

EMBARGOED UNTIL: Thursday 5 February 2026

Northumberland Brothers Bring OnlyCat's AI Innovation to National Television

Cramlington, Northumberland – Brothers Martin and Tomas Rosinski will appear on Dragons' Den on Thursday 12 February 2026 at 8:00pm on BBC One and BBC iPlayer, pitching OnlyCat – an AI-powered cat flap designed to help prevent cats bringing prey into the home, while still allowing them to come and go freely.

During the episode, Martin and Tomas will pitch OnlyCat to investors Peter Jones, Deborah Meaden, Touker Suleyman, Steven Bartlett and Susie Ma.

For cat owners, the joy of sharing life with a much-loved pet can come with a less glamorous reality: the occasional "gift" delivered at exactly the wrong moment. OnlyCat was built to take the stress out of those situations – helping families wake up to peace of mind, not surprises.

The idea began at home with Martin's cat, Jinx.

"Jinx is brilliant – but like many cats, she had a habit of proudly bringing home things we didn't want brought in," said Martin Rosinski, Co-Founder of OnlyCat. "That was the spark. We wanted to solve a real, everyday problem for cat owners in a way that was smart, practical, and genuinely life-improving."

OnlyCat's key innovation is its built-in AI camera, which screens a cat's entry. If the system detects prey, the flap stays locked — and the owner can receive a video alert showing the foiled attempt. The flap also supports microchip-based access control, allowing households to decide exactly which cats can come and go.

"Our goal was simple: keep the freedom cats love, while giving owners back control at the front door," said Tom Rosinski, Co-Founder of OnlyCat. "OnlyCat is already the fastest-growing startup we've ever built. We're building an incredible team, we're seeing phenomenal feedback from customers, and demand is growing rapidly."

The brothers first launched OnlyCat via crowdfunding and have since scaled rapidly, with revenues now exceeding £2 million and growing exponentially. They now manufacture in the UK and ship globally. As demand accelerates, Martin and Tom are supported by a strengthened senior management team — alongside a growing group of talented engineers, designers, technicians and software specialists building the next generation of smart pet technology. Customer feedback has been one of the strongest signals of product-market fit, with owners describing OnlyCat as "life-changing" and "worth every penny".

In the programme, Martin and Tom will seek investment to help accelerate manufacturing, expand global distribution, and support the next stage of growth.

The outcome of the pitch will not be disclosed ahead of broadcast. Viewers can tune in to see how the entrepreneurs fare.

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Notes to editors

- Company: VirtualV Trading Ltd (trading as OnlyCat)
- Address: 4 Arcot Court, Cramlington, NE23 1BB
- Product: OnlyCat – Microchip Cat Flap with Prey Detection (AI-powered, app-enabled, with video alerts)
- Availability: www.onlycat.com
- Media enquiries: support@onlycat.com | +44 (0)191 58 000 60
- Broadcast: Dragons' Den – Thursday 12 February 2026, 8:00pm, BBC One and BBC iPlayer
- Episode link: <https://www.bbc.co.uk/programmes/m002r85n>
- Other pictures from the show are available for press use via www.bbcpictures.co.uk
- Editorial note: Dragons' Den features products from entrepreneurs and is not an endorsement.

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