



FetchCoins' mission is to create the world's first interactive pet ecosystem bringing together Pets, Pet Parents, Vendors, Retailers, Veterinarians and Brand Partners. The **FetchCoins' Smart Pendant** connects to the **FetchCoins' Mobile App** capturing valuable behavioral intelligence in a manner that has never been achieved before! The mobile app features a **rewards program** incentivizing pet parents automatically for endorsements from activities they already do daily.

The Fetch ecosystem will transform how Brands, Vendors and Retailers interact with their customers and more importantly, provide a modern and intelligent medium to stimulate pet parent behavior. FetchCoins' reward system will uncover pet and pet parent behavior giving the brands access and insight into authentic consumer patterns!



By authentically tagging their favorite products or services from vendors, Pets and Pet Parents interact automatically with retailers and brands through social media, . This is achieved by leveraging modern AI/ML and creates authentic product endorsements. What clearly sets FetchCoins apart, is that these **product endorsements are coming directly from pets!** FetchCoins revolutionary platform will be the first-ever **global pet ecosystem**. Very simply put, the more that pet parents engage in social interactions, the more reward points they collect. These rewards can then be used to purchase pet products, merchandise and services through the FetchCoins' platform. Parents can also cash in the rewards through the platform itself. The rewards are issued by brands and vendors creating brand loyalty and supporting customer retention.

**Pets on social media!!! How can that be fun you ask??? Well – Let your pets tell you!!!**