Fam Capital

An industrial holding for European pet tech. Invest alongside the team that has already built a pet-industry platform once.

A team already successful in growing an industrial pet platform is now building the next one

The asset

Our team built one of the world's leading groups in pet and livestock identification technology, growing it from CHF 20M to CHF 300M through ~26 acquisitions (23 successful). We now want to apply this model, verticalizing on the pet-tech industry in Europe.

The market

~$81B European pet care, growing ~5% a year; pet tech compounds ~14%. Nearly one in two households owns a pet.

The gap

European pet tech is under-capitalized — a fraction of US funding. And no investor is building the platform that connects it.

The answer

Fam Capital is an industrial holding: EUR 20–30M committed, deployed deal by deal into European pet companies that plug into a shared user base and service platform — cutting the cost that decides this industry: customer acquisition.

The ask

We are raising the founding investor group now: EUR 500K tickets, full visibility on every deal, and co-investment alongside the GPs from day one.

Pets are the new family — a ~$81B European market compounding ~5%, pet tech 3× faster

~50%

of European households own a pet (FEDIAF: 139M households)

$81B

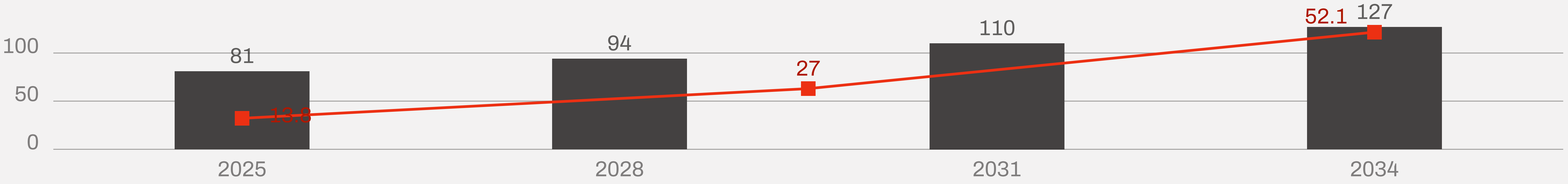
Europe pet care 2025, heading to ~$127B by 2034

14.2%

global pet-tech CAGR: $13.8B (2025) to ~$52B (2035)

2×

US households with pets vs. with children



Bars: Europe pet care ($B). Red line: global pet tech ($B) — a large, steady base market with a technology layer compounding ~3× faster. Source: FEDIAF; Market Data Forecast; Market.us; Felix Capital.

30 straight years of growth — pet spend behaves like a staple, not a discretionary

What recessions do to consumer spending

In 2008–09 most discretionary categories contracted 10–15%. In 2020, restaurants, travel and personal services collapsed by double digits. Cyclicality is the default.

What recessions do to pet spending

US pet spending grew every year from 1994 to 2023 — through the dot-com crash, 2008–09 and the pandemic (APPA). In 2008 it grew +5.1% as retail fell; in 2020, +16.2% vs +4.3% for the economy. Economists call pet-food demand "acyclical" (Yale Budget Lab).

Why it matters: the emotional bond turns pet spend into a de facto non-discretionary — secular growth with staple-like downside behavior. A rare combination for a portfolio, and the sector grows precisely when everything else contracts.

Europe's fragmentation is the barrier to entry that creates durable local winners

The winning European models are built on physical networks — vets, breeders, shelters, retail — because that is what brings customer-acquisition cost down. Those networks take decades to assemble and can't be bought with ad spend.

The fragmentation moat

Europe is split by language, regulation and channel. Registries, veterinary systems and retail differ country by country. Blitzscaling doesn't transfer; local network depth wins.

A vertical you have to know

Outcomes here turn on details only insiders see: which channel scales and which saturates, which partner actually delivers, which regulation opens or closes a market. Generalist funds underwrite that from the outside, and carry the extra risk.

The living proof

The team has already run this playbook once: a European champion built by aggregating exactly those networks into a global #1–2 position in pet identification.

European pet tech raises a fraction of US capital — cheap because capital is blind

$1.1B

total VC ever raised by European pet tech, vs $3.5B+ in the US (Tracxn)

~1/10

what European startups raise vs US peers at comparable stage

62 vs 78

European vs US pet deals in 2025; US value far ahead (PitchBook)

~0

specialized pet-focused funds in continental Europe

Cumulative pet-tech VC raised ($B): a 3×+ capital gap over a comparable market opportunity. Source: Tracxn; PitchBook via GlobalPETS; New Market Pitch.

The answer: a holding that builds the platform — not another fund

Fam Capital is an industrial holding: EUR 20–30M committed, deployed deal by deal into European pet companies that plug into a shared user base and service platform.

Not a fund

No blind pool, no fund lifecycle. A Swiss holding where investors commit once and then decide deal by deal — an industrial project, financed like a club.

The platform is the product

Every investment connects to a shared user base, distribution network and service-delivery layer. The holding's job is to build that connective tissue, deal after deal.

CAC is the scoreboard

In pet, the winner is whoever acquires customers cheapest. Each company that joins the platform lowers its CAC and extends everyone else's reach.

We integrate the user base, not the management

Portfolio companies stay independent, run by the teams that built them. What they share is the platform: user base, service delivery, commercial reach.

Companies stay whole

Solutions in this industry come from vertical, inside-the-project competence. Each company keeps its own team, product and P&L — we do not merge management.

Shared functions slow everyone down

We have tried centralizing functions like R&D across projects: one function serving many ends up serving none. Exceptions are possible, but they are exceptions.

The user base is the synergy

What we do connect is the one thing that decides pet economics: an interconnected service platform that reuses the user base to cut CAC. With minority stakes, the connection runs through commercial partnerships.

One filter, two deal profiles

Defined by sector and a single filter, not by stage: does this company strengthen the shared platform — and does the platform change this company's economics?

PROFILE	TARGET COMPANY	WHERE WE ADD VALUE	INDICATIVE DEAL SIZE	EXPECTED ROLE
Growth minority	Profitable European SMEs & niche leaders, EUR 5–30M revenue, international upside	International distribution, channel expansion, M&A consolidation	EUR 1–3M per deal	Active minority, board seat
Early-stage venture	Startups with early traction and network-based acquisition (vets, shelters, breeders, retail)	Channel judgment, intros that compress BD, product / GTM guidance	EUR 300–800K per deal	Lead or co-lead, hands-on

Deal sizes combine the holding's committed base with investor co-investment through a dedicated vehicle per deal.

The pipeline is already live

Two current dossiers embody the two profiles; a third stream shows the sourcing engine behind them.

GROWTH PROFILE

Project Meridian

Global niche leader in premium pet accessories, ~EUR 20M revenue, distribution in 40+ countries. Profitable, founder-led. Our value: channel expansion and consolidation in a fragmented category.

VENTURE PROFILE

Project Kindred

Early-stage startup, <EUR 1M revenue, growing fast. Found a highly efficient user-acquisition channel through shelters — exactly the channel our team can underwrite from direct experience.

THE FLOW

Behind the cards

3–4 qualified dossiers in evaluation, inbound from the team's network rather than auctions. The network is a proprietary sourcing engine, not only a value-add for portfolio companies.

We are not learning a playbook — we are repeating one

The group was built as an access platform: identification technology horizontally across pets, livestock and textile ID — then, inside each vertical, deeper into the ecosystem on the same commercial base.

Start from access

Identification created the entry point: a user base and a distribution network that every later product could reuse.

Aggregate the ecosystem

Readers, collars, GPS, fencing, weighing: each acquisition plugged into existing channels instead of building its own. That is why 23 of 26 worked.

Replicate it in pet tech

Fam Capital applies the same logic: companies connected on a shared user base and service platform — each new entrant lowers its CAC and extends everyone else's reach.

The sector network counts on its own terms too: we are investors who open doors no generalist fund can.

WHY THIS TEAM

Three profiles, all full-time

Track record, network and operating engine. All three are full-time; every investment decision is taken jointly by the three-member Investment Committee, with day-to-day roles split between investor relations and internal execution.

Portrait — Daniele Della Libera

01

Daniele Della Libera

PRESIDENT

Thirty years in the pet industry, as CEO and then Chairman of the group the team built to ~CHF 300M. Leads fundraising and investor relations.

Portrait — Luca Paioni

02

Luca Paioni

PARTNER

10+ years in the group's top management. Granular knowledge of channels, geographies and operations across the global pet industry. Leads scouting and business development.

Portrait — Ivan Granito

03

Ivan Granito

PARTNER

Strategy, tech and innovation, with years inside the group's digital ventures in the pet industry. Runs internal operations, scouting, pipeline, analysis and due diligence.

Committed capital, deal-by-deal deployment

EUR 20–30M in binding commitments of EUR 500K per ticket. Capital is called only against specific deals — no blind pool, no pressure to deploy.

01

Commit

Subscribe a binding EUR 500K commitment into a Swiss vehicle. It secures access to the entire deal flow and the founding-investor terms.

02

See

Every deal arrives with the Investment Committee's full analysis — market, channel assessment, valuation, proposed terms. You see everything before capital moves.

03

Deploy

Capital is drawn deal by deal, pro-rata on committed capital. GPs co-invest in every transaction — alignment is structural, not boilerplate.

Swiss vehicle: solidity, neutrality and proximity to the natural investor base. Legal form and tax detail in appendix.

Deal structure

Our formulas

CLASS B

Investor

Institutional investor with a seat on the Board. Invests in the holding for exposure to the entire platform — with priority on every deal and the choice, deal by deal, of where to participate. Minimum investment EUR 3M.

CLASS C

Co-investor

Invests only on a deal-by-deal basis, subject to availability, alongside the holding through the deal vehicle. Minimum investment EUR 500K.

Club deal structure

Classes of shares

Class A: founding members operationally active (share capital). **Class B:** key investors with capital under management (minimum ticket EUR 3M). **Class C:** co-investors with club-deal capital under management and co-investment agreement (minimum ticket EUR 500K).

Club deal investment holding company

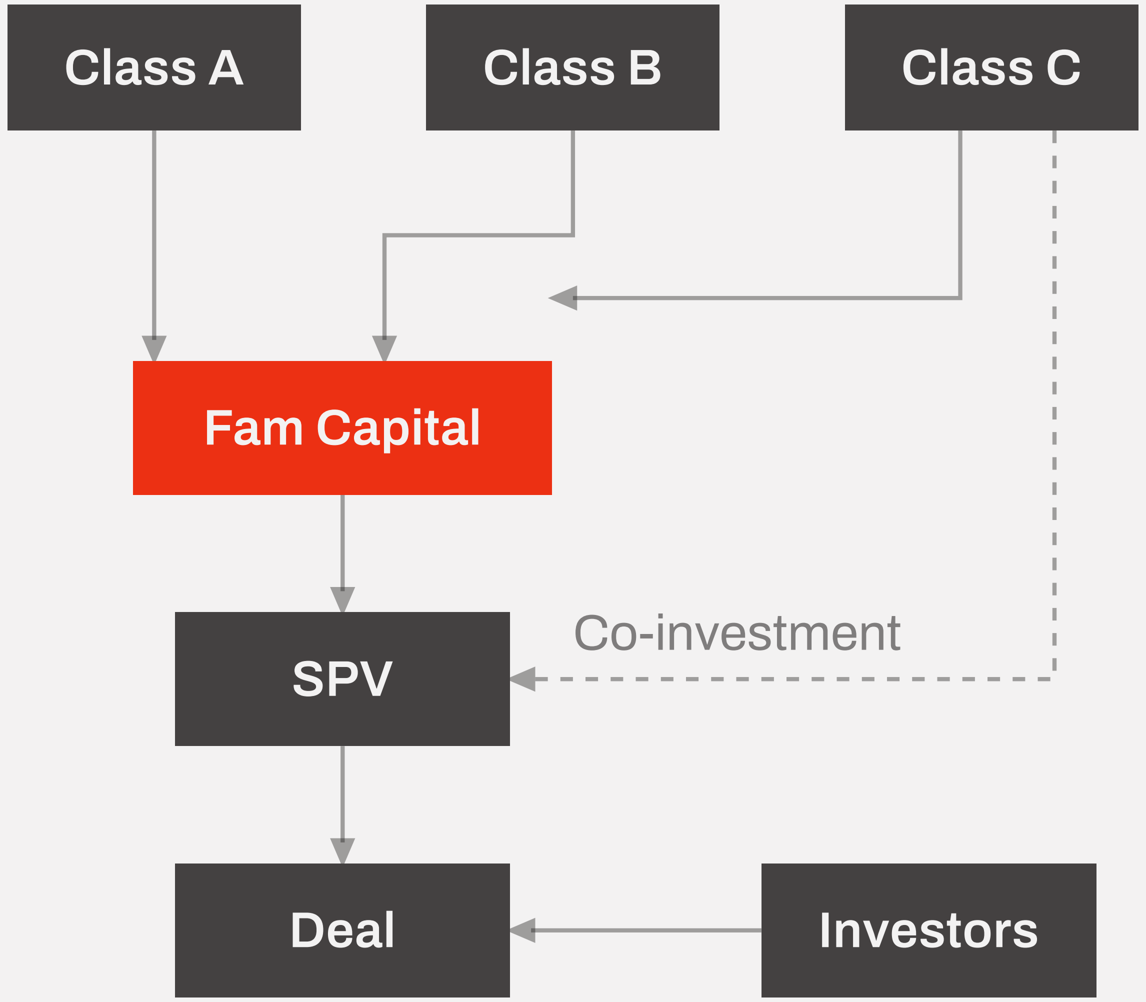
Swiss investment holding, remunerated with min 2% of share capital as working capital and 20% performance fees on exits.

Deal investment vehicle

Special purpose vehicle dedicated to each deal, allowing Class C shareholders to co-invest efficiently — managed by Fam Capital.

Target deal

Investment target shared with other professional investors of the Fam Capital network.



Being inside means seeing the sector first — an observatory, not just an allocation

For entrepreneurs and family offices with consumer or pet interests, three layers of value beyond returns.

Deal access

Co-invest alongside the team that has built a pet-industry platform before, on deals sourced through a network no generalist fund can access.

Sector intelligence

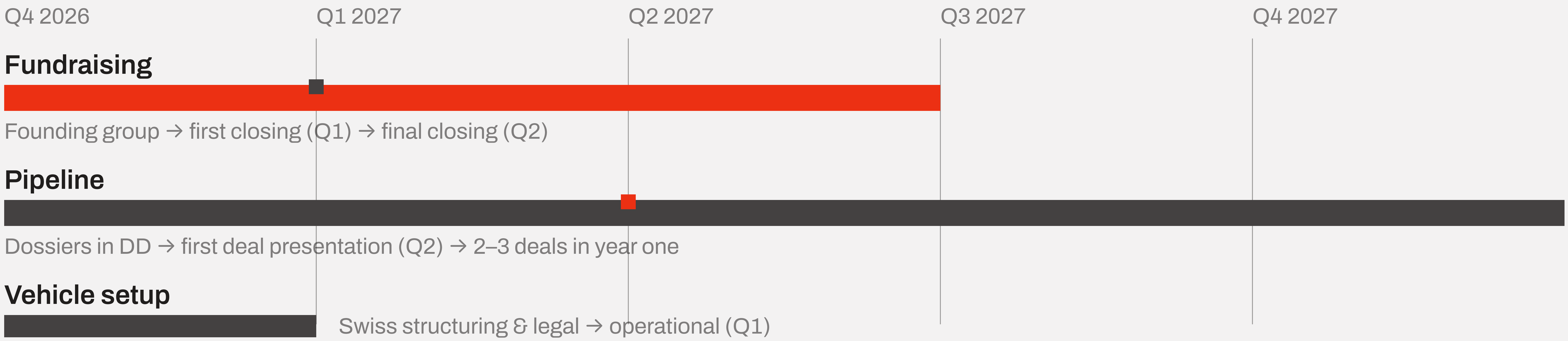
Periodic deal presentations and IC analyses function as a continuous, insider-grade view of where European pet tech is moving — channels, valuations, models that work.

Strategic optionality

For investors with industrial interests, portfolio companies and the deal flow itself can become partners, suppliers or acquisition targets.

A EUR 500K ticket buys a seat in the room where the sector is seen first.

First closing Q1 2027 — first deal already in evaluation



MANAGEMENT FEE	CARRY	MINIMUM TICKET	TARGET SIZE	GP COMMITMENT
2%	**20% per deal**	**EUR 500K**	**EUR 20–30M**	**Co-invest per deal**

Form it · Fund it · Deploy it. Indicative terms, subject to final legal structuring.

The sector is secular. Europe is the territory. The team is unrepeatable.

Founding tickets of EUR 500K — be in from day one.

Fam Capital · invest@famcapital.ch · Lugano