

Pet Care Opportunities and the Startups Addressing Them

The \$90B Pet Care Industry is Thriving and Innovating in 2020

Nutrition+

Pet nutrition is evolving with expectations around functional results, sustainability, ethics, transparency, and customization.

Digitization of Feeding



Functional Foods and Consumables



Emerging Pet Parent Demographics

freely



Values Oriented Feeding



PET PLATE



AMINY'S



Food Customization



Hydration



Collaborative Pet Care & Health

Pet ownership is growing among new demographic groups and pet owners know it takes a village to care for pets. The easier it is for everyone to collaborate on care and services, the better for pets, people and pet businesses.

Behavior & Training



Care Funding



Health & Wellness



Hand In Paw



Emerging Pet Parent Demographics



Home Testing



Info Trust & Curation



Pet Life Stage Solutions



Pet Friendly Places and Communities



Pet Lovers Without Pets



Toilet/Litter/Cleanup



NatureWalk Pet Care

Halli-Loo.com Automatic Flushing Dog Toilet

Veterinary Enabling Solutions



Veterinary Enabling Solutions



Digital Transformation of Pet Life

Today's pet parents expect e-commerce, mobile app ordering capabilities, and curbside pickups. They want to use digital devices to book services online to care for their pets.

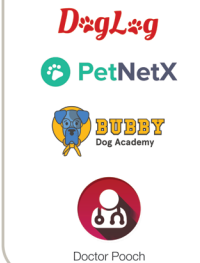
Cognition, Computing, and Communication



Digital Pet Services and Marketplaces



Pet Data Access/Management



Pet Identity Management



Pet Industry Tech/Digital Enablement



* Indicates a company based outside the US

DISCLAIMER: Map is from September 2020. There are many more great startups than we had space to list. The companies listed here are neither endorsed by the Pet Care Innovation Network or inclusive of all the companies doing innovative work in pet care.



Learn more about pet care opportunities for startups and the entrepreneurs addressing them at PetCareInnovation.net/startup-opportunity-map

A PUP ABOVE VALUES ORIENTED FEEDING

Javier A. Marriott, Ruth Marriott
& Lola Marie Marriott
Austin, Texas
<https://apupabove.com/>

Premium farm-to-bowl dog food company that brings dog parents full transparency in how we source and who we source from. We cook our food sous-vide.

ANIMALBIOME HOME TESTING

Holly Ganz, Carlton Osborne and
Alex Martin
SF Bay Area
<https://www.animalbiome.com/>

AnimalBiome provides non-invasive diagnostics and microbiome restoration for healthier pets

ANIPANION VETERINARY ENABLING SOLUTIONS

Tony Cairo & Bobby Reddy
San Diego
<https://anipanion.com>

A virtual care platform that offers white-label customization, PIMS integration capabilities, and facilitates a proven method for delivery of care.

ASTUCORP VETERINARY ENABLING SOLUTIONS

jean-François Le Helloco DVM / Liselotte Cousin / Stephan Martin DVM / Julien Raquidel / Remi Rey / Quentin Le Helloco
Paris - France
<http://www.astucorp.com>

The digital platform for veterinarians where they can find all for their daily practice including a new consultation tool to link with pet-owners

BARKLY DIGITAL PET SERVICES PLATFORMS AND MARKETPLACES

Christopher Gonzalez, Dave Comiskey and Jim Camut
Washington, DC
<https://barklypets.com>

Barkly Pets is an app-based dog walking service with the highest vetting, training, and safety standards.

ADOPTIMIZE PET FRIENDLY PLACES AND COMMUNITIES

Jessica Schleder
Los Angeles, CA
<https://www.adoptimize.co/>

Adoptimize is an animal shelter technology that automates the process of taking and editing great pet photos to increase adoption rates and save lives.

ANIMALYTICS.IO HEALTH & WELLNESS

Germany
<https://www.animalytics.io>

AQUAPURR HYDRATION

Castle Rock, CO
<https://aquapurr.com>

BAR K DOG BAR PET FRIENDLY PLACES AND COMMUNITIES

Leib Dodell and David Hensley
Kansas City, MO
<https://www.barkdogbar.com>

Dog park, bar, restaurant, coffeehouse and event space.

BASEPAWS HOME TESTING

Anna Skaya
El Segundo, CA
<https://www.basepaws.com>

Basepaws is building a DNA testing platform for cats, starting with the CatKit - the world's first at-home feline DNA test.

ALVAR PET VALUES ORIENTED FEEDING

Ilari Haataja, Hanna Lemmetti,
Henna Söderholm, Sini Saalasti
Helsinki, Finland
<https://alvarpet.com>

Our mission is to minimize the carbon pawprint. Alvar Pet offers sustainable food, tailored for your dog, through Direct-to-Dog distribution model.

ANIMOSCOPE INFO TRUST & CURATION

Julien Tripet & Guillaume Ragetly
France
<https://animoscope.com/>

Animoscope empowers pet owners with a full range of digital tools allowing them to make the best decisions preserving their pet health

ASSURE PET HEALTH, INC. CARE FUNDING

Sudbury, MA 01776
<https://www.petassure.com/>

BARKIBU VETERINARY ENABLING SOLUTIONS

Pablo Pazos, Álvaro Gutiérrez, Patricia Seoane, Enrique Torres, María González
Spain
<https://app.barkibu.com/en/>

We combine an AI-powered veterinary assistant, a telehealth platform and insurance coverage to offer a new type of healthcare to pet parents worldwide

BAUTIFUL COGNITION, COMPUTING, AND COMMUNICATION

Maurizio Piredda, Daniele Lecis
Bautiful makes Pawiz, a interactive game for dogs and cats to entertain automatically them when they are home alone and prevent separation anxiety

BECAUSE ANIMALS**VALUES ORIENTED FEEDING**

Shannon Falconer, PHD & Joshua Errett
Philadelphia PA
<https://becauseanimals.com/>

Because Animals uses cultured ingredients such as probiotics, nutritional yeast and cultured meat to create nutritious pet food without harming other animals or the planet.

BUBBY DOG ACADEMY**PET DATA ACCESS/MANAGEMENT**

Josh Tyler
Los Angeles
<https://www.bubbydogacademy.com>

Bubby will be the first dual sided marketplace giving access to credentialed Dog Trainers, Behavior Consultants & Veterinary Behaviorists remotely.

CLEVERPET**COGNITION, COMPUTING, AND COMMUNICATION**

Leo Trottier, Dan Knudsen and Philip Meier
San Diego, CA
<https://clever.pet>

CleverPet develops interfaces that broadens the connection between humans and the animals they care for.

DIG LABS**DIGITIZATION OF FEEDING**

Tara Zedayko, Jessica Chu
New Jersey
<https://www.getdiglabs.com>

DIG labs is creating patent-pending computer vision tech and personalized solutions to give humans better tools to listen to / care for their pets.

DOGDROP**EMERGING PET PARENT DEMOGRAPHICS**

Shaina Denny, Greer Wilk
Los Angeles, CA
<https://www.dogdrop.co>

Dogdrop provides better, more accessible dog care with their physical locations for recreation & activity and DTC at home essentials for dog parents.

BIODOGRADABLE BAGS**TOILET/LITTER/CLEANUP**

Rudy Patel
Lake Forest, CA
<https://byndgrn.com>

bioDOGradable Bags aims to reduce current plastic pollution and prevent future pollution by providing their alternative to plastic products.

CHIPPIN**VALUES ORIENTED FEEDING**

Haley Russell, Laura Colagrande
Baltimore and Los Angeles
<https://chippinpet.com>

We can wear sustainable clothes, drink from reusable straws and eat plant-based burgers. Why have our four-legged family members been left out?

COMPANION**BEHAVIOR & TRAINING**

John Honchariw
San Francisco
<https://www.joincompanion.com>

Ai enabled dog training and engagement for professional and consumers

DIGITAIL**VETERINARY ENABLING SOLUTIONS**

Sebastian Gabor, Ruxandra Pui
Houston TX, Toronto Canada, Barcelona Spain
<https://digitail.io>

Cloud, all in one, patient centric PiMS with a dedicated pet portal.

DOGLOG**PET DATA ACCESS/MANAGEMENT**

Lynn Marks, Gideon Marks
San Francisco, CA
<https://www.doglogapp.com>

DogLog tracks pets health, wellness & analyses their behavior reducing communication challenges, providing peace of mind while sharing data & photos

BOND PET FOODS**VALUES ORIENTED FEEDING**

Rich Kelleman and Pernilla
Audibert
Boulder, CO
<https://www.bondpets.com>

Bond is working with biotechnology to make pet food from animal protein like chicken, turkey, and beef without the animal.

CHOMPAI, INC.**DIGITIZATION OF FEEDING**

Erik Engstrom, Dan Wheeler, Heather Srigley
Sonoma County, CA & Vancouver, WA
<http://www.chompai.com>

Pets can't talk. They have no say in the food they must eat. ChompAI's is the Voice of Pets and we're bringing them direct to food manufacturers.

DIG - THE DOG PERSON'S DATING APP**PET FRIENDLY PLACES AND COMMUNITIES**

Leigh D'Angelo and Casey
Isaacson
New Orleans, LA
<https://digdates.com>

Dig is a dating app for dog lovers and Tabby is a dating app for cat lovers.

DOCTOR POOCH**PET DATA ACCESS/MANAGEMENT**

Piyush Hari
San Francisco, CA
<https://doctorpooch.com>

Available on Amazon Alexa, Google Assistant and Samsung Bixby, Doctor Pooch allows pet owners to fetch useful information using their voice!

DOGLY**INFO TRUST & CURATION**

Cory & Jane Turner
NYC
<https://dogly.com/>

Dogly does the work for pet parents by creating a trusted and vetted world online for advice from certified experts and product recommendations.

DOGPAK PRODUCTION **PET FRIENDLY PLACES AND COMMUNITIES**

Sylvia Heisel and Scott Taylor
New York City
<https://dogparkproduction.com>

DogPark Production creates play opportunities for dogs and their humans. We make dog parks that people and their pets want to spend time in.

FETCH SOCIAL **PET FRIENDLY PLACES AND COMMUNITIES**

Tampa, FL
<https://fetchsocial.co>

FREELY PET, LLC **EMERGING PET PARENT DEMOGRAPHICS**

Reed Howlett
St. Louis, MO
<https://freelypet.com/>

Freely is simplifying the pet food purchase experience with its line of premium products and a free pet nutrition service, staffed by nutrition experts.

GUARDIANVETS **VETERINARY ENABLING SOLUTIONS**

John Dillon and Dr. Katherine Donahue DVM
Chicago, IL
<https://www.guardianvets.com>

GuardianVets is a leading telehealth platform that allows veterinary practices to offer continuous client care.

HAND IN PAW (T/A PETPANION) **HEALTH & WELLNESS**

Qian Huang, Hatim Hatim, Peggy Findji, Madison Hewitson
London, United Kingdom
<https://www.mypetpanion.com>

PetPanion is a mobile app that offers personalised health programmes via our telehealth platform and bespoke pet insurance powered by pet health data.

DOGSPOT **PET FRIENDLY PLACES AND COMMUNITIES**

Chelsea Brownridge, Todd Schechter and Alex Tosti
Brooklyn, NY
<https://hellodogspot.com>

Our hi-tech doghouse, the DogSpot, makes anyplace a dog friendly destination.

FETCHFIND **PET INDUSTRY TECH/DIGITAL ENABLEMENT**

Jamie Migdal
Chicago, IL
<https://www.fetchfind.com>

Fetchfind provides staff training and engagement and other business solutions to pet care service and pet-friendly companies around the globe.

FUR BABY TRACKER **VETERINARY ENABLING SOLUTIONS**

Amanda Hoffmeyer
Wilmington, Delaware
<https://www.furbabytracker.com>

Real-time text-message notifications for pet owners for times when pets are dropped off at the veterinary clinic without their owner.

H2ONTHROW **HYDRATION**

Chris Payne, Bradley Payne
Australia
<https://h2onthrow.com/>

We have a unique exercise and hydration product that dogs and their owners can both use. We are also developing two more unique dog products.

HAPPY AGAIN PET **FUNCTIONAL FOODS AND CONSUMABLES**

Venice Beach
<https://www.happyagainpet.com>

HappyBond is focussing on the whole health of your pet, mind, body and play. We provide nutrition and knowledge to extend the Healthspan of your pet.

EWEGURT **FUNCTIONAL FOODS AND CONSUMABLES**

Jennifer Erdman
Barrington, IL
<https://ewegurt.com>

Ewegurt's treats and toppers are all natural stress reducers for anxious dogs made with a proprietary blend of sheep milk yogurt, protein, vegetables and fruit.

FIDU **VETERINARY ENABLING SOLUTIONS**

Florida
<https://fiduvet.com>

FURFIGHTERS LLC/FURFIGHTERS. **TOILET/LITTER/CLEANUP**

James Rimoshytus
Warren, Rhode Island, USA
<https://www.Furfighters.com>

A new line of products for removing pet hair & similar debris WITHOUT the use of sticky/rubbery surfaces, vacuums, brushes/combs & the like.

HALLI-LOO.COM AUTOMATIC FLUSHING **TOILET/LITTER/CLEANUP**
DOG TOILET

Jeni Ellis Halliday
Houston, TX
<https://Halli-Loo.com>

Automatic flushing dog toilet with a sprayer and with or without a macerator.

HAPPY GO HEALTHY DOG SUPPLEMENTS **FUNCTIONAL FOODS AND CONSUMABLES**

Cincinnati, Ohio
<https://happygohealthypets.com/>

HEALERS PETCARE, INC**HEALTH & WELLNESS**

Terri Entler
Vancouver WA
<https://www.healerspetcare.com>

We have a unique re-usable bandaging method for managing the home care of a pet when injured.

HOTSPAWS.COM**PET INDUSTRY TECH/DIGITAL ENABLEMENT**

Rickley Gustave & Connor Burns
Atlanta, GA
<https://hotspawts.com/>

The HotSpawts app makes it easy for pet parents to connect with mobile groomers. We are solving problems such as pricing and scheduling transparency.

JIMINY'S**VALUES ORIENTED FEEDING**

Anne Carlson, Bill Reed
Berkeley, CA
<https://jiminys.com/>

Jiminy's makes sustainable dog food & treats using a novel protein source: crickets. It's delicious, nutritious, sustainable, humane & hypoallergenic

K9 SALUTE**VALUES ORIENTED FEEDING**

Jessica Harris
Tacoma, WA
<https://www.k9salute.com>

K9 Salute is a veteran owned natural dog treat company that honors and gives back to working dogs. Each bag of treats honors a fallen K9 hero.

KOOLSKINZ**HEALTH & WELLNESS**

Michael Bevis
Denver, CO
<https://koolskinz.co/>

KoolSkinz makes Pet Performance Wear. Our flagship product is a patented dog cooling vest that keeps dogs cool for up to 2 hours in 90+ degree weather

HIPETS**PET INDUSTRY TECH/DIGITAL ENABLEMENT**

Dorota Rymaszewska, Mirek Janik
Poland
<https://hipets.app>

Hipets is an all-in-one platform for pet parents. Online booking, telehealth, blog, pet friendly spots, joint walks, online store for pets and more.

IMPRIMED, INC.**VETERINARY ENABLING SOLUTIONS**

Sungwon Lim and Hye Ryeon Lee
Palo Alto, CA
<https://www.imprimedecine.com>

ImpriMed provides a personalized drug testing service to pets with cancer by combining cutting-edge biological sciences and advanced A.I.

JOBS UNLEASHED**VETERINARY ENABLING SOLUTIONS**

Bend, OR
<http://jobsunleashed.com/>

KENNEL KEY**PET FRIENDLY PLACES AND COMMUNITIES**

Zachary Davis
Kansas City, Missouri
<http://www.kennelkey.com>

Kennel Key is the world's first smart latch for dog kennels that can hear existing alarm systems and unlock in the event of an emergency.

KUBANDA CRYOTHERAPY**VETERINARY ENABLING SOLUTIONS**

Bailey Surtees, Clarisse Hu, Nick Durr, Grace Kuroki, Susan Harvey
Baltimore Maryland
<https://kubandacryo.com>

We're bringing state of the art care to pets by providing the only nonsurgical treatment for lumps, bumps, and cancers in pets via cryotherapy.

HOTDAWG COMPANY**HEALTH & WELLNESS**

Raleigh, NC
<https://www.hotdawgco.com>

INULOGICA**INFO TRUST & CURATION**

Peter Alberti, Mike Sachleben,
Laurie Klein DVM
Massachusetts
<https://inulogica.com>

Personalized from BOTH the vet and pet parent perspectives - we help pet parents make better decisions about their pets' health care.

K9 FIT CLUB**HEALTH & WELLNESS**

Tricia Montgomery
Evanston, IL / Orlando, FL
<https://k9fitclub.com>

K9 Fit Club is the leader in human and canine fitness and health and wellness for people and their dogs, with innovative science-based workouts and programs.

KINDTAIL**EMERGING PET PARENT DEMOGRAPHICS**

LOS ANGELES
<https://www.kindtail.com>

LACUNA DIAGNOSTICS**VETERINARY ENABLING SOLUTIONS**

Aaron Wallace, Bikul Koirala, Conor Blanchet & Garrett Walz
Fort Collins, CO
<https://www.lacunadiagnostics.com>

Lacuna Diagnostics is diagnosing cancer and infection at the speed of digital. We decrease the wait times so pets are diagnosed and treated faster.

LOCALDAWGS **DIGITAL PET SERVICES MARKETPLACES**

Sarah Ipsen and Ben Tantillo
 Portland, OR
<https://localdawgs.com/>

LocalDawgs connects pet owners with each other to exchange pet sitting instead of hiring a paid pet sitter.

NEWRoad FOODS **EMERGING PET PARENT DEMOGRAPHICS**

Katie Smith & Greg Dorin
 San Juan Capistrano, CA
<https://newroadfoods.com/>

NewRoad Foods is a trail-blazing canine nutrition company specializing in human-grade kibble that's baked to order and delivered fresh.

OBE **DIGITIZATION OF FEEDING**

Hilary Jensen
 San Francisco, CA
<https://obedog.com>

Obe is here to keep your pet happy and healthy.

PAWLICY ADVISOR **INFO TRUST & CURATION**

Woody Mawhinney & Travis Bloom
 National, HQ in NY
<https://www.pawlicy.com>

Pawlicy Advisor is a pet insurance marketplace, helping pet owners find the right coverage at the best price.

PET PERENNIALS **PET LIFE STAGE SOLUTIONS**

Remy Bibaud, Lori Davidson
 Pittsburgh PA
<https://petperennials.com/>

Pet Perennials makes it as easy as 1-2-3 for individuals and businesses to send thoughtful, personalized pet sympathy packages anywhere in the USA.

MELLA PET CARE **HEALTH & WELLNESS**

Anya Babbitt, Yale Zhang, Ben Seidman
 Chicago / NYC
<https://mella.ai>

Mella builds remote health & wellness products for vets and parents to track pet health. Our first product takes temperature under the foreleg.

NEXT IN LINE **VETERINARY ENABLING SOLUTIONS**

Baltimore, MD
<https://www.nextinline.io/>

Next In Line is unique in that we are trying to consolidate a plethora of services into one platform to save clinics time and money.

ONEMIND DOGS **BEHAVIOR & TRAINING**

Finland
<https://www.oneminddogs.com>

PAWTOLOGY LLC **PET LIFE STAGE SOLUTIONS**

St. Louis, Missouri
<https://pawfriction.com>

PET PLATE **VALUES ORIENTED FEEDING**

Renaldo Webb
 New York
<https://www.petplate.com>

Pet Plate delivers fresh-cooked, pre-portioned meals for your dog. Meals are formulated by our vet-nutritionist and made with human-grade ingredients.

NATUREWALK PET CARE **TOILET/LITTER/CLEANUP**

Dave Jensen
 San Diego, California
<https://www.snarlpod.com>

By innovating new eco-friendly dog cleanup pet tech, we're making the messiest task easy, and creating a new category of consumer packaged goods.

NEXT PET & GOPETIE **PET IDENTITY MANAGEMENT**

Diego Mendes Alves
 Boston MA
<https://nextpetls.com/>

Pet Tech solving the lack of centralizing and sharing pet data by modernizing pet licensing and building a global pet registry (carfax for pets)

PAWCONX **PET FRIENDLY PLACES AND COMMUNITIES**

Kwinton Scarbrough
 Kansas City, MO
<https://pawconx.com>

PawConX is a free social community mobile app designed to connect communities through their pets by helping dogs naturally meet, connect and play.

PET CONNECT **PET INDUSTRY TECH/DIGITAL ENABLEMENT**

Hector Ocasio, Jason Hanny
 Washington, DC
<https://petconnectapp.com>

Pet Connect is a client engagement platform for service providers to interact with clients and share content through branded websites and mobile apps

PET SUPPLEMENT WORLD LLC **FUNCTIONAL FOODS AND CONSUMABLES**

Terry Hochscheid
 Cincinnati, OH
<https://pet-supps.com>

We offer our own brand of pet supplements and working towards offering the top brands from across the United States in one location. pet-supps.com

PETABL, INC. **PET FRIENDLY PLACES AND COMMUNITIES**

Don McGrath, Brian Blackledge, Ciaran Foley
California
<http://www.petabl.com/>

100% pet-focused social app connecting people to information, products & services for the health and well-being of their pets.

PETHOSPICE **PET LIFE STAGE SOLUTIONS**

Shea Cox
Berkeley, CA
<https://www.pethospice.com>

Pet Hospice offers in-home palliative care, hospice and euthanasia, nationwide telehealth services, grief counseling, free education, and a professionally moderated community.

PETMINDED **PET FRIENDLY PLACES AND COMMUNITIES**

Sonali Nigam
New York, NY
<https://petmindedtravel.com> but moving to petminded.co soon to reflect our pivot

Petminded is a platform that connects pet lovers by offering unique pet-centric experiences such as art, education, travel, and training.

PETSENSUS **DIGITAL PET SERVICES MARKETPLACES**

Maryna Petrychenko, Kostiantyn Bihus, Garri Zmudze,
Sergejs Jakimovs
Riga, Latvia
<https://riga.petsensus.com/riga-en>

Petsensus App is a social navigator for dog owners, which brings new emotions to everyday dog care starting from daily walks to dog insurance.

POCKETPET (REBRAND OF IVETDATA) **VETERINARY ENABLING SOLUTIONS**

Diana Santojo, Wenna Lojaya,
Sherlina Pei Pei, Li Xiang Chua
Indonesia
<https://pocketpet.co/>

One stop solution mobile app to connect veterinarians and pet owners allowing for scheduling, invoicing, pet medical records and online shopping.

PETABOLIX **DIGITIZATION OF FEEDING**

Joe Wayman, Blake Wayman,
Danny Schumann
St. Louis and Kansas City
<https://www.petabolix.com/>

Petabolix is a personalized pet nutrition platform, guiding vets and pet parents through a lifetime journey of optimal health.

PETHUB, INC. **PET IDENTITY MANAGEMENT**

Tom Arnold/Lorien Clemens
Wenatchee, Washington
<https://www.pethub.com>

PetHub digital ID tags link to a free, centralized pet data platform, built for scale and poised to integrate with a wide variety of data partners.

PETNETX **PET DATA ACCESS/MANAGEMENT**

Michael Kushner
USA - Park City, UT
<https://www.petnetx.com>

We are a pet management platform for pet owners targeted on helping keep communities, pet care providers, owners, and pets healthy, safe, and happy.

PETSHACK **PET FRIENDLY PLACES AND COMMUNITIES**

Beau Herndon, Kit Menke, Andrew Ulrich, Ken Zheng
Saint Louis, MO
<https://petshack.io>

Petshack created an app that rewards users for social interactions with their pets while providing insights & marketing channels for pet friendly orgs

PRIZEDPALS, COMMUNITY WHEN IT MATTERS MOST **CARE FUNDING**

Jay Drayer
Austin, TX
<https://prizedpals.com>

A pet-family social solution that enhances: togetherness in healing journeys, human-animal bond, loyalty

PETATREE INC. **PET LIFE STAGE SOLUTIONS**

John Hall
Toronto ON Canada
<http://www.petatree.com>

Petatree is the only startup in Petcare that offers pet owners and Veterinarian Hospitals real tools to assist them through the "end of life" process.

PETMASTERS **PET INDUSTRY TECH/DIGITAL ENABLEMENT**

Michael Caldwell, Kevin Kinyon
Bridgeport, Connecticut
<https://www.petmasters.com>

Petmasters modernizes the way pet parents discover and book pet services across all categories and pet types.

PETS ON Q **DIGITAL PET SERVICES MARKETPLACES**

Colleen Wilson
Los Angeles
<http://www.petsonQ.com>

Pets on Q works on improving the booking process of animal influencers and set animals. Pre- vetting ability, authenticity and pricing.

PLAYDATE **COGNITION, COMPUTING, AND COMMUNICATION**

Kevin Li & Anthony Chien
New York, NY
<http://www.playdate.ai>

PlayDate's smart ball lets you chase your dog or cat around even when you are away!

PUPJOY **PET INDUSTRY TECH/DIGITAL ENABLEMENT**

Dustin McAdams, Bill Wilkins
Chicago
<https://pupjoy.com>

Better online shopping, combining what people love about curated & replenishment subscriptions, with a personalized, friendly, and loyal experience.

PUPPOD **COGNITION, COMPUTING, AND COMMUNICATION**

Erick Eidus and Kandarp Jani
seattle
<https://puppod.com>

Software-driven dog toys with games that get harder as your dog gets smarter.

RUNLOYAL **PET INDUSTRY TECH/DIGITAL ENABLEMENT**

Janakan Rajendran, Mark Gilreath
Atlanta, GA
<https://www.runloyal.com/>

RunLoyal's all-in-one technology platform helps pet services business to increase their profitability by creating customer loyalty.

SHAMELESS PET **VALUES ORIENTED FEEDING**

James Bello and Alex Waite
Chicago, IL
<https://shamelesspets.com>

Shameless Pets works to reduce the environmental impact of pet food through their nutritional, upcycled treats.

SPOTON.PET **PET FRIENDLY PLACES AND COMMUNITIES**

Aparna Srinivasan and John Bentley, II
NYC
<https://www.spoton.pet>

SpotOn is a ride-hailing service for pets and the people who love them.

TAILSTER **DIGITAL PET SERVICES MARKETPLACES**

Indy Sangha
London
<https://tailster.com>

Tailster is a data-driven D2C online platform providing the UK's largest pet care marketplace and a market research panel for pet brands.

PUPRISE **EMERGING PET PARENT DEMOGRAPHICS**

India
<https://www.puprise.com/>

SCOUT9 **PET LIFE STAGE SOLUTIONS**

Patrick Opie
Seattle
<https://www.scout9.com>

Providing dog owners Personal Pocket Scouts that help them navigate and prepare through their dogs' development stages.

SIDEWALK DOG INC DBA SIDEWALK DOG MEDIA **PET FRIENDLY PLACES AND COMMUNITIES**

Alise (Ali) Jarvis
Minneapolis, MN
<https://www.sidewalkdog.com/>

All things dog-friendly in Chicago, Denver, Minneapolis, & Seattle. More cities soon!

STAY WITH STELLA **PET FRIENDLY PLACES AND COMMUNITIES**

Bob Leonard, Andy Schulkind
New York, NY
<https://staywithstella.com>

Stay with Stella is a community of cat lovers that love to travel. Cat owners get free cat sitting; sitters get a free place to stay.

TEEF, BY PRIMAL HEALTH, LLC **FUNCTIONAL FOODS AND CONSUMABLES**

Dr. Emily Stein & Lindsey Campbell
Minneapolis, MN
<https://www.teefhealth.com/site/>

Primal Health is a biotechnology company focused on developing micro-biome based, prebiotic dental care solutions for humans and animals.

ROO **VETERINARY ENABLING SOLUTIONS**

San Francisco & Houston
<https://www.roo.vet>

Roo is changing the way veterinary relief works with a new online marketplace platform for vet professionals. Relief. Support. Community.

SHAKE IT PUP! DOG FOOD SEASONING **FOOD CUSTOMIZATION**

Orange County, California
<https://shakeitpup.com>

SIGNALPET **VETERINARY ENABLING SOLUTIONS**

San Diego
<https://www.signalpet.com/>

SignalPET® was created to help clinicians gain more diagnostic value powered by patented artificial intelligence.

TABBY - THE CAT PERSON'S DATING APP **PET FRIENDLY PLACES AND COMMUNITIES**

Casey Isaacson, Leigh D'Angelo
New Orleans, LA
<https://tabbydates.com>

Tabby is the cat person's dating app and Dig is a dating app for dog lovers.

TELETAILS **VETERINARY ENABLING SOLUTIONS**

Clay Bartlett, Hilary Jones DVM, Varun Karki
Washington, DC
<https://www.teletails.com/>

TeleTails' telemedicine platform deepens relationships between vets and pet owners via digital consultations, curbside care, and systems integration.

THE GRATE LITTER BOX**TOILET/LITTER/CLEANUP**

Dan Akers and Kellie Akers
Silverthorne, CO
<https://www.thegratelitterbox.com>

The Ultimate Litter Box that Actually Controls Scatter by Over 90%!

TREAT**PET LOVERS WITHOUT PETS**

Itay Katzav, Max Lerner
Israel
<https://www.TreatVA.com>

Virtual adoption of real shelter pets (Tamagotchi-like)

VETMEASURE**HEALTH & WELLNESS**

Kevin Maher
Ames, Iowa
<https://www.vetmeasure.com>

VetMeasure provides a wearable health monitor for dogs that is in a harness configuration. This can be used by the pet's veterinarian.

WAGGIN' TRAILS/WOOFPACK**TOILET/LITTER/CLEANUP**

Waggin' Trails, LLC/WoofPack
North Canton, Ohio
<https://www.woofpacktrails.com>

We offer pet parents a more enjoyable, hands-free on-the-go experience with their pets, freeing them from carrying smelly bags of dog waste.

WHOLE LIFE PETS**VALUES ORIENTED FEEDING**

John Gigliotti
Pittsfield, MA
<https://www.wholelifepet.com>

Human grade, hand crafted freeze dried treats, food and toppers for dogs and cats.

THE PET SHADOW LLC**PET IDENTITY MANAGEMENT**

Detroit, MI
<https://www.thepetshadow.com>

VETERINARY INTEGRATION SOLUTIONS**PET INDUSTRY TECH/DIGITAL
ENABLEMENT**

Canada
<https://vetintegrations.com/>

VETSCOPE**VETERINARY ENABLING SOLUTIONS**

Yutaka Fujimoto, Ravi Tolwani, Yuki Okada
Japan
<https://vetscope.vet/>

We provide a free global platform for vets to learn from their top colleagues videos and communicate with each other.

WAGR**HEALTH & WELLNESS**

Advaith Mohan, Siddharth
Darbha
Bangalore, India
<https://wagr.ai/>

World's 1st Smart Pet Care Platform. Launched India's 1st pet wearable.

WILLIE & ROO**FUNCTIONAL FOODS AND CONSUMABLES**

Tommy McNish, Kim Smith
San Antonio, TX
<https://www.willieandroo.com>

Fully customized subscription service focused on delivering health, wellness, and fun products to cats, dogs, and their pawrents.

TOILETTA CATS INC.**TOILET/LITTER/CLEANUP**

Koji Hori
Japan
<https://tolettacat.com>

We have developed the smart cat litter box with the top share in Japan. Patented IoT/AI technology to enable early detection of cats' diseases.

VETGUARDIAN**VETERINARY ENABLING SOLUTIONS**

Vik Ramprakash
Gainesville, Florida / Cleveland, Ohio
<https://www.vetguardian.pet/>

VetGuardian is the only "Zero Touch Vital Signs Remote Monitor" for veterinarians. No wires. No wearables. Easy-to-use and stress-free for patients.

VETVET**VETERINARY ENABLING SOLUTIONS**

New York City
<https://www.vetvet.co>

Helping People Find Great Veterinarians.

WEPET INC**INFO TRUST & CURATION**

Gaston Catvin
USA / Germany
<https://wepet.pet/>

Global solution dedicated to the care of pet through Cutting edge technology, offering specialized professional support.

WOWZER**PET FRIENDLY PLACES AND COMMUNITIES**

Stephanie Worley Michi Suzuki
Seattle-based
<https://www.gowowzer.com>

Wowzer is the social and dating app for people who love dogs. Wowzer helps people make more meaningful connections.