Ministry of Agriculture, Food and Rural Affairs

PRESS RELEASE

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AI Enables Pet Health-Checks with a Simple Photo

Sejong, 19 November 2026 — In October, the Ministry of Agriculture, Food and Rural Affairs (MAFRA) has selected Elevenliter Co., Ltd. for its A-Ventures* of the Month programme, which identifies and promotes promising startups in the agri-food sector.

* Launched in May 2019, the programme takes its name from a combination of “agriculture” and “Avengers.”

Elevenliter is a pet-tech startup that has developed Lifet, an AI-powered pet health monitoring service. Using photos taken with a smartphone, Lifet allows owners to check their pets’ health and identify potential medical problems without leaving home.

With Lifet, owners can photograph their pets’ legs, mouths, or eyes using a smartphone. AI then analyses the images to identify potential health conditions and assess their severity or progression. The company currently offers

commercial analysis services for five categories of conditions: patellar luxation, periodontal disease, obesity, cataracts, and skin disorders. Importantly, its software for analysing patellar luxation and periodontal disease has received regulatory approval as veterinary medical devices, demonstrating the technology's reliability.

Elevenliter has applied this AI to expand its business, supplying AI analysis solutions to major Korean corporations and partnering with private insurers to launch pet insurance products that use AI-generated health assessments to calculate premiums. Revenue increased approximately ninefold, from KRW 130 million in 2023 to more than KRW 1.15 billion in 2025. The company has also attracted KRW 2.25 billion in cumulative investment.

This year, the MAFRA selected Elevenliter for its agri-food venture development support programme, providing assistance with technological improvements and commercialisation. With this support, the company is developing technology to assess cognitive impairment in addition to its five existing categories of conditions. Partnerships with Japanese companies are now being pursued as part of efforts to enter the Japanese market.