GIST start-up develops 'Early Petor' that selects dog clothes size with artificial intelligence
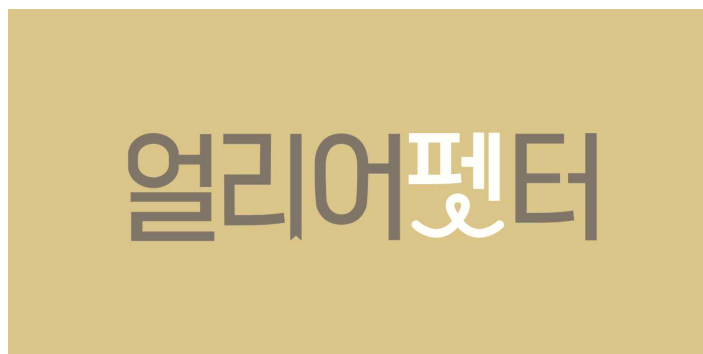
― 'Shigoru-jabujong' start-up made by college students, including Joo-young Hong, has launched the beta service of 'Early Petor,' a dog clothing shopping mall

― 2021 GIST Startup Idea Contest Grand Prize
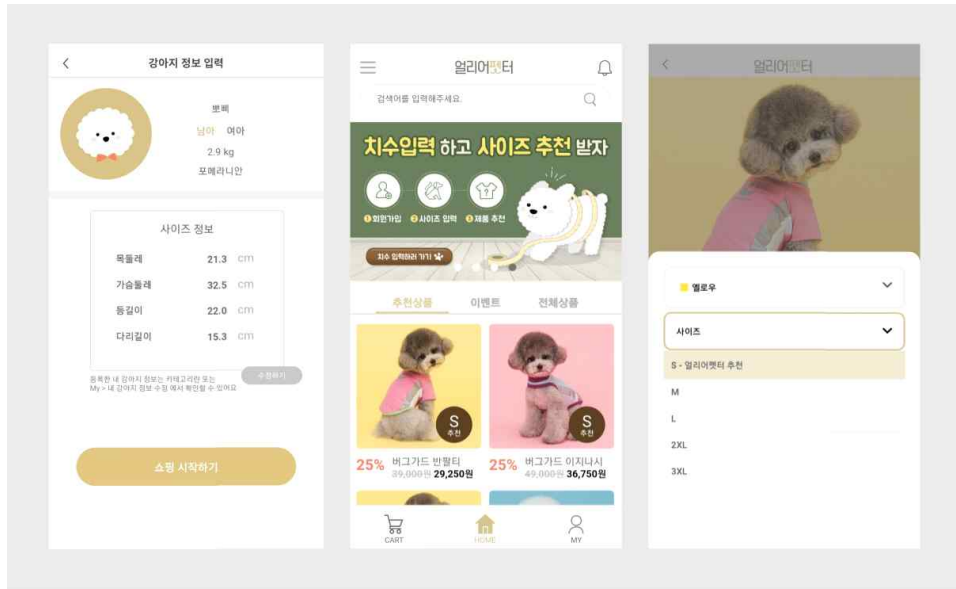

▲ 'Shigoru-jabujong' start-up CEO Joo-young Hong

GIST (Gwangju Institute of Science and Technology, President Kiseon Kim) and POSTECH college students' start-up 'Shigoru-jabujong' (CEO Joo-young Hong, 2018 GIST EECS major) developed 'Early Petor,' a dog clothing platform that automatically recommends the size for pet clothing using artificial intelligence (AI) technology.

▲ 'Early Petor' beta service was launched in December 2021.

'Early Petor' was released as an interactive website and can be used on both mobile and PC via a link: https://alpet.co.kr.

Based on her experience of having difficulties in choosing the right size when purchasing clothing for dogs on the internet, CEO Joo-young Hong created 'Early Petor' with the idea of applying computer vision technology to solve the problem.

▲ Main screen of 'Early Petor'

The 'Shigoru-jabujong' team analyzed market problems by directly looking for dog owners and sellers of dog clothing.

'Early Petor' includes a personalized and customized size recommendation function, and provides recommended products based on the dog size information registered by the user. For each product, it automatically recommends the right clothing size for your dog.

After the beta testing, the 'Early Petter' application is scheduled to be released in the first half of 2022 and will be equipped with photo-based size analysis AI and community functions for dog owners. When a picture of a dog is uploaded, it automatically analyzes the size by using combining computer vision technology, and, based on this, calculates and recommends a suitable size for each product.

CEO Joo-young Hong said, "Through beta testing, we plan to receive actual user opinions from dog owners and improve the service. I hope that Early Petor will set a good precedent for those who are trying to start a business within GIST."

The 'Shigoru-jabujong' start-up was selected for the 2021 public technology-based market-connected start-up search support project (I-Corps) and for the GIST GSS project. It was awarded the Excellence Award in the 2021 Five Science Specialized Universities Joint Startup Competition (X-IST), the 2021 GIST Start-up Idea Contest, and the 2021 GIST CEO Forum Encouragement Award.

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