

PETRONUS: synthetic conscience woven into every action - a new market where kindness has value

PETRONUS - Manifesto (2-4 minutes)

PETRONUS - Introduction

I believe in the legend of Mendeleev, who dreamed of his table, and of Newton, who saw the laws of gravity in a falling apple.
I believe in that state - when you stop searching and suddenly begin to see.
When knowledge isn't created but revealed. As if it had always been there, and you were simply the first to witness it.
That's how I came up with Petronus - just walking through the forest with my dog.

At first, I thought I was creating just a product for animals. Then I realized - it wasn't a device.
It was an ecosystem that opened up an entirely new market - **the market of kindness.**

Over time, the full architecture became visible.
It's not just technology, market, or community -
it's a principle, a new logic of interaction between people and the world.

A philosophical layer that reconnects everyday actions with their deeper meaning.

From that moment, the project stopped being about technology - it became about people, their attention, and their connection to the living.

We called it Petronus - a way of living a little more consciously, where kindness is built in by default.

This text is a flow. I could wrap it into a fancy video or design, but I understood - that's unnecessary.

There's only one thing that matters - the meaning.

A beautiful picture can deliver understanding only through perception as a product,
but when you read and reflect, it can give a completely different effect on meaning.

I believe there will be people who will read it till the end. It hit me - the depth. Read it through, it's there.
I invite everyone to share your criticism later to my email, please.



What is PETRONUS

For the user:

PETRONUS is not a physical dog harness or smart sensors for fish.

It's a principle built into action. Every movement, every thought inside the system automatically becomes care, kindness, support.

The harness for dogs and cats records pulse and activity.

A clip for cows tracks the health of the herd.

A sensor for an aquarium monitors the environment for fish.

The main thing - is the fact of care.

Every walk, every moment of attention to your pet is reflected in the system as a contribution to the common cause.

PETRONUS is a symbol and an instrument that turns care for living beings into tangible good.

And every person, in tandem with their pet, saves the world - not metaphorically.

Any action performed inside the ecosystem has a real reflection.

Actions are converted into accumulated help for those who cannot say it themselves.

You buy food - a shelter in need gets fed.

You go for a run with your pet - you make a contribution to a global vaccination campaign against rabies.

The lack of vaccination is still an acute problem and causes many lethal cases in countries with low income.

We will be able to create attention in the places where help is really needed.

It's a direct opportunity to vote for specific projects, and the common fund will close global problems one by one.

Dozens and hundreds.



We give brands an absolutely new market that already measures hundreds of billions deep.

"The global pet care market - \$259 billion in 2024" - Fortune Business Insights.

This is a new niche for them; they just need to catch it. And like a bonus - new market platform, but first with the soul and hard community.

Belonging to a collective contribution in forming better interaction with our world, the ability to influence regional problems as groups but on the scale of all humankind - this is the first attempt to create a kind of collective mind, creative and attentive. Its first roots through a machine manifestation.

You can call it a platform, but it's much deeper.

It's a new social philosophy that reflects the sequence of decisions and their reflection in outcomes.

Even the very thought of working in the Petronus atmosphere already becomes a thought of doing good - no matter how you turn it.

And all of it is regulated by synthetic conscience.

Synthetic Conscience

Ordinary conscience is an inner voice.

Synthetic conscience is an external layer that highlights the consequences of your actions and turns them into systemic help.

Every action transforms into good by default.

Even the thought of acting = the thought of helping.

Care is recorded, amplified, and spreads further.

It's a mirror of intentions.

The system doesn't dictate - it shows where your choice leads.

Why this is needed

Because it's an essential part of new relations between humans and the surrounding world - plus a qualitatively new commercial tool of interaction.

Another additional way to communicate with the world and listen to how it responds.

I feel it as a connecting loop between the machine language, expressed through sequences, algorithms, and signals, and the language of human sensations.

When something inside you can not only think but also feel, your inner sensation can express itself through the algorithm of sequential actions - a symbiosis of human and machine - organically, as if it had always been there, just unnoticed.

All necessary technologies already exist, and we are evolving in them at great speed.

There was no idea that could connect them all.

This is it =)

For whom it is

For those who don't want to break the world with revolution, but are ready to softly re-tune it - through simple actions.

Walking a dog. Buying food. Caring for a herd. Cleaning an aquarium filter. A vet visit - the directions for expansion are limited only by imagination and the ability to realize them =)

Small steps that become a system and a moment of effortless effort a constant presence over a shared result.

Why it matters

We remove the barrier between daily care and systemic help.

And all this without slogans and moralizing.

Just a new behavioral architecture where goodness is built into the DNA of every action.

Result

We created PETRONUS as a living model of behavior where past (experience), present (action), and future (outcomes) are united as one.

Now ask yourself: do you want to live in a world where care is a principle built by default?

In a world where everyone, each user, as one whole, strengthens the common protective function of all humanity and its legacy?

I know how to implement it all and then leave it to the world =) Forever.

But I need your attention. For 15 minutes.

PETRONUS - White Paper (12–15 minutes)



We created PETRONUS not as another gadget but as a living model of behavior.

It's a system where the past - your experience and knowledge, the present - your actions right now, and the future - probabilities and risks - are united as one.

It learns, adapts, and helps make more conscious and safe decisions for you, your pet, and the world as a whole.

If you care **not only about humanity's legacy but also about philosophy and technology** that can change the rules of the game - **read this document.**

It doesn't just describe a product and algorithms but defines an entire model of conscious behavior requiring nothing but an understanding of the idea's essence.

Make tea, sit in silence, and check yourself: how present are you right now?

How fast is life passing by?

When you finish reading, ask yourself - what did you feel?

Do you think we can do it?

Petronus - a new way to see the interaction with the world.

We're not just giving an idea - we create a real physical entry point to a new model of interaction between the living and the machine, where new rules apply.

The market needs it - and we give it, just from a different angle of understanding.

It's a **completely new market of care**, already worth hundreds of billions of dollars just in the Pet Tech segment - not including insurance, sports, education, or online veterinary industries.

And this new market can give resources to build a model of social behavior based on conscience.

We're not building a medical device. We are far from that right now.

We are creating a symbol and a tool through which caring for a living being automatically becomes a contribution to the common good.

A harness for dogs and cats records pulse, activity, and temperature, but most importantly, it records the very fact of interaction: walking, attention, care.

And it reflects it as a personal achievement in solving shared problems.

From global ones (floods in Spain 2025, earthquakes in Turkey 2023) - we all wanted to help, we just didn't know how - to local issues in your region, where together we can focus attention on what truly matters.

We already have a beta version of the first harness.

Roadmaps and thoughtful product lines - from Petronus Runner Light and Petronus Everyday to specialized Rescue Kit and Combat Armour for service and rescue dogs.

A clip for cattle gives farmers a traceability tool and a way to care for the herd, where every liter of milk supports eco-projects. Sensors for aquariums and terrariums monitor the environment, but their real role is to remind that even behind a small world stands a big responsibility. The principle of "branching sequences and bubbles".

Brand involvement

Brands don't need to prove how impressive their commercials are to show their products anymore. Everyone will already see what the brand is truly doing for the world - how deeply it's involved. This won't erase advertising completely, but it will transform its very nature. And that, too, is synthetic conscience.

Instead of hundreds of billions of dollars spent into thin air - imagine them transforming into real impact.

For brands, this is an entirely new market.

This architecture has space for those ready to walk together.

Nike, Under Armour, and other sports brands can integrate Petronus into running clubs, so every kilometer walked with a dog becomes support for specific projects using their products.

Mars, Purina, and other pet food companies can make every purchase transparently feed shelters and fund sterilization, and also suggest the best nutrition line for your breed and needs.

Insurance companies can create new products for pet owners where every policy automatically supports rescue missions.

DeepMind and other tech giants can become the computational **core of Petronus**, so our "bubble of foresight" principle becomes a real mechanism, where every mistake is lived through in advance and every action is softly corrected in time - creating a fault-resistant architecture that becomes a new way of communication with the world.

We've already understood that advertising doesn't have to feed the air - it can feed real change.

Funds can be directed where they truly make a difference.

Funds can be directed where they truly make a difference.

And here's another example - the simplest one.

Synthetic conscience isn't only about high philosophy - it's about what happens right here, right now.

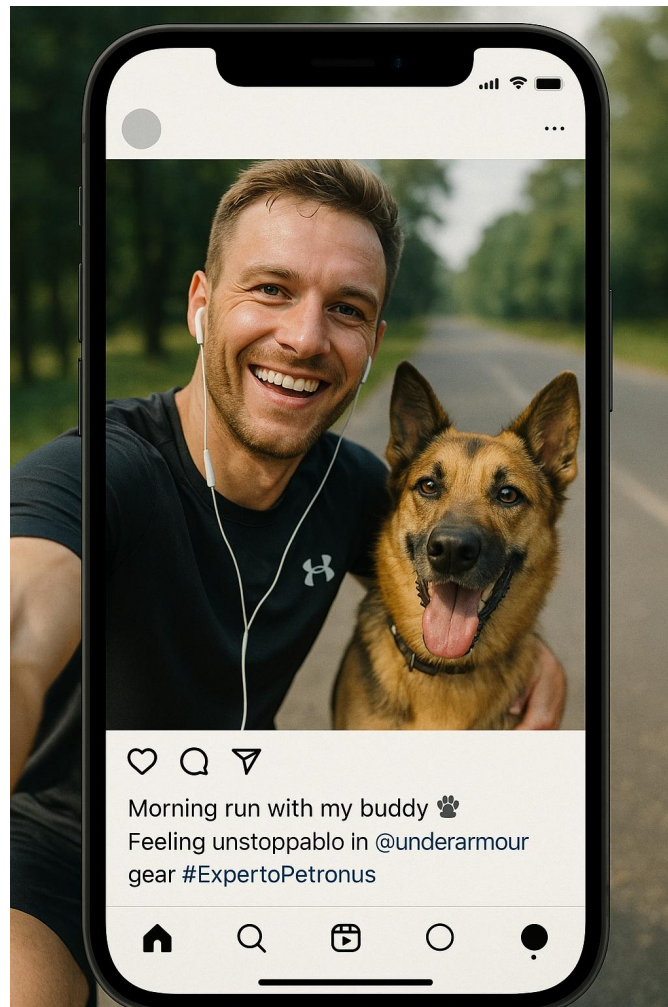
You scroll through your feed, and the ad whispers: "Go on, you deserve it." And you know - yes, you do. But you also know where it leads - something harmless at first, yet quietly corrosive over time.

Petronus can act as a filter - if you choose it to.

You set your own boundaries, and the system removes entire categories of impulses from your field of view: chips, fast food, unnecessary purchases. Not because someone forbade it, but because you decided to be more aware. You're not fighting

yourself - you're simply getting a step ahead of the impulse. And that's already an action - and that's what everything is built from.

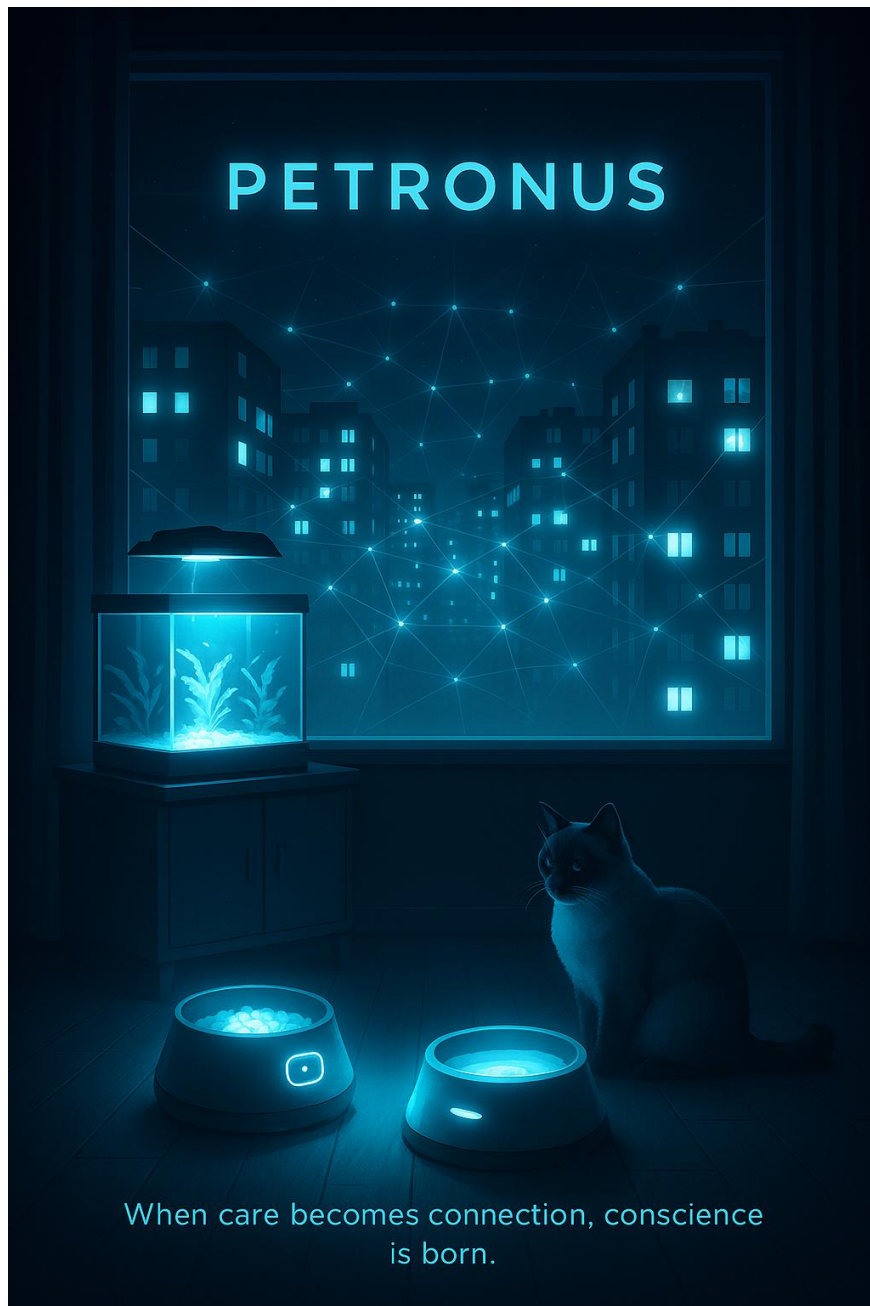
That's how synthetic conscience works on a small scale - and in the same way, it can work on a global one.



I call everyone to make a post with **#yourfavoritebrand** and **#ExpertoPetronus**.
And if your idea for collaboration becomes the most discussed - you're officially in the Petronus Team.
You'll co-curate the line with your favorite brand.

We must show brands there's no way back. The world changed while they slept, and now walking past is economic madness. You either sit in the train, or you watch it depart.

We are not looking for brands as "investors" in the usual sense. We are looking for allies. Those who understood what we created - and that there's no other way now.



There are also a few people, very honest and deeply understanding, to whom I would like to reach out.

To Ms. J.K. Rowling - on behalf of our childhood:

"Mrs. Rowling, we are the very children you taught that kindness always makes sense, and that protecting the weak is an honor.

It was your world that inspired PETRONUS - the first ecosystem in history created not for profit, but to protect those who cannot protect themselves.

We ask you to do us the honor of becoming an ambassador of good deeds for PETRONUS and supporting our movement.

Your participation will give this project a soul and make it shine from within.

Because magic is not a wand - it is a choice.

And you taught us how to choose rightly and bring light even to the darkest places.

"You are protected, in short, by your ability to love."

#EXPERTOPETRONUS #LETTERTOROWLING

Invitation to MrBeast

Petronus = a project that can truly save lives. With you, much faster.

Hey Jimmy,
Honestly, I'm not a fan of the show genre in general, but I watch your channel from time to time when I need to clear my head and just see something good.
And every time I catch myself thinking: you're not just making content.
You're triggering something that hits people right in the heart.
Help has become a spectacle - and that's amazing, because it works.

We also have a project about help. Only for those who can't say "I'm not okay."
Petronus is a smart harness for dogs that tracks pulse, temperature, activity -
and can send a signal in time when something's wrong.
Plus - it's an ecosystem: help, analytics, an animal passport, and something more.

We built into the project a mechanic where brands donate not "in secret," but openly -
and people themselves decide who to trust.
It's like a challenge between brands - but for kindness.
You can speed all of this up.
If you want - just take a look. If it resonates - we'll talk.

Thank you for what you already do.
The Petronus Team
#MRSUPERBEASTER #EXPERTOPETRONUS

Mr. Mike Tyson,
you've fought more battles than most - and it seems, have more compassion than many can understand.
Petronus is not just a project. It's a fight for those who can't lift their gloves.
We are creating a smart harness and ecosystem for dogs that can feel, understand, and - if needed, sound an alert when a life is at stake.
Dogs cannot speak. But with Petronus, they will be heard.
We call you not as an investor, but as a warrior who has realized that true strength lies in protection.
Join us. Be their voice and their shield.
With deep respect,
The Petronus Team
#FULLPLATEMIKE #EXPERTOPETRONUS

And last, but not least - **Mr. Keanu Reeves** and **Mr. George Clooney**.
Mr. Clooney and Mr. Reeves,
there is a deep understanding that you both truly grasp the essence of human purpose and live by your principles.
The number of good deeds you're involved in can become both experience and a reminder of how much more there is to do.
For us, it would be an honor to invite you as knights into the new world of kindness by default.
This cannot fail to resonate with you.
If not - thank you anyway.
For being who you are. Exactly as you are.

The Petronus Team

#NEOTONEO #ClooneyCause #EXPERTOPETRONUS

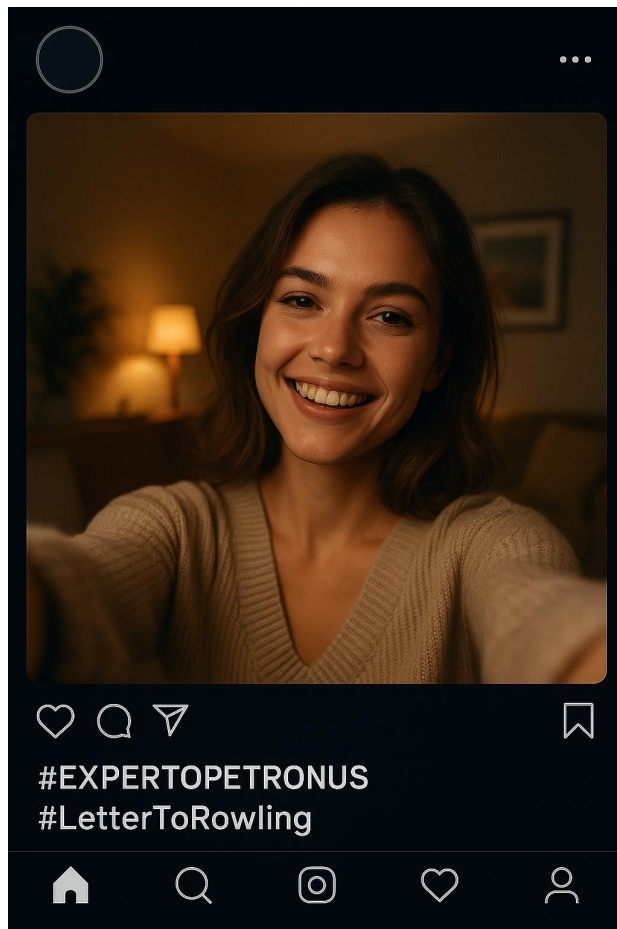
What to do right now

Sometimes it's enough just to be.
To be attentive. Caring. Alive.

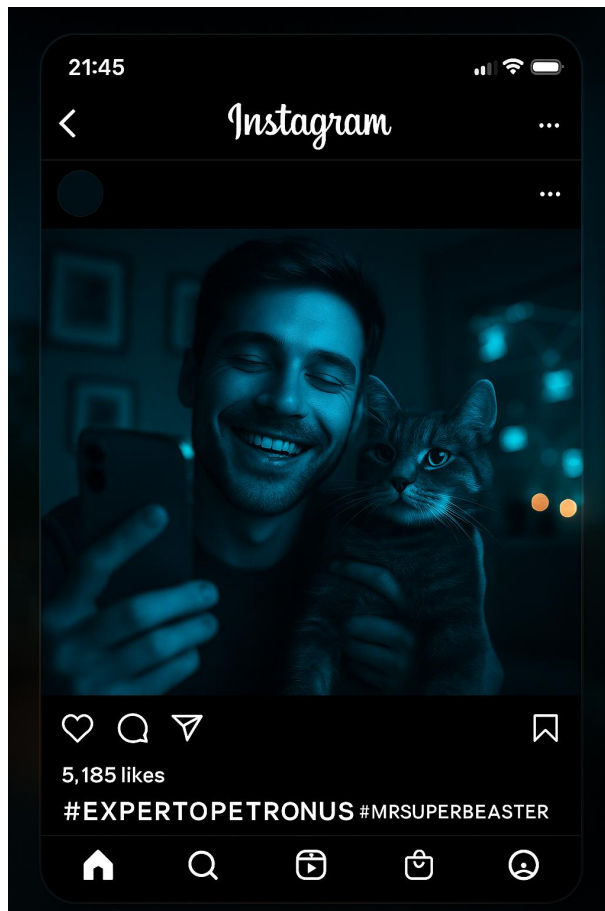
Take a photo with your pet - or simply of yourself.
This way you'll capture one simple truth: **kindness is still in demand.**

For us, this is the best kind of feedback -
to see how many people still feel the same.

#ExpertoPetronus



Make a post - in any social network (Facebook, Instagram, X, TikTok).
Tag your favorite brand with @ and add the hashtag #EXPERTOPETRONUS.
(If you want - use extra hashtags to support the campaign:
#LetterToRowling #FullPlateMike #ClooneyCause #NeoToNeo #MRSUPERBEASTER)



What it gives

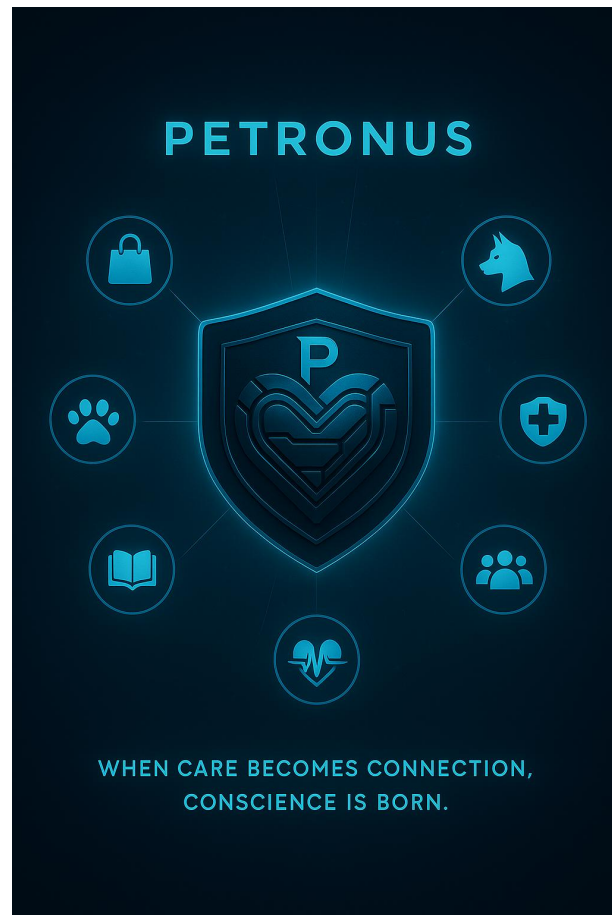
Personal contribution: your post = a signal to brands that kindness by default is needed.

A chance to join the team: the most discussed collaboration ideas will become real, and their authors - **official co-curators** of Petronus projects.

Transparent trace: your action immediately appears in the shared feed of care.

You care - and that already means something.

Start the wave. Tag your brand, add #EXPERTOPETRONUS and your idea might become first part of a new world where care is built in by default.



Synthetic conscience is the very core of Petronus.

Ordinary conscience is the inner voice of a human - we already talked about it.

Synthetic conscience is the external atmosphere that becomes the mirror of your actions and intentions.

It doesn't point - it simply highlights the consequences and turns even a small movement into systemic care.

If you buy a toy for your dog, that same day it becomes a meal for a shelter dog. If you take your pet for a walk, it becomes a contribution to sterilization programs. If you attach a sensor to your aquarium, it becomes an act toward cleaner water. This is how the barrier between everyday care and systemic help disappears.

Petronus shows that every one of your movements already affects others.

You're not alone - there are many of us.

Honestly, it was Donna Haraway who opened this direction for me with her late works.

The system builds a transparent trace: everything you've done and everything that happened because of it.

And you can see how you became better than your yesterday self - because your actions brought even more good.

And it's never forgotten - it can become your personal diary of good you've done in your life, your living footprint.

When, 30 years from now, you sit and recall all the sensations and moments you lived through - it will be a good anchor to realize that nothing was in vain.

You did everything right.

For whom it is

Petronus is not a program or an ideology.

It's a principle - a way of living a little more attentively.

Without instructions or morality. Just a space where your care for the world becomes visible.

And it's not a marketing campaign, not a subscription, not a call to action.

You don't owe anything to anyone. Everything remains your choice.

It's just that when you care - the system notices. When you buy food, walk your dog, clean an aquarium, order groceries or talk to a doctor - these small moments quietly turn into real good.

Petronus connects millions of such actions, weaving a silent network of human awareness.

It doesn't demand effort - only presence.

You see how your actions reflect back into the world: where help goes, which projects come alive, who was saved because you were part of it.

It's not a platform — it's a mirror of your relationship with life.

Like Amazon, but with a soul — living, though mechanical.

Petronus doesn't impose goodness on you. It simply returns it to where it's needed most.

For brands, it's an opportunity to enter a new market not through ads and discounts, but through a principle - in a playful way, where each brand touch automatically becomes an act of good. You sell food - it instantly means a shelter was fed. You insure a dog or book an online vet consultation - doesn't matter. **The brand integrates not into banners, but into a new ethical architecture of trade**, which leads to reputation built on genuine empathy.

For communities, it's a way to remove the gap between words and actions.

Care is recorded, amplified, and spreads further.

You see the transparent trace - who helped, when, and how.

Trust arises, along with a sense of shared consciousness and belonging. Petronus is a uniquely new instrument for those who want to be part of a world where care is already at the core of everything.

Why it matters

Petronus creates a new layer of reality where care is recorded and becomes visible.

What used to remain unnoticed now reflects in the system and influences the world directly.

When thousands of people act within this architecture, their actions merge into a unified stream of directed effort.

That's how collective impact appears - where each small movement amplifies the total force.

"You don't choose how your story begins, but you have the right to choose how it ends."

Transparency makes this process tangible. You see your contribution and understand what exactly it changed.

It creates trust in tomorrow - something so rare today.

Physical entry points

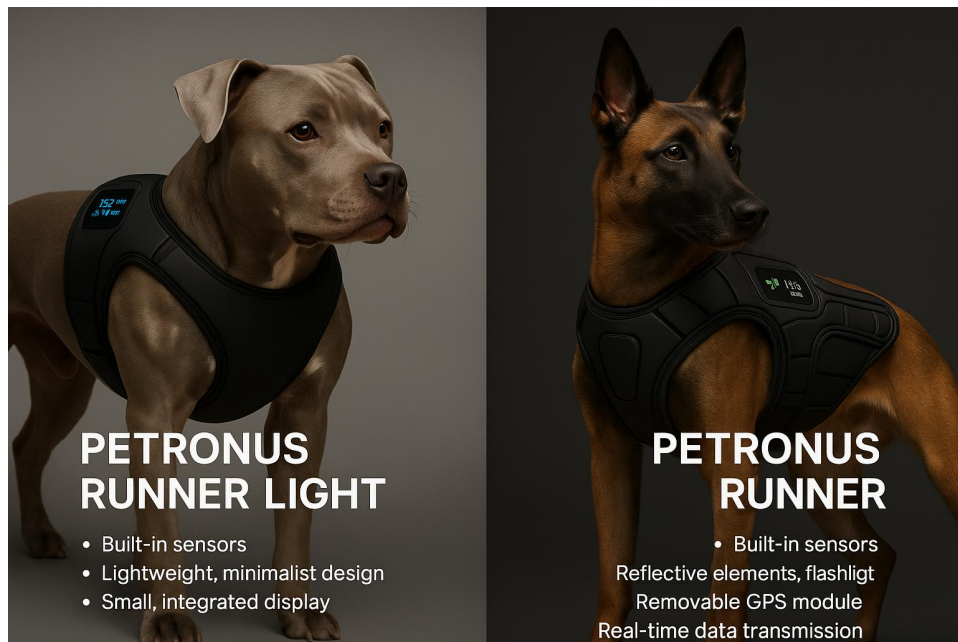
Petronus begins with something simple and clear.

A harness for dogs records pulse, temperature, and activity.

It gives peace and safety to the owner, and care and protection to the dog.

Cats will have adaptive models too, and farmers will get clips for cattle.

Even aquariums or terrariums can be connected through basic sensors - reminding the owner of the small world they are responsible for.



Roadmaps for smart homes of pet owners are ready -
they can increase autonomy when you leave for a short trip or weekend away.
And the analytics app - your assistant - will guide and support your interaction with your pet.

Petronus is designed as an ecosystem.
The physical touchpoints exist so that the principle of synthetic conscience can manifest in the real world,
and not remain an abstract idea.

Result

Petronus is not a device and not an app.
It's a new atmosphere that wraps around everyday life
and turns ordinary actions into a clear trace of care.
Synthetic conscience is the core that comes alive in physical form.
It connects personal steps and the collective good into one system.

There are many soulful products in the world -
but how many working philosophical frameworks of relationships with a soul exist?
We are evolving as a species - that's a fact.
What is this, if not one of the first fragments of the next step - a piece of the mosaic of the future?
I don't think this thought is ahead of its time - it fits exactly where it should, at the exact moment it was meant to.
That's how I feel it.

*And most importantly - help stops being a matter of choice or sacrifice.
It becomes the norm.
Good is built into the code of everyday actions and no longer depends on command or coercion.
Now it's a personal choice that becomes collective.*

We're not looking for investors in the usual sense.
We need allies - those ready to build their brand into an architecture where care is the norm. Those who join first become
founders of a new direction and gain the right to build it with us. Like a bonus level always hidden in the game,
revealed only after enough hours played.

We don't have the app yet - but it already exists.
In sketches, in system logic, in the way it's meant to interact with the world.
It only needs embodiment.
That's why we're seeking alignment with a technological giant - not for funding, but for architecture.
To build Petronus on a foundation capable of processing, learning, and evolving at scale.

Roadmap

Petronus starts simple. The first harness versions - Runner and Runner Lite - launch with the app.
It shows pulse, GPS, activity, and temperature, and stores a digital passport accessible at any clinic. This is the first touchpoint -
where the system comes alive in reality.

Then the line expands - models for cats, clips for livestock. It's a step beyond home pets, into farming and ecology. The app gets features for shared experience and recommendations.

Next - the unified health map. A full digital passport with vaccination history, treatments, and vet data. With it, your animal can be serviced anywhere - and you can track its health from home.

The speed of progress depends only on how fast we show the world that the old way no longer works - and a new, conscious architecture must be created.

Our final goal - turning Petronus into a new global social norm.
It's a long road.

From harnesses and sensors to a living ecosystem where animal care, farming, sports, medicine, and insurance unite into one transparent structure. And society influences decisions through transparent algorithms.

This is synthetic conscience - a principle built into the very essence, where every sequence of action is aware.

So - do you understand now what we can give the world?

I have one request.

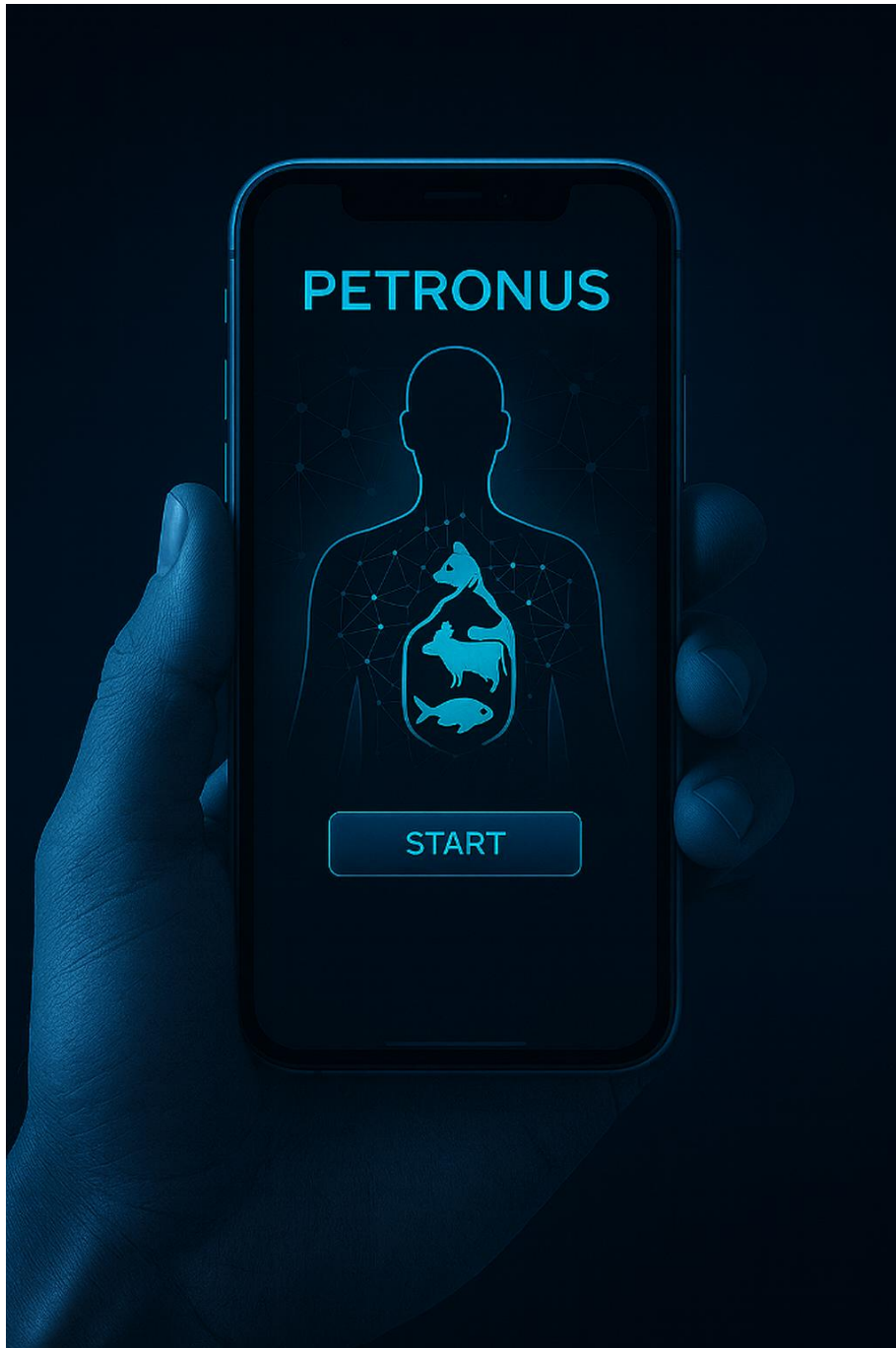
Petronus is not the only atmosphere of this kind - it's just that only some of you can see it.

Don't be afraid to interpret it and offer it to people. If you believe in it, it will happen maybe in another form, but you'll lay the foundation of the idea itself.

Because these ideas - that's where our evolution lives.

**Thank you to everyone who read till the end.
I'll be waiting for your feedback.**

When care becomes connection - conscience is born.



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Max Barzenkov PETRONUS creator

09/10/2025 14/41