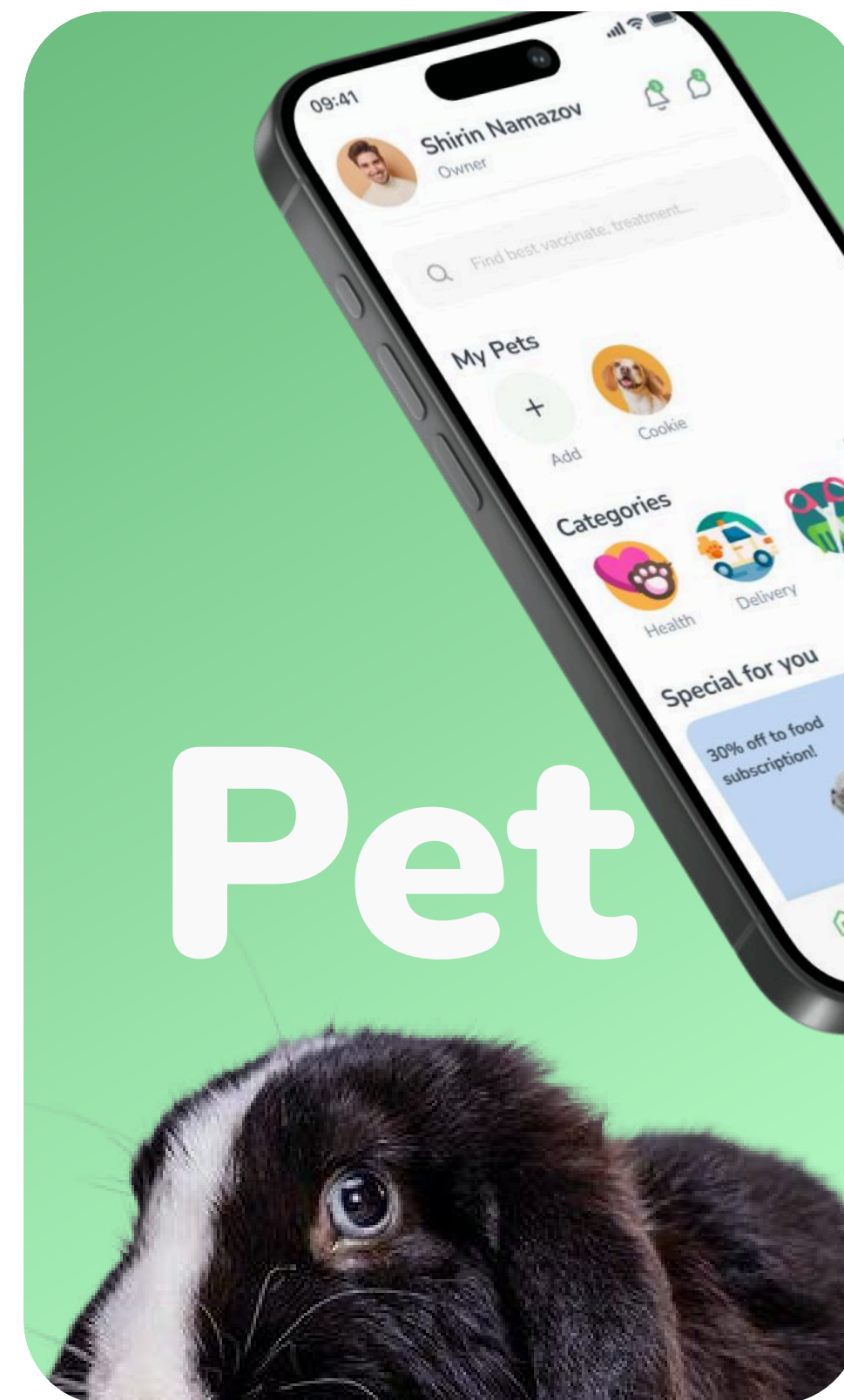
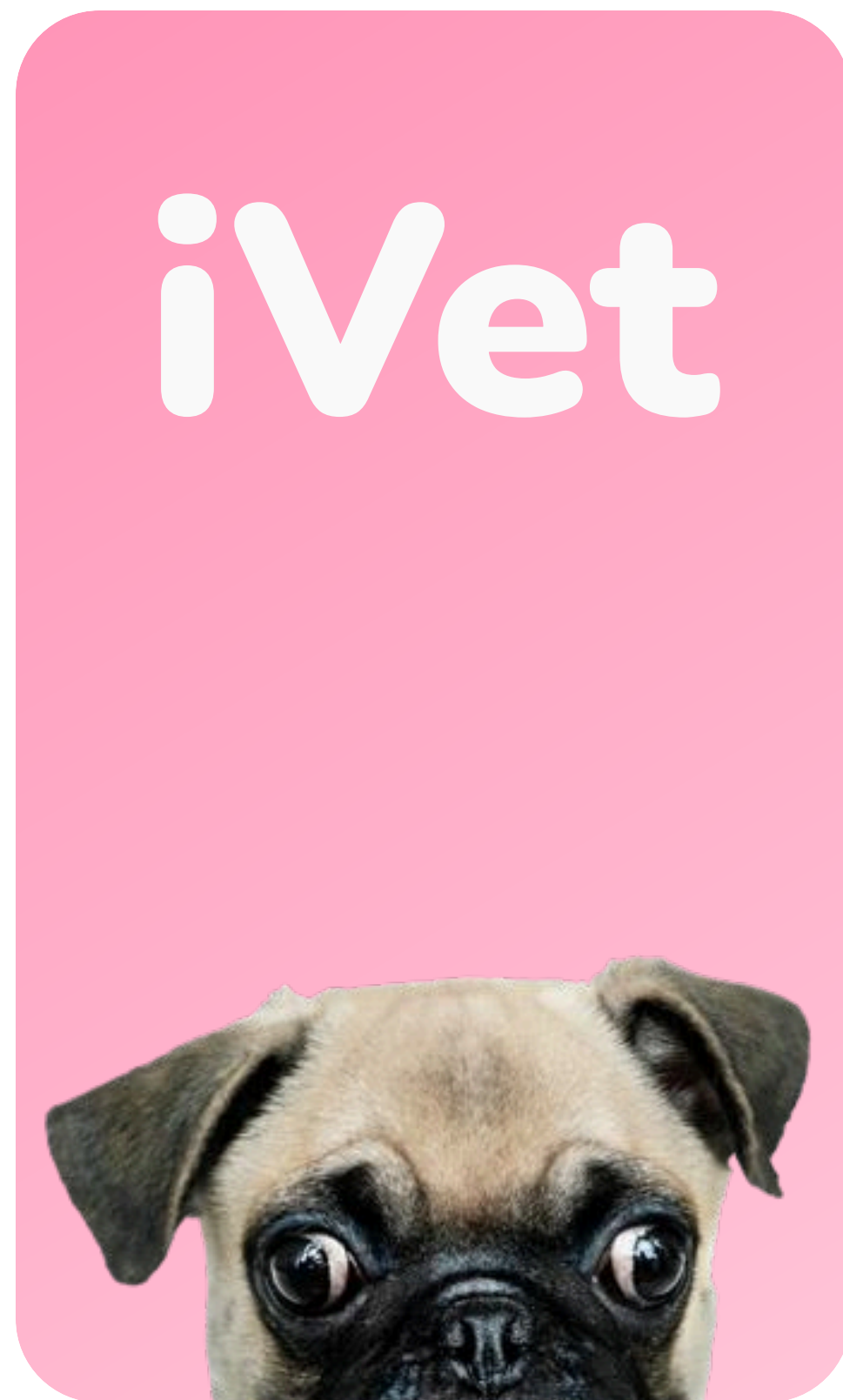


# Comprehensive care for your pet, right at home



# The challenges in pet care

1

Pet owners face difficulties in accessing trusted, reliable and convenient veterinary and pet care services



2

Pet owners spend 2-3 hours per appointment on travel and waiting times.

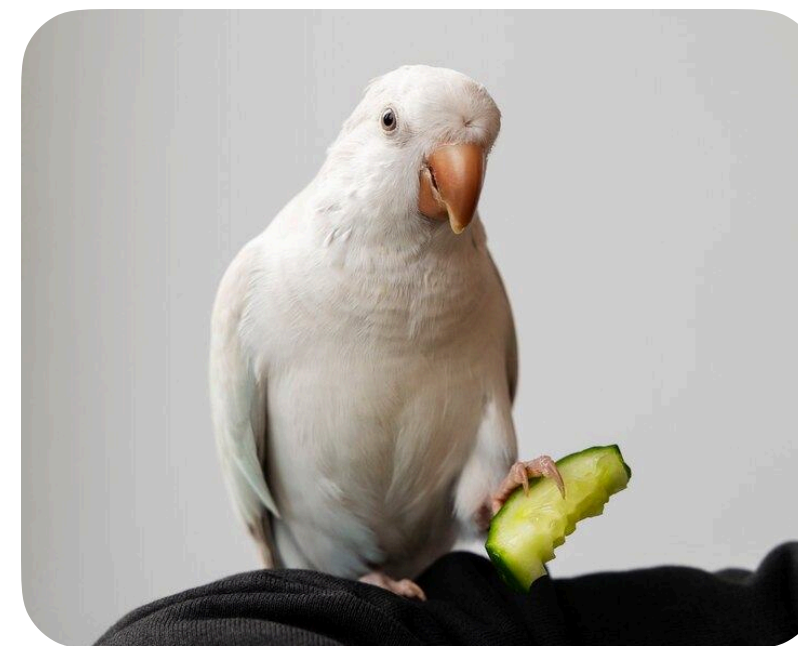
3

Emergency situations often lack quick and accessible solutions



4

Pets often feel stressed when travel to the veterinary services



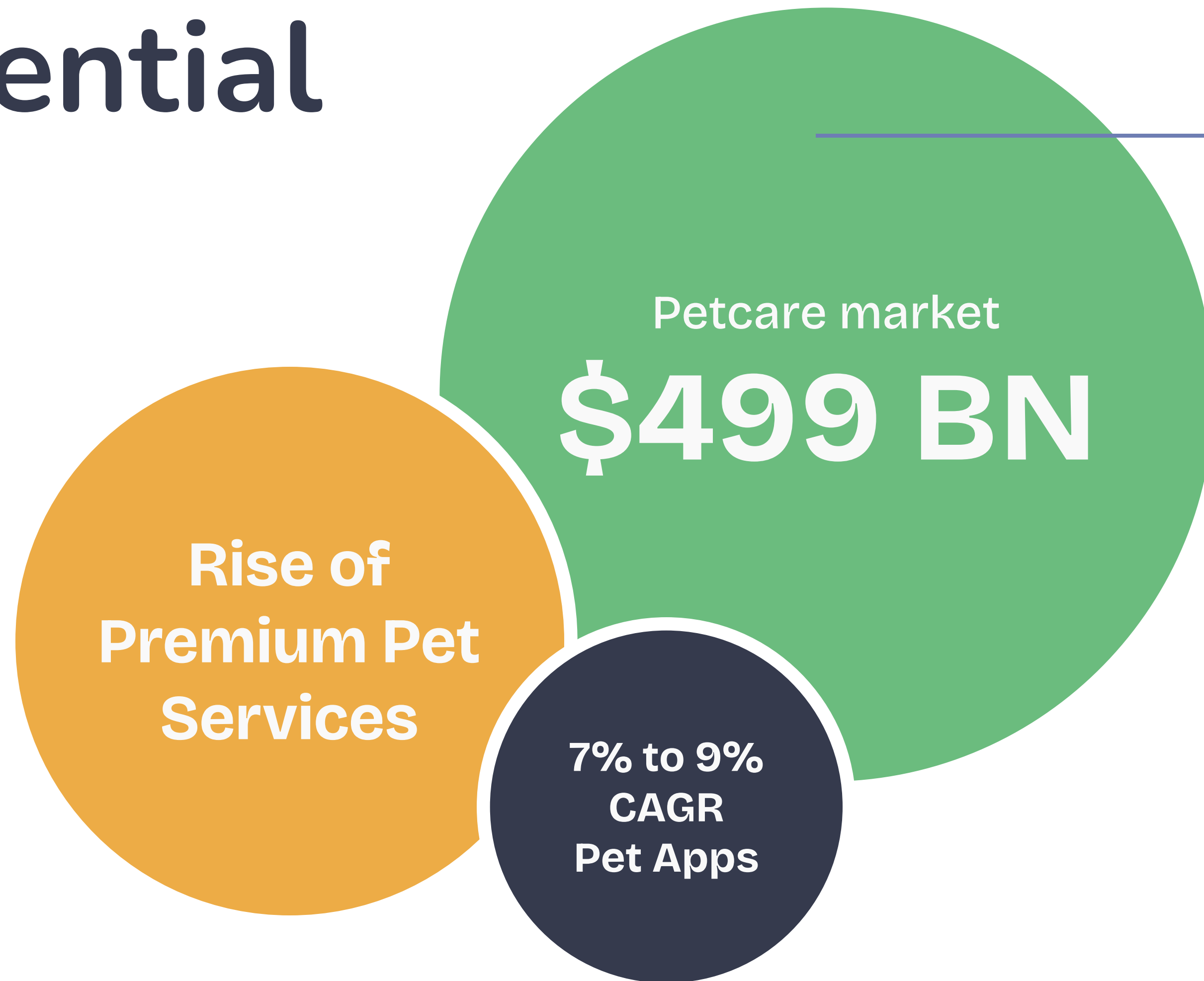
5

Fragmented services lead to inefficiencies in managing pet health, care, and supplies

6

Customer readiness for a comprehensive platform that integrates all pet-related services in one place

# Market potential



The global pet care market was valued at approximately \$273.42 billion in 2025.

The market is projected to grow from \$289.17 billion in 2026 to \$499.06 billion by 2034, exhibiting a CAGR of 7.06% during forecast period.

This growth reflects increased spending on premium pet products and services.

# Our solution is a super petcare app where you can manage everything from one place



# Why choose PetCare at home?

## Convenience



- One-stop solution for all pet care needs, eliminating the need to juggle multiple service providers.
- Easy booking and scheduling with on-demand services delivered to your doorstep.

## Cost&Time saving



- Avoid unnecessary travel expenses and time lost, potentially saving up to 100%

## Accessibility



- Access to top-rated veterinarians, groomers, and pet care professionals, all vetted and rated by the community

## Community



- Connect with a vibrant community of pet owners for advice, socialization, and events.
- Use the Lost & Found feature to quickly alert the community and recover lost pets, offering peace of mind.

# Your Pet's Complete Health Solution: From Home Care to Diagnostics and More

## Veterinary Services

Home veterinary visits, at-home diagnostics, and telemedicine.

## Pet Care

Dog walking, pet sitting, overnight sitting and grooming services.

## Pet Taxi & Delivery

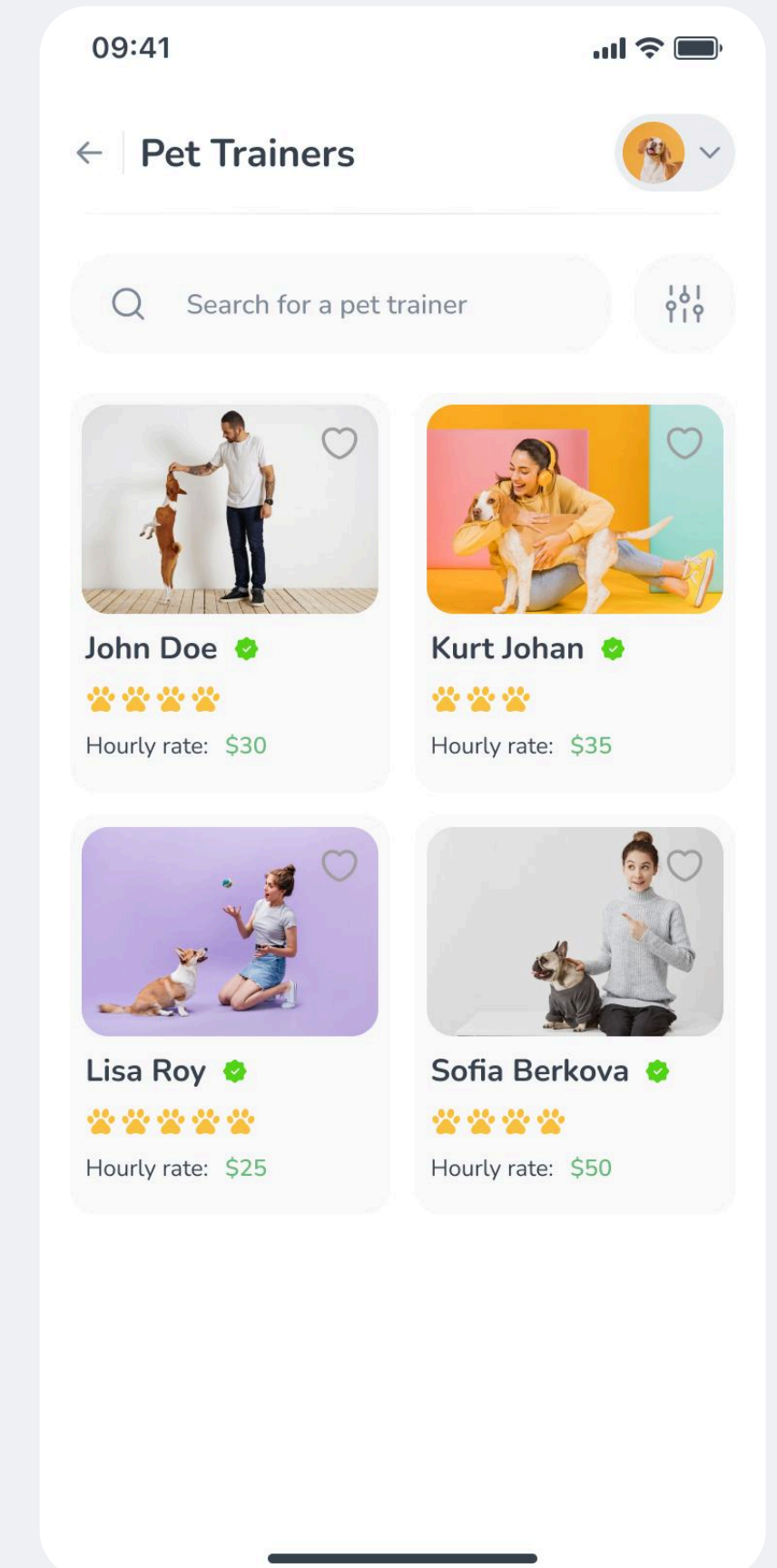
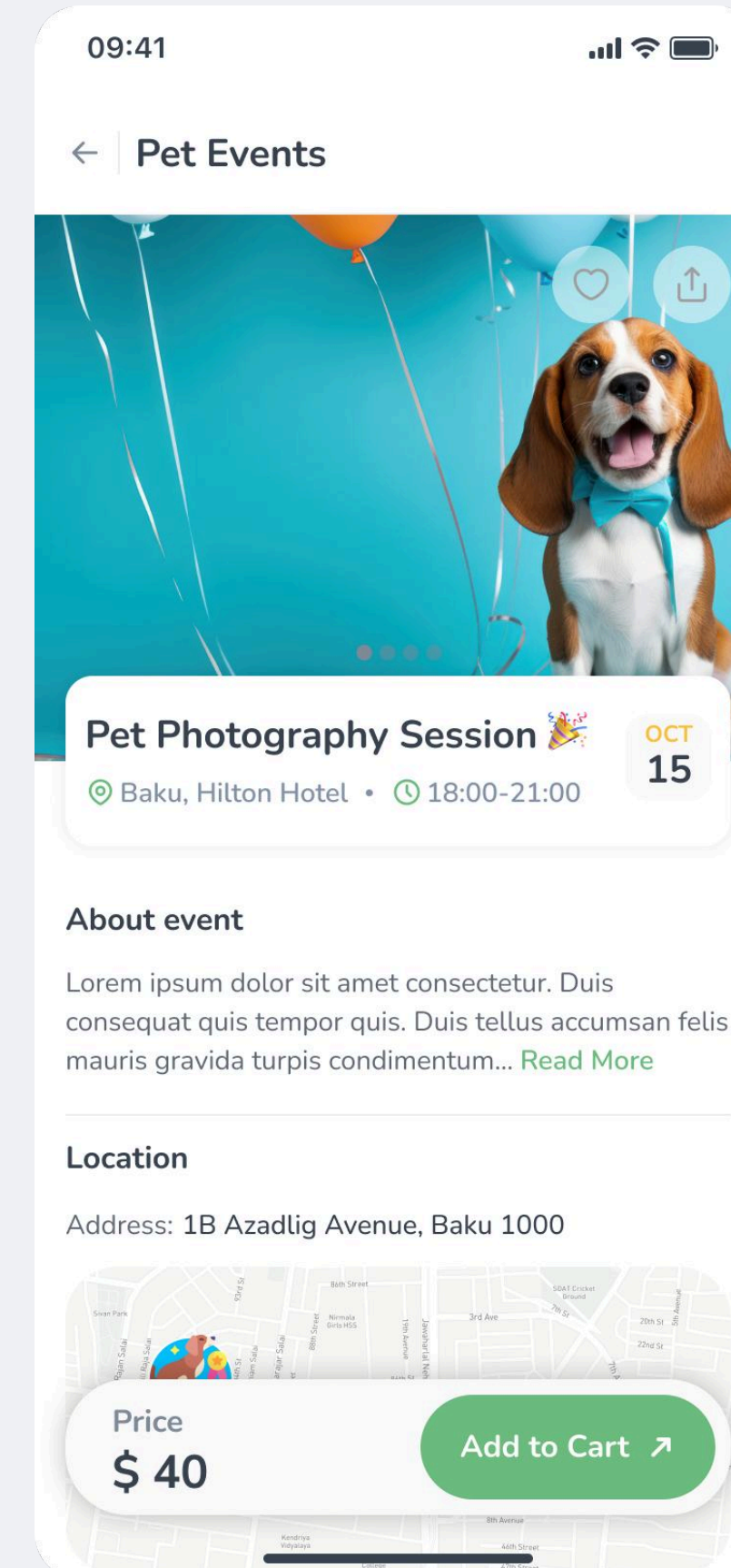
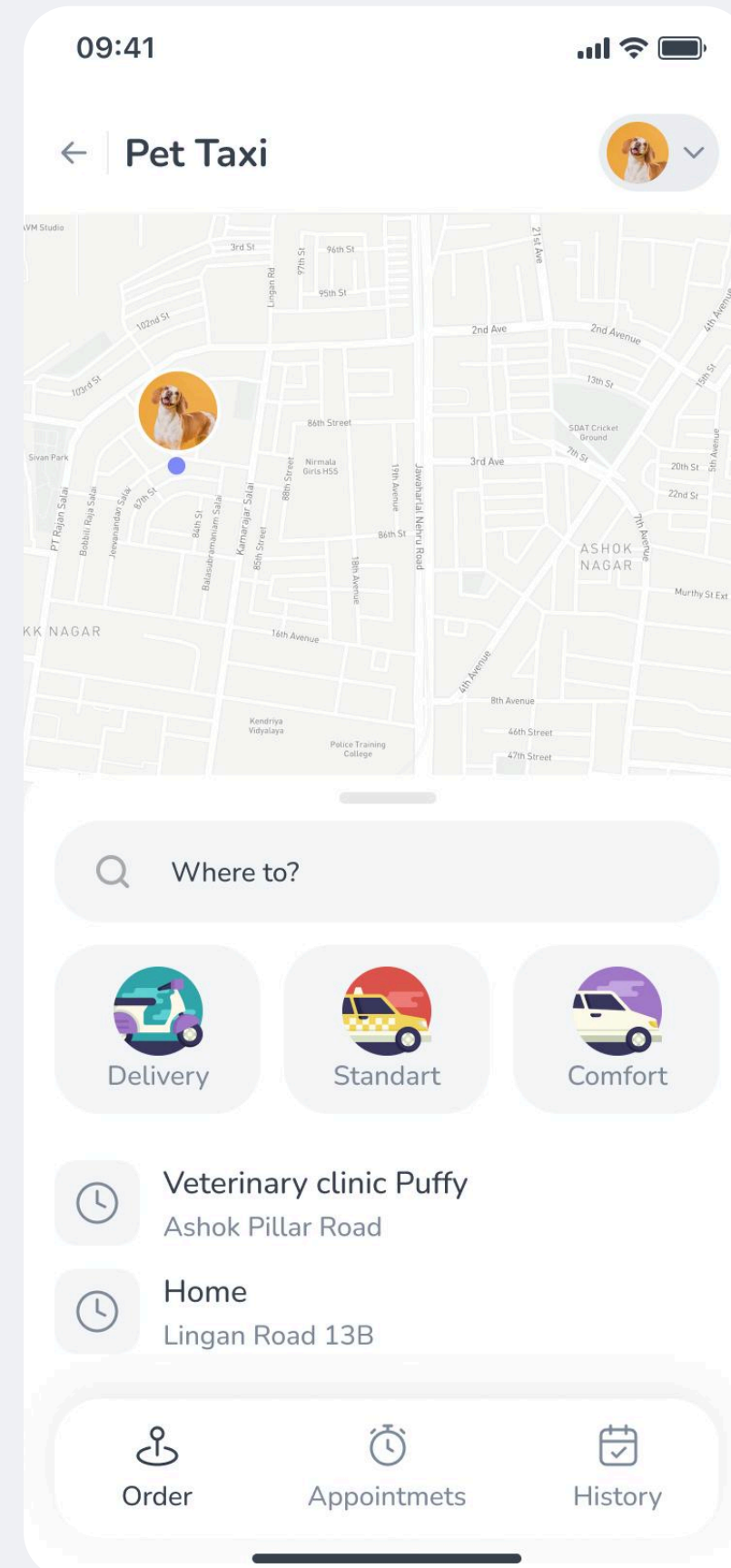
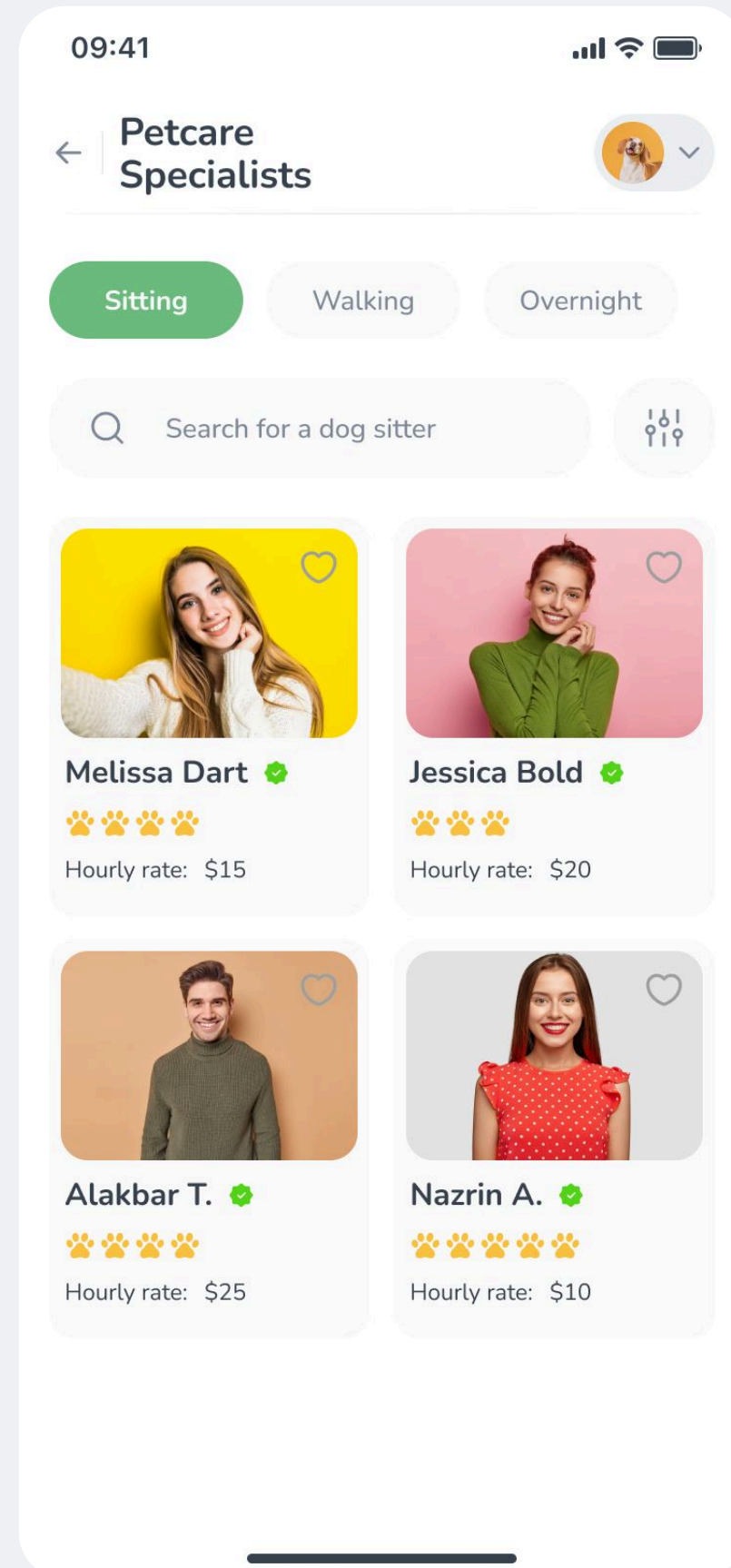
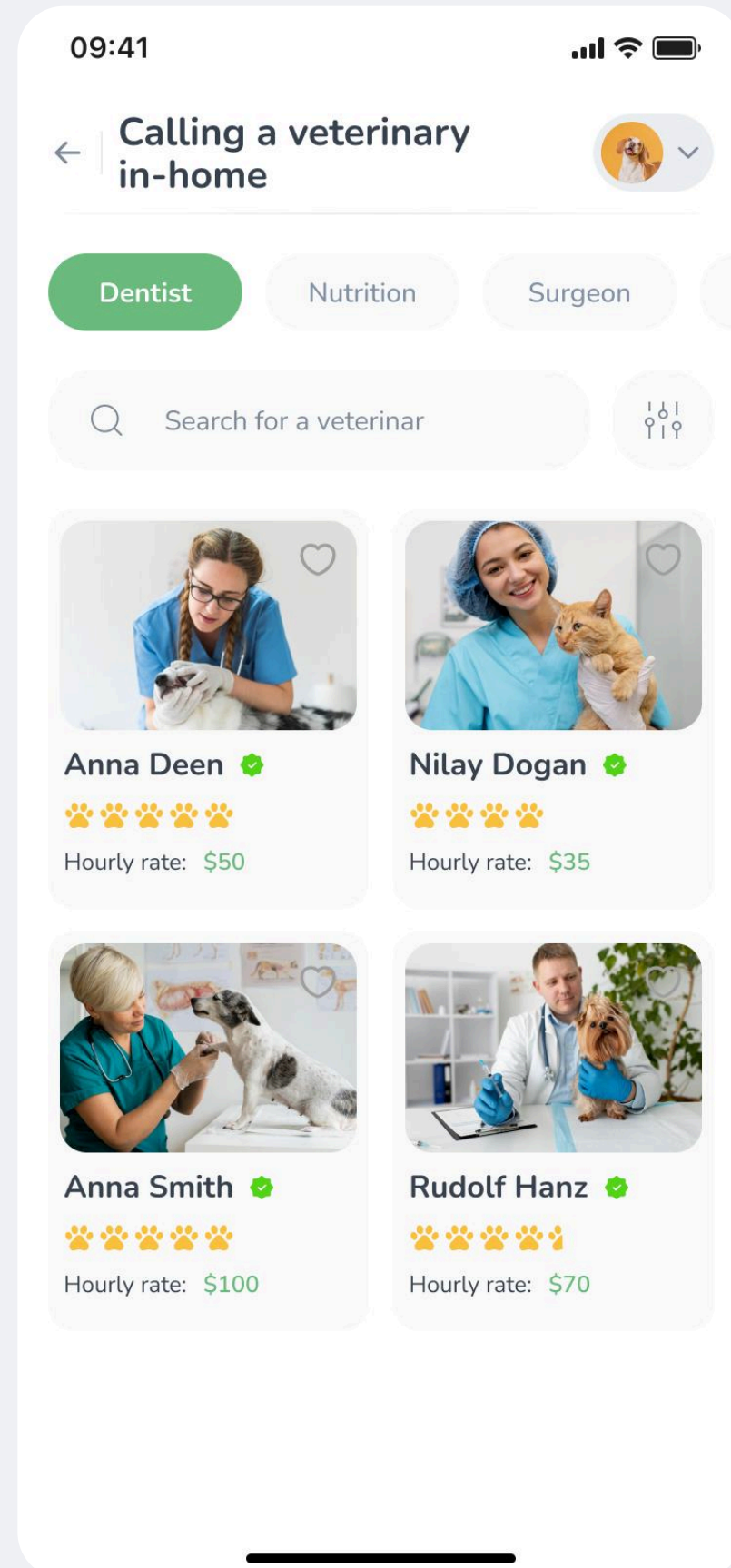
Pet taxi services, and delivery of pet food and supplies.

## Pet Community

Events, lost and found, pet adoption, buying, and pet-friendly locations.

## Pet Education

Access to resources and training for pet care and behavior.



# Business Model



## 1. Subscription

Freemium membership for customers. Freemium and premium tiers offering exclusive benefits such as discounts, priority booking, and access to premium content (e.g., training videos, webinars).

## 2. Commission-based

Commission on each transaction made through the platform, such as veterinary services, grooming appointments and pet transportation.

## 3. Marketplace sales

Commission on sales of pet products, food, and accessories through the app's marketplace.

## 4. In-app advertising

Pet-related businesses can advertise within the app, with payment for prominent placement in search results, banners, or featured listings

## 5. Sponsored content

Sponsored educational articles, videos, events, or social media posts

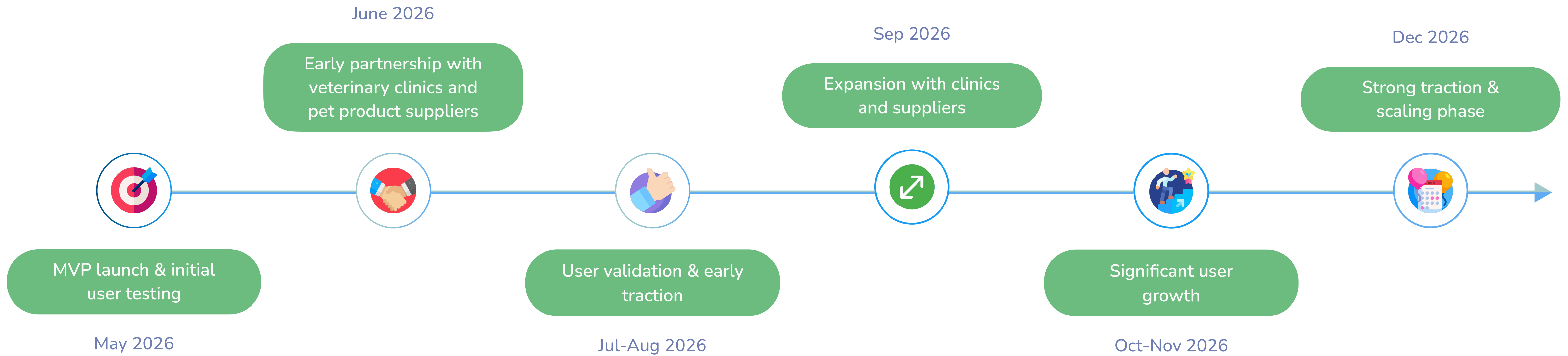
## 6. One-time purchases

Sponsored educational articles, videos, events, or social media posts

# Our Differentiators from Competitors



# Early traction



# Making a difference



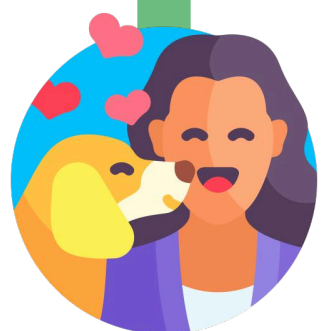
Pet health and well-being: Improving access to quality pet care services.



Community building: Fostering a connected pet owner community.



Educational impact: Empowering pet owners with knowledge and resources to care for their pets effectively.



Connections: making connections between owners and pets more cozy and strong.



# Meet our Team



**Zulfiyya  
Aliyeva**

Co-founder & CEO

Entrepreneur and former corporate banking professional with a strong background in finance and business strategy. Founder of activewear brand Meshque, recognized with the Entrepreneurship Award by the British Council and UK Embassy. Holds a BA in Politics and Economics from SOAS, University of London. Leads iVet's vision and growth, combining strategic thinking with strong execution to build and scale a tech-enabled pet care platform.



**Karim  
Aliyev**

Co-founder & CSO

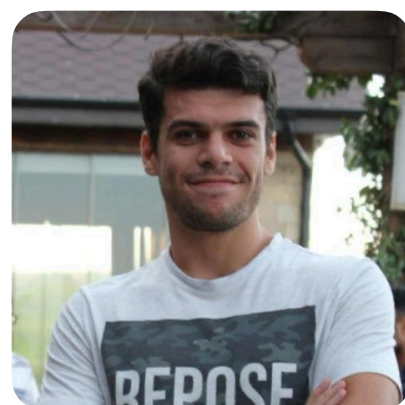
Serial entrepreneur with a strong background in business management and a proven track record of building and scaling businesses past \$1M in revenue. Founder of iMed, a B2B2C platform for on-demand at-home medical services, where he led strategy, partnerships with clinics and insurers, and early growth. Previously built and exited a beverage manufacturing company and now operates a scaled cleaning services business. Brings solid expertise in operations, unit economics, marketplace execution, and expansion into new markets, including Saudi Arabia. Leads strategy, partnerships, and growth at iVet.



**Farhad  
Abas**

Co-founder & CLO

Holds a Master of Laws in International Commerce from the University of Lausanne, Switzerland. Experienced in legal affairs, international relations, business research, and executive governance, he is well-equipped to lead the startup through complex business landscapes. Fluent in English and proficient in French, he leverages his global perspective and deep understanding of governance to guide the startup's strategic direction. Farhad's leadership is defined by his ability to combine legal expertise with a deep understanding of governance, ensuring the startup is well-positioned for growth.



**Toghrul  
Mammadli**

Co-Founder & CTO

MBA with 8+ years of full-stack engineering experience across enterprise and startup environments. Led development of Azerbaijan's national procurement platform — a government-grade, centralized system aggregating all public tenders — managing a team of 15 engineers and delivering a mission-critical product at scale. On the startup side, built and launched a fintech MVP focused on supply chain financing in just two weeks, later acquired by one of Azerbaijan's largest banks. Brings deep expertise in building scalable, secure systems and leads iVet's technology architecture, ensuring speed, reliability, and growth readiness.



**Abedalrhman  
Habashneh**

Business Advisor

Serial entrepreneur with over a decade of experience in strategic business development and product commercialization, he has played a key role in driving food safety innovation and securing numerous local and international awards in innovation and entrepreneurship. His expertise in technology-driven solutions, market strategy, and customer relationship management has solidified a leadership position in the industry, focused on innovation, sustainability, and growth.



**Saida  
Ojagverdiyeva**

Business & AI Advisor

Business & AI consultant with 10+ years of experience across corporate banking, data science, and enterprise technology. Former Data & AI leader working with government institutions and large corporates, delivering end-to-end AI products — from speech analytics and chatbots to forecasting and fintech solutions. Holds an MS in Finance (Lund University, Sweden) and a Diploma in Data Science (Canada). Brings deep expertise in AI-driven transformation, financial analysis, and data strategy, helping iVet build scalable, intelligent systems and drive data-informed growth.

# Let's embark on this journey together

Seeking  
For

Seed  
Funding



Care Group Tech – iVet

London, UK

[ivet@caregroup.tech](mailto:ivet@caregroup.tech)

[info@ivetpet.com](mailto:info@ivetpet.com)

We invite you to become  
a part of our extended  
pet-loving family