

Australian Female Founder Smashing the Glass Ceiling

Startup has now secured two largest Pet & Vet organisations in Asia Pacific

CEO and founder of PetCloud, Deb Morrison, is smashing the glass ceiling in the start-up sharing economy scene.

Ms Morrison has beaten the odds as only 5% of Australian female tech entrepreneurs are funded.

PetCloud is an all-Australian company that has just partnered with Greencross Limited, the holding company of Greencross Vets, Petbarn and City Farmers.

Greencross Limited is Australasia's largest integrated consumer facing pet care company with over 300 veterinary clinics, pet specialty retail stores and vet related entities in Australia and New Zealand.

This new partnership as well as their existing partnership with RSPCA in most states of Australia, means PetCloud have received investment from and is partnered with the two largest Pet and Vet Organisations in Asia Pacific which is great for PetCloud users.

"Our Greencross Partnership means we will be able to reach and service more Australians and their pets with a full pet care experience from care products right through to Vet Services," said Morrison.

With a target market of primarily female Pet Sitters, having a founder who is a woman and understands women's need for safety and trust it is extremely relevant when building online community.

"PetCloud is able to reduce the risk of loss or harm to pets in care and the humans that care for them."

"With our RSPCA Partners, they continue to provide helpful guidance and advice in ways we can educate our community of Pet Service Providers and Pet Owners about responsible pet ownership, welfare standard and code of practice," Morrison said.

PetCloud users can be confident their pet will be safe with our pet accident cover, host insurance, animal cruelty checks, police checks and RSPCA Queensland, Victoria, Darwin, Tasmania and South Australia endorsement.

Pet Cloud is free for Pet Sitters and Pet Owners to create a profile. It is also free for Pet Owners to search for Pet Sitters across the website and in their local area. Pet Owners then arrange a free 'Meet & Greet' with a potential Pet Sitter. PetCloud charges a small surcharge to help cover costs.

Some Sitters are making over \$1000 per month

Ends

Website: www.petcloud.com.au

Facebook: www.facebook.com/petcloud

Instagram: <https://instagram.com/petcloud>

Google: google.com/+PetcloudAustralia

Twitter: http://www.twitter.com/pet_cloud

Pinterest: https://www.pinterest.com/Pet_Cloud/

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