PIAVITA EXECUTIVE SUMMARY

The veterinary industry is, despite its constant growth and remarkable size, stuck in the dark ages when it comes to diagnosing patients.

**Piavita’s goal is to bring the veterinary industry into the digitized connected age.**

Our initial product, the Piavet System, is the world’s first digital solution for veterinarians to offer non-invasive vital sign measurement and remote monitoring of horses. Our proprietary technologies are the world’s first to measure medical level ECG, body core temperature, respiration rate and sequence, and activity; all non-invasively and through the fur of animals bringing one-of-a-kind insights into medical conditions without influencing the horse. With the help of Artificial Intelligence, we are able to deliver medically relevant information to an industry which is strongly dependent on manual measurement and snapshot information on the status of their patients.

Based on our fundamental vitals, we give vets profound insights and diagnostic support in various application fields. With digitizing most of the manual monitoring work and giving highly enhanced insights into non-anaesthetized horses, we save hours of manual work and offer extensive diagnosis and treatment possibilities. Further, we already own today the largest dataset on uninfluenced vital sign recordings in the equine industry. All product parts were fully developed by the Piavita team and are produced in Switzerland: **Made in Switzerland**

With over 80’000 equine vets globally, the total addressable market is estimated to over 800 MUSD revenues per year in the veterinary field alone. Additional applications in breeding, sports medicine, performance, and big data applications are mid-term scaling potentials.

The Swiss Startup Piavita (ranked TOP6 in Switzerland) was founded in 2016 and has since won various prices, set up business in 7 European countries, developed an approved veterinary product, equipped 60 leading equine clinics with their system, entered the US, and generated 270 kUSD in their first year on the market. Their data generation has a growth rate of 70% month over month (including COVID-impacted time - the digitisation in the vet industry is growing stronger than ever).

After our initial rounds for product development and market entry led by True Ventures, we are now raising a $5M bridge round [$2.5 M committed] to scale our efforts, grow the team with a strong focus on the US business and expand our product towards the breeding industry (for which we already received governmental funding). **Be part of it!**