

# Veeet

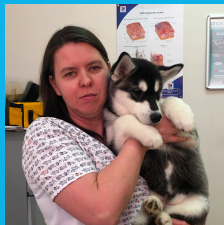
Mobile application to manage your pet's health

Veeet start up gets Empresa Nacional de Innovación (Spain), SME, SA (Enisa) approved



We understand that visiting the veterinary clinic can be stressful for pet parents. People want their pets to always be healthy and not need the services of a doctor.

I am confident that a convenient tool for monitoring health will prevent many diseases and increase the length and quality of life of your pet.



Maria ORLOVA

Founder and CEO Veeet 15+ in veterinary medicine, including the position of chief physician

# ABOUT

## VEEET IS A MOBILE APPLICATION FOR MANAGING YOUR PET'S HEALTH

The founders' experience in a successful veterinary practice gave us the opportunity to thoroughly understand the real problems of pets and their parents.

The number of pets in the world is growing rapidly. Veterinarians' workloads are increasing and the availability of services to pet parents is decreasing. We believe that the Veeet app can be a useful tool to solve this problem.

Our priorities are to create real value for pet parents and to make the mobile application as simple and easy to use as possible.

# WHY A PETTECH?

WE BELIEVE THAT BY HELPING PETS, WE CAN IMPROVE THE LIVES OF PEOPLE

- A study published in the journal *Circulation* in 2019 analyzed data from 1950 to 2019 to determine the impact of dogs on lifespan. The study found that dog owners live longer than those who do not own dogs. Additionally, dog owners who are at risk of heart attack have a 65% reduced risk of mortality.
- Professor Cynthia Chandler of the University of North Texas says that interacting with pets can have a positive impact on our mental and physical well-being. According to her studies, the benefits include calming and relaxation, anxiety reduction, loneliness reduction, normalization of heart rate and blood pressure, pain reduction, stress reduction, depression reduction, and increased pleasure.
- A 2023 study published in the journal *Animals* confirms that Animal-Assisted Therapy is effective for treating mental health problems in adolescents. The therapy can yield positive results after just a few sessions

The best approach for a successful startup is to identify a problem and offer the best solution. This is exactly what we did when we started Veeeet. However, there is another crucial aspect to consider.

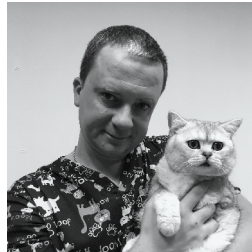
Why do people keep pets? There is no doubt that love is a crucial factor for pet owners, but there are also tangible benefits. This factor may seem irrational, but owning a pet can significantly improve one's quality of life.

# TEAM & MENTORS



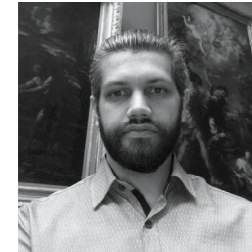
**Maria ORLOVA**

**Founder and CEO**  
15+ in veterinary medicine,  
including the position of chief  
physician



**Pavel ORLOV**

**Mentor and Head of Research**  
20+ years in veterinary  
medicine, founder of "Aist" and  
"Phoenix" veterinary clinics



**Dmitry LELECO**

**IT Mentor**  
15+ years as a Senior Software  
Engineer



**Vadim GUSAKOV**

**Founder and Head of  
Development**  
20+ years in management  
consulting



**Alexey TARATINSKY**

**IT Mentor**  
20+ years of DBMS  
development and maintenance  
for content-driven media sites



**UPROCK Studio**

**UI/UX Mentor**  
high quality website and  
application design for 10+ years  
150+ Design Awards



The Veeet project is being implemented with the assistance of Irish Wolfhounds Morgan and Rhiannon, Italian Greyhound Leo, Yorkshire Terrier Delia, Dachshund Minna, and a cat who wishes to remain incognito.

For all of us - the founders of Veeet, our friends and loved ones - pets are an important part of life, members of the family. That is why we make every effort to create a product that is really necessary and useful for pet parents. We use our experience and knowledge to make Veeet better.

This story has given us a unique experience and a special, close relationship with our pets. We will make every effort to use this experience for the benefit of future Veeet customers.

Vadim Gusakov, Veeet founder

For Russian citizens, emigration is the only legal way to say "no" to an insane war. Moreover, we believe Veeet has global potential and our project will benefit pet parents worldwide.

The Spanish government praised Veeet's business plan and agreed to grant our team members residency permits for startup founders. We were about to move to Spain with the whole family, including our Irish Wolfhounds, as they are full members of our family. Due to his very old age, one of the wolfhounds might not have survived a flight or shipment by commercial carrier. But since the external borders of Russia are closed to vehicles with Russian license plates and citizens with tourist visas, the situation looked hopeless.

Luckily, I already had a digital nomad residence permit from Croatia. As a result, the family council developed a new evacuation plan from Russia that was "as reliable as a Swiss watch":

1. My wife and son, having packed our entire lives into two suitcases, are flying from Russia to Milan. A 15-hour layover in Istanbul is a minor inconvenience.
2. I am also coming to Milan from Croatia. We meet and take a bus to Munich (Germany), where we buy a car (chosen on the Internet) with my Croatian ID.
3. We drive an unknown used car from Germany to Narva (Estonia). Only 2100 kilometers.
4. The Estonian-Russian border is open for holders of a European residence permit. That's why I cross the border on foot with my Croatian ID and pick up the dogs in Russia, which my friends will bring there. With the dogs I cross the border again in the opposite direction.
5. We load the dogs into the car and drive to Spain. (about 4000 kilometers)

And we succeeded. There were many problems, but we did it. We arrived in Spain. We got all the necessary documents. We found an apartment and registered the car. And now we are doing something incredibly interesting - creating the Veeet

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Most pet owners have installed mobile veterinary applications at least once.

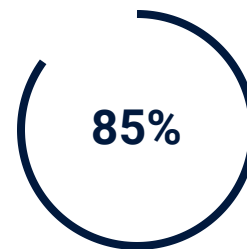
According to the results of in-depth interviews, the main problem with existing mobile applications is an incomprehensible interface and insufficient functionality.

Therefore, our priorities when developing a mobile application are constant feedback from future users, testing, UI/UX

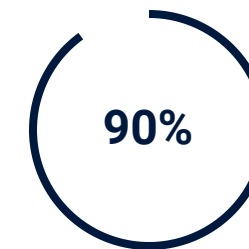
160 survey participants, “important” and “very important” responses

# RESEARCH

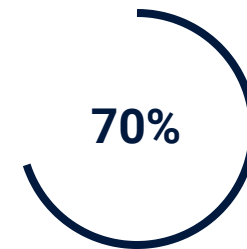
I HAVE A NEED FOR AN APP FOR MY PET WITH THE FOLLOWING FEATURES:



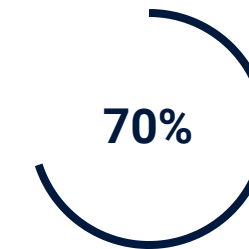
Storing and organizing information about your pet



Quick and easy to access veterinary information and advice



Personalized recommendations on feeding, care etc.



The ability to analyze your pet's health status by yourself with the app

# MVP FEATURES



## Store pet information and owner profile

Pedigree, veterinary passport, photo, etc.



## Veterinary records and key health indicators

Height, weight, health characteristics, medical history, etc.



## In case of Emergency

Quickly access information on what to do in dangerous situations



## Calendar of Events

Add your plans for vaccinations, shows, and other events to your calendar



## Challenges and Partner Program

Make a plan, complete tasks, and earn rewards!



## Reference books and transcripts of analyses

Diseases, medications, conditions, etc.



## Digital Twin

An innovative health indicator prediction digital tool



## Symptom Checker

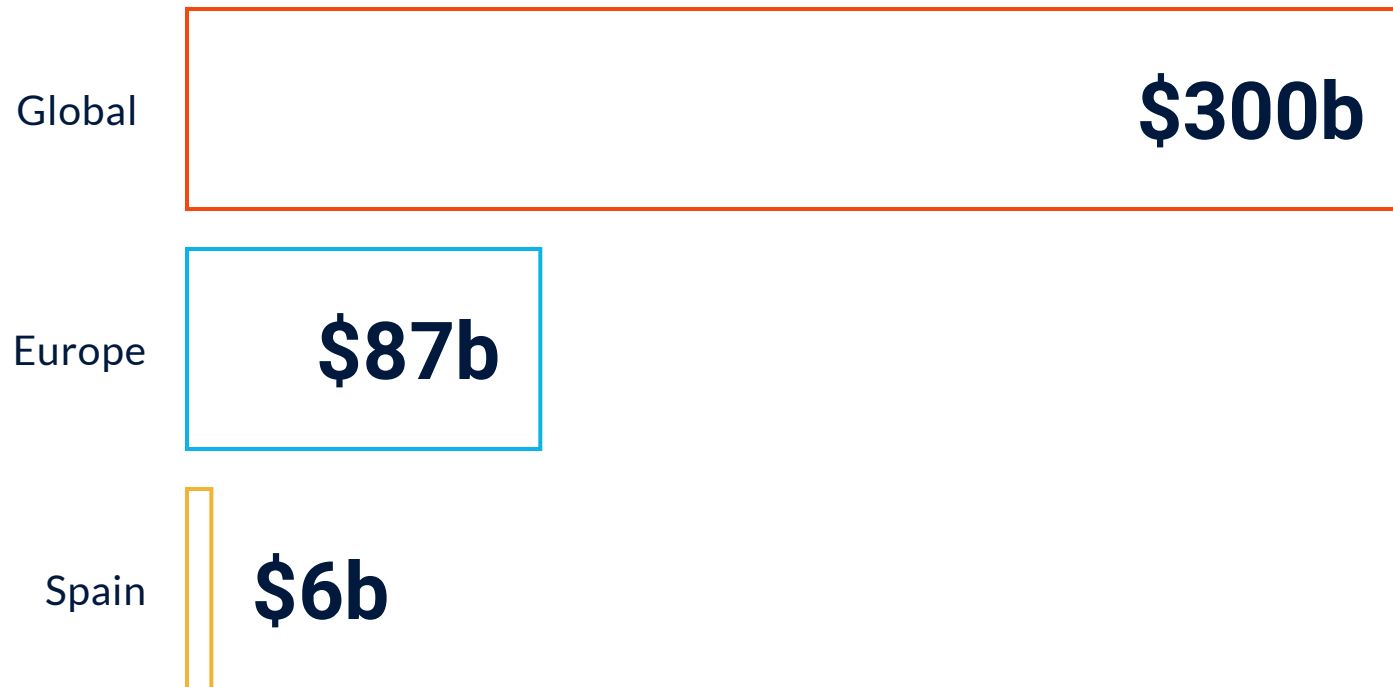
Expert system for symptom analysis and recommendations



## News, feeding questions and more

Interesting, useful, and relevant content

# PETCARE MARKET



Significant increase in pet ownership is important consequence of COVID pandemic.

FEDIAF Report (published in June 2024) confirms a healthy growth of pet ownership with 166 million European households (50%) owning one or more of Europe's 352 million pets.

The analysis predicts that increased animal longevity and healthcare improvements might accelerate the use of preventive-care diagnostics as well, with the potential to become a \$30 billion global market segment.

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*Bloomberg, FEDIAF*



# INNOVATIONS

## AND SECRET SAUCE

### DIGITAL TWIN

According to the Wiki definition, a digital twin is a digital representation of an alleged or actual real physical product, system, or process (physical twin) that serves as a virtually indistinguishable digital counterpart for practical purposes».

In our case, a digital twin is a mathematical model that, based on your pet's basic parameters (weight, height, breed, age, physical activity, diet), can predict energy metabolism and calculate health indicators such as body mass index. In addition, the digital twin can warn of possible health problems (for example, due to lack of food or too much physical activity).

### SYMPTOM CHECKER

In fact, when we talk about a symptom checker, we are developing a clinical decision support system (clinical DSS). With this system you can analyze your pet's symptoms and get recommendations (recommendations only, the decision is yours!) on what to do in your situation. We are using knowledge management (expert system) technology in the development. Such systems have a number of advantages over artificial intelligence. The first is the transparency of recommendations. Publications from authoritative sources such as Nature and SAGE also highlight the benefits of clinical decision support systems based on knowledge management.

### GAMIFICATION OF PET EXERCISE MANAGEMENT

We plan to integrate gamification with the affiliate program module. The goal is that by completing daily tasks for the pet's health, the owner will have access to discounts and special offers from partners.

# DEVELOPMENT

## WHAT HAS ALREADY BEEN DONE?

- Pet health module and personal user account
- System for storing and managing veterinary information and documents, including test interpretation assistance
- Feature-rich calendar and pet health dashboard
- Information and reference system, including actions in life-threatening situations for the pet, information about diseases and conditions, and medications
- A digital twin that helps you predict how changes in diet and activity may affect your pet's health.
- Gamification: Based on the health predictions generated by the digital twin, a series of daily tasks are created. As you complete them, you earn coins that can be redeemed for goods and, in the long run, services from Veeet partners.
- Content: Information on 112 diseases, 32 dangerous situations, 30 medications, 23 conditions is already available. The digital twin takes into account the characteristics of 33 breeds.

ALL TECHNOLOGICAL PROBLEMS ARE SOLVED

THE APPLICATION IS 90% COMPLETE

WE PLAN TO START OPEN TESTING IN EARLY FALL 2024

NOW IN PROGRESS:

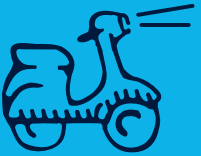
- Symptom checker
- Filling the application with veterinary content
- UI/UX design
- Open testing

# GO BEYOND MVP

WHAT APPLICATION FEATURES WILL WE NOT IMPLEMENT IN THE MVP?

WHAT ARE THE DEVELOPMENT PROSPECTS FOR VEEEET?

- Digital Twin: We will refine our model and add more breeds of dogs and cats.
- Remote consulting service: Add chat with veterinary experts.
- The content in MVP is now geared towards dog parents. The immediate goal of development is cats and everything related to their health and well-being. However, we will not stop there and will expand our functionality in the interest of owners of birds, reptiles and other exotic pets.
- Right now the application works on the principle of one user - one pet. In the future you will be able to add profiles of all your pets to one user account. We also plan to create special versions of the application for breeders and shelters.
- Symptom Checker: The MVP will have only one (but the most common) detailed symptom. Moreover, the number of symptoms processed by the expert system will grow.
- Filling the information sections: diseases, symptoms, veterinary drugs, etc. is a lot of information. We will constantly work to complete Veeeet directories and update data.
- Affiliate Program: We consider it one of the most important tools to create value for our users. Therefore, increasing the number of product and service providers under the Veeeet Affiliate Program will be our continued priority.



Veeeet

## CONTACTS

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## VEEET

Smart  
petcare

## MISSION

Helping people by keeping their pets healthy  
with digital technology

## AMBITIONS

Create an app for  
pet parents used  
worldwide

