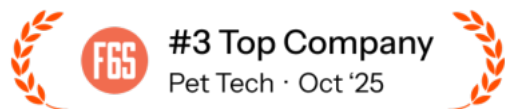


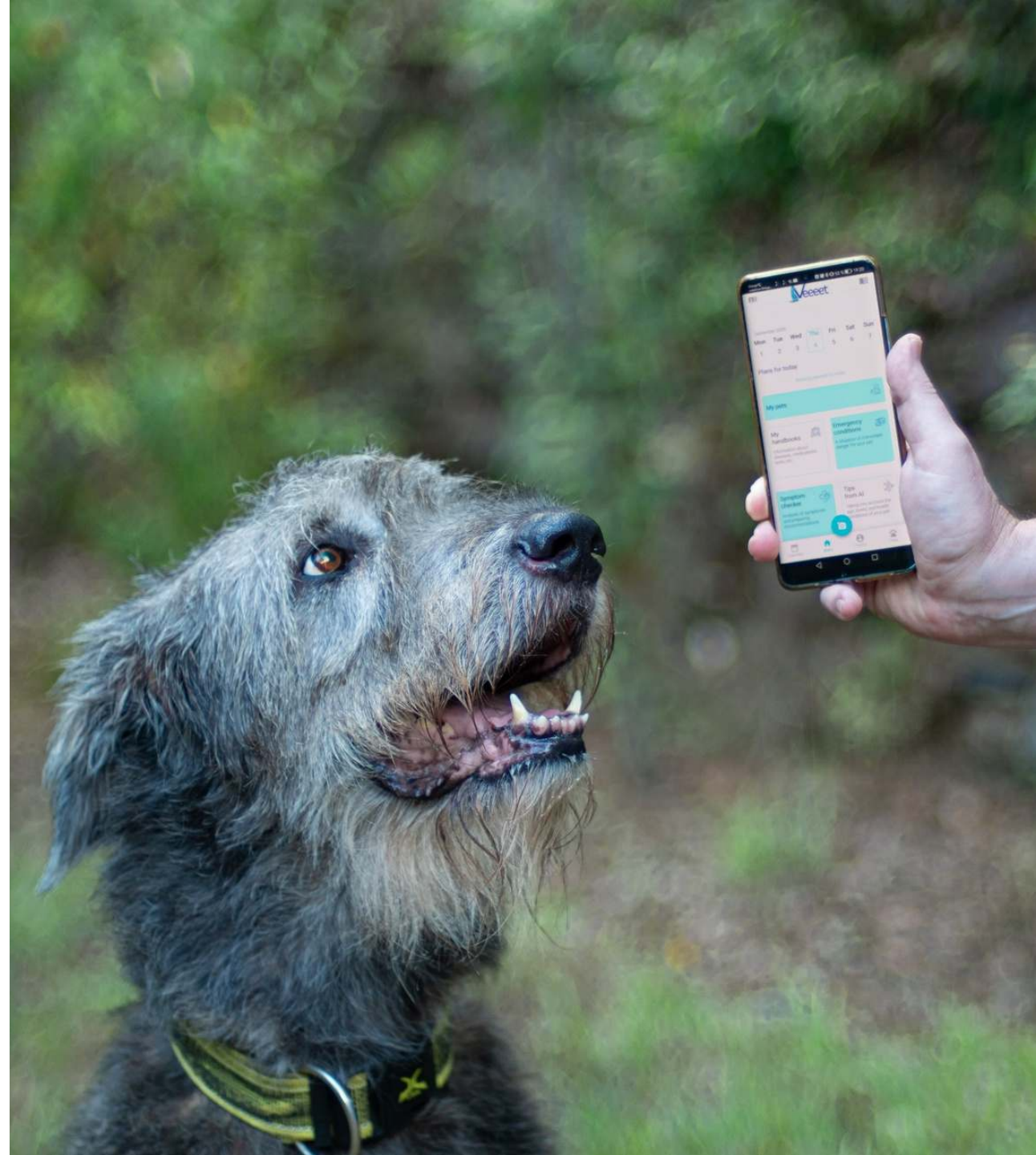
Your Pet's Proactive Health Assistant

Veeet

because care should be personal



Veeet is a member of



PROBLEM:

Every day, over 800 million pet owners worldwide ask themselves the same question, “**Is my pet okay?**”

Here's the gap:

Vets see your pet 1-2 times a year — they can miss early signs between visits.

You see your pet every day — but don't always know what to look for.

The result?

Expensive emergency treatments, stress, and preventable loss of their pet.



"My dog avoided slippery floors. I thought: 'just age.'

It was arthritis.

The vet said: 'If we'd caught this a month ago, **we could have prevented it.**'

— PET OWNER, REDDIT

SOLUTION:

Catch problems before they become expensive

Veeeet bridges the gap between vet visits.

We're a mobile pet health assistant that helps responsible owners better understand their pet's condition and make informed decisions. It works through **regular monitoring, AI analysis of symptoms and health, and personalized recommendations.**

Veeeet is not a vet in your pocket, but a smart support system for the caring pet owner.

We use cutting-edge technologies, including **AI** and retrieval-augmented generation (**RAG**), to ensure the recommendations are tailored to your pet's unique characteristics.

Additionally, the **AI Vision** feature in our app makes pet care easier. It can automatically read and save pet documents, analyse test results, recipes, product labels and so on.



VEEEET APP KEY FEATURES

Personalized AI health and wellness recommendations for your pet - in any situation.

Checking symptoms, interpreting veterinary tests, advice on nutrition and pet care, behavior management.

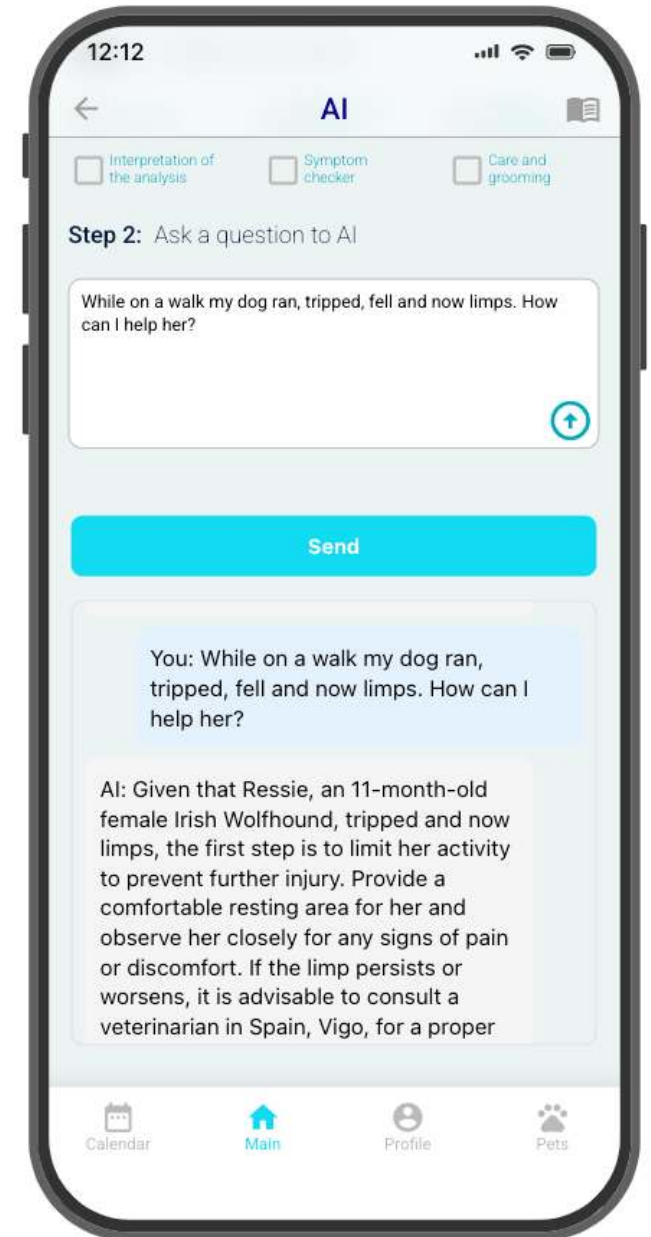
Dynamic questionnaires for monitoring your pet's health.

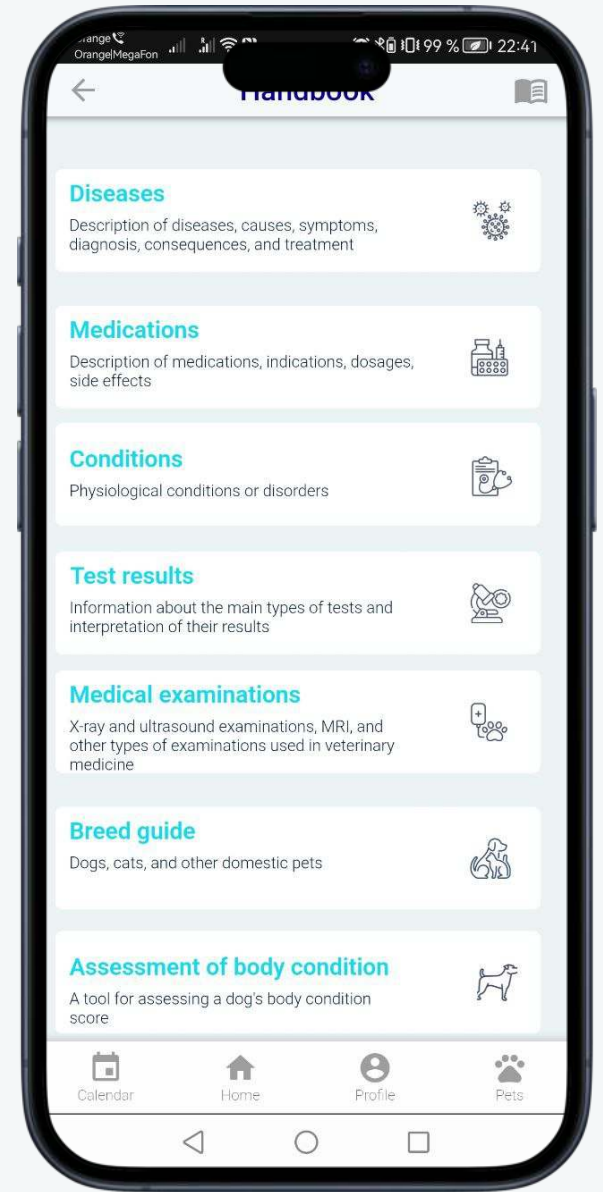
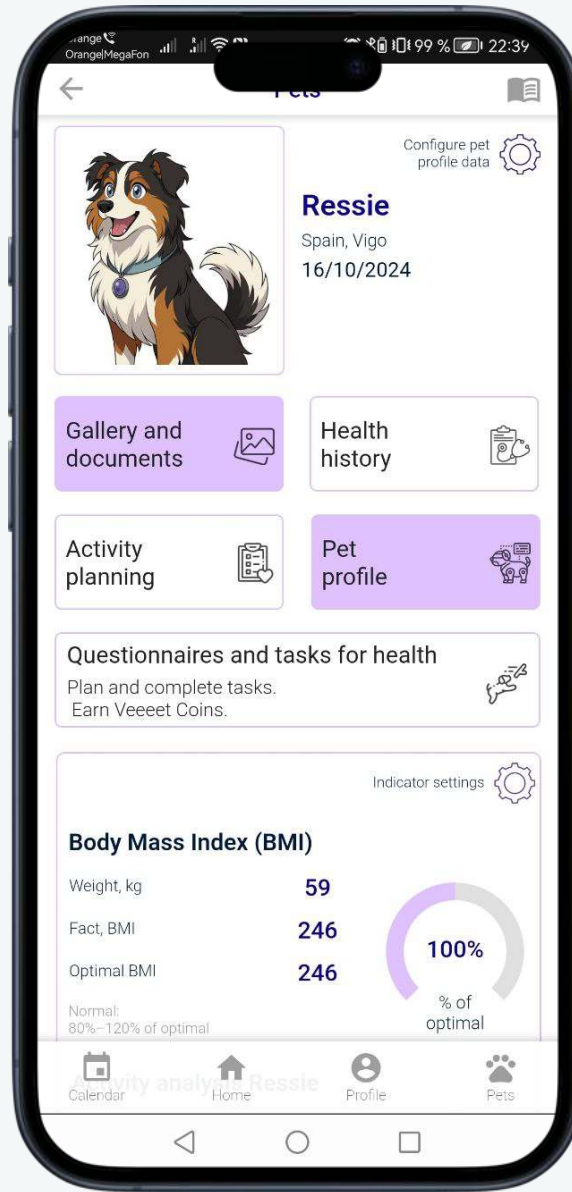
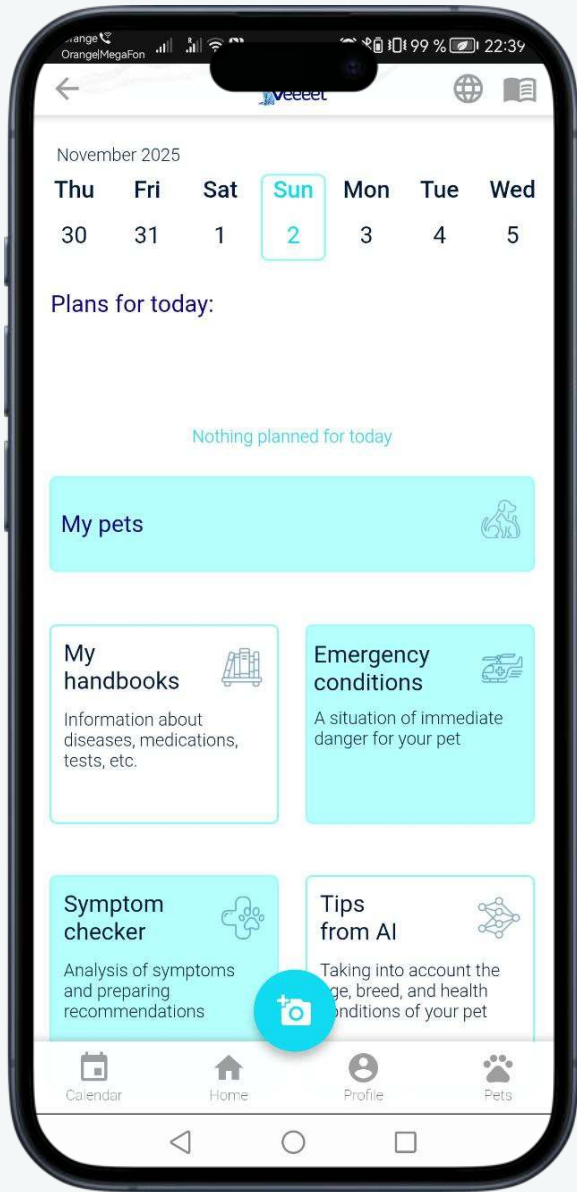
Our tool for personalization and early diagnosis

The AI Vision is to automatically recognise documents (e.g. prescriptions, diagnoses) and help to store animal data.

Take a photo - recognize text - analyze or save the document

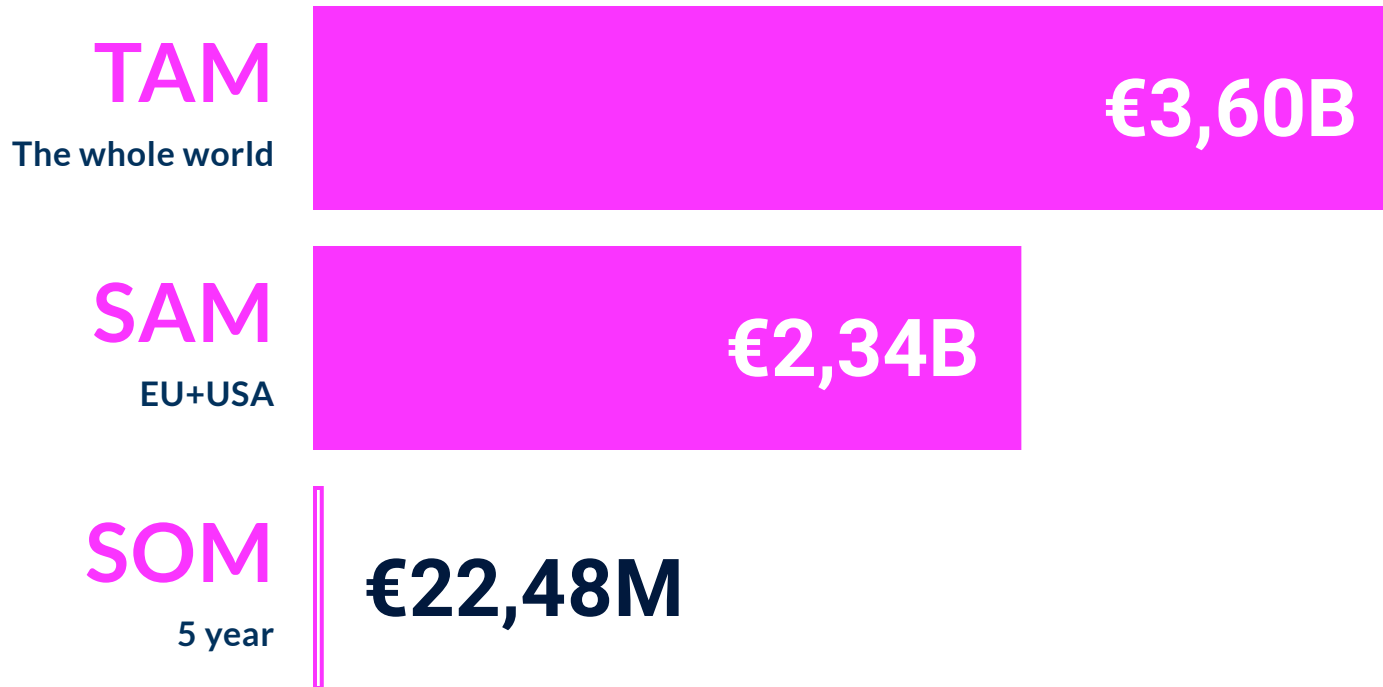
Challenges, motivation, pet photo contests.





MARKET POTENTIAL

Global petcare market: **\$380B** with growth rate 11.33%
(Mordor Intelligence)



TAM: There are approximately 800 million households with pets in the world. ~5% would purchase at €89.9/year (validated through customer research during EU-funded acceleration program)

SAM: There are approximately 166 million households with pets in Europe and 94 million in the USA. ~10% of those households would be willing to purchase our mobile app.

SOM: In five years, we plan to have 175,000 paying customers.

COMPETITION AND VEEEET ADVANTAGES

10 minutes in Veeeet app instead of 5 hours of internet search

Vs. 11pets/MyPetBlu: They store data, we **analyze** it and provide personalized recommendations;

Vs. Veterinary reference books: Static information vs. **dynamic analysis** of a specific situation;

Vs. Veterinary telemedicine: Instead of waiting a long time for an expensive consultation, receive an instant response from AI that considers your pet's health characteristics;

Vs. Maskots and other AI apps for pets: Technological barrier – **the RAG system** with a digital twin and dynamic questioning was developed by professional veterinarians and is difficult to copy;

Vs. Tractive and other pet trackers: We do not compete with these platforms, but rather **complement** their capabilities with our analysis tools, health questionnaires, and motivation system.

Vs. ChatGPT: Unlike general AI, **we know the health characteristics** of your pet;

INNOVATION

and intellectual property protection

- Veeet is built around a **hybrid AI architecture** that transforms subjective pet owner observations into structured, longitudinal health data.
- The core innovation combines adaptive health questionnaires (**Computerized Adaptive Testing**), multimodal data integration, and a layered AI system where rule-based logic and LLMs enable personalized interpretation rather than generic answers.
- This approach is protected by a filed utility model application (OEPM, Madrid).

Carta de Validación del carácter innovador del proyecto Veeet (Gemelo digital para mascotas)

De: Andrés Manso
Programa Acelera Startups – Modalidad Tecnológica
Península Corporate Innovation SL
CIF: B66585613
Correo electrónico: andres@peninsula.co
Teléfono: 932 20 00 93

Estimados/as Sres./Sras.,

Por medio del presente, certificamos que el proyecto Veeet, desarrollado por el emprendedor Vadim Gusakov (NIF: Z1386004Y), ha sido seleccionado y acelerado en nuestro programa Acelera Startups (financiado por la UE – NextGenerationEU, conforme a la Orden ICT/748/2022), por su carácter claramente innovador y su potencial disruptivo en el sector pet-tech.

Criterios de innovación validados:

Tecnología patentable:

El proyecto ha presentado una solicitud de modelo de utilidad para su sistema de gemelo digital de mascotas, que combina IA, y análisis predictivo. Esta tecnología permite monitorización personalizada y prevención de enfermedades, diferenciándose de soluciones existentes en el mercado.

Metodología y modelo de negocio:

Durante la aceleración, el proyecto ha sido evaluado en áreas clave:

Escalabilidad: Modelo freemium con alto potencial de conversión y proyección internacional (UE y LATAM).

Automatización: Uso de algoritmos de IA para generar recomendaciones y alertas de salud, reduciendo costes operativos.

Trayectoria en el programa:

50 horas de formación en innovación tecnológica.

40 horas de mentorización especializada en deep tech y comercialización.

Participación en eventos de networking con inversores y partners estratégicos.

Recomendación: Consideramos que Veeet cumple con los requisitos de proyecto innovador según:

Ley 28/2022 de Startups (Art. 3: "Nuevos productos/servicios con base tecnológica").

Horizon Europe (Eje "Digital and Health").

ENISA/CNTI (Criterios de disruptividad tecnológica).

Atentamente,
Andrés Manso
Director del Programa
Programa Acelera Startups

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BUSINESS MODEL

Monetization: Hybrid Model (Freemium + Trial).

Subscription cost: 89.9 euro per year, incl. VAT.

The price was determined based on the findings of research and surveys conducted during the acceleration programme.

Revenue structure: 70% subscriptions, 30% advertising and partnerships.

Long-term target revenue forecast: €100M. To do this we need to have 800,000 paying customers (approximately 2% of the US+EU market)

Go-To-Market Strategy

Target Audience: Affluent, professional urbanites aged 25-55. Digital natives. Mostly women. Responsible, active and passionate about their pets.

Priority channels for first 90 days:
ASO + Content SEO (free): "pet health AI";
Meta Ads (40% budget): targeting premium breed owners, lookalike audiences;
Google Ads (40% budget);
LinkedIn (20% budget).

Strategic partnerships:

Insurance: AI prevention = fewer claims, revenue share

Pet Brands: personalized recommendations, affiliate mod

AI - features: Promoting AI scanning and recognition as a unique advantage

TEAM & MENTORS



Maria ORLOVA

Founder and CEO

20+ years in veterinary medicine



Pavel ORLOV

Mentor and Head of Research

20+ years in veterinary medicine



Natalia GUSAKOVA

UI/UX

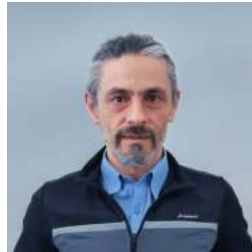
15+ years as Creative Artist and Designer



Vadim GUSAKOV

Founder and CBDO/CTO

20+ years in management consulting



Alexey TARATINSKY

IT Mentor

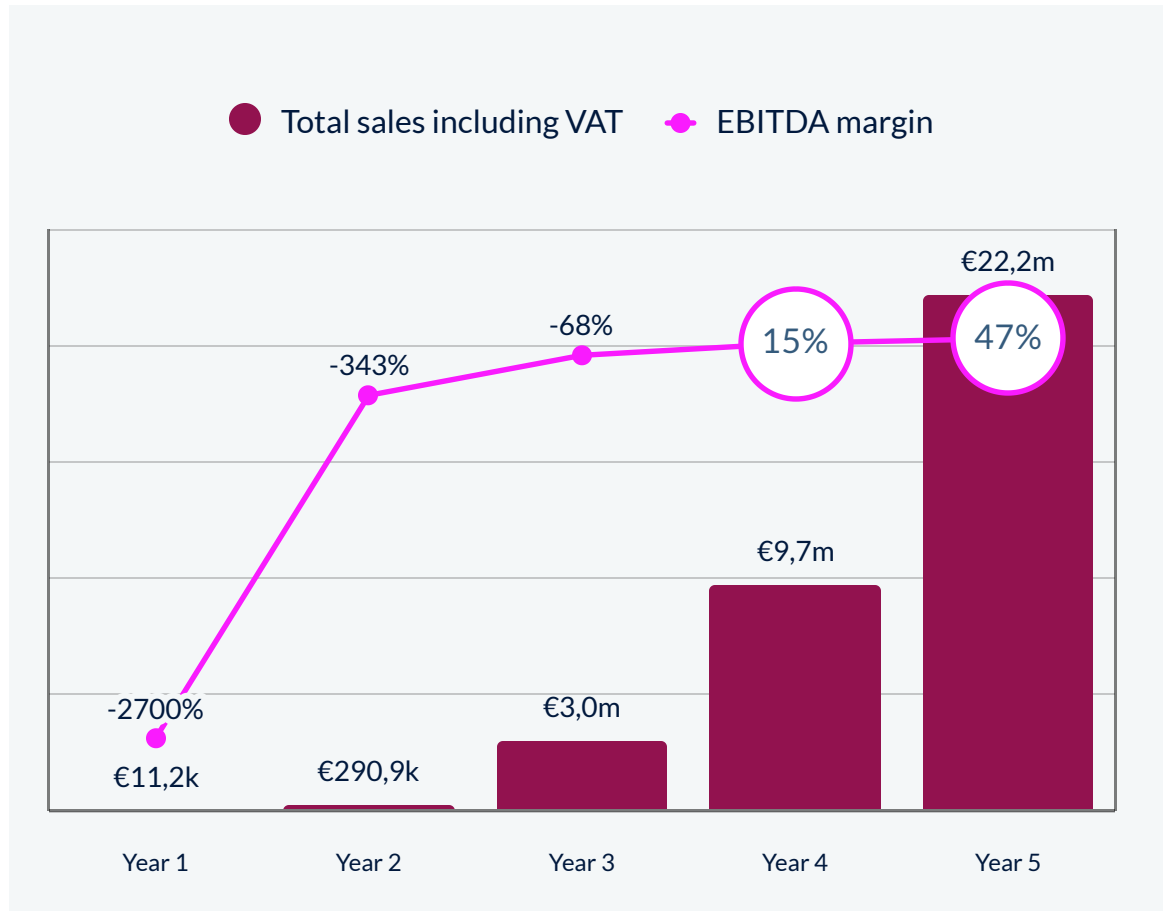
20+ years of DBMS development



Support TEAM

Irish Wolfhounds Morgan and Rhiannon, Italian Greyhound Leo, Yorkshire Terrier Delia, Dachshund Minna, and a cat who wishes to remain incognito.

REVENUE (5Y FORECAST): €22,2M



| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---------|--------|--------|--------|--------|--------|
| ARPU | €74,9 | €88,1 | €93,6 | €99,9 | €107 |
| CAC* | €720 | €300 | €133,3 | €83,3 | €53,3 |
| LTV | €71,6 | €120,8 | €174,9 | €211,1 | €252,7 |
| CAC/LTV | 0.1 | 0.4 | 1.3 | 2.5 | 4.7 |

* paying customer

ROADMAP: MVP READY

Over 350 participants took part in hypothesis and beta testing

Current status:

MVP READY

Completed the Acelero acceleration program, funded by the EU. Confirming a high level of innovation.

Phase 2

OPTIMIZATION AND EXPANSION

Goal: Improve the product based on data, prepare for horizontal scaling.

Phase 1

MVP LAUNCH AND VALIDATION

Goal: Market entry, product validation, initial user base acquisition, refine MVP

Phase 3

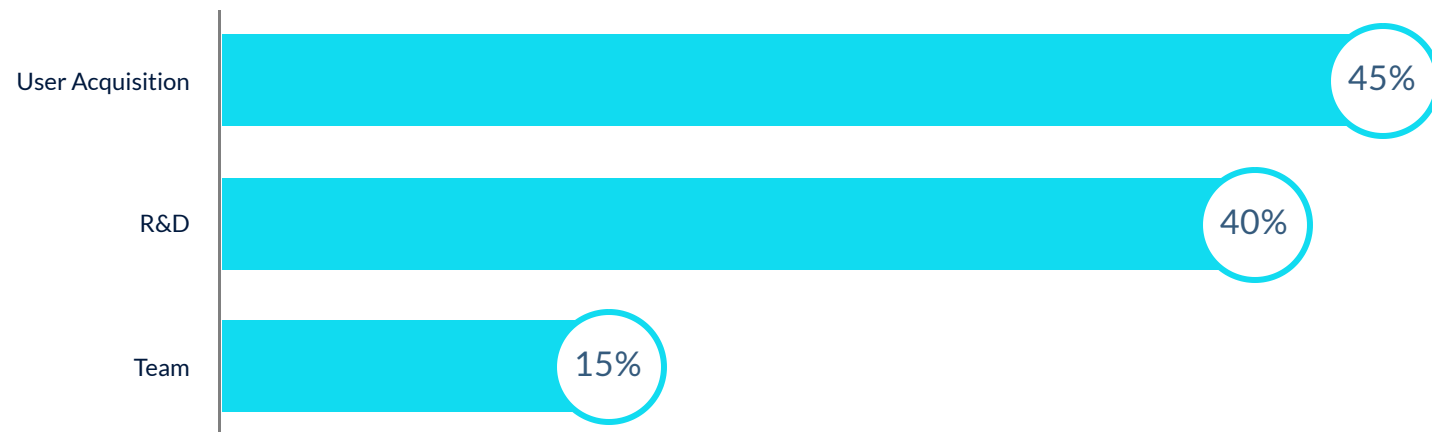
SCALABILITY AND DEEP PERSONALIZATION

Goal: Enter international markets, launch support for other types of pets, develop our own AI model.

WE ARE LOOKING FOR €240,000

Key planning investment results: Onboard 5,000 users (total), validate the product-market fit through feedback, generate initial revenue. Refine MVP into a full-featured app.

Plan for using Investment



The founders invested approximately €70,000.

No debts.

100% of the campaign belongs to the founders

Burnrate: €5,000 per month

Runway: 6 month

If we don't raise the investment, we'll slow down but continue to work on our startup

EXIT STRATEGY

There are many companies in the market for whom taking over our startup would provide significant value. **These are large pet product chains, pet food manufacturers, and insurance companies.**

CONTACTS:

Email: vadim@veeeet.org

Tel: +34 625 839 238

Linkedin: <https://www.linkedin.com/company/veeeet>

Website: www.veeeet.org

Veeet: because care should be personal

MISSION

Revolutionizing pet care by providing AI personalized insights and proactive health management for every pet.

UVP

We deliver AI-personalized pet care using health, and behavioral data, with automatic document recognition for ultimate convenience.

AMBITIONS

Create an app for pet parents used worldwide

