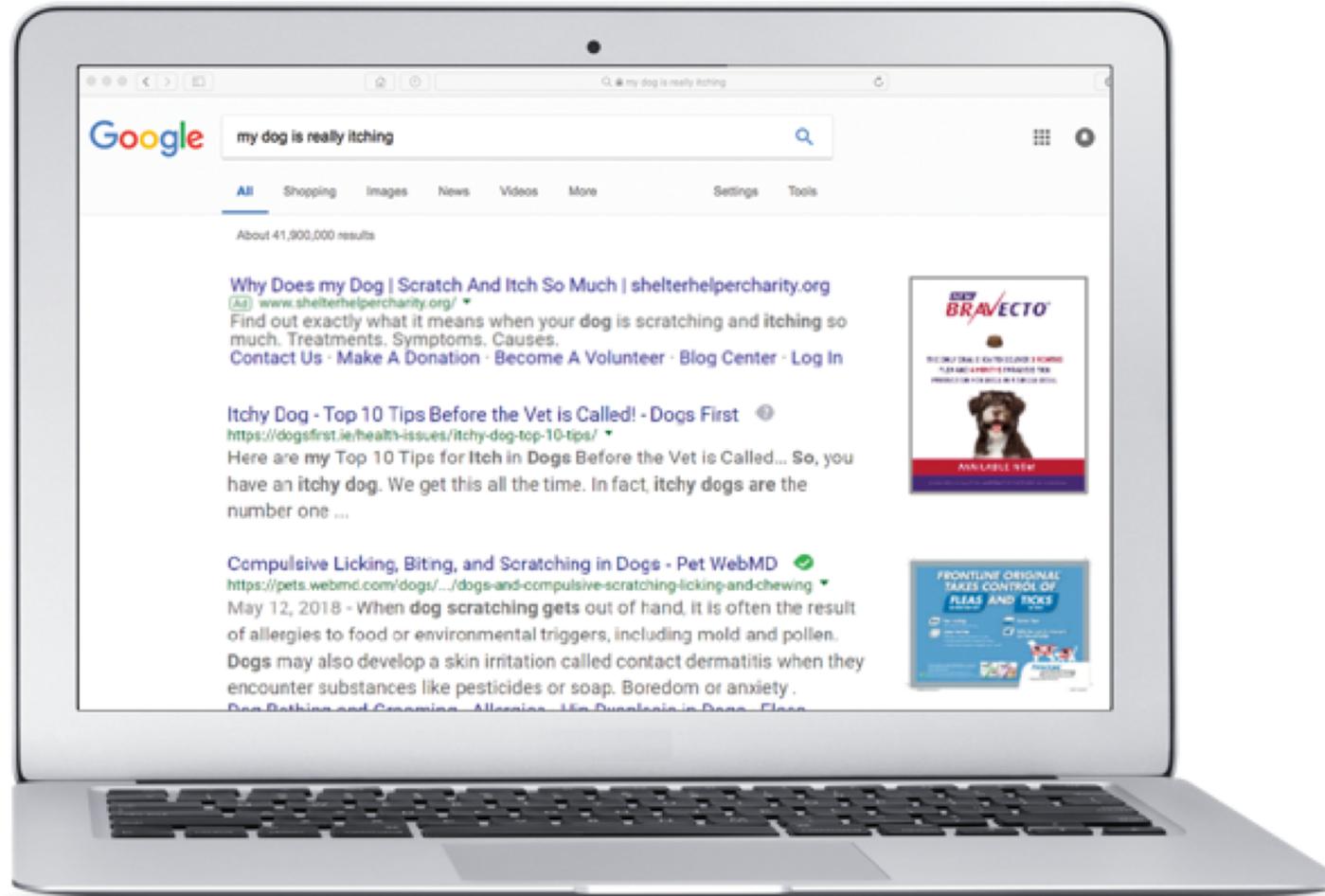
MyPetDoc for Amazon Alexa and Google Assistant opens up new frontiers in branding, commerce and continuity of care programs.

Direct dialog helps narrow decisions based on pet owner situation, preferences and interests to deliver the right solution at the moment the pet owner they feels the most alone

Typical Search Marketing Today

.....

“My dog is really itching”



Choices based on Pet Owner Needs

.....

My dog is really itching a lot

There are a variety of things that can cause pets to itch, scratch, and chew. We'll start with some of the most common ones. Have you seen fleas on Lexi?

Yes, I have seen a few

Then the first thing you need to do is address the fleas. Fleas only spend about 10% of their life cycle on animals. If you're seeing a few on your pet, that means there are even more in the environment. **To control fleas, you have to treat both.**

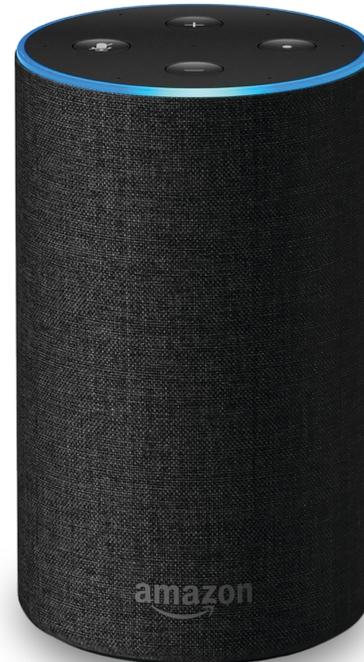
Let's talk about treating your pup first. Topical spot treatments or oral products work best. **Are you more comfortable with the topical liquid or pills or chews?**

Lexi likes chews

OK. Typically, these products last around 30 days, but **there is a new one that lasts 12 weeks.** Which one would you like to hear about...4 weeks or 12 weeks?

12 weeks, please

It's called **Bravecto** and it prevents both fleas and ticks. It's a prescription so you'll have to get it from your vet, who will give you the right dosage based on how much Lexi weighs. **Would like a discount coupon for Bravecto?**





Making Conversation Marketing Relevant Every Day

VOICE EXTENSIONS TO KEEP PET OWNERS ENGAGED

Daily Pet Briefing – curated pet content, tuned to user interest selection delivered via voice. Sponsored by MyPetDoc and brand partners

Pet Weight & Activity Tracker – enter data by voice to send to your doctor

Voice Notifications & Reminders – give medicine, re-order medicine, schedule vet visit, vaccinations/rabies shot, grooming reminder and more



PetDocPro™

CONTINUITY OF CARE FROM TREATMENT ROOM TO LIVING ROOM

Wellness programs

Management of chronic diseases/illnesses (diabetes, arthritis, pain management, kidney disease, etc.)

Integration with health management devices like activity trackers, Bluetooth scales, GPS monitors

Set up appointments and refill prescriptions

Helpful hints for the veterinarian to increase client compliance

Easily access advice from your veterinarian

Create alerts, notifications and reminders

S
T
A
R
T



Client enters MyPetDoc ConneXion clinic



Doctor builds MPD ConneXion Plan for weight loss via voice



Client given smart speaker for home use

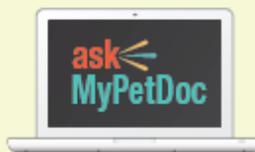
Client activates MPD ConneXion Plan on smart speaker (reporting, alerts, reminders)



Recheck report card & reminder sent to client prior to follow-up visit



Vet reviews and makes adjustments to ConneXion Plan as needed



Report with data sent to clinic to add to medical record



Client adds weight & exercise data to MyPetDoc via voice



MyPetDoc reminds client to exercise & weigh pet

Integrates smart devices with MyPetDoc (feeder/ fitness tracker/scale)



PetDocPro ConneXion

Continuity of Care Program
From the treatment room to the living room



AI Voice creates a deeper, daily connection with the consumer, delivering relevant, customized and values answers

Hybrid AI plus HI

Conversation Marketing delivers 1:1 advertising opportunities, driving higher conversions from lead to sales