

正在申请欧洲专利的模块



MERGERSCORP

该投资机会可让您参与一个拥有专利、高速增长的宠物生活方式平台，该平台业务横跨消费品、电子商务和宠物护理三大领域。

该公司开发了一套创新的模块化系统，旨在提升猫咪的活动能力、生活体验和居住环境，将传统上以定制为主的利基市场转变为一个可扩展、标准化的产品生态系统。

该平台依托十余年的运营经验以及在欧洲完成的1,300余个安装项目，将一款传统上需定制的小众产品转变为标准化、便于运输、易于组装的模块化套件，既适用于住宅室内，也适用于室外。

经过市场验证

- 已在欧洲各地完成了超过1,300个安装项目。
- 现有的客户群和已建立的市场声誉。
- 通过数字营销和自然引流，展现出强劲的销售势头。
- 在业主、物业管理人员和建筑师中广受好评。

专有技术及正在申请专利的技术

- 已就核心模块化建造概念提交了专利申请。
- 在产品开发、工程、CAD设计和知识产权保护方面已投入了大量资金。
- 模块化即插即用架构可实现快速组装、定制以及未来的产品扩展。

庞大的可触达市场

- 欧洲约有4900万户养猫家庭。
- 据估计，美国还有约3100万户养猫家庭。
- 定位于宠物护理、家居装修和生活方式产品的交汇点。

高度可扩展的商业模式

- 专为包裹配送设计的轻量化组件。
- 面向消费者的电子商务分销。
- 与传统的定制化解决方案相比，安装要求极低。
- 通过配件、升级、更换零件以及未来的许可计划，创造持续的收入机会。

强大的制造业生态系统

- 与欧洲专业工业制造商建立合作伙伴关系。
- 注塑成型生产工艺具有可扩展性和成本效益。
- 与全球知名的材料及表面处理专家开展设计优化合作。

TARGET PRICE

\$ 0

GROSS REVENUE

\$ 0

EBITDA

\$ 0

BUSINESS TYPE

制造业

COUNTRY

瑞士

BUSINESS ID

L#20261084

产品

该公司开发了一套面向猫咪的下一代模块化攀爬和活动系统，该系统既可在室内、室外安装，也可集成到完整的活动环境中。

主要功能包括：

- 室内和室外功能
- 耐候和抗紫外线的材料
- 模块化且可扩展的架构
- 无需工具即可轻松自行安装
- 高端设计美学
- 可自定义的颜色、表面处理和配件
- 以安全为中心的工程设计
- 紧凑的包装和全球运输能力

该系统可配置为攀爬结构、环境丰富化路径、高架走道以及定制化的活动环境，为终端用户提供了极大的灵活性。

竞争优势

差异化的市场定位

该平台通过以下方式解决了现有宠物通行和攀爬解决方案中常见的局限性：

- 卓越的模块化设计
- 增强的耐用性
- 简化的安装流程
- 与住宅物业在美学上实现更紧密的融合
- 更广泛的室内和室外应用
- 丰富的自定义选项

该公司认为，在其目标细分市场中目前尚不存在可与之相媲美的模块化系统。

坚实的品牌基础

该业务可从中获益：

- 建立了在线知名度
- 在搜索引擎中排名靠前
- 现有客户案例
- 涵盖多个国际市场的庞大域名组合
- 经过验证的数字营销成效。

市场进入策略

- 德国

- 奥地利
- 瑞士 (DACH地区)

- 向欧洲更广泛地区拓展

- 进入美国市场
- 本地生产和分销能力

销售主要通过以下途径推动：

- 直销电商
- 搜索引擎营销
- 社交媒体广告
- 网红合作
- 消费类展会和贸易活动
- 战略性安装网络和服务合作伙伴。

发展机遇

除了其核心的宠物出行应用之外，其底层的模块化系统还有潜力扩展到相邻的生活方式和家用领域，包括：

- 宠物家具
- 内饰配件
- 垂直园艺解决方案
- 零售展示系统
- 模块化家居产品
- 品牌配饰生态系统

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