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Actijoy improves the health of dogs, extends their life for up to 2 years, and saves money for pet owners thanks to disease prevention.

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The highly motivated entrepreneur Robert Hasek (CEO), driven by a lifelong love of dogs, began developing the Czech startup Actijoy in 2016, initially to improve the welfare of his own pet. Actijoy is an IoT set of smart bowls, activity tracker and app for monitoring dog activity, rest, and food and water intake. It recognizes any anomalies in activity, sleeping, eating and drinking habits, and helps to prevent health issues at an early stage. Along with his life partner Jana (co-founder and COO) and lifelong friend Martin (CTO), Hasek utilizes his previous business experience to turn the idea into a reality.

Nutrition and the correct amount of exercise are two key components of a healthy lifestyle, not only for humans, but also for dogs. There was nothing on the market that could measure both of these components in one product. The Actijoy solution measures both of these factors, combining the data in one app to provide instant information for the owner and veterinary professionals.

“It's been quite a journey for Actijoy from the original idea, through many prototypes and hours of testing and redesigning until we get to this point. Now we are standing before the product launch, which is a confirmation for me that we have been heading in the right direction. Big thanks must go to our investor, without whom we wouldn't be where we are today, as well as to the whole team. SuperZoo is the perfect opportunity for us to unveil our final product, and to get in touch with leaders in the pet industry.” Robert Hasek explains why Actijoy is launching at SuperZoo.

Actijoy has obtained a \$1.2M investment, was chosen among the TOP 15 EU Startups in 2017 and the TOP 50 EU Makers in 2018, and has been featured in US Forbes Magazine. Actijoy is looking forward to meeting distributors and buyers at SuperZoo and is ready to offer exclusivity for the product launch in retail in 2018 as well as **only-at-SuperZoo 20% discount** for Actijoy Christmas accessories and bowls for our partner. For more information go to <https://www.actijoy.com/press> or contact COO Jana Rosenfelderova at jana@actijoy.com, +420 603 737 906.

About Actijoy

Actijoy is an IoT system that can prolong a dog's life by two years and reduce veterinary costs thanks to three mutually connected devices and software based on machine learning. The solution lies in tracking a wide range of behavior and giving the real-time data on health to dog parents and veterinarians.

The Actijoy system can aid in early detection or prevention of 5 leading causes of death in dogs. Knowledge is power and, thanks to Actijoy, pet owners can access a wealth of information including how much a dog has eaten or drunk, how much time was spent being active or sleeping, and whether any of these behavior deviates from each individual dog's norm.

Visit Actijoy at SuperZoo booth #6562

