

Petnow Inc.



Year Established	2018	Type of Business	Other
Website	www.petnow.io/en	Main Export Countries	USA, UK, France
Domestic Customers	City of Seoul	International Customers	Nestlé Purina, Crumb Pet, City of Tallinn
The Person In Charge		Position	
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Company Description

Petnow Inc. is a global pet technology company specializing in AI-based biometric identification for dogs and cats. Using noseprint and facial recognition, Petnow enables accurate pet registration, identity verification, and recovery services for governments, insurers, and enterprise platforms worldwide.

Product

Petify

Function and Usage

Petify is a B2B SaaS platform that integrates biometric pet identification into existing services. It enables pet registration, identity verification, and record management using AI-powered recognition, supporting licensing, insurance, veterinary, and pet-related platforms through web dashboards and APIs.

Marketing and Selling points

Petify delivers verified pet identity without microchips, reducing fraud and duplication. Proven in real-world deployments across multiple countries, it offers scalable API integration, regulatory-ready workflows, and a strong foundation for digital pet licensing, insurance, and enterprise pet services.

Petnow App

Function and Usage

The Petnow App allows pet owners to register and verify their pets using AI-based biometric recognition. By capturing a pet's noseprint or facial image via smartphone, the app creates a secure digital pet ID, supporting pet identification, ownership proof, and lost pet recovery services.

Marketing and Selling points

The Petnow App lets pet owners create a secure digital ID using their pet's unique noseprint or facial features. No microchips required. It helps owners prove identity, protect ownership, and quickly reunite with lost pets using trusted biometric verification.

