TEAM FE.ED

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FE.ED

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BIG PETS BIG FOOD BIG FUN

Our Vision

At FE.ED, we're passionate about pets and how they're taken care of. We know that being there for your pets doesn't stop when you leave in the morning.

That's why our vision is to help you provide your pets with the best care, through making sure you're always able to help your pets, even when you can't be there in person.

Background

Pets have been a key part of our households for well over the past 100 years. With 49% of UK adults owning a pet, the total number of household pets in the UK is around 20 million.

Whilst owners often love feeding their pet themselves, with everyone's schedule getting busier and busier sometimes there just isn't enough time in the day to spend the time you want with your pet.

This means that when away on holiday, or even at work for the day, owners will often worry about their pet. They'll spend hours stressing about if their pet has eaten enough, or if their neighbour will remember to put food out for their pet. After all, it's only human to worry about our loved ones.

Features

• Precise control through a bespoke web application
• Supports automated dispensing for up to two pets
• Smart food bowls that can sense what's in them
• Complete pet analytics that track your pets eating habits
• Live camera stream shows you your pets in and around the house
• Bluetooth collar tags to uniquely identify your pets