

9600-4855 – 23 February 2018
BabelBark KCAHC Spotlight



COMPANY SPOTLIGHT

BabelBark is redefining the pet care connection by bringing pet communities together.

BabelBark® redefines the pet care connection.

In 2018, 68% of all households in the United States have a pet as part of their household. And 95% consider their pet a family member. This close relationship is revealed in the increasing amount of money they spend, and the expanding number of care givers they engage to provide the very best care for their pets. At the same time, pet parents have a close relationship with mobile devices and technology. In fact, 75% of today's pet parents have used a smart device for education on their pet's health and wellness.

This is where BabelBark comes in. The company has applied smart technology to pet care and built the only digital platform that brings pet parents, pet care businesses, and veterinary clinics together, so pets can live the happiest, healthiest lives possible. Whether the caregiver loves, treats, grooms, trains, walks or sits for pets—BabelBark helps them all do it better.



Bill Rebozo, BabelBark founding partner, presenting at 2017 Investment Forum.

“We were chosen to participate in the Kansas City Animal Health Corridor Investment Forum in 2017 which gave us exposure to some of the best minds in animal health. We used that experience to refine, hone and focus our go-to-market approach,” says Roy Stein, founder and CEO of BabelBark. “We have prior experience in software development and start-up success in other categories, but this gave us invaluable insights about the pet care category.”

A mobile-enabled, user-friendly platform that connects the love.

It takes a village to raise a dog and the BabelBark Pet Suite connects everyone in a dog's life through a comprehensive, user-friendly digital platform that strengthens relationships, creates communication, and improves health outcomes without a lot of effort. The fully collaborative environment includes:

BabelBark® for Pet Parents, a mobile app putting all things pet care at their fingertips. Features like reminders, promotions, communications and scheduling make it convenient—while highly targeted informational content makes them smarter pet parents. For example, BabelBark “knows” when different vaccinations are due and educates pet parents about the importance of each as those dates draw near. When they get a vaccination reminder, they know why it’s important to schedule immediately.

BizBark® for Pet Businesses, a customer relationship management software platform that helps independent pet businesses such as groomers, shelters, walkers, boarders, and other pet care businesses manage and market their products and services to keep them top of mind with their customers. It also helps them compete with big box retailers and franchises.

BabelVet® for veterinarians, a powerful software platform that fully integrates with a veterinarian’s practice management software, giving the ability to share a pet’s full profile and healthcare stats. As the BabelBark mobile app collects everything from exercise levels to diet data to medicine dosage to medical journal entries, it populates in one easy-to-access place within BabelVet, so veterinarians can monitor key patients remotely.



Continued expansion and connectivity from day one.

Launched in 2016, today BabelBark is connecting over 70,000 pets and 450 plus (growing each day) pet care businesses including trainers, shelters, groomers, walkers, pet sitters, boarding kennels, and more. Pet businesses can securely access pet profiles and customer information from the BabelBark cloud. There is no longer a need for a pet business to request redundant medical records, track vaccination schedules, update contact information, or ask for care instructions.

In 2018, a growing number of veterinarians are getting on board, as well. As the healthcare experts on pets, veterinary teams are at the heart of ensuring pets enjoy the longest, healthiest lives possible. BabelVet empowers them to connect with clients and patients like never before through shared health data, real-time consultation, appointment and medication reminders, and more. They can deliver the kind of healthcare experience today’s clients expect – without changing their practice model.

Shelters are also a focus for BabelBark growth this year. “Many of us at BabelBark have adopted our wonderful pets from a local shelter,” said Roy Stein founder and CEO of BabelBark. “That’s why we are so excited to work with shelters and local pet businesses to help newly adopted pets get off to a great start in their new lives. BabelBark has shown to be very effective in helping pet parents manage and keep track of their dog’s health and activity while helping them stay in closer contact with all the service and product providers they utilize to more effectively manage their dog’s life.”

Global expansion, new investment and continued accolades.

Based on ongoing input from user groups and industry leaders, BabelBark has continued to enhance their connective suite and position themselves for rapid growth in the coming year.

In December 2017, BabelBark announced significant expansion to English-speaking countries and territories around the world including Australia, Ireland, New Zealand, and the U.K. This expansion outside the USA and Canada brings the emerging BabelBark digital platform to millions of pet parents, pet care businesses and veterinarians worldwide.

“When it comes to pets, love is a universal language. That’s why we looked to expand globally. No matter where the pet parent is located, they can easily find pet-related services nearby with the swipe of a finger,” said Bill Rebozo, founder, product and market strategist for BabelBark.

In February 2018, BabelBark announced the successful completion of raising \$2.8 million in Series A funding. This influx of dollars will make it possible to continue their rapid expansion and platform development.

BabelBark plans to use future funding in 2018 to continue to expand its reach and services globally, invest in additional marketing resources and recruit top talent to continue the forward momentum.

At VMX 2018, a global veterinary expo in Orlando, they were featured in the Startup Circle inside the Innovation and Technology Center, where the hottest and most innovative veterinary inventions were showcased. There, they rolled out their latest software upgrades—including new veterinary capabilities and the BabelBark pet parent mobile app version 2.0. And they were chosen as one of the top 20 up-and-coming companies in the veterinary space.

The Future of Pet Care is Here. And BabelBark is at the center.

“There’s a growing crowd of single-purpose apps for pets out there. BabelBark stands out as the only platform that connects with full synergy between the veterinarian, the pet service providers and the pet parent—thus creating a dynamic and deeper connection,” said Kerri Marshall, DVM, MBA, chief veterinary officer for BabelBark, Inc. “No other solution on the marketplace incorporates this level of connectivity and care.”

For more information visit BabelBark.com , BizBark.com, BabelVet.com, call 800-966-3428, or email us at info@babelbark.com.