



**Veeet is a mobile application for managing your pet's health. The founders' 15+ years of successful veterinary practice, gave us the opportunity to thoroughly study the real problems of pets and their parents. In addition, our team and mentors are professionals in the field of IT, startups and business consulting (20+ years of experience). The UI/UX support of our project is provided by a design studio that has won more than 150 professional awards.**

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 size of our target market can be estimated at 12 billion euros. The CAGR forecast is 7.5%.

People want their pets to be healthy and not require the services of a doctor. Also, pet parents say they want a convenient mobile tool that allows them to:

- Manage all of their pet's information, such as pedigree and other documents, medical history, photos, etc.
- Quickly access reliable veterinary information - about critical conditions, diseases, medications, tests, etc.
- Get personalized recommendations about your pet's health.

All this functionality is already implemented in the prototype of the Veeet application. The app is now being filled with veterinary content. In addition, we have several "secret sauces" for health management:

- Digital twin technology for predicting animal health;
- A decision support system based on an expert system (in our case, this is better than AI because it ensures absolute transparency of the decision-making process);
- 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.

**We are currently finishing the development of the MVP prototype and plan to launch a test version in early autumn.**