

THE
Dogument
Magazine



Every dog deserves to be known.

FREDDIE · THE FOUNDING DOG

A candid first look at the idea, the identity technology and the care record Dogument is building.

03 The 6 a.m. Committee

04 Why add the nose?

05 Teaching a Frightened Dog the Rain

06 The Founding Rounds

07 The proposed founding offer

08 A friendship behind the idea

09 The Last Word

10 Sources, credits & status

A letter from the founders

Why we started with identity—and why we are taking our time.

A dog is not simply a possession. It is a character with opinions, a schedule it enforces without mercy and a way of looking at you across a room that can undo an entire bad day.

We began Dogument because the records around a dog are often scattered. A microchip is essential and legally required; a collar and tag remain practical; photographs, emergency contacts and care instructions sit elsewhere. We saw room for an additional identity and care record, held together around the dog rather than around a pile of paperwork.

Our first technical step is a biometric nose capture supplied through Petify. It is being tested as an additional identity layer—not as a replacement for microchipping, not as a legal certificate of ownership and not as a guarantee that a lost dog will be recovered. The point is to create a more useful reference around which the practical details of a life can be organised.

Dogument is not publicly selling that promise yet. The website, Android build, Petify return, Stripe Test Checkout and Life File foundations exist; the deletion, legal, support and real-device evidence still have to be completed. We would rather tell you that plainly than make a beautiful claim before the service can carry it.

This first magazine is part of the same approach: warm, useful and honest about what is real. Freddie is the first dog in its pages because he is the dog behind the idea.

Edward Coutts Davidson & Hayli Allen CO-FOUNDERS · DOGUMENT LTD

THREE FOUNDING PRINCIPLES

Add, do not replace. Dogument supports the microchip, tag and owner's existing records.

Build before selling. Public payment stays closed until the full service can be evidenced.

Keep the owner in control. Clear consent, access, cancellation and deletion are product requirements.

The 6 a.m. Committee

There is a meeting every morning. You are not the chair.

FROM THE DOCUMENT EDITORS

The committee convenes at six. It has one member, four legs and no interest in the minutes of the previous meeting, which were: please, for the love of God, not before seven. The motion is carried regardless. The motion is always carried. The committee sits on my chest to carry it. I have tried reasoning with the committee. I have explained the concept of the weekend, daylight saving and the fact that the garden will still be there, teeming with the same three smells, at a more civilised hour. The committee listens with its head tilted, which I once found endearing and now understand to be the posture of a creature humouring a slow colleague.



You do not own a dog so much as accept a position, unpaid, in its household.

What the committee wants is rarely food, though it will accept food as a gesture of good faith. What it wants is reassurance that the world is exactly as it left it: same people, same door, same patch of sun due on the kitchen floor at half past nine. And so I get up. I always get up. Somewhere in the small hours it stopped being a negotiation and became the thing I would miss most if the committee were ever, one morning, to fail to sit. Six o'clock is a small price for being that thoroughly checked upon.

Why add the nose?

A biometric reference can add a useful layer. It should never be presented as magic.



A collar can come off. A tag can become unreadable. A microchip is legally required and remains the established way to connect a dog with its keeper's recorded details. Dogument is not replacing any of those things.

Petify's technology supports biometric registration, one-to-one verification and identification through guided smartphone capture. Dogument is integrating that capability as one part of a wider owner-controlled identity and care record.

The honest proposition is an additional reference—not an infallible answer.

01

Create Start with an account and the minimum dog record.

02

Capture Use Petify's guided mobile-web or native camera flow.

03

Confirm Return through Dogument's trusted result and recovery path.

04

Maintain Keep the dog's contact and care information accurate.

IMPORTANT

Dogument's biometric record is not a government register, legal ownership certificate, replacement microchip, insurance policy or guarantee of recovery. Petify's supplier-side deletion and billing behaviour remains subject to written confirmation before public launch.

Teaching a frightened dog the rain

Trust is not a thing you win in an afternoon.

Some dogs meet weather as an inconvenience. Others hear rain or thunder and prepare for catastrophe. The instinct is to solve it immediately, to fill the room with our own alarm and activity. But the kinder work is often quieter: make the home secure, provide somewhere safe, stay calm and let the dog choose space or company. The rain comes. The kettle boils. Nothing terrible follows. The lesson is not delivered once; it gathers slowly in ordinary repetitions.

Trust accrues in small, unremarkable deposits.

Then one grey afternoon the dog watches water travel down the glass without bracing for the sky to fall. There is no triumphal music. No one makes a fuss. That is the point. Most of the good things a dog teaches us are things we would rather not have needed teaching—patience, attention and the fact that love is frequently just showing up calmly until the other one believes you.



A practical note. Blue Cross advises preparing a safe enclosed space, remaining calm and allowing a worried dog room to settle. Persistent or serious fear should be discussed with a qualified behaviourist or veterinary professional.

The Founding Rounds

One real dog. Useful seasonal guidance. No invented members.

FOUNDING DOG · DG 0001



Meet Freddie

Freddie belongs to Hayli Allen and is the real dog at the heart of Dogument. His face, habits and presence gave an abstract product question a living subject: if a dog matters this much to a household, should its identity and care information not be treated with equal seriousness?

Freddie is the Founding Dog, not a fabricated customer case study. His first controlled biometric registration will only be reported after the complete test and evidence pack are finished.

SEASONAL CARE

The winter paw

Cold, wet and dark weather does not affect every dog in the same way. The RSPCA advises owners to watch the individual dog and speak to a vet about unusual behaviour or health concerns.

- 01 Dry dogs after wet walks and wipe paws and the tummy to remove grit, rock salt and possible antifreeze residue.
- 02 Keep dogs visible during darker walks with suitable reflective or LED equipment.
- 03 Avoid frozen ponds and lakes; thin ice may not support a dog's weight.
- 04 Trim excess fur around paws where painful ice balls could form, or ask a groomer for help.

NOTICE BOARD

Dogument is preparing a limited programme of approved UK testing and event activity. Dates will only be announced after venue permission, legal checks, the complete scan-to-cancellation journey and real-device evidence are in place.

What is real, what is gated, what comes later

A serious membership separates today's service from tomorrow's ambition.

BIOMETRIC REGISTRATION

£9.99 ONCE

Payment for the real identity-creation and verification service—not a naked joining fee.

DOGUMENT MEMBERSHIP

£4.99 PER MONTH

For the tested member record, service and recurring value actually available at launch.

CONTROLLED TESTING

Built or technically connected Dogument account; minimum dog record; Petify mobile-web capture; trusted return and recovery; Stripe Test Checkout; Pet Life File foundation.

LAUNCH-GATED

Not yet for public sale Final privacy and consumer terms; supplier deletion; cancellation/refund evidence; support operating window; full real-device journey.

FUTURE

Not included today Expanded document storage; shareable emergency access; Future Care Plan; DNA or insurance partnerships; national events and portrait commissions.

Public paid registration remains closed until the product, legal, payment, support and supplier gates are genuinely green.

The magazine is part of the value proposition, but it should not disguise product gaps. At launch, Dogument will use a concise monthly digital letter. A fuller quarterly magazine begins only when real member stories and the economics justify it.

A friendship behind the idea

Equal founders. Different strengths. One dog who made the problem real.

EDWARD COUTTS DAVIDSON

Creative vision

Edinburgh-born Edward Coutts Davidson has spent four decades turning instinct, design and relationships into international businesses. He began at Christie's in London at sixteen, then built a career across antiques, interiors, events, luxury and brand creation, working on projects for clients including Madonna, Kate Moss and royal households.

At Dogument, Edward leads the creative, commercial and global vision—shaping a trusted British brand designed to travel.

HAYLI ALLEN

Owner reality

Hayli Allen is a lifelong dog owner and face-to-face sales specialist with more than thirty years' experience converting conversations into long-term customer relationships. Her career spans subscription sales, charity fundraising, hospitality and more than sixty consumer shows; she also holds training in dog grooming, dog walking and canine first aid.

At Dogument, Hayli brings the owner's reality to every decision and leads the human, practical sales experience.



Edward and Hayli met at nineteen. Decades later, Freddie turned a lifelong friendship into a practical question: how should a serious company help people identify a dog and prepare its care information properly?

On being waited for



No one will ever be as pleased to see you as your dog is when you walk back through the door—not your family, not your oldest friend, not the people you most want to impress.

It is a slightly absurd amount of joy for someone who was only gone twenty minutes. On a hard day, it can also be the exact amount you need. Whatever else Dogument becomes, it begins there: with the small daily miracle of being unconditionally, ridiculously, waited for.

Built carefully. Credited honestly.

PUBLICATION STATUS

This is a corrected founding preview prepared for Edward Coutts Davidson and Hayli Allen. It is not evidence that public paid membership, national events, portrait commissions or every proposed Life File function are live. The current selected offer is £9.99 once for biometric identity creation and registration, plus £4.99 per month. Public sales remain locked pending product, legal, payment, support, supplier-deletion and real-device evidence.

WORDS

Editorial drafts prepared in-house for approval. Future external contributions must use real named writers, agreed fees, written commissioning terms and accurate bylines.

IMAGERY

Freddie's identity is based on the real photograph supplied by Hayli Allen. Editorial Freddie scenes are original AI-assisted house illustrations created for this corrected preview and are not documentary photographs. They do not imitate any named living artist.

SOURCES

Petify Supplier description of biometric pet registration, verification and identification through smartphone capture. petnow.io/en/petify

UK Government Official guidance that owners must ensure dogs are microchipped and their registered details kept up to date. gov.uk · [compulsory dog microchipping](#)

RSPCA Winter care guidance covering paws, grit, rock salt, visibility, frozen water and veterinary escalation. rspca.org.uk · [dogs in cold weather](#)

Blue Cross Guidance on creating a safe space, remaining calm and seeking qualified behavioural help for persistent storm anxiety. bluecross.org.uk · [dogs and thunderstorms](#)

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Identity for today. Care prepared for tomorrow.

dogument.co.uk