

Pets Horoscopes LLC



Pets Horoscopes LLC is an innovative niche company created to introduce a brand new concept to the Gift and Pet industry as well as to the astrological (metaphysical) community. The company has developed and presents a perfect solution for pet and astrology lovers at all levels, almost all ages and social groups.

There are 45 million dog and 33 million cat owners in the US alone. With over 10 million avid horoscope followers in America and 40 million worldwide this creates a whole new market for an innovative company, not to mention the millions of individuals that read their horoscope every morning in their local newspaper. Millions of pet lovers will now understand the sometimes hilarious, serious, funny, smart, demure, tramp, grumpy, and many other attributes they notice in their pets and the why. We really believe this will be the next successful trend in the Pet Industry.

"My hope is to brighten the reader's day, while helping them to better understand and communicate with their furry friends," explains Linda Goodcat. "This is the perfect gift for all pet and astrology lovers."



Linda Goodcat

Pets Horoscopes LLC



"KozmoPets" is a brand, developed by the Pets Horoscope LLC. The company sees the importance of the "Kozmopets" brand as a crucial element to the value of the firm and its most important asset. "Kozmopets" brand development by the Pets horoscopes LLC is a constant ongoing process of establishing the visibility and reputation-which comprise the essence of the brand.

The company already invested heavily in "Kozmopets" brand development, creating the new identity and important business tools, such as the trademark, logotype, web site, marketing collateral, content marketing strategy, etc. It drives the ability to grow worldwide and be profitable.



The amazing characters of KoZmoPets are each linked to a zodiac sign and realized in a variety of unique products.

12 CAT'S ZODIAC SIGN IMAGES



Aquarius Cat



Pisces Cat



Arius Cat



Taurus Cat



Gemini Cat



Canser Cat



Leo Cat



Virgo Cat



Libra Cat



Scorpio Cat



Sagitarious Cat



Capricorn Cat

12 DOG'S ZODIAC SIGN IMAGES



Aquarius Dog



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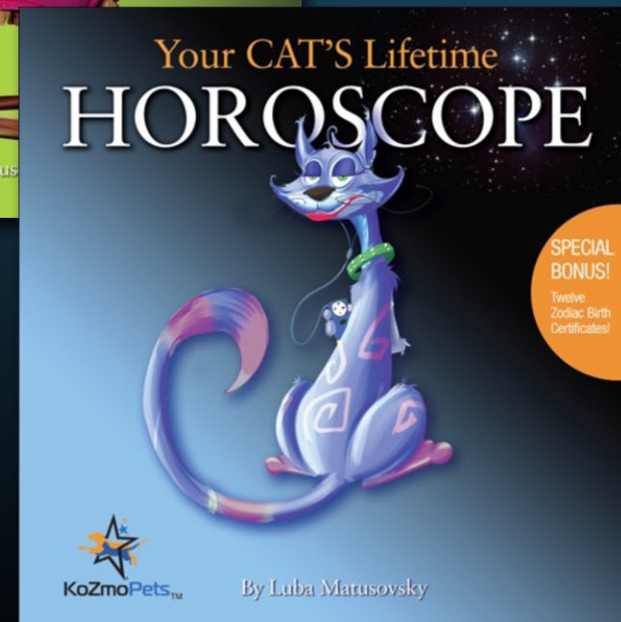
Capricorn Gog

Pets Horoscopes LLC



KoZmoPets are featured in two new entertaining and insightful books: "Your Dog's Lifetime Horoscope" and "Your Cat's Lifetime Horoscope" and they are part of the KoZmoPets' Astrological Series.

Each book is written with a great sense of humor and lavishly designed with bright-colorful, playful dog/cat illustrations representing each Zodiac sign. Bonus features include twelve dog/cat astrological birth certificates and specially calculated tables that help you choose the best pet name and time for walking your pet without asking him!



Cat's Astrological Birth Certificate



Aries Cat
© 2009 L. Matusovsky

Aries Cat
March 21-April 20

Symbol: The Ram. Aries cat is an aggressive leader, always ready to accept a challenge
Key words: Enthusiasm, Pluck, Aggression
Dominant principle: I am **Ruling Planets:** Mars, Sun
Stones: Diamond, Ruby, Amethyst **Metals:** Iron, Steel **Lucky Days:** Tuesday, Sunday

What will Aries Cat bring you? Aries Cat marks a new cycle in your life. Her arrival signals a time of change and new beginnings.



Cat's Name Sunshine
 Cat's Nick Name Sunny
 Cat's Date of Birth April 2, 2010



Dog's Astrological Birth Certificate



©Gemini Dog

Gemini Dog
May 22-June 21

Symbol: The Twins. Gemini Dog may display two very distinct personalities. This dual nature is reflected in his symbol, which resembles the Roman Numeral II.
Key words: Inventive, Studious, Active, Sly
Dominant principle: "I think" **Ruling Planet:** Mercury
Stones: Agate, Crystal, Garnet **Metals:** Gold, Silver **Lucky Days:** Wednesday, Sunday

Special Advice: Gemini's loathe monotony and repetition. Your Gemini Dog loves to be entertained. Ever notice how much he enjoys watching TV and listening to music? Don't be a bore for Gemini Dog - who likes bright, easygoing and funny people. Feel free to sing even if you do not have the voice. Your pet will love it, especially if it is a top ten hit! Indulge Gemini's thirst for excitement by bringing your canine companion along on all sorts of expeditions.



Dog's Name Koby
 Dog's Nickname Koher Pupper Dupper
 Dog's Date of Birth June 12, 2007



Astrological Birth Certificates

Branded Merchandise

Greeting and invitation cards, envelopes, stationaries

Posters, canvas, stickers, magnets, pens, calendars, playing cards

T-shirts, hats (for people and pets)

Tattoos

Cups, mugs, dinner sets, bottles

Bedroom, bathroom, toilet sets

Buttons, key-chains, bags, necklaces, ties

Various cases for iPad, iPhones, other mobile phones,
video ring tones, screen savers, wallpapers.

Applications for download on various mobile devices

Video Games

Cartoon Movies

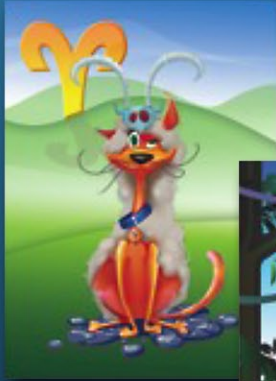


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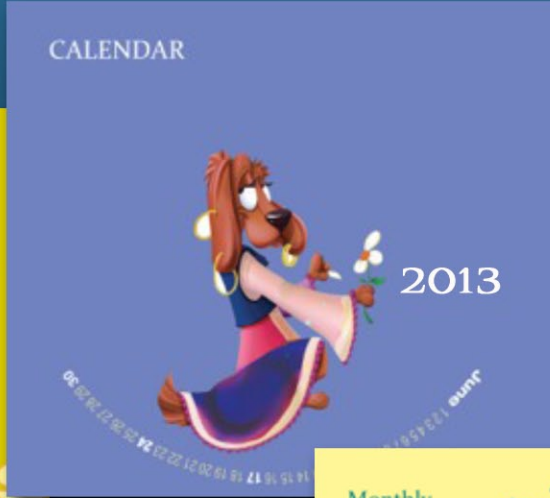
Posters

Pets Horoscopes LLC



Greeting Cards

Pets Horoscopes LLC



Calendars
Mouse Pad

Pets Horoscopes LLC



Stamps

Pets Horoscopes LLC



Shirts & Apparel

Pets Horoscopes LLC



Toys



Umbrellas

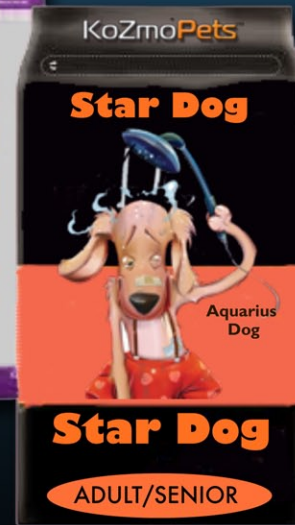
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Painted Ostrich Eggs



Pets Horoscopes LLC



Merchandising & Licensing

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Pets Horoscopes, LLC has the potential to generate revenue via consumer products licensing. Per 2010 statistics, retail sales of licensed merchandise worldwide generated \$146.54 billion.

The American Pet Products Association forecasted more than \$50 billion in U.S. sales in 2011

Gift Business generates approximately \$15 billion/year

Main market categories:
Gift/Novelties
Stationery/paper
Publishing

Other huge potential markets:
Entertainment/Character
Sports
Fashion
Corporate Brands
Art



Pets Horoscopes LLC



We will grow the brand through traditional and non-traditional brand extension programs, creative promotional programs and targeted trade and consumer marketing. We are using a wide variety of methods including:

Consumer friendly, fun, interactive KoZmoPets website

Engaging our market using social media

A media communications plan including advertising, public relations, and promotion

Promotional partners

Sales collateral for prospective partners (licensing & retail)

Exhibit and/or attend key trade shows



Development Plan

Pets Horoscopes LLC



Interactive Website featuring

- eBooks
- Interactive Tables
- Content Management System (CMS)
- eCertificates
- eGreeting Cards
- 24 Apps for iPhone, iPad, and Android

Website Promotion

Social Networking

Hire Sales, Marketing, and Public Relations Personnel

Advertising

International and Domestic Exhibitions

Short TermGoals



Pets Horoscopes LLC



- Brand Development
- Develop Merchandise
- Licensing
- Video Games
- Cartoon Movies

Long
Term Goals



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KoZmoPets will need resources to implement the short term and long term goals.

Marketing & Promotion

Product Development

Company Expenses

Development Requirements



Pets Horoscopes LLC



KoZmoPets is already a well developed projects with defined opportunities and a strong plan for development.

With the right partners involved in our defined plan, the possibilities are endless.

Together

