

PetSö:

Litepaper

The ultimate digital infrastructure to keep your pet's records secure, accurate, and easy to share



Introduction & Objectives

Pet ownership made easy: Secure, connected, and rewarding

Petso is a groundbreaking digital application designed to transform how pet owners and professionals store, access, manage, and share pet information. Built on cutting-edge technologies like Decentralised ID (DID), Artificial Intelligence (AI), and advanced encryption, Petso ensures unparalleled security, transparency, and seamless integration across all its features. From digitizing pet records to enabling AI-driven insights, Petso empowers users to provide the best care for their pets while fostering a connected and informed community.



Pet Owners



Pet Professionals



Shelters

The Problem(s)

Challenges in Pet Data Management

Pet Owners

- ✗ Difficulty managing pet data (health records, vaccination history, ownership details).
- ✗ Lack of transparent and secure tracking for pet history (ancestry, breeding).
- ✗ Limited access to specialized services (training, insurance, e-commerce).
- ✗ Few opportunities for community engagement with other pet owners.

Animal Shelters

- ✗ Inefficient tracking of animal profiles (medical histories, adoption status).
- ✗ Limited transparency in record-keeping for legal and ethical accountability.
- ✗ Cumbersome adoption processes due to unverified owner histories.

Animal Farms

- ✗ Challenges managing health, vaccination, and breeding records for large animal populations.
- ✗ Struggles to ensure compliance with animal welfare regulations and certifications.
- ✗ Lack of supply chain transparency to meet ethical consumer demands.

Pet Professionals

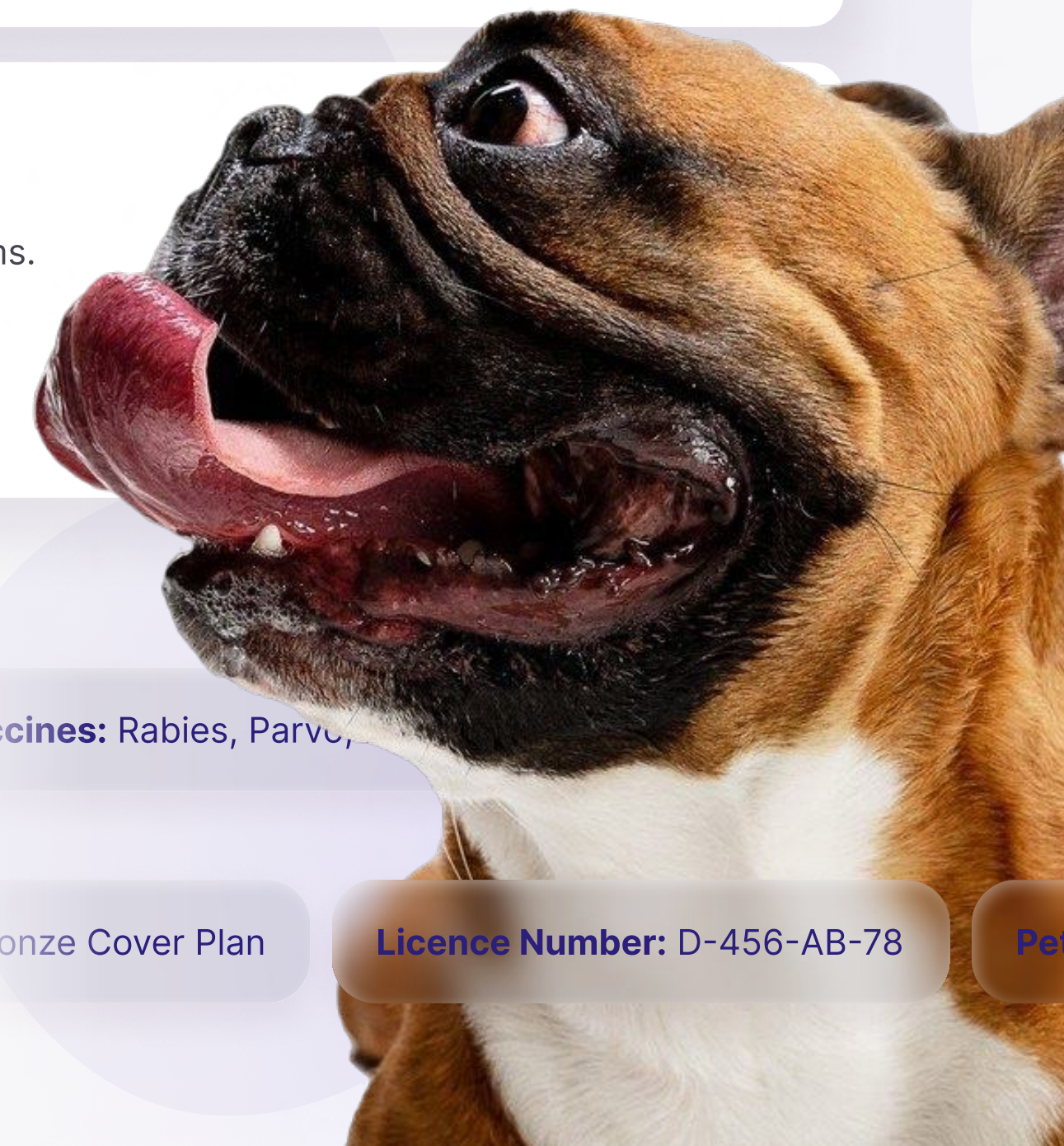
- ✗ Absence of efficient booking and management systems.
- ✗ Risk of data loss and lack of scheduling visibility.
- ✗ High costs of booking and point-of-sale solutions.

Vaccines: Rabies, Parvo,

Bronze Cover Plan

Licence Number: D-456-AB-78

Pet



Petso's Solution(s)

Bringing Pet Care Under One Roof

Petso is designed to revolutionize how pet-related information is stored, accessed, managed, and shared. By leveraging cutting-edge technologies like Decentralised ID (DID), Artificial Intelligence (AI), and advanced encryption, Petso addresses the most pressing challenges faced by pet owners, animal farms, animal shelters, and pet professionals. Petso is a transformative ecosystem that bridges technology and pet care, addressing unique challenges for all stakeholders. By fostering a smarter, safer, and more connected future, Petso is redefining pet care for everyone involved.

✓ Unified Platform

All pet data—medical, ancestry, ownership—lives in one secure app.

✓ Blockchain & DIDs

Decentralised Identifiers ensure each pet's ID is safe and tamper-proof.

✓ Advanced Encryption

Share only needed info, keeping the rest private.

✓ Gamified Engagement

Earn tokens for updates, check-ups, or training milestones.

✓ Marketplace & Savings

Access insurance, products, and a Pet Investment Plan with rewards.

✓ Community & Support

Social features for shelters, adoptions, and a memorial platform.

Market Opportunity & Statistics

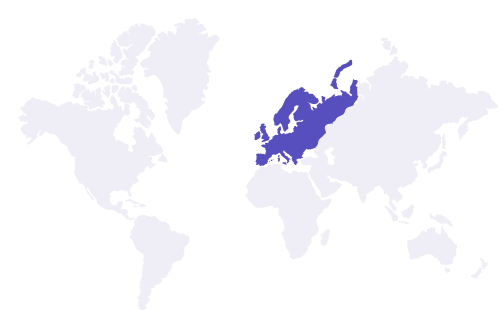
A Global Pet Boom: Meeting the Need for Better Data Management

Pet ownership is rising fast across the globe, with millions of dogs and cats joining families each year. This steady growth highlights a major need for simple and secure ways to manage pet data, ensuring owners and professionals stay connected and informed.



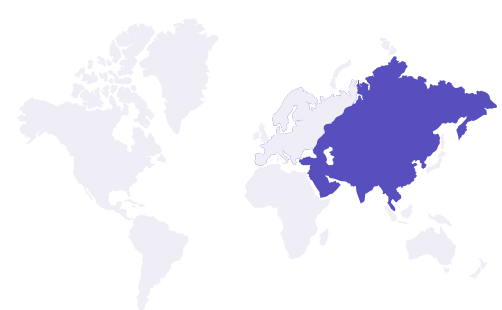
North America

In the U.S., nearly 70% of households own pets, amounting to around 90 million dogs and 94 million cats. Canada follows closely, with about 58% of households having at least one pet.



Europe

Around 46% of European households have pets, with a total of approximately 340 million pets across the continent. Russia leads in cat ownership, where 59% of households have a cat.



Asia

Pet ownership is booming, particularly in China, which boasts about 54 million dogs and a growing number of cats. India has around 32 million pet dogs, while South Korea shows increasing trends, with 25% of households owning pets.



South America

Brazil leads the region, accounting for over half of South America's pet population, with approximately 55 million dogs and 26 million cats. Dog ownership is especially prevalent in countries like Argentina and Peru.



Australia

Over 60% of Australian households own pets, with dogs and cats being the favourites, numbering around 5 million and 4 million, respectively.

Technology & \$PET Token

Harnessing blockchain and AI to power Petso's secure ecosystem



DID (Decentralised Identifiers)

Assigns unique, tamper-proof IDs to pets.



AI Integration

Offers personalised health tips, chat support, and data insights.



Advanced Encryption

Keeps records private while verifying key details.

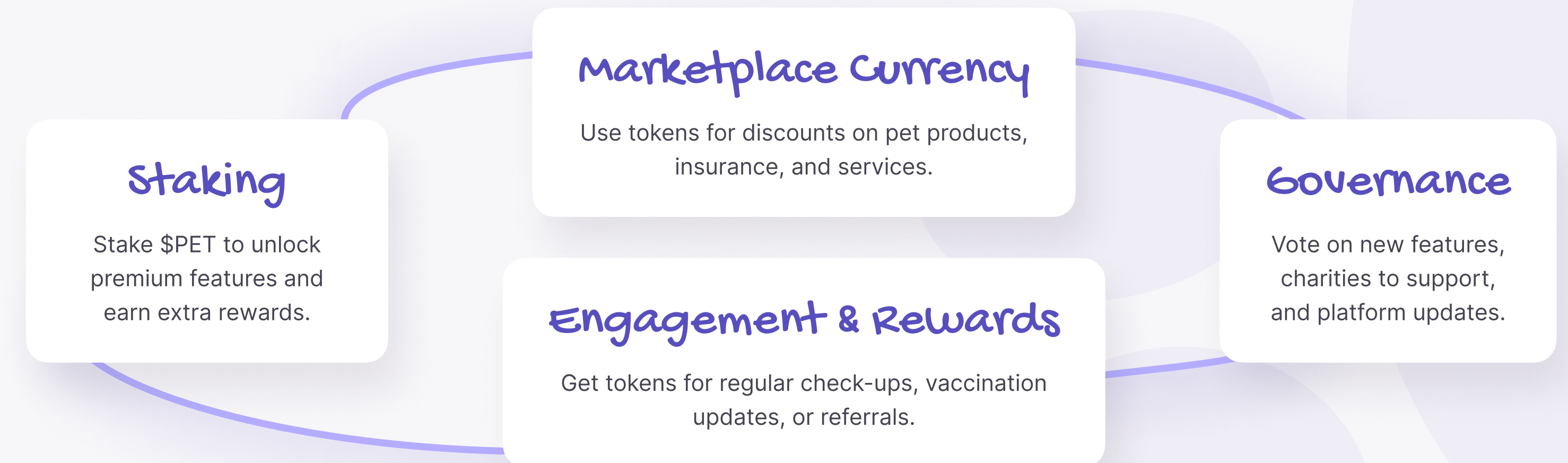


NFTs

Certify pet ownership and enable quick data sharing or transfers.

Our blockchain-based systems and token incentives keep pet data safe, private, and fun to manage.

By staking or earning \$PET, users gain deeper engagement while shaping Petso's future.



Together, our tech and token system make Petso a trusted, user-friendly platform that evolves with the pet community's needs.

Roadmap & Milestones

A Bold Journey to Global Expansion



Phase 01
Months 1-3

Establish a secure blockchain base, integrate DIDs and NFTs for pet IDs, ensure data privacy, introduce token rewards, AI chat, and vendor/user apps.



Phase 02
Months 4-6

Create pet profiles with health records, add appointment scheduling, community features, insurance integration, and hold token sales.



Phase 03
Months 7-9

Launch a marketplace for goods and services, provide educational resources, automate ownership transfers, and list the token on a DEX.



Phase 04
Months 10-12

Add ancestry and genetic data integration, synchronize veterinary records in real-time, include emergency details, and scale user engagement and revenue.



Phase 05
Months 13-15

Build a richer community with virtual adoptions, event hosting, memorial platforms, savings plans, and explore CEX listings.



Phase 06
Months 16-18

Integrate wearables for health tracking, launch an AI-powered pet assistant, introduce multilingual support, and expand globally.

We have a focused, step-by-step roadmap built on tangible milestones—from secure blockchain foundations to worldwide reach. Each phase unlocks real value, growing user trust, data security, and community engagement. Our balanced approach ensures innovation pairs with reliability, bringing pets and their owners the best care at every stage.

Team & Social Impact



Javvad Azam

Co-Founder & CEO

Javvad blends 20 years of accounting and Web3 know-how. He leads with a keen eye for finance and strategy, pushing our platform forward. His vision and deep blockchain skills keep Petso secure, simple, and ready for tomorrow.



Lukasz R

Co-Founder & CTO

Lukasz has over 20 years in tech, focusing on blockchain, AI, and mobile solutions. He turns ideas into practical tools and keeps our platform safe and cutting-edge. His balance of creativity and method keeps our app future-proof.



Abdur Rahman Haffejee

CFO

Abdur is a chartered accountant with 18 years' experience. He shapes our financial plans and ensures strong, transparent operations. His data-driven mindset and sharp money skills power Petso's stable growth.



Peeratat Nganthavee

Director of Web3 & Strategy

Peeratat drives our shift to decentralised tech and shapes new token and governance models. He blends blockchain, tokenomics, and DeFi for a strong, user-focused ecosystem. His forward thinking keeps Petso on top of Web3 trends.



Martha Valencia

Marketing Manager

Martha is a passionate and globally-minded communication professional with over a decade of experience in content marketing, digital strategy, and public relations. Martha's passion for animals is evident in her work at Petso.



Ste Bell

Head of Design

Ste has 15+ years crafting user-centred designs for mobile apps and software. He loves pets and merges form with function to create interfaces that feel simple and fun. His keen eye ensures our users enjoy every moment on Petso.

Our Passion

We're a group of pet lovers and tech experts on a mission to safeguard and simplify pet care. Each team member brings unique skills and together, we aim to build a future where pet data is secure, trusted, and easy to manage.

Core Values

Security & Transparency: We use blockchain to protect data while staying open about how it's stored.

Community & Collaboration: We partner with vets, shelters, and owners to grow together.

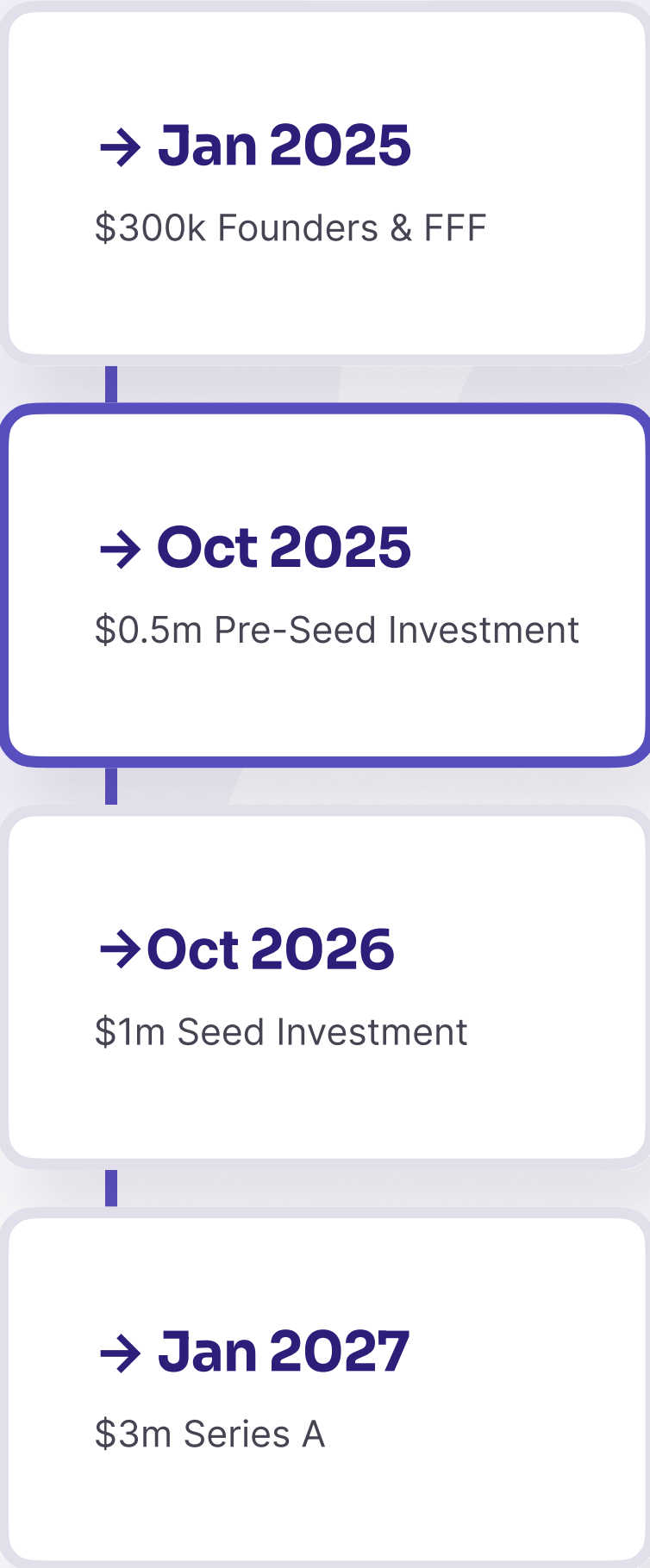
Innovation & Empathy: We build cutting-edge tools but never forget the love and care pets deserve.

Social Impact

Petso fosters a kinder ecosystem through token donations, fundraisers, virtual adoptions, discounted shelter access, and memorial features that connect pets and owners worldwide.

Investment Opportunity

A short line on how this is an amazing investment



Min. Ticket: **\$100k**

End of round: **Oct 2025**

Marketing
\$250k in Marketing
(\$1=\$36 invested in the App)

50%

Technology & People
\$250k in App Development, People & Investor Relations

66%

20,000
App Downloads

300
Animal Shelters

100
Animal Farms



Want to learn more about Petso?

Head to www.petso.io to read more and
get in touch with our team.

We look forward to hearing from you!