



Introduction:

Allow us to introduce our company, Kids, Pets & More, Inc. We develop fun, eco-friendly, sustainable products for people and pets for those times when we're together or alone. With over 150 amazing toys, games and novelties for kids, the kid in every adult and our extended pet family, our variety of products provide adventure, play, and amusement for the entire family. In the manufacturing process, we are committed to be as green and eco-friendly as possible.

Our products are highly protected with **intellectual property** (IP's) (having **multiple copyrights and patents granted & pending** and multiple trademarks granted & pending).

In our Toys, Games and Novelties divisions, we have **SoSmart**® (smart toys for kids & pets), **Zstand**® (the ultimate portable work station), the **Retriever**®, **Twisted Teddys**™ (plush toys), **Ellie & Eddie-phant**© (sippy cup/toy), **Novelty Bottle Accessory** (unique bottle toppers), **Katie's Dollhouse**, **Smitty's Therapeutic and Brain Building Board Games** for people of all ages and other original board games.

In our Pets division, we have **Dogtor Rx**® (preventive pet health care), **Divina BioRF** (non-GMO, organic pet products), **WeGo**® Pet Bowl and Cup Liners (collapsible travel pet food feeders) and our **Dog Watering Bone** and Hoses. We'll originate a semi-annual global [**Eureka!! 4Pets**] product contest to be able to bring to market wonderful products from all around the world. Winners in our pet contest may be offered a Licensing Agreement, which will add their product into our existing product lines. Cash prizes, sponsors, and media exposures will expand our contest so even non-winners will gain valuable exposure for their product ideas. Sponsors will design advertising campaigns for the contest with all cash prizes being paid from this sponsorship income.

Winning Investment Opportunity:

With our innovative team in place, we are miles ahead of our competitors. When you choose to invest with Kids, Pets & More, Inc., you can be confident that your funds will be invested wisely. KP&M has acquired Key Executives that will position our company for sustainable growth. With a GREEN platform, we will always think earth conscious and hold people and quality first. We strive to be socially aware for our employees, customers and investors.

Kids, Pets & More, Inc. Status: Active, Type: Domestic Stock
Address: 30 N. Gould St., Ste. 12620, Sheridan, WY 82801

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PROBLEMS WORTH SOLVING



1. Green, socially responsible toy, game, novelty and pet products are difficult to find.
2. Manufacturers have turned to saturating the market with cheap designs that are derivative and compromise quality.
3. Cheaper plastic products means their lifespan is very short, end up in the trash a lot faster, are often unable to be recycled, create an environmental health Impact and are often in a "Red Ocean".
4. Growth of mobile devices has drastically reduced the amount of time spent on physical toys for children, adult toy fanatics and our pets.
5. Innovation is lacking.
6. Closing of physical brick and mortar stores have created a dent in sales for some retailers.
7. 1.5 Million pets are euthanized each year.



SOLUTIONS



1. Kids, Pets & More products are made with environmentally friendly, recycled, recyclable materials such as, wood, bamboo, cotton, metal and natural rubber, etc.
2. We are dedicated to get environmentally friendly, 100% recyclable, quality products to the market.
3. We will research sustainable alternatives that will stay stronger for longer. With the help of our safety advisors, we will provide products that extend the value to the customer with durable offerings.
4. We provide products that bring back the warm and fuzzy days of face-to-face game time with family and friends and enhance the relationship between pets and their owners.
5. Our products include educational and inspirational offerings for children and adults alike, with the addition of a National Pet Product competition for the innovation of pet products. We help save the lives of pets that can be saved.
6. Kids, Pets & More will operate in a "Blue Ocean Strategy" with cutting edge, green material, as well as, product lines with planned extensions. For example, our Ellie & Eddie-phat product will be extended into a line of animal themed products for kids.
7. By exploring the deeper potential of the marketplace that has yet to be tapped and expanding existing industry boundaries, we will find the right market opportunities and make the competition irrelevant.



COMPANY OVERVIEW



Partners and Resources:

As a member of the G2G incubator, we participate with the following organizations:



Funding Sources:

We are actively seeking Funding via Title 3 Funds, Angel Investors, Government Grants, etc.

Customer Appeal:

KP&M products are cost effective, new, unique & original. We cater to all age ranges. Our desire to be green & eco-friendly will appeal to customers who are like-minded & in the market for environmentally friendly, fun products for their kids, themselves & their pets. Our products cater to many aspects of our customers home life.

Company Values:

- We helped launch VetBros Charitable Organization, whose mission is to reduce pet euthanasia, educate families on pet care & identify innovative product ideas through global contests.
- We have over 250 existing products at various stages of development, which we will pursue using revenues and investment dollars. Also, we have an educated, experienced, fun-loving assortment of Inventors, Designers, Marketing and Business Personnel who have the "know how" to successfully market all of our great products.

Specific Products and Divisions:

We feature products in four divisions - toys, games, novelties & pet products.

Company name :

Corporation: Kids, Pets & More, Status: Active,,
Type: Domestic Stock, Address: 30 N. Gould St.,
Ste. 12620, Sheridan, WY 82801. Agent For
Service of Process: Prof. Preston Craig, 3968 N.
Bayou Lane, Boise, ID 83703, USA.

Company Product Offerings:

KP&M manufactures, markets, licenses and sells new and original innovative Toys, Games, Novelties and Pet Products. We pride ourselves in our mission to be Green and Eco-Friendly. Also, we are passionate about supporting charitable and social causes, eliminating pet euthanasia and providing pet education.

KIDS, PETS & MORE BUSINESS PROPOSITION



Our Unique Business Proposition:

1. We will provide numerous products for all ages, filling many gaps inside the toys, games, novelties and pet products marketplace.
2. We will only provide the best, unique products to the marketplace.
3. We will make all our products environmentally safe, non-toxic, and fun for every household and kids of all ages.
4. We will create many outreach programs designed to provide people fun & better ways to share and interact with one another.

Our Early Cashflow Processes:

1. We will generate substantial ROI from dramatic sales from our multiple diversified lines of toys, games, novelties and pet products.
2. We will have early positive cashflow by outsourcing production and using tight control of costs, assets, and R&D expenditures.
3. We will leverage the renowned expertise of our CMO, Michael Weinstein, to strategically introduce our products to the market.
4. We will collaborate with carefully selected distributors, who will be cultivated for their strengths and push for our creative lines.
5. We will grow aggressively with fiscal responsibility with our goal to be very profitable by the end of our second year.

Our Marketing Outreach Platform:

1. We will utilize all available profit centers, from small mom & pop stores to the giant mass-market-internet retailers & big box stores.
2. We will use social media, conventional advertising, and Global Industry Trade Show events to promote our products.
3. We will utilize our diverse product lines for creating a unique presence within the Toys, Games, Novelty and Pet Product Communities.
4. We will host and attend several charitable functions to generate donations for our various non-profit "youth" outreach programs.
5. We have an exclusive partnership with VetBros and work with 1000 VetBros Veterinarians to help save pet lives and market our products.
6. We are a prime candidate for profitable licensing deals.

Our Global Ideas Contest:

1. We will sponsor, globally, our annual inventors contest, which will include cash prizes and the ability to bring new, innovative products to the marketplace through Kids, Pets & More, Inc.
2. We will use all available internet sources to promote our contest and develop international acclaim as our global ideas contest reaches out to inventors of all ages, everywhere.
3. We will grow aggressively through our products developed in house and also from all outside sources and contest winners for our globally diversified, fun-loving products.

KIDS, PETS & MORE, INC. TEAM

(MANAGEMENT, BOARD MEMBERS, ADVISORY MEMBERS)



About Our Team

- There are multiple veterinarians and green economy experts as advisors to teach our company green design methods that provide safe products for people and the environment.



Prof. Preston Craig
President/CEO
Board Member

With an M.F.A. in illustration and 30+ years of experience as a graphic designer-educator-illustrator- and fine artist., he is an award-winning Multimedia Artist with decades of proven successes for Disney, Lockheed, Kaiser Permanente, Litton Data Systems, CBS Studios and many others.



Tom Sims
Secretary/Board Member/
Entrepreneur/Inventor

The creator of **SoSmart®** Smart Products, he is an electronics engineer with 40+ years of experience covering multiple disciplines, including; digital design, mechanical design, software engineering, project engineering, program management, field service, sales, marketing, quality assurance, patent development, business development & creative inventions. Tom has worked for numerous companies. DoD contractors such as Bunker Ramo, Eaton and Malibu Research, as well as his own companies.



Sandy Lipkin
Patent Agent, Esq.

A licensed attorney in California since 2002, she has been licensed with the USPTO as a patent agent since 2000. Also, she was an R&D chemist and a senior chemist for a silicone manufacturer.



Michael Weinstein
CMO

CEO of JAM Direct, he is an entrepreneur and seasoned marketing executive that is responsible for selling hundreds of millions of products through product licensing (As-Seen-on-TV consumer products like the Snuggie® - an oversized blanket with sleeves and Shittens). He has lead the strategic direction and revenue growth for companies ranging from startups to Fortune-500 companies and generated over seven figures in sales.



Jeff Cohen
COO

He has mentored several hundred executives and companies, including rising star companies that later became Fortune 500 Companies. and developed winning sales teams for sustainable businesses.



Prof. Alan Tratner
Green2Gold Incubator

Founder of the **Green2Gold** non-profit global incubator, has mentored thousands of individuals, hundreds of companies and impactful non-profits over the past 52 years to develop green products using his own profitable business platforms for companies and investors.

KIDS, PETS & MORE, INC. TEAM

(MANAGEMENT, BOARD MEMBERS, ADVISORY MEMBERS)



Richard Pocapalia
Entrepreneur/
Inventor/Board
Member



With a B.S. degree in Environmental Design from Cal Poly, he has been an entrepreneur & inventor since 1979. He started **Ecwise Innovations**, a 501c3, which promotes sustainable agriculture, clean, renewable energy and more.



Dr. Mondrian Contreras
Veterinarian/Advisory Board

Our main veterinarian advisor, has founded his own non-profit charity (**VetBros**), with help from our Pet division, which will provide funding for lower income families who are unable to afford life saving treatments for an injured family pet.



Carmen Milagro
Entrepreneur/
Inventor

A Master Certified Wellness Coach, she is the founder & chief creative at **DIVINA** and **SOOTHE BioRF Pet Products**, a wellness company where plant medicine intertwines with modern technology (www.divina.store). Her products, which only use organic, all-natural, plant-based & food grade ingredients, are enhanced with Bio-Resonance Frequency for greater efficacy and better results for pain management and personal care.

She's been featured in USA TODAY's Hispanic Living and is the Founder & Chair of the DIVINA WORLD Foundation. Additionally, she hosts her own livestream TV series and has interviewed many industry experts, such as Jill Michaels (World's #1 Fitness Trainer), as well as Caroline Stansbury & Sergio Carrallo (Real Housewives of Dubai) on the topics of mental health and fitness.



Endre Nagy
Entrepreneur/
Inventor

With 20+ years of entrepreneurial and manufacturing experience and 10 years of Neutraceutical Product Development, he is the founder of **Vet Nutrition**, the **Food Impact Institute**, **Functional Food Technologies** and inventor of **DogtorRx**, **GUIDUS** and the Food Impact App Technology.



Dr. Peggy Woods
Entrepreneur/
Inventor

She is an inventor, best-selling author, international speaker, book writing coach, and founder of **Write Now Publishing Co.** and **Hope is Rising Ministry**. In 2025, she was inducted into Who's Who In America for her lifetime achievements. As a creative innovator, she finds solutions to social, educational, technological, and health problems. **Smitty's Therapeutic Game Board®** is one of her innovations. It is a game created to help adults and children with upper extremity irregularities regain mobility and dexterity while having fun.

KIDS, PETS & MORE, INC. TEAM

(MANAGEMENT, BOARD MEMBERS, ADVISORY MEMBERS)



Salvatore Matteo
Entrepreneur/
Inventor

He studied at Otis/Parsons, where he discovered his true inspiration in everyday objects, architecture, furniture design, and the art of model making and sculpture. An accomplished designer and inventor, he has evolved from a foundation in Facilities Engineering Design into a diverse range of creative fields, including interior, set, and theater design. Drawing on this eclectic blend of influences, he has since channeled his talents into the creation of **ZStand®**, a revolutionary line of robot-like, portable, mobile workstations that showcase his innovative approach to design.



Ben Martinez
Entrepreneur/
Inventor

Chief Executive Officer and President of CARBEN Corporation, Inc. (a military veteran owned company), he is also active as a registered U. S. Federal Gov't Contractor consulting for new ideas in intellectual properties, research and development related to Earth sustainable ideas and many other areas for future growth. Also, he is the creator and holder of several patents including "**Hidden Identification Tags** for objects, which includes automobiles". These chip systems offer find, track, anywhere location spotting for many various items that need tracking protection in all industries worldwide, including military, civilian, government institutions and platforms. In addition, he created the **Retriever®** and retains an active DBA for **BRM Enterprises** along with **CARBEN Corporation** in Alexandria, Louisiana.



Bruce Kerill
Inventor/Board Member

A native Chicagoan, with two design patents and several more pending.



Jason Best
Entrepreneur/
Inventor

Inventor of **WeGo®**, he obtained his education at John Tyler community college before moving to California and has worked in the health and fitness industry as a fitness coach for a decade, with additional experience in private security. Also, he is a health enthusiast, loves nature and animals and believes in leaving the world better than how he found it. Additionally, he is a family man with being the father of two boys, and a husband to his best friend. z

PRODUCT/ SERVICES OVERVIEW



Kids, Pets & More, Inc. has exclusive rights to over 150 product IPs available for licensing, including board games, toys, novelties and pet products. Some have United States registered copyrights, trademarks and provisional patents filed as well as patents pending issued.

Benefits of products (compared with existing or emerging products):

1. Our products are unique, original and cost effective for the consumer.
2. We strive to have a GREEN footprint.
 - Not only have we created new and great inventions but, as an added bonus, ones that are made from recycled goods wherever possible.
3. We have new and creative IPs that are unique to the marketplace. We believe these products will excite current customers in the marketplace and attract new ones.

Ownership of IP (Patent intellectual property):

The intellectual property is owned by the individual inventor and licensed to KP&M, Inc. Its governing members will be allowed to represent the inventors as it relates to negotiating and licensing their products.

Current Development Status:

There are a multitude of products underneath this umbrella, which are in many stages of development, from conceptual to market ready. We could have prototypes finished in a short time and ready to market in as little as three months.

Internal Development vs External Development:

About 75 to 90% of the design work is done internally, which helps to reduce costs. In the case requiring outside design assistance, we have existing relationships in place with experts that are *willing to do the required work*.

Market Validation (beta testing):

Beta testing has been done for a goodly number of our products but there's a variety of products that still need review & beta testing prior to launch. KP&M has conducted extensive surveys that indicate the desired ranking order of product introduction to the market based on customer feedback.

Mitigating Risks and Challenges:

We realize marketing our products will be a big challenge but with our CMO, Michael Weinstein and assistance from Jeff Cohen (COO), we feel we are up to the tasks. By utilizing social media, publicity events, and direct sales, KP&M will successfully face the marketing challenges in today's age of technology. We are excited about getting our products to the market and look forward to working in alliance with our experts.

JUST A FEW OF OUR PRODUCTS

PLUSH TOYS



The Family of Twisted Teddys™
Products that will be the next big
hit like Cabbage Patch Dolls or
Angry Birds.

- Dracu Teddy©
- Millennial Teddy©
- Gangsta Teddy©
- Redneck Teddy©

Board Games



Since the rear legs are longer than the front, the ball rolls
back automatically.

Smitty's Therapeutic Board Game©
(Increasing flexibility and mobility)



BioRF Organic & Soothe BioRF Products for Pets
(enhanced with Bio-Resonance Frequency)



Musical Dog Sticks



Zip-Tie Dog Collar



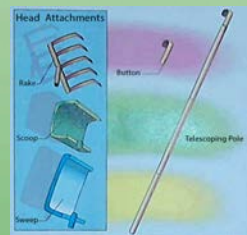
WeGo®
Pet Bowls & Cup Liners



Slurp-n-Chew
Watering Bone



ZStand
(Ultimate Portable Workstation)



The Retriever

NOVELTIES



Urban Tower Garden™
A vertical garden that snaps
together without the need for
any extra tools.
Comes in two sizes.



Ellie and Eddie-phanto©
Sippy Cup/Toy™



SoSmart®
(Smart Products for Kids & Pets-
Toys that come to life)



PET PRODUCTS



MARKET'S NEED FOR OUR PRODUCTS

"The global toys and games market size was estimated at USD 324.66 billion in 2024 and is expected to grow at a CAGR of 4.3% from 2024 to 2030. The toys and games industry is expanding due to various factors such as parents' increased interest in green toys, the resurgence of conventional toys & and awareness about the cognitive benefits of building toys . . .". March 16, 2023

<https://www.grandviewresearch.com/industry-analysis/toys-games-market#:~:text=Toys%20And%20Games%20Market%20Size%20%26%20Trends,4.3%25%20from%202024%20to%202030>

"The global pet care market size was valued at USD 246.66 billion in 2023 and is projected to grow from USD 259.37 billion in 2024 to USD 427.75 billion by 2032, exhibiting a CAGR of 6.45% during the forecast period. North America dominated the pet care market with a market share of 33.81% in 2023". Last updated: January 27, 2025

<https://www.fortunebusinessinsights.com/pet-care-market-104749>

Extreme Product Differentiation (untapped Special Needs market):

A great need exists in an underserved section of society, i.e., the physically, mentally and emotionally challenged. At Kids, Pets & More, Inc., we believe that everyone deserves to have fun. KP&M has several new innovative products under development that can help to stimulate, engage and entertain people of all ages with a variety of disabilities. Some of these include, "The Muzical Key" that helps track improvement in brain, body and emotional well-being through mimicking music, and arm fins for hand and foot amputees. We encompass every need with our beginner sign language game, "Sign Language" with initial ideas of adding brail and games specifically catering to the hearing impaired.

Our Products and Society:

We have devoted and will continue to devote our time to creating innovate, fun, engaging, safe and eco-friendly cutting edge products that are inclusive. Kids, Pets & More, Inc. is proud to commit to helping people in need around the world through our charitable donations through grants, scholarships, internships, mentoring, or in kind product donations. We aim to improve and touch the lives of as many people as possible.

Board Games: are making a comeback worldwide after about 25 years of video/digital games predominance. Our board games are new, original, and relate to different age ranges – kids through adults to seniors. Also, we have toys and novelties, which can be introduced to multiple markets from young children to adults. Our consolidated sell sheet displays an extensive list of Toys, Games, Novelties and Pet Products. Kids, Pets & More, Inc. is a new concept in an old marketplace. We proudly bring to the market a business that has an extensive line of new products ready to hit the market with others standing by in the pipeline. Along with new, innovative products, our goal is to always be environmentally aware and be as green as possible in the manufacturing process.

STRENGTHS:

- Variety: We offer a wide number of selections that appeals to a wide range of customers and embrace “kids” of all ages.
- We capitalize on the movement to clean, green products.
- KP&M has acquired many IPs with protective copyrights and patents in place with many other products pending at USPTO and we will purchase patent insurance to protect our IPs.
- Surveys show high acceptance rates for our products.
- Strong Team: In addition to our very experienced Chief Marketing Officer, Michael Weinstein, our members have many years of experience in the business world. We will hire a full-time Chief Executive Officer to oversee day-to-day operations.
- We will seek expertise from G2G to navigate through all manufacturing and distribution of our products and have pending agreements with retailers to launch our products.
- We are uniquely positioned to capture customers by donating a portion of our profits to charitable organizations like VetBros, Kids and Homeless organizations, the World Wildlife Fund and Save the Planet.

S.W.O.T.

THREATS:

- Well-funded companies could duplicate our products.
- Length of time it is taking to bring our products to the marketplace could allow for competition to develop similar products.
- Counterfeit/copycat products: products created on the black market can compete with the authentic ones at a lower price point.
- As companies face pressure and are incentivized to operate more green and eco-friendly, this will lead to increased competition.
- Kids continue to drift towards more mature electronics and away from traditional toys.

WEAKNESSES:

- KP&M is newly incorporated and requires additional funding of working capital for design of products, prototypes, global marketing strategies and bringing our products to market.
- Lack of a professional sales team with their needed distribution channels put into place.
- Inability to enforce any patent or copyright infringements from other pet, toy, game, and novelty competitors or copycats.
- Lack of current manufacturing capabilities for all our pet, toy, games and novelty products.

OPPORTUNITIES:

- With a “Blue Ocean Strategy”, KP&M can create new demand and growth in the marketplace rather than competing for existing customers by targeting the four tiers of the current “non-customer” market.
 - The “soon-to-be” customers
 - The “unexplored” customers (in markets very different from ours).
 - The “Eco Shopper” – Providing products that are eco-friendly and environmentally safe which are presently unavailable.
 - The “Refusing or Undecided” customers (customers that choose against the market).
- Opportunity to market globally; especially to developing countries like Asia Pacific, etc.
- Helping kids and adults take care of their fur babies.
- Our pet, toy, game and novelties competition for children and adults.
- The opportunity to create toys & games that are technology savvy.

OVERCOMING WEAKNESSES:

Appeal to funders: Kids, Pets & More, Inc. will hit the ground running with many IPs for its many cutting edge products and being able to finalize many patents.

Imitability of products: The KP&M team includes our founders, inventors and expert professional advisors. Our team has the capacity to innovate and launch quality, safe products with happy kids and the environment in mind. Success for us will be the ability to assure the innovation of superior products and their rapid introduction into the marketplace that is consistent with the ongoing change of consumer buying patterns. This will mitigate the adverse impact of imitation.

Product sales: Initial sales and distribution of our products will be through direct sales and social media outlets, with the goal of adding retail sales within 12 months.

Blue Ocean Strategy: Our Blue Ocean approach to the market is a much-needed change that will bring more green, eco-friendly products to the market, which will address market opportunities and green revolution trends.



OVERCOMING THREATS:

Competition: KP&M caters to the popular age of toy users (0-14) but also, has a large array of products that appeal to ages 14 and above. Our pet products will appeal to anyone that has a pet as a family member.

Counterfeit products: We will continue our “Blue Ocean” strategy with a reconstructionist approach:

- Value Proposition – the utility buyers receive from the product exceeds the cost.
- Profit Proposition – revenues exceed cost of goods sold.
- People Proposition – investors, stockholders, founders, management team, advisory board members and employees feel empowered and motivated to support and implement the strategy.

The alignment of these three strategies will set us apart with both extreme differentiation and low cost. This strategy will not be easy for others to duplicate.

Technology: The toy, games, novelties and pet products divisions are dependent on extensive research and development. Along with an effective in-house consulting team of experts in sales and marketing, preliminary design, product design and product planning, we will continually launch new, safe products based on the “play value” to the end users. The focus on “play value” will ensure that the anticipated new toy is one that kids, pets and adults are enticed to play with, will return to again and again and one that everyone responds to positively.



MARKET OPPORTUNITY:

REGARDING THE TOYS, GAMES, NOVELTIES AND PET PRODUCTS INDUSTRIES:

"The global toys, games and pet products markets are anticipated to reach USD \$680.78 billion by 2030".

https://www.researchandmarkets.com/reports/5416052/toys-and-games-market-size-share-and-trend?srsItd=AfmBOooAyKCffF8aOItwxPga4uCPHN_bg2mmDrCdrCE64cY0t_gGyrl

The absence of Toys "R" Us has presented an opportunity to the remaining retail market, despite years of problems growing revenues, Toys "R" Us still left a nearly USD 5 billion prize pool, creating more immediate incentives and greater tactical opportunities for retailers to earn a greater stake of the traditional toys market and stave off the inexorable rise of e-commerce. The only channels with positive share growth in the last 10 years have been internet retailing and hypermarkets, indicating that price and product variety are the two most important aspects of deciding where to shop for toys.

<https://www.fortunebusinessinsights.com/pet-care-market-104749>

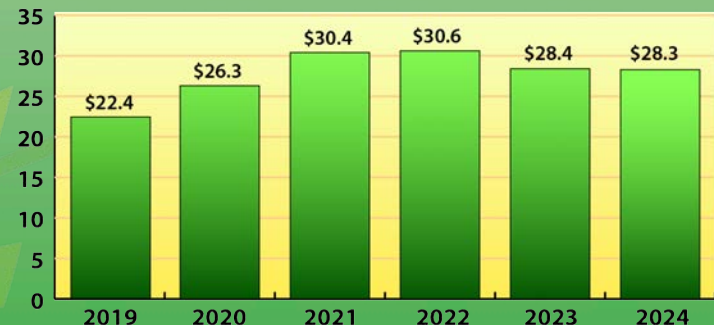


Published by The Toy Association :

This statistic depicts the total retail sales value of toys, games and novelties in the United States from 2019 to 2024. In 2019, the U. S. market for these categories reached around 22.4 billion U.S. dollars. U.S. market size for the total toy industry for 2024 was approx. 42 billion. <https://www.toyassociation.org/ta/research/data/u-s-sales-data/toys/research-and-data/data/us-sales-data.aspx>.

Global toy and Game sales reached \$118.7 billion in 2024, with a growth rate projected of 4.36% for 2025 – 2033. To learn more about global toy and games sales, go to www.globenewswire.com or <https://www.toyassociation.org>.

U.S. MARKET SIZE FOR TOTAL TOY INDUSTRY FROM 2019 TO 2024
(in Billions)



Source: Global Toy Market Size

	2019	2020	2021	2022	2023	2024	2023 vs 2022 % change	2024 vs 2023 % change
Total in \$Bn	\$92.9	\$98.5	\$108.9	\$110.8	\$108.7	\$108.7	-2%	0%

<https://www.gminsights.com/industry-analysis/toy-market>

PET MARKET:



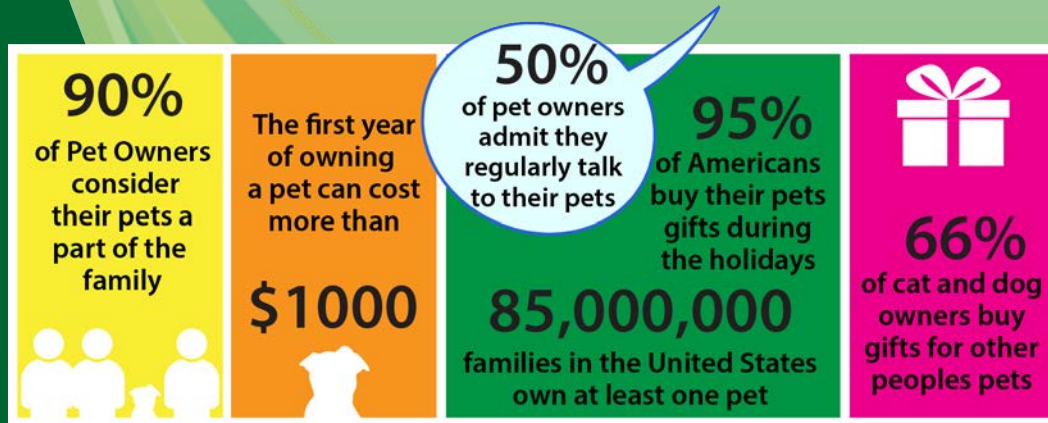
REGARDING THE TOYS, GAMES, NOVELTIES AND PET PRODUCTS INDUSTRIES:

Pet Products: By every metric, the pet industry represents one of the most lucrative opportunities for online brands. However, intense competition marks the pet food, pet care and pet supplies landscape – especially mass merchandisers who are privy to high-volume sales, the luxury of lower margins and scale.

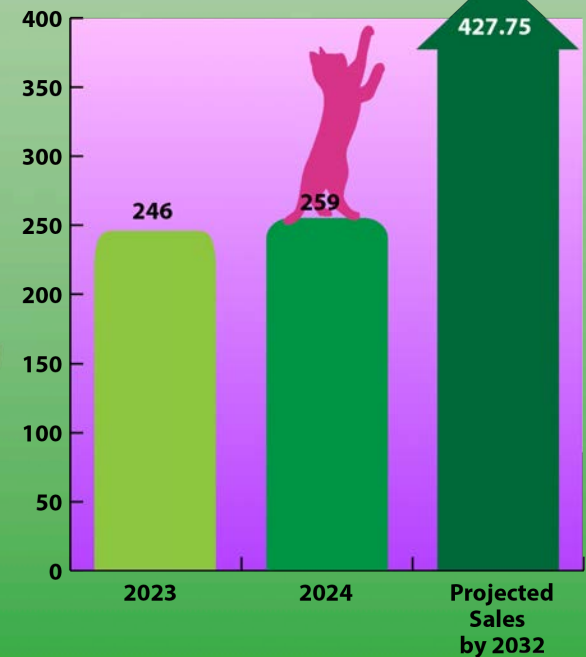
Global Market Size & Growth Rate: In 2023, sales from all pet products equaled \$246B. With a projected growth rate of +6.1% from 2023, by 2032, market sales will equal \$427 B.

Source: <https://www.fortunebusinessinsights.com/pet-care-market-104749>

IMPORTANT PET OWNERSHIP STATS AND FACTS:



GLOBAL PET EXPENDITURES IN \$B



MARKETING & SALES



The selling cycle will start with database building by way of the internet, trade shows and catalogs. We will then expand to brick & mortar stores. We have done research on customer's needs and problems and will address them by selecting the correct products to offer solutions and satisfy those needs. We propose to do this by marketing our new and original products for the toy, games, novelty and pet products industries. We will use a CRM (Customer Relationship Management) tool, like Salesforce, to bring our Sales Team, and active or prospective customers information, along with a robust pipeline of opportunities.

Go-To-Market Approach:

We will reach our target customers by way of Blogging, Mail Lists, Press releases and more . Advertising on all Social Media Channels, Trade Catalogs & Magazines, will help us network as much as possible. Our National and Global new board game/invention contests, along with videos and podcasts will help us reach our customers.

Building Customer Awareness:

Advertising by way of the Internet is key as this is cost efficient. Utilizing flyers, posters, radio, new games and contests plus targeting various group websites will help customize our marketing approach. Cafes, restaurants and bars will be one ideal strategy for some of our novelty products. An outreach to commercial customers, schools and religious groups to utilize our products for branding, will be made.

Kids, Pets & More, Inc. Investor Deck

Selling & Distribution Channels:

We will market our products by way of internet stores like Amazon, eBay, Shopify and Etsy . As we grow our sales and continue to attract investors, we will expand our presence to brick and mortar stores nationally and internationally.

Planned Product Support :

We will provide a guaranteed warranty period to our customers by supplying replacement parts and new products if damaged due to manufacturers defect . We will differentiate ourselves by implementing a recycling program. If a customer returns a Kids, Pets & More product within a specified period (to be determined by KP&M) , we will buy it back and redistribute it for free to a charitable or social cause .

Positioning our Products vs Competitors :

We have new, unique and fun original board games, toys, novelties and pet products that will appeal to a large age group of people, which includes ethnic diversity, physical abilities, as well as, businesses, schools and churches. Where we separate ourselves from our competitors is that our Founder/Members are talented innovators as well. Our mission to create eco-friendly, recyclable, fun and safe products is something that really sets us apart in the marketplace. The consumer is more and more looking for products that are green and eco-friendly. In addition, our mission includes giving back to the environment and to society in a variety of ways. Our strategy is to be fun, unique, innovative and green!

FINANCIAL PROJECTIONS/ASSUMPTIONS

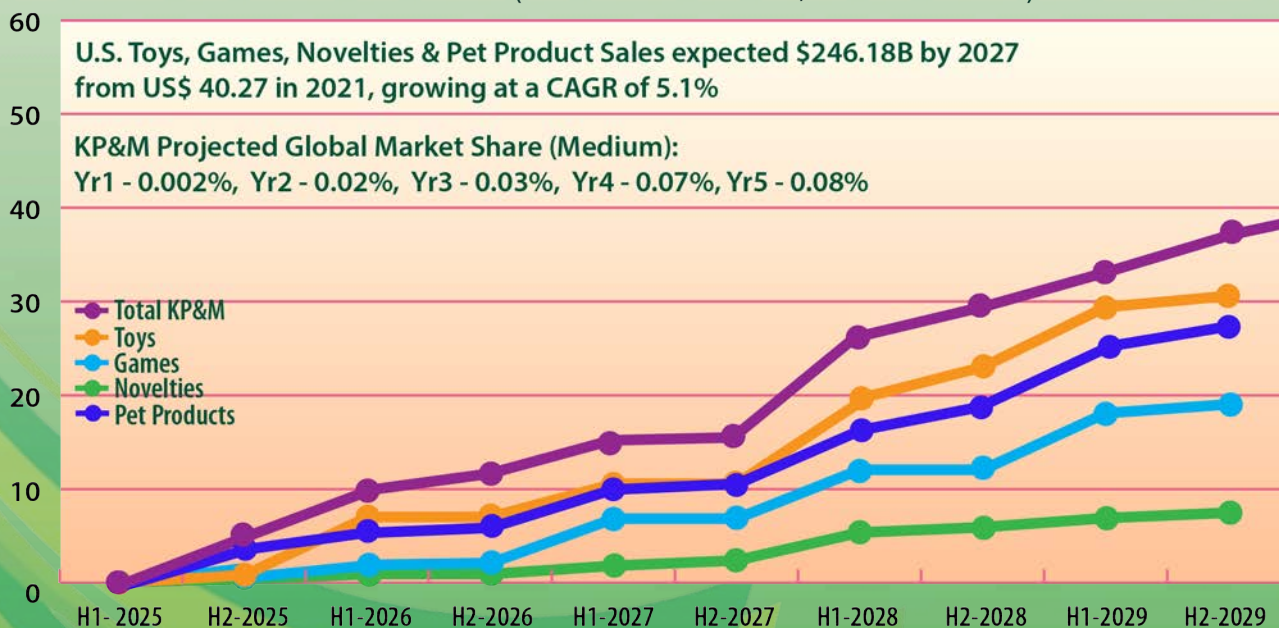


Projected Revenue by Year (Goal)

Global Toys, Games, Novelties & Pet Product Sales expected \$510.37B by 2027 at a CAGR of 4.6% from 2022-2027 (Research and Markets/Global NewsWire)

U.S. Toys, Games, Novelties & Pet Product Sales expected \$246.18B by 2027 from US\$ 40.27 in 2021, growing at a CAGR of 5.1%

KP&M Projected Global Market Share (Medium):
Yr1 - 0.002%, Yr2 - 0.02%, Yr3 - 0.03%, Yr4 - 0.07%, Yr5 - 0.08%



REQUESTED FINANCING

Funding Required:

Our company is seeking \$1.5 million to move forward with multiple intellectual properties in our four divisions – Toys, Games, Novelties and Pet Products. This is for 5% equity for term and options.

Working Capital:

The capital will be carefully monitored by KP&M team of founders and executives to ensure that funds will be prioritized and utilized for income generating products.

Founders Contribution:

Between the multiple inventors, intellectual property (including copyrights and trademarks), the founders have invested thousands of dollars of their individual funds.



Approach to Current Pre-Market Valuation:

Due to the amount of Intellectual Properties available for development and marketing in K, P & M, our estimated pre-market range is between \$3 to \$5 million dollars. We've determined market value by multiplying the number of shares by the current price, tangible and intangible assets, POIs, Intellectual Capital, R&D, Patents, IPs, Prototypes and future potential.



Phases on Financing Funds:

We are looking for three financing phases:

- The initial round will allow for product development as well as proof of concept.
- The second round will allow for prototyping and manufacturing.
- The third round will allow for the final production run as well as marketing the products.

Intended Use of Funds:

The funds will be used for designs, proof of concept, feasibility studies, analysis of market demand and overall consumer appeal, along with the manufacturing requirements.

Prototype/Clinical Trials/FDA Process Costs:

We expect the prototyping of Toys and Board Games to fall within the \$2K to \$6K range, depending on the molding process. The prototyping of Novelties and Pet Products may fall in the \$4K to \$9K range. *These estimated ranges will require additional vetting and could be less with economies of scale.*

Equity Available to Recruit Key Executives:

This is dependent on the startup funds we receive from initial investors.

Investment Required to Move Company to Next Level Beyond Current Request:

The minimum requirement to move forward with development and income producing products would be in the range of \$500,000 to \$750,000. This would be incremental to the initial amount needed to acquire individual IPs.

Repayment of Investors:

These terms will be discussed as we move forward with negotiations. Funds paid back to investors could include, but is not limited to, a percentage of product revenues and percentage of company shares.



EXIT STRATEGY



Our Exit Strategy:

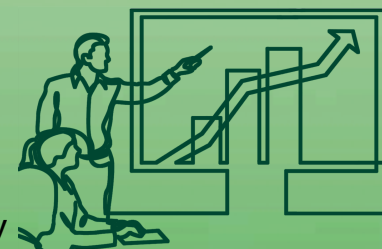
Kids, Pets & More will implement a standard Exit Strategy within 3 to 5 years after initial start up. The company will be **open to being acquired** by a larger player in the industry, by an affiliate or a merger. There is also the possibility that the company will expand into a larger company by acquiring smaller companies and **go public as an IPO**. Also, **buying back all outstanding shares** at a **profit** to the investors.

Projected Time for Exit:

Kids, Pets & More will be profitable by year three and may make available profit participation partnerships. We feel it will be ready to implement an Exit Strategy when it achieves 1.5% to 2% of the Global Market share or in 3 to 5 years.

Most Likely Exit Strategy:

Kids, Pets & More feels the most likely Exit Strategy would be to sell the company to a larger company like Hasbro, Mattel, Lego or some larger multinational corporation. They would probably be most interested since K,P&M would be a direct competitor to their products and/or would complement their product line. The second most likely prospect would be a merger. A plan to implement our Exit Strategy is 3 to 5 years.



SUMMARY/ KEY CONTACTS

1. The Global Toys, Games, Novelties and Pet Products Market has increased steadily during the pandemics & will continue to do so.
2. Kids, Pets & More is innovating products in their various industries. There is an increasing, expanding demand for safe, green, non-toxic products in every field we target.
3. Pets are considered family members and people will spend equal amounts on their children and their pets.
4. Incubations has a 90% success rate in launching successful startups. The Green2Gold incubator has helped thousands of inventors and businesses to profitably develop global markets during its past 55 years.
5. Our company is seeking \$1.5 million to move forward with developing and manufacturing multiple intellectual properties in our four divisions – Toys, Games, Novelties and Pet Products.



Prof. Alan Tratner
Green2Gold Incubator/Advisor

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Thank you for taking your time to review this opportunity. Contact us as soon as possible for any questions and/or to become one of our investors.



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