



TRACXN FEED REPORT

PET TECH

JANUARY 09, 2023

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Summary


Market Map

Pet Tech - Summary (1/2)

Top Companies

 **Rover**
(2011, \$284M)

 **BarkBox**
(2011, \$83.0M)

 **Pet Love**
(1999, \$226M)

 **DogHero**
(2014, \$15.7M)

 **Tractive**
(2012, \$35.5M)

 **Fi**
(2017, \$40.0M)

 **Chewy**
-2011

 **Wild Earth**
(2017, \$38.5M)

Scope of Feed

What is included


Companies providing e-commerce platforms for buying pets & pet supplies, online-first service platforms for pets, pet-related software solutions, tech devices, and content platforms related to pets


What is not included

Offline pet stores, horizontal e-Commerce companies, pet pharma companies, veterinary software solutions, pet breeding services, tech solutions focused on livestock and other animals

Key Stats

 **3,951**
Companies

 **677**
Funded Companies

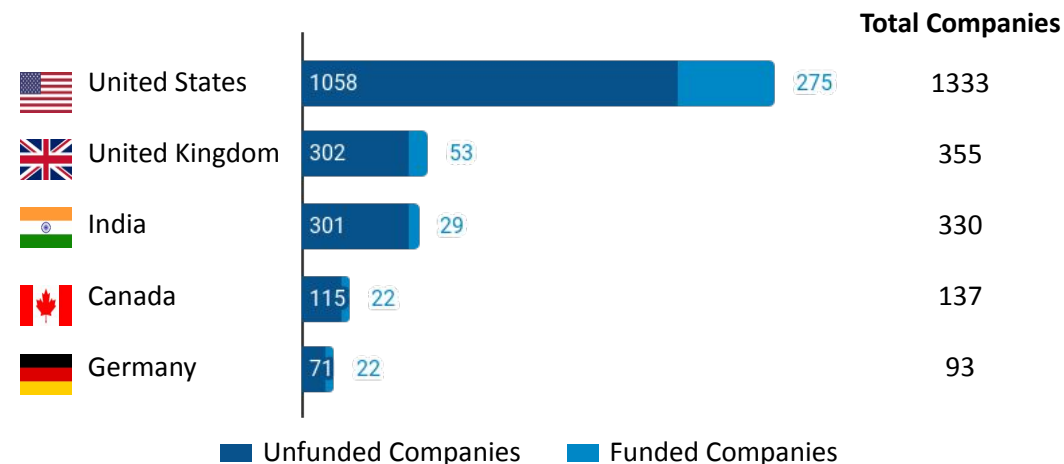
 **\$4.5B**
Total Funding

 **\$1.2B**
Funding in last 2 years

 **128**
Acquisitions

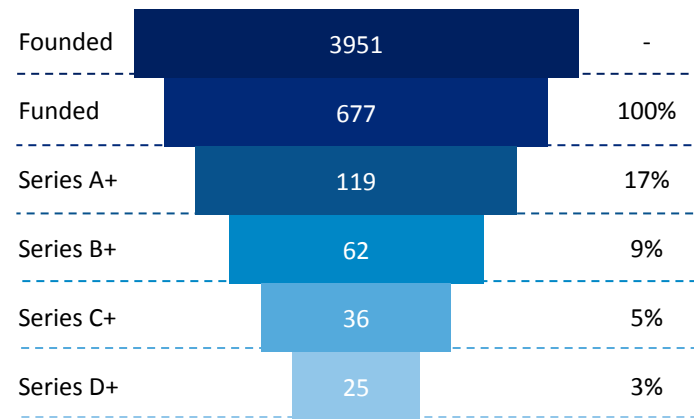
 **13**
IPOs

Top Geographies by Companies








Pet Tech - Summary (2/2)

Companies by Stage

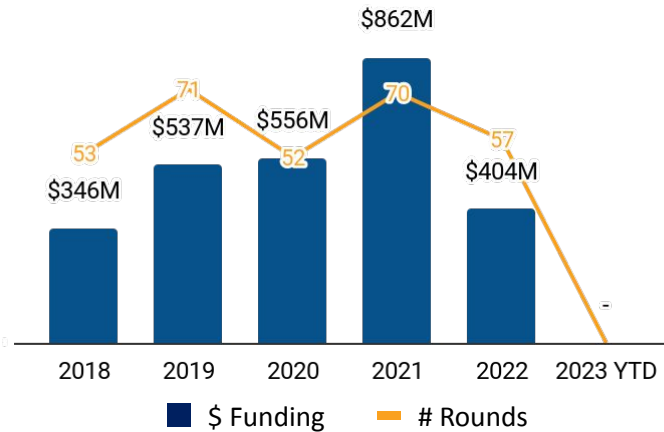


Top Funding Rounds in last 2y

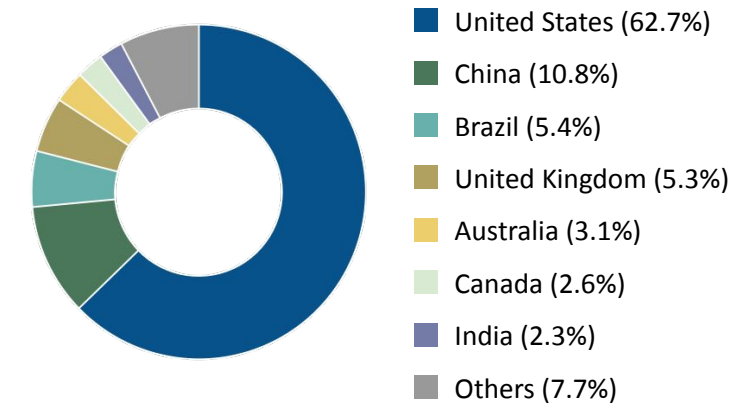
Company	Round Details
 Pet Love (1999, Brazil, \$226M)	\$150M-Series C
 Pet Circle (2011, Australia, \$128M)	\$125M-Series C
 Open Farm (2013, Canada, \$65.0M)	\$65M-Series C
 Butternut Box.. (2016, United Kingdom, \$113M)	\$55M-Series D
 PetKit (2013, China, \$85.0M)	\$50M-Series D

Y-o-Y Funding

Total Funding: \$4.5B








\$ Funding by Country



Top Investors

Stage	Investor	# Portfolio
Seed Stage	Y Combinator	7
	500 Global	7
	R/GA Ventures	5
Early Stage	Lerer Hippeau	4
	R/GA Ventures	4
	Y Combinator	3
Late Stage	L Catterton	3
	General Atlantic	2
	Kreos Capital	2

Top Exits

Type	Company	Acq. Price/IPO Mcap
Acq.	 Blue Buffalo (2002, United States)	\$8.0B
	 Antelliq (1955, France)	\$2.4B
	 Ainsworth Pet Nutr... (1933, United States)	\$1.9B
IPO	 Chewy (2011, United States)	\$8.8B
	 Boqii (2008, China, \$197M)	\$681M

Marketmap - Pet Tech

E COMMERCE

PET PRODUCTS

Grove   波奇宠物

FOOD

Butternut Box  JustFood ForDogs 

DRUGS

covetrus  

PET SERVICES

PET SITTING

 DogVacay 

VETERINARY

PET HEALTH INSURANCE

wagmo  



PET CARE MANAGEMENT

PET TRACKING

PET TRAINING

PET FEEDING



CONTENT PLATFORMS



 the dodo 

PET BUSINESS IT



 PetScreening 

Top Business Models in last 1y

Business Model	Funding
Pet Telemedicine Platforms	\$93.9M
Online Pet Products Retailers	\$69.1M
Internet First Pet Products Brands	\$50.5M
Veterinary Appointment Booking Platforms	\$9.6M

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▶ Funding Funnel

Y-o-Y Funding Trends

Funding by Geography

Y-o-Y Stage wise Funding

Median Round Size by Stage

New Entrants to Funded Club

Funding by Team Background - College wise

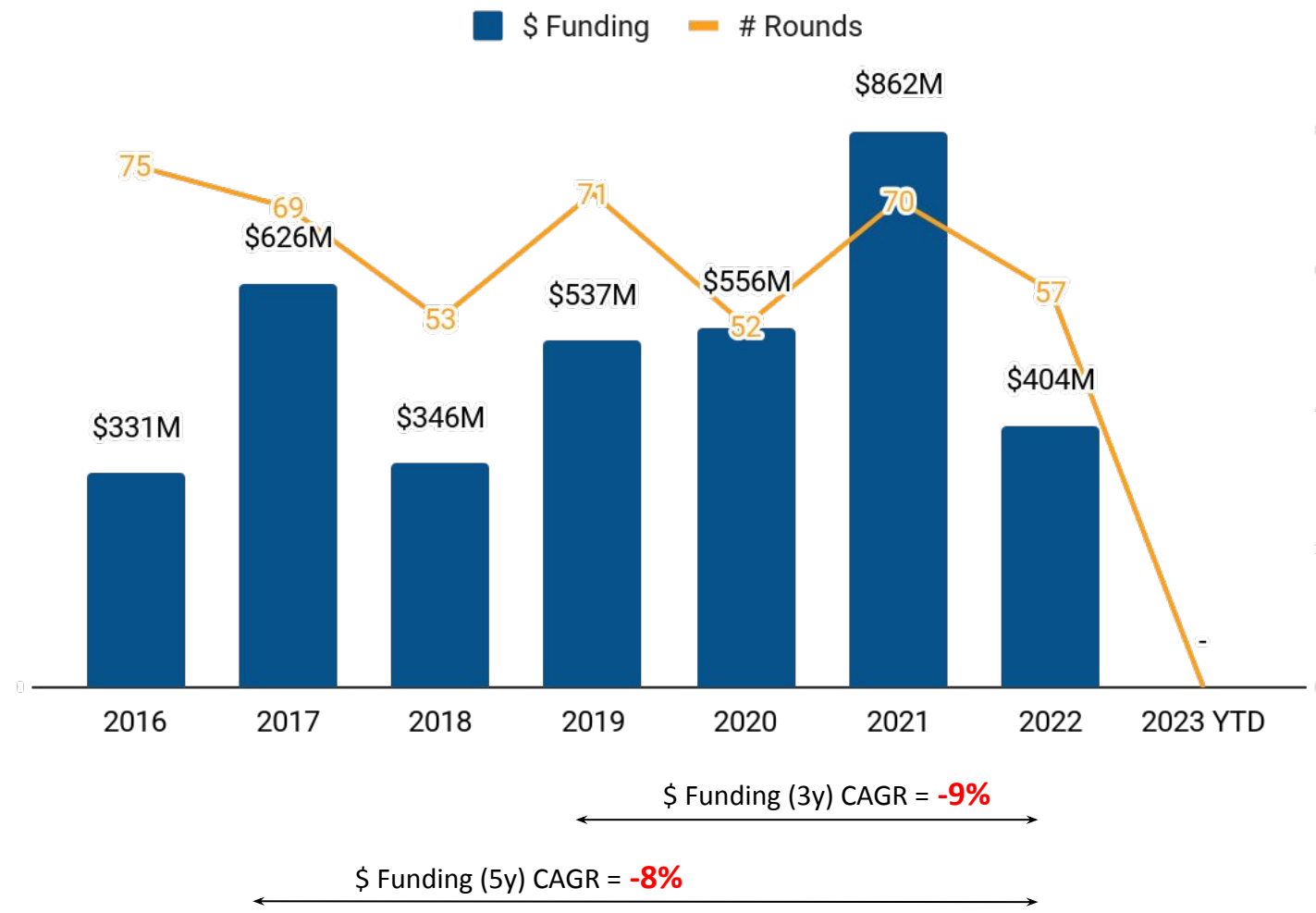
Funding by Team Background - Company wise

List of Key Funding Rounds











Funding Funnel

Stage	# Companies	Funding Funnel %	Moved from previous Stage %	Avg. Years from first funding
Founded	3,951	-	-	-
Funded	677	100%	17%	-
Series A+	119	18%	18%	2.5
Series B+	62	9%	52%	3.1
Series C+	36	5%	58%	4.3
Series D+	25	4%	69%	6.5

Y-o-Y Funding Trends



















Top Funding Rounds in last 2 years

Company	Funding Round
 Pet Love (1999, Brazil)	\$150M - Series C
 Pet Circle (2011, Australia)	\$125M - Series C
 Open Farm (2013, Canada)	\$65.0M - Series C
 Butternut Box (2016, United Kingdom)	\$55.5M - Series D
 PetKit (2013, China)	\$50.0M - Series D
 Vetreska Future Pet .. (, Singapore)	\$50.0M - Series C
 Laika (2017, Colombia)	\$48.0M - Series B
 The Vets (2020, United States)	\$40.0M - Seed
 Modern Animal (2018, United States)	\$40.0M - Series B
 BetterVet (2020, United States)	\$40.0M - Series A











Note: Funding includes only Equity Funding. It excludes Debt, Grant, Post-IPO and ICO funding.

Funding by Geography

Distribution by Country - Total Funding (\$)

Country	Total Funding (\$)	# Rounds	Top Funded Company
 United States	\$2.8B	358	 Grove (527M)
 China	\$485M	58	 Boqii (197M)
 Brazil	\$243M	15	 Pet Love (226M)
 United Kingdom	\$240M	69	 Butternut Box (113M)
 Australia	\$139M	18	 Pet Circle (128M)
 Canada	\$119M	15	 Open Farm (65.0M)
 India	\$102M	52	 Heads Up For Tails (50.0M)
 Sweden	\$76.1M	11	 FirstVet (71.2M)

Top Cities by Funding

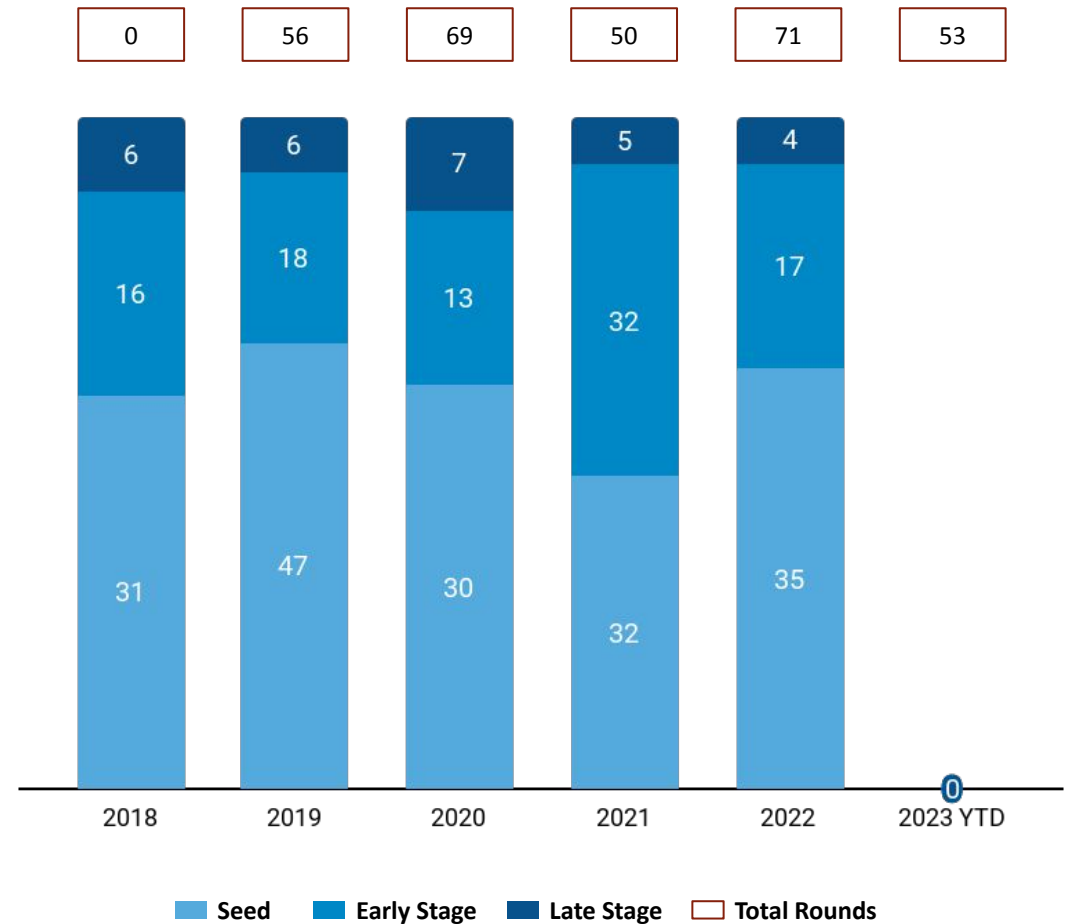
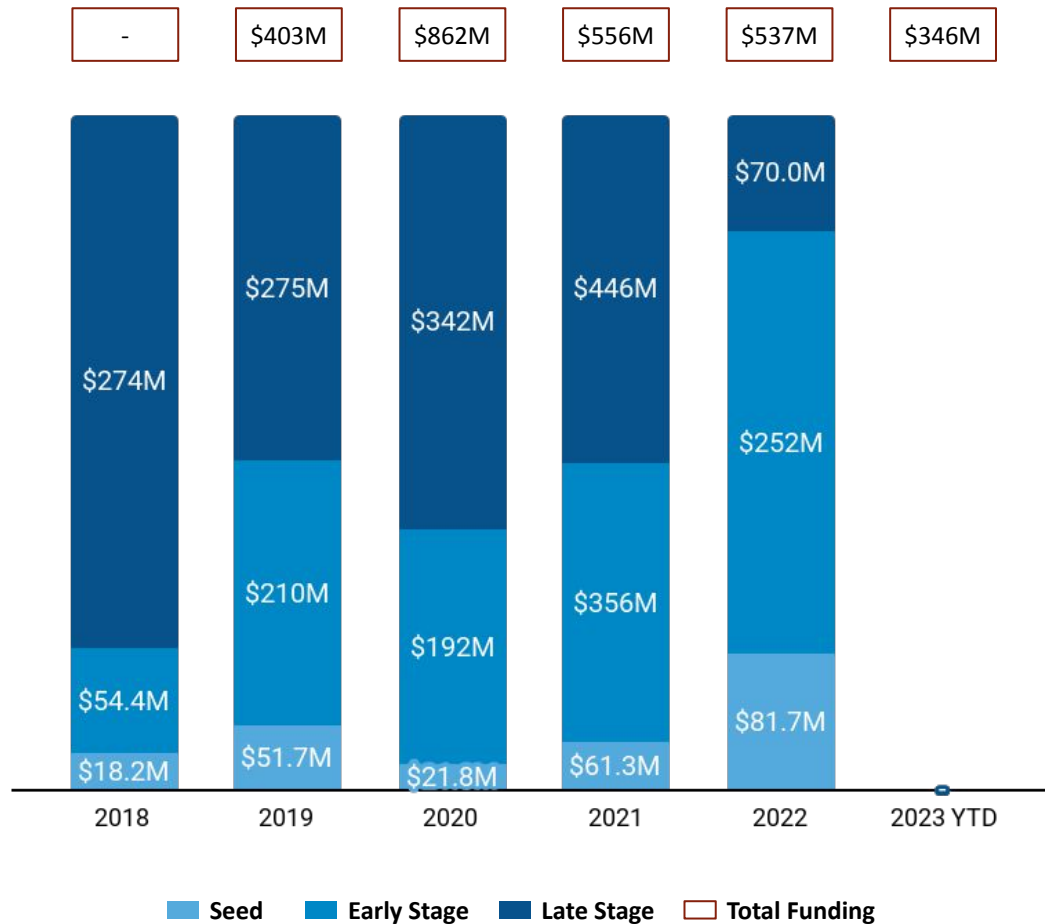
 San Francisco	\$730M
 New York City	\$391M
 Portland	\$288M
 Beijing	\$285M
 Olympia	\$284M
 Los Angeles	\$246M
 Sao Paulo	\$242M
 London	\$205M
 Shanghai	\$139M
 Sydney	\$135M

Note: Funding includes only Equity Funding. It excludes Debt, Grant, Post-IPO and ICO funding.

Y-o-Y Stage-wise Funding Trends

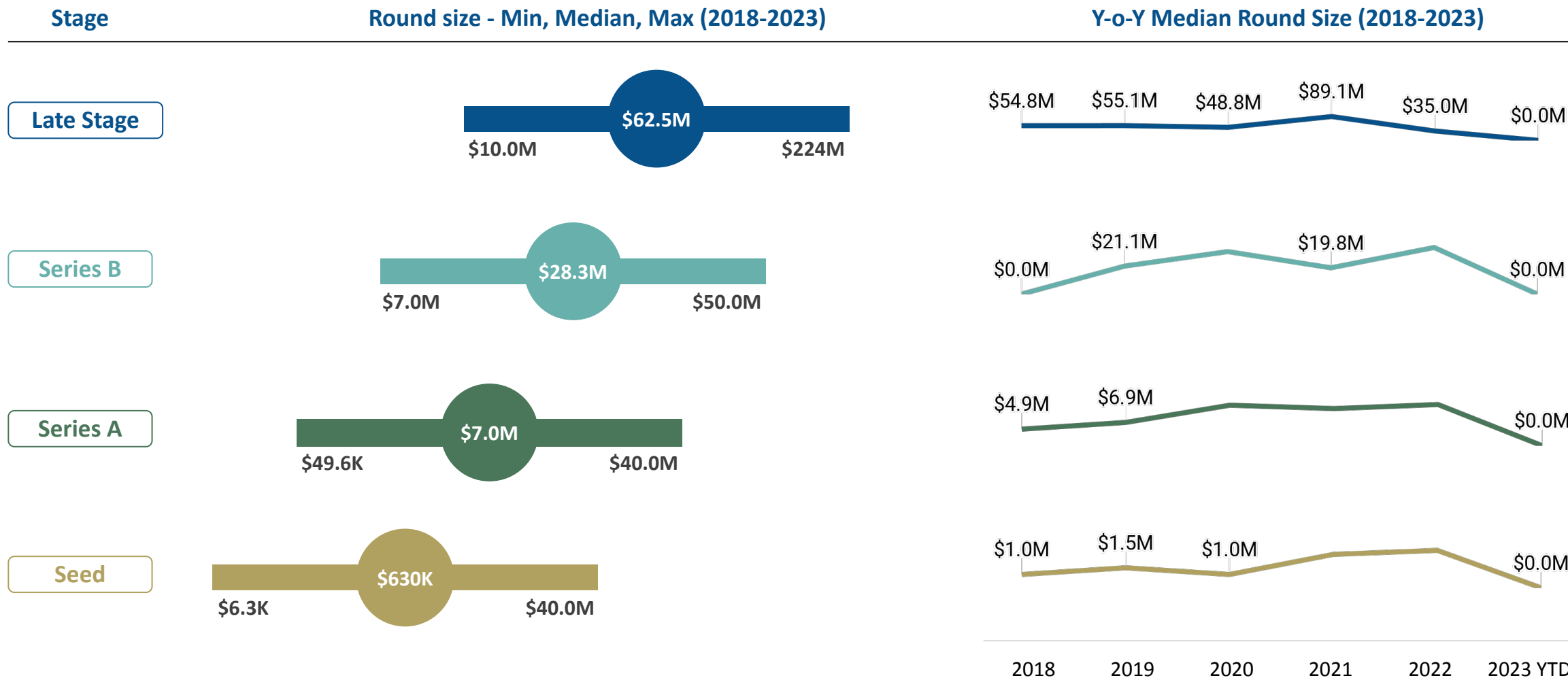
Stage-wise \$ Invested

Stage-wise Number of Rounds



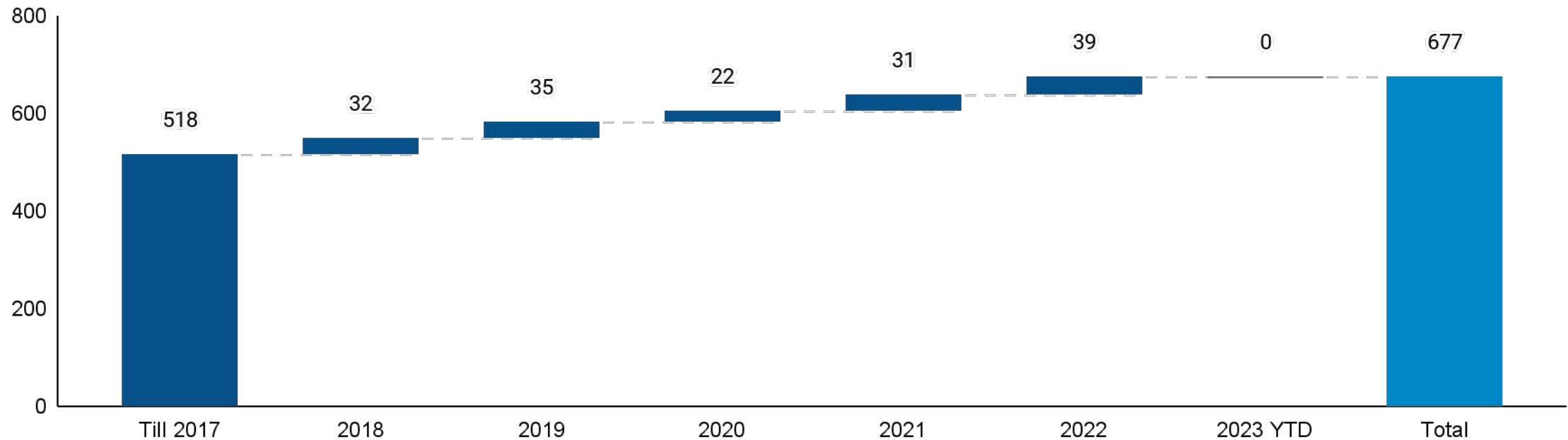
Note: Seed includes Seed, Angel rounds. Early Stage includes Series A,B rounds. Late Stage includes Series C+, PE, Pre-IPO rounds.

Median Round Size by Stage








Note: Seed includes Seed, Angel rounds. Early Stage includes Series A,B rounds. Late Stage includes Series C+, PE, Pre-IPO rounds.

New Entrants to Funded Club

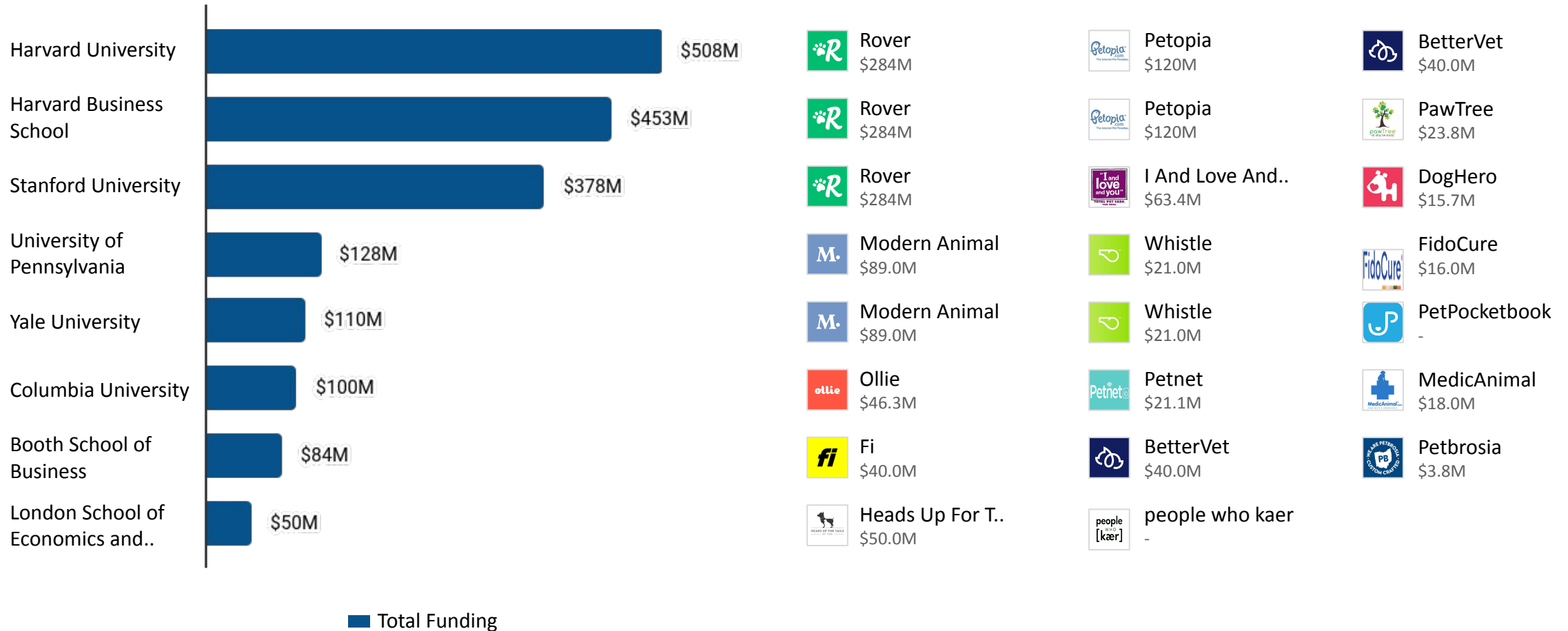


Notable Companies

					-
Wild Earth (2017, United States, \$38.5M)	Chewy (2011, United States)	FidoCure (2016, United States, \$16.0M)	PetsApp (2018, United Kingdom, \$4.4M)	BetterVet (2020, United States, \$40.0M)	-

Funding by Team Background - College wise

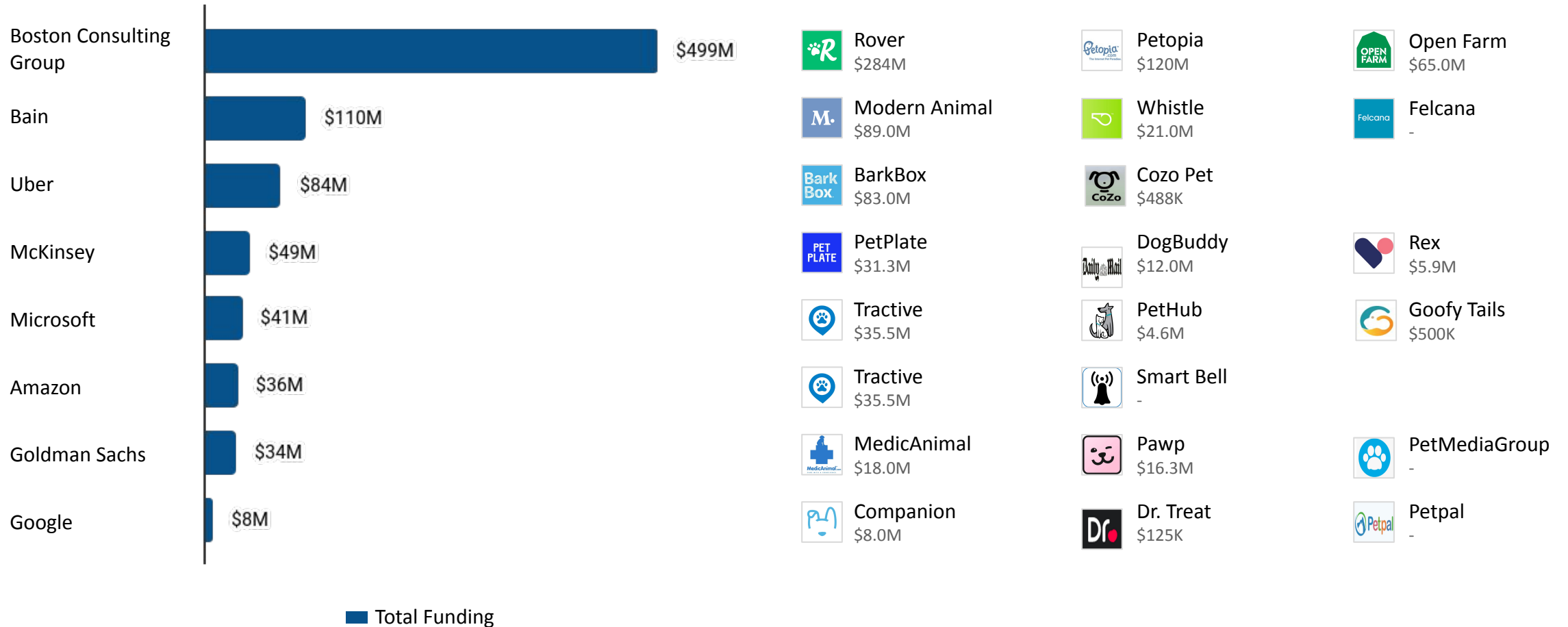
Distribution by Team Background



Note: Number in the bracket is the Total Funding raised by the Company











Funding by Team Background - Company wise

Distribution by Team Background



Note: Number in the bracket is the Total Funding raised by the Company

Top Funding Rounds in last 24 months (1/2)

Company	\$ Amount	Round	Date	Investors
 Pet Love (1999, Brazil, \$226M)	\$150M	Series C	Aug 2021	monashees, Porto Seguro, L Catterton, SoftBank, Tarpon, +1 more
 Pet Circle (2011, Australia, \$128M)	\$125M	Series C	Dec 2021	Baillie Gifford, AirTree, TDM Growth Partners, Prysm Capital
 Open Farm (2013, Canada, \$65.0M)	\$65M	Series C	Jan 2021	Encore Consumer Capital, General Atlantic
 Butternut Box.. (2016, United Kingdom, \$113M)	\$55M	Series D	Aug 2021	Five Seasons Ventures, L Catterton, White Star Capit., +1 more
 PetKit (2013, China, \$85.0M)	\$50M	Series D	Aug 2021	Atlas Capital Group, INCE Capital, Qiming Venture Pa., +3 more
 Laika (2017, Colombia, \$65.2M)	\$48M	Series B	Jan 2022	Delivery Hero, FJ Labs, JAM Fund, SoftBank Group Corp, +3 more
 The Vets (2020, United States, \$40.0M)	\$40M	Seed	Jan 2022	Bolt, PICO Partners, Target Global
Modern Animal.. (2018, United States, \$89.0M)	\$40M	Series B	Jul 2021	Addition Capital, True Ventures, Upfront Ventures, +1 more
BetterVet (2020, United States, \$40.0M)	\$40M	Series A	Nov 2022	Alta Partners
 Heads Up For Ta.. (2008, India, \$50.0M)	\$37M	Series A	Aug 2021	W&C Pet Tech, Sequoia Capital, Amitell Capital, Verinvest
 Tractive (2012, Austria, \$35.5M)	\$35M	Series B	May 2021	Guidepost Growth Equity, Attila Balogh
 Fi (2017, United States, \$40.0M)	\$30M	Series B	Feb 2021	Longview Asset Management, Freestyle, Advance Ventur., +4 more

Top Funding Rounds in last 24 months (2/2)

Company	\$ Amount	Round	Date	Investors
 Vetster (2020, Canada, \$40.2M)	\$30M	Series B	Apr 2022	1-800-PetMeds, Brightspark Ventures, Whitecap Ventur., +1 more
 Jinx (2018, United States, \$33.6M)	\$28M	Series A	Nov 2021	themerchant.club, Trevor Noah, Chris Evans, Odell Beck., +1 more
 Skiptown (2016, United States, \$27.4M)	\$27M	Series B	Dec 2022	Focus Impact, Meaningful Partners
 Wild Earth (2017, United States, \$38.5M)	\$23M	Series A	Sep 2021	Big Idea Ventures, At One Ventures, VegInvest, Bitburg., +5 more
 MollyBox (2017, China, \$33.0M)	\$20M	Series C	Aug 2022	-
 Bond Pets (2015, United States, \$20.0M)	\$19M	Series A	Jun 2022	Satori Capital, Stage 1 Financial, iSelect Fund, Thia .., +5 more
 PetPlate (2016, United States, \$31.3M)	\$16M	Series B	Dec 2021	Conversion Venture Capital, 301 INC, Pendulum
 Wagmo (2018, United States, \$19.5M)	\$14M	Series A	Jul 2021	Vestigo Ventures, Clocktower Technology Ventures, +7 more
 Laika (2017, Colombia, \$65.2M)	\$12M	Series A	Jun 2021	Streamlined Ventures, InQlab, Y Combinator, Justin Mateen
 Fable (2018, United States, \$9.0M)	\$9M	Series A	Jan 2022	Slow Ventures, Female Founders Fund, 14W
Camlist (2020, United Kingdom, \$1.4M)	\$1M	Seed	Nov 2021	Act One Ventures, Y Combinator

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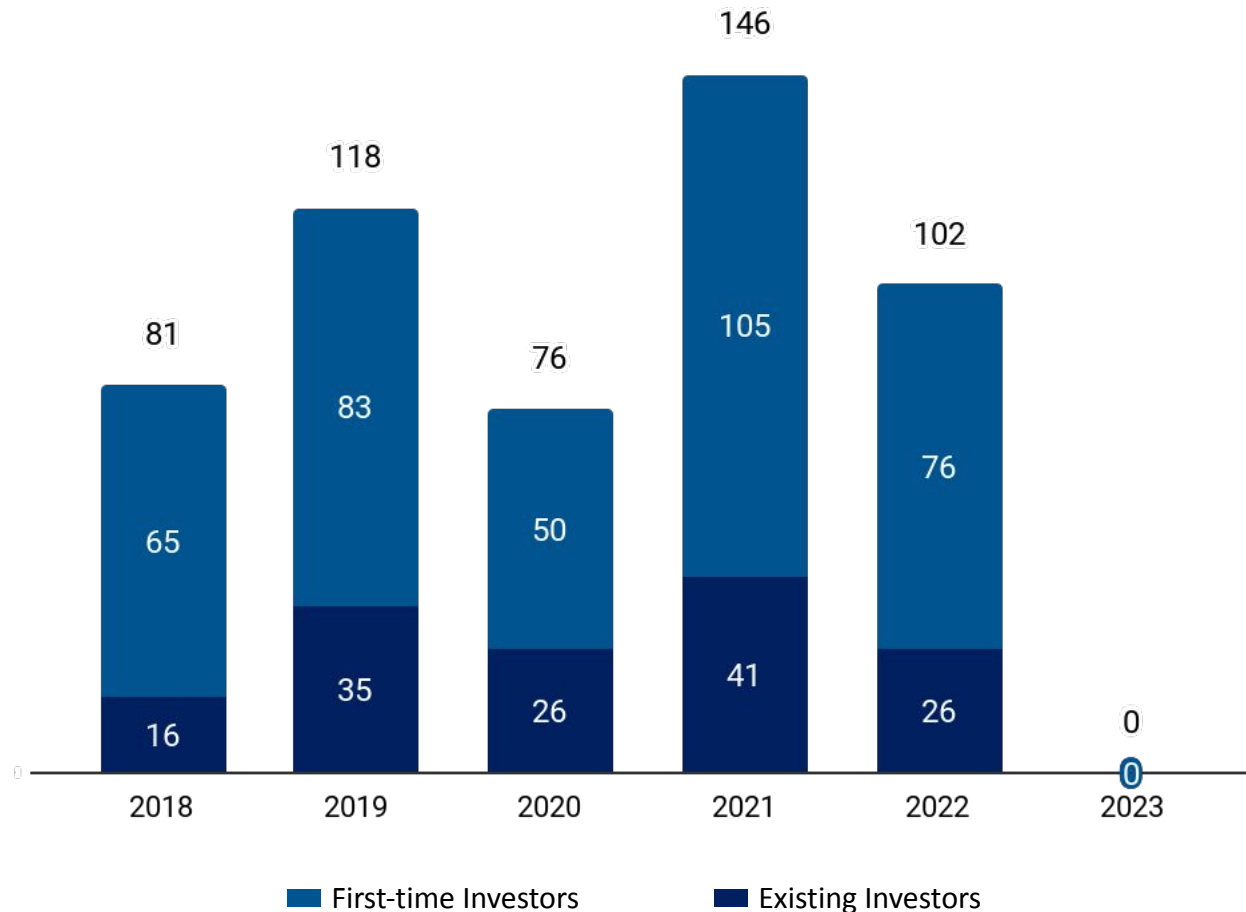
▶ YoY Investor Trends

Most Active Investors: Accelerators & Incubators

Most Active Investors: PE

Y-o-Y Active Investors

Y-o-Y # of unique Institutional Investors in Pet Tech













Top Institutional Investors in the last 2 years

Stage	Investor name	# Rounds in Last 2y ¹
Seed Stage	Y Combinator	3 (▲50%)
	Purina	3 (--)
	General Catalyst Partners	2 (--)
Early Stage	Saama Capital	2 (--)
	Redalpine	2 (--)
	Brightspark Ventures	2 (--)
Late Stage	L Catterton	3 (▲50%)
	SoftBank	1 (--)
	General Atlantic	1 (<> 0%)











Note: First-time investors and Existing Investors are calculated from the available Equity Funding Rounds on Tracxn Platform. 1.The numbers in bracket correspond to the change from previous period.

Most Active Investors: PE

#	Investor Name	Country	# Overall investments	# Investments in Feed*	Notable Investments in Feed*
1	 L Catterton	United States	268	8	Pet Love (\$226M), Butternut Box (\$113M), JustFoodForDogs (\$97.5M)
2	 VisioCap	United States	9	5	Natures Logic, Waggin Water, Shed Defender
3	 Tiny	Canada	151	4	Petnet (\$21.1M), GoFetch (\$4.8M), Petastic
4	 Siparex	France	442	3	Equisense (\$3.3M), Croquetteland (\$1.3M), Medi-Productions
5	 Verlinvest	Belgium	57	3	Heads Up For Tails (\$50.0M), KatKin (\$28.0M), Chewy
6	 Hedgewood	Canada	113	3	Grove (\$527M), Vetster (\$40.2M), PetPlate (\$31.3M)
7	 General Atlantic	United States	345	2	Grove (\$527M), Open Farm (\$65.0M)
8	 Mercia	United Kingdom	392	2	Pure Pet Food (\$2.6M), Pure Pet Food (\$2.6M)
9	 LLR Partners	United States	115	2	Petfooddirect (\$28.0M), Pet360 (\$28.0M)
10	 Northern Powerhouse Investment Fund	United Kingdom	293	2	Pure Pet Food (\$2.6M), Pet Supplies Warehouse

Note: *Feed = Pet Tech. The number in bracket refers to the total funding raised by the company.

Most Active Investors: Accelerators & Incubators

#	Investor Name	Country	# Overall investments	# Investments in Feed*	Notable Investments in Feed*
1	 R/GA Ventures	United States	151	17	Wild Earth (\$38.5M), PetPlate (\$31.3M), Barkibu (\$7.0M)
2	 500 Global	United States	2147	11	Grove (\$527M), BarkBox (\$83.0M), Perro Box (\$2.0M)
3	 Y Combinator	United States	4084	11	Laika (\$65.2M), FidoCure (\$16.0M), Petcube (\$13.8M)
4	 Leap Venture Studio	United States	20	11	Wild Earth (\$38.5M), PetPlate (\$31.3M), Barkibu (\$7.0M)
5	 MassChallenge	United States	2577	10	Wagmo (\$19.5M), PetSimpl (\$750K), AquaSprouts (\$150K)
6	 Pet Care Innovation	United States	24	9	Bond Pets (\$20.0M), Because Animals (\$1.2M), Barkly Pets (\$605K)
7	 Techstars	United States	3307	8	Skiptown (\$27.4M), Wagmo (\$19.5M), CleverPet (\$2.9M)
8	 Target Accelerators	United States	234	8	MySimplePetLab (\$6.7M), Treat Collective, Kittio
9	 VentureOut	United States	836	7	CaptainVet (\$120K), Six Guys Labs, Pinmypet
10	 Lanzadera	Spain	681	6	Barkibu (\$7.0M), Dinbeat (\$563K), Kibus Petcare (\$415K)

Note: *Feed = Pet Tech. The number in bracket refers to the total funding raised by the company.

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Acquisition Trends

List of Acquisitions


Most Active Acquirers

List of Acquihires


Quick Snapshot - Acquisitions

Key Stats




 **128**
Total Acquisitions

 **4.5 Yrs**
Avg. yrs from first funding to Acq.

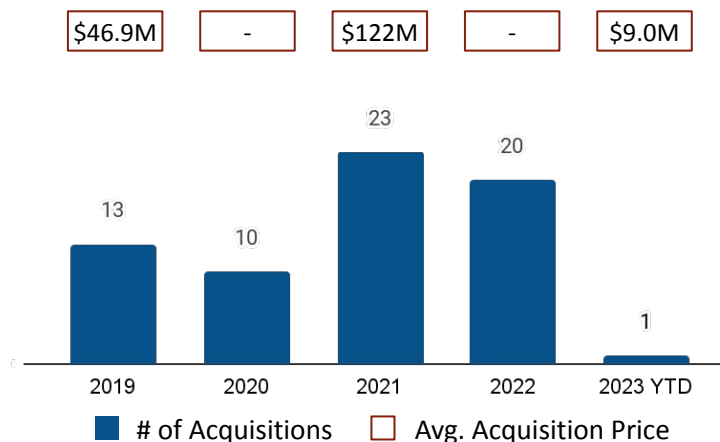
 **\$22.1M**
Avg. Funding raised before Acq.

 **\$1.2B**
Avg. Acq. Price

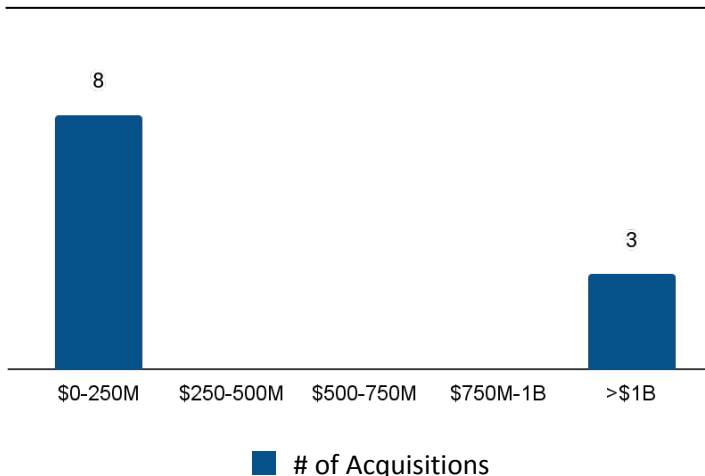
Top Investors by # Acq. Exits

Investor	# Acq.	Notable Acq.
 L Catterton	3	Pet Love, Ainsworth Pet Nu..
 Alumni Ventures	2	Whistle, NomNomNow
 Slow Ventures	2	BarkBox, Whistle
 Matrix Partners	2	Natures Logic, SWheat Scoo..
 VisioCap	2	Worldwise, Natures Logic











Y-o-Y Acquisition Trends










Acquisitions Distribution by Acq. Price




All-time Top Acquisitions

Company	Acq. Price
 Blue Buffalo (2002, Wilton)	\$8.0B
 Antelliq (1955, Vitre)	\$2.4B
 Ainsworth Pet Nutr. (1933, Meadville)	\$1.9B
 SCR Engineers (1976, Netanya)	\$250M
 Zee.Dog (2009, Raleigh, \$18.8M)	\$163M
 Pet360 (1997, Plymouth Meeting, \$28.0M)	\$130M
 Petsense (2006, Scottsdale)	\$116M
 Ultra Premium Direct (2013, Estillac, \$8.6M)	\$80.1M
 HALO (1986, Tampa)	\$46.9M
 Birdola (1999, Blacksburg)	\$12.5M

List of Acquisitions




Company	Acquirer(s)	Acq. Date	Acq. Price
 Dog Food Advisor (2008, United States)	Wag Labs	Jan 2023	\$9M
 Baker & Bray (2014, United Kingdom)	Neil Taylor	Dec 2022	NA
 J.A.K Marketing (1995, United Kingdom)	Woodley Equipment	Dec 2022	NA
 Lyra Pet (2009, Germany)	SwissCommerce	Nov 2022	NA
 K9 Candy Kitchen (2020, United States)	Chasing Our Tails	Nov 2022	NA
 Wildpaw (1999, United States)	Encompass Pet	Nov 2022	NA
 Animal Care Technologies (1997, United States)	Patterson Companies	Nov 2022	NA
 Smart Paws (2019, Germany)	Trupanion	Aug 2022	NA
 Puppy Gang Fresh Foods (2018, Canada)	Ethey	Aug 2022	NA
 Hundbursbutiken (2014, Sweden)	Anima Group	Aug 2022	NA

List of Acquisitions

Company	Acquirer(s)	Acq. Date	Acq. Price
 Bardel Bows (1989, United States)	bosspetproducts.com	Jul 2022	NA
 Whistle (2012, United States, \$21M)	CloudBeds	Jun 2022	NA
 Finley's (2016, United States)	NutriSource	May 2022	NA
 Vet's Here (2010, United States)	BetterVet	May 2022	NA
 PetPlace (2006, United States)	-	Apr 2022	NA
 Nofaro (2014, Brazil)	Pet Love	Mar 2022	NA
 Pet Chemist Online (, Australia)	Mad Paws	Feb 2022	NA
 Kahuvet (2010, New Zealand)	Vimian	Feb 2022	NA
 PharmaZu (2019, United States)	Emergent Health Corp	Feb 2022	NA
 Doggie Dabbas (2011, India)	G.O.A.T Brand Labs	Jan 2022	NA


View all 128 companies on [Tracxn Platform](#)

Most Active Acquirers

#	Acquirer	Country	# Acq.	Average Acq. Price	Companies Acquired
1	 PetMediaGroup	Sweden	3	0	Puppyplaats, Allevamentirazze.it, annuncianimali.it +1 more
2	 Rover	United States	3	0	DogBuddy, DogVacay, ZingyPet +1 more
3	 Mad Paws	Australia	2	0	Pet Chemist Online, WAGGLY CLUB +2 more
4	 Alvarez & Marsal Capital	United States	2	0	Worldwise, BrightPet Nutrition +2 more
5	 Kinderhook Industries	United States	2	0	Primal Pet Foods, Prairie Dog Pet Products +2 more
6	 Warburg Pincus	United States	2	0	Petplan Insurance, Petz +2 more
7	 Dane Creek Capital Corp	Canada	2	0	Bonnie and Clyde Pet Goods, Mountain Dog Food +2 more
8	 Petco	United States	2	0	PetCoach, Petopia +2 more
9	 PetSmart	United States	2	\$130M	AllPaws, Pet360 (\$130M) +2 more

Note: Numbers in bracket indicate the Acquisition Price of the company.

List of Acqui-hires

Company	Acquirer	Acq. Date	Acq. Price
 PupBox (2014, United States)	Petco	Nov 2017	NA

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IPO Trends


List of IPOs


Quick Snapshot - IPOs

Key Stats





 **13**
Total IPOs

 **6.9 Yrs**
Avg. yrs from first funding to IPO

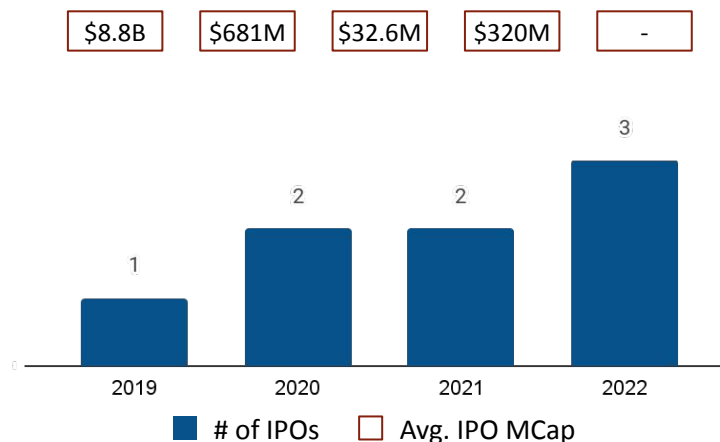
 **\$194M**
Avg. Funding raised before IPO

 **\$1.4B**
Avg. IPO Mcap

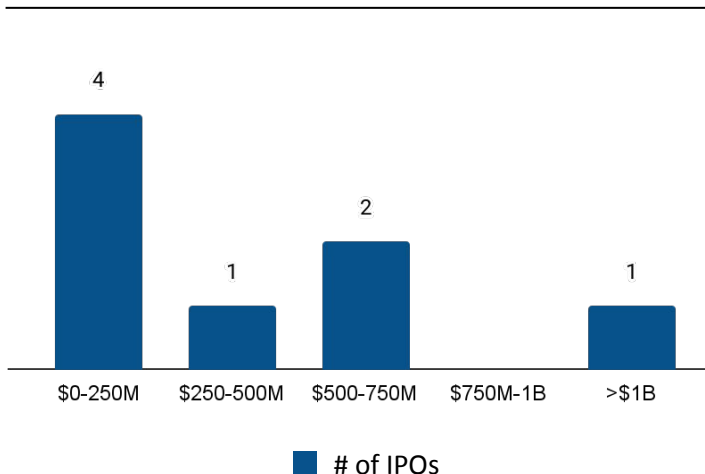
Top Investors by # IPO Exits

Investor	# IPOs	Notable IPOs
 Greenspring Associates	2	Rover, Chewy
CrunchFund	2	Rover, Wag!
 Greylock	1	Wag!
 First Round Capital	1	Rover
 Goldman Sachs	1	Boqii











Y-o-Y IPO Trends













IPOs Distribution by IPO Mcap






All-time Top IPOs

Company	IPO MCap
 Chewy (2011, Dania Beach)	\$8.8B
 Boqii (2008, Beijing, \$197M)	\$681M
 HangZhou TianYuan .. (1996, Hangzhou)	\$632M
 Freshpet (2006, Secaucus, \$54.0M)	\$477M
 Ipet Insurance (2006, Tokyo)	\$135M
 Dogness (2003, Dongguan)	\$130M
 Mad Paws (2014, Sydney, \$7.1M)	\$32.6M
 petgo (2004, Nakano City)	\$7.4M
 Wag! (2014, Los Angeles, \$98.5M)	-
 Rover (2011, Olympia, \$284M)	-

List of IPOs

Company	Investors	IPO Date	IPO Mcap
 HangZhou TianYuan Pet Products (1996, China)	Zhejiang University Lianchuang	Nov 2022	\$632M
 Wag! (2014, United States, \$398M)	Bullpen Capital, Crossc., +20 more	Aug 2022	-
 petgo (2004, Japan)		Apr 2022	\$7M
 Rover (2011, United States, \$314M)	SVB, T. Rowe Price, Winsl., +27 more	Aug 2021	-
 Mad Paws (2014, Australia, \$7M)	Qantas, Microequities, +3 more	Mar 2021	\$33M
 Boqii (2008, China, \$197M)	China Merchants Bank, +5 more	Oct 2020	\$681M
 ipet Holdings (2004, Japan)		Oct 2020	-
 Chewy (2011, United States)	Charles Schwab Invest., +9 more	Jun 2019	\$8.8B
 Ipet Insurance (2006, Japan)	YCP Group, The Gogin Cpaital	Apr 2018	\$135M
 Dogness (2003, China)		Dec 2017	\$130M

List of IPOs

Company	Investors	IPO Date	IPO Mcap
 True Leaf (2013, Canada)	Falcon Capital, Herbal Capital	Feb 2015	-
 Freshpet (2006, United States, \$54M)	JANA Partners, MidOcean., +1 more	Nov 2014	\$477M
 1-800-PetMeds (1996, United States)		Jan 2000	-

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Top Companies

Early Stage Editor's Pick











Companies by Geography











Companies by Team Background - College wise











Companies by Team Background - Company wise

Funded Deadpooled Companies

Top Companies

Company	Tracxn Score
 Rover (2011, \$284M)	78.2
 Pet Love (1999, \$226M)	74.0
 Tractive (2012, \$35.5M)	73.2
 Chewy (2011)	72.3
 BarkBox (2011, \$83.0M)	68.0
 DogHero (2014, \$15.7M)	67.3
 Fi (2017, \$40.0M)	66.2
 Wild Earth (2017, \$38.5M)	66.1
 Tails.com (2013, \$7.8M)	64.8
 Butternut Box (2016, \$113M)	64.1











Company	Tracxn Score
 Laika (2017, \$65.2M)	64.0
 Wag! (2014, \$98.5M)	63.5
 Ollie (2015, \$46.3M)	63.4
 The Dodo (2013, \$17.4M)	63.1
 Grove (2012, \$527M)	62.2
 Modern Animal (2018, \$89.0M)	61.9
 Heads Up For Tails (2008, \$50.0M)	61.9
 The Farmer's Dog (2015, \$49.1M)	61.7
 PetDesk (2013, \$14.1M)	61.5
 Bella and Duke (2016, \$18.6M)	61.0











Company	Tracxn Score
 PetsApp (2018, \$4.4M)	59.3
 Whistle (2012, \$21.0M)	58.6
 Freshpet (2006, \$54.0M)	58.3
 Wagmo (2018, \$19.5M)	58.0
 Trusted Housesitters (2010, \$10.0M)	57.1
 Pawshake (2013, \$1.5M)	56.6
 Bond Pets (2015, \$20.0M)	55.9
 Supertails (2021, \$16.1M)	55.8
 Petz (2011)	55.7
 Dogster (2004, \$11.0M)	55.5











View all 3,974 companies on [Tracxn Platform](#)

Note: Tracxn Score is a proprietary score based on various market signals reflecting the company's size, execution and growth.

Early Stage Editor's Pick (1/2)











Company	Tracxn Score
 PetsApp (2018, \$4.4M)	59.3
 Odie (2019, \$6.0M)	47.5
 Hello Ralphie (2019, \$1.0M)	44.4
 Goofy Tails (2019, \$500K)	39.6
 Petopy (2021, \$3.0M)	38.7
 PetFriendly (2018, \$6.0M)	37.4
 MeowTalk (2020)	37.4
 ZumVet (2019, \$3.7M)	36.9
 Project Blu (2018)	36.4
 AskVet (2020)	34.9

Company	Tracxn Score
 Fable (2018, \$9.0M)	34.0
 VetWork (2019)	32.8
 Zigzag (2020)	32.7
 Fitpetmall (2019, \$4.6M)	32.0
 WufWuf (2018, \$372K)	31.6
 Camlis (2020, \$1.4M)	31.2
 ReadiVet (2018, \$2.5M)	31.2
 Floap (2018)	30.5
 PawPurrfect (2019, \$301K)	29.2
 Petch (2019)	29.0

Company	Tracxn Score
 Dog is Human (2022, \$1.2M)	29.0
 Joi Petcare (2019)	28.9
 Furmacy (2020, \$125K)	28.8
 Camelan (2020, \$125K)	26.1
 Get Set Pet (2019)	25.8
 Vetwork (2019, \$500K)	25.2
 DogTracks (2018)	25.0
 Benny's Bowl (2021, \$300K)	24.2
 BestyBnB (2019, \$2.0M)	23.3
 MyPetrack (2019)	22.3

Note: Tracxn Score is a proprietary score based on various market signals reflecting the company's size, execution and growth.

Early Stage Editor's Pick (2/2)

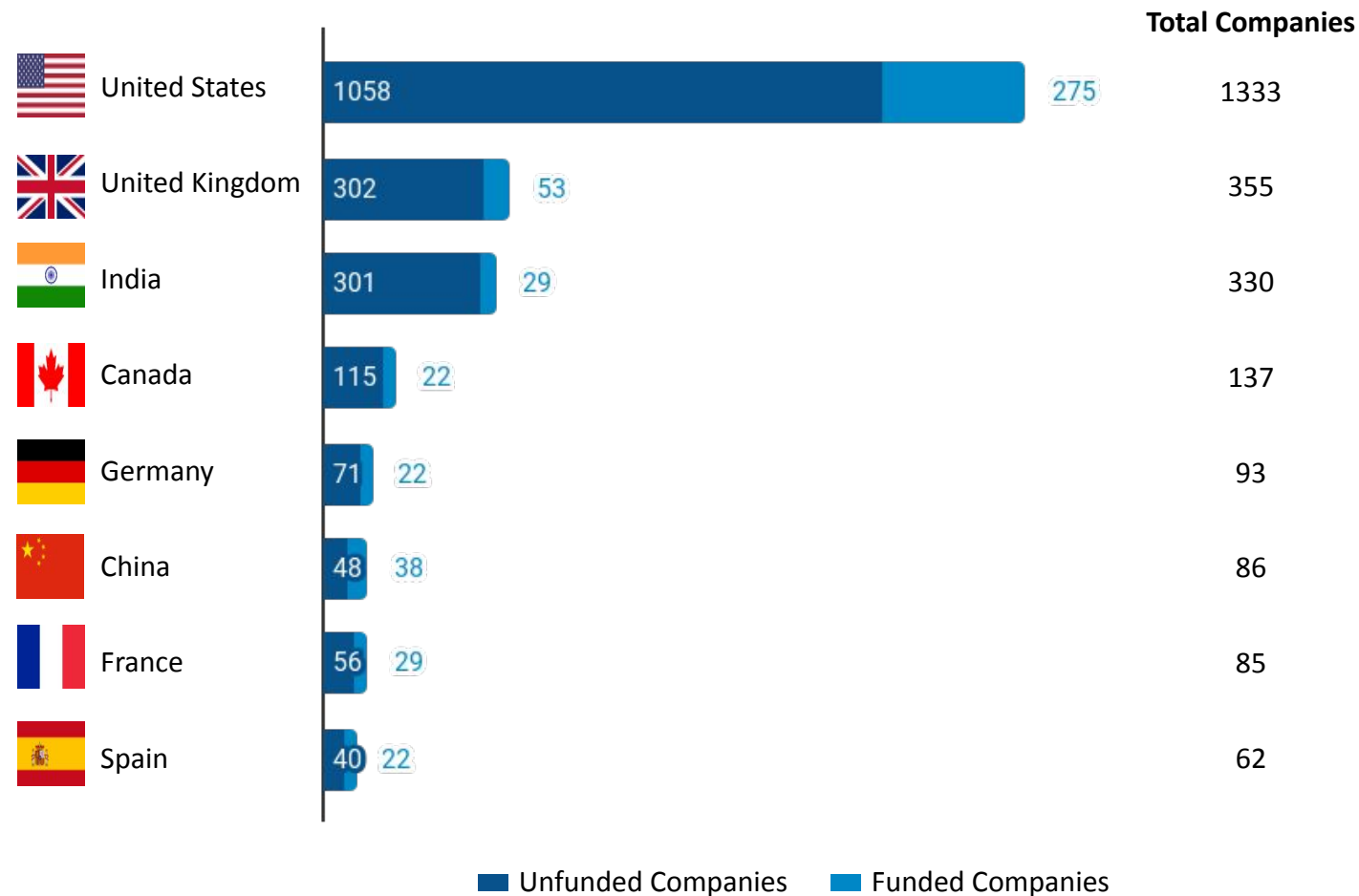
Company	Tracxn Score
 OVER GLAM (2018)	19.1
 Petamiko (2018)	16.1
 Paws Holdings (2019)	15.4
 Petpi (2019)	15.3
 ZampyLife (2021)	15.3
 pets app (2020)	14.4
 Pupy (2020)	14.1
 PetLEO (2020)	14.1
 OurPet (2019)	13.0
 theDoghood (2020)	10.6

Company	Tracxn Score
 Stocky & Dee (2019)	10.6
 LAEKA (2020)	10.3
 NurtureVet (2018)	8.5
 Animalytics (2020)	8.5
 Sleeping Pet (2018)	8.5











Note: Tracxn Score is a proprietary score based on various market signals reflecting the company's size, execution and growth.

Companies by Geography

Distribution by Country - Companies founded

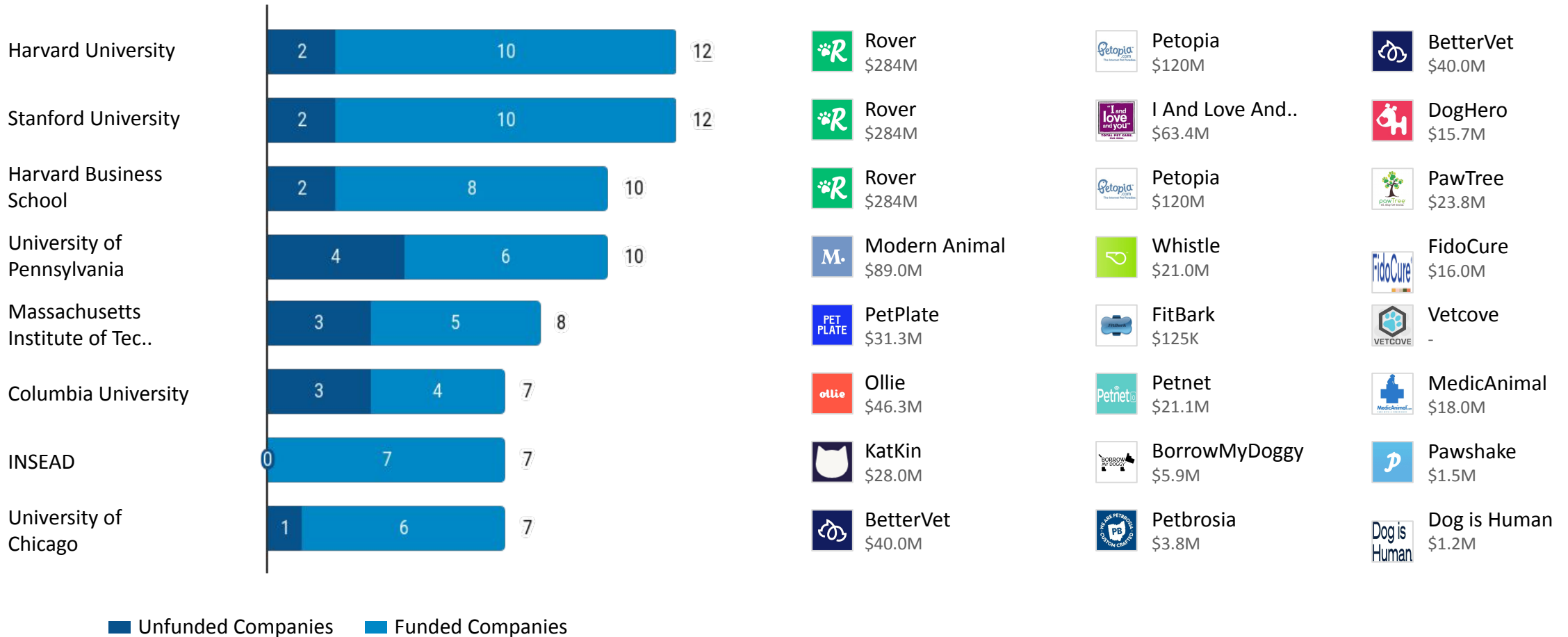


Top Cities by Companies founded

 London	108
 New York City	94
 Singapore	65
 Los Angeles	54
 San Francisco	51
 Austin	29
 Barcelona	18
 Beijing	14
 Shanghai	13
 Boston	13

Companies by Team Background - College wise

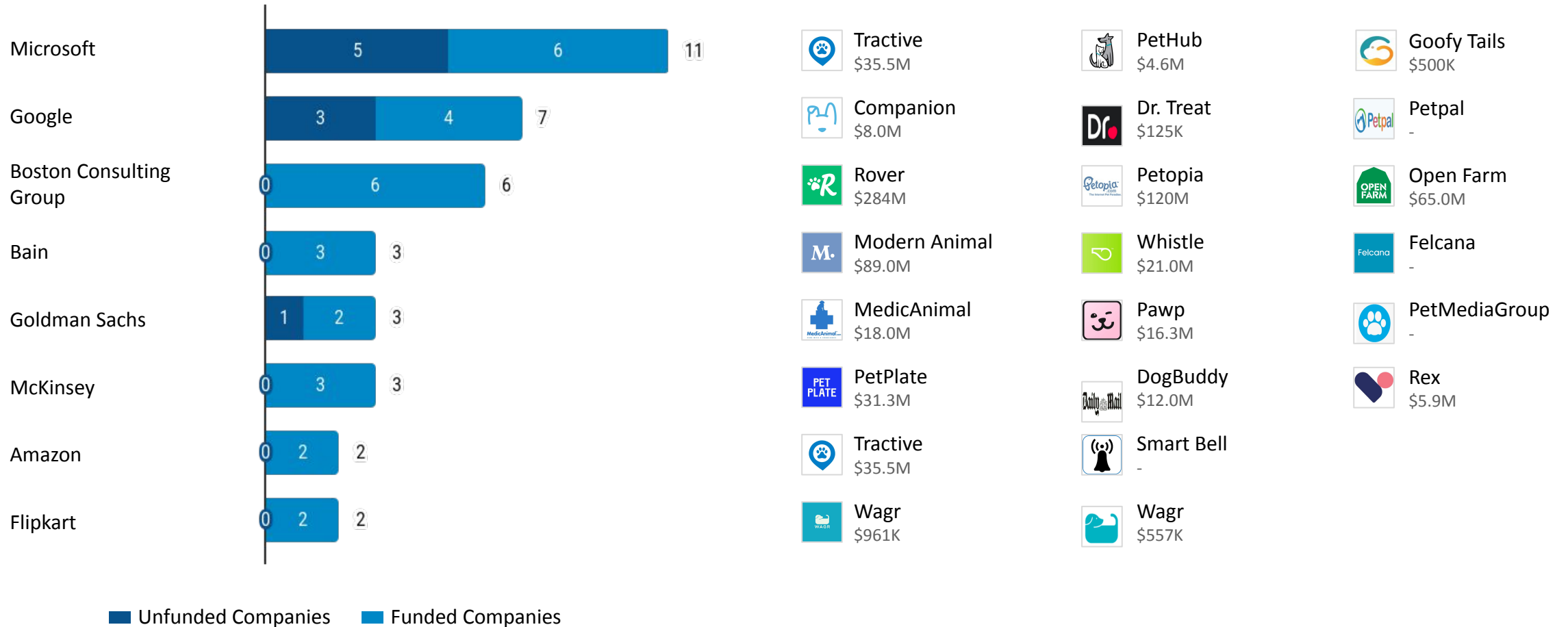
Distribution by Team Background



Note: Number in the bracket is the Total Funding raised by the Company











Companies by Team Background - Company wise











Distribution by Team Background













Note: Number in the bracket is the Total Funding raised by the Company

Funded Deadpooled Companies

Company	\$ Funding
 Goudafu (2014)	\$14.7M
 Nuzzle (2014)	\$3.8M
 Petbroasia (2012)	\$3.8M
 Pet Bnb (2014)	\$1.8M
 Furlocity (2012)	\$1.3M
 Those Animals (2013)	\$1.2M
 Vet On Demand (2012)	\$870K
 Momoday (2014)	\$781K
 PetSimpl (2015)	\$750K
 AStar Pets (2013)	\$560K

Company	\$ Funding
 Therabis (2015)	\$500K
 PawsomeTails (2018)	\$500K
 Cozo Pet (2018)	\$488K
 VetX (2015)	\$450K
 Coming (2015)	\$450K
 Dog Vivant (2015)	\$389K
 Meguanjia (2015)	\$312K
 Tannak AB (2007)	\$240K
 Nuanwo (2015)	\$234K
 WUF (2014)	\$215K

Company	\$ Funding
 Liuliu (2013)	\$200K
 Urban Leash (2013)	\$118K
 Diffurence (2017)	\$118K
 The Finch Farm (2013)	\$90.0K
 HappyTom (2014)	\$43.0K
 APADRINAPP (2017)	\$26.8K
 Ziggyfetch (2017)	\$20.0K
 Momoyoyo (2007)	-
 Dogbus (2015)	-
 Roxys Remedies (2003)	-

View all 59 Funded Deadpooled companies on [Tracxn Platform](#)

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Unicorn Trends

List of Unicorns

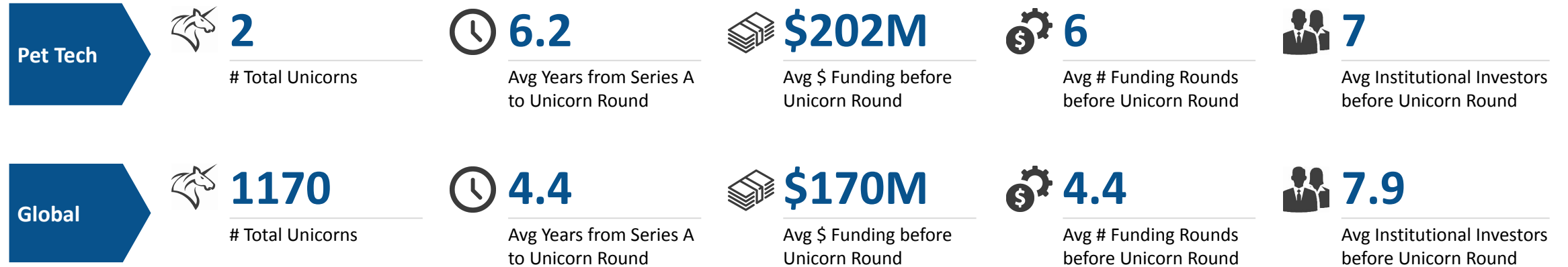
Investors in Unicorns by Stage of Entry

Top Unicorn Investors by Stage of Entry

Soonicorn Club - List of Soonicorns

Soonicorn Club - List of Minicorns

Unicorn Trends




Top Seed Stage Investors

 NextView Ventures

Top Early Stage Investors

 AirTree


 Francisco Partners

Top Late Stage Investors

 NextView Ventures

 Glynn Capital

 Mayfield

 MHS Capital

 Norwest Venture Partners

[+ 11 more](#)

Top Countries

 Australia (1)

 United States (1)

Note: Investors refers to Institutional Investors only. Top Investors are calculated based on investments before the Unicorn Round.

List of Unicorns

Company	Short Description	Unicorn Event Date	Time from Series A (yrs) ¹	\$ Funding ²	# Rounds ²	# Investors ²
 Pet Circle (2011, Sydney, \$128M)	Online platform offering multi-category pet supplies	Dec 2021	8.0	\$3M	4	2
 Grove (2012, San Francisco, \$527M)	Online subscription-based platform providing natural cleaning products and beauty products	Dec 2020	4.4	\$402M	8	12

1 - Time taken from First funding to the Unicorn Event Date. 2 - Before Unicorn Round



Pet Circle

Online platform offering multi-category pet supplies



2011
Founded

Australia
Country

\$128M
Funding

-
Annual Revenue

NA
Employee Count

787
Twitter Followers

NA
Mobile Downloads

NA
App Rating

9
News Mentions

Founding Team

Michael Frizell
Founder & CEO
Ex-Greenhill & Co. The University of
Western Australia BE 2005

Funding Rounds

Dec 2021	\$125M	Series C	Prysm Capital +3 more
Nov 2017	Undis..	Series A	Francisco Partners, AirTree
Dec 2013	\$2M	Series A	
Sep 2013	\$500K	Seed	
Sep 2012	\$500K	Seed	

Top Competitors

vetsupply.com....
(undefined, Sydney)

Pet Shop Direct
(undefined, Sydney)

Bunificent
(2016, Melbourne)

Pet Guardians
(undefined, Robina)

Mammoth Pet Su...
(2010, Perth)

Your Pet PA
(undefined, Robina)

[View all 21 Competitors](#)

Key News

- Feb 2022 - Employment Hero raises \$181M AUD at \$1.25B AUD valuation, acquires KeyPay [StartupLanes](#)
- Feb 2022 - Australia's AirTree collects \$494m for fourth fund [Asian Venture Capital Journal](#)
- Dec 2021 - Pet Circle banks \$125m [Financial Review](#)
- May 2018 - Pet Circle's plan for growth [Inside Retail](#)

[View all Key News](#)



Grove

Online subscription-based platform providing natural cleaning products and ...



2012
Founded

United States
Country

\$527M
Funding

-
Annual Revenue

1.1K
Employee Count

6.5K
Twitter Followers

NA
Mobile Downloads

NA
App Rating

115
News Mentions

Founding Team

Stuart Landesberg
Founder & CEO
Ex-Lehman Brothers. Amherst College
2007

Jordan Savage
Co-Founder
Ex-Goodby, Silverstein & Partners.
Connecticut College BA 2007

Chris Clark
Co-Founder & CTO
Ex-Kaggle, Blackbaud. Vanderbilt
University 2007

Funding Rounds

Jan 2023	\$72M	Conven..	Structural Capital +1 more
Dec 2020	\$125M	Series E	Morgan Stanley +2 more
May 2020	\$90M	Series D	
Sep 2019	\$150M	Series D	Lone Pine Capital +8 more
Dec 2018	\$76M	Series C	
Jun 2018	\$27M	Series C	

[View all 10 Funding Rounds](#)

Top Competitors

 BarkBox (2011, New York City, \$83M)	 Honest (2011, Santa Monica, \$496M)	 E.L.F Cosmetics (2004, Oakland)
 Sol de Janeiro (2015, New York City, \$15M)	 INNBeauty (2019, White Plains, \$12M)	 Juice Beauty (2005, San Rafael, \$27M)



[View all 200 Competitors](#)

Key News

- Jan 2023 - Union Square Advisors Serves as Exclusive Financial Advisor to Grove Collaborative in its \$72M Financing from Structu..[e2ma.net](#)
- Nov 2022 - Grove Collaborative Announces Investment from HumanCo Along with Strategic Partnership [Business Wire](#)
- Nov 2022 - Grove Announces Fiscal Third Quarter 2022 Financial Results and Raises Full-Year Guidance [Business Wire](#)
- Nov 2022 - Grove Collaborative Named EPA 2022 Safer Choice Partner of the Year [Business Wire](#)










[View all Key News](#)

Investors in Unicorns by Stage of Entry

Company	Seed Stage	Early Stage	Late Stage
 Pet Circle (2011, Sydney, \$128M)		AirTree, Francisco Partners, Athletic Ventures	Blue Sky Alternative Investments
 Grove (2012, San Francisco, \$527M)	NextView Ventures, 500 Global, TriplePoint Capital, Science, +12 more	Unilever Ventures, Hemisphere Ventures, Kensington Capita., +3 more	Lone Pine Capital, General Atlantic, Glynn Capital, Greensp., +8 more

Note: "Investors" includes only those Institutional Investors who have invested before the Unicorn Round.











Top Unicorn Investors by Stage of Entry


Investor	# Unicorn Portfolio	Seed Stage	Early Stage	Late Stage	Others*
 Norwest Venture Partners	1	-	-	Grove	-
 General Atlantic	1	-	-	Grove	-
 Mayfield	1	-	-	Grove	-
 500 Global	1	Grove	-	-	-
 Baillie Gifford	1	-	-	Pet Circle	-
 TDM Growth Partners	1	-	-	Pet Circle	-
 Bullpen Capital	1	-	-	Grove	-
 AirTree	1	-	Pet Circle	-	-
 Unilever Ventures	1	-	Grove	-	-

Note: "Investors" includes only Institutional Investors who have invested before the Unicorn Round.

Others*: Includes investors who have invested in Non Equity rounds or Undisclosed Rounds











Soonicorn Club - List of Soonicorns











Company	Tracxn Score
 Fi (2017, \$40.0M)	66.2
 Butternut Box (2016, \$113M)	64.1
 Laika (2017, \$65.2M)	64.0
 Ollie (2015, \$46.3M)	63.4
 Modern Animal (2018, \$89.0M)	61.9
 Heads Up For Tails (2008, \$50.0M)	61.9
 I And Love And You (2012, \$63.4M)	52.7
 BetterVet (2020, \$40.0M)	52.1
 FirstVet (2016, \$71.2M)	50.6
 The Vets (2020, \$40.0M)	47.7











Company	Tracxn Score
 PetKit (2013, \$85.0M)	47.6

Note: A Soonicorn is a company which is likely to achieve US \$1 billion valuation in the short to medium term. Tracxn Score is a proprietary score based on various market signals reflecting the company's size, execution and growth.

Soonicorn Club - List of Minicorns (1/2)









Company	Tracxn Score
 Tractive (2012, \$35.5M)	73.2
 DogHero (2014, \$15.7M)	67.3
 Wild Earth (2017, \$38.5M)	66.1
 The Dodo (2013, \$17.4M)	63.1
 The Farmer's Dog (2015, \$49.1M)	61.7
 PetDesk (2013, \$14.1M)	61.5
 Bella and Duke (2016, \$18.6M)	61.0
 Wagmo (2018, \$19.5M)	58.0
 Dogsee Chew (2015, \$7.4M)	54.9
 Vetster (2020, \$40.2M)	54.9

Company	Tracxn Score
 FidoCure (2016, \$16.0M)	54.7
 Wiggles (2018, \$11.3M)	52.1
 Dutch (1996, \$25.0M)	51.8
 Barkyn (2017, \$11.2M)	51.6
 Bird Buddy (2020, \$8.6M)	51.2
 felmo (2019, \$17.8M)	50.1
 Airvet (2018, \$28.3M)	49.4
 PetHub (2010, \$4.6M)	48.8
 Wistiki (2013, \$4.5M)	48.7
 Wagz (2015, \$8.1M)	48.6

Company	Tracxn Score
 BorrowMyDoggy (2012, \$5.9M)	48.4
 PawTree (2012, \$23.8M)	48.0
 PetPlate (2016, \$31.3M)	47.5
 Jinx (2018, \$33.6M)	47.1
 Pawp (2019, \$16.3M)	46.7
 CleverPet (2013, \$2.9M)	45.9
 Barkibu (2013, \$7.0M)	44.9
 MollyBox (2017, \$33.0M)	41.6
 Epet (2009, \$50.0M)	40.5
 Yummers (2022, \$6.3M)	38.9

Note: A Minicorn is a company which is likely to achieve US \$1 billion valuation in the medium to long term. Tracxn Score is a proprietary score based on various market signals reflecting the company's size, execution and growth.

Soonicorn Club - List of Minicorns (2/2)

Company	Tracxn Score
 Litter Robot (1999, \$31.0M)	38.7
 Rex (2021, \$5.9M)	38.3
 Destination Pet (2016, \$30.0M)	38.2
 Canaery (2020, \$4.3M)	36.8
 5ichong (2015, \$18.4M)	35.9
 ANSER (2011, \$6.3M)	34.8
 Protequus (2013, \$1.1M)	22.7
 Finding Rover (2011, \$7.6M)	21.5

Note: A Minicorn is a company which is likely to achieve US \$1 billion valuation in the medium to long term. Tracxn Score is a proprietary score based on various market signals reflecting the company's size, execution and growth.

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▶ Marketmap

Top Funded Business Models

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Marketmap - Pet Tech

E COMMERCE

PET PRODUCTS

Grove   波奇宠物

FOOD

Butternut Box  JustFood ForDogs 

DRUGS

covetrus  

PET SERVICES

 OurPet  K9Crew

PET SITTING

 DogVacay 

VETERINARY

 M. 

PET HEALTH INSURANCE

wagmo  



PET CARE MANAGEMENT

PET TRACKING

 fi 

PET TRAINING

 companion 

PET FEEDING

CONTENT PLATFORMS



 the dodo 

PET BUSINESS IT



 PetScreening 

Factsheet

Overview

Companies	3951
Funded	677 Series A+ 119
Funding	\$4.5B Last 2 yrs \$1.2B

Most Active Investors

- VC - Seed
- VC - Early
- VC - Late

PE

Incubators	500 Global (11)
IPOs	13 HangZhou TianYu..
Acquisitions	128 Dog Food Adviso..
Top Acquirers	petmediagroup.c..

Feed in Numbers

Unicorns	2	Soonicorns	11
Minicorns	38	Editor Picks	209
Acquihired	1	Deadpooled	452




Top Companies

Rover	(2011, \$284M)
Pet Love	(1999, \$226M)
Tractive	(2012, \$35.5M)

Top Cities

San Francisco	51 Cos \$730M
New York City	94 Cos \$391M

Top Funded Business Models - last 1 year

Rank	Business Model	\$ Funding	# Rounds	Top Funding Round	Details
1 ▲7	Pet Telemedicine Platforms	\$93.9M	5	 BetterVet (2020, United States) \$40.0M - Series A	Link
2 ▼1	Online Pet Products Retailers	\$69.1M	7	 Laika (2017, Colombia) \$48.0M - Series B	Link
3 ▲8	Internet First Pet Products Brands	\$50.5M	3	Vetreska Futur.. (undefined, Singapore) \$50.0M - Series C	Link
4 <0	Veterinary Appoitment Booking Platforms	\$9.6M	2	 Rex (2021, Germany) \$5.9M - Seed	Link

* Rank is based on \$Invested in last 1 year in the Business Model. ▲ - Indicates change in Rank from previous 1 year.

01 Pet Telemedicine Platforms

 **\$93.9M** (▲ 233%)
\$ Invested in last 1 year

 **5** (▼ 16.7%)
Funding Rounds in last 1 year

 **PetsApp**
(2018, United Kingdom, \$4.4M)

 **Vetster**
(2020, Canada, \$40.2M)

 **BetterVet**
(2020, United States, \$40.0M)

Key Stats

 **174**
Companies

 **36**
Funded Companies


 **\$271M**
Total \$ Invested


 **7**
Soonicorn Club


 **-**
IPOs


 **-**
Acquisitions

Recent Funding Rounds

 BetterVet (2020, United States)
\$40.0M - Series A - Nov 2022

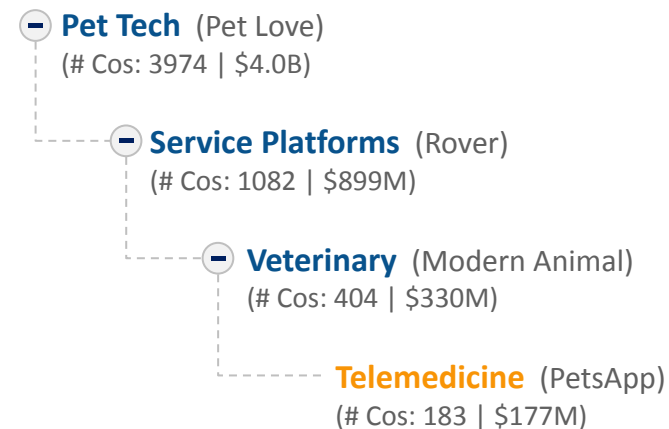
 Vetster (2020, Canada)
\$30.0M - Series B - Apr 2022

 Dutch (1996, United States)
\$20.0M - Series A - Feb 2022

 Petopy (2021, Turkey)
\$3.0M - Seed - Aug 2022

 Cooper Pet Care (2021, Netherlands)
\$939K - Seed - Jul 2022

Taxonomy




Note: The last node in the Taxonomy represents the Business Model addressed in the title of the slide.


02 Online Pet Products Retailers

 **\$69.1M** (▼78.9%)
\$ Invested in last 1 year

 **7** (▲16.7%)
Funding Rounds in last 1 year

 **Pet Love**
(1999, Brazil, \$226M)

 **Chewy**
(2011, United States)

 **Laika**
(2017, Colombia, \$65.2M)

Key Stats

 **678**
Companies

 **78**
Funded Companies

 **\$1.0B**
Total \$ Invested


 **6**
Soonicorn Club

 **5**
IPOs

 **19**
Acquisitions


Recent Funding Rounds


 Laika (2017, Colombia)
\$48.0M - Series B - Jan 2022


 Supertails (2021, India)
\$10.0M - Series A - Aug 2022

 Just Dogs (2011, India)
\$7.0M - Series A - Mar 2022

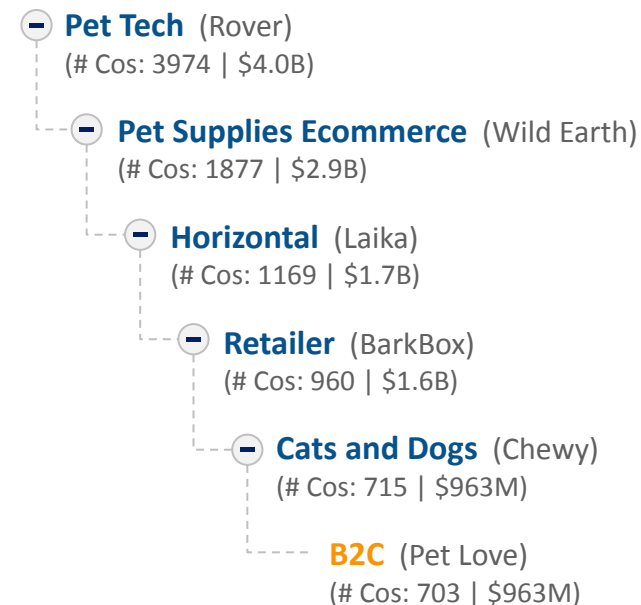
 Supertails (2021, India)
\$3.4M - Series A - Mar 2022

 Wagr (2016, India)
\$557K - Seed - Apr 2022

 PawsIndia (2016, India)
\$66.1K - Angel - Mar 2022

 Pet Love (1999, Brazil)
Undisclosed - Series C - Sep 2022

Taxonomy




Note: The last node in the Taxonomy represents the Business Model addressed in the title of the slide.


03

Internet First Pet Products Brands

 **\$50.5M** (▲ 184%)
\$ Invested in last 1 year

 **3** (▼ 50%)
Funding Rounds in last 1 year

 **Petcube**
(2012, United States, \$13.8M)

 **Wiggles**
(2018, India, \$11.3M)

 **PawTree**
(2012, United States, \$23.8M)

Key Stats

 **94**
Companies

 **18**
Funded Companies

 **\$223M**
Total \$ Invested


 **3**
Soonicorn Club

 **-**
IPOs

 **7**
Acquisitions

Recent Funding Rounds

Vetreska Future Pet F.. (undefined, Singapore)
\$50.0M - Series C - Oct 2022

 Goofy Tails (2019, India)
\$500K - Seed - Oct 2022

Bird and Flowers-2019
Undisclosed - Series A - Aug 2022

Taxonomy

- **Pet Tech** (Rover)
(# Cos: 3974 | \$4.0B)
- **Pet Supplies Ecommerce** (Chewy)
(# Cos: 1877 | \$2.9B)
- **Horizontal** (Pet Love)
(# Cos: 1169 | \$1.7B)
- **Internet First Brand** (Wiggles)
(# Cos: 165 | \$132M)
 - **Cats and Dogs** (Petcube)
(# Cos: 97 | \$122M)

Note: The last node in the Taxonomy represents the Business Model addressed in the title of the slide.

04


Veterinary Appointment Booking Platforms

M. Modern Animal
(2018, United States, \$89.0M)

felmo
(2019, Germany, \$17.8M)

Emprunte My Toutou
(2017, France, \$687K)

 **\$9.6M** (▼83.3%)
\$ Invested in last 1 year

 **2** (▼60%)
Funding Rounds in last 1 year

Key Stats

 **120**
Companies

 **25**
Funded Companies


 **\$126M**
Total \$ Invested

 **3**
Soonicorn Club

 **-**
IPOs

 **2**
Acquisitions

Recent Funding Rounds

 **Rex** (2021, Germany)
\$5.9M - Seed - Jul 2022

 **ZumVet** (2019, Singapore)
\$3.7M - Series A - Aug 2022

Taxonomy

– **Pet Tech** (Pet Love)
(# Cos: 3974 | \$4.0B)

– **Service Platforms** (Rover)
(# Cos: 1082 | \$899M)

– **Veterinary** (PetDesk)
(# Cos: 404 | \$330M)

– **Appointment Booking** (Modern Animal)
(# Cos: 125 | \$116M)

Note: The last node in the Taxonomy represents the Business Model addressed in the title of the slide.

Taxonomy

Taxonomy	# Cos Tracked	# Funded Cos.	Total Funding	\$ Funding (Last 2y)	Notable Companies
Pet Ecommerce	84	7	\$13.0M	-- (▼100%)	BorrowMyDoggy, Good Dog
Pet Supplies Ecommerce	1860	306	\$3.1B	\$846M (▲1%)	Pet Love, Chewy
Pet Care Management	559	123	\$214M	\$93.6M (▲530%)	Tractive, Fi
Pet Friendly Places Discovery	32	2	\$389K		Dogfriendly, DogPack
Service Platforms	1080	202	\$1.1B	\$298M (▲26%)	Rover, DogHero
Content Platforms	62	14	\$38.2M	\$15.6M	The Dodo, Dogster
Social Platforms	65	6	\$3.9M	\$3.9M	TellTail, Petmi
Pet Business IT	187	13	\$7.2M	\$3.0M (▲100%)	PetScreening, ShelterLuv
Information Database	6				Equine Register, MVPaws
Photo Editing Apps	6				PAWEVER, OwaO
Job Portal	2				PackHire, JOBPET

View full Taxonomy on [Tracxn Platform](#)

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Recent Key News (1/3)

Transactions

- Union Square Advisors Serves as Exclusive Financial Advisor to Grove Collaborative in its \$72M Finan.. [e2ma.net](#)
- Wag! to Acquire Dog Food Advisor [FinSMEs](#)
- Wag! to Acquire Dog Food Advisor [APKA HINDI BLOG](#)
- Heads Up For Tails taps existing investors [Livemint](#)
- Grove Collaborative Replaces Silicon Valley Bank Credit Facilities with New \$72MM Term Loan [ABFJournal](#)
- Grove Announces Refinancing of Existing Debt, Extending Maturity with Principal Payments Beginning in.. [ACROFAN](#)
- Entrepreneur Acquires Sustainable Pet Brand Aiming to Reduce Carbon Pawprints [Business News Wales](#)
- Invisible Fence® Brand Distributor Acquired by Radio Systems Corporation [PR Newswire](#)
- Startup that makes “cows talk” raises BRL 5.9 million [Banijay Americas](#)
- Pet grooming brand Zoivane Pets raises Rs 5 Cr in seed round [Entrackr](#)

Company Updates

- Dogness Receives NASDAQ Notification Regarding Minimum Bid Requirements [ICrowdNewswire](#)
- Petnow Unveils the World's First ID App for Dogs and Cats [PR Newswire](#)
- Rover Group, Inc. is expected to earn (\$0.11) per share in fiscal year 2023. [worldfin.news](#)
- Treat Brand Three Dog Bakery to Open 1st NY Location in Bellmore [Pet Age](#)
- Dogness Expands into Protective Cold Weather Pet Apparel; Helping Pets Fight Cold Weather in EU [PR Newswire](#)
- Eqs Capital Management Inc. Purchases 723 Shares of Freshpet, Inc. (NASDAQ:FRPT) [Defense World](#)
- Bird Buddy’s new smart hummingbird feeder can photograph and identify 350 different bird species [TechCrunch+](#)
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- Adif awards ACS, Rover and Tecsa high-speed works in Valencia for 443 million [EL PAIS](#)

Recent Key News (1/3)

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- Pet Care Marketplace To Pay \$18.0 Million In Independent Contractor Classification.. [Staffing Industry Analysts](#)
- Greenberg Traurig Secures Victory for Pet Supply Retailer Chewy in Patent Infringement Ba.. [thechestnutpost.com](#)
- Kessler Topaz Meltzer & Check, LLP Announces Securities Fraud Class Action Lawsuit Filed Against .. [PR Newswire](#)
- Kessler Topaz Meltzer & Check, Llp Reminds Investors Of Deadline In Securities Fraud Class Acti.. [Business Wire](#)
- Kessler Topaz Meltzer & Check, LLP Reminds Shareholders of Clover Health Investments, Corp. of Se.. [PR Newswire](#)
- Kessler Topaz Meltzer & Check, LLP Reminds Ebix, Inc. Investors of Important Deadline in Securiti.. [PR Newswire](#)

Partnerships

- Drools in collaboration with Ananya Pandey and JustDogs [Adgully](#)
- The American Association of Pet Parents Partners with Hello Ralphie to Provide Pet Telehealth [Business PR News](#)
- Choice Pet Products Partners with Wild Earth [Pet Business](#)
- Veterinary Telemedicine Company Dutch Launches Pet Insurance in Partnership with Pets Best [Business Wire](#)
- Blue Buffalo Partners with Dr. Evan Antin to Educate Pet Parents on Dog Dietary Triggers [Business Wire](#)
- Grove Collaborative Announces Investment from HumanCo Along with Strategic Partnership [Business Wire](#)
- Chewy Expands Insurance Offering Through New Partnership with Lemonade [petproductnews.com](#)
- Pure & Natural, Southeast Pet Announce Distribution Partnership [Pet Age](#)
- Babylist, Wag! Partner to Help Pet Parents With New Baby [Pet Business](#)
- Grove Collaborative doubles retail presence through CVS partnership [Retail Dive](#)

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People Movement

- New Leadership at Freshpet to Advance Its Operational Improvement Plan petproductnews.com
- Compana Pet Brands Names Greg Pearson Chief Executive Officer [ACROFAN](https://acrofان.com)
- Pet Food Brand Wet Noses Reappoints Galligan as CEO, Quinn as COO [Pet Age](https://petage.com)
- PetPlate Appoints New Chief Technology Officer and Head of Product Design petproductnews.com
- The Dog Stop Names Franchise Veteran New VP of Operations [Pet Age](https://petage.com)
- Satish Mehta appointed to Express Inc. board of directors [FashionUnited](https://fashionunited.com)
- Veterinary clinic chain hires COO with franchising expertise [The Business Journals](https://thebusinessjournals.com)
- Freshpet Adds to Leadership to Advance Operational Plan to Drive Margin Expansion petproductnews.com
- Grove Collaborative Expands Board of Directors with Appointment of Kevin Cleary [ACROFAN](https://acrofان.com)
- Primal Pet Foods Names New President [Pet Business](https://petbusiness.com)

Other

- Hownd Plant-Based Pet Care Enters Whole Foods Market Stores [Pet Age](https://petage.com)
- Chewy Reports Third-Quarter Earnings [Pet Business](https://petbusiness.com)
- Chewy's Low Prices, Personalized Services Helped Bolster Q3 Earnings, CEO Says petproductnews.com
- Boqii Pets: In the first half of fiscal year 2023, the revenue was nearly 590 million yuan, and the net .. [36Kr](https://36kr.com)
- Turnover milestone for pet product retailer [Insider Media](https://insidermedia.com)
- Grove Announces Fiscal Third Quarter 2022 Financial Results and Raises Full-Year Guidance [Business Wire](https://businesswire.com)
- Rover Reports Third Quarter 2022 Financial Results [GlobeNewswire](https://globe.newswire.com)
- Butternut Box certifies as a B Corporation [PR Newswire](https://pr.newswire.com)
- Grove Collaborative Named EPA 2022 Safer Choice Partner of the Year [Business Wire](https://businesswire.com)
- The Dog Stop Named Best Pet Day Care & Groomer by 2022 Best of Pittsburgh Awards [Pet Business](https://petbusiness.com)

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Appendix

Vendor Discovery

#	Vendor Name	Country	# Customers	Customers
1	 Simon Data	United States	2	BarkBox (\$83.0M), The Farmer's Dog (\$49.1M)
2	 Accountezz	Pakistan	1	Barking Mad
3	 Agillitics	United States	1	Nature's Variety
4	 aiaibot	Switzerland	1	Shop Apotheke
5	 Ambimax	Germany	1	Purdian Technologies
6	 Amicci	Brazil	1	Petz
7	 Aqua	Germany	1	Shop Apotheke
8	 BlastPoint	United States	1	The Dog Stop
9	 BlastPoint	United States	1	The Dog Stop
10	 BlueOcean	United States	1	Wild Earth (\$38.5M)

Note: Numbers in bracket indicate the total funding of the company.

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