

## THE STORY BEHIND

"I come from a family of vets and dog breeders what has been breeding dogs for over 30 years. Dogs are an essential part of my life. I've always wanted to give them the best care and make their lives as happy and long as possible. Since I am also a big fan of wearables, I put those passions together. We have developed a system that prolongs the dogs' lives, prevents illnesses and empowers all dog owners to become the best parents for their furry friends."

**Robert Hasek, the CEO**, explains reasons why created Actijoy.



## WHAT WE ARE BUILDING

We have been building a comprehensive IoT system that **can prolong the dog's life by up to two years** and reduce veterinary costs thanks to three mutually connected devices and software based on machine learning.



## WHAT IS ACTIJOY

Actijoy is a sophisticated system consisting of the Health & Activity Tracker, WiFi Food & Water Bowls, and iOS & Android App based on machine learning. This set helps you to monitor your dog activity, rest, water and food intake, health condition, behavior, abnormalities and much more. Thanks to the connectivity to humans trackers, Actijoy helps you to reach your daily goals together. The App also includes the Healthbook for recording data such as vaccinations, upcoming appointments, and important reminders, as well as the entire medical history of the dog. The fun part of the App is the Barkfie tool for taking pics with the dogs in an easy way and share them on a favorite social network.

## THE ACTIJOY TEAM

Everything started by highly motivated **founder Robert Hasek** who is the beating heart of Actijoy. Robert has been an entrepreneur for over 20 years and stands behind many successful projects thanks to his endless energy and passion for everything he does. The problem solver and **co-founder of Actijoy, Jana Rosenfelder** is a well-organized and energetic person with a full diary. Their longtime friend, **CTO Martin Homolka**, is an IT guy and also a huge fan of new technologies. He is one of the co-founders of the world-famous company Socialbakers which he has helped build to a \$200M company. At Actijoy he is responsible for the engineering and development team. We are driven by our pure love for dogs and developing Actijoy also activate joy in us.



## WHAT IS AHEAD OF US

**The product pre-launch** will take place in summer of 2018 at SuperZoo in Las Vegas. We will be working on building a partnership network that would help us penetrate the US market. We'd like to link up with many US retailers, and key wholesales like Amazon, eBay, etc. to get a good base for Christmas 2018. Also, we will be working on new features and even new products! Simply put, the second half of 2018 will be a breakthrough time for Actijoy.

Are you interested in getting to know Actijoy more?  
**Meet us at SuperZoo 2018 in Las Vegas, June 26-28**  
Booth #6562

