




**Hoolie Foundation**

## A few words about us



**Hoolie** was founded in 2021 and is a digital platform which brings innovation in the pet insurance market. Hoolie as a start up company has high ambitions and a mood for to excel in the field, as we are already recognized as the 1st Greek provider to design pet insurance schemes, a sector with many untapped opportunities, in a country with at least 2.2 million registered pets.

According to several trustworthy researches conducted in the past, the largest group of people with similar characteristics is **animal lovers**.

Through workshops and further research, we identified an emerging type of consumers who don't consider themselves to be "pet owners", but rather "pet parents". Pet parents treat their pets like an equal family member and as a result, they have deep emotional relationships that extend beyond the need for security or companionship.

**Hoolie Foundation** was created by "pet parents" through a genuine desire to enhance the pet insurance market offering a flexible product and service suited to the modern day pet family. With a unique approach, **Hoolie Foundation** gathers the knowledge of experts and allows pet owners to even have an impact even on the price of insurance.

## Our vision



Our vision is that animal welfare should become an essential part of people's moral sense, while opening new paths in the local insurance market. One of the most important concepts in the human-animal studies, is the term "bond".

The strength of this bond allowed pets to be considered as members of the individual's family.

According to the American Veterinary Society, "***the human-animal bond is a reciprocal beneficial and dynamic relationship***", which is influenced by behaviors necessary for the health and well-being of both. It includes, but is not limited to, emotional, psychological and physical interactions between humans, animals and the environment."

Taking into account all the above, Hoolie Foundation is a pioneer in the Greek Insurance Market, steered towards the well-being of our dear friends!



“Animals are the first teachers of humans”  
Democritus

“Animals have, without any education,  
superior kindness”  
Plutarch

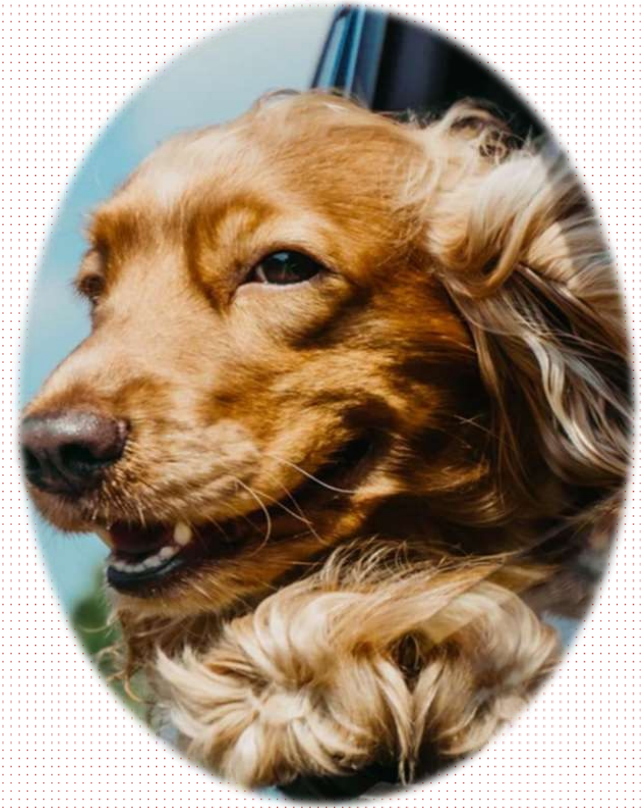
“The greatness of a nation is shown by the  
way it treats animals”  
Mahatma Gandhi



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# Projects

Hoolie Foundation





## Adoption Project

Our team loves to evolve!  
In 2022 we plan on taking on new challenges

We focus on animal adoption and it will be two-fold:

- Virtually, by choosing to donate an amount of money to a specific organization in order to rescue stray animals; and
- Physically, through actual adoption of stray dogs.



## Blood Donation Project

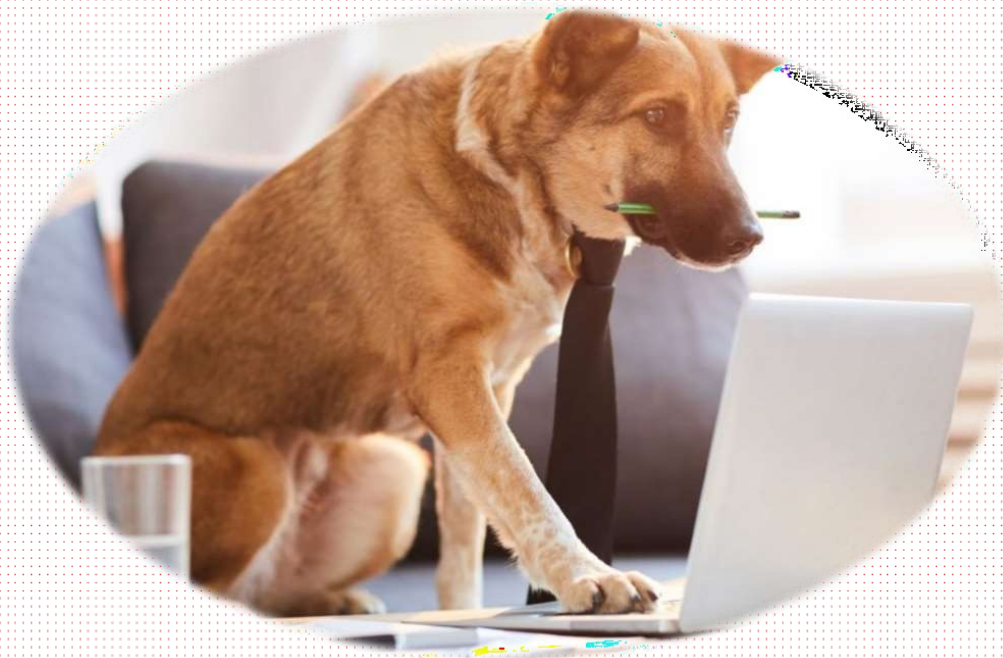


H o o l i e F o u n d a t i o n

Blood donation between pets is our second ongoing project.

For the first time this market history's, we really are trying to break the barriers!

Through this life saving initiative, we are helping many animals which need blood, to be able to find it quickly, at the time they need it the most.



# Innovations

## Hoolie Foundation



## Artificial Intelligence Innovation

- Following **Artificial Intelligence (AI)** technologies, in collaboration with a leading tech company and our own specialized department, we have create a new, innovative application, where the pet owner can identify his pet's breed or mixture of breeds!

As one of Hoolies' goals is, the promotion of adoptions; the same application will eventually help in pet medical examinations, their anticipated costs and most importantly, in the prevention of any disease that might be caused based on the breed of the pet.

Just to keep things light, we will soon launch a second application, which will focus on swapping pet's and owner's faces by creating unique photos.. *"How much do you look alike to your pet? Let's find out!"*



## Innovation Hoolie Foundation Application

● Taking great care of your pet is the only course of action. Although we believe we have the best insurance product on the market, we want to reduce the risk of you having to use it, because we know that many injuries and illnesses can be avoided with the right knowledge and precautions. That's why, with the support of veterinarians and other experts, we are developing an application that will give you personalized tips on how to keep your pet healthy, and by doing so earning points.

Animal health and well-being is the top priority of Hoolie Foundation. In a fun but comprehensive way, we will be able to show you through the application how to take the best care of your four-legged friend, while keeping everything in one place. In our application, you will create a profile for your four-legged friend, and you will be able to access articles, lessons and videos that will be available. This application and its use can even reduce the cost of your insurance plan.



## 1<sup>st</sup> AWARD 2022

At **Hoolie Foundation**, as keeping always in mind the current trends in the domestic insurance market, we participated as a Sponsor in the 34th Thessaloniki Insurance Conference (THINC), "The next day in insurance mediation, the new digital age for the modern mediator in the meta-Covid era", which took place on Friday, March 11, 2022 in the city of Thessaloniki, under the auspices of Insurance Innovation and [insuranceforum.gr](http://insuranceforum.gr).

As part of the conference, the Insurance Innovation Awards were held as an important award ceremony for innovative projects and initiatives in the insurance industry, highlighting best practices and their contribution to the transformation of the Greek insurance industry, with tangible benefits to consumers, businesses and organizations.

We are very proud to **win 1st place in the category "Innovative Insurance Product"**, for the specialized pet insurance product, "Pluto".

This award is a great honour, and a great reward as well, for achieving our main strategic goals, which are combined in the continuous growth in our field of activity, and in our constant and permanent presence by our little friends' side.



## 2<sup>nd</sup> AWARD 2022

**Pet Awards 2022: An institution that promotes animal health, well-being and respect for pets and the environment.**

On Thursday, June 2nd , at House 124, the **Pet Awards 2022, Recognizing Excellence & Innovation in Products and Services**, took place. For the 3rd consecutive year in Greece, excellence and innovation in high quality products, innovative services, as well as innovative companies that offer essential care to pets were awarded and highlighted.

**Hoolie Foundation won the gold award** for "Hoolie Pet Insurance", the innovative pet care program with a free choice of doctors or clinics nationwide, for the treatment of our pet due to accident and / or illness and regardless of overnight stay in a certified veterinary clinic .

Designed by pet "parents" for pet "parents"!





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# Our team

## Hoolie Foundation





## Our team

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Head of IT Department



**Papadima Matina**  
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**Dini Valia**  
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**Papadopoulou Maria**  
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Hoolie Foundation

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Thank you  
for your attention!

