

# FluentPet

## MISSION

To realize the potential of the animals we live with.

## WHO WE ARE

FluentPet is a science and mission-driven company that makes it possible for people to teach their dogs and cats to “talk” with recordable sound button systems. FluentPet was the first to bring this innovative technology to market and has sold over 1M buttons globally. Together with leading online “Guides,” like TikTok’s @whataboutbunny, FluentPet strives to create a new shared language to enrich the lives of animals and their humans.

**1M+**  
RECORDABLE  
BUTTONS SOLD

**100K**  
CUSTOMER  
HOUSEHOLDS

**6K**  
RESEARCH  
PARTICIPANTS

**6+**  
PATENTS &  
12 PATENTS PENDING

## PRODUCTS

### FluentPet Classic

Classic Kits  
Sound Buttons  
Speak-up Buttons  
HexTiles

### FluentPet Connect

Connect Kits  
Connect Base  
Connect Buttons  
HexTiles



## HOW WE STARTED

FluentPet was born out of a desire to help animals communicate more effectively with their humans. The FluentPet team, creators of the successful CleverPet Hub, were inspired by Christina Hunger's work with her dog Stella and recordable sound buttons. The team created HexTile prototypes, designed to hold buttons and organize them into word categories. These prototypes were then tested and refined with the help of a group of advanced button teachers and AAC test pilots. Since its launch in June of 2020, FluentPet has grown exponentially and built a community of tens of thousands of button teachers who share their experiences and explore what's possible with interspecies communications on [how.theycantalk.org](http://how.theycantalk.org).

## CUSTOMER PROFILE

**100%**  
HAVE DOG OR CAT

**90%**  
FEMALE

**73%**  
25 - 54 YEARS

**71%**  
WORK FULLTIME

[fluent.pet](http://fluent.pet)

## MILESTONES

- June 2020  
FluentPet launch
- September 2020  
TheyCanTalk.org launch
- February 2022  
\$10M in total sales
- September 2022  
Speak Up Button Launch
- October 2022  
1M Buttons Sold
- November 2022  
FluentPet App Launch
- January 2023  
FluentPet Connect Launch

## FOUNDER/CEO

Leo Trottier

## MEDIA CONTACT

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