



Press Kit

2024

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Mella Pet Care Secures Investment from Mark Cuban on ABC's 'Shark Tank'

Connected health and wellness devices will 'disrupt the pet care industry,' says Cuban

Monday March 4, 2024

[See Press Release](#)



The Connected Pet Health Ecosystem

**Improve
pets' lives**

**Make vets
jobs easier**

**Empower
pet parents**

Company Overview

Mella is a pioneering pet health company dedicated to crafting cutting-edge health devices tailored specifically for pets. With a focus on innovation and animal well-being, Mella develops a range of state-of-the-art health monitoring tools designed to empower pet owners and veterinarians alike. From temperature monitors to activity trackers, Mella's products provide comprehensive insights into pets' health, enabling proactive care and early detection of potential issues. By combining advanced technology with a deep understanding of pet care needs, Mella is revolutionizing the way we monitor and safeguard our beloved animal companions.



Innovative Care: **Mella's** **Pet Monitoring** **Revolution**



Temperature



Respiration



Pulse Rate



Blood Pressure



Weight / BMI





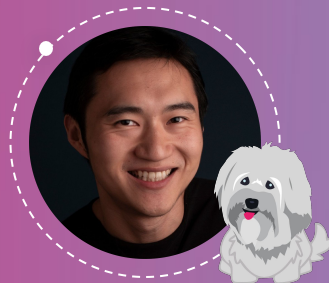
Acquired by  BOSCH

Founders



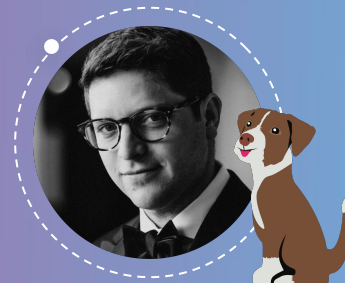
Anya Babbitt & Mella
CEO

Anya's shih tzu mix, Mella, is the company's namesake. As an entrepreneur, Babbitt has built and exited multiple startups across industries and her work has been recognized by the United Nations, Techcrunch & more. Babbitt's specialties are strategic partnerships, deal closing, and team building.



Yale Zhang & Possum
CTO

A serial entrepreneur with over 15 years of experience in building healthcare hardware monitoring devices, Yale Zhang specializes in bringing innovations from idea to commercialization. Zhang is passionate about creating greater healthcare access across the world.



Ben Seidman & Biggie
COO

Ben Seidman loves building and collaborating with his team to solve problems that provide meaningful impact for the world around him. Seidman's dog, Biggie, is the namesake for Mella's second product. Seidman is resourceful, a door opener, and a team player. His focus is sales, marketing, operations and recruiting.

The Mella Team



Daniella Morgan-Pascualvaca
Chief of Staff



Gera Guerrero
Creative Director



Jamie Driscoll
Marketing



Sanjeet Walia
Product



Pauline Borisova
Product



Arthur Skok
Developer



Oia Eng
Marketing



Beverly Batts
Marketing



Amy Weitzman
Data Science



Advisors



Alex Zykov
Vice President,
Consumer Group



Alex Schechter DVM
Pure Paws



Brian Eberman
Ten Factor Growth



Eileen Dise
Data Scientist, HBO

WARNERMEDIA



David Levy
Pet Product
Innovations



Felicity Johnson
Founder of Hello
Ralphie



Mella's Story



Our team, with a decade of experience in innovative medical devices, developed a pulse oximeter and infrared thermometer for infants in 2015. Inspired by my farm upbringing and love for animals, I realized the need for accessible health tracking tools for pet owners and veterinarians. Named after my rescue dog Mella, our company aims to address this gap. Mella's battle with kennel cough highlighted the challenges of monitoring pet health. Lacking a thermometer, I struggled to assess her symptoms accurately, leading to a near-fatal outcome. Recognizing the need for fear-free temperature monitoring for pets, we launched Mella Pet Care, dedicated to simplifying pet health monitoring through innovative technology.

– CEO, Anya Babbitt



Awards & Press



[Check out Mella's awards](#)

[Check out Mella's press coverage](#)



SHARK TANK

[Download Photos](#)



Daniella (left), Anya (middle), and Ben (right) giving their pitch to the Sharks



The Mella Pet Care set on Shark Tank



Daniella taking Daymond John's temperature while Obie waits patiently



Daniella (left), Anya (middle), and Ben (right) finish their pitch by making "shark fins" with their hands



Daniella explains the Biggie Scale to Daymond John by weighing Obie



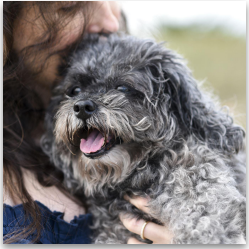
Daniella demonstrates the Mella ecosystem to Daymond John while Obie, Anya, and Ben look over



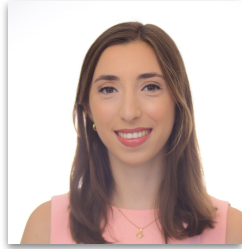
Mark Cuban holding show dog Obie

Press Shots

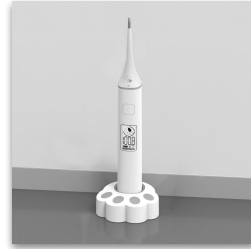
All Photos



More Mella Dog Photos



Team Headshots



More Mella Pro Photos



More Mella Home Photos



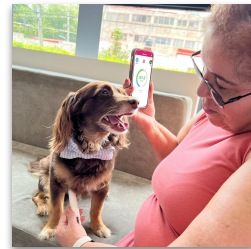
More Biggie Photos



More Tabby Photos



More Biggie Use Photos



More Mella Home Use Photos



More Mella Pro Use Photos

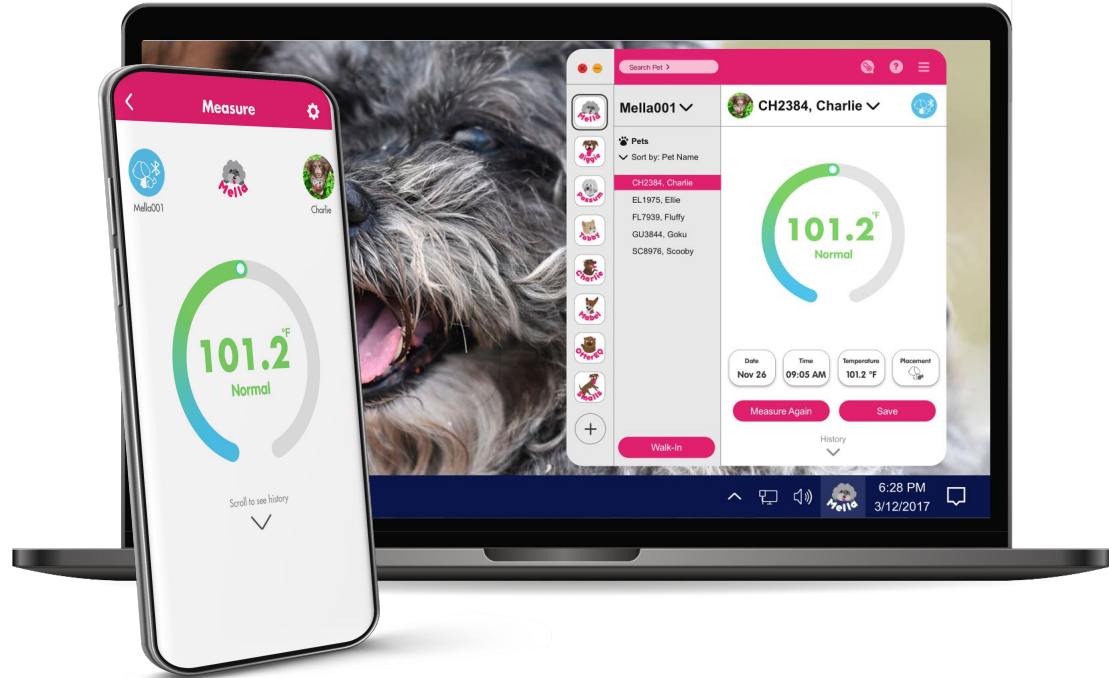


More Tabby Use Photos

The Mella Health App

For seamless data tracking and an ability to send vital signs information to any practice management system.

Required for accurate temperature prediction.



Mobile App Screenshots

Desktop App Screenshots

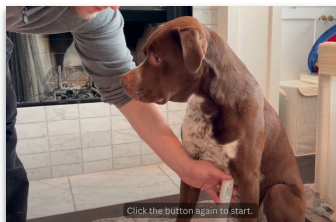
Videos



Company Pitch Videos



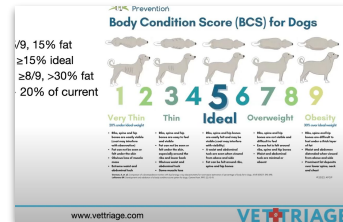
Mella Press Videos



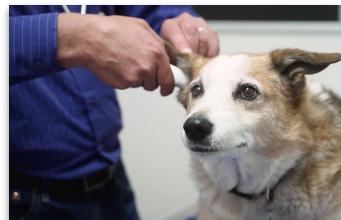
How To Videos



Product Videos



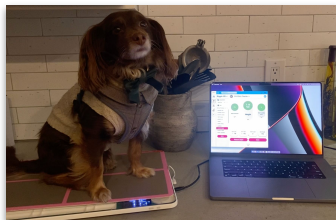
Webinars



Mella Pro Use Videos



Mella Home Use Videos



Biggie Use Videos



Tabby Use Videos

For downloadable videos, contact hi@mella.ai

Logos

Mella's mission is simple: to make pet healthcare more accessible to pet parents, pet professionals, and pets themselves.

We create smart vital signs monitoring technology so that anyone, anywhere, can get the insights they need to help their best friends live healthier, happier lives.



Mella Pet Care™

[Download Logos](#)

Testimonials



Tennille Teague
Founder, Jaxx Hound
And Pet Parent



Alex Schecter
DVM



Kim Cross
President, Friends for
Animals of Metro Detroit



Susie Teran
DVM

“I wish Mella Pro were around when my kitty was running a fever.”

“I know all of my patients will be extremely happy with this stress free technology ”

“The Mella Pro would be perfect for screening parvo at our facility”

“Nobody wants to be sticking anything up an animal’s butt, especially not the animal.”

[Check out our video testimonials](#)

Media Contact

Ben Seidman
ben@mella.ai





Visit us at Mella.ai

@mellapetcare

