ARTEMIS PETCONNECT INSIGHTS

Everything Begins with Understanding

PAPER II / WHAT WE BELIEVE

Every Pet Deserves to Be Understood



Artemis Petconnect

Creator of askKynos™

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A pet has a story, not just a booking

By two of its co-founders, the CEO & President and the CFO & CTO, Artemis Petconnect, Inc. · November 2026

Executive summary

A pet parent tells askKynos™ that their dog is afraid of thunderstorms. That note becomes part of the pet's profile. When they book boarding, the boarding sitter sees it. When they book a dog walk weeks later, the walker sees it too, before the first walk. Nobody has to explain the pet twice, and on a stormy Florida afternoon the walker knows before the clouds roll in.

> Nobody has to explain the pet twice.

That small moment is the idea behind this paper. Pet care is personal, but the digital processes around it can be remarkably transactional. A booking identifies a service, a date and a caregiver. Yet the animal receiving that care has a continuing history: routines, sensitivities, relationships, past experiences and changing needs. Much of what matters does not begin or end with a booking.

We built askKynos around a different starting point: understand the individual pet first, then use that understanding to support care decisions. The founding concept of a Pet Graph, a persistent and connected record of what matters about one pet, led directly to Smart Match, which weighs that pet's needs alongside each caregiver's experience and the service requested.

We argue that the lasting value of a context-rich application lies not in accumulating more records, but in keeping understanding useful and reliable over time. Data may compound; value does not automatically follow. Accuracy, relevance, consent, provenance and human judgment decide whether more information leads to better-informed care.

Scope and limits

This paper describes the ideas behind askKynos and the safeguards they require. It makes no clinical claims, and it does not claim measured improvements in matching or care outcomes. "Pet Graph" names a concept, not a database design, and the diagrams illustrate principles rather than proprietary architecture. Section 6 separates what is live in askKynos today from what is still a direction for future work.

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1 The missing continuity in a transactional model

A service transaction answers necessary questions: Who is available? Where? When? At what price? Those answers matter, but they do not describe the care relationship. A shy senior cat, a highly social puppy and a dog recovering from surgery may all book the same service and need very different care.

A pet parent can explain these differences in messages, lists and conversations, but the information scatters and has to be repeated every time the caregiver changes. Most platforms do store notes and profiles. The deeper question is whether useful context follows the pet from one experience to the next and reaches the right person at the right moment.

Veterinary practice already treats this as a discipline. The American Animal Hospital Association advises pet parents to leave sitters detailed instructions covering medical conditions, emergencies, routines and contacts [1], and US model regulations for veterinary recordkeeping call for records complete enough that another veterinarian can continue an animal's care [2]. The opportunity for everyday pet care is to bring that discipline to ordinary handoffs, without confusing caregiving information with veterinary records.

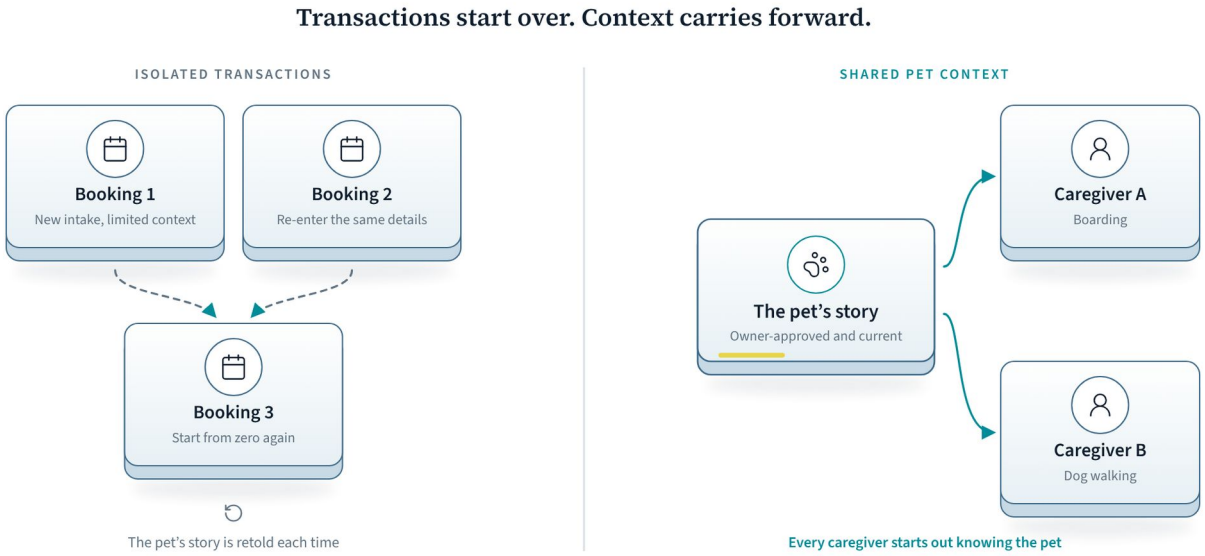


Figure 1. Transactions start over; context carries forward. In isolated transactions, each booking retells the pet's story. With shared, owner-approved context, every caregiver starts out knowing the pet. A conceptual comparison, not a measurement of any platform.

2 From the problem to the Pet Graph

The Pet Graph began with a simple observation: a pet's history does not disappear when a booking ends. A useful system should not behave as though every new care event starts from zero.

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At the center is the individual animal. Around it sit related facts and observations: health information provided by the owner or veterinarian, routines, behavior, sensitivities, environment, preferences and experience with past care.

These details are connected. As in the example that opened this paper, if a pet is afraid of thunderstorms, that fear shapes where the pet can settle during a storm, which caregiver experience matters, and what instructions should accompany an overnight stay. The value comes from those connections and from making them usable, not from collecting more fields.

The Pet Graph: one evolving record of one pet

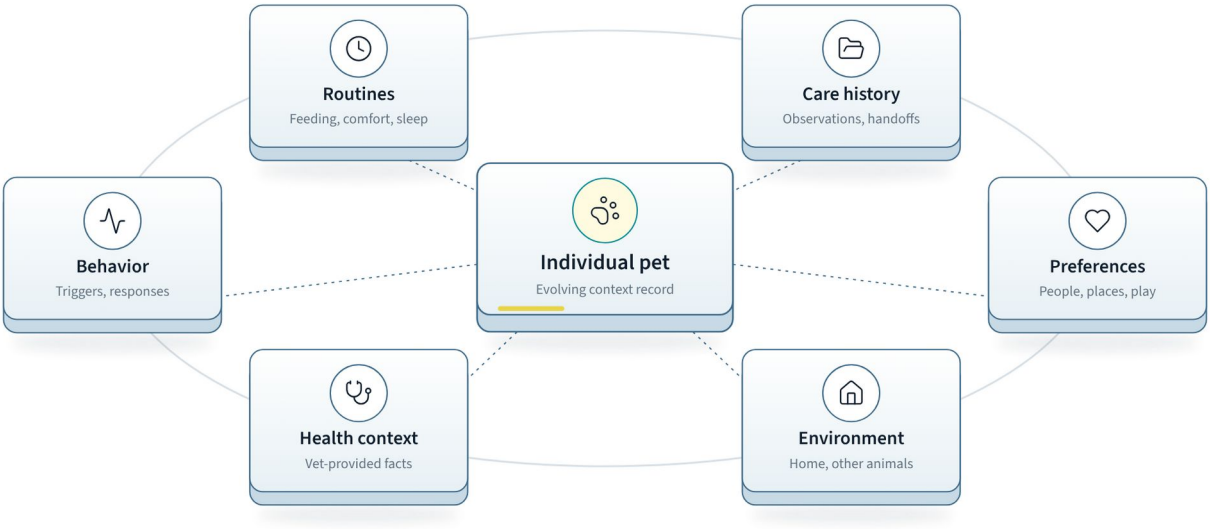


Figure 2. The Pet Graph as a concept. Health context, behavior, routines, care history, preferences and environment connect to one evolving record of the individual pet. Not a database schema.

A persistent record of a pet should be treated as a living account, not a static file. Facts change, reports can conflict, and a preference may depend on setting or age. Each observation raises practical questions: Who supplied it? When? Was it confirmed? Is it still relevant? Should this caregiver see it for this service?

3 Why the Pet Graph led to Smart Match

Once we thought in terms of an evolving understanding of each pet, matching became more than a search for proximity and availability. The question shifted from “Which sitter can take this booking?” to “Which available caregiver is well suited to this animal and this situation?”

Smart Match is the practical answer. It considers the pet’s needs and temperament, the service requested, and each caregiver’s experience and strengths. In askKynos today, distance decides which caregivers are in range and

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fit decides the order. Only clear mismatches are hidden, so parents see every suitable caregiver, ranked, and make the choice themselves. The weighting behind the ranking is not disclosed here.

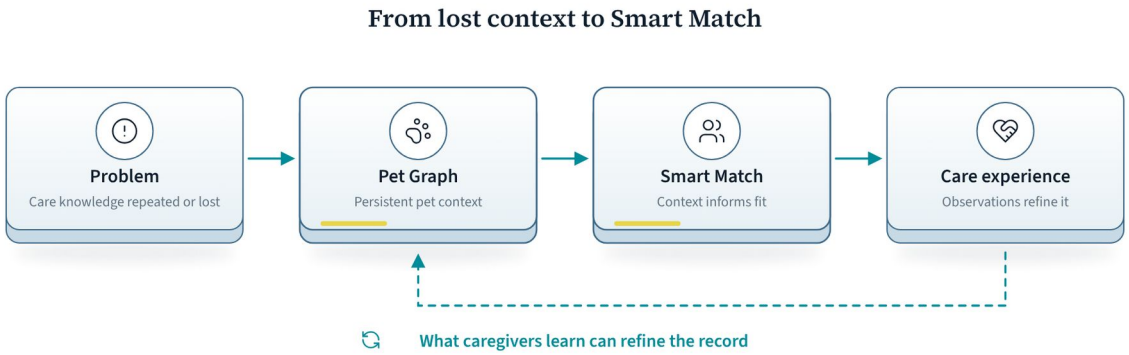


Figure 3. From lost context to Smart Match. Care knowledge that was repeated or lost becomes persistent context in the Pet Graph, which informs caregiver fit. What caregivers learn can then refine the record.

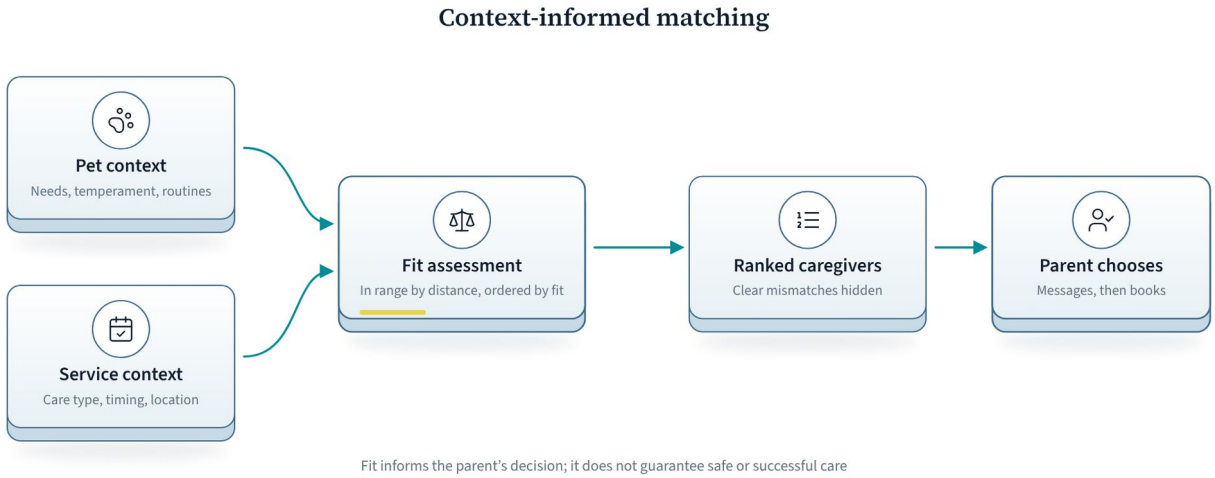


Figure 4. Context-informed matching. Pet context and service context inform a fit assessment: distance decides who is in range and fit sets the order, with clear mismatches hidden. The parent reviews the ranked caregivers, messages and chooses. Fit informs the decision; it does not guarantee safe or successful care.

The Pet Graph is not a collection contest

More data does not automatically produce better decisions. The Pet Graph is valuable when information is tied to the pet, anchored to its source and date, reconciled with newer observations, and brought forward only when it matters to a decision. Otherwise the system risks preserving outdated instructions with unwarranted confidence.

The governing test is practical: could this information change the caregiver selected, the preparations made, the plan for an emergency, or the animal's experience? If not, collecting or sharing it adds burden rather than understanding.

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4 From data accumulation to compounding understanding

As askKynos gains experience with an individual pet, it can become more useful to that pet's family. A first profile may describe known routines and sensitivities. Later bookings can add caregiver observations, owner corrections, changes in needs, and what worked in a particular setting. The longer a family uses askKynos, the more valuable it becomes, because the context lives there. That is only earned loyalty if the family can always see and correct what the profile says.

This creates the possibility of compounding understanding. Each experience can inform the next, as long as the system separates confirmed, current facts from ambiguous impressions. Storing more text does not make a system smarter. Old or poor information can make recommendations worse if its limits are hidden.

The path from data to value runs through stewardship: capture useful observations, record their source and date, confirm or correct them, apply them to a specific care decision, and update the record with the owner in control.

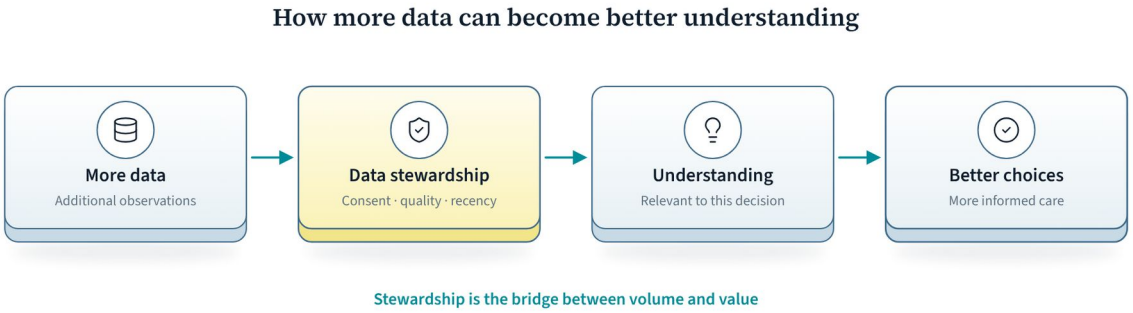


Figure 5. How more data can become better understanding. Data stewardship (consent, quality and recency) is the bridge between volume and value.

Compounding also has natural limits. Some observations are sensitive, some matter only briefly, and some should not be visible to every caregiver. Useful continuity depends as much on selective access and correction as on persistence.

5 Continuity must cross caregiver boundaries

A pet's needs travel across people. A dog walker may notice a reluctance to climb stairs. A daycare caregiver may see that a pet settles better in a quiet space. A pet parent may confirm that a routine has changed. Each observation could matter later, but only if its status is clear and the owner controls what is shared.

This is also why communication during care matters as much as the profile before it. In askKynos, the app itself asks caregivers for updates and tells families when they arrive, so the story keeps growing while the care is happening. The important distinction is between capturing a note and creating a trustworthy handoff. A note is an event. A handoff is context delivered to another person with the right relevance, clarity and authority. The

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system should make clear that a caregiver's observation is not a veterinary diagnosis or an owner-confirmed instruction.

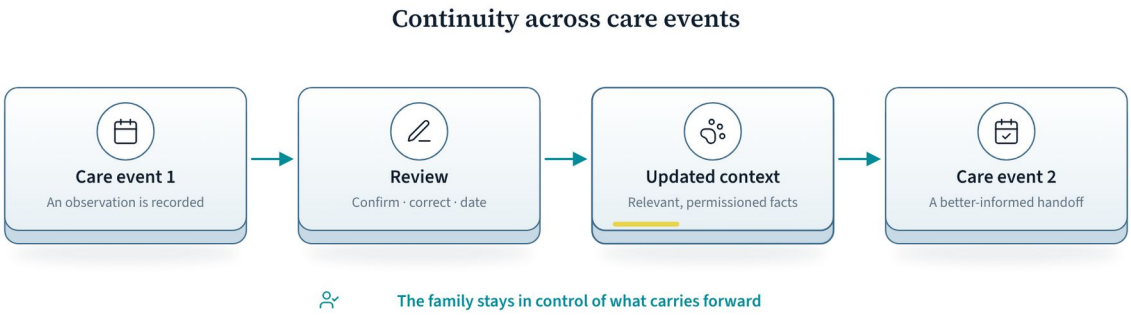


Figure 6. Continuity across care events. Review and correction turn a recorded observation into updated, permissioned context for a better-informed next handoff, with the family in control of what carries forward.

A care journey: what continuity should look like for Wong

Wong is a co-founder's standard poodle, and one of the first pets whose story went into askKynos. Consider a weekend when he needs care at home while his family is away. The family's real request is not simply "find a sitter." It is to find an available caregiver who can keep Wong's familiar routines and avoid unnecessary disruption. The journey below shows how continuity should work; Section 6 marks which parts are live today.

1. **State the need.** The family books house sitting for the weekend. Wong's profile supplies owner-reviewed context: his routines, his sensitivities, how he settles, and emergency instructions.
2. **Find suitable caregivers.** Smart Match ranks the caregivers in range by how well they fit Wong and the service. The family reviews the options, messages a caregiver with questions, and chooses. A ranking supports the decision; it does not make it.
3. **Prepare and confirm.** Before the stay, the caregiver receives the current instructions they need, and no more. The family and caregiver agree on dates, responsibilities, contacts and what to do if something goes wrong. A match is not a booking; confirmation is an explicit step.
4. **Care and communicate.** While the family is away, push notifications prompt the caregiver to send updates, let the family know the moment one arrives, and follow up with reminders. A change in behavior or a health concern calls for a person to follow up, not an unsupported medical inference by an assistant.
5. **Close the loop carefully.** After the stay, the family and caregiver can note what worked and what changed. Nothing silently becomes permanent truth: the family confirms lasting changes, and temporary observations keep their dates, sources and access limits.

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The value is not that more events occurred in the system. It is that the next request can start from a clearer, more reliable understanding of Wong, without his family explaining his needs from the beginning.

6 What an understanding-first application must get right

Information quality and provenance

Information should show whether it came from a pet parent, a caregiver, a clinical record or a system inference. A dated behavior report is not the same as a standing rule. Families must be able to correct mistaken entries and revisit stale ones.

Purposeful access and privacy

A caregiver needs the facts required to deliver the agreed care, not unrestricted access to every personal note or historical record. Consent, access control, data minimization and retention belong in the design from the beginning. The same practical test applies: ask only for what could change a pet's care.

Explainability and human accountability

Recommendations must stay distinct from decisions, and an automated assessment must never be presented as a guarantee. Today, Smart Match shows parents ranked options and leaves the choice to them. Over time, a match should become legible enough for a parent to question it. The National Institute of Standards and Technology's AI Risk Management Framework lists validity, transparency, privacy, security and accountability among the characteristics of trustworthy AI [3].

Appropriate clinical boundaries

The askKynos Vet Assistant is a guided flow, not an open-ended chatbot. It uses a pet's story to offer guidance and suggest questions for a veterinarian. It is never a diagnosis and never replaces the vet. Diagnosis, treatment decisions, emergency care and clinical responsibility stay with veterinary professionals.

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Live today, and what comes next

Live in askKynos today	Next: direction, not yet delivered
Free pet profiles that carry each pet's story	Showing parents why each caregiver fits
Smart Match: distance sets who is in range, fit sets the order	Confirmed caregiver observations refining future matches
The Vet Assistant: guidance from the pet's own story, never a diagnosis	Access through outside AI assistants, with askKynos keeping matching, booking and payment
Five kinds of care: pet daycare, boarding, drop-in visits, house sitting, dog walking	Measured evidence that continuity improves care
In-app messaging, and photo updates during every kind of care	
Push notifications that prompt caregivers to send updates, tell parents when one arrives, and follow up with reminders about each booking	

7 How this perspective extends beyond booking

A persistent understanding of the individual pet supports more than matching: preparing for a service, communicating during care, and keeping a family's knowledge of their pet across years. The Vet Assistant reflects the same ambition, making a pet's story available when the family needs information, within firm safety and professional boundaries.

There is a strategic reason this matters. Most digital services are organized around separate interactions. Understanding-first design asks what a product should remember between interactions, how that memory should be governed, and how it can support the next right action. Pet care is a concrete place to work through those questions, but the principles apply to context-rich applications in many fields.

Our future work on agent-accessible applications suggests another extension. Outside AI assistants may one day make requests through authorized interfaces while askKynos keeps its own context and business rules. That is a direction, not a delivered integration.

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The bridge to Paper III

Paper I describes how a small team coordinates complex work with AI. This paper explains what the resulting product is designed to preserve: useful, trustworthy understanding of an individual animal. Paper III asks how an application can make its capabilities, limits, permissions and booking states understandable to a wider range of AI assistants.

The connection is deliberate. A future assistant might relay a family's request for Wong's care, but it should not replace the pet-specific context, matching, booking confirmation, payment or care communication that askKynos is responsible for. Open interoperability standards such as the Model Context Protocol, which lets AI assistants connect to outside applications, do not by themselves make every assistant compatible or safe.

The three papers move from building intelligent software, to preserving what that software understands, to letting new interfaces request governed actions from it. The way people reach askKynos can change without giving up the application's understanding or accountability.

8 What remains to be proven

The thesis is plausible, and it should be tested rather than assumed. The evaluation path is observable: which profile details families confirm and correct, whether caregivers open and use the instructions, which ranked caregivers families choose, and whether handoffs reduce repetition and confusion. Satisfaction, retention and completed bookings matter commercially, but on their own they cannot show that care improved, so baselines and appropriate permissions come before any claim of benefit.

Careful evaluation should also look for harm: outdated instructions, incorrect inferences, excessive data collection, inappropriate sharing and misplaced confidence in AI guidance. An understanding-first system should know when it does not know enough.

> An understanding-first system should know when it does not know enough.

Conclusion: preserve what matters

The Pet Graph led to Smart Match because once the individual animal is at the center of the application, compatibility matters alongside convenience. Over time the promise grows: each experience adds to an evolving understanding, and that understanding makes the next interaction better informed.

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The governing principle is not “collect everything.” It is “preserve what matters, understand it responsibly, and use it in the right context.” That is how data accumulation becomes compounding understanding.

For us, this principle connects the founding idea of askKynos to a broader approach to intelligent software: everything begins with understanding. We run our company the same way. As we put it in Paper I, logging in is not the same as being known. The same is true for every pet.

About Artemis Petconnect, Inc.

Artemis Petconnect, Inc. is the company behind askKynos™, a pet-care platform built on the belief that every pet deserves to be understood. Four equal co-founders, one family, founded the company and built askKynos on nights and weekends: the CEO & President; the CFO & CTO, a PhD data scientist; the CIO & VP Engineering; and the CMO & VP Communications. askKynos offers five kinds of care (pet daycare, boarding, drop-in visits, house sitting and dog walking) built around one persistent story for each pet.

Company: https://www.artemispetconnect.com · Product: https://www.askkynos.ai

Further reading from Artemis Petconnect

- **Paper I: The New Economics of Complexity.** How four people built askKynos with AI. https://www.artemispetconnect.com/insights/the-new-economics-of-complexity
- **Eating Our Own Dog Food, Part 2.** “Logging in is not the same as being known,” and how the company runs on the same idea as the product. https://www.artemispetconnect.com/news/eating-our-own-dog-food-part-2
- **askKynos Insights: your pet’s story comes before care.** The product view of the ideas in this paper. https://www.askkynos.ai/insights/story-before-care.html

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[1] American Animal Hospital Association. Preparing for the unexpected: Essential pet sitter instructions. https://www.aaha.org/resources/preparing-for-the-unexpected-essential-pet-sitter-instructions/

[2] American Association of Veterinary State Boards. (2025). *Model Regulations: Medical Recordkeeping* (Section 4(f)). https://www.aavsb.org/wp-content/uploads/2025/08/2025-Model-Regulations-Medical-Recordkeeping_-1.pdf

[3] National Institute of Standards and Technology. (2023). *Artificial Intelligence Risk Management Framework (AI RMF 1.0)*. https://www.nist.gov/itl/ai-risk-management-framework

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