



# PETCARE INNOVATION SERIES

## INTERVIEW WITH PETCARE INNOVATION EUROPE'S **2023 BEST IN SHOW WINNERS**

*Driving Innovation in Wellness and  
Preventative Care to Improve Pet Health and  
Pet Parent Experience*







Madeline Metzsch &  
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Co-Founders  
**Strayz**

## Could you tell us a bit more about STRAYZ?

STRAYZ is the first social pet food brand with a big mission to improve the lives of all 680M street cats & dogs worldwide. By selling premium organic pet food as well as fair fashion for animal lovers we collect donations for international animal welfare organizations. Within our first 2.5 years we were able to donate more than 1.5M meals and financed medical treatments as well as neuterings in order to help holistically. In addition to our social cause, we want to disrupt the pet food industry. Sadly, in our opinion most pet food is more like junk food & not suitable for pets. At STRAYZ, we are focusing on an omnichannel sales strategy in order to raise the maximum amount of donations. While building a D2C love brand with a strong community we are also selling our pet food via retail in +2.400 POS in Germany.

## What advice would you give to a start-up seeking investment?

Stay true to your values and your vision for your company. You will get lots of feedback on your product. Often this feedback is contrary. That's why it's so important to listen but not to get confused by different opinions. The perfect match will come.

## You were awarded the Judge's Choice winner at our Best in Show Spotlight in Berlin - how was the experience for you, did you make the connections you were hoping to?

We still can't believe it. It was already such a great honor to be nominated for the pitching competition. When we heard that we've won the Judge's Choice Award we couldn't believe our ears because all pitching start-ups had such brilliant ideas. It was a great opportunity to showcase our social start-up and we were amazed by how many people approached us afterwards. We've made lots of new connections and truly had a great time at the conference.

## What do you think 2024 is going to look like for the petcare industry?

We believe that sustainability will no longer be a nice to have but a must have for the petcare industry. Especially when approaching younger generations. In addition we think that an omnichannel sales strategy will be necessary in order to succeed. With rising CACs D2C only brands will have a hard time without a solid retail foundation helping to reduce risks.

## Could you tell us a bit more about MI:RNA Diagnostics?

We are a veterinary diagnostic testing company targeting early disease diagnosis with our platform technology. We use a new biomarker, known as a microRNA and assisted learning models to really revolutionise disease detection. We are on a mission to reduce the impact of disease and provide vets with an unrivalled degree of knowledge in terms of progression and patient outcomes. In clinic, this means we can help our pets live longer, happier lives and on farm this means we can improve welfare, support productivity and reduce the impact of agriculture on the environment.

## What advice would you give to a start-up seeking investment?

I would say be clear in your messaging and be bold in your ambitions. We are all in this start up space to change the world in some way, tell investors what you are going to do to make the planet a better place for animals and humans!

## You were awarded the Audience Choice winner at our Best in Show Spotlight in Berlin - how was the

## experience for you, did you make the connections you were hoping to?

We had a really productive meeting in Berlin, there was a boutique and friendly feel to the event which meant that we had some really interesting discussions with key players and got to know other start-ups and peers too, which we always value. Berlin is such a great host city too!

## What do you think 2024 is going to look like for the petcare industry?

Currently, we are seeing upwards trend in diagnostics and in farm animal spend which is great for our messaging. Vets remain under pressure and there will be further innovation to support clinics and telemedicine to reach the pets that need care in a timely manner. I believe we are on the cusp of a digital revolution and this will gather pace in 2024 with AI playing a major part in the development of, what I hope will become, a transformed and accessible health care sector.



Eve Hanks  
CEO & Founder  
MI:RNA Diagnostics