uPetPRO

The uPetPro platform synthesizes your pets real-time data to make scheduling and maintaining your pet's care a breeze. Don't have time to take your pet to the Vet or groomers? Have to work late and need a dog walker to pick-up and drop-off of your pet at their appointments? uPetPro allows pet owners to pre-schedule and book-on-demand pet care services and products. The platform manages all of the logistics related to the service appointment such as interfacing with a vet and groomer for scheduling, transportation for the pet, portability of a pet's medical records, and pet medication management through the use of blockchain technology and smart contracts. Pet owners (PO) can create and manage their customer profile through our app or website and set up a unique pet profile for each of their animals linked to a universal pet identifier (UPI) on the blockchain.

The UPI stores a pet's individual: 1) veterinary records; 2) pet insurance; 3) pet prescriptions; 4) product purchase history; 5) overall pet health index; 6) pet activity levels; 7) pet care service records (grooming, boarding, dog walking, and pet sitting); and 8) geo-location (using a GPS activity tracker) when connected to a smart pet IoT device. The UPI is also linked to a pet's individual social media profiles, microchip tracking, and any specialized training/certifications the animal may have (service animal/K-9). This data is then disseminated in real-time to our proprietary algorithm and generates predictive analytics to help identify any potential health risks to your pet.

POs will have the ability to: 1) purchase pet food and pet products from our Shopify store; 2) order pet medication and process refills; 3) manage a monthly pet treat box subscription; 4) book pet care appointments; 5) arrange transportation for their pet

to those appointments; 6) get breed-specific pet care information; 7) watch online training videos; and 8) earn pet certifications (service animal, K-9). uPetPro will help with your pet's weight management by tracking food intake, weight, body mass index, and activity levels. uPetPro will provide POs with immediate notification of pet food and product recalls to protect animals from unforeseen hazards in the pet food supply chain. The app also sends specially curated recommendations on pet food, supplements, and products based on a Vet's recommendations and guided by your pet's lab work. uPetPro will provide detailed toy and treat reviews, provide access to detailed information on users pets breed so they can stay informed. Pet owners will also have access to a worldwide pet owner community, schedule and attend local community events, and have 3% of their monthly spend donated to local animal welfare organizations and shelters of their choosing (or one will be assigned to them)

Pet care service workers, such as veterinarians, groomers, dog-walkers, can use uPetPro to provide smarter, more integrated care for their client's. Our platform will unlock new revenue streams and increase both operational and marketing efficiency for our pet care professionals. uPetPro allows local pet care professionals to tap into a massive audience of pet owners and provide access to a pet's real-time data to make better health decisions and extend care outside the clinical setting. uPetPro will work with pet care workers to build brand awareness and uncover additional revenue through tailored local marketing campaigns. Our proprietary promotion engine, underpinned with predictive analytics, will put pet care services in front of pet owners who are ready to

buy using real-time pet data provided by the pet owner and juxtaposed with the service workers availability calendar.

Pet care professionals will have the power to market their service using video, set their rates, update their availability calendar, and get comprehensive feedback on the services offered to remedy problems that arise from care quickly. Service workers will be able to communicate with pet owners via SMS and video conference through the app. uPetPro will create an additional delivery channel for pet care workers to promote and sell private label pet food and products. uPetPro will integrate with existing clinic management software through a restful API and pet care providers will access a pet's data on a tablet, mobile device, or desktop computer. uPetPro will handle all of the booking, scheduling of transport, and other logistics to get the customer's pet(s) to pet care workers establishment and make sure it returns home safely. The app will send out appointment reminders to increase the number of visits to a service location. All of the POs pet data is encrypted and backed up securely on the blockchain and made available in the pet care ecosystem. Pet owners will have control to manage their pet's data privacy and will have options to determine how their data is used across our network of providers.

uPetPro aims to become a leading facilitator of pet health, mobility, and care. We are currently in development of our ecommerce dropship Shopify store that aims to launch with nearly 200 curated pet products within the dog and cat vertical. When the online store is launched and running, the development priority will shift to the mobile

app development. uPetPro aims to roll out its pet health, mobility, and security app to the Android and iOS app stores.

uPetPro Platform Users

<u>Consumer Profiles</u>
Pet Owner
Pet Profile (connected to UPI)

<u>Provider Profiles</u>
Veterinarians
Groomer
Dog-walker
Pet Breeder
Pet Sitter
Pet Boarder
Pet Trainer
Pet Transporters
Animal Shelter
Animal Advocacy Organization