PLUG AND PLAY

SV SUMMIT

ANIMAL HEALTH EXPO

BATCH 9

#PNPTCSiliconValley

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OPENING REMARKS

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PLUG AND PLAY ANIMAL HEALTH



Robert Grey

Director
Sustainable Future



Lindsay Lebahn

Director, Partner Success Mgr.
Agtech, Animal Health



Mark McAllister

Ventures Associate
Agtech, Animal Health



Anne Gunden

Sr. Program Manager
Agtech, Animal Health

PLUG AND PLAY

Packaging



- Sustainable, biodegradable, compostable packaging

Food Safety



- Rapid testing technology

Diagnostics



- Diagnostic kits
- Immune function measurement technology

Ingredients



- Novel ingredients or formulations targeting specific pet disease states

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AGENDA

9:00	Opening Remarks
9:05	Keynote—Redefining Animal Healthcare Innovation: Navigating Challenges through Strategic Collaboration
9:25	Startup Presentations
10:25	Startup Award
10:30	Closing Remarks

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ANIMAL HEALTH

NEW PARTNER

zoetis

ANIMAL HEALTH

NEW PARTNER

go topeka link innovation labs

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SV SUMMIT



go topeka link innovation labs

LINK INNOVATION LABS

"With unparalleled access to a capital city, research universities, the renowned Animal Health Corridor, and a network of interstate connections, this region is primed for progress. "

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PORTFOLIO SPOTLIGHT: BOND PET FOOD - 2025

FOUNDED: 2017
MONEY RAISED: $20M USD
INVESTORS: ADM Ventures, Cavallo Ventures, Lever VC, Genoa Ventures, KBW Ventures, Plug and Play Ventures
HQ: Boulder, CO USA

Bond Pet Foods brews real animal proteins for pets using precision fermentation, engineering yeast to produce nature-identical chicken, beef and other meats without raising or slaughtering animals. Their ingredients are designed to plug into existing kibble, wet food and treat formulations while sharply reducing land, water and greenhouse-gas impacts associated with conventional meat. By supplying scalable, nutritionally complete proteins to leading pet food manufacturers, Bond aims to decouple the $100B+ pet food market from industrial livestock while maintaining the nutrition and palatability dogs and cats demand.

IN THE NEWS

1. **Demonstrated gut-health benefits in dogs:** Partnered with the University of Illinois on a six-month feeding study showing Bond's precision-fermented "brewed chicken" protein is safe, highly digestible, and can positively influence dogs' gut microbiota and metabolites.
2. **Hit commercial-scale milestone with Hill's:** Shipped the first two metric tons of fermented animal protein to Hill's Pet Nutrition, enabling full product formulation and regulatory testing, and signed a second joint development agreement to create an additional protein for Hill's portfolio.
3. **Expanded strategic partnerships:** Entered a joint development agreement with Wilbur-Ellis Nutrition to co-develop tailored precision-fermented protein blends for global pet food manufacturers, marking Bond's second major collaboration with a top-tier industry player.



SIMILAR STARTUPS: BeneMeat, BioCraft PET NUTRITION, Friends & Family PET FOOD CO., ARCH

PORTFOLIO SPOTLIGHT: TELETAILS - 2025

teletails

FOUNDED: 2019
MONEY RAISED: Undisclosed
INVESTORS: Plug and Play Ventures, Morgan Stanley Inclusive Ventures Lab
HQ: New York, NY USA

TeleTails delivers fully custom-branded virtual pet care for pet brands, insurers, employers, wellness platforms, and vet clinics. Their white-label platform combines 24/7 veterinary telehealth, private dog training, and an AI assistant ("Telly") to help partners attract, engage, and retain pet parents. The software provides live video consults, two-way messaging, and integrated payments, with flexible no-code and API integrations that embed TeleTails into existing customer journeys. With more than 1M pet parents served and a 9.8/10 satisfaction rating, TeleTails helps customers launch scalable virtual pet care without building operations in-house.

IN THE NEWS

1. **Launched DodoVet with The Dodo:** Partnered with The Dodo, the #1 global pet-parent media brand, to power DodoVet, a subscription telehealth service offering 24/7 access to licensed veterinary professionals for medical, behavioral, and general care questions. The partnership combines TeleTails' platform and care team with Dodo's content and audience reach to create a holistic digital pet-wellness offering.
2. **Introduced TeleTails Instant:** In response to the pandemic, TeleTails launched "TeleTails Instant," a lightweight video-conferencing tool that let clinics spin up secure virtual consults quickly while maintaining continuity of care and supporting social-distancing guidelines. This product helped drive broader adoption of veterinary telehealth across the U.S. market.
3. **Adopted by leading veterinary organizations & pet brands:** Selected as the exclusive virtual-care platform by the New York State Veterinary Medical Society and integrated by multiple national pet brands as a white-label 24/7 telehealth and training service.

SIMILAR STARTUPS: Vetster, airvet, FirstVet

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KEYNOTE SPEAKER

Apryle Horbal

CEO and Founder
VetNOW

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Redefining Animal Healthcare Innovation:

Navigating Challenges Through Strategic Collaboration


How do we get our innovations to take root and grow in Animal Health?

My Journey




VetNOW
TeleHEALTH
Your All-in-One Virtual Clinic and
Collaborative Platform for Veterinarians


UNIVERSITY
VETERINARY
SPECIALISTS





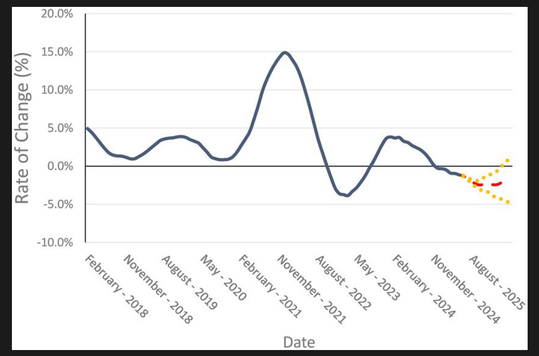
Sustainability in Animal Health:

At a Crossroads

Access to Care



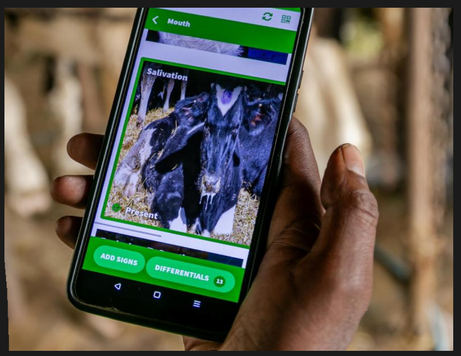
Recessionary Indicators



Professional Exodus



Artificial Intelligence



https://www.frontiersin.org/journals/veterinary-science/articles/10.3389/fvets.2025.1689704/full
https://www.avma.org/news/usda-announces-plan-address-rural-federal-veterinary-shortages

Vectors of Innovation in Animal Health

Process Level Innovation

- ➔ Changes in Procedures
- ➔ Lean Management

Service Line Innovation

➔Specialty Care Integration
➔Service Approach

Network Incentives and Insights

➔Production
➔Market Throughput
➔Time/Value

Business Model Innovation

➔Farm or Practice Scope and Scale
➔Market Disruption

Science/Tech Innovation

➔From Genomics
➔To Disease/Risk Management

Petalife.

Arterra

Vetabolics

testblu diagnostics

911PAWS

RSLNT

Many Innovators are here with us today...

N&E INNOVATIONS PTE LTD

Branine

Pointer
Predict. Prevent. Protect.

TREAT

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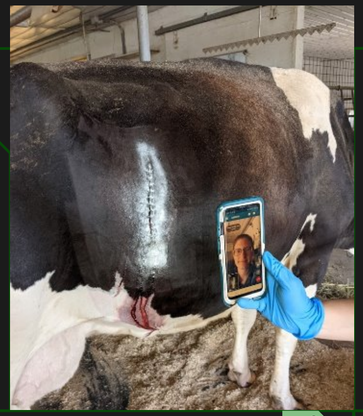
What does innovation look like in practice?



01

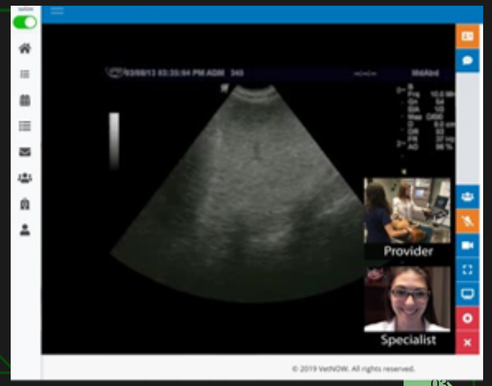
Making sure innovations are applicable to what the client needs AND demands

Focusing in on client convenience and providing high quality service



02

Investing in the right tools that improve clinical accuracy, and also investing in strong workforce development



03

Incorporating efficiency-enhancing technologies to extend the capabilities of human resources

Analytics-based records systems, AI tools to improve clinical interpretation and operations, inventory management systems

Innovation really works when it moves to ADOPTION

DIFFUSION OF NEW SYSTEMS, IDEAS, AND PRACTICE



Better, Smarter, Safer, Faster Practices Involve Change!

Changes in Data, Habits, Design, Contact, and Control

Emerging Concepts in Animal Care

Adopted at Different Levels, by Different Stakeholders

Diffusion Time from Research Models to becoming Standards of Practice

Impact on Quality and Quantity Over Time

Connectivity and Data = Increased Meaningful Interactions

Distributed, Transparent, Inevitable, Democratic

The friction that slows innovation

1

Conflicts with tradition and established practice

Moving from observations to evidence-based medicine to predictive care

2

Conflicts with economics and operating scope/scale

Investment requirements for technology deployment

3

Conflicts with autonomy, regulations, and third-party control

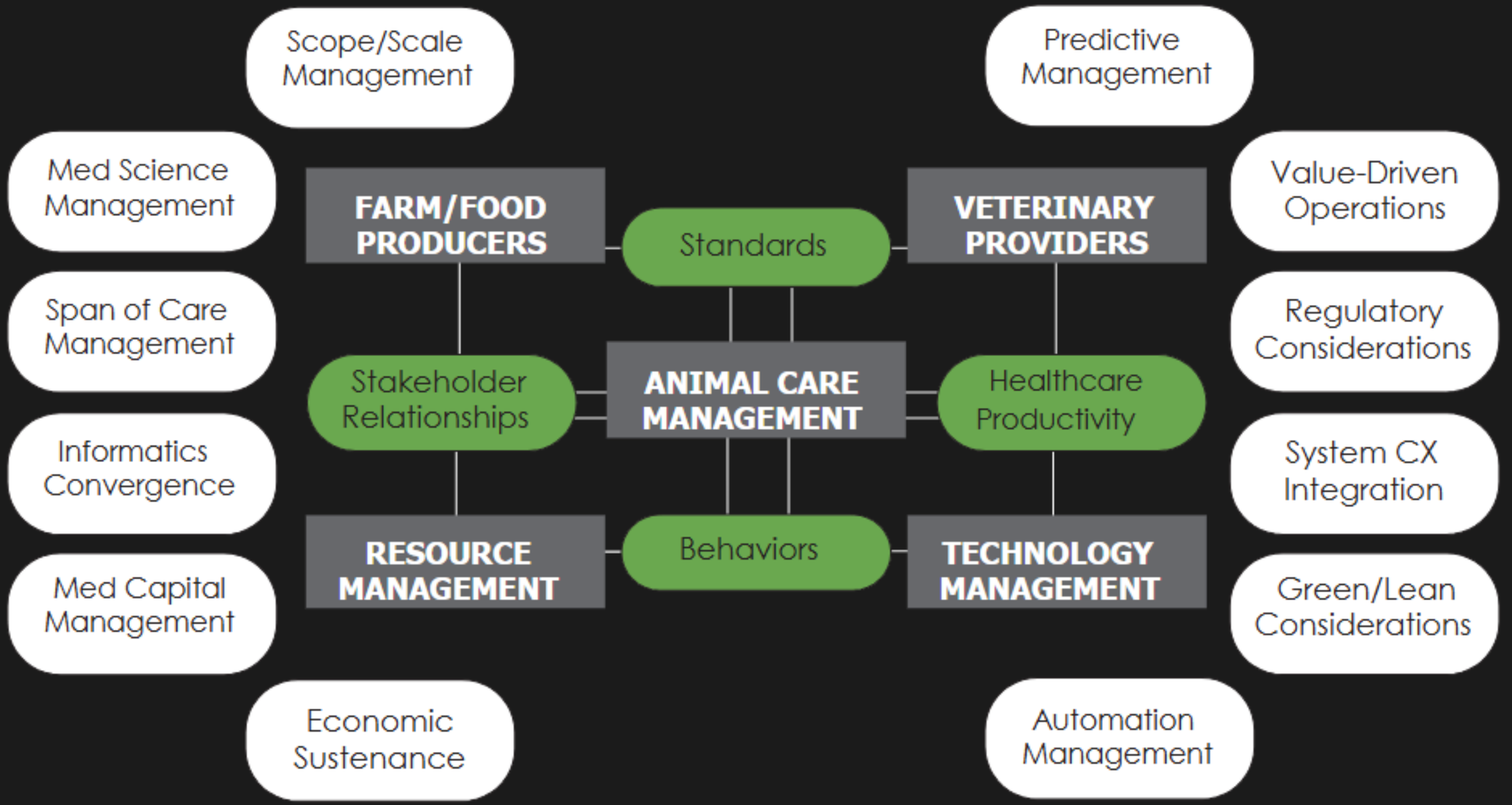
Tracking information, industry data access, government involvement

4

Conflicts between stakeholders in a complex ecosystem

Real **collaboration** is harder than it looks!

Stakeholder Alignment



How can the next generation of innovators reduce the friction?

ACKNOWLEDGE that REAL collaboration is messy!

DIG IN to identify the true incentives and constraints

SEEK new ways to add value – and develop a clear and robust value proposition

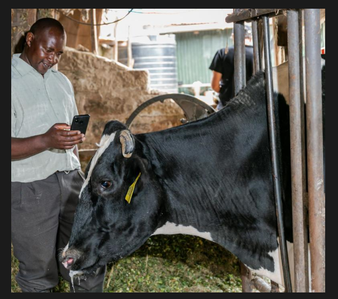
INVEST in the work and support change in all levels of an organization

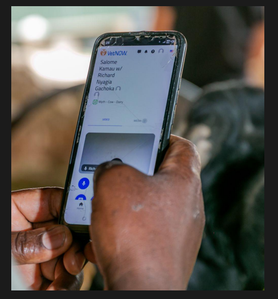
COMMUNICATE clearly - don't make it more complicated than it has to be!











Everyone is Searching for Impact in...

Data and Resources

Practice and Work Models

Operating Systems and Risk Management

Interface of Business and Health

Are we nudging the model or creating system-level change?

Are we affecting this multidisciplinary industry on a global scale?

Are we focusing on challenges or results?

My challenge to you...

Veterinary colleagues: Be the driving force in how these innovations can improve your practice and professional sustainability.

Innovators and investors: Ensure the innovations you create and invest in positively impact animal health, not just the business of animal health.



Apryle Horbal | VMD MPhil MRCVS DAVDC-EQ

ahorbal@vetnow.com (412) 953-1112

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CHEMCODE

Ensuring food safety, preventing mycotoxin-related food loss

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FOOD SAFETY AND LOSS PREVENTION SYSTEMS

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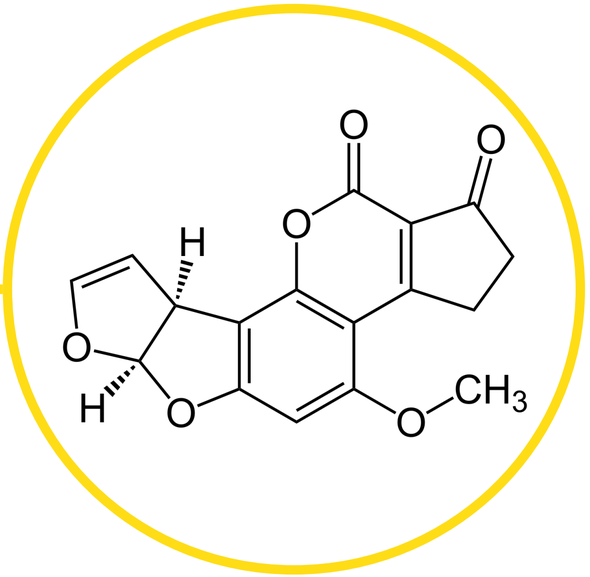
Food fungi destroy ¼ **of our global harvest** every year.



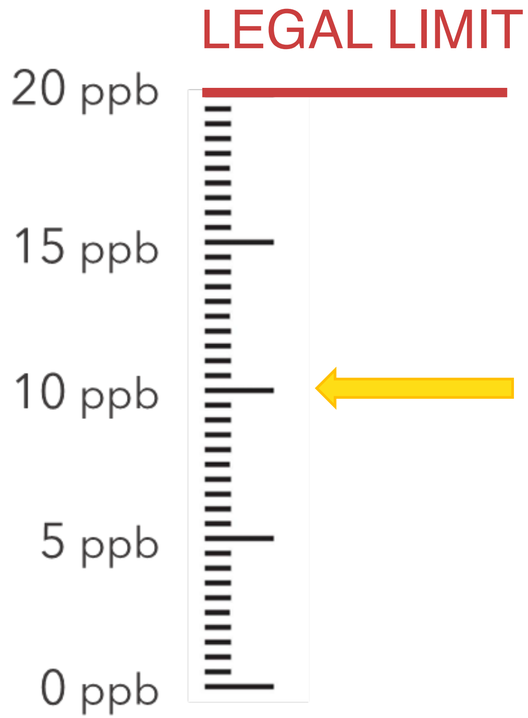
1 B Ton Waste

1.25 T $ Loss





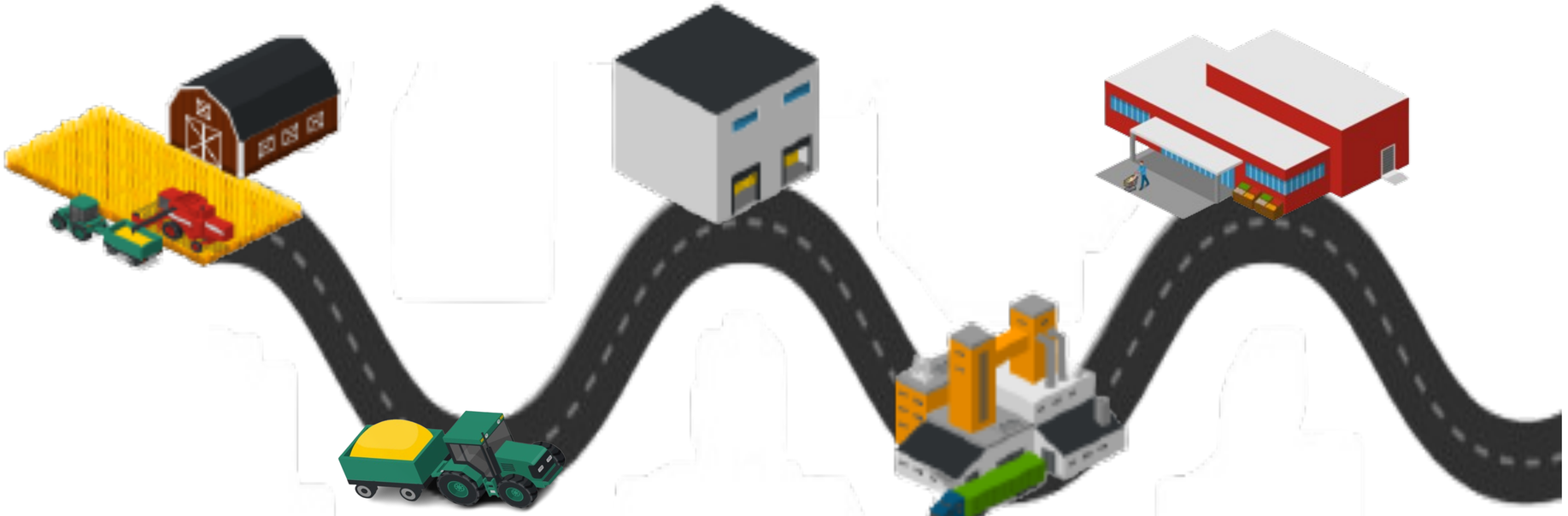
MYCOTOXIN



FARMER

FOOD WAREHOUSE

RETAIL MARKET



WHOLESALER

FOOD FACTORY



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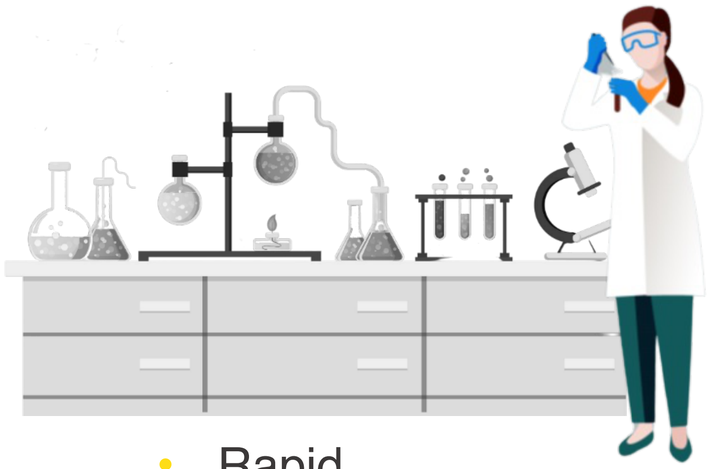
CURRENT MYCOTOXIN ANALYSES ARE

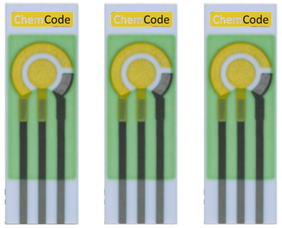
NOT SUITABLE FOR THE FOOD SUPPLY CHAIN!



- High Accuracy
- Expensive
- Time Consuming (1 week)



- Rapid
- Low-cost
- Low Accuracy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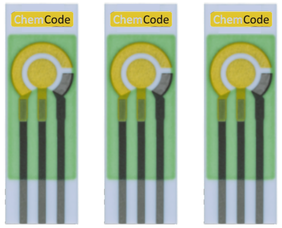
WORLD'S FIRST ALL-IN-ONE ON-SITE MYCOTOXIN ANALYSIS DEVICE





PATENT PENDING

PATENT PENDING

4

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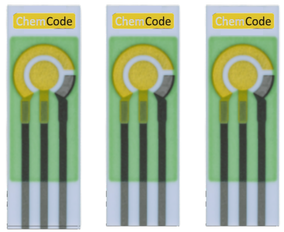



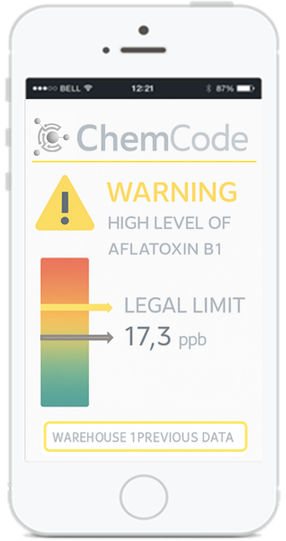

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DEPLOY THE DEVICES IN THE FIELD

PERFORM REGULAR ANALYSIS

DETECT TOXINS IN THE EARLY STAGE

TAKE PRECAUTIONS



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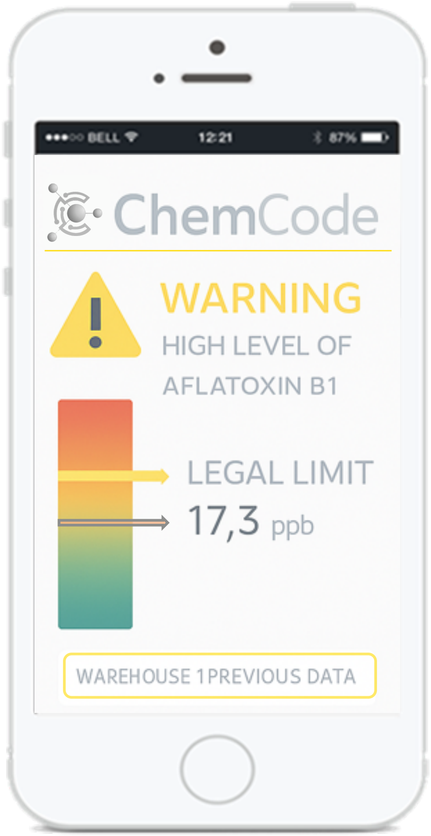

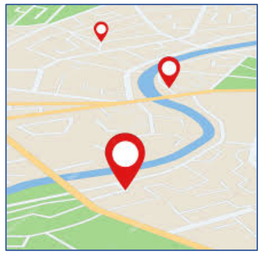

LOCATION DATA



QR CODE



DATA ANALYSIS



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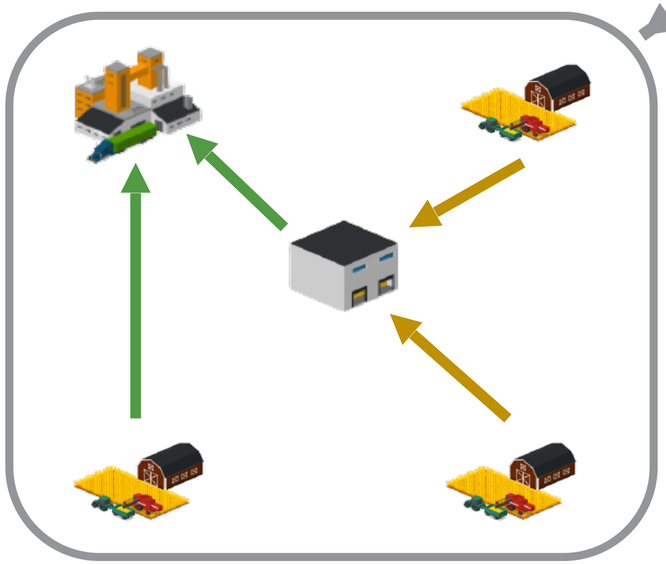

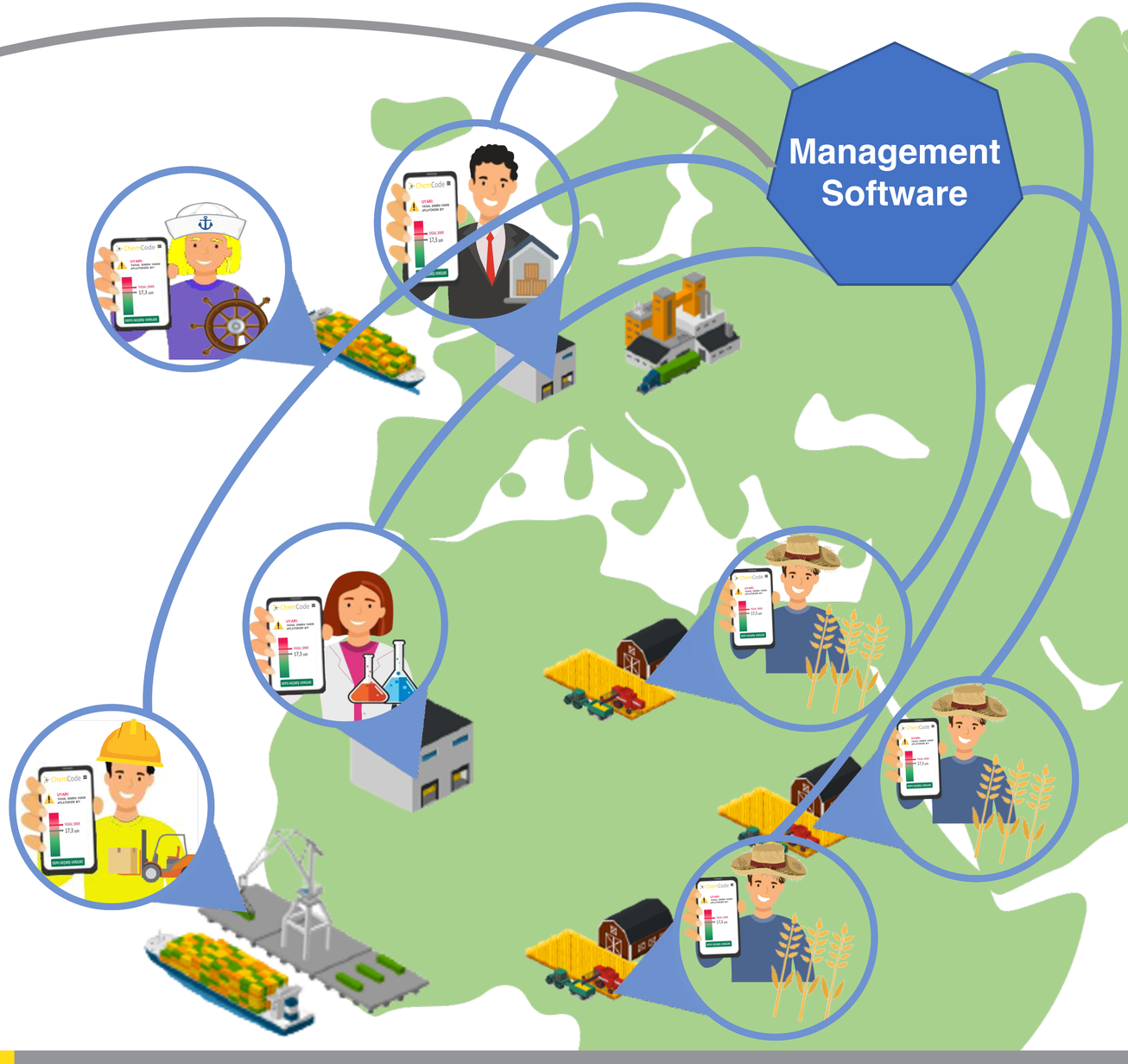

WE SAVE OUR:

- FOOD
- TIME
- MONEY

ANIMAL HEALTH INDUSTRY

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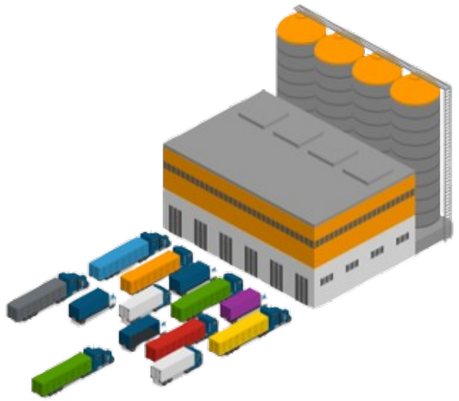
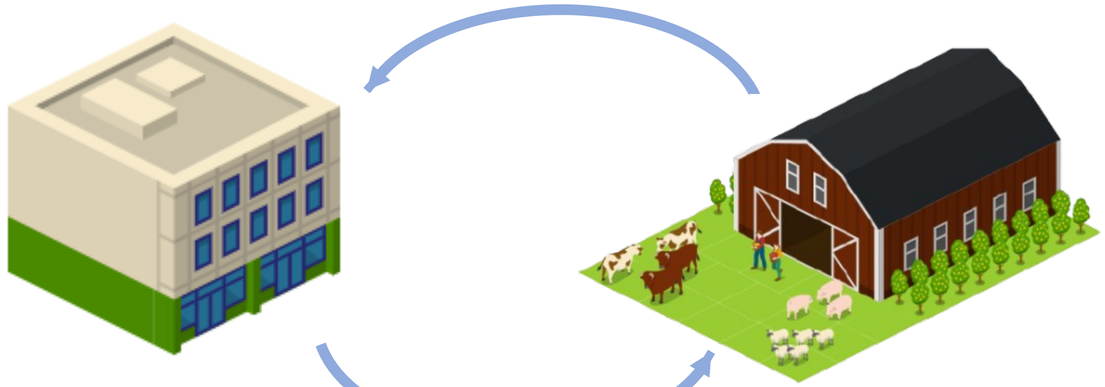
PRE-FEED PRODUCTION

POST-FEED PRODUCTION

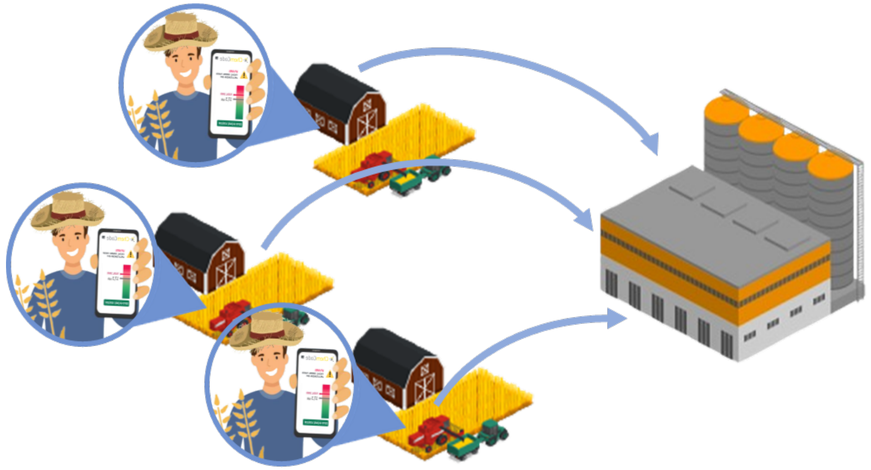
CURRENT SITUATION





450 $ - a few days

WITH CHEMCODE





75 $ - 30 min

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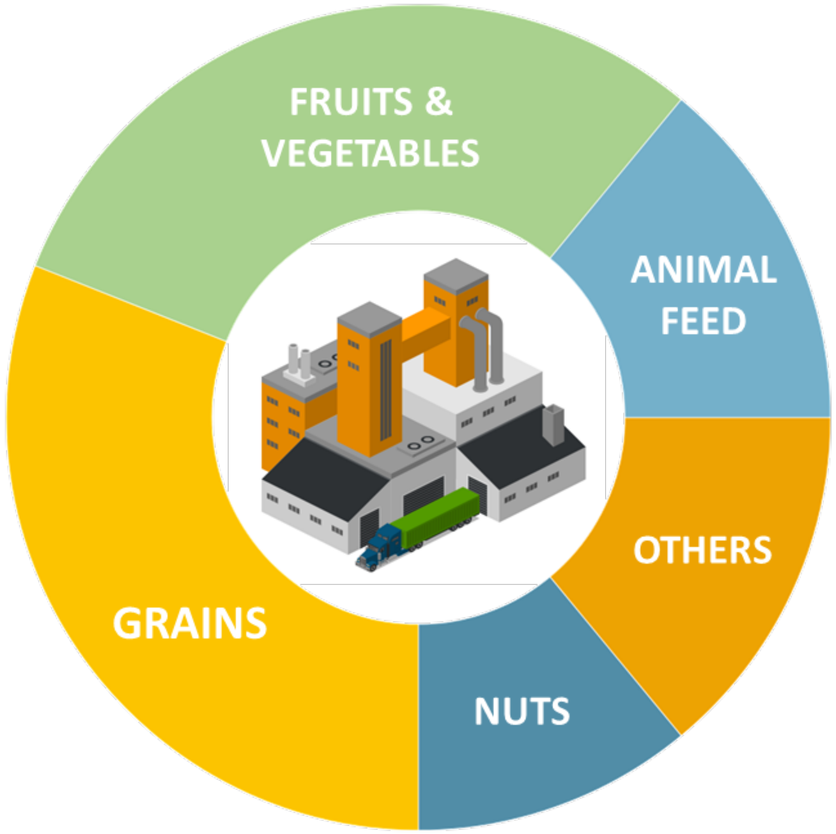
	ChemCode	US-based Rival	EU-based Rival
Method	Electrochemical	Lateral Flow Assays	Lateral Flow Assays
Cost	15 €	10-15 €	10-15 €
Accuracy	>%95	~%70	~%70
Mobil App	✓	✗	✓
IoT	✓	✗	✗
Data Analysis	✓	✗	✗
Digital Management	✓ ✓	✗ ✗	✗ ✗



~500.000 Food Factories

%15



Co-funded by the European Union

	Food Source				
Customer Segments	Pistachio	Hazelnut	Fig	Wheat	Corn
Farmers					
Wholesalers					
Food Warehouses					
Food Factories					
Analysis Labs					
E-Food Marketplaces					
Ranches					
Retail Market Chains					
Government Organizastions					

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MYCOTOXIN ANALYSIS MARKET

$ 6 B

FOOD SAFETY MARKET

$ 21 B

FOOD TRACEABILITY MARKET

$ 22 B

CREATING

FOOD PROTECTION MARKET

to reduce 1.25 T $ loss



€ 5000 / device





€ 15 / sensor





€ 100 - 2500 / month



Average revenue per customer

€10.000 – €1.500.000 / year

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CO-FOUNDERS



Chemical Eng.
MSc.

Selçuk Uğurlu
Co-Founder/CTO



Industrial Eng.
PhD

Oktay Öztürk
Co-Founder/CEO

BIOTECH



Biologist
PhD

İrem Çelebier



Chemical Eng.

Fatma Can



Chemist

Gözde Örs



Chemist

Arzu Eribol

SOFTWARE



Computer Eng.
MSc.

Yiğit Serin



Computer Eng.

Berat Kara

CONSULTANTS



Asst. Prof.
Eda Çelik Akdur



Asst. Prof.
Filiz Kuralay



Asst. Prof.
Aytekin Uzunoğlu

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MycoTWIN

SABANCI Arf
ALMOST READY TO FLY

TÜRKİYE

TOPRAKTAN

DEPODONE

Işık organic

OSMAN
Osman Akça Tarım Ürünleri A.Ş.

TMO

Carrefour SA

EUROPE

ADISSEO
A Bluestar Company

MAISADOUR

apiSVita©

500.000 $

350.000 $



85.000 $



65.000 $









25%



20%

250 B $

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world’s first central intelligence system for food safety

ChemCode

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STARTUP PRESENTATION

N&E INNOVATIONS PTE LTD

Our patented Vikang antimicrobial technology kills bacteria and viruses

#PNPTCSiliconValley

Join us at **pnptc.com**

Creating the **next-gen** pet antimicrobial solutions

> Zero Toxic Chemicals



Today’s Antibacterial & Hygiene solutions are **dominated by toxic chemicals**

With High risk of ingestion by pets

Chemical Based (Chlorhexidine, triclosan)

Alcohol Based (ethanol)

- Unsuitable for Sensitive Skin
- Causes skin dryness, itchiness
- Antimicrobial resistance
- Toxic, not ingestible

N&E INNOVATIONS PTE LTD

Our all-natural additive made from Food Waste: ViKANG

World's FIRST antimicrobial made from Food Waste

FOOD GRADE

REACH COMPLIANCE

SGS



NON TOXIC

PATENTED PATENTED

CAS
A division of the American Chemical Society

2703796-11-4

N&E INNOVATIONS


Vikang Antibacterial Food Packaging Plastics

World’s First Antibacterial Food Packaging to Extend Shelf Life

Platform technology: Vikang confers antibacterial property to any material



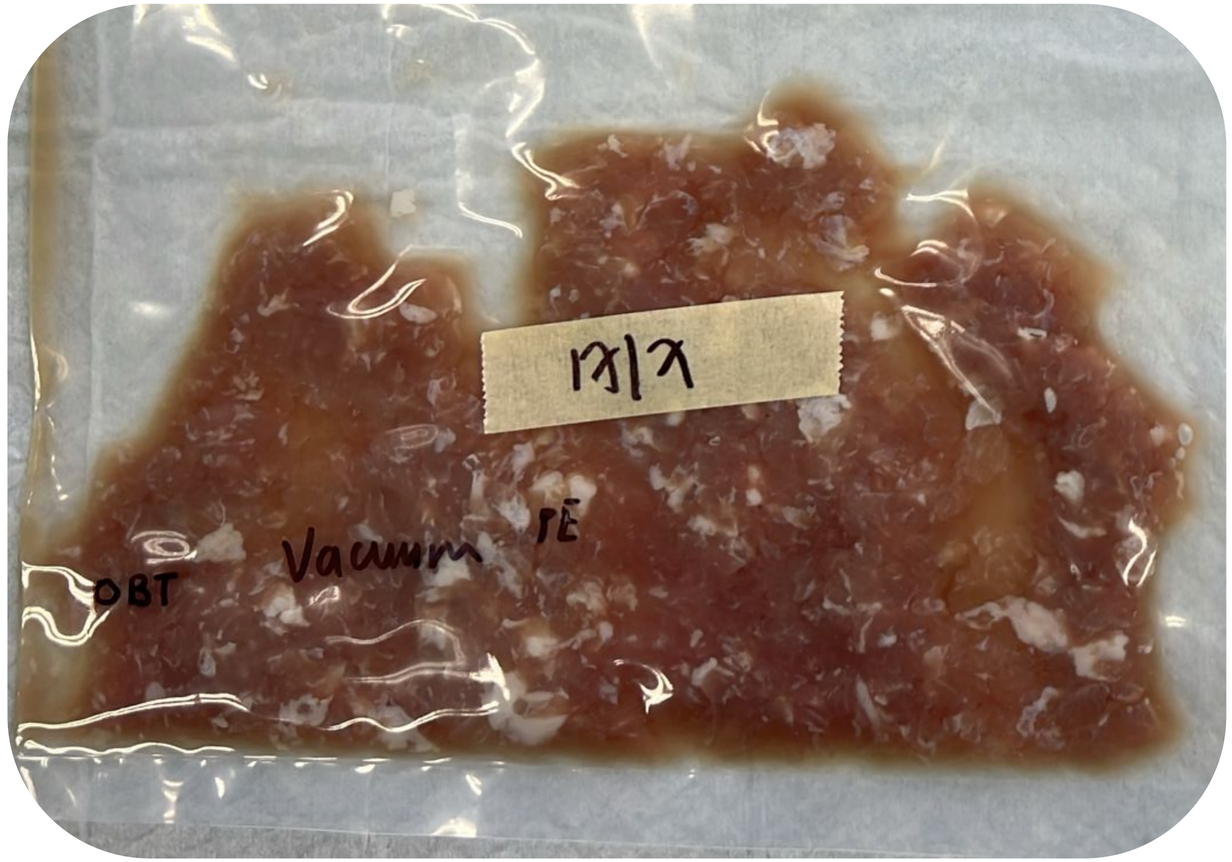
99.9%
Antibacterial

100%
Food Safe

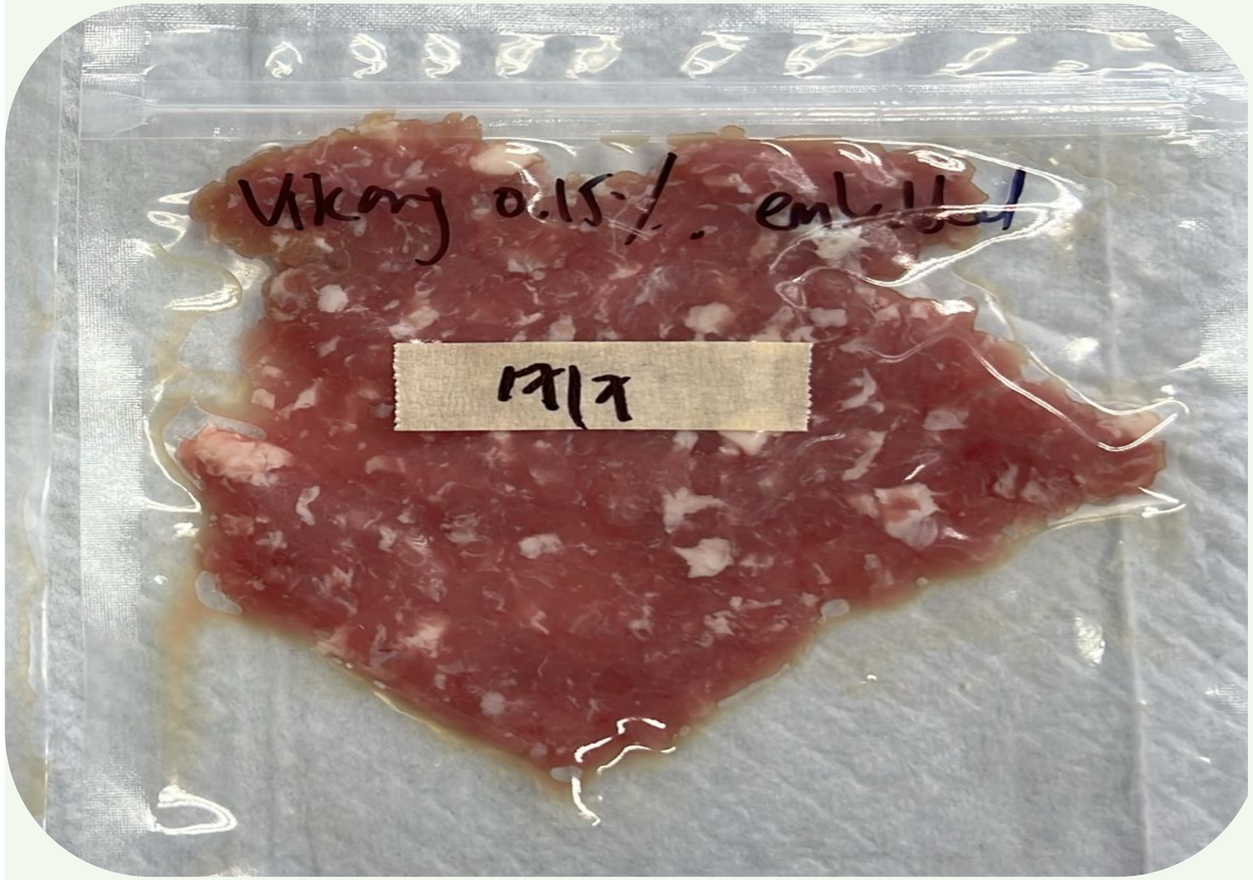
Sold over 50K units

N&E INNOVATIONS PTE LTD

Vikang Antibacterial Vacuum bags – great for FRESH pet food



Normal vacuum bag
Smells sour, off colour
2 days shelf life



Vikang vacuum bag
Smells fresh, maintains colour
4 days shelf life
Less waste = More sellable units

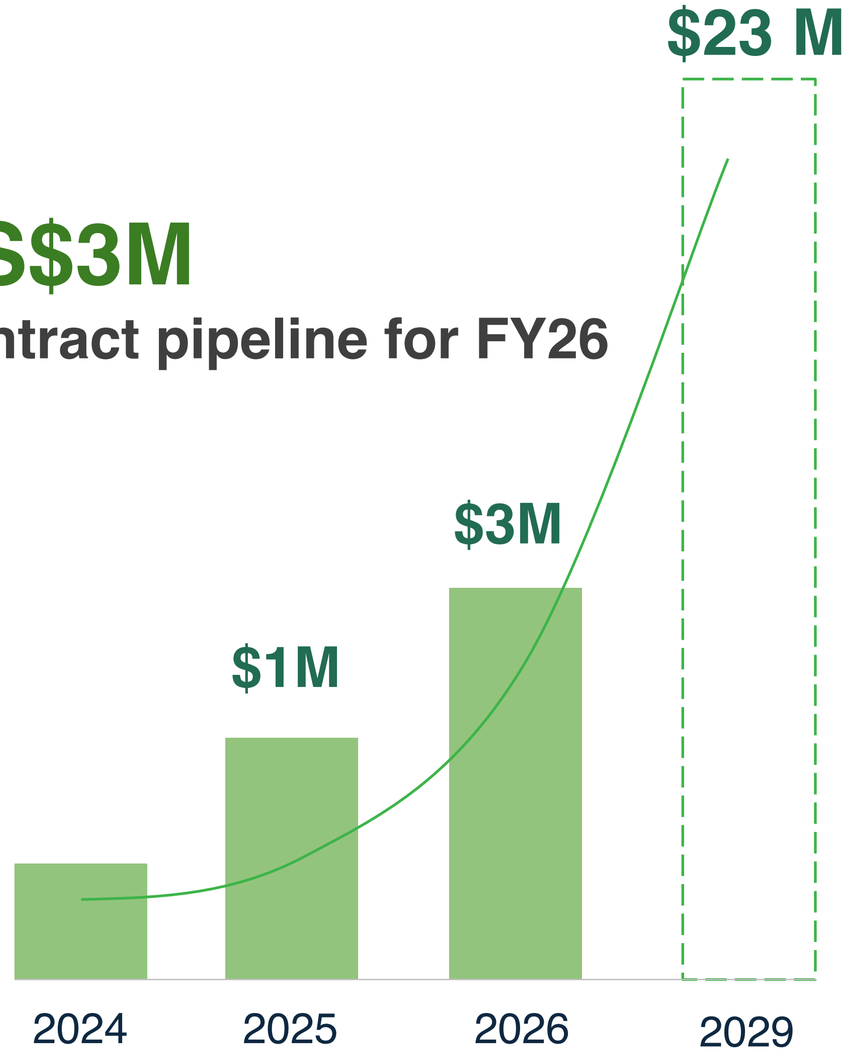
Traction: 1M since August 2024

US$2.5 million

Total revenue to date

US$3M

Contract pipeline for FY26



Technology licensed to:

But we’ve always had our eyes set on bigger.

In Q4 2024 we licensed our technology to a local Pet product company to replace toxic chemical use for our fur friends & babies



Pet Products we have in the market

USD100k revenue since launching Q2 2025

- half ton Vikang powder sold
- >1 ton pet disinfectants sold

Antimicrobial cat litter





Antimicrobial wet wipes





Odour Eliminator & Sanitising Spray

- Eliminates 99.9% of Bacteria, Viruses & Odours
- Multi-Surface Application
- Prevents Cross-Contamination
- Eco-Friendly & Biodegradable

Primary Ingredients: 100% Plant-based ViKang™ Antimicrobials

Other Ingredients: Purified Water, Fragrance

N&E INNOVATIONS



Skin Relief Spray

- Safe & Non-Toxic
- Reduces Itching & Skin Irritation
- Long-Lasting Protection
- No Sting Formula

Primary Ingredients: 100% Plant-based ViKang™ Antimicrobials

Other Ingredients: Purified Water



Ear Care

- Effectively Cleans & Maintains Ear Health
- Fast-Drying & Residue-Free
- Supports Hygiene & Prevents Infestations
- Fights Odour & Bacteria

Primary Ingredients: 100% Plant-based ViKang™ Antimicrobials

Other Ingredients: Purified Water, Fragrance

Antimicrobial cat litter

Strong anti-mold effect

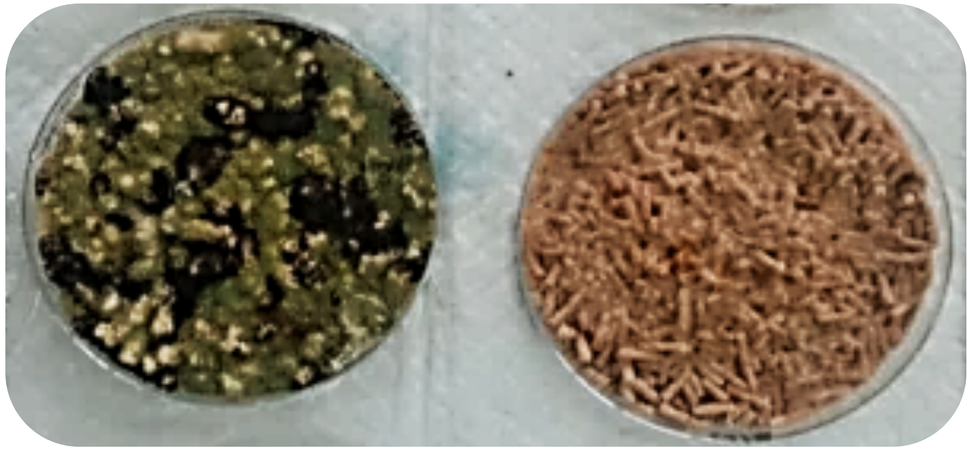
Normal Vikang

Day 4



Day 7

Normal Vikang



Antimicrobial cat litter

Strong anti-odour effect

Ammonia Gas Test

Add 4ml (human urine to each cat litter) & Sensor measured at 10cm from Clumps

Time	0hr	2hr	24hr	48hr
Normal Cat Litter Ammonia (ppm)	0	100(max)	87.7	66.1
Antimicrobial Cat Litter Ammonia (ppm)	0	100(max)	40.3	14.6

4.5 times reduction as better than non-antimicrobial cat litter



8.88CM Cat Litter Depth

30CM Width

60CM Length

Base on 2 pee per cat / day.

Each pee **100mL cat litter clump removed**.

Weekly top up = 200ml per day X 7days= **1.4L**

	Duration	Start Filling (Liters)	Weekly top up (Liters)	Monthly Replace (Liters)	Monthly Consumption (Liters)	Yearly Consumption (Liters)	Consumption compared to Normal Cat Litter changed every 2 weeks
Platinum Choice Antimicrobial Cat Litter (8L / pack)	**Full replacement every 4 weeks**	16	1.4	16	21.6	**259.2**	**1.7 time less as much**
	Full replacement every 8 weeks			8	13.6	**163.2**	**2.7 time less as much**
Normal Cat Litter (8L / pack)	**Full replacement every 2 weeks**	16	1.4	32	37.6	**451.2**	

Natureal Antimicrobial Cat Litter vs Brand X

Features	Natureal Antimicrobial Cat Litter	Brand X
Proven & certified antimicrobial protection	✓	✗
Odour control	✓	✗
Non-toxic antimicrobial ingredients	✓	✗
Creates an unfriendly environment for bacteria and viruses	✓	✗

The above comparison is applicable to both Antimicrobial Bentonite and Tofu cat litter.

Potential applications



Antibacterial toys
Oral hygiene
Reduce odour





Food packaging for FRESH pet food

Team



Dr. Jaslyn Lee
CTO
>1,600 citations

Didi Gan
CEO
S$60M sales

Seasoned global directors & advisors



Remi Choong
Elev8



Minjie Yu
Cercano



Dale Hudson
Advisor to >100 CEOs



Ariel Furst
MIT

Join us on our 2030 Mission



10,000 Tons of Food Waste
250,000 Tons of CO2e

2 Tons of Food Waste
50 Tons of CO2e

didi.gan@vi-kang.com

jaslyn.lee@vi-kang.com

PLUG AND PLAY

STARTUP PRESENTATION

Arterra

ARTERRA PET SCIENCE

Arterra Pet Science: The ultimate all-in-one dog supplement for longevity

#PNPTCSiliconValley

Join us at **pnptc.com**


Adding life to their years.
Artera

Arterra is…

The daily dog supplement for a healthier, longer life.

Arterra's mission is to elevate canine health and longevity through evidence-based functional wellness, while simplifying the lives of pet parents.



More Than a Multivitamin — A Full Longevity Protocol in Every Chew

39 Ingredients, 1 chew.

100% Human Grade

No Fillers

Longevity Support

Whole Body Support

Results Guaranteed





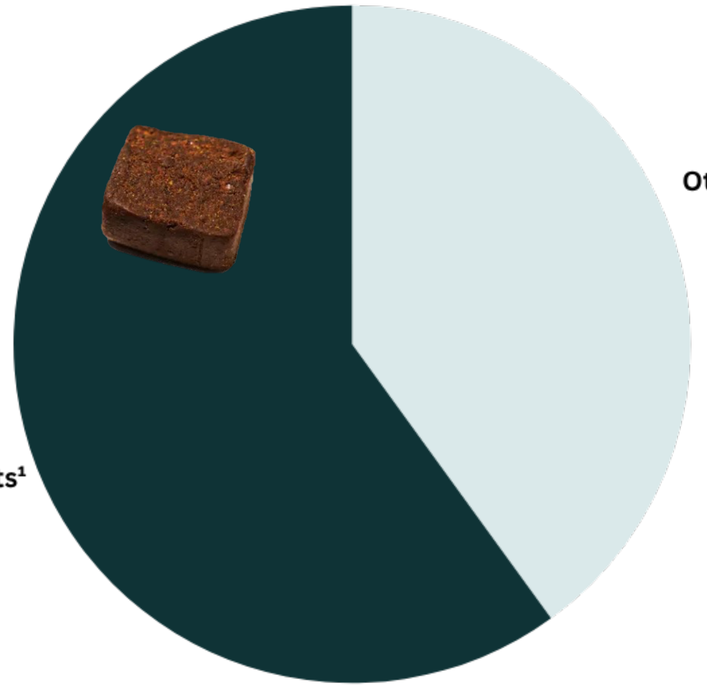
What's Inside?



- Lion's Mane & Reishi Mushroom
- Turkey Tail Mushroom
- Turmeric Extract
- Bone Broth Protein
- Omega-3 EPA & DHA
- Ashwagandha
- Hyaluronic Acid
- Magnesium L-Theonate
- Hawthorn Berry Extract
- Milk Thistle Seed
- Collagen Peptides
- Vitamin K2
- Astaxanthin
- Probiotics & Prebiotics

5x the Functional Payload

Arterra

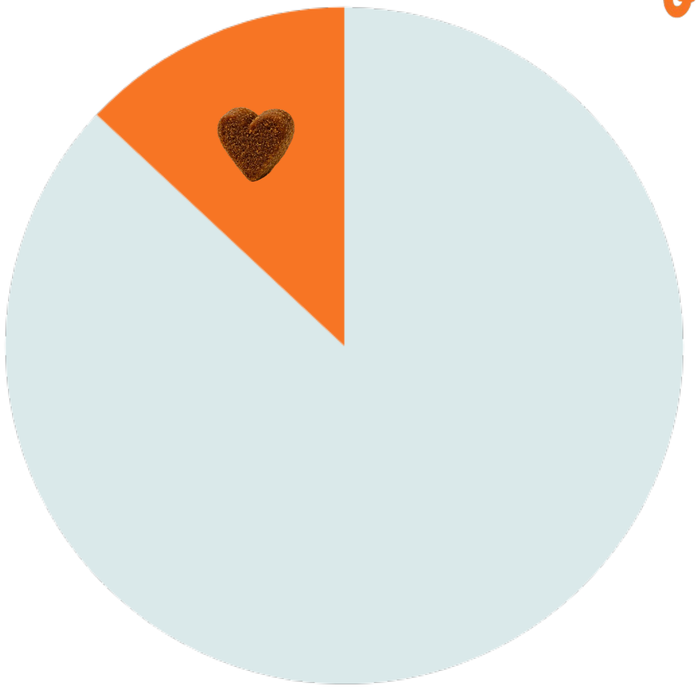


~ Active Ingredients[1]
60%

Other Ingredients[1]
40%
(Clean
Label)

5g Soft Chew
~50 - 70% Active Ingredients[1]

The Other Guys



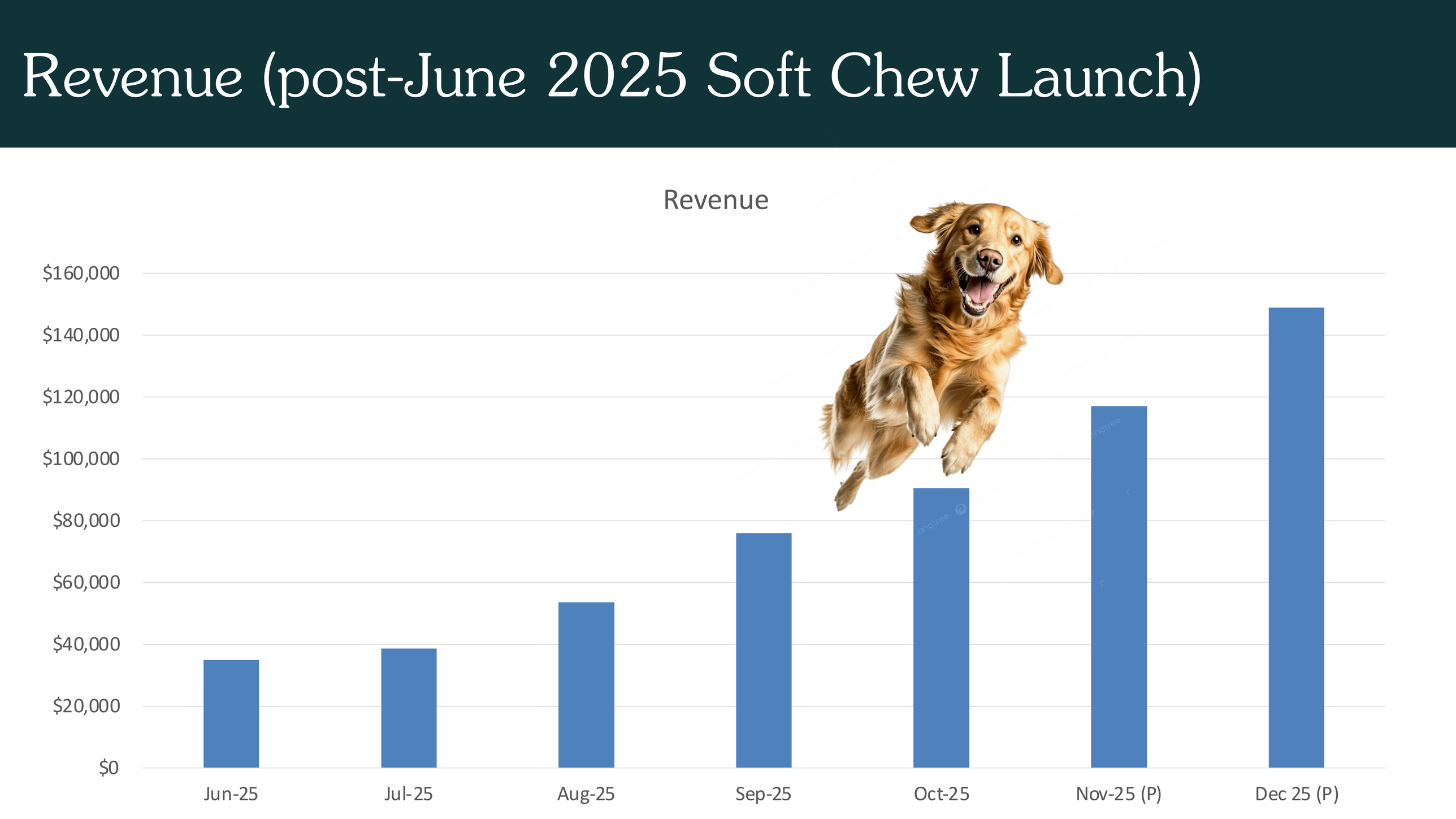
~ Active Ingredients[1]
13%

Other Ingredients[1]
87%

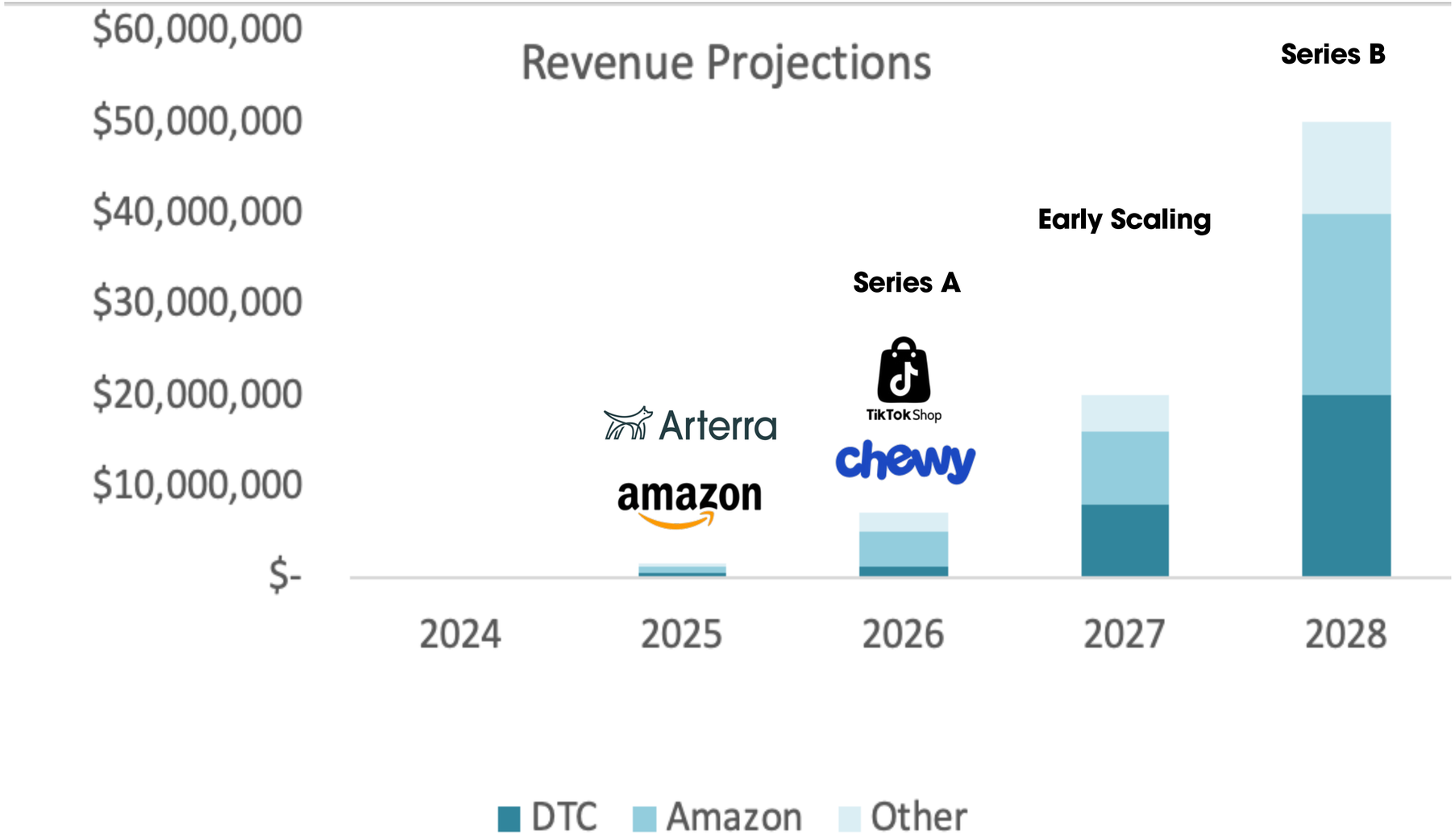
3.5g Soft Chew
~13% Active Ingredients

[1] "Functional actives" = ingredients with primary nutritional/physiological roles beyond carriers/flavors. Avg % by weight per label dosages; competitor range based on top-selling SKUs; Arterra Adult vX: ~46%; Arterra Senior (Launching Jan 2026): ~70%. Data on file.

Revenue (post-June 2025 Soft Chew Launch)



Projected Sales – 2026



The Team



CEO | JON WILLBANKS

Jonathan Willbanks is an entrepreneur, biohacker, and obsessed dog dad. He founded the Inc. 500 agency Cartograph, which has driven over $500 million in sales for 200+ natural food and consumer product brands. His prior experience spans 17 years in eCommerce and Product Management, including leading the first in-house Amazon team for the General Electric brand, and developing several bestselling consumer electronics products from ideation to national big box retail distribution.



COO / CFO | JASON CHARMS

A seasoned consumer products executive with 15+ years of experience building consumer brands. He's focused on Finance and Operations - most recently honing is skills as the first employee at Sundays For Dogs and ultimately becoming the VP of Finance and Operations. He joined pre-revenue, building multiple functions (Finance, Supply Chain, Mfg., CX and HR) from 0 >> $100m ARR. Prior to Sundays, he lead Finance / Operations at Comrad Socks, Reel + Hippeas.



DR. NICHOLAS VAUGHAN
CHIEF SCIENCE ADVISOR

Founder & CEO of Paz Veterinary, with over 20 years in veterinary medicine and pet nutrition. Served a decade as Technical Marketing Director at Purina, shaping science-backed product innovation. Advisory Board Member at Bond Pet Foods, bridging veterinary expertise with sustainable pet nutrition advancements.

CONTACT & NEXT STEPS

Jonathan Willbanks | Founder/CEO

Phone
(405) 655-1267

Email Address
Jonathan@arterrrapet.com

Jason Charms | CFO

Phone
(216) 407-2351

Email Address
Jason@arterrrapet.com



Arterra

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PLUG AND PLAY

STARTUP PRESENTATION

Vetabolics

VETABOLICS

Reinventing canine cancer detection with advanced metabolic diagnostics.

#PNPTCSiliconValley

Join us at **pnptc.com**



Vetabolics – Revolutionizing Early Cancer Detection in Dogs

Investor Outreach Presentation

November 2025

Vetabolics

The Silent Epidemic in Veterinary Health

6 Million Dogs Face Cancer Each Year — Yet Early Detection Is Rare.



- Existing screening tools catch disease only after symptoms emerge.
- Hemangiosarcoma alone kills 50,000+ dogs each year, often without warning.
- 1 in 5 Golden Retrievers fall victim to this “silent killer.”
- Families face 4–7 months from diagnosis to loss and $5K–$20K in treatment costs.

Vetabolics

From limited detection to early prevention — Vetabolics brings precision oncology to every veterinary clinic

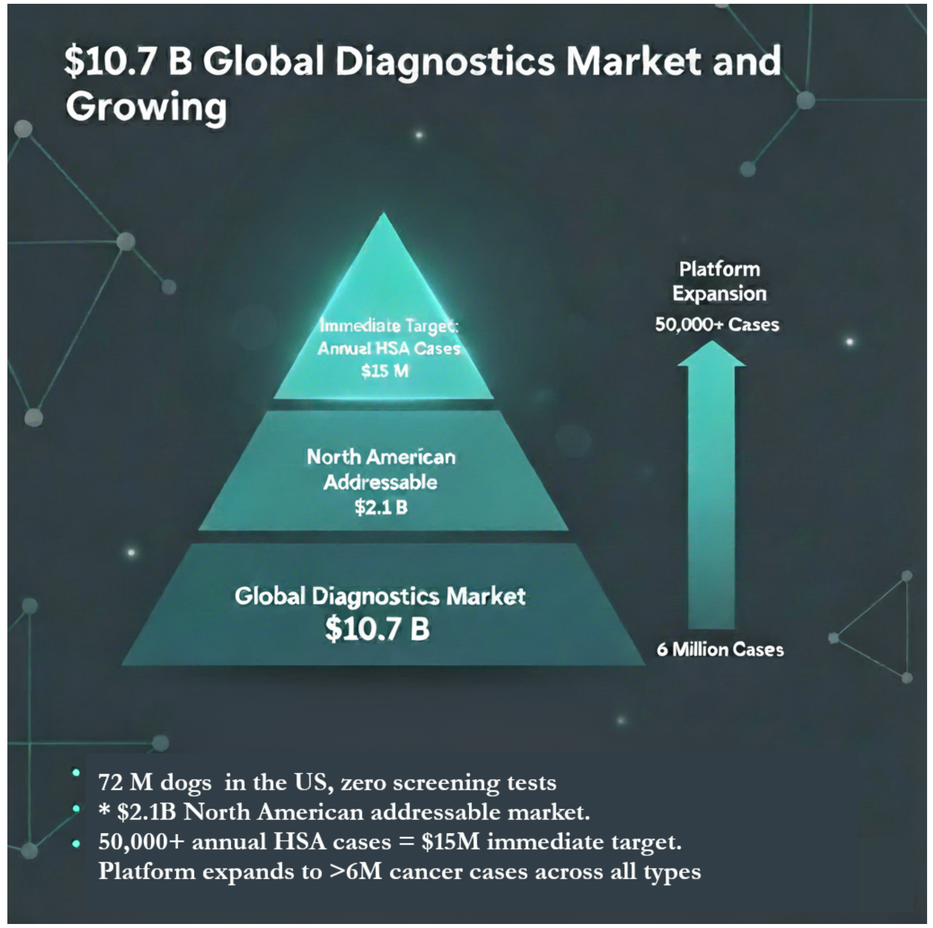


Vetabolics Market Slide

- 72 million dogs in the U.S, represent an expanding diagnostics market with limited early-stage screening options for cancer.
- Hemangiosarcoma (~50,000+ cases annually) – deadly and often undetected until crisis.
- Mast cell tumors (~65,000–110,000 cases annually) – the most common skin cancer in dogs.
- Lymphoma (~9,000–17,000 new cases annually) – among the fastest-growing segments in canine oncology.
- Collectively, 6 million+ canine cancer diagnoses occur each year — a vast untapped market for affordable early detection.

Vetabolics

Market Opportunity
$10.7 B Global Diagnostics Market



470 M companion dogs worldwide
72M dogs in the United States
Virtually no effective early-stage screening for cancer, especially hemangiosarcoma.

$2.1B North American addressable market
Significant unmet need in early detection and diagnostics.

50,000+ annual hemangiosarcoma cases
64,000+ Mast Cell Tumors
9,000+ Lymphoma
Represent the initial commercialization target.

Platform expansion to cover >6M annual canine cancer cases
Across multiple cancer types and diagnostic applications.

Vetabolics



Our Breakthrough
AI That Sees What Dogs Smell

- ✓ Non-invasive urine test detects cancer before symptoms.
- ✓ Powered by Luventix AI — 15 years of proven metabolic analysis.
- ✓ Rivals biopsies with .94 AUC* accuracy validated in tests.
- ✓ Results within days at 1/3 the cost of alternatives.

*AUC (Area Under the ROC Curve) measures how well a diagnostic test can distinguish between disease and non-disease cases, and it's important because a higher AUC indicates more accurate and reliable detection across all thresholds.

Vetabolics

Revolutionary Vetabolics Cancer Screening Assay Data Point Comparison – Remarkable leap forward in Cancer Detection

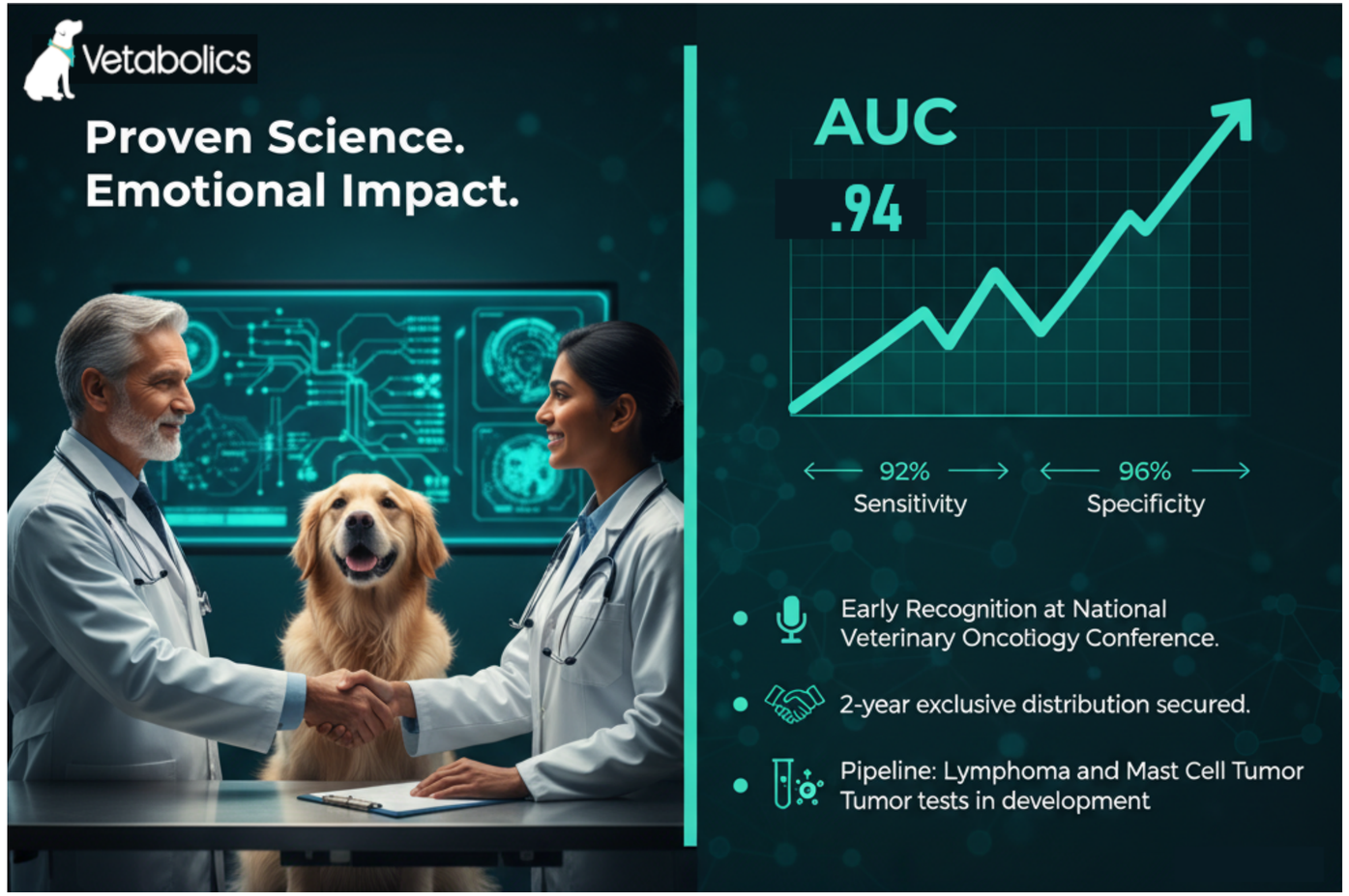
Assay Type	Typical Data Points (Features)	Scope	Analytical Advantage
Targeted Genomic Panel	100-600 variants/genes	Mutation hotspots	Clinically validated mutations
Targeted Metabolomics	100-500 metabolites	Known metabolic biomarkers	Focused on validated metabolic pathways
Untargeted Metabolomics **(Vetabolics)**	~38,000 metabolite features	Full metabolite fingerprint	High-dimensional early detection & novel biomarker discovery

✗ Targeted metabolomics measures ~100-500 using clinically validated mutations

✓ **Vetabolics screens over 38,000 metabolite features**

- Not limited to known biomarkers or model library completeness
- New metabolic signatures can reflect early cancer biology before genomic mutation are even detectable.

Proven Science – on par with Biopsy
Earlier Detection = Emotional Impact



- Results are On Par with invasive biopsies.
  .94 AUC in blinded validation,
  .92 Sensitivity
  .96 Specificity
- Early Recognition at National Veterinary Oncology Conference.
- 2-year exclusive distribution secured.
- Pipeline: Lymphoma and Mast Cell Tumor tests in development.

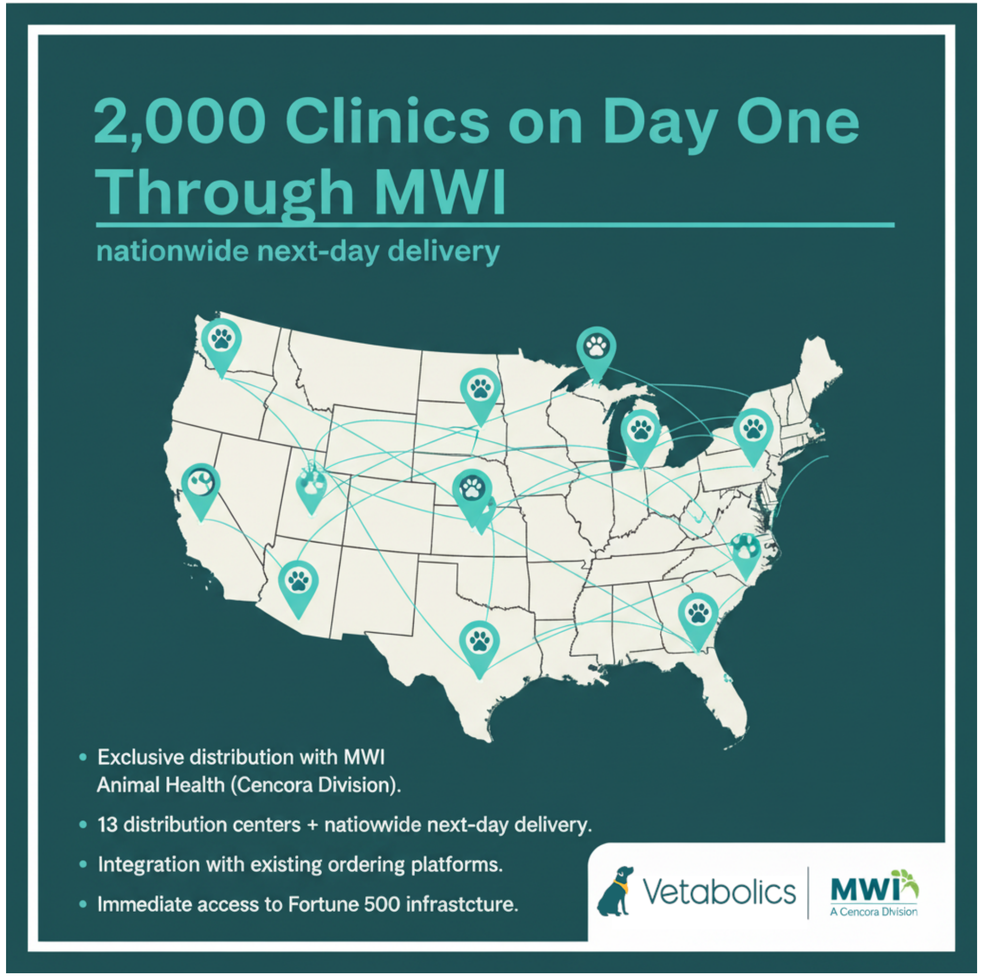
Vetabolics

The Luventix Technology
15 Years of Proven Drug-Research ML and AI



- Analyzes complete metabolic fingerprints – beyond biomarkers.
- $50M+ investment and multi-disease validation and exhaustive patent portfolio.
- Exclusive veterinary license held by Vetabolics. Enables new tests in 3–6 months vs. 3–5 years traditionally.

Vetabolics



The Distribution Advantage
20,000 Clinics on Day One Through MWI

- **Exclusive distribution with MWI Animal Health (Cencora Division)** which is widely recognized as **one of the top 5** veterinary/distribution companies in the U.S., often referred to as *the* “leading animal health distribution company” in its market.
- 13 distribution centers + nationwide next-day delivery.
- Integration with existing ordering platforms.
- Immediate access to Fortune 500 infrastructure.

Leadership Team with Proven Execution Success

25+ Years Pioneering New Technology

$3.5B+ Value Created

150+ Years Combined Experience



Dejan Nenov
Chairman of the Board



Dr. Anna Galyean
CEO / Co-Founder



Del Allison
President / COO



Greg Lovett
Chief Financial Officer



George Holmes
Senior Strategic Advisor

25+ years
Founders and Board have successfully worked together at seven companies

15+ years
Dr. Martin Martinov CSO Advisor is proven pioneer in the use of AI & Machine learning for drug discovery

$3.5B+ Returned to Shareholders

Extended Leadership & Advisors: Dr. Martin Martinov • Beth Stevens • Rhonda Smith • Linda Souza

Vetabolics Key Differentiators



Rapid Development — Converts research to diagnostic tests in – 3 months

Scalable Platform – Standard, repeatable process for many diseases

No Sequencing Required — Commodity reagents + AI analysis in minutes

Capital-Efficient – One engine builds a portfolio of diagnostics

Vetabolics

Transforming Emergency Diagnosis into Early Detection Wins



- Proven technology, proven distribution, proven team and proven impact.
- Turning life-or-death emergencies into preventive success stories.
- Creating a new standard of care in veterinary oncology.

Vetabolics

SEED FUNDING ASK – $280,000 (SAFE ROUND)

USE OF FUNDS

CATEGORY	AMOUNT (USD)	PURPOSE
Product Finalization & Commercialization (HSA)	**$150,000**	Secure final clinical specimens and complete commercialization of Hemangiosarcoma, Mast Cell Tumor, and Lymphoma diagnostic assays. Fund ongoing sales, marketing campaigns, and travel for distributor and veterinary partner engagement Seed funding via SAFE to complete commercializationn and initiate early revenue ue Vetabolics
Distribution Rollout (MWI Partnership) (MCT)	**$75,000**	
Sales, Marketing & Travel	**$55,000**	
Total Raise	**$280,000**	

6 MONTHS TO COMMERCIALIZATION

Vetabolics is not just creating a diagnostic tool—we are building the future of predictive, preventive pet healthcare

Vetabolics

Vetabolics

Thank You Contact Us

Del Allison | President & COO – Vetabolics

info@vetabolics.com

www.vetabolics.com

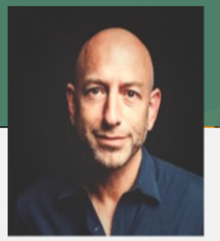
Revolutionizing Early Cancer Detection in Dogs

Advisors – Industry & Biomedical Scientific Experts

Veteran Leaders: Pioneering Dog Health Breakthroughs



Osnat Benshoshan
Marketing & Business strategist and value creator. My passion is mobilizing businesses to achieve true transformation by revitalizing brands, from entire organizations to individual products.



Josh Jacobs
Chief Product Officer at Samba TV, where he leverages his deep technical expertise and extensive leadership background to oversee product strategy and development. Samba TV's is the industry leader in AI technology for media analytics.



George B. Holmes
Chairman Vetabolics
Co-Founder
Luventix
35 Years of Executive, Sales & Marketing, Finance and Operations Leadership. Proven ability to lead companies that have returned over $3.5B in increased value to shareholders..



Martin Martinov, PhD
CSO & Co-Founder
Luventix
Founder Gradient Biomodeling
Biophysicist
30 Years of Scientific Research & Drug Development. A leader in the development of core quantum bio-modeling algorithms.



Todd Meyerrose, PhD
President Luventix
Healthcare founder and Executive. Med-tech entrepreneur with proven track record in developing companies from an idea to a successful exit.



Dejan Nenov
COO & Co-Founder
Luventix
Years of Executive, Engineering & Visionary Market Development Leadership. Proven Ability to Deliver Cutting Edge technical solutions

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Vetabolics

Path to Impact: Test Data supports Vetabolics Results



Hemangiosarcoma (HSA)
Study ID:

US Incidence: 20-25%

Current Standard of Care (Test Performance)
MicroRNA: AUC = 0.85-0.92
ctDNA: AUC = 0.80-0.90

Our Test: Initial Validation 136 + 136
AUC = 0.92



Mast Cell Tumor (MCT)
Study ID:

US Incidence: 16%-21%

Current Standard of Care (Test Performance)
FNA: AUC = 0.9-0.95
IHC: AUC = 0.8-0.9

Our Test: Initial Validation 50 + 50
AUC = >0.95



Lymphoma
Study ID:

US Incidence: 15%-20%

Current Standard of Care (Test Performance)
FNA: AUC = 0.85-0.95
PCR: AUC = 0.85-0.95

Our Test: Initial Validation 50 + 50
AUC = >0.95

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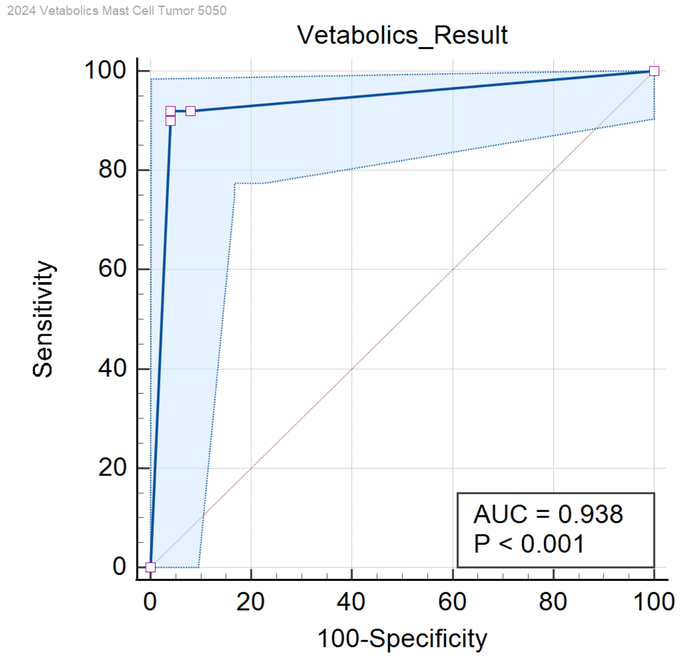
Mast Cell Tumor (MCT) 50+50



Mast Cell Tumor 50/50 Model

Overall		Actual		
		Pos (1)	Neg (0)	Total
Luventix Result	Pos (>0)	46	2	48
	Neg (<0)	4	48	52
	Total	50	50	100
AUC				**0.94**
Sensitivity				**0.92**
Specificity				**0.96**
Disease Prevalance				
Lifetime Risk		Average	30.0%	
Positive Predictive Value				**90.8%**
Negative Predictive Value				**96.6%**

True Positives	46
True Negatives	48
False Positives	2
False Negatives	4
Total Samples Considered	**100**

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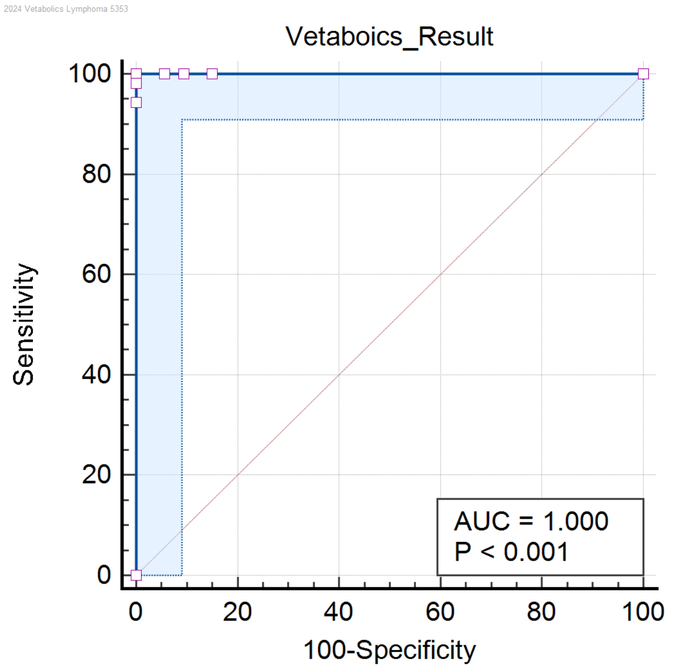
Lymphoma 53+53



Lymphoma 53/53 Model

Overall				
		Pos (1)	Neg (0)	Total
Luventix Result	Pos (>0)	51	1	52
	Neg (<0)	2	52	54
	Total	53	53	106
AUC			1.00	
Sensitivity			0.96	
Specificity			0.98	
Confidence Interval Sensitivity			93%	100%
Confidence Interval Specificity			93%	100%
Disease Prevalance				
Lifetime Risk		Average	30.0%	
Positive Predictive Value			95.6%	
Negative Predictive Value			98.4%	

Actual	
True Positives	51
True Negatives	52
False Positives	1
False Negatives	2
Total Samples Considered	**106**

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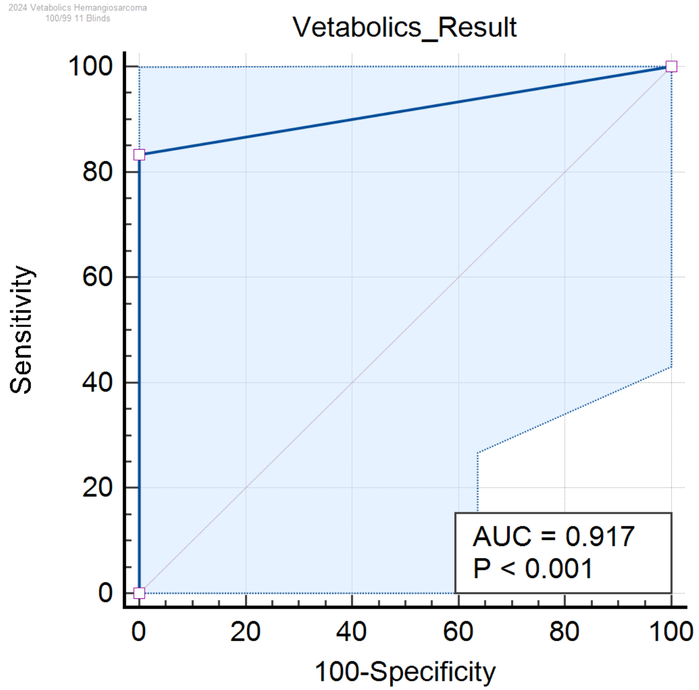
Hemangiosarcoma (HSA) 100+99



Hemangiosarcoma 100/99 Model - 11 Blinds

Overall		Actual		
		Pos (1)	Neg (0)	Total
Luventix Result	Pos (>0)	5	0	5
	Neg (<0)	1	5	6
	Total	6	5	11
AUC				**0.92**
Sensitivity				**0.83**
Specifity				**1.00**
Disease Prevalance				
Lifetime Risk		Average		30.0%
Positive Predictive Value				**100.0%**
Negative Predictive Value				**93.3%**

True Positives	5
True Negatives	5
False Positives	0
False Negatives	1
Total Samples Considered	**11**

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Technology Differentiators

No Biomarker Discovery

Traditional methods of creating diagnostics tests typically require years of research to identify biomarkers and more years to invent unique one-off methods to detect these biomarkers in a sample.

Our partnership with Luventix eliminates both steps.
No explicit biomarker identification is needed.
Unique, one-off tests to identify biomarkers for a specific disease do not have to be invented.

Vetabolics can develop an analytical test in 3 months, while traditional methods take years, often decades.

A Factory, Not a One-Off

Vetabolics uses a standard, repeatable and mechanistic approach to developing tests

Our technology is like a factory, compared to a one-off custom shop

We use the same process, whether we are developing a test for a cancer, autoimmune, inflammatory, neurological or an infectious disease

No other technology that we know of is more capital efficient in creating a massive portfolio of diagnostics assets

Not Genetic Sequencing

We do not require expensive sequencing machines and consumables, overnight processing or data centers to run complex bioinformatics pipelines

We use commodity lab instruments, reagents that cost pennies, take only a few minutes to process a sample in the lab and seconds to analyze it with our machine learning models

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Vetabolics

Revolutionary Vetabolics Cancer Screening Assay Data Point Comparison

Assay Type	Typical Data Points (Features)	Scope	Analytical Advantage
Targeted Genomic Panel	100-600 variants/genes	Mutation hotspots	Clinically validated mutations
Targeted Metabolomics	100-500 metabolites	Known metabolic biomarkers	Focused on validated metabolic pathways
Untargeted Metabolomics **(Vetabolics)**	~38,000 metabolite features	Full metabolite fingerprint	High-dimensional early detection & novel biomarker discovery

Targeted metabolomics measures ~100-500 using clinically validated mutations

Vetabolics screens over 38,000 metabolite features

- Not limited to known biomarkers or model library completeness
- New metabolic signatures can reflect early cancer biology before genomic mutation are even detectable.

PLUG AND PLAY

STARTUP PRESENTATION

Hoomanely®

HOOMANELY

Continuous pet health intelligence for preventive wellness & longevity

#PNPTCSiliconValley

Join us at **pnptc.com**

Hoomanely

Continuous Health Intelligence for animals

Preventive Care. Powered by Precision. Designed for Longevity

Confident Parenting Starting with DOGS ...

27%

Healthy dogs are silently sick

52%

US pet parents gave up Vet care due to high costs

Why?

Visibility

Parents miss out on identifiying deviations and signs

Measurment

Absence of continuous measurement of key parameters

Protocols & Products

Adjustment missed in products or care routines

Cost

Normalcy to emergency/serious interventions , Costs Multi fold

Quality of life

Loss of limb, comorbidity, peak wellness impacted



Hoomanely's full-stack approach

Connected Intelligent Hardware

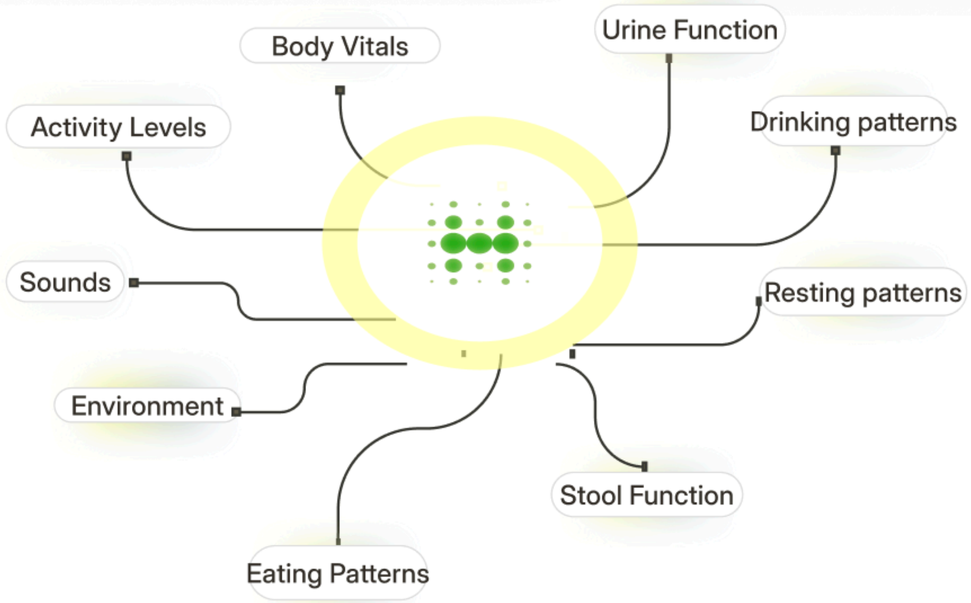
- Each device can **independently baseline behavior** & **detect early signs of deviation.**
- Each device compounds the effectiveness of all the devices in the ecosystem
- Privacy first and true Edge DSP

Real time Intelligence Layer

- Canine specific LLM
- **Continuous data learn loop** from care givers+ proprietary data sets from device
- Will Index with dynamic external data (PIMS etc.)

IMPACT

Week 1	IMMEDIATE VISIBILITY INTO PATTERNS
Month 1	PERSONALIZED INSIGHTS, EARLY DEVIATION (DISEASE) SIGNALS
Year 1 +	**NO UNPLANNED/ LATE INTERVENTIONS PEAK HEALTH CONFIDENT PET PARENTING**



Actionable insights & alerts before signs become symptoms

Proactive stage appropriate care giving recommendations

Always-On Intelligence: Capturing the Signals That Matter, Automatically

EverBowl - The First Hardware+AI loop

Consumption behavior provides the fastest insight into the dog's health.

EverBowl + Insights:

1. 700+ health touchpoint checks vs. 1-2 vet visits
2. Regularized nutrition and Consumption driven wellness optimization.
3. Detect earliest signs of **Infectious diseases, Glandular & Dental issues.**
4. Track **Micro neuromuscular changes** impacting facial appearance, control or movement.



Progress so far

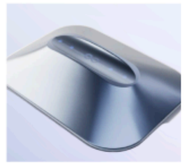
Hardware

EverBowl

- 25000+ consumption instances captured & data labelled successfully (Temperature, rate, quantity, sound, time, facial parameters)
- 12 @ Home Beta + 40 dogs @ Partner NGO

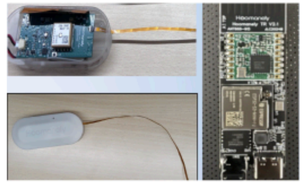
EverHub





- 3 @ Home Beta Users

EverSense (wearable)

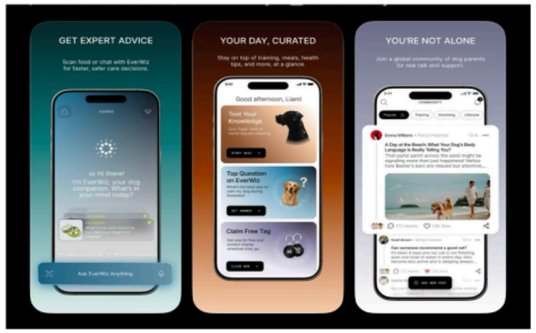


- 3 @ Home Beta Users
+ 5 @ Partner NGO

EverMat

Design Finalised
.Lab Prototyping

App (LLM + Community)



- Health and Behavior questions
- Diet completeness check
- Allergy analysis from label
- Community Interaction per user per week ~4

Patents & Trademarks

Filed and under filing

- 8 Provisional
- 2 Utility
- 2 Trademarks

(Architecture, Hardware and Edge DSP related)

Beyond D2C

LoI with a Canadian company for IP licensing of EverMat for Cattle

Partnership conversation with a large Pet Food Brand in S. E. Asia



Market & Traction

Year 1 Primary Market : USA
Total Dog Households : 66M
Phase 1 SAM* : 14M
(SAM = Tech-early adopters, health-conscious households, chronic illness households)

2026 Target
Hardware Subscribed users
1300
(for EverBowl & Tier 3 and beyond plan)

Tier 1 : Free Plan

App, community, 10 LLM queries per month

Current Subscribers
3240+

Tier 2 : $5-$8 p.m.

Free plan + multimodal questions + pet tag

Current Subscribers ($1-$5)
498

Tier 3 : $25-$29 p.m.

Tier 2 + unlimited LLM + Hardware + Insights

Current Subscribers
140 (paid booking + waitlist)

Ecosystem-Ready Technology & Data Platform (Beyond D2C)

INSURANCE PARTNERS

Fit
Early Detection, Fewer Claims, Better loss ratios
Opportunity
Bundle EverBowl with policies

PET RETAILERS

Fit
High-margin tech product, customer retention driver
Opportunity
Endcap placement, subscription bundling

PET FOOD & Supplement MAKERS

Fit
Data on eating patterns informs product development
Opportunity
Co-Branded, Hyper- personalised products

VETERINARY CHAINS & HOSPITALS

Fit
Remote monitoring = higher-margin service offering
Opportunity
Recurring monitoring revenue
($50- $125 /patient /surgical procedure)

Other Potential Partnerships : R&D partnerships with Testing Labs, Universities, Pharma Companies

The Team that has done this before





TECH, PRODUCT & DESIGN FULL TIME :12 |CONSULTANTS :3
OPS & MARKETING FULL TIME :5 |CONSULTANTS :1

SAI SUPRIYA SHARATH
CEO & CO-FOUNDER

FOUNDING GP - CARYA VENTURE PARTNERS
FOUNDER - UNGARBLE (ACQUIRED BY DEEPGRAM)
FOUNDER - IN KIND ONLY (NON-PROFIT)
GTM/BD/CS- PRACTO, IBM (FIBERLINK), AKAMAI
COLUMBIA BUSINESS SCHOOL | NLSIU | VTU

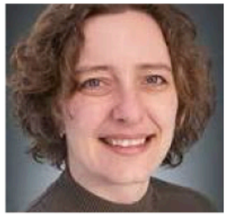
HARSHAL HINGER
COO & CO-FOUNDER

ANGEL INVESTOR | OPS LEADER, P&L, GLOBAL EXPANSION- AVANTOR, WHITEHAT JR, PRACTO, ZOMATO
IIM-C | IIT-D

VIPIN RAVINDRAN
CTO

VP ENGINEERING - CUE MATH, BYJU'S, WHITEHAT JR
CO-FOUNDER, CTO- NEORITHM, HOUM TECHNOLOGY
UNIVERSITY OF MUMBAI

Backed by Stellar Advisors & Deep Tech Angel Investors



DR. PETRA HARMS
DVM | AI DATA GOVERNANCE



MANISH JONEJA
SVP-WALMART | EX-CEO BARK



Swapnil Jain
CEO - Observe.ai



Andrés Soderi
GP - CVP, Board - Shinkei systems, Martian



SUDHA NARAYANAN
FOUNDER, CARE



RADHIKA & BHARATH PATIL
CO-FOUNDERS, CRADLEWISE



Sharath Keshava
Founder & CEO - Sanas

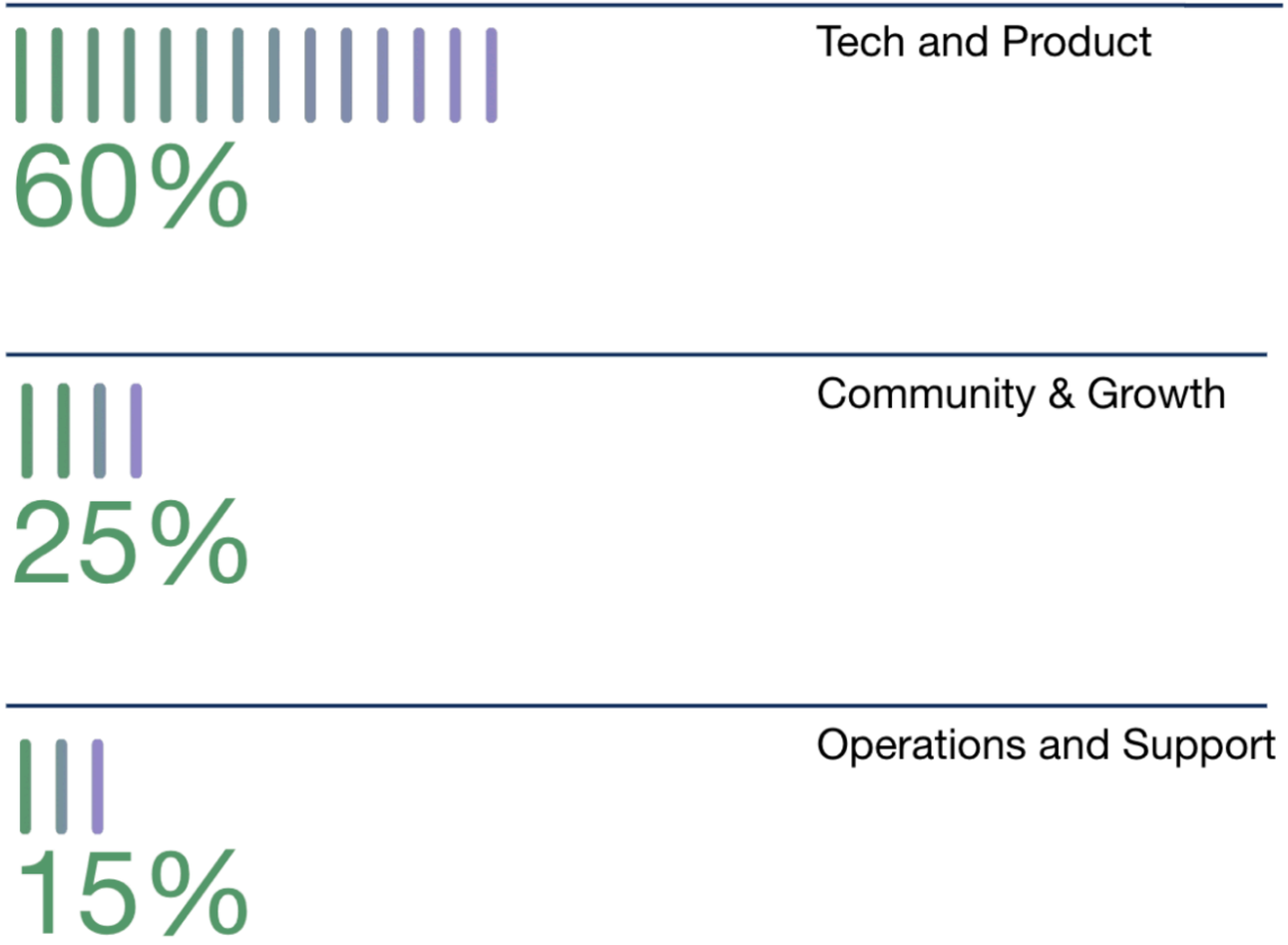


Max Serebyakov
Founder - Sanas

ADVISOR/CONSULTANT POOL

ACADEMICS, VETS AND VET TECH FROM USA, INDIA AND AUSTRALIA

Raising a $500k pre-seed extension



Raised $1.5M to date on a SAFE ($10M cap), backed by angels, strategic operators, and founder capital.

This ask is to prepare for the Seed round

- Fast tracking certifications
- IP & trademark filings
- Hiring research/partnership focus data science team
- Order fulfillment.

Seed Target - By end Q1 2026

Advantage Hoomanely

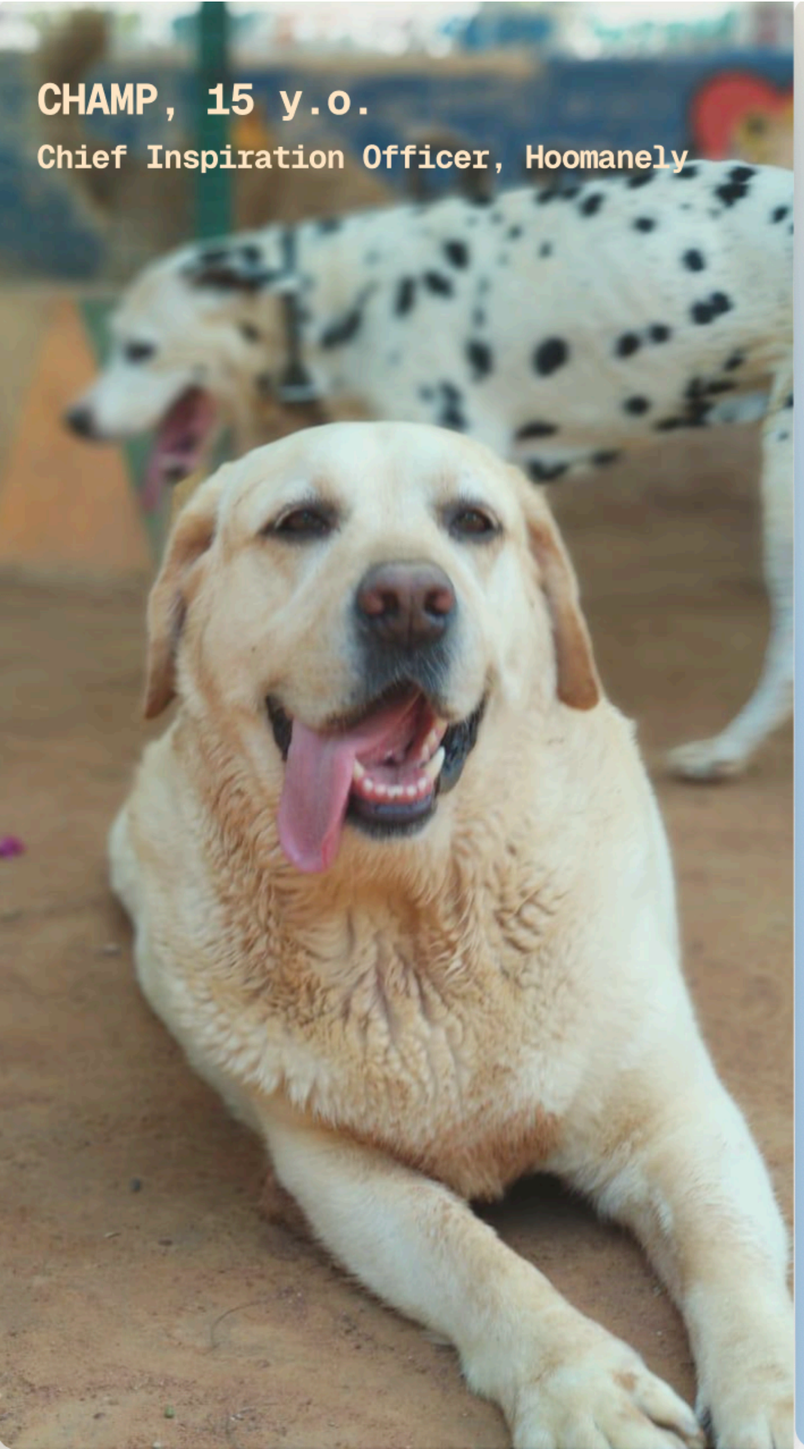
1. Full-Stack Flywheel: Hardware + AI + Community + Data Integration = self-reinforcing competitive moat

2. Infrastructure Play: Building the foundational health OS for pets, not another point solution or wrapper

3. Continuous First-Mile Data: Unique complete clinic grade data sets with zero behavior change & minimal human in the loop

4. Capital Efficient: $1.5M delivered 3 products + custom LLM in 18 months—proven scalable execution

5. Community Moat: Active users drive distribution, enrich data, and create network effects



Thank You

Sup@hoomanely.com | h2@hoomanely.com

PLUG AND PLAY

STARTUP PRESENTATION



BRANVINE

Healthy, happy pets — Branvine blends AI, body checks & tailored nutrition

#PNPTCSiliconValley

Join us at **pnptc.com**



Apple Health for Pets

David Park, Co-Founder

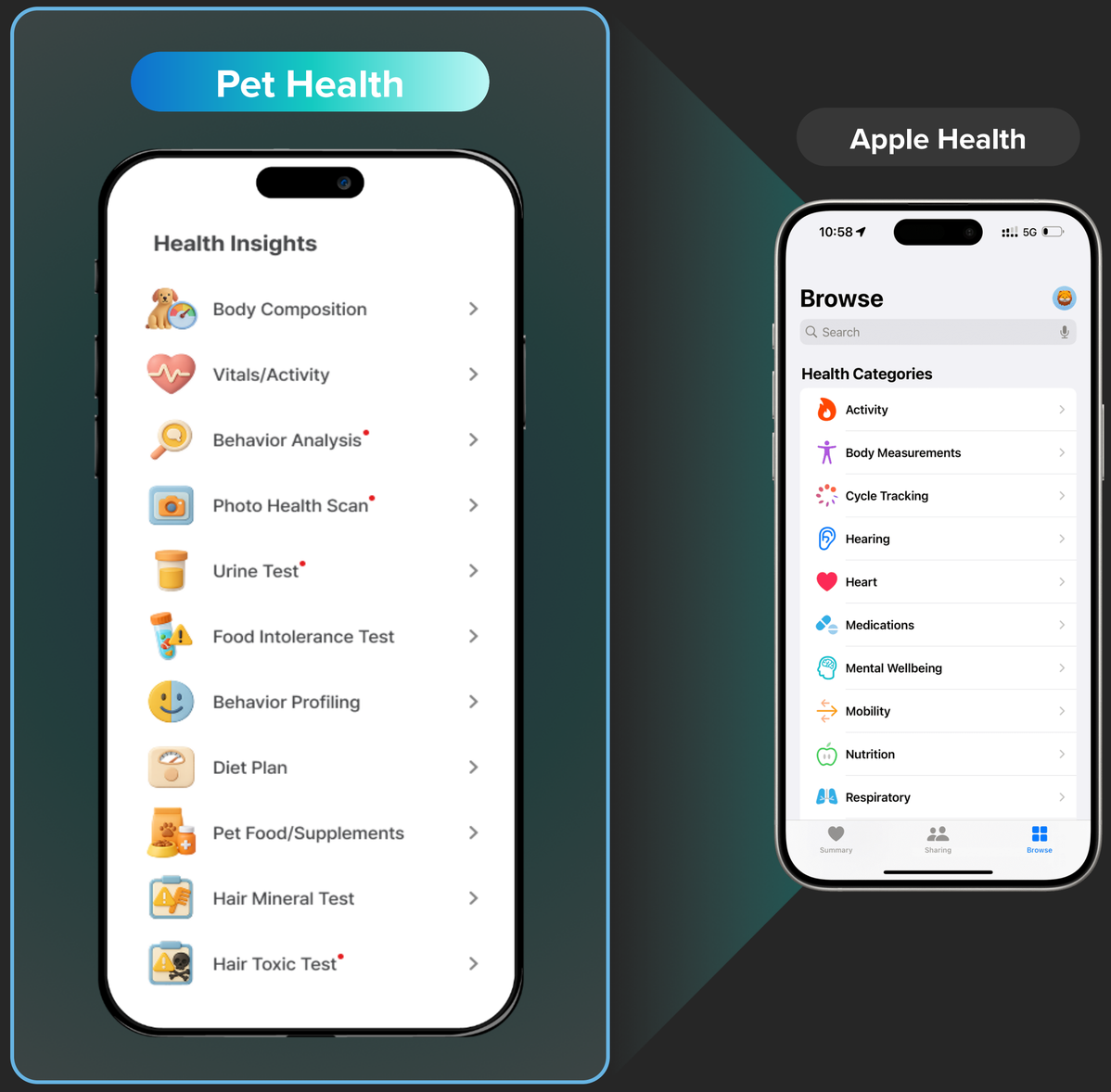
Branfine

Apple Health for Pets

Understand. Measure. Improve.

Because pets can’t tell us how they feel

— but their data can.



Hidden Obesity & Incomplete Data

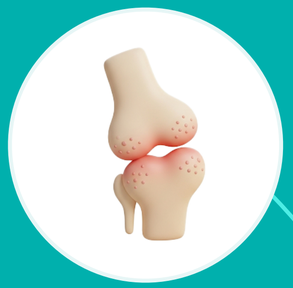
Weight ≠ Health.

Over $15B
in extra spending due to obesity



VS





Joint Pain



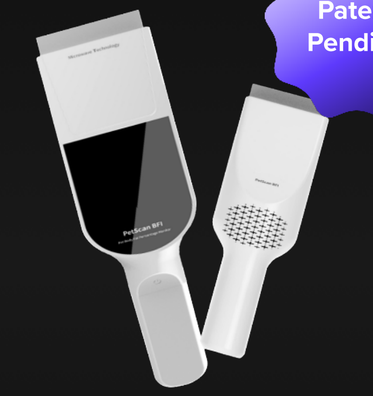
Heart Disease

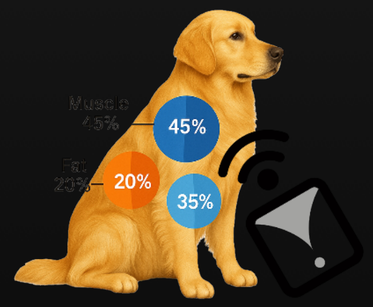


Vet Bills

Pet Body Composition Scanner

Patent Pending

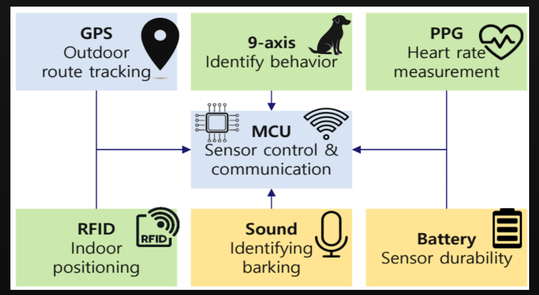




Health Tracker

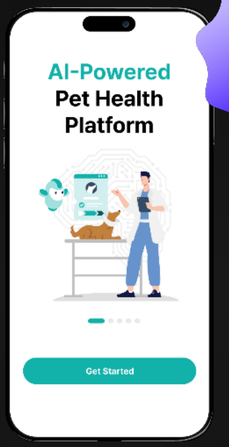
Patent Pending

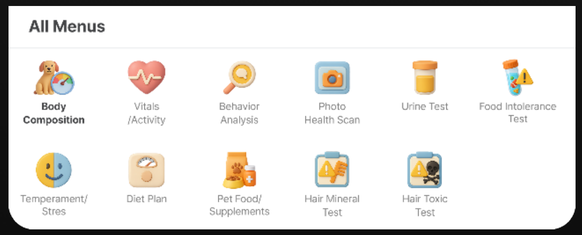




AI Platform (App)

Patent Pending

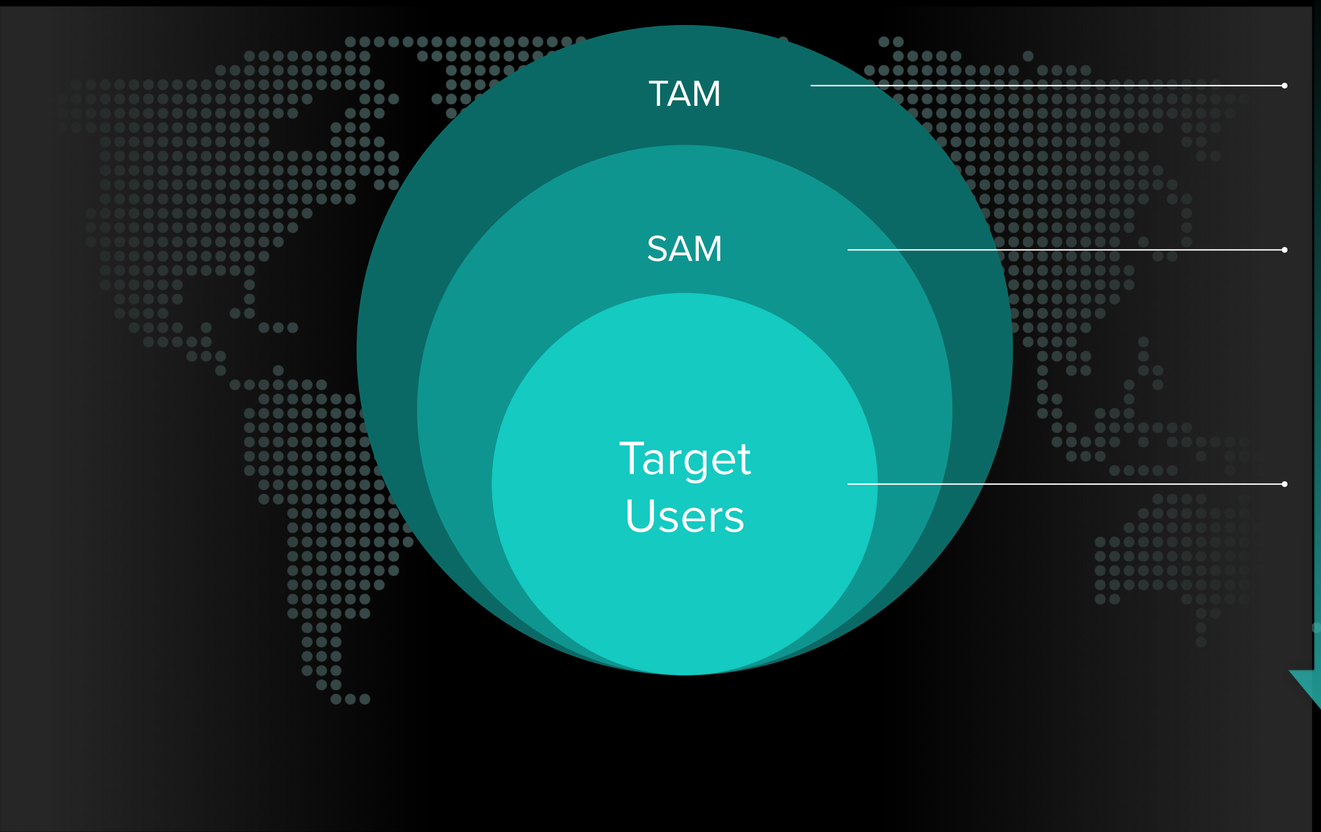




Target Market

60% (44 Mil) Pet owners actively trying to manage pet obesity.

Source : APOP, Annual Pet Obesity Prevalence Survey 2023; Banfield Pet Hospital data



$ 14.1B

Pet owners addressing obesity problems (~44 M households)

$ 4.2B

Tech-savvy & premium pet owners (~13M households)

$700M

Early Adapters targeted in first 3 years (~2.2 M household)



Josh Jo, Co-founder & CEO
Pet-health industry and business expert, leading strategy and growth



David Park, Co-founder & COO
10+ years in global operations and supply chain



Prof. Jonghun Yoon, CTO
20+ years in medical-device R&D, Professor at Hanyang University



Van Doi Truong, PR
Researcher supporting R&D, Ph.D. candidate



Seongje Kim, SR
Researchers supporting R&D, Ph.D. candidate



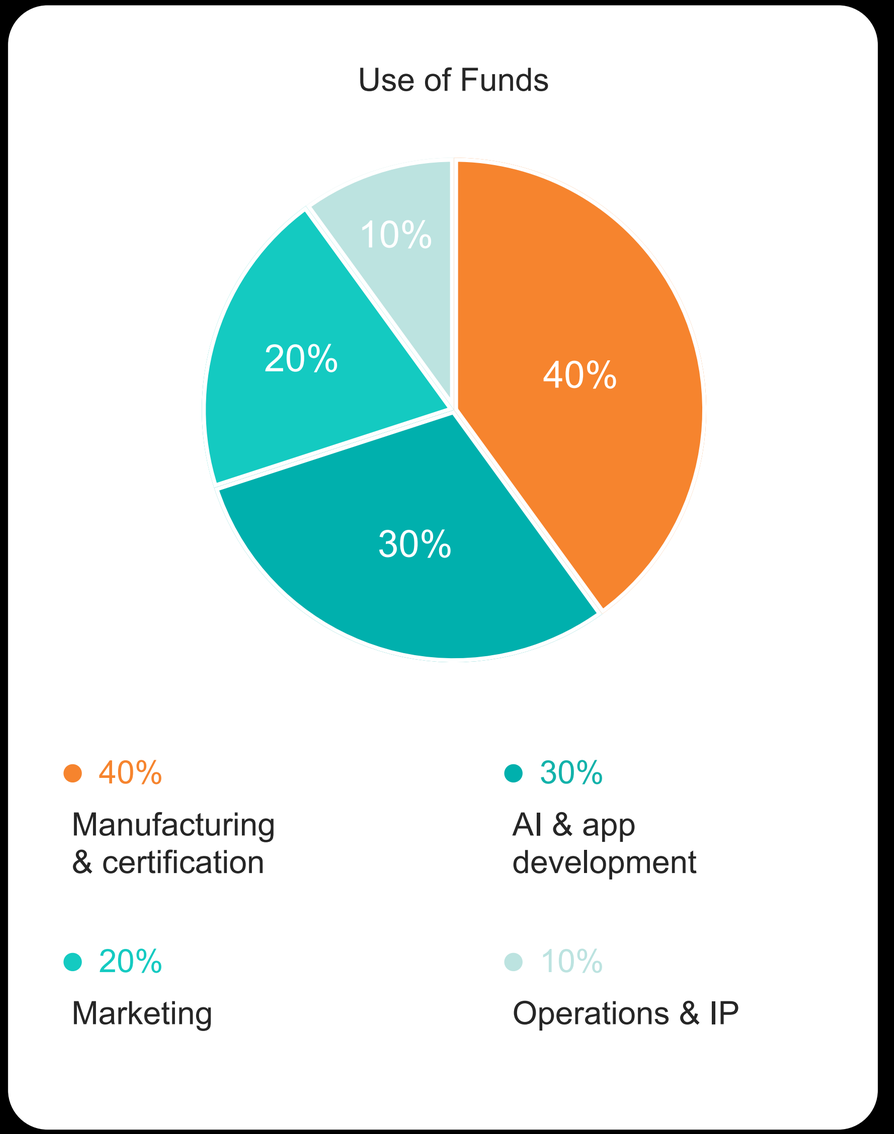
Seongje Kim, SR
Researchers supporting R&D, Master's candidate



YunJeong Choi, PD
Product Design, Head of Product Design

We’re raising $1M in Seed funding (SAFE Note)

🎯 Our goal is to deliver Branvine to 10,000 pet owners by early 2027 and establish the world’s first data-driven pet health platform.



The Future of



Pet Wellness

Branine

Understand. Measure. Improve.



PLUG AND PLAY

STARTUP PRESENTATION

Petalife
From tech to tail, better life for your pets.

PETALIFE

AI-powered pre-diagnosis app turns daily habits into early health insights.

#PNPTCSiliconValley

Join us at **pnptc.com**

Petalife.

AI-Powered Pet Health Monitoring – From Daily Behavior to Preventive Care



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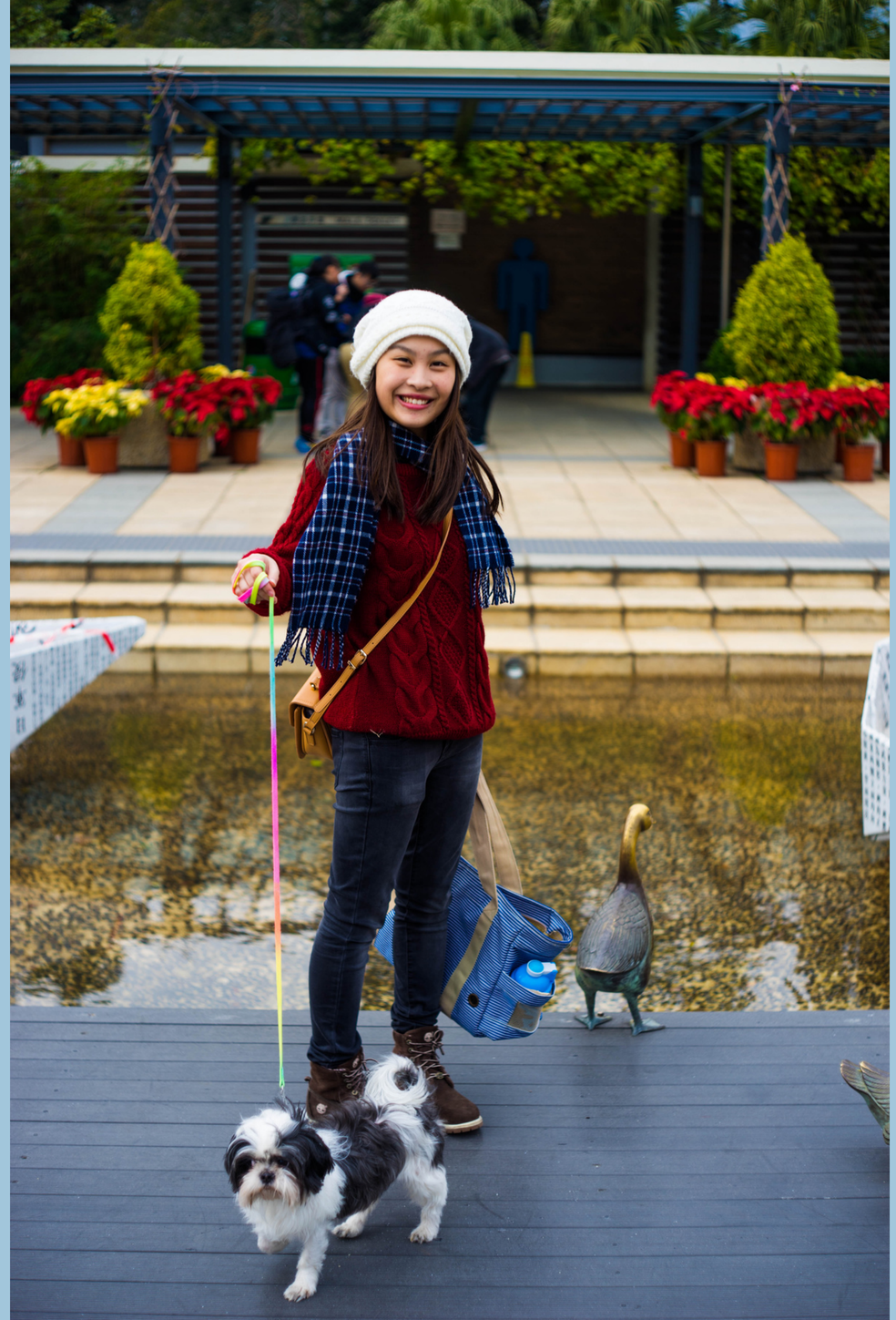
MEET OREO

A girl’s best friend



MEET OREO

I wish she could speak so I’d know what was wrong.



Millions of pets suffer from preventable diseases.
95% of pet parents miss early signs.



Too many pets suffer — or die — because of it...

Download on the App Store

GET IT ON Google Play

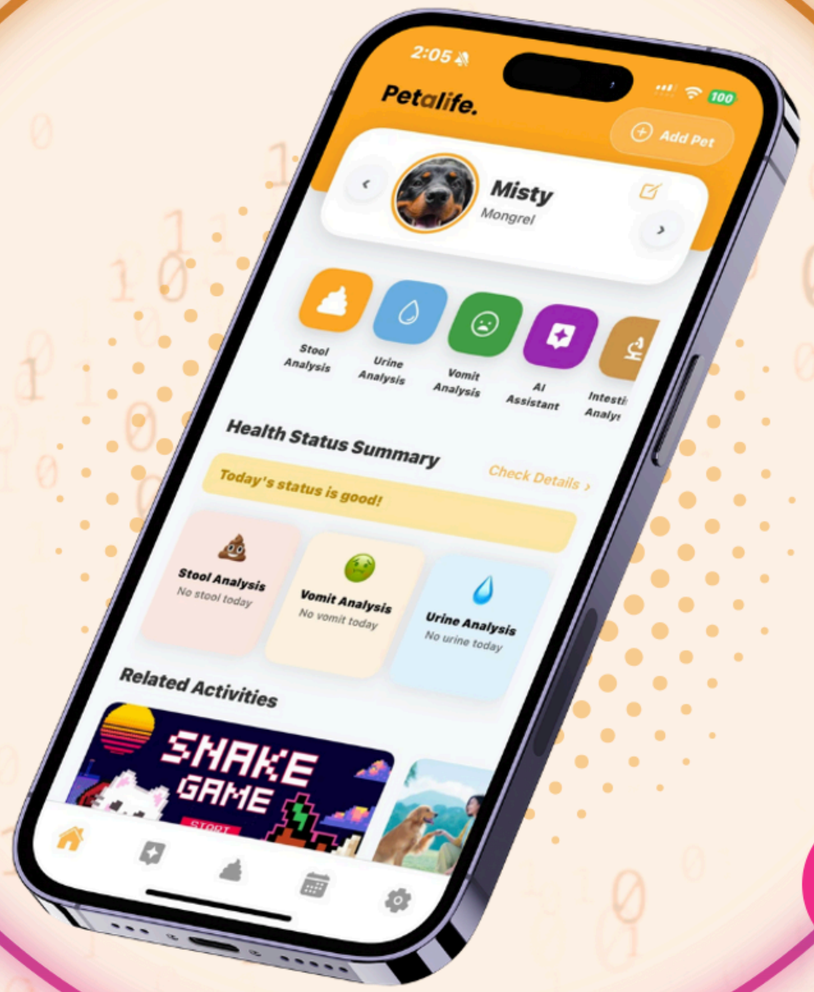
Stool Analysis

Lab & Medical Report reader

Vomit Analysis

AI Vet Assiatnt

Joint Analysis



Pet Health Starts Here...

Petalife detects early signs—so you act sooner and get guided by trusted vets.



Behavior detected:
Abnormal head shaking
(Flagged@ 09:12)

now

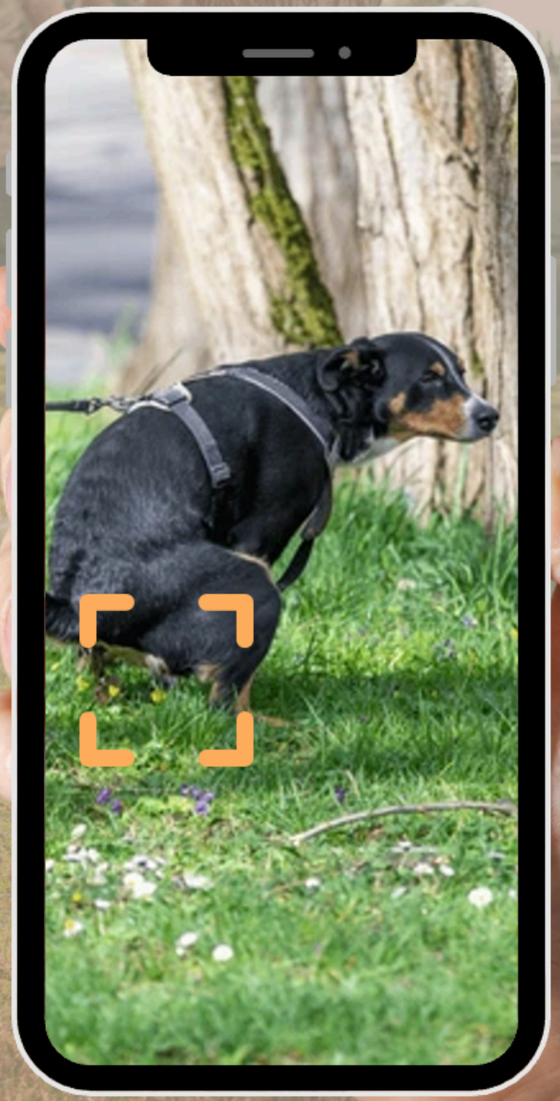
⚠️

When your pet can’t speak, Petalife listens for them.

Common Dog Diseases, Symptoms & Average Vet Costs (MetLife Pet Insurance 2024)


Hi all, I'm Misty!

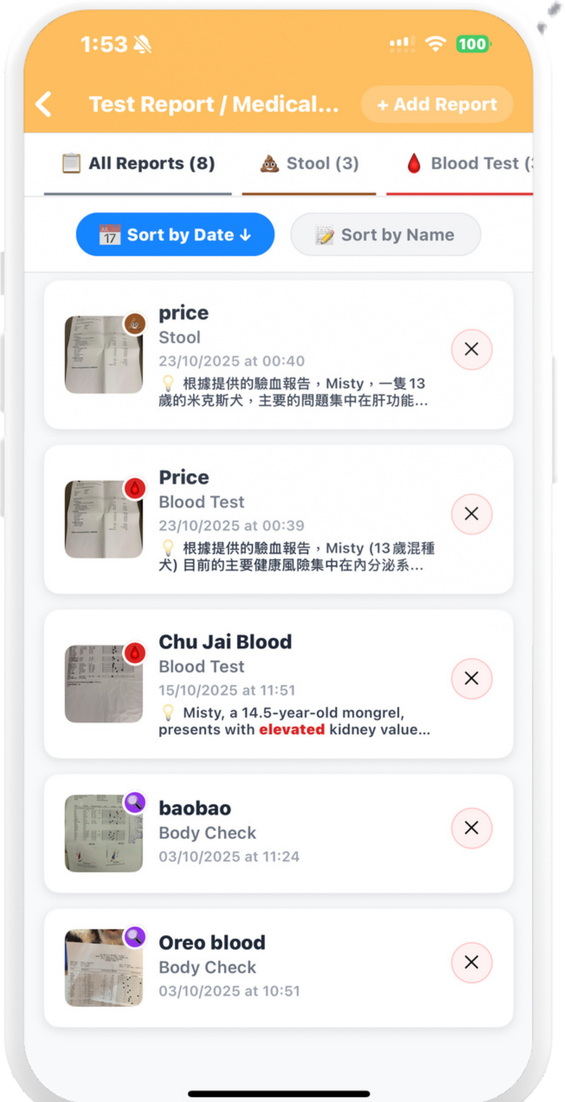
Petalife.



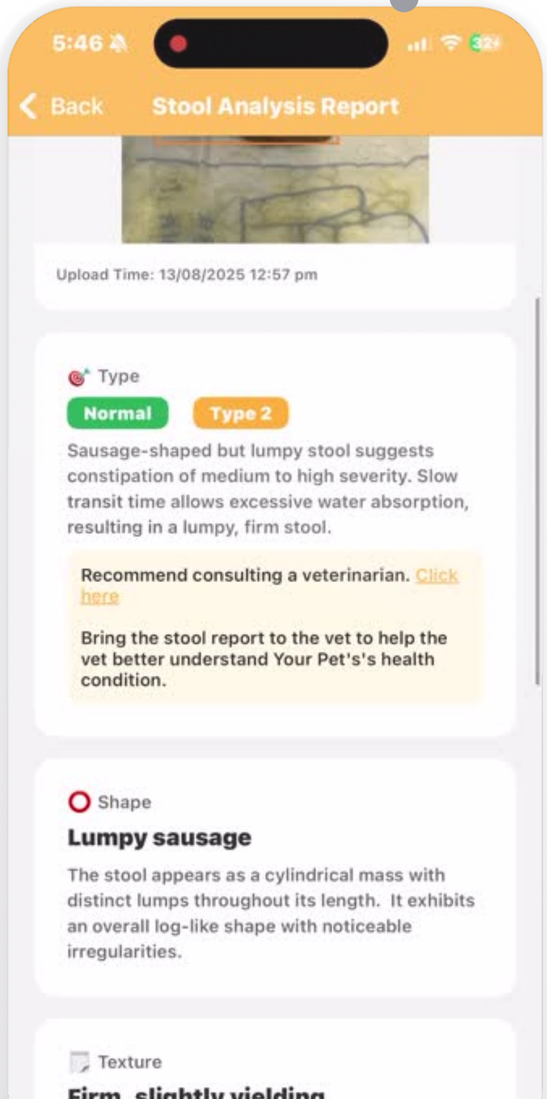
Petalife.

Misty's Personalized AI Veterinary

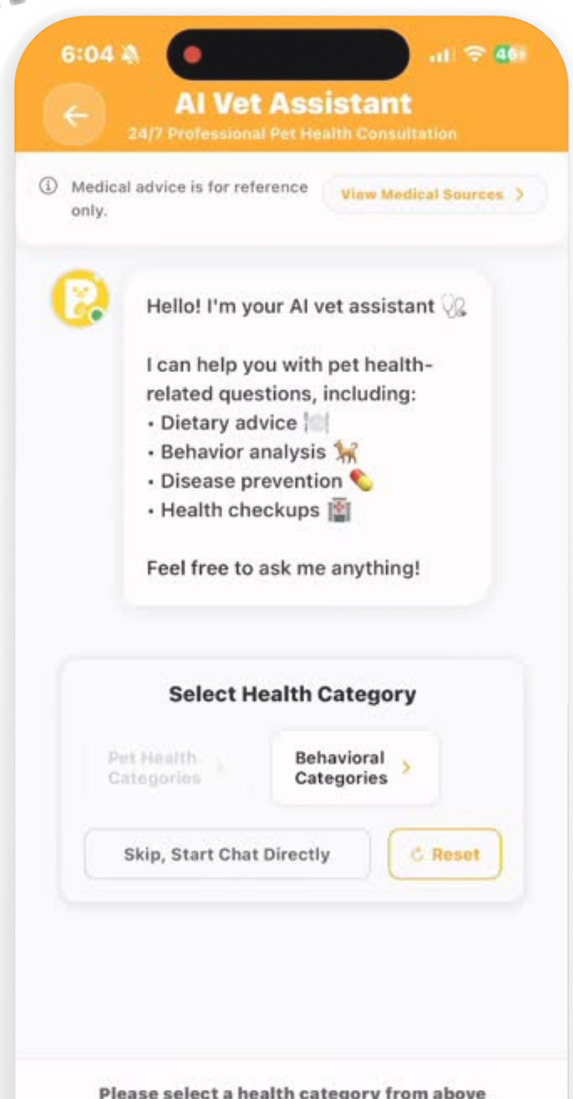
Medical report & Health log



Symptoms cheeck



AI Vet Assistant



Testmonials from Users



🔵 **Routine Use –** Spotted dehydration early

> As a duo cats owners, Petalife helped me spot dehydration early and take action. It made care easier and gave me peace of mind."

Roy Kwok Owner of Kenneth and Bella



🟠 **Late-Night Orange Alert —** Avoided Midnight Panic

> "I thought it was blood, but Petalife's AI said it was just carrot. I avoided panic — and slept better that night!"

Peggy Yuen Owner of Beanie



🔴 **Clinical Case** — Caught Pancreatitis Early

> I saw blood but wasn't sure what it meant. Petalife flagged risks — the vet diagnosed Proctitis quickly, and I felt more prepared.

Choco Ng Owner of Muimui

These are just three of thousands of real cases that Petalife has helped.












AI-Powered. Vet-Trained,
Loved by 10,000+ Pet Parents around the world.

Petalife.

93%

Accuracy

Clinically validated
with over 100k cases

60+

Diseases Detected

From digestive issues to
tumor-related symptoms

>5k

AI reports generated

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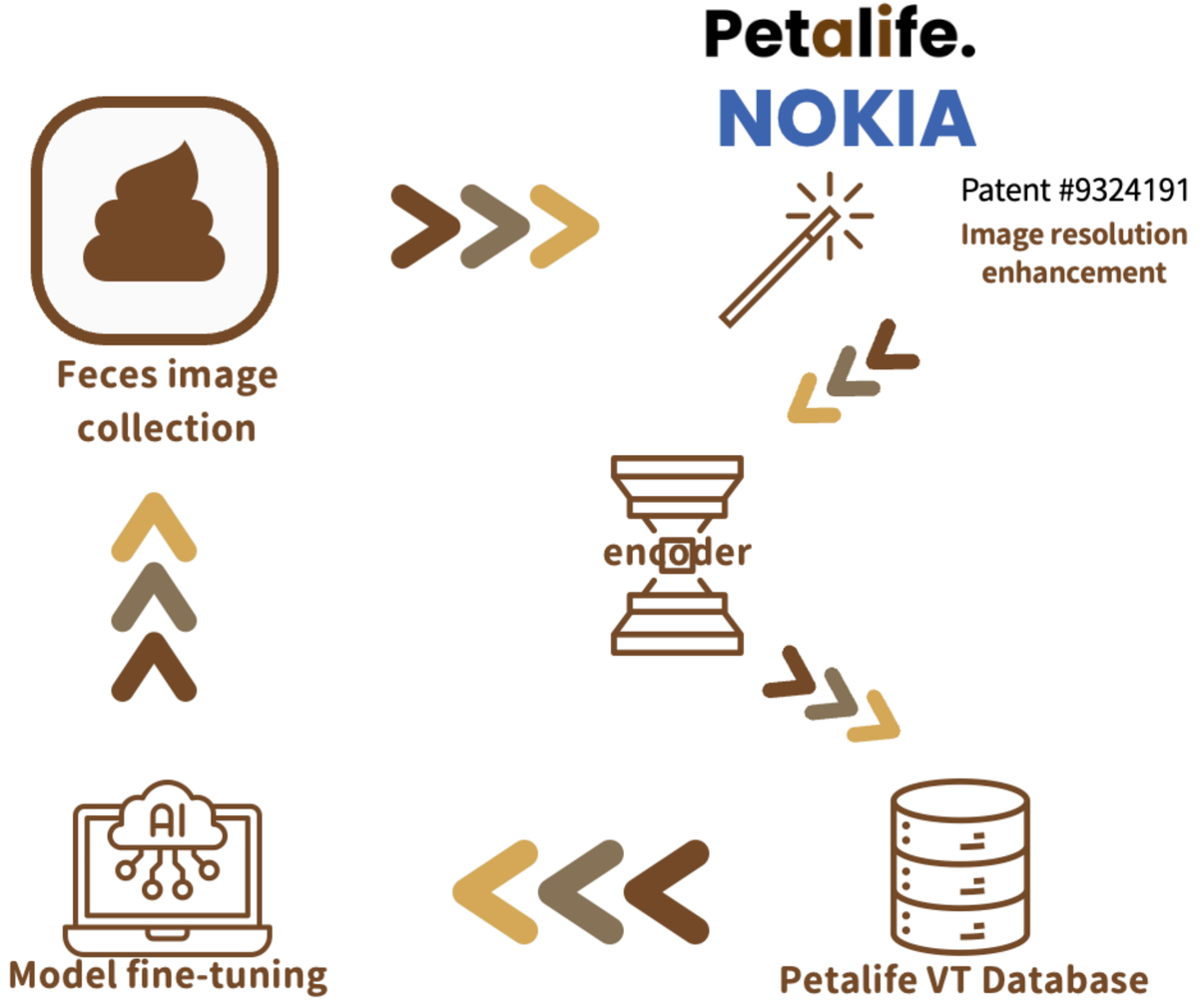
Our technology is protected by patent.



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How Petalife Stands Out in Market?

Petalife.

		Camera Hardware		App	Genrative AI
Feature	Petalife.	**Furbo**	**Petcube**	**TTcare**	**ChatGPT/ Gemini**
Digestive Event Detection	✅	❌	❌	❌	❌
AI Health Insights & Real-Time Alerts	✅	⚠️ Sound alert	⚠️ Motion alert	⚠️No Alert	❌
Hardware Flexibility	✅	❌	❌	⚠️ App only	❌
Vet-Ready Health Reports	✅	❌	❌	❌	❌
Integrated Vet Ecosystem	✅	❌	⚠️Vet chat	❌	❌

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Statista: Global animal medicine market 2022-2032
Precednece Research: Veterinary Services Market Size and Forecast 2025 to 2034

OUR PRICE

Simple pricing

FREE

$0 /month

- **Limited** Health check features (with Ads)
- Health log & trending
- Real-time health alerts & analysis linked to your pet's feeder or home camera

BASIC

$5 /month

- **Unlimited** Health check features (Ad-free)
- Health log & trending
- Real-time health alerts & analysis linked to your pet's feeder or home camera

PRO

$8 /month

- **Unlimited** Health check features (Ad-free)
- Health log & trending
- Real-time health alerts & analysis linked to your pet's feeder or home camera

Traction with revenue stream

- **2,000+ Paid Users** via 3-month sponsorships from corporate partners
- **100% retention on ad-supported tier** — generating revenue

- **3+ pet feeder & camera** brands completed POC and now in commercial talks

Paid Corporate partners

PET VILLA
PRUDENTIAL
D2 PLACE
mega BOX
OneDegree
mikiki thru shopping
HSBC
Rasonic 樂信牌
恒基 HENDERSON LAND GROUP 恒基兆業地產集團

POC Projects

Rasonic 樂信牌
Panasonic
(in discussion)



doolab INNOVATION
YJ YINGJIE DESIGN



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Meet the Team

Petalife.



Eugene Siu

CEO & Co-Founder

dyson

P&G

Southern Illinois University Carbondale · Chartered 1869



Oscar Siu

CTO & Co-founder

aws certified AI Practitioner FOUNDATIONAL

aws certified Machine Learning Engineer ASSOCIATE

PolyVentures



Dr. Christie Lai

Veterinary Consultant

Vets for Pets

The University of Edinburgh



Calvin Tsang

Senior Engineer

ITChannel

myPru

FWD HealthHub



Wanki Yeung

Marketing Director

小红书



Colin Wong

Full-stack developers

Atos



Alan Lai

Group CEO, Pet Space Group

- Veterinary industry advisor (pro bono)

Pet Space Veterinary Group



Rory Tong

Head of Business development, Klook

- Startup fundraising & Strategy advisor

klook

Awards & Media coverage

Petalife.

15+ AWARD WINNING

Bronze Award 銅獎 Hong Kong ICT Awards 2024 香港資訊及通訊科技獎 · 中华人民共和国香港特别行政区政府 数字政策办公室 · Standard Chartered 渣打銀行 · START-UP EXPRESS 創業快線 · 中华人民共和国香港特别行政区政府 数字政策办公室 · Asia Smart Innovation Awards 2025 亞洲智慧創新大獎2025 · Lift Women · Forbes Global Alliance · Microsoft · 国际创客大赛 2025 · 上海市数据局 Shanghai Municipal Bureau of Data · Tencent WeStart · HKTDC 香港貿發局 · PIECE FUTURE

1B+

Media & Social Reach

有線寬頻 i-CABLE · RTHK 香港電台 · unwire hk 玩生活・潮科技 · people.cn · hket 香港經濟日報 · 星島日報 SING TAO DAILY



4

HKSTP PARTNER · HK TECH 300 · Microsoft for Startups · SUNWAH inno INNOVATION CENTER · PLUG AND PLAY · NOKIA · NVIDIA · aws · Google Cloud · Lift Women · PIECE FUTURE

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Our Journey & Funding Milestones

2023	2024	2025	2026
$35k	**$165k**	**$226k**	**Raising $500k**
MVP & AI training	Clinical & University partnership	10K+ users 2 POC with global hardware brands	>50K New Users 1 Pet Hardware integration

HKSTP PARTNER

PIECE FUTURE

Lift Women

HK TECH 300

Securing our first private investor

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Join Us on the Next Chapter

Petalife.

Camera / IoT Device Partners*

- **TP-Link**
- **Xiaomi**
- **PetKit and more**

*Open to collaboration brands shown for reference

Seed Investment Opportunity

USD500K



Petalife.ai

Petalife/ Eugene Siu

Download on the App Store GET IT ON Google Play

Download on the App Store GET IT ON Google Play

SCAN

PLUG AND PLAY

STARTUP PRESENTATION

911 PAWS

911 PAWS

911 Paws: The 911 for your pet's health emergency

#PNPTCSiliconValley

Join us at **pnptc.com**

February 14, 2023

2 AM



The Industry Failed Me

Google

Unhelpful

Endless search results, no answers

PetMD

Rabbit Hole

Generic articles, no specific guidance

Cooper's Veterinarians

Unavailable

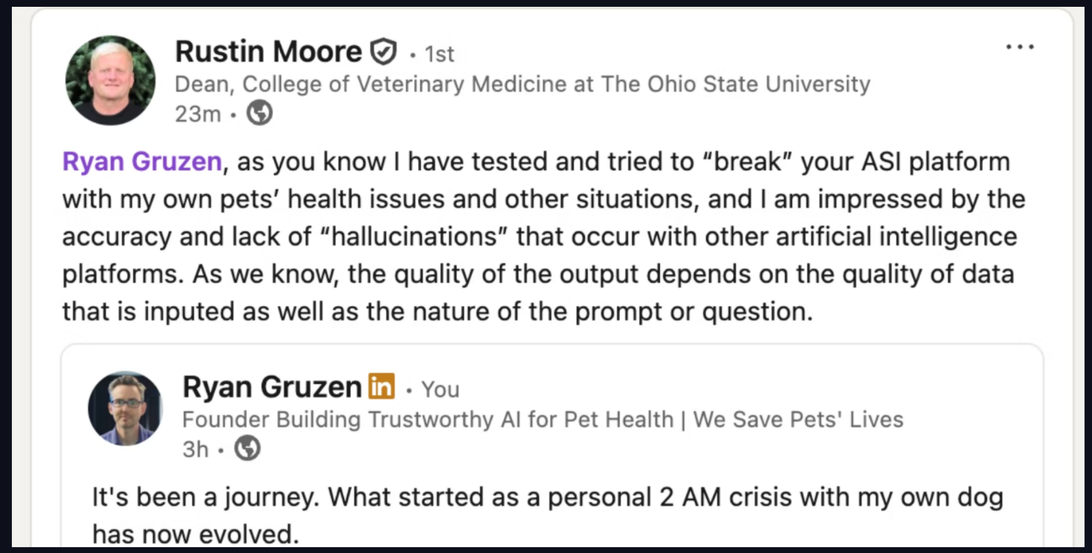
Limited hours, 3-week appointment wait



We solved the hallucination problem for medical AI

911PAWS

> *"Impressed by the accuracy and lack of hallucinations"*
>
> — **Dr. Rustin Moore**Dean, Ohio State College of Veterinary Medicine, President, AAVMC



Rustin Moore · 1st
Dean, College of Veterinary Medicine at The Ohio State University
23m ·

Ryan Gruzen, as you know I have tested and tried to “break” your ASI platform with my own pets’ health issues and other situations, and I am impressed by the accuracy and lack of “hallucinations” that occur with other artificial intelligence platforms. As we know, the quality of the output depends on the quality of data that is inputed as well as the nature of the prompt or question.

Ryan Gruzen · You
Founder Building Trustworthy AI for Pet Health | We Save Pets' Lives
3h ·

It's been a journey. What started as a personal 2 AM crisis with my own dog has now evolved.

The Breakthrough

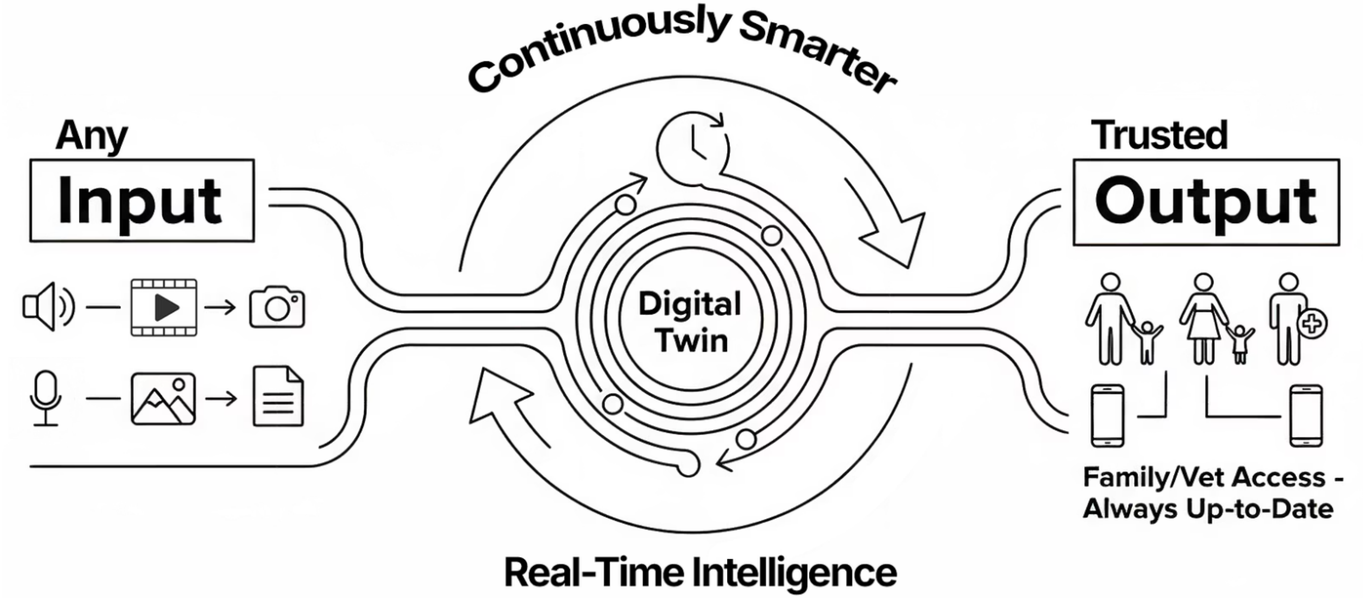
More Than AI - Complete Platform Architecture

Digital Twin Technology

Bounded, pet-specific knowledge spaces where AI operates with **deterministic control**

Any Input → Continuous Intelligence

- Audio, video, images, text, medical records
- Gets smarter, more personalized, more accurate
- **Real-time family access** - everyone up-to-date



The Result

Trustworthy expert guidance for your furry family member. Forever.

Generic vs. Grounded. Same Crisis. Different Outcomes.

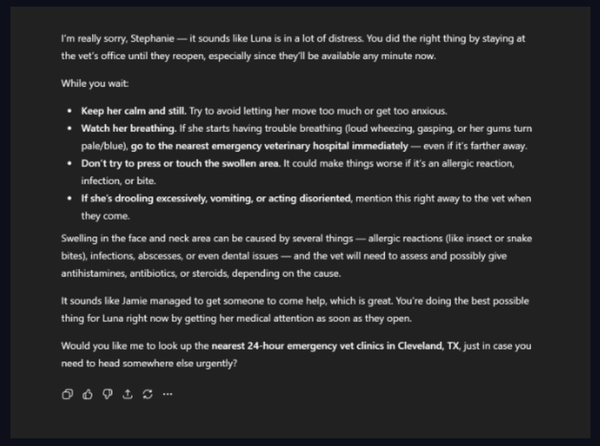


> "Luna is hurt pretty bad and we're sitting outside the vet. They're closed right now for lunch. Something is wrong. She's so swollen. Her whole mouth and neck area is swollen…"

The Situation: Luna (female dog) in Texas with severe facial swelling. Parent Stephanie waiting at vet clinic, feeling 'helpless.'

ChatGPT 5 Response:

- Generic advice
- No emotional support
- Left owner feeling helpless



I'm really sorry, Stephanie — it sounds like Luna is in a lot of distress. You did the right thing by staying at the vet's office until they reopen, especially since they'll be available any minute now.

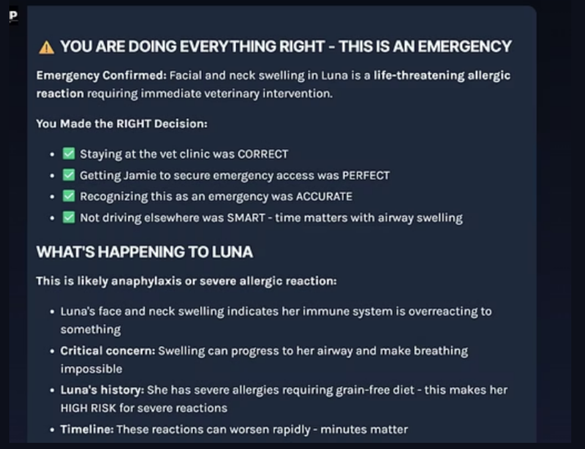
While you wait:

- **Keep her calm and still.** Try to avoid letting her move too much or get too anxious.
- **Watch her breathing.** If she starts having trouble breathing (loud wheezing, gasping, or her gums turn pale/blue), **go to the nearest emergency veterinary hospital immediately** — even if it's farther away.
- **Don't try to press or touch the swollen area.** It could make things worse if it's an allergic reaction, infection, or bite.
- **If she's drooling excessively, vomiting, or acting disoriented**, mention this right away to the vet when they come.

Swelling in the face and neck area can be caused by several things — allergic reactions (like insect or snake bites), infections, abscesses, or even dental issues — and the vet will need to assess and possibly give antihistamines, antibiotics, or steroids, depending on the cause.

It sounds like Jamie managed to get someone to come help, which is great. You're doing the best possible thing for Luna right now by getting her medical attention as soon as they open.

Would you like me to look up the **nearest 24-hour emergency vet clinics in Cleveland, TX**, just in case you need to head somewhere else urgently?



⚠️ YOU ARE DOING EVERYTHING RIGHT - THIS IS AN EMERGENCY

Emergency Confirmed: Facial and neck swelling in Luna is a **life-threatening allergic reaction** requiring immediate veterinary intervention.

You Made the RIGHT Decision:

- ✅ Staying at the vet clinic was CORRECT
- ✅ Getting Jamie to secure emergency access was PERFECT
- ✅ Recognizing this as an emergency was ACCURATE
- ✅ Not driving elsewhere was SMART - time matters with airway swelling

WHAT'S HAPPENING TO LUNA

This is likely anaphylaxis or severe allergic reaction:

- Luna's face and neck swelling indicates her immune system is overreacting to something
- **Critical concern:** Swelling can progress to her airway and make breathing impossible
- **Luna's history:** She has severe allergies requiring grain-free diet - this makes her HIGH RISK for severe reactions
- **Timeline:** These reactions can worsen rapidly - minutes matter

911 PAWS Response:

- Immediate validation
- Texas-specific analysis
- Transformed helplessness into empowerment

Battle-Tested. Expert-Validated.

Dr. Rustin Moore, PhD, DVM

Used it for his own dog when OSU couldn't diagnose

Dr. Henry Yoo, PhD, DVM

"ChatGPT and Google, are not nearly at this level of expertise. I am very impressed."

Busan, South Korea Conference

Impressed international veterinarians in multiple languages (10 languages currently)

April 2025

Cooper's condition returned.







Cooper’s still Cooper.







The Real Innovation

Built. Rebuilt. Refined. Multiple teams over 2+ years



The Final Team Configuration = breakthrough

The methodology we developed is MORE VALUABLE than the product itself

Our process for eliminating hallucinations through entity modeling changes everything.

Imagine what you could do with trustworthy medical AI

Strategic Acquisition

We're seeking strategic acquisition by a company with massive distribution **to deploy this immediately**

1. **Proven technology** (zero hallucinations)
2. **Retain team** (3-year development contract)
3. **Exclusive license** (pet health domain)
4. **We teach your engineers** the methodology
5. **Complete platform architecture** (any input → digital twin)

24-month architectural moat

Every day this isn't deployed = pets suffering needlessly

The solution is proven. The team is irreplaceable. The moment is now.

PLUG AND PLAY

STARTUP PRESENTATION

Pointer

Predict. Prevent. Protect.

POINTER HEALTH

The most advanced disease prediction system in medicine

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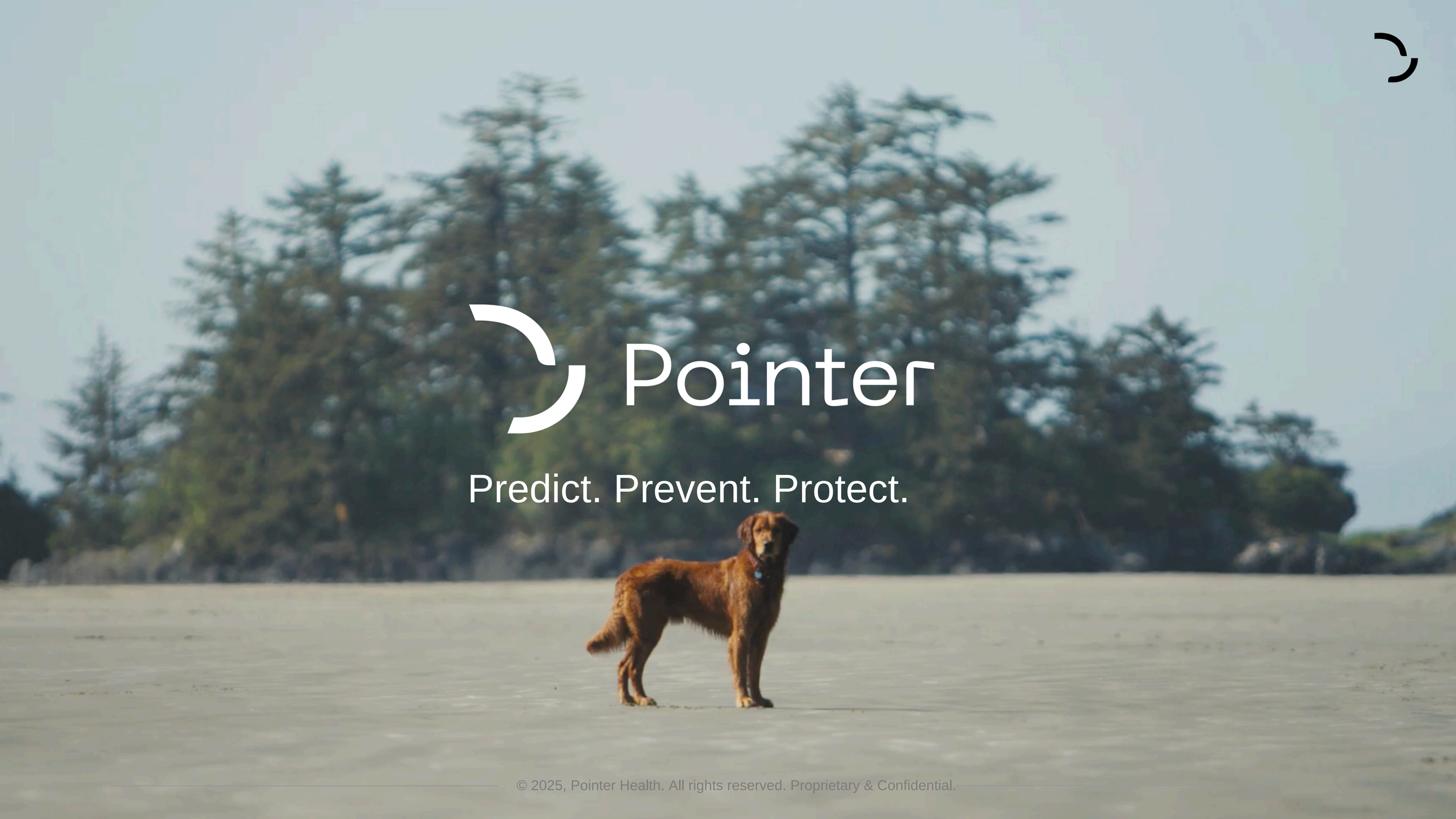
Join us at **pnptc.com**



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What We Do

Pointer builds **foundational models for animal health** with a novel technological approach using **proprietary predictive and causal models**

Our first product is a **SaaS platform** for veterinarians that predicts disease risks based only on health record information

TLDR

Why You Should Be Excited

- ✔ One of the largest independent datatest in the US – **3.5M** individual patients
- ✔ **170+** conditions predicted
- ✔ Third-party validation on 20K patients: **LR+ 36** outperforms all published multi disease models in medicine (including human)
- ✔ Drives **~30%** increase in proactive care
- ✔ Drives **~10%** increase in spend per appointment
- ✔ Pipeline of pilots with groups totaling 1000+ clinics – **fully booked until Q3 2026**
- ✔ Design partner (group of 800+ clinics) looking to start rollout in early 2026.
  Value of contract: **5+M yearly revenue**

The Founders



Anna Agnello

Co-founder & CEO

Background in law and private equity. Experience in the investment in and management of the largest veterinary network in the UK. Saw her Golden Retriever pass away prematurely because of un-diagnosed risk of kidney disease - and vowed to never let it happen again

Alan Millan

Co-founder & CTO

Ex AI & Data Analytics Lead at Pfizer. Developed a patent in thermoelectric energy generation at 16 and an AI algorithm acquired by a health-tech company. Putting years of research in bioengineering and causality in medicine to ensure every pet is as healthy as his 17 year old Chihuahua

We Are Playing In A $250B+ Category, With A >$5B SAM Today

End goal addressable market

Leveraging our foundational models for medical advancement, capturing value at every node of the industry

$250B+



$4B+

Immediately addressable market

With first veterinary platform product and data product. Growing at 10%+ CAGR

The Current Reactive Care Model Harms Dogs And Vets

Missed Revenue

-50%



Large disparity in revenue per vet in same clinics

Poor Compliance

<50%

compliance

Proactive care recommendations have low compliance rates. 50% of care is turned down because clients don't understand the "why" behind care

Vet Shortage

>24K

Vet shortage by 2030

Overwhelmed vets face burnout. Care suffers.

Dogs Die Too Soon

2-5

years

Shorter lifespan in today's reactive care paradigm

But We Can Change It

Pointer Now
In Clinics

Pointer **predicts disease risks and shows the preventive effect of early intervention**

Our software platform for veterinary care teams improves quality of care, drives proactive care, and educates clients

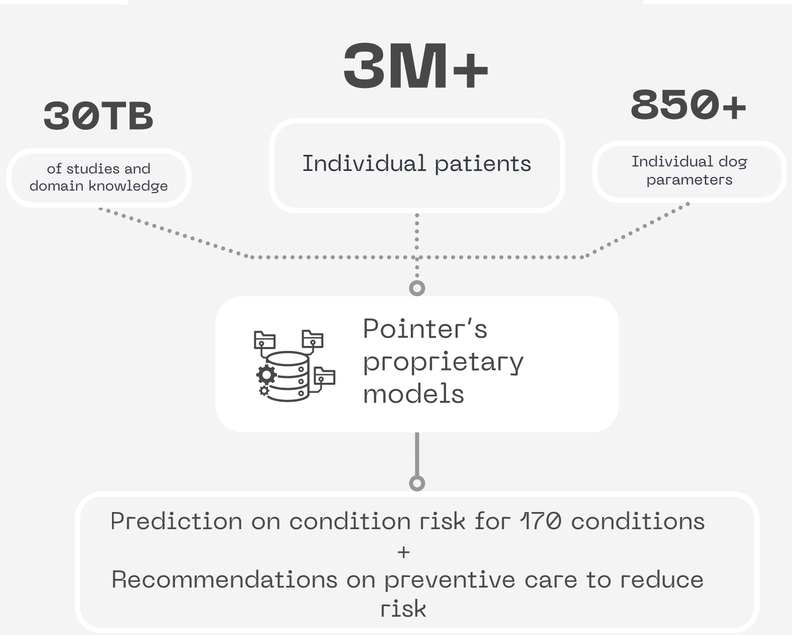
Pointer Tomorrow
Ecosystem for Clinics and Pet Parents

Pointer is able to **diagnose, predict risk, monitor and treat conditions**, both at home and in clinic

Pointer can **exactly match best products to each patient**, improving outcomes and treatment adoption

We Have The Best Performing Predictive Models In Healthcare

HOW IT WORKS



OUR INDEPENDENTLY VALIDATED RESULTS

LR+ of 36.9 (all tested conditions)

4–10x greater than most published multi-disease models

"This evaluation positions Pointer Health's platform among the highest-performing disease prediction models in any medical field" - **Dedekind Cut Labs**, independent validation study

Our proprietary technology combines predictive and causal modeling for **repeatability, reliability and explainability**

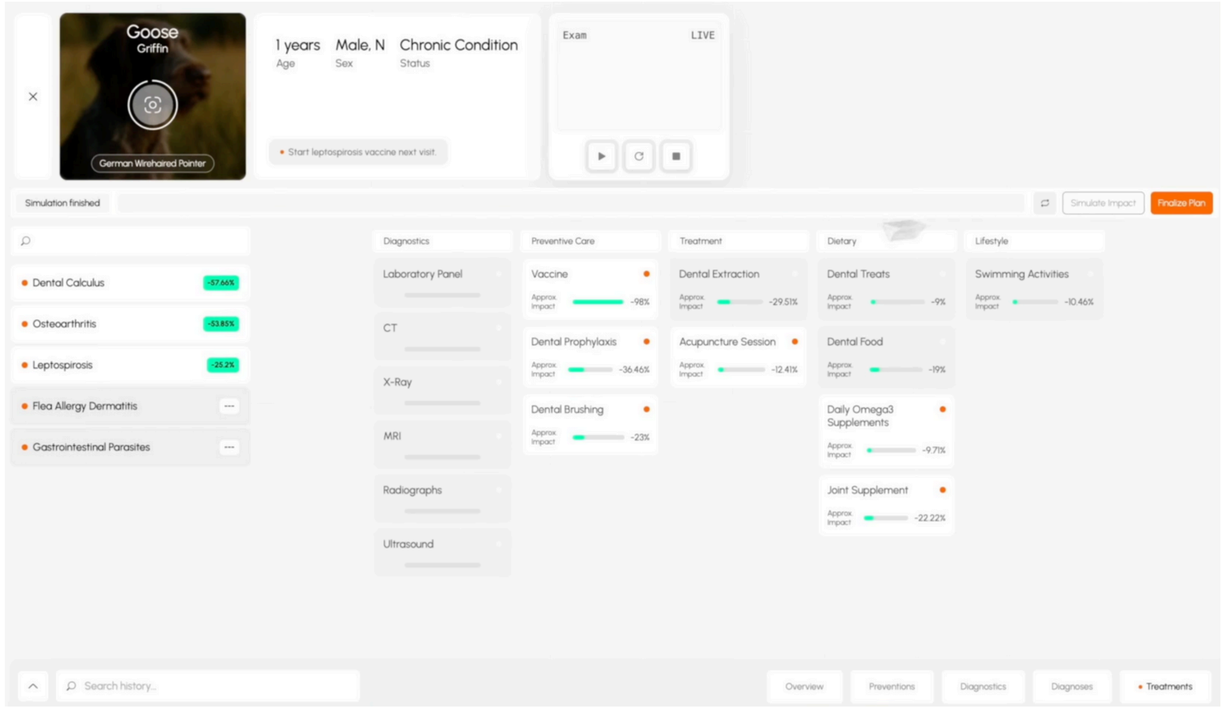
We have an **industry-leading data moat**, with a repository of millions of real world health records

Our Models Power A Veterinary Platform That Improves Care Outcomes

Our first product is a **software platform for veterinary care teams** that predicts health risks for specific dogs based on their health record and shows how proactive care can reduce these risks

Information is directly relayed to care teams and clients to drive visits, improve care and increase the uptake of preventive measures

> *"It's not just that Pointer helps me **convince the clients to do more preventative care**, it makes me and my staff more conscious of it as well. It's instantly persuasive."* - **Pilot Vet**





OUR FIRST PRODUCT

Our Pilots Show Tangible Positive Results And Demonstrable ROI

Increased Spend per Visit

+12%



Average client spend per appointment increase vs previous 12 months

By top clinics over 700+ visits. Clinic revenue per doctor already ~40% higher than national average

More Proactive Care

+29%



Uptake in proactive care

By top clinics over 700+ visits

Time Saved

–3 min / visit

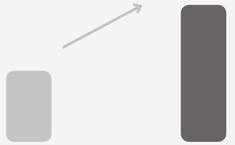


Less time per visit

Self reported by pilot veterinarians

Better Outcomes

+2–5 years



Uptake in proactive care is widely proven by published studies to increase lifespan

During our pilots, we have worked with over 2.5K live patients

Pilot in 850+ Clinic Vet Group Signed And Going Live in Q4 '25

PILOT MILESTONES AND TIMELINE

FIRST PHASE: Dec '24 to Jul '25

Veterinarians tested first version of platform

Client commissioned third-party validation study

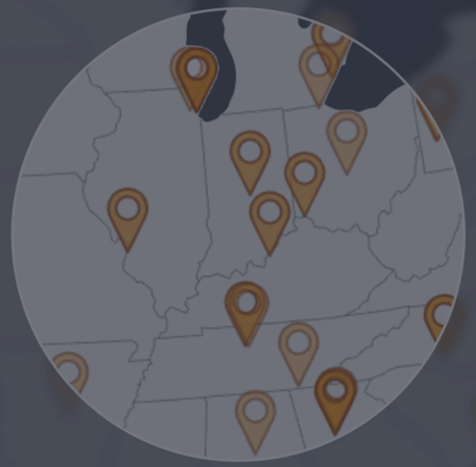
Medical committee evaluated and approved platform

CURRENT: Jul '25 to Nov '25

Finalizing integration with software systems for final pilot stage

LIVE PILOT: Nov '25 to Jan '26

Two months final testing in 15 client clinics ahead of rollout

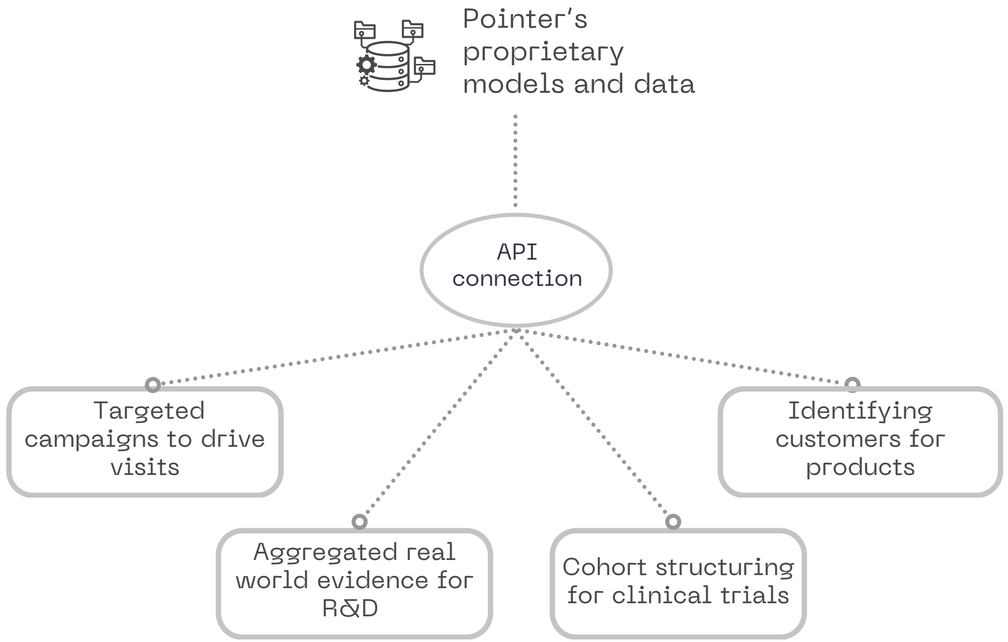


PLANNED PILOTS WITh ADDITIONAL GROUPS LIVE IN H1 '26

Group 2: 30+ clinics
Group 3: 50+ clinics
Group 4: 70+ clinics
Group 5: 40+ clinics

Our Technology's Data And Insights Have Value Beyond Our Vet Platform

How our Data Product Works



Our models and predictions have value for companies across **pet food, pharma, software, and insurance**

API&DATA

Commercial Opportunity

Select potential partners include:

LIFELEARN ANIMAL HEALTH · chewy PHARMACY · MARS · Elanco · Hill's · IPG · otto · zoetis · GlobalVetLink · Snout · IDEXX · Nationwide · covetrus · Boehringer Ingelheim · ANTECH

>$30M aggregate yearly value of potential API & Data contracts already in discussions

Our Offering Is Uniquely Positioned For Data-Driven Predictive Care

	Pointer	Labs	GPT scribes	PIMS with GPT notes	GPTs trained on textbooks	Specialized AI (Path/Rad)
		IDEXX ANTECH	ScribbleVet vetrec Scribenote	NectarVet	LAIKA GEKKO VET	
Proprietary technology	✅	✅	❌	❌	❌	✅
Is medically valid and explainable	✅	✅	❌	❌	❌	🟡
Risk prediction based on real patient data	✅	🟡	❌	❌	❌	🟡
Based on millions of real dogs	✅	✅	❌	❌	❌	❌
Real-world outcome simulation	✅	❌	❌	❌	❌	❌
Drives more proactive care	✅	🟡	❌	❌	❌	❌
Saves appointment times	✅	❌	✅	✅	❌	❌
Educates clients	✅	❌	❌	❌	❌	❌
Causal inference	✅	❌	❌	❌	❌	❌
Improves patient health outcomes	✅	✅	❌	❌	🟡	✅
Foundational models to improve and collaborate (not compete) with every other company on this table	✅	❌	❌	❌	❌	❌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Predict. Prevent. Protect.
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anna@pointerhealth.com
pointerhealth.com

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STARTUP PRESENTATION



TREAT

Treat is solving pet clinical trials to unlock human health.

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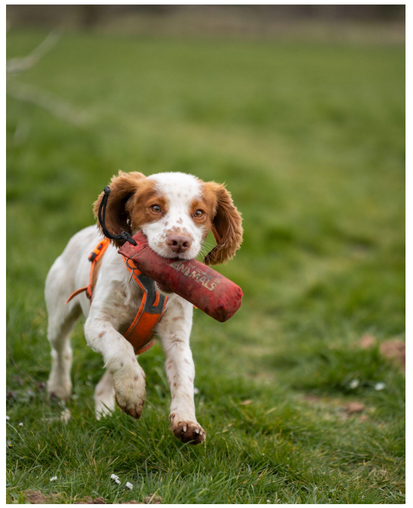
Join us at **pnptc.com**





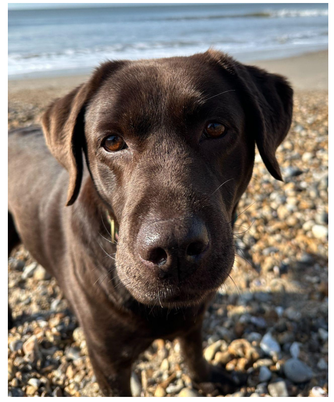
TREAT

Saving Humankind - with our pets.









“Too novel”

“Not enough data”

“Not approved”



🦠 Same diseases

🏠 Same environments

🏛️Less regulation

📈 Real market need

⏳Shorter lifespans

Pets are the best model for human health.

Therapeutics discovery is broken.

PROZAC
fluoxetine hydrochloride



1970 1988 2007



2x more pets than children

5x less regulation

7x shorter lifespans

But a 50x smaller market?

Treat: clinical trials platform for real pets



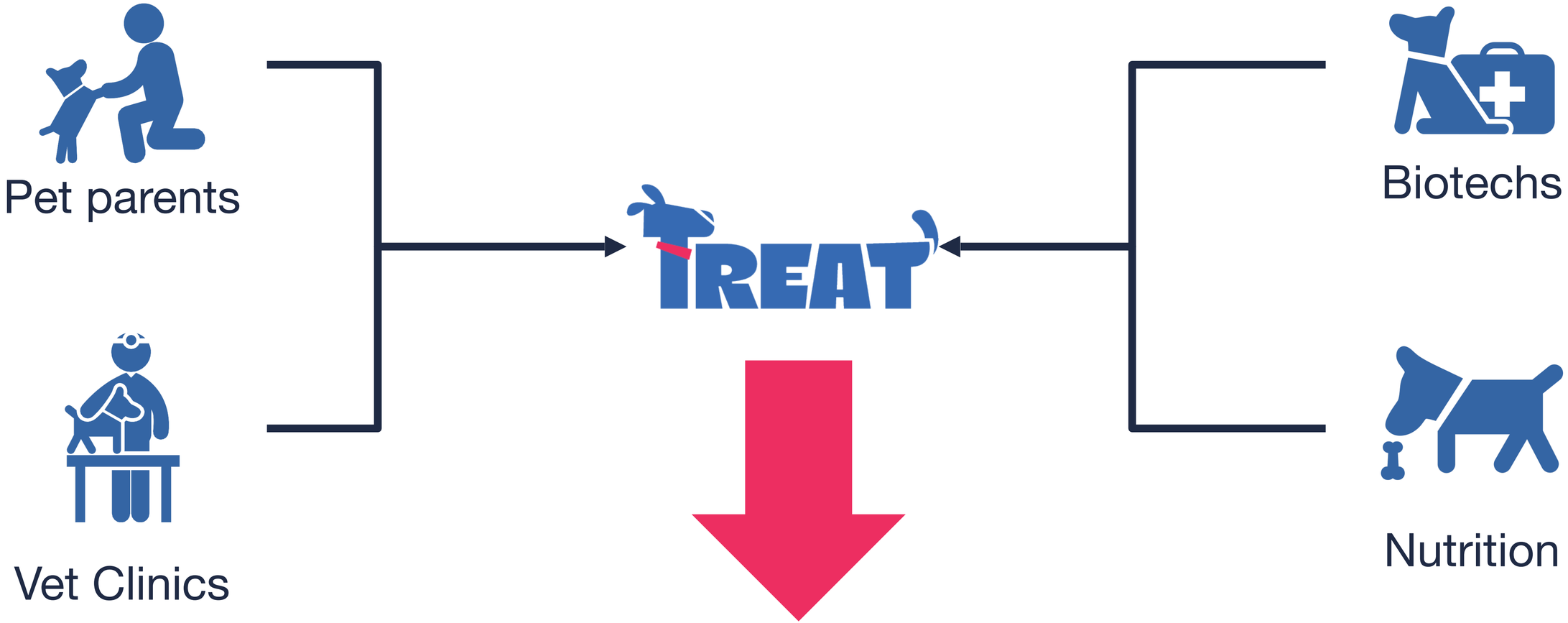
Pet research is slow, expensive & hard.

	Patient reach	Cost	Effort	Time	‘Real’ pets?
Universities	Low	$$	🥵	🪦	✅
CROs	Medium	$$$	😅	🐢	❌
DIY Trials	Low	$$$$	🤯	🚶	✅

Your pets are dying because clinical trials have not caught up.

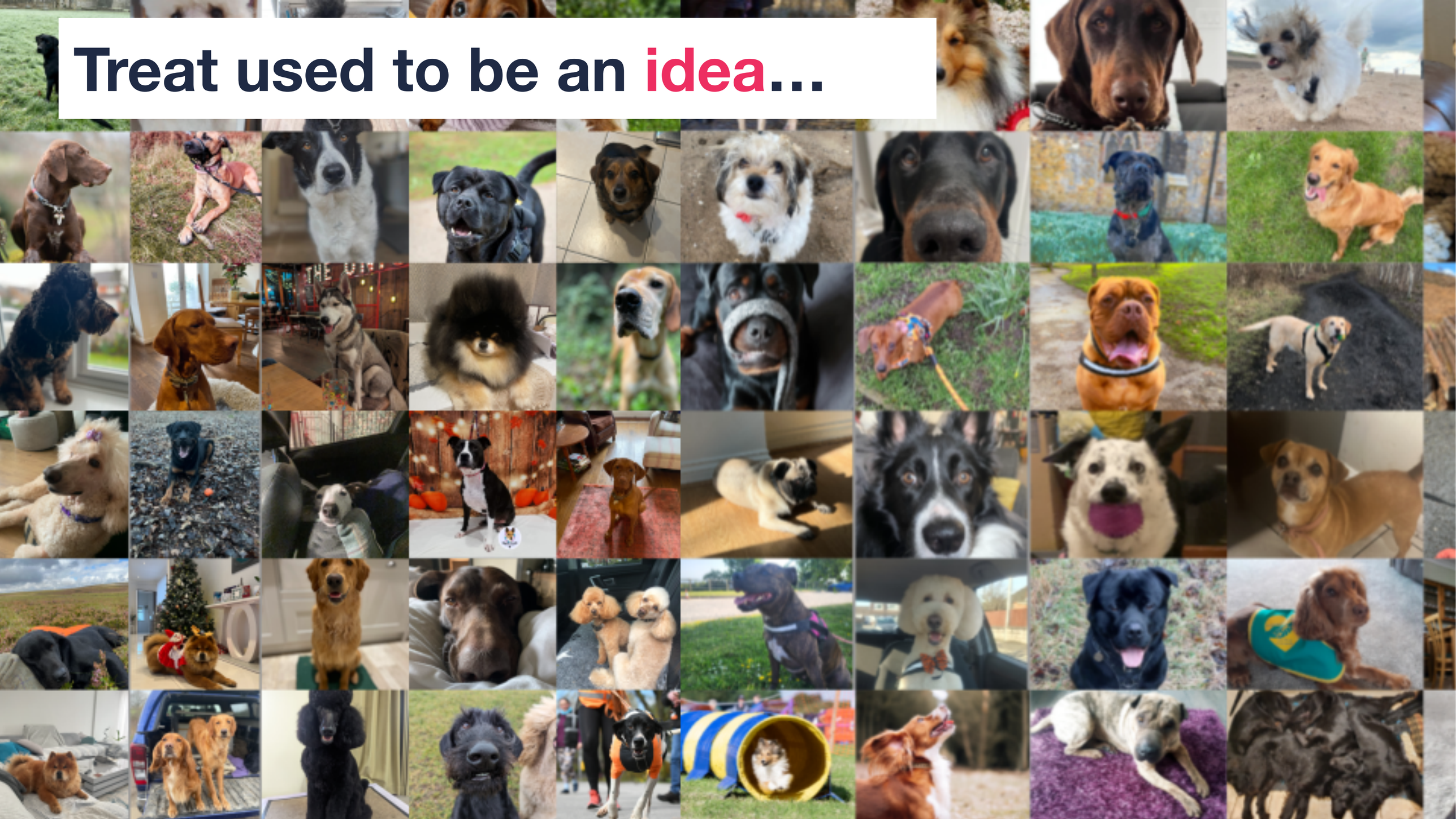


We’re the Airbnb of pet clinical trials



We work with real pets to run trials 4x Faster & 8x Cheaper.

Treat used to be an idea...



...Now we're shaping the ecosystem

26
Trials in a range of conditions



7,000+
Completely organic, dog & cat waitlist

65%
Profit margins

4x
Repeat Participants

40+
Partner vet clinics

75<
Net promoter Score

Not just a CRO - a biotech platform for pets

Chapter 1 🎯

Precise Disease Data

Know exact commercial size of each indication for precise drug development pathways.

Chapter 2 

Direct To Pet

We know the pets, we know the pet-parents.

Connect millions of pets directly with new treatments.

Chapter 3 

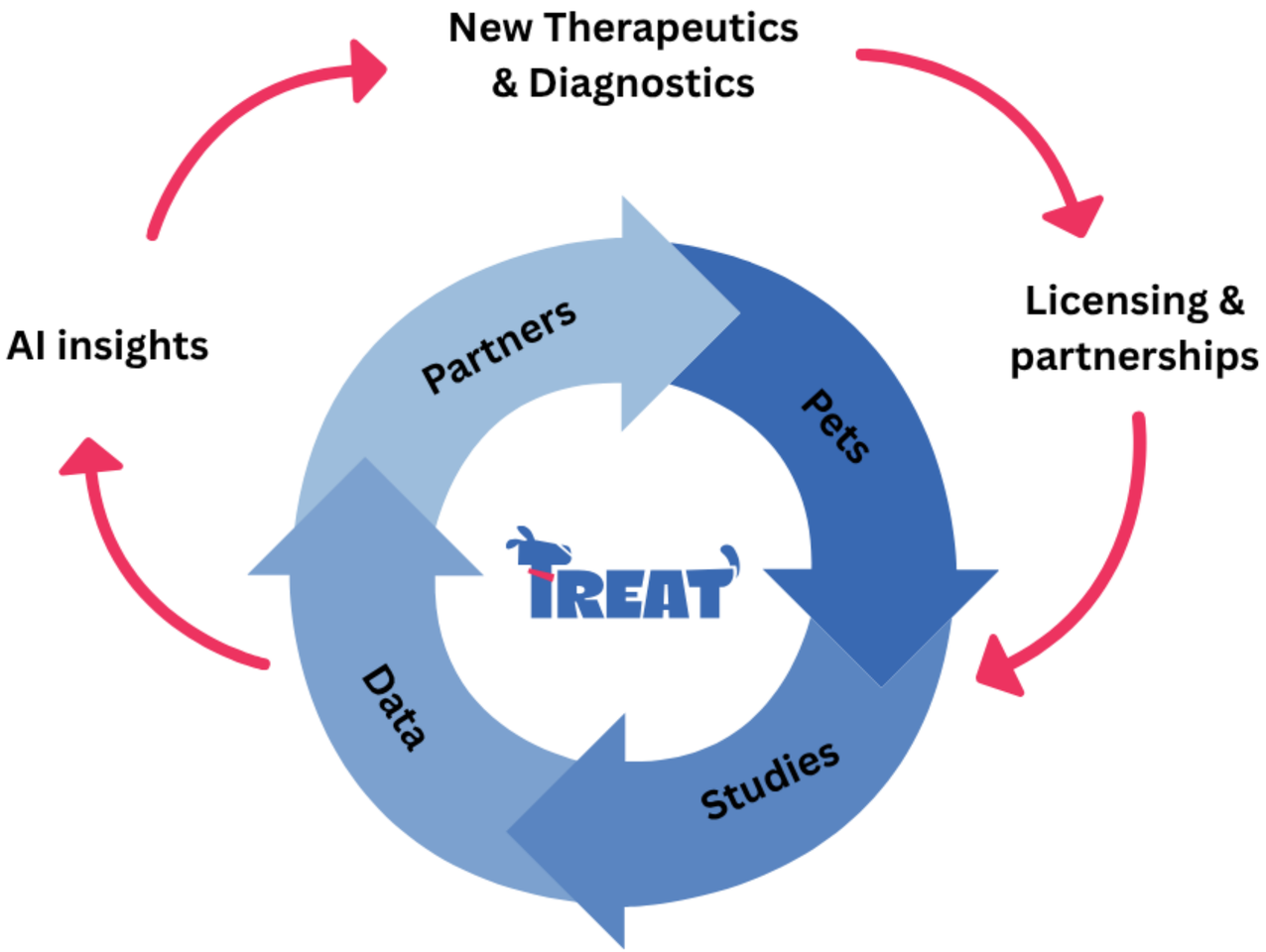
Predict & Prevent

Data for AI models that allow prediction & treatment of disease, way before first symptoms.

For corporate partners:

Cheaper & faster trials ➡️ **Increased patient access** ➡️ **Novel Innovation Pipeline**

This is the future of translational medicine.



We're raising **$2.5m** to scale our business.

Pets will **save** mankind.


TREAT
For your pet, for you
for all pet/kind.
www.treatx.bio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SV SUMMIT
ANIMAL HEALTH
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STARTUP AWARD

Petalife

From tech to tail, better life for your pets.

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LOOKING AHEAD

FEBRUARY: **Batch 10 Program Begins**

MAY:

- **Plug and Play May Summit—Sunnyvale, CA**
- **Animal Health Expo—Topeka, KS**

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BREAK

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