

Investor Pitch Deck

Three products. One ecosystem.

RAW Company Tech is raising investment to bring three products to market: the SnapDog Probe (a self-driving robotic dog walker), the RAW Tracker that lives in the same app, and the RAW Clothing line. Designs, factory blueprints and costings are done - we need funding to manufacture and launch.

3

products, one ecosystem

GBP 185k-300k

total raise (indicative)

Recurring

subscription + refills

UK Ltd

registered - CH 17349121

SnapDog Probe

FLAGSHIP - HARDWARE

The self-driving robotic dog walker.

Working design + full factory blueprint - pre-order live

A twin-wheel robotic probe on a lead that walks itself beside you. It only drives forward when it feels a gentle pull (so it can never overrun the lead), eases the brakes on smartly if the dog pulls hard, follows you within a metre, and lets you walk your dog from your sofa through a live 4K camera. Auto pop-out grip studs for off-road, AI obstacle avoidance, and a last-resort water / scent / sound recall kit.

USE OF FUNDS

- Injection-mould tooling + DFM
- CE / UKCA safety certification
- Pilot run of ~250 units
- Firmware, app & vision tuning

HOW IT EARNS

- GBP 499-649 hardware RRP
- GBP 4.99/mo streaming subscription
- Refillable scent cartridges (recurring)

FUNDING SOUGHT

GBP 120k-180k

RAW Tracker

PET-TECH BUNDLE - HARDWARE

A tiny GPS + UWB tracker for pets, people & valuables.

Concept - shared app & supply chain with the Probe

A small, rugged GPS and ultra-wideband tracker that clips to a collar, bag or keyring and lives in the same RAW app as the Probe. Live location, safe-zone geofence alerts and precise short-range find-it direction. Sharing the Probe's app, electronics supply chain and subscription makes it fast and cheap to bring to market.

USE OF FUNDS

- GPS/UWB PCB + enclosure tooling
- Shared app integration
- Small pilot batch
- Network / SIM setup

HOW IT EARNS

- Hardware sale per unit
- Recurring connectivity subscription
- Cross-sell to Probe owners

FUNDING SOUGHT

GBP 40k-70k

RAW Clothing

BRAND - RETAIL

Get the RAW label manufactured and onto shelves.

Designs + labels ready - needs first production run

The RAW Company clothing line - designs and branded labels are ready. Funding covers the first manufacturing run, packaging and getting stock onto retail shelves and online. A physical, cash-generating brand that builds awareness for the whole RAW ecosystem.

USE OF FUNDS

- First manufacturing run (blanks + print/embroidery)
- Branded labels & packaging
- Retail / shelf placement & online store
- Launch marketing

HOW IT EARNS

- Per-garment retail margin
- Online DTC store
- Wholesale to stockists

FUNDING SOUGHT

GBP 25k-50k

Why back RAW

Recurring revenue baked in

Streaming subscriptions, scent-cartridge refills and tracker connectivity turn one-off sales into monthly income.

De-risked & ready

Full factory blueprint, DFM notes and a costed bill of materials already exist - this is execution, not guesswork.

One ecosystem, three products

Probe, Tracker and Clothing share an app, a brand and a supply chain - so every pound goes further.

A real, registered company

RAW Company Tech Limited is a UK-registered company (Companies House 17349121) with a founder who ships.

Let's talk

Email: rawcompany@mail.com

Phone: +44 7398 238509

Verify: Companies House - company no. 17349121

Show card: rawcompanytech.com/showcase/snapprobe