KEEPING THE "RAW" CAT ALIVE

OUTDOOR

BENGAL
Albert Coto
Head of Growth

I started outdoorbengal when I realized that my cat Mia (the cool cat on my shoulder) helped me understand that cats are not low-maintenance animals.

I’ve made it our mission to educate cat lovers and cat parents so they can enrich their cats’ lives and make better-informed decisions when it comes to training, physical stimulation, and feeding.

Neus Torrent Ample
Head of Innovation

Neus has over 10 years of experience working in veterinarian clinics and developing pet nutrition solutions.

As the head of innovation, her mission is to develop products and solutions to help us with our purpose to help cat parents do more and better with their cats.

When she’s not working she enjoys traveling, spending time with her dog, and hiking.
Our Solutions

**Content**
- Social Media
- 1st Party Data
- Website

**Products**
- Outdoor Gear
- Clicker Training Gear
- Nutraceuticals
- Treats

**Services**
- Cat Training Consulting
- Behavior Consulting
- Nutrition Consulting
Albert & Mia

Indoor Enrichment

Approximately 63% of the estimated 80 million pet cats in the U.S. are kept indoors [1].

Cat parents realize that their cats are safer indoors. Whilst owners aim to meet their cat’s behavioral needs indoors, studies suggest many cat owners may not provide adequate levels of enrichment to ensure high welfare for their cats [2, 3, 4].

We want to provide the tools and nutrition to keep indoor cats healthy and happy through play, food, and mental stimulation.

Outdoor Enrichment

While life in captivity can’t match the enrichment of the outdoors [5] cats that are allowed to free-roam outdoors will find their average life expectancy cut in half [6].

We want to provide education and tools for cat parents who want to go the extra mile for their cats so that they can taste the outdoors in a safe, comfortable, and enriching way, we call it supervised-roaming.
ABOUT OUTDOORBENGAL

Reach a broad cat loving audience and grow your brand by partnering with Albert and Mia, a bengal cat and her cat dad.

A 360 Cat influencer profile that reaches cat parents accross social media and owned media channels. Our content inspires and educates cat parents to do more and better with their cats.

The audience, nature and animal lovers (79%, 73%), mostly women (70.8%), between 25-55 yo (71%) is highly engaged and responsive.

SERVICES

- IG Post Carousel
- X3 IG Story
- Contest / Giveaway
- Reel / TikTok / Short
- YouTube Review
- YouTube Integration
SAFE

Self-tightening harness. It provides a snug fit and increases restraint when needed.

COMFORTABLE

A thin neoprene chest pad for a snug fit with minimal movement restriction. Rings allow for a broad strap range of positions.

ADJUSTABLE

3 Adjustable points to adapt to your cat's body as your cat grows.
Albert & Mia
A Clicker Training Game

Improves bond
Training your cat with positive reinforcement is a wonderful way to deepen your bond.

Drains energy
You can use clicker training to get your cat moving in ways they wouldn't without it.

For all cats
Clicker training has been proven to work on cats of all ages and breeds.
Quiet Clicker
Most cats are trained indoors. The quiet clicker is designed to have a more gentle sound.

Target Stick
For those movements when the reach is longer, a target click for the cat to follow.

Quick Guide
Remove uncertainty by skipping the guess-work with a step-by-step quick start guide to clicker training.


4. Toukhsati, S.R.; Young, E.; Bennett, P.C.; Coleman, G.J. Wandering Cats: Attitudes and Behaviors towards Cat Containment in Australia. Anthrozoos 2012, 25, 61-74. [Google Scholar] [CrossRef]
