



Petz*Ville*

Advancing productive, profitable
digital transformation of the pet economy



Petzville is an industry standard, enterprise, leading-edge-innovation driven, Digital Pets Service Delivery and Management System.



PetzVille

Who we are

We are PetzVille Global Village Square (PetzVille GVS) – an industry-standard technology solution that leverages new-age, leading-edge digital technology to transform the pet ecosystem and economy. PetzVille fosters smart pet services delivery and intelligent administration management (eGovernance) of the pet ecosystem and economy.

We are the Amazon, Alibaba, Bolt, and Airbnb for the pets and wildlife industry.

PetzVille operates on three enterprise solution domains – Petzville-as-a-Service, PetzVille-as-a-Business and Petzville-for-Administrative & Governance.



Mission Statement



Our mission at PetzVille is to revolutionise the pet care industry by creating an intelligent, digitally-driven ecosystem that enhances pet management, services, and overall well-being. We aim to provide innovative, standardised solutions that connect pet owners, service providers, and communities, ensuring seamless, high-quality care and support for pets worldwide under SMART GOVERNANCE.

Vision Statement



Our vision is to establish PetzVille as the leading global platform for comprehensive pet services, setting new standards in digital innovation, care quality, and community engagement. We aspire to foster a world in which every pet enjoys the best possible care and ownership, supported by an efficient, connected, thriving digital ecosystem.

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Our Value Propositions



Intelligent Digital Identity (IDID) and Identity Management:

Ensuring secure and accurate identification of all entities and transactions within the pet ecosystem, including pets, owners, service providers, and service delivery systems.



Institutional . Standardisation:

Establishing idiot-proof, universally verifiable systems for registration, pet breed certification, practitioner certification, licensing for practitioners and pets, and more.



Smart Health and Well-being Services Delivery and Management:

Advancing a leading-edge health information management system for pets, guaranteeing qualitative and safe delivery of essential (e.g. immunisation and minor treatment), general, reproductive, and specialist pet healthcare services under EXACT corporate, clinical and fiscal governance.



eLogistics Services:

Fostering a super-structured and streamlined logistics service system for pet care and service delivery.



eCommerce Services:

Facilitating a robust, intelligent marketplace for pet-related products and services stretching "ease-of-doing-business" to its productive-profitable limit.



PetzVille Solution Paradigm

Digital Identity: of all entities within the ecosystem (Pets, owners, Service providers – corporate or itinerant, practitioners, etc.)

Service Structure & Categorisation: of corporate and commercial systems (powered by EziBiz listing)

Fiscal Structure: Including pricing, flexible eWallet (SIM based), flexible ePayment (including eVoucher driven)

Smart Governance (SmartGov): Digital signatures for all service delivery, enterprise rating, remark and ranking of service providers.

Intelligent Digital Pets Welfare and Social Services System: Offering comprehensive services such as boarding, e911 or SOS, bathing, walking, social clubs, campaigns, and more. PetzVille also provides a platform for NGOs focused on animal and pet development, rights protection, and promotion, ensuring unparalleled global visibility, voice, and reach.

Education and Training Services: Driving human capital development in the pet ecosystem through technology-enhanced Continuous Professional Education (formal and non-formal).

PetzVille aims to create a comprehensive digital ecosystem addressing various aspects of pet care, including informational, corporate-social, commercial, health and well-being





Our Service Propositions

They include, though not limited to:

- Digital Pets IDentity service (the universally valid and verifiable Petz-IDID)
- Digital Pet certification (pedigree, training, etc.)
- Pet e-Registry (industry standard e-Database)
- Intelligent digital pet document services (eRecords)
- Pet digital health records and virtual health card (green card)
- Digital pet health and well-being management
- PetzVille911 (emergency response services)
- Pet reproductive services
- Pet nutrition and feeding programme – corporate, commercial and social (i.e. food bank)
- Pet welfare promotion, protection and advocacy
- Digital pet commerce and industry management
- Research and development
- Pet services and system governance
- Digitally-mastered pet training, boarding and networking management
- Pet services specialisation and specialist certification management system
- Pet social service (i.e. boarding, adoptions, etc.)
- Pet advocacy services
- Pet logistics services
- Pet insurance services
- Sports and entertainment



Why PetzVille

PetzVille is an innovative technology solution that is revolutionising how pet services are delivered and managed. By leveraging leading-edge digital technologies, PetzVille aims to create a comprehensive digital ecosystem addressing various aspects of pet care, including informational, corporate-social, commercial, health and well-being, and legal services. This proposal outlines the transformative potential of PetzVille and its role in advancing the pet economy globally and within Africa, particularly Nigeria.

Digital Technology and Economic Transformation

Digital technology is reshaping economies and ecosystems worldwide, driving efficiency, accessibility, and innovation across various sectors. The pet economy is no exception, with digital solutions enabling enhanced service delivery, better management, and improved governance of pet-related activities. From telemedicine for pets to smart pet devices and online marketplaces, digital advancements are creating new opportunities for growth and development in the pet sector.

The Global Pet Economy

The global pet economy is a thriving market, valued at over \$232 billion in 2020, with projections indicating continued growth and projected to hit \$500 billion in 2030. This robust market is driven by increasing pet ownership, rising spending on pet care products and services, and a growing emphasis on pets' health and well-being. As more households adopt pets, the demand for comprehensive and accessible pet services continues to rise, creating a fertile ground for innovative solutions like PetzVille.



PetzVille is revolutionising the Nigerian pet economy for global competitiveness.

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Global Pet Industry To Grow To \$500 Billion By 2030, Bloomberg Intelligence Report Finds – March 24, 2023



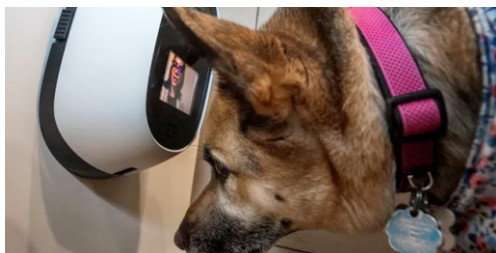
The African and Nigerian Pet Economy

In Africa, and particularly in Nigeria, the pet economy is burgeoning. Although specific data on the Nigerian pet economy is limited, there is a noticeable trend of increased pet ownership and spending on pet care. According to market observations, urbanisation, rising disposable incomes, and changing pet attitudes contribute to this growth. Despite the potential, challenges such as limited access to quality pet services and products and inadequate regulatory frameworks persist.



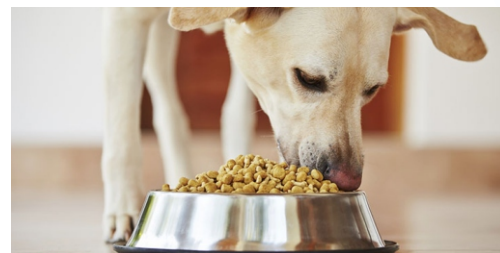
Growth Potential and Opportunities

The pet economy globally, and within Africa and Nigeria, presents significant opportunities for growth. Increased pet ownership and spending on pet care drive this potential. Nigeria's market is ripe for expansion, with untapped opportunities in various segments such as pet healthcare, grooming, and training services. By harnessing digital technology, PetzVille can capitalise on these opportunities, offering scalable solutions that cater to the evolving needs of pet owners.



Addressing Challenges with Digital Technology

Owning and retaining pets in Nigeria has challenges, including limited veterinary care access, inadequate pet care information, and fragmented service delivery. Digital technology can mitigate these problems by providing platforms for telemedicine, creating informational hubs for pet care education, and offering integrated service delivery systems. PetzVille aims to address these issues by developing a comprehensive digital platform connecting pet owners with service providers, streamlining care processes, and enhancing overall pet management.



Transforming the Pet Economy

PetzVille's vision is to transform the pet economy and ecosystem by leveraging digital technology to jumpstart exponential growth in the Nigerian and African pet sectors. By providing innovative solutions that enhance service delivery, improve pet management, and foster better governance, PetzVille aims to set new standards in the pet industry. This transformation will not only benefit pet owners and service providers but also contribute to the broader economic development of the region.

PetzVille represents a pioneering effort to harness digital technology to advance the pet economy.



Advancing a leading-edge health information guaranteeing qualitative and safe delivery of essential (e.g. immunisation and minor treatment), general, reproductive, and specialist pet healthcare services

Our Brand Digital Portfolio

Web-blog: PetzVille Blog (<https://PetzVille.yrka.org/>)

Google page: <https://maps.app.goo.gl/fV2SZFWHiB6ovCDL6>

Contact Us

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