

European Patent- Pending Modular Indoor & Outdoor Infrastructure System



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This investment opportunity offers exposure to a patented, high-growth pet lifestyle platform operating at the intersection of consumer products, e-commerce, and pet care. The company has developed an innovative modular system designed to enhance mobility, enrichment, and living environments for cats, transforming a traditionally customized niche market into a scalable, standardized product ecosystem.

Built upon more than a decade of operational experience and over 1,300 completed installations across Europe, the platform transforms a traditionally customized niche product into a standardized, easy-to-ship, easy-to-assemble modular kit suitable for both residential interiors and exteriors

Proven Market Validation

- Over 1,300 installations completed across Europe.
- Existing customer base and established market reputation.
- Demonstrated sales traction through digital marketing and organic referrals.
- Strong customer acceptance among homeowners, property managers, and architects.

Proprietary & Patent-Pending Technology

- Patent application filed for the core modular construction concept.
- Significant investment already made into product development, engineering, CAD design, and intellectual property protection.
- Modular plug-and-play architecture enables rapid assembly, customization, and future product expansion.

Large Addressable Market

- Approximately 49 million cat-owning households across Europe.
- Additional estimated 31 million cat-owning households in the United States.
- Positioned at the intersection of pet care, home improvement, and lifestyle products.

Highly Scalable Business Model

- Lightweight components designed for parcel delivery.
- Direct-to-consumer e-commerce distribution.
- Minimal installation requirements compared to traditional custom-built solutions.
- Recurring revenue opportunities through accessories, upgrades, replacement parts, and future licensing initiatives.

Strong Manufacturing Ecosystem

- Partnerships with specialized European industrial manufacturers.
- Injection-molded production process supports scalability and cost efficiency.
- Design enhancement collaborations with globally recognized material and finishing specialists.

The Product

GROSS REVENUE
CHF 0

EBITDA
CHF 0

BUSINESS TYPE
Manufacturing

COUNTRY
Switzerland

BUSINESS ID
L#20261084

The company has developed a next-generation modular climbing and mobility system for cats that can be installed indoors, outdoors, or integrated into complete activity environments.

Key features include:

- Indoor and outdoor functionality
- Weather-resistant and UV-resistant materials
- Modular and expandable architecture
- Tool-light self-installation
- Premium design aesthetics
- Customizable colors, finishes, and accessories
- Safety-focused engineering
- Compact packaging and global shipping capability

The system can be configured as climbing structures, enrichment pathways, elevated walkways, and customized activity environments, providing significant flexibility for end users.

Competitive Advantages

Differentiated Market Position

The platform addresses limitations commonly found in existing pet-access and climbing solutions through:

- Superior modularity
- Enhanced durability
- Simplified installation
- Greater aesthetic integration with residential properties
- Broader indoor and outdoor applications
- Extensive customization possibilities

The company believes no comparable modular system currently exists within its target market segment.

Strong Brand Foundation

The business benefits from:

- Established online visibility
- Strong search-engine rankings
- Existing customer references
- Significant domain portfolio covering multiple international markets
- Proven digital marketing performance.

Go-To-Market Strategy

Phase 1

- Germany
- Austria
- Switzerland (DACH region)

Phase 2

- Wider European expansion

Phase 3

- United States market entry
- Local production and distribution capabilities

Sales will primarily be driven through:

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- Direct e-commerce
- Search engine marketing
- Social media advertising
- Influencer partnerships
- Consumer exhibitions and trade events
- Strategic installation networks and service partners.

Growth Opportunities

Beyond its core pet-mobility application, the underlying modular system has potential for expansion into adjacent lifestyle and home-use categories, including:

- Pet furniture
- Interior accessories
- Vertical gardening solutions
- Retail display systems
- Modular household products
- Branded accessory ecosystems

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