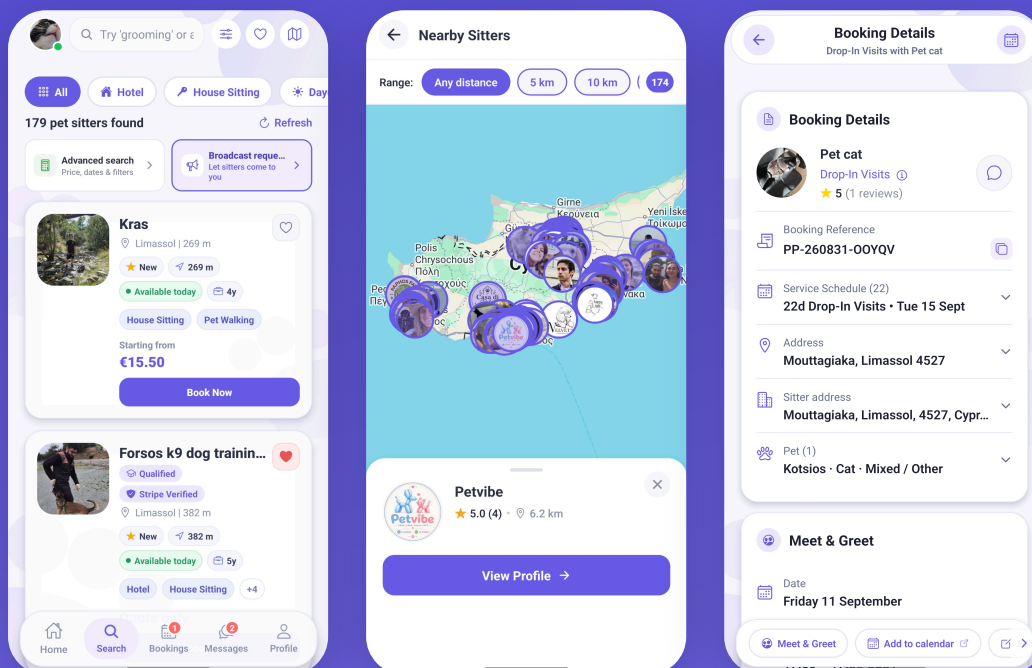




Petsly Press Kit

Every pet service in Cyprus. One search. One place.

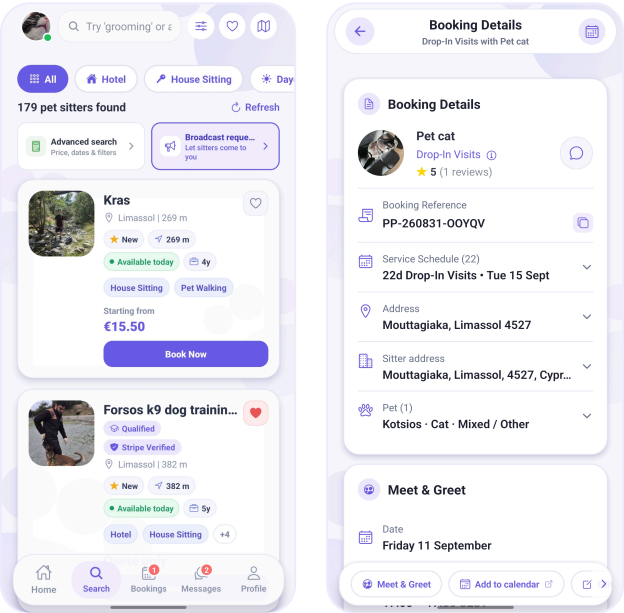


ONE LINE

Petsly is Cyprus's pet services app. Pet owners find, chat with, meet and book verified sitters, groomers, walkers, trainers and pet hotels in one place, on iOS, Android and web.

Short boilerplate (about 60 words)

Petsly is the first homegrown pet services marketplace in Cyprus. Pet owners find, chat with, meet and book identity-verified sitters, walkers, groomers, trainers, pet hotels and pet taxis in one app. Payments are held until the service is done, reviews come only from real bookings, and every provider is approved by a person. Free on iOS, Android and web at petsly.pet.



Key facts

Founded	2026, Limassol, Cyprus
Founders	Nikolas Kouis and Theodoros Herodotou
Launched	Public launch 15 May 2026 (apps in the App Store and Google Play since March 2026)
Platforms	iOS, Android and web (app.petsly.pet)
Registered users	2,300+
Providers with live listings	400+, of which 300+ identity-verified
Service categories	16, from dog walking to vet escort
Reviews	129 reviews, average 4.99 out of 5, all from completed bookings
Cities	Nicosia, Limassol, Larnaca, Paphos, Famagusta
Languages	English and Greek interface (12 languages supported)
Cost for owners	Free to download and use.
Cost for providers	Free to list, no subscription.
Legal entity	Petsly Pet Services, reg. no. EE 63545, Limassol, Cyprus

Long boilerplate (about 200 words)

Finding someone to look after your pet in Cyprus used to mean Facebook groups, word of mouth and a lot of hoping. Petsly fixes that. It is the first pet services marketplace built in Cyprus, for Cyprus, and it has been live since spring 2026.

Pet owners search by service, location and dates, compare real profiles and reviews, chat in the app and set up a free Meet & Greet before they commit to anything. Every provider verifies their identity through Stripe and is approved by a member of the Petsly team before they can take a booking. Payment is held securely until the service is complete, phone numbers and addresses stay private until a booking is confirmed, and if a sitter cancels the owner is refunded automatically. Dog walks come with live GPS tracking and photo updates.

For providers, Petsly replaces the WhatsApp juggling. Independent sitters, groomers, trainers and small pet hotels get a booking pipeline, a shareable booking link, pay-by-link for existing clients, Google Calendar sync and secure payouts. Business accounts let teams manage bookings together.

Petsly covers pet sitting, house sitting, dog walking, drop-in visits, pet hotels and home boarding, daycare, grooming, training, pet taxi, vet escort and more, with providers across Nicosia, Limassol, Larnaca, Paphos and Famagusta. It is free to download on iOS and Android, and works in any browser at app.petsly.pet.

The story

Petsly started with a very Cypriot problem. Two friends from Limassol, both with pets, kept hitting the same wall every time they travelled: who do you trust with the cat? The answer was always a cousin, a neighbour or a stranger from a Facebook group. No reviews, no backup, no one to call if it went wrong.

Nikolas Kouis and Theodoros Herodotou are both software engineers. Nikolas runs the business and marketing, Theodoros did most of the architecture and app design, and they share the programming. Together they built the platform they wished existed: a place where every sitter has a verified identity, every review comes from a real booking, and the money sits safely until the job is done.

The app went live in Cyprus in May 2026. Within five months it had passed 2,300 registered users and 400 providers with live listings, reached number two in the Lifestyle category of the Cyprus App Store, and became the top organic search result for pet sitting in Cyprus. Petsly is self-funded and built by a two-person team.

Founders

Nikolas Kouis

Co-founder

Software engineer from Limassol. Builds payment systems and apps for a living. At Petsly he runs the business and marketing and shares the programming with Theodoros. Cat dad to Kotsios.

Theodoros Herodotou

Co-founder

Software engineer from Limassol. Did most of Petsly's architecture and app design, and shares the programming with Nikolas. Dad of Leo and Bruno.

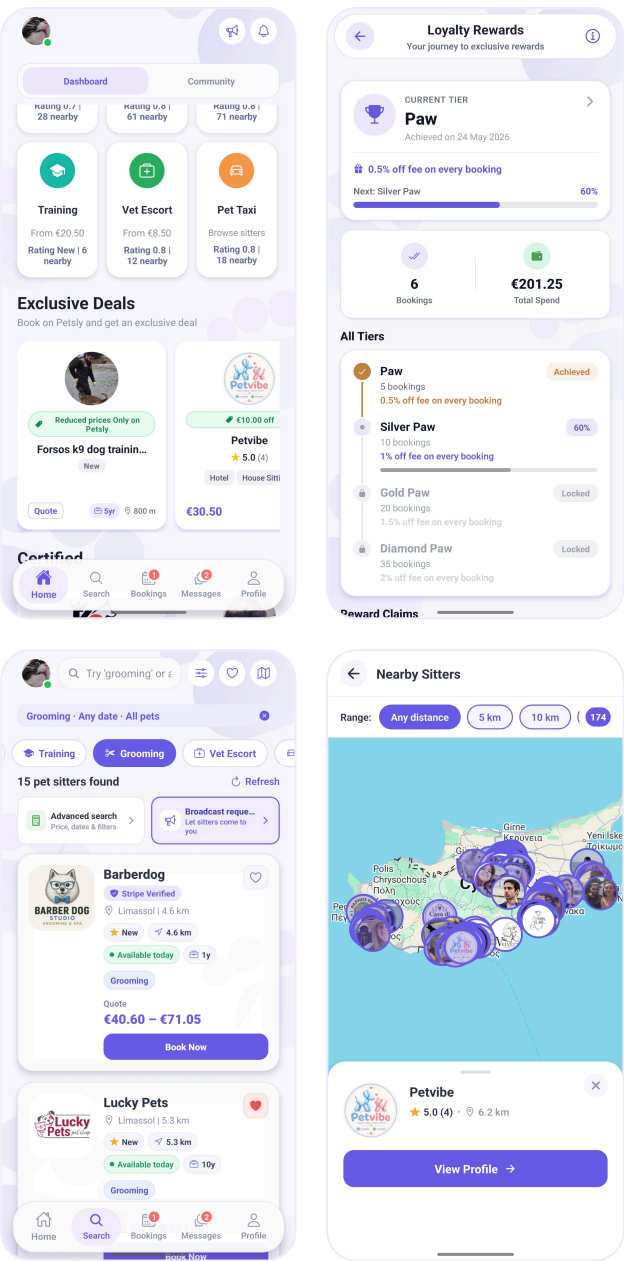
Quotes

"Pet care in Cyprus ran on Facebook groups and luck. We wanted a default you could actually trust: a real identity behind every profile, a real review behind every star, and your money safe until the job is done."

Nikolas Kouis, co-founder

"Most of our providers were already great at their job. What they did not have was a way to get booked and paid without chasing people on WhatsApp. Petsly gives them that."

Theodoros Herodotou, co-founder



How it works

For pet owners

1

Search

Pick a service, your area and your dates. See who is nearby, their prices and their reviews.

2

Meet first

Chat in the app and book a free Meet & Greet. No payment until you have met.

3

Book and relax

Your card is held, not charged, until the provider accepts. Get photo updates and live GPS on walks. Pay out only when the service is done.

For providers

1

List for free

Create a profile, set your services and prices or a price range. Verify your identity and get approved by the Petsly team.

2

Get booked

Requests arrive in the app. Share your personal booking link with existing clients, or send a pay-by-link.

3

Get paid

Secure payouts through Stripe. Sync your Google Calendar so you are never double-booked.

Services on Petsly

Pet sitting

House sitting

Dog walking

Drop-in visits

Pet hotels and home boarding

Daycare

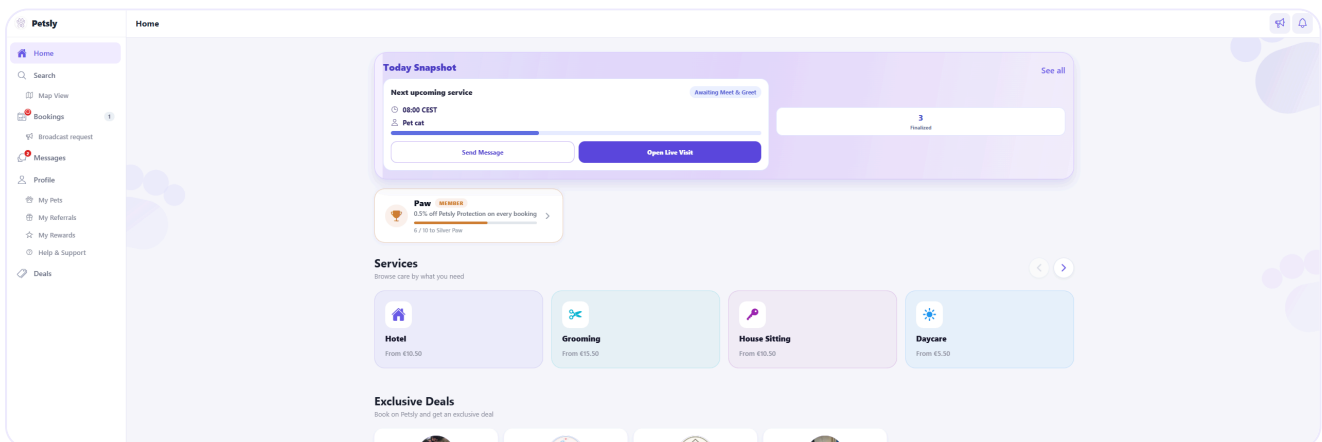
Grooming and bathing

Training

Pet taxi

Vet escort and vet check-ups

Pet travel and relocation



app.petsly.pet

Petsly Protection

Every booking on Petsly comes with Petsly Protection. It is what makes booking a stranger feel safe:

- ✓ Identity-verified providers, each profile approved by a Petsly team member
- ✓ Card held, not charged, until the provider accepts
- ✓ Phone numbers and addresses stay private until the booking is confirmed
- ✓ Full automatic refund if the provider cancels
- ✓ 24-hour issue window after the service, with payment held in the meantime
- ✓ Petsly resolves disputes and pays refunds without waiting on the provider
- ✓ Photo updates, arrival alerts and live GPS on walks where supported
- ✓ Reviews only from completed bookings, so nobody can fake them
- ✓ Petsly Care, extra cover for vet bills if something goes wrong during a booking, is next

Milestones

March 2026	Petsly approved on the App Store and Google Play
15 May 2026	Public launch in Cyprus
July 2026	Web version goes live at app.petsly.pet, no download needed. Petsly reaches #2 in Lifestyle on the Cyprus App Store
August 2026	Business accounts for teams, Google Calendar sync and pay-by-link for providers
September 2026	Petsly booth at Dogfest 2026
October 2026	2,300+ registered users and 400+ providers with live listings

Links

Website	https://petsly.pet
Web app (no download)	https://app.petsly.pet
App Store (iOS)	https://apps.apple.com/cy/app/petsly/id6758918375
Google Play (Android)	https://play.google.com/store/apps/details?id=com.petsly.pet
Download page (both stores)	https://petsly.pet/app
Instagram	https://www.instagram.com/petsly.pet
Facebook	https://www.facebook.com/petsly.pet
Petsly Protection	https://petsly.pet/petsly-protection
For pet owners	https://petsly.pet/for-pet-owners
For providers	https://petsly.pet/for-pet-sitters
Press email	press@petsly.pet

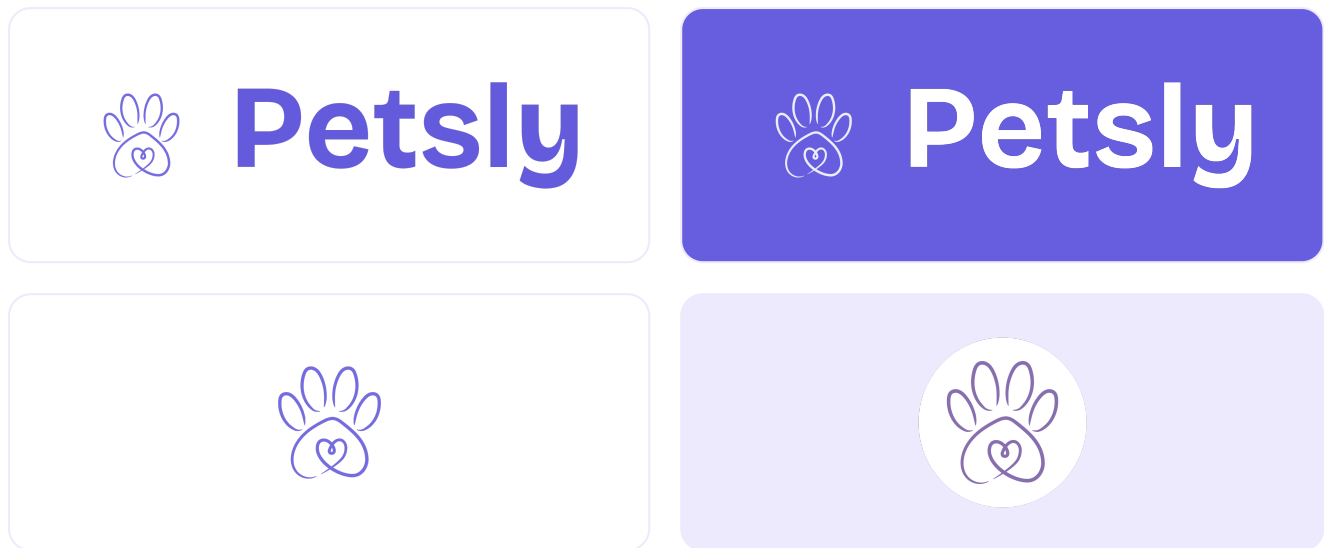
Article footer text

Petsly (petsly.pet) is Cyprus's first homegrown pet services app. Dog and cat owners find identity-verified pet sitters, dog walkers, groomers, trainers and pet hotels in Nicosia, Limassol, Larnaca, Paphos and Famagusta, chat with them, set up a free Meet & Greet and book with secure payment. Free on iOS, Android and web.

Story ideas for editors

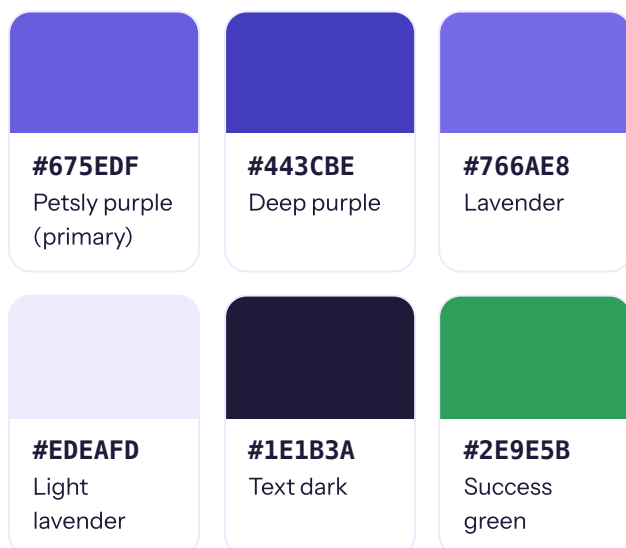
- The Cyprus pet economy: what people actually pay for walks, boarding and grooming, from live Petsly listings
- From Facebook groups to verified sitters: how pet care in Cyprus is changing
- Built in Limassol: a two-person team shipping an app used across the island
- The side hustle angle: how sitters and groomers are turning a passion into income
- Summer and holidays: the last-minute pet care scramble and how to avoid it
- Meet & Greet culture: why Petsly makes you meet the sitter before you pay

Logo and brand



- Use the files supplied. Do not redraw the paw or recreate the wordmark.
- Purple on white, or white on purple. Nothing else.
- Keep clear space around the logo equal to the height of the heart.
- Do not stretch, rotate, outline, add shadows or place on busy photos.
- The name is written Petsly, capital P, never PETSLY or petsly in body text.
- In Greek, Petsly takes the neuter article: το Petsly, του Petsly.

Colours



Fonts

Headlines: Bricolage Grotesque Bold. Body: Instrument Sans. Greek text: Manrope. All free on Google Fonts.

Bricolage Grotesque

Instrument Sans for body text. Manrope για τα ελληνικά.

What is in this kit

01_logos	Petsly paw logo in purple and white, app icon, horizontal lockups with the wordmark, on transparent and on purple. PNG at 2x.
02_app_screenshots	Real app screens: search results, map of nearby sitters, home and deals, booking with Meet & Greet, grooming results, loyalty rewards.
03_web	The web app at app.petsly.pet on desktop.
04_photos	Lifestyle photos from the Petsly shoot. Free to use with credit "Petsly".
05_sample_creative	Two finished Petsly ads for reference.
Petsly_Press_Kit_EN.pdf / Petsly_Press_Kit_GR.pdf	This document in English and Greek.
Petsly_Press_Copy_EN_GR.docx	All the text, ready to copy and paste.
LINKS.txt	Every URL (site, web app, App Store, Google Play, social) plus the article footer text, for copy and paste.

Media contact

Press	press@petsly.pet	Founders are available for interviews in Greek and English, in person in Limassol and Nicosia or by video call. We can also share anonymised booking data on request.
Support	support@petsly.pet	
Investors	invest@petsly.pet	
Website	petsly.pet	
Web app	app.petsly.pet	
Download	petsly.pet/app	
Instagram / Facebook	@petsly.pet	