

A new era of compassion

A world's first in the pets marketplace, Australian tech startup revolutionizes the way pets are bought and sold online

MELBOURNE, VICTORIA, AUSTRALIA, August 14, 2018 /EINPresswire.com/ -- Shaping the future of the pets industry, myNewPet is an Australian based e-commerce platform that redefines the way users buy and sell pets. In a world's first, they have built an online platform that combines cutting-edge identity verification technology, with the incorporation of an escrow service to ensure maximum security, efficiency, and transparency when purchasing and selling loved ones online.

The platform features three different account types; buyers, sellers and breeders. The seller and breeder accounts include an interactive analytical dashboard, which displays metrics on the ratings within listings, as well as view counts. There is a messaging component that allows users to contact each other and leave reviews, opening the door to a more reputation and responsibility focused pet community. The service offers a myriad of different payment solutions including credit card, debit card, direct bank transfers, and blockchain-based cryptocurrency payments.

Every feature is purpose-built and designed to create trust and transparency between users, with the goal of eliminating fraud and fighting against abusive practices.

- ☐☐ Confirming the identity of users through an Electronic Identity Verification process (GreenID)
- ☐☐ Collecting pet microchip numbers and breeder's licence numbers
- ☐☐ Offering a third party pet delivery service through Dogtainers
- ☐☐ Escrow account feature for payment processing
- ☐☐ Adhering to AML/CTF and KYC laws

myNewPet hopes to build a thriving marketplace where thousands of pets can find loving, caring new homes. The online service works constantly to detect, deter, and report scams, ensuring that breeders advertising on the site are treating pets with dignity and respect. The company does not support any sellers or buyers with a history of animal abuse or related criminal offenses. The company discourages time-wasters and fake enquiries by charging a small deposit fee for enquiries. In working as a mediator, it protects buyers, breeders, and pets.

myNewPet partnered with Australia's oldest and most reliable pet logistics company, Dogtainers,



First look inside the platform

to ensure every pet makes it to its new home in safety and comfort. All transportation is conducted under the care of licensed and trained professional pet transporters.

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