PITCH DECK

2026

Zampy

COMPANY PRESENTATION

CONFIDENTIAL

PET ECONOMY 2026

Italy • Europe • USA • Worldwide



ITALY

Pet food + pet care

2024	2025	2026E
€5.2 bn	€5.3 bn	€5.6 bn



EUROPE

Pet food market

2024	2025E	2026E
€29.0 bn	€30.4 bn	€31.9 bn



USA

Pet industry expenditure

2024	2025	2026E
$152 bn	$157 bn	$162 bn



WORLDWIDE

Global pet care market

2024	2025E	2026E
$320 bn	$340 bn	$360 bn

Source: Assalco-Zoomark, FEDIAF, APPA, industry estimates

PET ECONOMY 2020 – 2026

A global market growing steadily, driven by increasing attention to the wellbeing of companion animals.

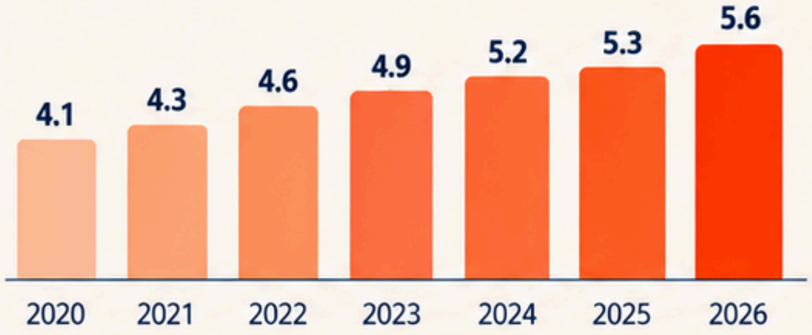
STRONG GROWTH

The pet economy continues to grow globally, with significant opportunities in all major markets, driven by greater awareness, pet humanization, and the growth of digital services.

ITALY

Pet economy (billions of euros)



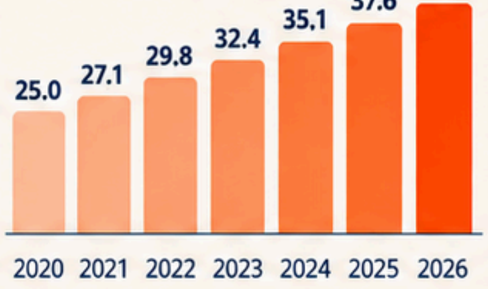


EUROPE

Pet economy (billions of euros)

CAGR 2020–2026 **+6.1%**



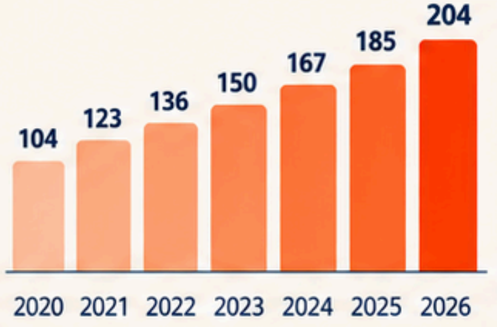


USA

Pet economy (billions of dollars)

CAGR 2020–2026 **+7.3%**





WORLDWIDE

Pet economy (billions of dollars)

CAGR 2020–2026 **+6.9%**





Steady growth
in all major markets between 2020 and 2026.

Global opportunities
with a market exceeding $450 billion in 2026.

Growth drivers
greater attention to wellbeing, pet humanization, and service digitalization.

Attractive market
with prospects for further expansion in the coming years.

Source: Euromonitor International, Pet Care Market Size 2024. Forecasts 2025–2026.

THE PROBLEM

For millions of pet owners, daily management is still fragmented, scattered, and not proactive enough.



WHO HAS THE PROBLEM

Owners of dogs and cats, families, singles, and professionals who take care of pet health, nutrition, and wellbeing every day.



HOW FREQUENT / IMPORTANT IS IT

The need is daily: visits, reminders, products, purchases, and recurring services. When organization is lacking, stress, wasted time, and the risk of forgetting increase.



WHAT HAPPENS TODAY

- Information scattered across chats, notes, e-commerce, and the veterinarian
- A fragmented experience across different services
- Little prevention, little continuity, and limited personalization



1 KEY FIGURE

53,6 million

companion animals in Italy

Dogs and cats are present in more than half of Italian households.

Source: Assalco-Zoomark Report 2026

The problem is real, widespread, and growing.

THE PROBLEM

Pet care is important, but today it is still **complex, fragmented** and **not very digital**, for both pet owners and professionals.

THE CHALLENGE

Finding, booking and managing quality pet services takes time, creates uncertainty, and there is no single digital point of reference to simplify the experience.

FOR PET OWNERS

Too many options, too little clarity.

Hard to find reliable services

People waste time on online searches, word of mouth, and unverified reviews.

Complex bookings

Each service has its own channel (phone, WhatsApp, websites).

Lack of transparency

It is difficult to compare prices, availability and service quality.

Low flexibility

Organizing visits, grooming or pet sitting takes time and is not immediate.

Constant concern

The health and wellbeing of one's pet create anxiety and uncertainty.



FOR PROFESSIONALS

Big opportunities, but inadequate tools.

Low online visibility

It is difficult to be found by new clients and compete with large chains.

Manual management

Bookings, appointments and payments are often handled in non-digital ways.

High acquisition costs

Dependence on word of mouth or generic platforms with high commissions.

Fragmented reviews

Reviews are spread across different channels and are not always authentic.

Difficulty building loyalty

Lack of simple tools to maintain long-term relationships with clients.



A REAL AND WIDESPREAD NEED

53.6M
Companion animals in Italy (2025)

54.5%
of Italian households live with at least one pet

+2.5%
annual growth of the pet care market in Italy (2020–2025)

High time commitment
to find, book and manage pet services

THE CURRENT PROBLEM

For millions of pet owners, pet care management is still **fragmented, scattered, and not proactive enough.**

FINDING A SERVICE IS DIFFICULT AND SLOW

People waste time on online searches, chats, word of mouth, and unverified reviews.

SCATTERED INFORMATION

Notes, messages, emails, different websites, and word of mouth. No complete overview.

TOO LITTLE PREVENTION

Visits, vaccines, and treatments are often forgotten, with risks to the pet's health.

FRAGMENTED PURCHASES

Products and services are spread across different sites, with non-transparent pricing and limited personalization.



THE #1 METHOD IN ITALY FOR GETTING A DOG IS STILL WORD OF MOUTH.

Friends, family members, and acquaintances are still the main source of guidance, both for adoption and for choosing pet-related services and professionals.

HOW ITALIANS CHOOSE PET SERVICES

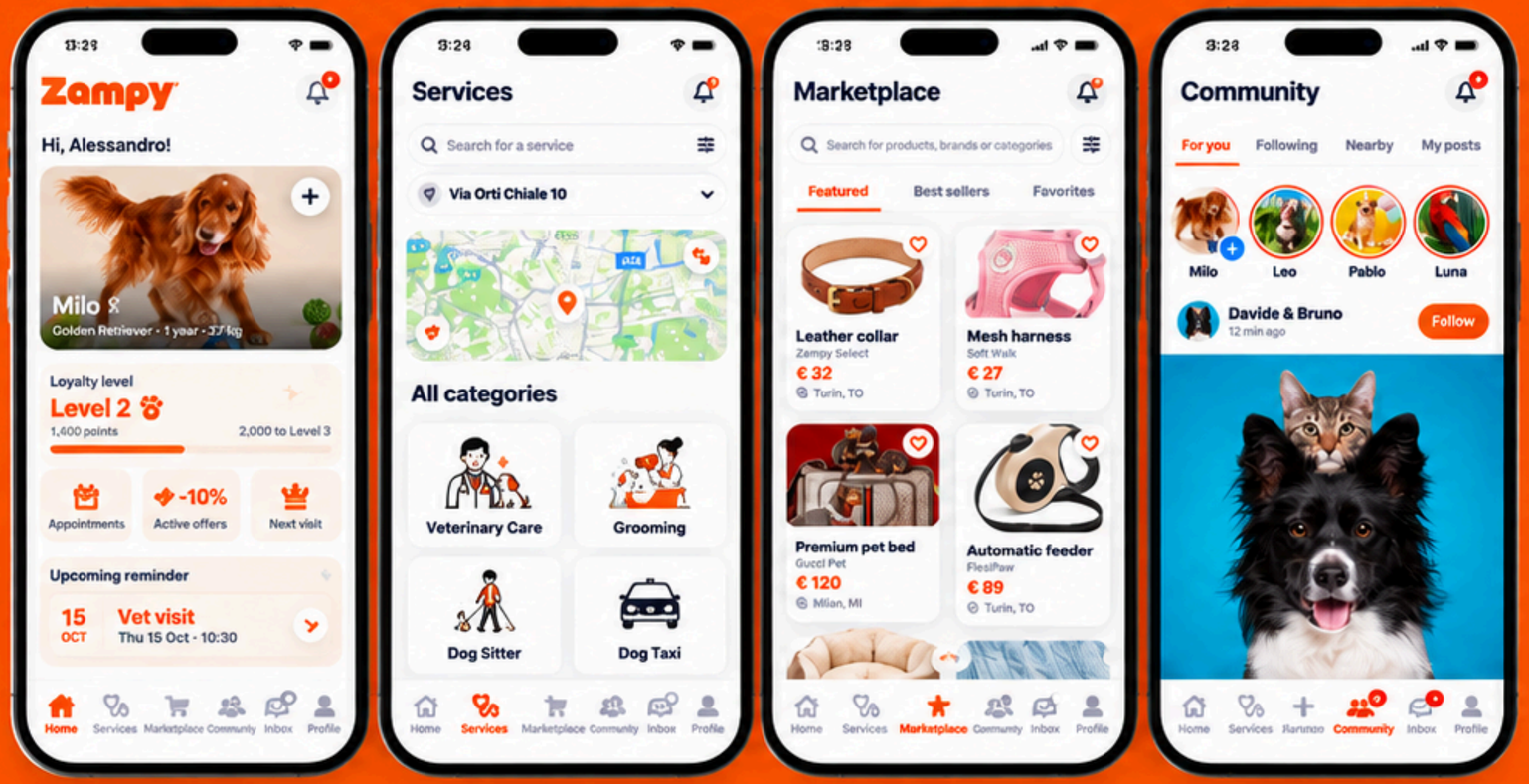


A real market, with concrete needs, but still **without an integrated solution.**

THE SOLUTION: ZAMPY

Zampy is the digital platform that simplifies everyday pet care in a single experience.

Home | Services | Marketplace | Community



Next appointment
October 2, 2026
Rossi Veterinary Clinic

Reminders
- Dewormer — Today
- Vaccine — Apr 12
- Tick prevention — Apr 20

Services near you
Rossi Veterinary Clinic
4,8 (124)
2.3 km

Recommended purchase
Monoprotein kibble
€ 24,90

Active discount
-10% On grooming and selected services

SIMPLER
Everything in one place: health, appointments, reminders, services and marketplace for your pet.

FASTER
Less time spent searching, managing daily care, purchases and bookings.

MORE CONVENIENT
Greater control, more continuity and immediate access to the right services and products.

One platform for a simpler, faster and more convenient pet care experience.

WHY NOW

All conditions are aligned for rapid and sustainable growth.

BEHAVIORAL SHIFT

Pet owners are increasingly attentive to their pets' health and wellbeing and rely more and more on digital tools to get information and manage services.

+68% of pet owners using apps and digital services (2021–2025)

Source: Euromonitor 2025

NEW TECHNOLOGY

AI, telemedicine and integrated digital services now make it possible to deliver a complete, personalized and scalable pet-care experience.

AI + PET CARE

one of the fastest-adopting areas in 2024–2026

Source: Global Pet Tech Report 2025

MARKET GROWTH

The pet care market is expanding strongly and will continue to grow in the coming years, driven by higher spending, pet humanization and new digital services.

€31.9 billion

pet food market in Europe in 2026

Source: Assalco-Zoomark, 2025

REGULATION AND TRENDS

New regulations and greater attention to traceability and animal welfare are pushing the market toward more structured and conscious pet management.

More regulation

on health, traceability and animal welfare in the EU and Italy in 2024–2026.

AN UNRESOLVED INEFFICIENCY

Pet management is still fragmented across apps, chats, paper notes, manual reminders and separate services. No solution currently offers a single, simple and complete experience.

Zampy closes this gap by bringing together health, reminders, services and purchases in one single platform.

The context is ready. The solution is ready.

ITALIAN MARKET OPPORTUNITY

We start with Zampy's concrete entry market in Italy, then expand toward the broader opportunity.

OUR INITIAL TARGET

Zampy is designed for all pet owners: families, singles, couples and caregivers of all ages who want a simpler, healthier, more memorable way to care for their animals, with products, services and experiences for their pets.

- All age groups
- Families, singles and caregivers
- Recurring digital needs

ZAMPY'S INITIAL BEACHHEAD (ITALY)

Latest available data from the most recent sources, updated to 2026.

POTENTIAL CUSTOMERS

14,3 million

families with at least one pet in Italy

AVERAGE ANNUAL SPEND PER CUSTOMER

€370

average annual spend on pet food + pet care per household with a pet

SAM / INITIAL ADDRESSABLE MARKET

€2,18 billion

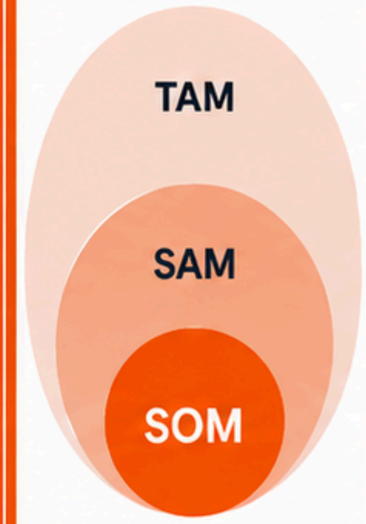
specialized channels + online already active

INITIAL SOM

€43,7 million

hypothesis: 2% of SAM

TAM / SAM / SOM



TAM
€5,3 billion
total pet food + pet care market in Italy

SAM
€2,18 billion
specialized market + e-commerce

SOM
€43,7 million
2% initial share of SAM

54,5%
of Italian households live with at least one pet

53,6 million
companion animals in Italy

€483 million
pet e-commerce sales

+2,5%
growth of the total market in 2025

A concrete, measurable market, ready to be served.

Sources: Assalco-Zoomark 2025, Istat 2025, Zampy elaboration.

EUROPEAN MARKET OPPORTUNITY

A large, resilient pet economy with a focused entry point and clear room to scale across Europe.

OUR ENTRY POINT

Zampy is built for European pet owners across life stages—families, singles and caregivers—seeking a simpler way to manage pet care, reminders, purchases and everyday services.

- **140M** pet-owning households
- **Families, singles & caregivers**
- **Recurring, digital needs**

ZAMPY'S CORE MARKET (EUROPE)

Based on the latest FEDIAF data and Zampy analysis.

PET-OWNING HOUSEHOLDS

140 million

European households with at least one pet

AVERAGE PET FOOD SPEND / HOUSEHOLD

€210

derived from annual European pet food sales

SAM / INITIALLY REACHABLE MARKET

€11.8 billion

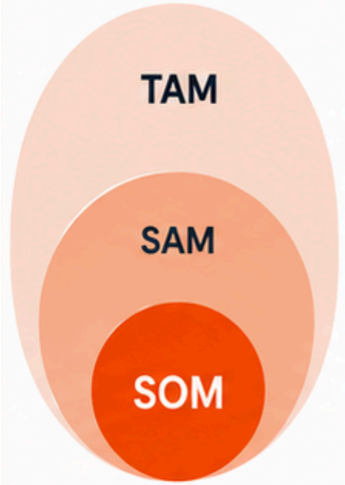
digitally addressable and specialized channels

INITIAL SOM

€236 million

assuming a 2% share of SAM

TAM / SAM / SOM



TAM
€29.4 billion
European pet food market

SAM
€11.8 billion
digitally addressable + specialized channels

SOM
€236 million
initial 2% share of SAM

- **49%** of European households own a pet
- **306 million** companion animals in Europe
- **€29.4 billion** annual pet food sales
- **4%** annual value growth rate

A large, measurable opportunity with a focused starting point and scalable upside.

Sources: FEDIAF European Pet Population and Market Data 2024 (published 2026); Zampy analysis

U.S. MARKET OPPORTUNITY

We are entering through a focused wedge in a large, resilient pet economy—with clear headroom to scale.

OUR ENTRY POINT

Zampy is built for mainstream U.S. pet owners—families, singles and caregivers—seeking a simpler way to manage pet health, reminders, purchases and everyday services.

- All age groups
- Families, singles & caregivers
- Recurring, digital needs

ZAMPY'S CORE MARKET (U.S.)

Based on the latest market data available in 2026.

POTENTIAL CUSTOMERS

95 million

U.S. households with at least one pet

AVERAGE SPEND PER CUSTOMER

$1,660

annual pet-industry spend per pet-owning household

SAM / INITIALLY REACHABLE MARKET

$65 billion

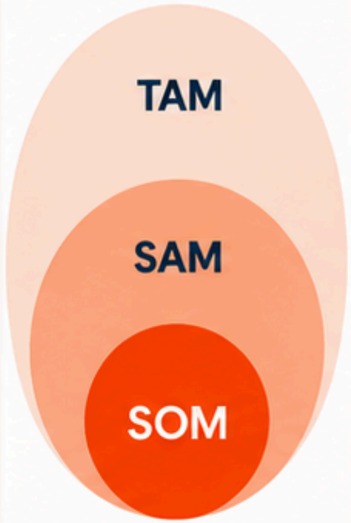
specialized channels + e-commerce

INITIAL SOM

$1.3 billion

assuming 2% of SAM

TAM / SAM / SOM



TAM

$158 billion

total U.S. pet industry spend (2025)

SAM

$65 billion

specialized channels + e-commerce

SOM

$1.3 billion

initial 2% share of SAM

71.1%

of U.S. households own at least one pet

95 million

pet-owning households in the U.S.

$41.0 billion

veterinary care & product sales

$165 billion

projected U.S. pet industry sales in 2026

A large, measurable market with a focused entry point and meaningful upside.

Sources: APPA 2025/2026 State of the Industry; Zampy analysis

HOW LOGISTICS WORKS

Simple, secure and trackable buying and selling.

PURCHASE

From the marketplace to your home.

1 Choose the product and complete the order on Zampy.



2 The seller prepares the package.



3 The courier picks up the package and ships it.



4 Receive your order at home, with real-time tracking.



OUR LOGISTICS PARTNERS

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GLS.

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SELL

Ship your product in just a few steps.

1 Create your listing and sell on Zampy.



2 When sold, download the shipping QR code.

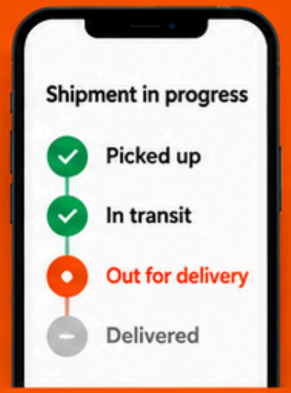


3 Bring the package to a drop-off point (Post Office, BRT, GLS, ...).



4 The courier picks it up and delivers it to the buyer.





From your home to theirs, in a simple, secure and trackable way.

BUSINESS MODEL

More services, more value, more revenue.

Zampy generates revenue from commissions on services and products, with a scalable model and high potential for recurring income.

PET OWNER

Uses the platform to book services, buy products and manage their pet's everyday life.



OUR REVENUE STREAMS

SERVICE COMMISSIONS
On veterinary bookings, grooming, pet sitting and other professional services.
10% average commission

PRODUCT COMMISSIONS
On sales in the marketplace of pet products.
8% average commission

PREMIUM SUBSCRIPTIONS
Advanced features: reminders, multiple profiles, exclusive discounts and more.
€2.99 - €5.99 per month

B2B SOLUTIONS
Dedicated tools and plans for professionals and chains (with monthly or annual fees).
€29 - €99 per month per partner

EXAMPLE OF A TRANSACTION

Veterinary consultation booking
€ 60
service value

→

Zampy commission (10%)
€ 6
revenue for Zampy

→

€ 54
to the professional

OTHER EXAMPLES

Product sale
€ 30
8% = € 2.40
revenue for Zampy

Premium subscription
€4.99/month
100%
revenue for Zampy

OUR KEY KPIs

€116.18
Weighted average ticket (services + products)

10%
Average commission

~€4.45M
Estimated annual revenue (base scenario, at scale)

Growing margins
thanks to scale, recurring revenue and high retention

A simple, scalable and high-potential revenue model.

REVENUE ENGINE

A complete offer that creates value, with strong revenue potential and scalability.
We estimate to capture **1%** of the **daily transactions and bookings** in the market.

A SCALABLE MODEL

By offering multiple services, a high average ticket and recurring commissions, we estimate to **capture 1% of the daily transactions and bookings,** generating significant revenue potential with wide margins for growth.

Service	Daily Transactions (market estimate)	Annual Transactions (market estimate)	Average Ticket (€)	Commission (%)	Daily Revenue (1% of market)	Annual Revenue (1% of market)
Telemedicine	1,600	584,000	€30.00	10%	€48.00	€175,200.00
Physiotherapy	1,200	438,000	€60.00	10%	€72.00	€262,800.00
Pet Taxi	2,800	1,022,000	€30.00	10%	€84.00	€306,600.00
Dog Walking	6,000	2,190,000	€15.00	10%	€90.00	€328,500.00
Nutritionist	1,600	584,000	€80.00	10%	€128.00	€467,200.00
Day Care	8,000	2,920,000	€25.00	10%	€200.00	€730,000.00
Training	5,000	1,825,000	€50.00	10%	€250.00	€912,500.00
Boarding / Pension	8,000	2,920,000	€35.00	10%	€280.00	€1,022,000.00
Pharmacy	8,000	2,920,000	€45.00	10%	€360.00	€1,314,000.00
Pet Sitting	13,000	4,745,000	€30.00	10%	€390.00	€1,423,500.00
Purchase/Sale	300	109,500	€1,000.00	10%	€400.00	€146,000.00
Insurance	3,800	1,387,000	€220.00	10%	€836.00	€305,140.00
Specialist Veterinary Care	6,000	2,190,000	€180.00	10%	€1,080.00	€394,200.00
Veterinary Care	55,000	20,075,000	€45.00	10%	€2,475.00	€903,375.00
Veterinarian	135,000	49,275,000	€60.00	10%	€8,100.00	€2,956,500.00
Marketplace	137,600	50,224,000	€70.00	10%	€9,632.00	€3,516,680.00
TOTAL	**400,000**	**146,000,000**	**€116.18**	**10%**	**€27,535.00**	**€10,648,295.00**

400,000
estimated daily transactions and bookings (in the total market)

146 million
estimated annual transactions and bookings (in the total market)

€27,535
estimated daily revenue (with 10% commission and 1% market share)

€10.6 million
estimated annual revenue (potential, with 1% market share)

*Note: transactions, average tickets and revenues are example estimates based on market data and may vary. Figures assume a **1% share of daily transactions and bookings.***

THE ROADMAP

A clear and realistic path to build the most complete ecosystem of services for **pet care** in **Italy** and **Europe.**

OUR VISION

From a simple booking platform to a complete ecosystem of services, data and solutions that simplifies and improves the lives of millions of pets and their families.

1 MVP

0–6 MONTHS

Launch in the first Italian cities with essential services and model validation.

- Veterinarian
- Grooming
- Pet sitter
- Boarding

- iOS and Android app
- Search and booking
- Integrated payments
- First partner veterinarians and groomers
- Launch in 2–3 pilot cities

2 MARKETPLACE

6–12 MONTHS

Expansion of the offering and growth of the user base.



- More service categories
- Verified review system
- Subscription management
- Professional area
- Expansion to 10+ cities

3 ECOSYSTEM

12–24 MONTHS

Additional services and loyalty tools.



- Health reminders and calendars
- Wellness plans and subscriptions
- Veterinary telemedicine
- Products and marketplace
- Insurance and financial services
- Loyalty program

4 EUROPEAN SCALE

24+ MONTHS

Consolidation of the model and international expansion.



- Expansion into new Italian cities
- Entry into other European markets
- Strategic partnerships
- New services and vertical categories
- Use of AI for personalization and needs prediction

EXPECTED RESULTS

- **10,000+** active users within 12 months
- **1,000+** professional partners within 12 months
- **€1M+** annual GMV within 18 months
- **Expansion to 3+ countries** within 36 months

A concrete path to build today the foundations for **a bigger tomorrow.**

HOW WE ACQUIRE

A multi-channel strategy to quickly reach pet owners and partners.

USER ACQUISITION (B2C)

Bringing pet owners onto the platform.

SEO & Content
Guides, blog, tips and local SEO

Social Media
Instagram, TikTok, Facebook with educational content

Referral
Word of mouth and "Invite a friend" program

Advertising
Targeted Google and social campaigns on a local basis

Partnerships
Collaborations with pet brands, insurers and communities

PARTNER ACQUISITION (B2B)

Bringing professionals and services onto Zampy.

Direct Sales
Commercial team and targeted outreach for key categories

Self-onboarding
Simple and fast online sign-up for professionals and businesses

Industry Partnerships
Veterinarians, groomers, pet stores, associations and local networks

Events & Trade Shows
Presence at trade fairs and local initiatives

Incentive Programs
Favorable conditions for first partners and referrals from professionals

USER ACQUISITION FUNNEL

1 AWARENESS
We attract attention

2.5M
people reached/year
(SEO, social, ads, partnerships)

→

2 CONSIDERATION
We generate interest

500,000
website/app visits per year
(content, reviews, community)

→

3 CONVERSION
We convert into users

50,000
registered users/year
(simplified signup)

→

4 ACTIVATION
We create value

20,000
users who make at least one booking/year

GROWTH STRATEGIES

ORGANIC GROWTH
Valuable content, local SEO and reputation built on reviews and user satisfaction.

NETWORK EFFECT
More services and reviews attract more users, who in turn attract new professionals.

GEOGRAPHIC EXPANSION
Starting from major Italian cities, followed by national and European coverage.

NEW CATEGORIES
Progressive addition of services (insurance, e-commerce, advanced pet care) to increase usage frequency and value per user.

A scalable acquisition model, supported by content, community and partnerships.

OUR COMPETITIVE ADVANTAGE

An integrated ecosystem, proprietary data and a community that grows with us. **The more Zampy grows, the harder it becomes to replicate.**

We are not just a booking app, but the digital infrastructure that connects pet owners and professionals in a single ecosystem, generating data, trust and frequency of use.

1. VERIFIED PROFESSIONAL NETWORK

We build a qualified network of veterinarians, groomers, pet sitters and other professionals, with verification processes and real reviews.

- Quality and trust
- High switching costs
- Network effect

2. DATA AND PERSONALIZATION

Every interaction generates proprietary data that allows us to offer increasingly personalized services, improving the lives of pets and their owners.

- Single pet profile
- Targeted recommendations
- Higher retention

Zampy

The more Zampy grows, the harder it becomes to replicate.

3. MULTI-SERVICE ECOSYSTEM

A single platform that integrates health, care, wellbeing and everyday services, with bookings, payments and centralized management.

- Complete experience
- Greater frequency of use
- More value per user

4. LOYALTY AND USAGE FREQUENCY

Pets generate recurring needs. Loyalty programs, health plans and reminders increase booking frequency and value over time.

- Recurring needs
- Loyalty programs
- LTV growth

BARRIERS TO ENTRY

Trust and reputation
Difficult to replicate in the short term.

Network effect
The more users and professionals, the more indispensable the service becomes.

Proprietary data
A unique database on pets, habits and services, improving over time.

Technological integration
Processes, algorithms and operations designed to scale.

A competitive advantage that creates value today and builds the foundations for **future growth.**

VALIDATION

The market is already responding.

250+
Pet owners interviewed

Surveys and interviews to validate needs and habits.

Italy	≈ 397K potential market transactions / day
Europe	≈ 3.84M potential market transactions / day
United States	≈ 2.60M potential market transactions / day

80+
Interested partners

Veterinarians, groomers, pet sitters, and pet stores in the activation phase.

3 cities
Pilot launch starting

Field tests in Milan, Turin and Rome in 2026.

WHAT WE HAVE VALIDATED

- Need for services and pet management in one place.
- Strong interest in bookings and reminders.
- Professionals' willingness to receive new clients.
- Interest in marketplace, loyalty and recurring services.

From the problem to real demand:

Zampy is not born only from a market opportunity, but from a need validated in the field.

COMPETITION

A fragmented market: strong vertical apps exist, but none offers a complete experience like Zampy.

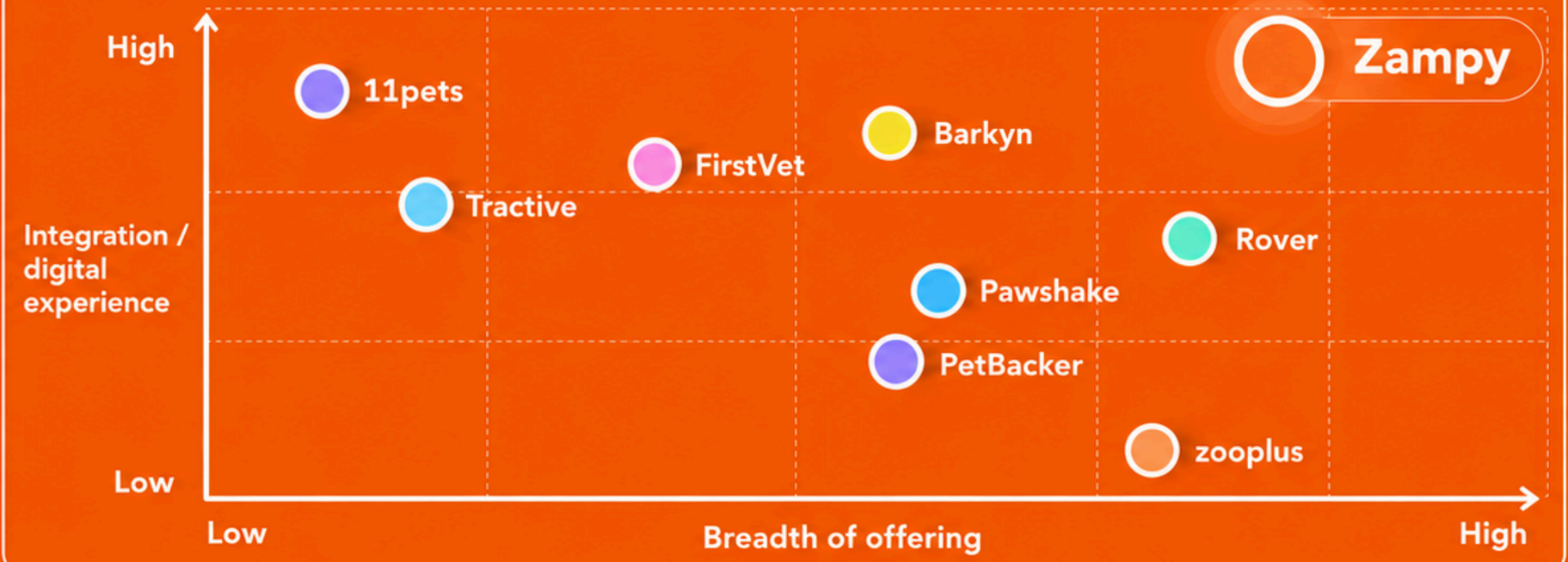
WHY WE WIN

Single platform
Brings together services, products and everyday management.

Simple experience
Digital, recurring and easy to use.

More value
For users and partners in one ecosystem.

COMPETITOR MATRIX | Qualitative positioning



WHAT IS MISSING TODAY

Vertical solutions
Services, products and community offered by separate players.

Low integration
Few connections between the different services.

Fragmented experience
Users must use multiple apps and channels.

Low continuity of use
Sporadic, non-recurring relationship.

Zampy occupies the most attractive space: high integration + complete offering.

COMPETITOR LANDSCAPE

Many solutions, but no complete experience.

	Zampy All-in-one platform	Rover Pet sitting & dog walking	Bauzaar Product marketplace	subito General marketplace	zooplus Pet products e-commerce	ARCAPLANET Physical & online retail	VetClick Veterinary booking	CronoVet Clinic management	DogBuddy Pet sitting	Wamiz Content & community	PetPass Pet health records
Product marketplace	✓	✗	✓	✓	✓	✓	✗	✗	✗	✗	✗
Service bookings (veterinary, grooming, pet sitting)	✓	✓	✗	✗	✗	✗	✓	✓	✓	✗	✗
Pet management (reminders, health, documents)	✓	✗	✗	✗	✗	✗	✗	–	✗	–	✓
Loyalty program & benefits	✓	✗	✓	✗	✓	✓	✗	✗	✗	✗	✗
Multi-service coverage	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Dedicated app	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Integrated ecosystem (products + services + content)	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

A UNIQUE INTEGRATED PLATFORM

Products, services, reminders and content in one place.

A COMPLETE EXPERIENCE FOR PET OWNERS

From daily care to purchases, without fragmentation.

HIGHER USER LOYALTY

Recurring services and a loyalty program.

A UNIQUE MARKET POSITION

Addresses more pet owner needs than any single competitor.

Zampy connects what is fragmented today, offering a complete and distinctive experience.

THE INVESTMENT

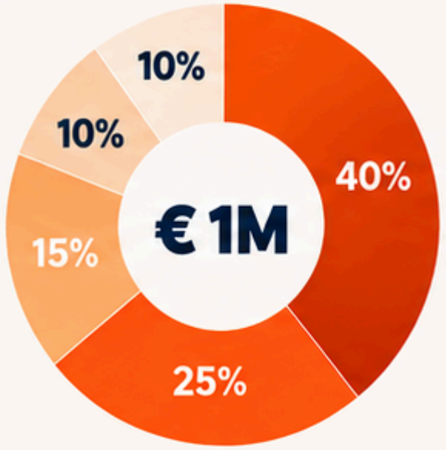
A concrete opportunity to build the reference platform for pet care in Italy.

ROUND OBJECTIVE

€1 MILLION

18 months to launch Zampy, validate the model and reach initial commercial scale.

USE OF FUNDS



- **40% Product & Technology** — Platform development, app, integrations and technology.
- **25% Marketing & User Acquisition** — Brand, performance marketing and community growth.
- **15% Partnerships & Onboarding** — Veterinary clinics, groomers, pet sitters and pet stores.
- **10% Operations & Team** — Team, customer support and operational processes.
- **10% Strategic Reserve** — Flexibility for growth opportunities.

KEY MILESTONES (18 MONTHS)

- **M0 – M3** — **MVP development**: Beta launch with real users and first pilot partners.
- **M3 – M6** — **Official launch in Italy**: User acquisition, onboarding of veterinary clinics and pet sitters.
- **M6 – M12** — **User and transaction growth**: Unit economics validation and expansion of services and categories.
- **M12 – M18** — **Break-even readiness**: Market consolidation and preparation for Series A.

WHY INVEST IN ZAMPY

- **Large and growing market** — €4.45B potential annual revenue in Italy (baseline scenario).
- **Scalable and profitable model** — Recurring revenue, multi-service platform and attractive margins.
- **Strong and complementary team** — Tech, pet care, marketplace and growth expertise.
- **Real impact** — Improving the lives of millions of pets and their families.

WHAT WE WILL ACHIEVE

- **Live product** — A complete and scalable platform.
- **First users and revenue** — Model validation and market traction.
- **Partner network** — Veterinary clinics, groomers, pet sitters and pet stores.
- **Strong foundation** — Ready for the next funding round and European expansion.

Investing today for a simpler, happier and more pet-friendly future.

OUR VISION

We are starting with everyday pet care management,
with the ambition to become the leading global platform for life with pets.

TODAY

A platform that makes it easy to access pet care services and products in one place.

TOMORROW

A connected ecosystem for pet owners, professionals and brands, powered by increasingly personalized services.

THE FUTURE

A category-defining companion care ecosystem across Europe and beyond, enabling a better life for pets and the people who care for them.

More time and peace of mind for pet owners

More opportunities for professionals

Greater well-being for pets everywhere

OUR TEAM

Three complementary perspectives shaping the future of Zampy.



ALESSANDRO AVELLA

FOUNDER

- Rome
- Economics & Finance
- 25 years old
- Italian & U.S. passports



CLAUDIA AVELLA

CO-FOUNDER

- London
- Illustration
- 27 years old
- Italian & U.S. passports



GIULIA AVELLA

CO-FOUNDER

- London
- Graphic Design
- 27 years old
- Italian & U.S. passports

COMPLEMENTARY SKILL SETS | **SHARED VISION** | **INTERNATIONAL OUTLOOK** | **IMPACT-DRIVEN**

Three siblings, one shared mission: making pet care simpler, happier and more accessible.

Zampy

Thank you for your attention!

+39 333 700 1876
alessandro.avella00@gmail.com