

Booth No. 7A62-20

Petnow Inc.



| | | | | |
|-----------------------------|---|----------------------|---|-----------------------|
| Year Established | 2018 | | Type of Business | Software / App |
| Website | www.petnow.io/en | | Main Export Countries | USA, France, Spain |
| SNS | https://www.linkedin.com/company/petnow-inc | | | |
| Main Customer | Domestic Customers | | International Customers | |
| | DB Insurance | | Undisclosed electronic home appliances company, I-CAD | |
| The Person In Charge | Name | Department | | Position |
| | Jaewon Shin | Business Development | | Manager |
| | Phone | Mobile | | E-mail |
| | +82-2-2135-4880 | +82-10-3808-4091 | | johnny.shin@petnow.io |

Company Description

Petnow Inc. is a Korean pet-tech startup that aims to build a world without missing pets through AI-driven pet biometric identification app. Petnow's innovation also contributes to pet insurance and pet registration, and plans to serve as a comprehensive pet entity data provider via a mobile platform.

Product

Petnow

Function and Usage : Petnow is the biometric pet ID app for dogs and cats, powered by advanced AI. Owners can simply scan their pet's unique features on their phone cameras—nose prints for dogs, facial features for cats—and add basic information like age to ensure a comprehensive profile. The app is painless, non-invasive, and free of charge. Beyond identification, the app enhances lost pet recovery quicker and easier by verification and profile matches. The app also streamlines pet insurance claims with proper identification.

Marketing and Selling Points :

1. Comprehensive Pet Profiles: Users create detailed profiles for their pets, including unique biometric data, automatically extracted data such as breed, color and size, and additional basic information.
2. Lost Pet Recovery: Petnow's technology aids in reuniting lost pets with their owners by streamlining the process with verification and automatic profile matches.
3. Petnow for Insur-Tech: Biometric identification reduces the risk of fraudulent claims and ensures that the right pet is covered under insurance policies.
4. Global Recognition: Petnow's accolades, such as Best of Innovation Awards at CES and recognition in international media like BBC and Reuters, underscore its status as a trusted and innovative pet tech solution.

