

TRACK AND PET

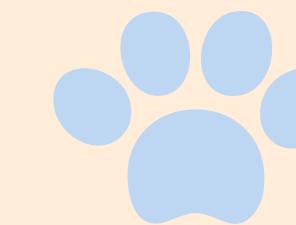
# Petorphine

PRESENTED BY: CATHERINE & LIV

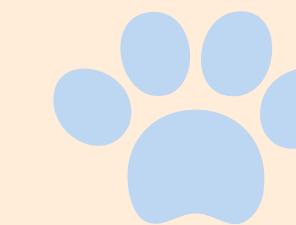




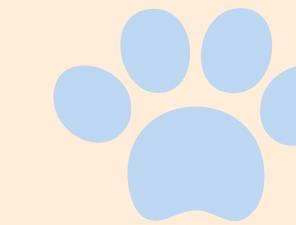
# Topic Outline



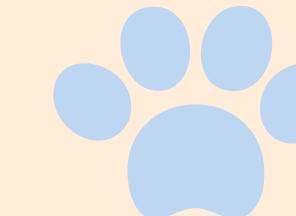
**CONCEPT AND IDEA**



**MARKET RESEARCH**

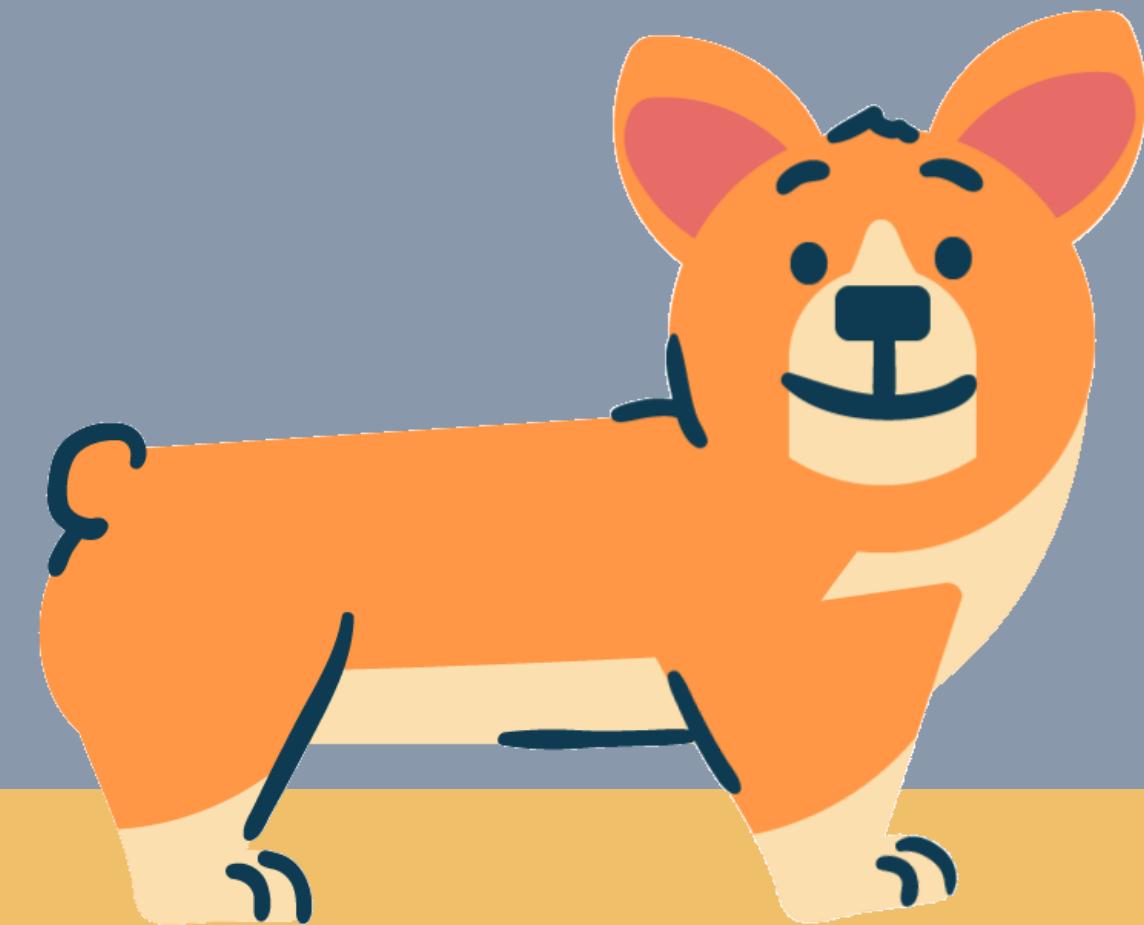


**FEATURES OF THE APP**



**START UP STRATEGY**

# Concept and Idea



# **Are you...**

**STRESSED?**

**TIRED?**

**FEELING SAD?**

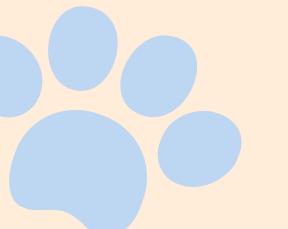
**LONELY?**

**OVERWORKED?**

**NEED LOVE?**

**WE HAVE THE SOLUTION!!**

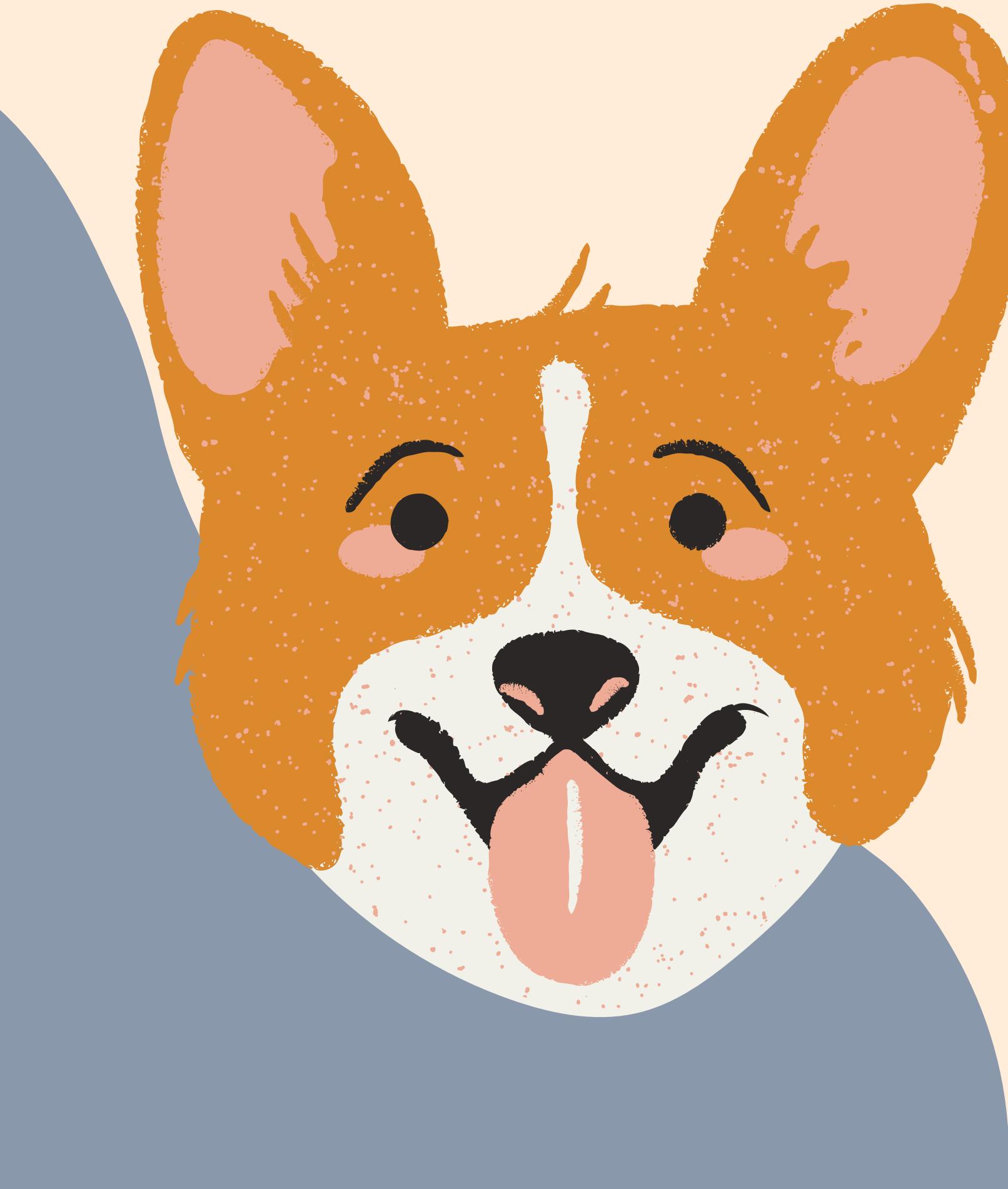
**TRACK AND PET**



# cuddle a pet!



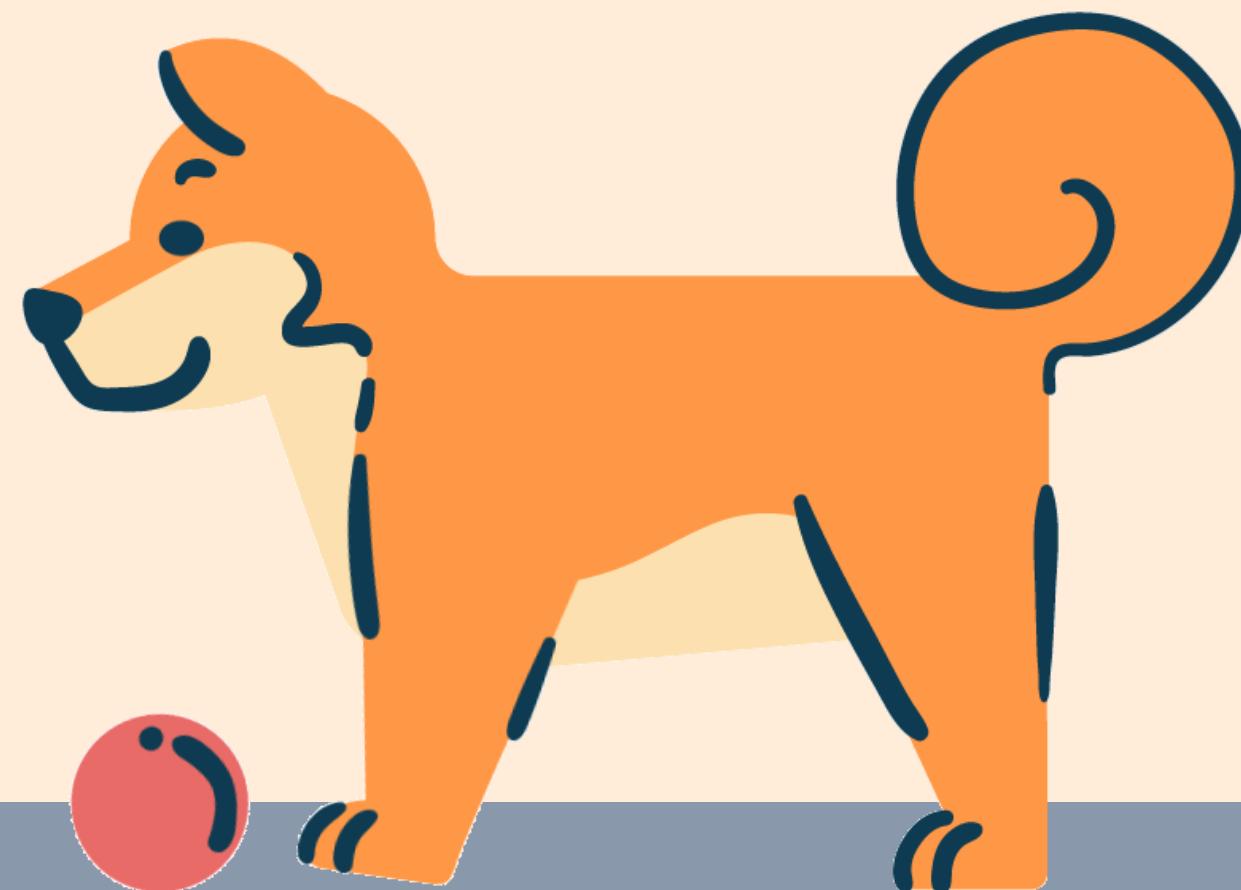
USE OUR APP TO LOCATE A DOG OR A CAT NEAR YOU AND  
GET YOUR PETORPHINE!



# Main concept

- 1) EXCHANGE HAPPINESS, NOT MONEY**
- 2) BRING ANIMAL LOVERS & PET OWNERS TOGETHER**
- 3) HAPPY OWNER & HAPPY PETTER**

# Market Research





## Students-turned-Dog Walkers

Chinese college students, even those without pets, are increasingly interested in offering dog-walking services, catering to pet owners who lack the time to do it themselves.



Students who love animals and have plenty of time, along with pet owners, praise this innovative practice. Especially, as the summer vacation has begun, locales across the country have witnessed a great number of students-turned-dog walkers.



结果这位女士不仅不要钱



# Pet Sitting Service

- The global pet sitting market was valued at USD 2.48 billion in 2022
- The market is expected to reach USD 6.81 billion by 2032



## Aims

The owner can get some rest, on the other side, the volunteer can gain happiness and being comforted by the animals



# Target Users

.....



Animal Lovers that can not afford to own and care for a pet 24/7



Animal Lovers that live in apartments that do not allow pets



Animal Lovers that travel all the time and do not have a fixed living situation



Tired University Students that long for a break and emotional support



Exhausted Pet Owners that struggle to spend time with their pets



Lonely Pet Owners that want to find friends for themselves or for their pets



# Features of the App



# VERIFICATION

## Legitimacy

- Student ID
- Driver License
- Rating System
- Easy Legal Contract

## Authorization

- For the first pet sitting, a face to face meet up/ video call between the owner and the volunteer is necessary
- Then both need to click the button to agree to the sitting, app is no more liable



# More Features...

- GPS Tracking on cats/dogs (in their collars)
- Rating System for both owner and volunteer
- Social and Communication section for users to exchange information
- Photos displaying section for pet photos



# Similar Apps

**IS THERE ANYTHING SIMILAR IN THE MARKET RIGHT NOW?**

There are dog/ cats sitting apps e.g. Rover  
BUT those involves money unlike the idea of sharing and volunteering and there is no tracking feature for quick happiness



# start up strategy



# Where to launch the App?



America!  
Stronger promotion especially in North America

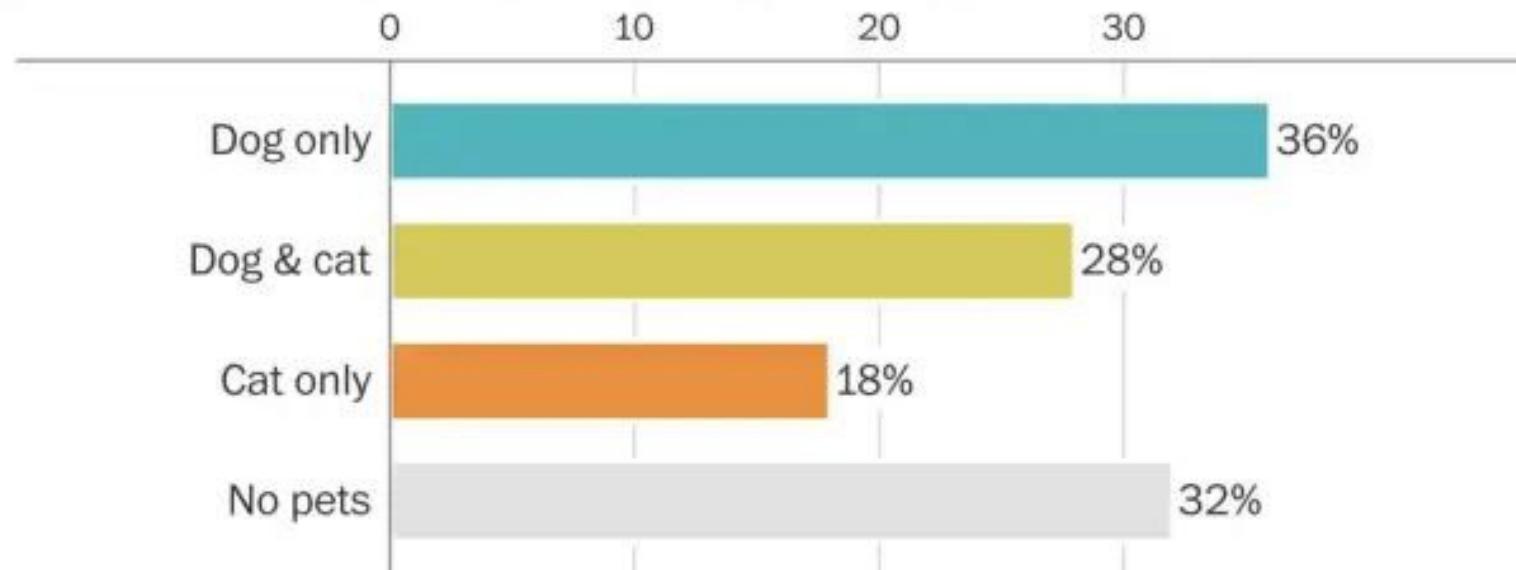
North America dominated the Pet Sitting  
Market with a share of 43.1% in 2019

# Statistics

**PEOPLE WITH PETS ARE HAPPIER THAN PEOPLE WITHOUT**

## Happiness is a warm dog

Percent saying they're "very happy," by type of pet owned

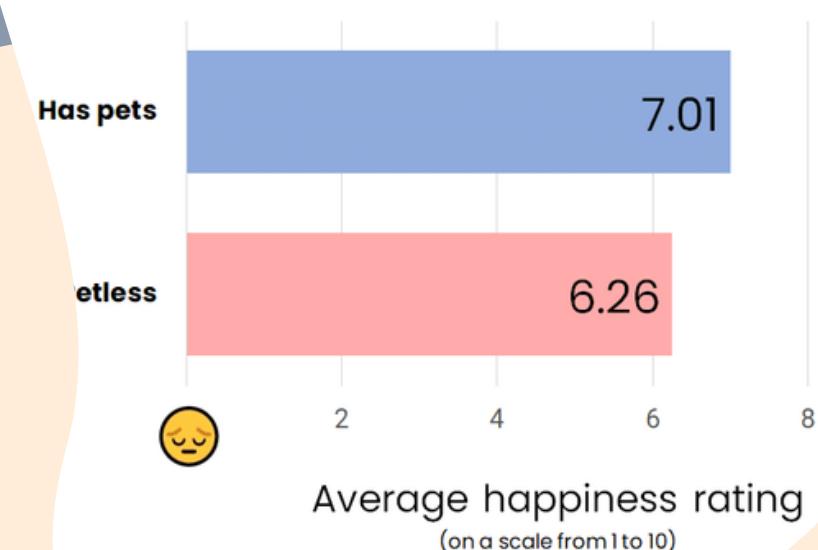


Source: General Social Survey, 2018

THE WASHINGTON POST

## Pet Owners Are Happier

The average happiness rating of respondents with pets is higher

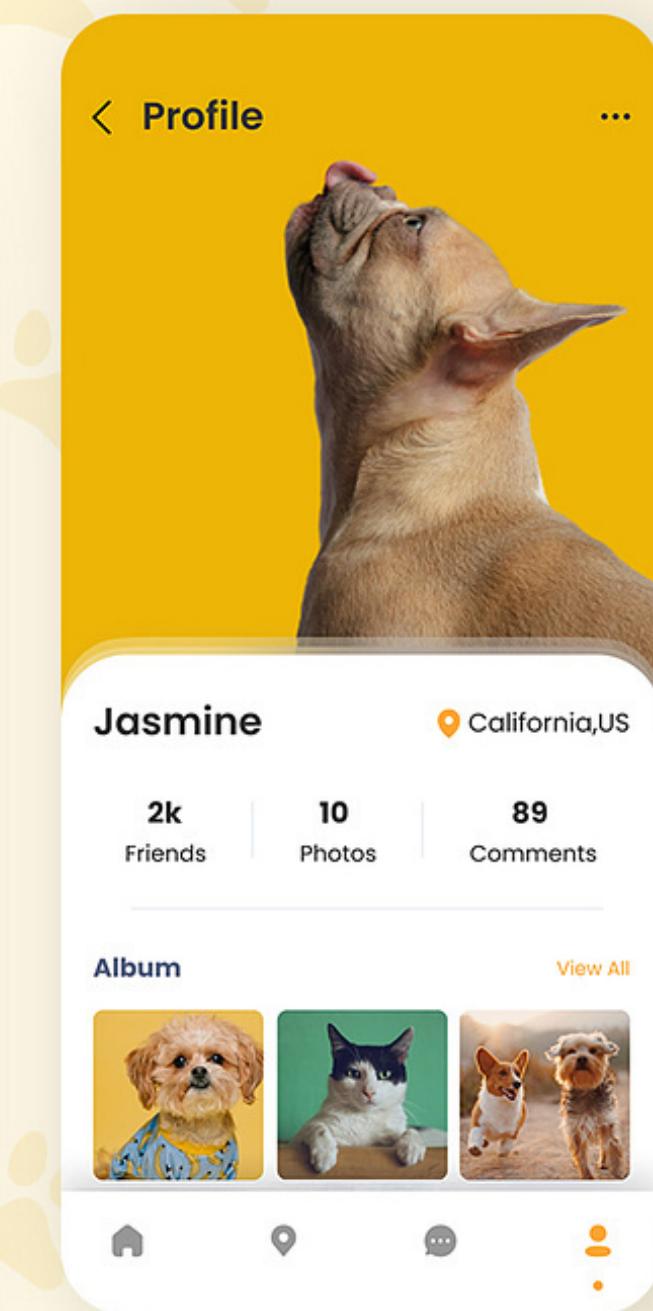
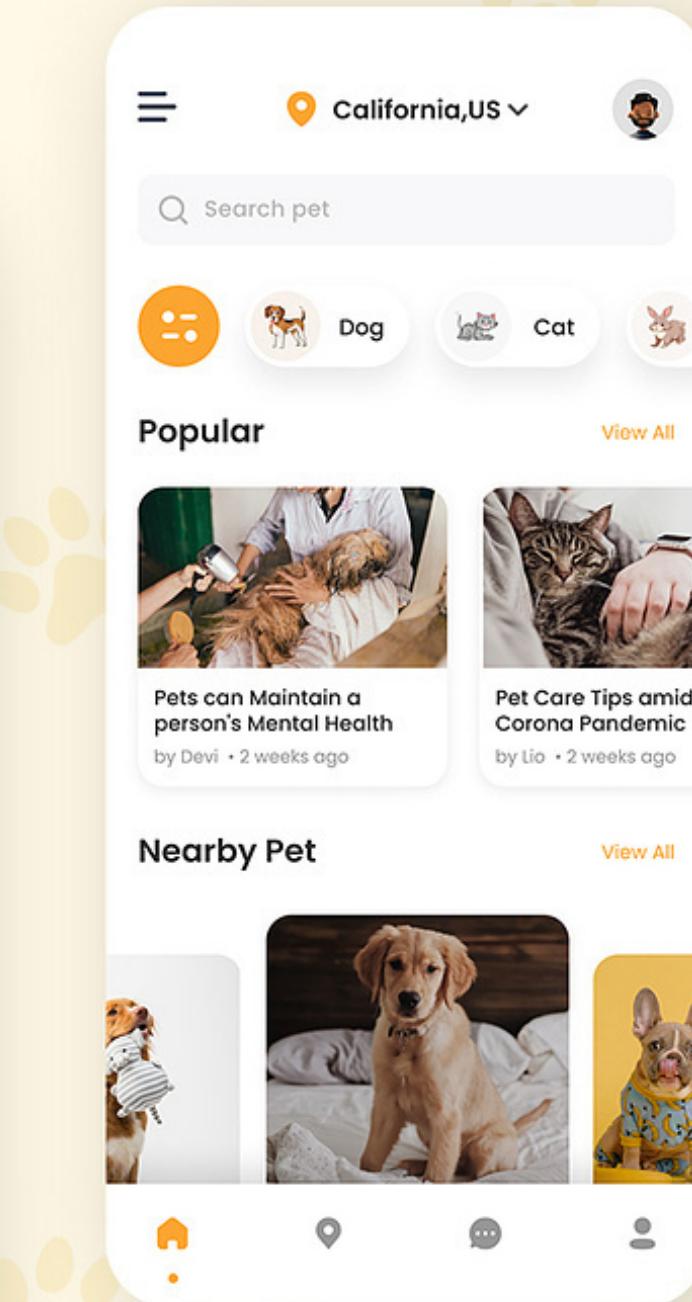
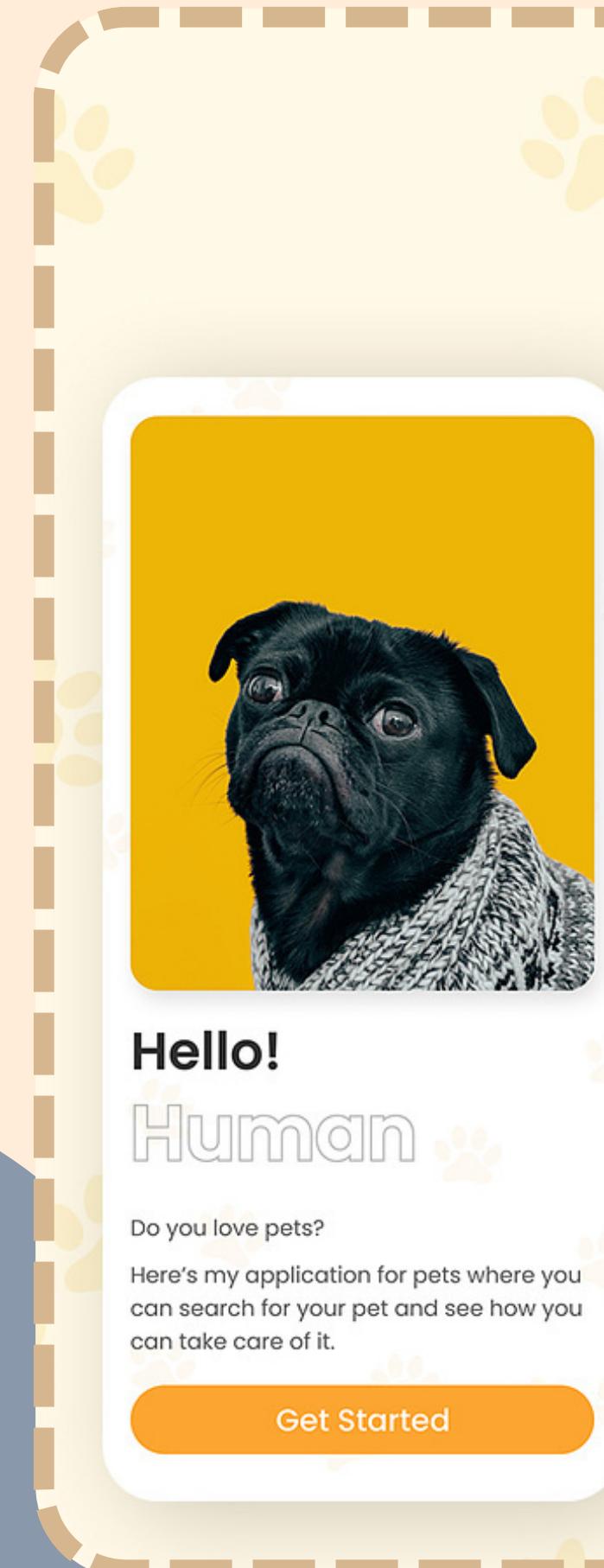
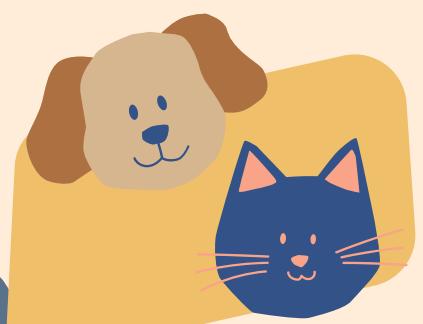


Survey of 12,167 respondents.  
"Does your household currently have a pet?"  
2,504 answered "Yes", 2,504 responded "No"

Studies Show that 87.3% of Americans were reported happier than the average person because of owning a pet.

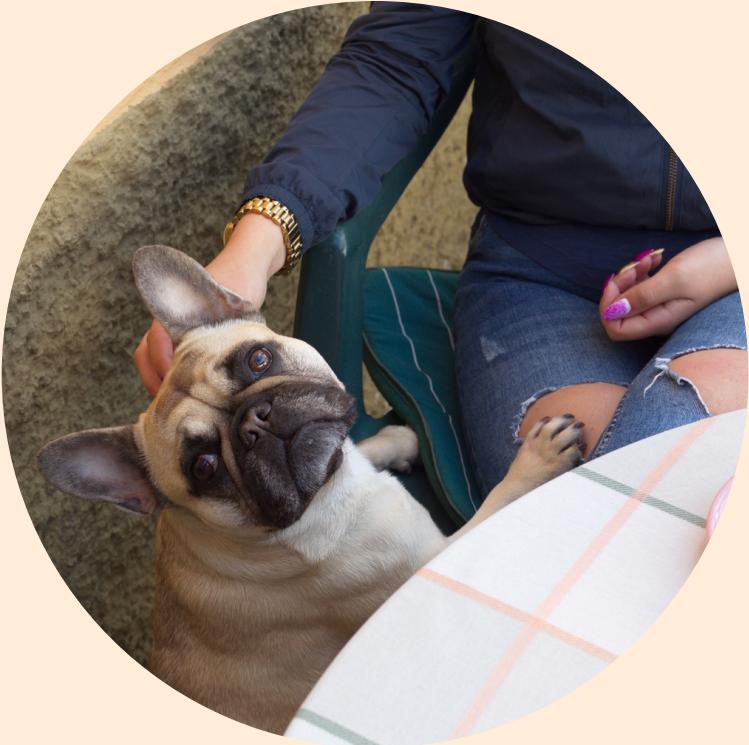
# UI Reference

GO



# Promoting the App Target Audience

- Advertisement/Posters in University campus
- Collaborate with pet-friendly Cafes/ Restaurants (for coupons)
- Hosting Meetups and Get-Togethers for users and other Animal Lovers



# Thank you for listening!

DON'T HESITATE TO ASK ANY QUESTIONS!

