



**FOR IMMEDIATE RELEASE**

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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 a 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 has utilized 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.

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. The company is just finishing mass production and preparing for market entry in Autumn 2018. We are delighted that our products are being entirely produced within the EU as tiptop quality is a must.

“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 market entry, 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. Participation in TC Disrupt SF 2018 is a perfect opportunity for us to unveil our final product, share experience, and to get in touch with people in the pet or similar industry.” Robert Hasek says.

### **About Actijoy**

Actijoy is a system that can prolong a dog's life by up to two years and reduce veterinary costs thanks to three mutually connected devices. The solution lies in tracking a wide range of behavior and giving real-time data on health to dog parents and veterinarians. The Actijoy system can aid in the 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 TC Disrupt SF 2018 at the Health & Biotech Category on September 6th.**

