

# PetCloud StartUp secures two largest Pet and Vet Organisations in Asia Pacific

[New Greencross Partnership is a game changer for pet owners](#)

PetCloud is an all Australian company that has just partnered with Greencross Limited, which include Greencross Vets, Pet Barn 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 means PetCloud has received investment from and is partnered with the two largest Pet and Vet Organisations in Asia Pacific which is great for PetCloud customers.

"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 CEO and founder of PetCloud, Deb Morrison.

PetCloud is an Australian start up business in the sharing economy, much like AirBnB but for pets, connecting a national network of trusted pet sitters and services with pet owners in an easy, accessible and safe online platform.

Animal Medicines Australia's 2016 national survey, Pet Ownership in Australia, found Australians pet expenditure has increased by 31% to \$12.2 billion last year with the rise of the 'fur baby'.

With there being 24 million pets in Australia and the market for premium products, services and insurance growing PetCloud is meeting the emerging market demand to connect pet owners with services.

Unlike our two main competitors who are foreign owned, PetCloud is an all Australian company.

PetCloud's high performing team last year were finalists in the Lord Mayor's Business Awards for Digital Strategy and High Growth Business Start Up.

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.

Ends.

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## Appendix:

### What makes PetCloud different?

In order to reach and maintain our high animal welfare and human safety standards, we conducted workshops with highly skilled and experienced staff from the RSPCA (Inspectors, Foster Carers, Dog Trainers, and Senior Veterinary Staff) to develop processes, procedures, and information for our Sitters to reduce the risk of loss or harm to pets in care and the humans that care for them.

There are many things that set us apart such as:

- Mandatory Police Background Checks of all Sitters who have access to Pet Owners' homes.
- Animal Cruelty History checks of all RSPCA Qld Accredited Sitters
- We provide a Property Checklist to support Pet Owners & Sitters in decreasing the risk of escape or harm to pets - which has been developed & approved RSPCA Qld Vets
- We support our Sitters by offering an online Accredited Pet Sitter Course which covers emergency procedures & animal care standards
- We also support Sitters & Pet Owners with a knowledge portal filled with Answers to FAQs & contact details for RSPCA Support Services, Animal Emergency Service Network & Vet Chat Video Consultations
- We remain compliant with each State's Boarding Code of Practice
- We support local council laws & provide relevant information to Pet Owners & Sitters in relation to caring for Domestic Animals at home and in public areas.
- We promote responsible pet ownership and understand that pet owners can be time poor - so most of our sitters provide pet taxi services to help take pets to vet & grooming appointments.
- We pay for liability insurance cover for all bookings.
- We enable Pet Owners to post ratings and reviews on Sitter listings after a booking so other Owners can read about their experience.
- We display Pet Sitter badges so Pet Owners can understand what verifications and checks have been done.
- We save Pet Owners time by offering the ability to post a job and have available sitters apply to them - instead of spending time searching through sitter listings and making enquiries.
- We're a 100% Australian company, with Australian founders.
- 20% of all our profits goes back to support the rescue work of our RSPCA Partners

### How does PetCloud work?

#### 1. Search (Find Loving Pet Sitters in Your Neighbourhood)

Thanks to PetCloud, you can now find verified Pet Sitters in your community to take care of your animal when you can't. A simple search allows you to find a host family that will board your pet, or a Pet Sitter who will come take care of your pet with visits or stays in your house. Just enter your city name or postal code to find trusted Pet Sitters in your neighbourhood.

#### 2. Review (Pet Sitters Profiles and Availability)

Find the best fitting pet sitters and check availability directly on their profile page. Beyond making sure your pet is well fed and exercised, some pet sitters offer additional services such as grooming or training – even skype calls!

### 3. Request a free Meet & Greet with the Pet Sitter

Once you've read the pet sitter's profile and everything looks great. Now reach out by clicking "Schedule a Meet & Greet" button. When you meet up, ask the pet sitter questions and explain the unique needs of your furry friend and inspect their backyard.

### 4. Book and Pay Online

When you've found the right Pet Sitter, the next step is to confirm your reservation online. Choose the services you want, the length of stay, and include any special instructions. You can pay with with most credit cards or Paypal using our secure platform. PetCloud then pays the Pet Sitter 24 hours after the last day of Pet Minding and deducts a small surcharge to help cover costs

### **Contacts**

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