BEST IN SHOW FINALISTS

After 3 weeks of reviewing applications from over 60 brands, we are excited to announce the Best In Show Spotlight finalists, who will be presenting on the main stage at the Pets & Money Summit in Austin, Texas, on December 6th.
With thanks to the

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With thanks to our

PRIZE DONORS

All of our 12 Best In Show finalists will have the opportunity to present on the main stage at the Pets & Money Summit, followed by a chance to showcase their product, service or technology in a live unboxing session.

In addition, our event partners have donated some exciting prizes to support our winners on their path to growth and success.

All 12 finalists will be invited to attend one of the PCIP’s “Pet Start-Up Growth Events” - these intimate events bring together start-ups with pet industry experts to find the information and support they need to succeed. Finalists can choose one of the events taking place across USA and Canada in 2019, previous locations have included San Francisco, Chicago and New York.

All 12 finalists will have a space at the Product Showcase at either SuperZoo 2019, Las Vegas or America’s Family Pet Expo 2019, Orange County, California - an exciting opportunity to present their brand to retailers and consumers.

All 12 finalists receive a complimentary Supporting Level membership to help strengthen the health of their business through profitable social and environmental practices. PSC helps companies realize financial return through innovation, greater consumer loyalty, reduced supply chain risk, attraction and retention of top talent, and decreased costs through efficiency improvements. Membership benefits include education, tools, and events. Find out more here.
The Pets & Money Summit is 100% focused on bringing innovative and fast growing independent pet companies together with partners looking to acquire and invest.

To ensure all our guests make the most valuable connections possible at the Summit, all attendees will have access to the MEETING MOJO platform, which allows you to create a bespoke meeting schedule, ensuring you connect with the industry stakeholders that are most important in building your business.

MEETING MOJO gives you access to the entire attendee list and allows you to message AND invite people to connect during the formal meeting sessions run throughout the day.

BUILD RELATIONSHIPS with 100+ attendees including:

- Leadership Executives from Strategic Buyers
- Business Development Teams from Strategic Buyers
- Private Equity, Venture Capital and Angel Investors
- Investment Bankers
- Lawyers and M&A Advisors
- Market Intelligence and Consultancy Providers
- Pet Brands with revenue under $20million
- Pet Brands with revenue over $20million
- Executives from Retailers & Global Distributors
About the Company

Dig is the best way for dog lovers to find a compatible partner and plan a dog-friendly date. Dig connects the dog-loving community online as well as through localized events and community outreach. Our mission is to utilize the driving forces of love, companionship, and community to provide a warm, open, and thriving environment to support our clients’ journey for romance. Dig’s approach fills current gaps in the pet data, pet tech, and online dating spaces. Dig connects dog-people based on what is important to them: their need for their future significant other to be compatible with their four-legged companion and the lifestyle of being a dog owner or lover.

Leigh Isaacson, CEO and Co-Founder

Leigh Isaacson is the CEO and Co-Founder of Dig – The Dog Person’s Dating App. Previously, Leigh worked as an investigative reporter for One Africa TV in Windhoek, Namibia, WSYR-TV in Syracuse NY, and WVUE-TV in New Orleans LA. Leigh was the Southeast Regional Director for the Coastal Conservation Association of Louisiana from 2015 - 2017, and she is an adjunct professor at Tulane University where she teaches Media, Terrorism, and Disasters and Introduction to Journalism. She has her Master’s Degree from Tulane University in Homeland Security and Emergency Response Management and Bachelor’s Degree in Broadcast Digital Journalism from Syracuse University. Originally from Boston MA, Leigh now lives in New Orleans, LA with her German Shorthaired Pointer Penny.
About the Company

Pet owners have little or no choice when it comes to transportation with their pets from one location to the next by rideshare, taxi and public transit as these services typically will not allow pets in cars. When flying with a pet, getting to and from the airport can be a frustrating challenge. One either has to rely on friends with cars big enough for crates or pay a car service several $100.00. All of which are either impractical or costly options. People who want to travel with their pet can request a ride via our state of the art app and have the perfect pet-friendly driver pick them up and take them to their desired destination.

Aparna Srinivasan, CEO and Founder

Aparna is a lifelong dog lover who enjoys having her furry companions attend events with her.When ride-sharing services became available, she quickly experienced the frustration of trying to get transportation for her and her dogs. Aparna created SpotOn.pet to meet the needs and demand of other pet owners to guarantee they and their companions would always be able to enjoy times out together. Aparna studied at the University of Maryland, with emphasis on Government and Animal Science, giving her a unique perspective on community transportation planning and animal needs.
About the Company

KitNipBox is the #1 subscription box for cats! We send a curated box of new cat toys, treats, and other goodies to our customers’ doorsteps each month. Tens of thousands of subscribers agree that KitNipBox is the best way to spoil their kitties, and the Subscription Trade Association has honored us with their Award for Best Pet Box for the past two years in a row! A portion of our proceeds is donated to animal welfare organizations, so subscribing not only treats our customers’ fur families, but also helps kitties in need with every box!

Jordan Salvit, Co-Founder

Jordan is an experienced Entrepreneur, CMO, and CTO. He has spent the last 15 years helping businesses grow efficiently, streamline operations and implement large scalable technology initiatives. At KitNipBox, Jordan oversees all growth initiatives, as well as technology projects, which are often related. His degrees in Computer Science and Artificial Intelligence from Columbia University and CUNY have helped KitNipBox build sophisticated algorithms that keep the team efficient and lean while growing. Before Co-Founding KitNipBox, Jordan worked as a management consultant and managed multi-million dollar online marketing campaigns, built scalable infrastructures to handle billions of transactions per year, and oversaw large system implementations that impacted hundreds of employees.
About the Company

The Grand PooBox - A super modern cat litter box that keeps the litter inside the box and not out! Featuring a fully modern design, no one will guess that it's actually a litter box. In addition, it features a state-of-the-art litter containment module. With an internal grated ramp, the Grand PooBox minimizes the litter that comes out of the box. Additionally, it also takes 50% less litter to fill than traditional litter boxes. The Grand PooBox is highly functional and your cat will love it. The wide open door gives cats plenty of room to enter and move around once inside. The top features small holes for extra light and additional ventilation. The Grand PooBox is the only litter box that looks like just another piece of modern furniture.

Courtney Karsted, Founder

Courtney Karsted, Founder of Grand PooBox, LLC, had an idea. As a cat owner and senior interior design professional, Ms. Karsted was challenged with maintaining her modern, yet tiny city condo while tackling the messy, dirty litter box. The solution was simple, a modern yet functional litter box that keeps the mess inside the box and not out. Ms. Karsted designed, developed and raised the 6-figure capital required to manufacture her product. With great success, the Grand PooBox launched to the US market in February 2018. Courtney is originally from Chicago where the Grand PooBox is manufactured. She currently lives in beautiful Portland, OR.
About the Company

Many dogs suffer from loneliness, depression and anxiety. DOGTV was created to help through canine enrichment in the form of video content. After 3.5 years of research with some of the world’s top experts in behavior, training and psychology, we created and tested the scientifically designed programming. DOGTV is a leading production house specializing in content for dogs and now creating content for pet parents. DOGTV is the first television experience created for dogs to relax and entertain them allowing you to leave a little love on when head out of your home. DOGTV is not just a TV channel; after all, our dogs don’t binge watch their favorite shows like we do. But, they do experience happy stimulation and comfort from the scientifically developed sights and sounds that DOGTV provides. DOGTV’s patented programming was designed and developed with world leading pet experts, and designed to support the dog’s natural behavior patterns, and is thus divided into 3 content categories: Relaxation, Stimulation and Exposure.

Beke Lubeach, SVP, Strategic Partnerships & Business Development
About the Company

“Puppy Mama is leveraging technology to enhance the lives of dog moms around the world. Our web application gives puppy mamas a safe place to share, connect, schedule fun meet ups, and rate businesses, travel services, and hotels to advocate for a more pup-friendly world. And, the Puppy Mama Ecommerce store offers a variety of stylish pet accessories and apparel. Our passionate community and Ambassador team are a growing force and members are eager to share how much their dogs bring joy and healing to their lives. To date, Puppy Mama's shared approximately 750 submitted stories, and will release our first book in 2019.”

Theresa Piasta, Founder and CEO

Before founding Puppy Mama, Theresa Piasta was a Vice President at JPMorgan, spending six years in the Investment Bank and Sales & Trading businesses at two Wall Street banks. Prior to that, she served as an Army Captain in a Field Artillery Brigade. During her 14-month Iraq deployment in 2008, Theresa led a large team to defend thousands of soldiers and contractors residing on Forward Operating Base (FOB) Delta. She was awarded the Bronze Star Medal for her service. Theresa attended Stanford Graduate School of Business Ignite in 2016 and received a BA in Economics from Wellesley College in 2006.
About the Company

Founded in 2016, AnimalBiome is an early-stage start-up using genomics to create new diagnostics and supplements to restore gut health in cats and dogs. A balanced gut microbiome supports overall pet health and imbalances are associated with numerous health conditions, ranging from gastrointestinal conditions such as inflammatory bowel disease and gastrointestinal lymphoma, skin conditions such as atopic dermatitis, to metabolic conditions, such as obesity and diabetes. AnimalBiome provides direct to consumer gut function test kits for dogs and cats and creates restorative supplements from material sourced directly from healthy pets to identify and correct imbalances in the gut microbiome.

Holly Ganz, CEO and Founder

Holly Ganz, PhD, CEO is a microbial ecologist who left academia when she founded AnimalBiome in 2016. Her efforts to translate academic research on the microbiome into solutions for pet parents began when she launched KittyBiome, a citizen science project, while working at UC Davis. From the KittyBiome project, she learned that digestive disorders are common in pets and that there is a pressing need for better solutions. Holly has studied microbes associated with animals for nearly 20 years at various institutions, including the UC Davis School of Veterinary Medicine, UC Davis Genome Center, UC Berkeley, and University of Fribourg.
Mixlab is a modern veterinary pharmacy that creates personalized meds and wellness products for pets. Our technology powers amazing experiences for both veterinarians and pet parents. Veterinarians can now place orders on our platform in seconds and our personalized care brings pet parents joy at a time of need. As the trusted formulation experts and partners to veterinarians, we also create best-in-class pet wellness products that we sell through our veterinary channels and direct to consumer. Based in NYC, Mixlab delivers prescription items same-day in the city and next-day in NY, NJ and CT.

Fred Dijols, Co-founder and CEO

Fred has spent his entire career in the healthcare industry, working as a healthcare investment banker at J.P. Morgan and a R&D medical device engineer at Johnson & Johnson. He holds an MBA from Harvard Business School, MSc from Stanford University and a Diplome d’Ingenieur from Ecole Polytechnique. Fred lives in New York with his wife Francesca, their son Quentin and their pug Bob.
About the Company

“toletta” is a smart IoT Cat Health Care litter box. It measures cats’ body weight, urine volume and number of times automatically to enable their owners to detect their cats’ health issues. Toletta even can recognize multiple cats using our original image recognition technology, which is already patent registered. Collected data on toletta will be sent to its smartphone APP, and the owners can check them 24/7. Our future aim is to construct Cat Health Care Platform using those collected data on toletta, to make cats in all over the world healthier and happier.

Kaori Watanabe, CGO (Chief Globalization Officer)

Born in Japan and has grown up with cats. After several experiences as an exchange student in the U.S., England and Korea, started to work in localization industry as a translation engineer. As a crazy cat lover, started to think about working for cats in the world. Then, got to know about “toletta” and decided to be a Chief Globalization Officer at Hachi Tama Inc. in Japan to make as many cats in the world as healthier and happier with toletta. Currently in charge of global deployment and customer success.
About the Company

Wondercide is a leader in natural pest protection for pets, families, and homes. Our flagship products are natural flea & tick control for pets and homes, and pest protection for homes and families. We also offer natural pet care and wellness products. We manufacture from our headquarters in Austin, TX, using USA-sourced ingredients. Our CEO Stephanie Boone founded Wondercide in 2009 to replace the vet-prescribed chemicals that made her dog Luna ill. In the decade since, our growth has outpaced the pet industry and category, and we are distributed nationwide. We are committed to helping you Protect Your Pack™.

Mike Schmidt, Brand Lead

“The future of modern brand building is at businesses like Wondercide,” says Mike Schmidt, brand lead. Mike has spent a decade working for several prominent brands including Cheerios and Nordstrom. He joined Wondercide most recently from Austin-based advertising agency McGarrah Jessee, where he led major brand strategy updates for Frost Bank, Tuesday Morning, and natural cleaner Lemi Shine. At Wondercide, he is responsible for defining and expressing what makes the brand unique, seeking new audience and product opportunities to help more people protect their packs. Originally from Virginia, Mike lives in Austin with his wife, two young children, and dog.
About the Company

PetPlate is a direct-to-consumer subscription service that delivers fresh-cooked pet meals made from human-grade ingredients in a USDA facility and balanced for a dog’s diet by a veterinary nutritionist. The meals are gently-cooked, custom-portioned, and flash-frozen to lock in freshness.

Renaldo Webb, Founder and Chief Product Officer

Inspired by his dog Winston, Renaldo founded PetPlate after deciding that he did not want to feed his dog anything less than real food. After making hundreds of batches of home-cooked dog food for Winston and his pup pals, Renaldo decided to launch a pet food brand that he could proudly call his own. Prior to PetPlate, Renaldo worked at LCatterton and McKinsey & Company as a lean manufacturing consultant, where he led operational turnarounds for public and private companies. He launched PetPlate as a nationwide subscription service in early 2017, following an appearance on the hit TV show Shark Tank.
About the Company

PupJoy is the top-rated subscription box for dog parents, with a custom-tailored approach to personalizing home deliveries. Our vision is to substantially expand and evolve our model to help transform pet retail, by combining data science and an unprecedented level of user personalization to provide better online shopping. We ship tailored, artisan dog goods directly to your door. By partnering directly with the best independent manufacturers, we cut out the middlemen to deliver you the best quality dog goods for far less than you’d spend at the store. Each PupJoy delivery is personalized with carefully selected products for your best friend. You can customize each box based on your dog’s unique needs and personality, and you can plan deliveries to fit your schedule. So you only get what you want, when you want it. Better quality. Better Service. All at a better value than retail.

Dustin McAdams, Co-Founder and CEO

Former marketing and tech executive, Dustin has a career of building innovative products and thriving partnerships. Before launching PupJoy, roles include VP of Product at Epsilon, COO at Catalyst, and VP of Technology at Aspen Marketing. He has an MBA from Bradley University and is dad to two rescue mutts, Frankie and Charlie.
JOIN OUR BEST IN SHOW FINALISTS

Join these finalists along with leaders from pet brands, investors, retailers and more at the Pets & Money Summit this December. Connect with new partners and engage with our speakers and panelists, as they provide insights into business trends and strategies for growth.

REGISTER TODAY

150+ Pet Industry Executives
12 Best in Show Finalists
750+ Private 1-1 Meetings

“Well if you’re a young company networking is your lifeblood, it’s everything, it’s your next source of capital, it’s your next retailer, it’s your next creative developer, so I think this is a great forum specifically for that purpose.”

Andrew Shore, Managing Director at Moelis & Company | Consumer & Money Summit Series
SAVE THE DATE

Can’t make Pets & Money Austin?
Our next Pets & Money Summit will be in London, UK on February 28th, 2019.

Pets & Money Summit, London
28 February 2019
London, United Kingdom
www.petsandmoneysummiteu.com

Animal Health Investment Europe
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