

Jacob Le Nguyen

Brooklyn Dressel

Myat Bhone San

Sukhbir Singh

Professor Lynne Grewe

CS230

## Entrepreneurism & Ethics

### 1.D: Team Biographies



Brooklyn Dressel is the CEO of SmartPet. She is currently working on getting her Bachelor's Degree in Computer Science at CSU East Bay. Dressel transferred from San Jose State University, in order to swim as a member of the CSUEB swim team. She is active in community service, supporting both the community and the environment. It was this desire to help those in need that led her to come up with the idea behind SmartPet, being proactive in the needs of our pets.

### 1.A: Company Name

- SmartPet

### 1.B: Long Term Vision Statement

- Goals: We at SmartPet hope to create a safer place for our pets' and yours, where together we can catch illnesses early on to prevent any harm from coming to little loved ones.

- Where Our Idea Came From: In September 2022, a small group, concerned for their pets' health, thought of a preventative way to stay ahead of any illnesses affecting their pets. This group would later become the co-founders of the SmartPet Industry, with their first invention, the SmartCollar.
- Purpose/Values/Mission: So, in order to protect our feline and canine friends we created the SmartCollar. We at SmartPet, seek to humanely and comfortably track our pets' health. We aspire to bring our cutting edge technology to every pet owner's home. This means making the SmartCollar affordable, easy to use, reliable, and resilient against your pets' hectic lifestyle. Beyond protecting your pets, we also wish to protect you, by keeping you and your pets' information private and secure.

#### 1.C: External Opportunities

- SmartPet and [Spot Pet Insurance](#) pair together perfectly for early disease and illness detection and help to cover the cost of getting your pet the help they need. Both companies value the lives of our pets, hoping to help our pets live longer, happier lives.
  - In cooperation with Spot Pet Insurance, Spot could offer promotional deals on the SmartCollar for new insurers. This would give SmartPet huge publicity, generating lots of new customers and, with that, lots of product sales.
- The [TechAdvantage Expo](#) would be an excellent opportunity for SmartPet to show-case our new technologies, grow our customer base, and form connections with possible co-developers. This three day event would be held in Nashville, TN in March 2023, with a booth costing roughly \$3,500 for all three days. SmartPet would also be able to find

possible investors, looking for tech startups at this large gathering of industry leaders and influencers.

- If SmartPet were to attend this event, we could give out coupons, discounts, and promo codes for the SmartCollar. Additionally, SmartPet could hold a raffle to give away SmartCollars. This would help SmartPet to gain publicity and gain new customers and consumers.

#### 1.D: Team Biographies

#### 1.E: Strategy - next 3-5 yrs

- Our closest competitor in this field would be [Kinship](#), which owns many pet health services, the most relevant right now being [Whistle](#). Whistle is an add-on to a dog collar that tracks primary scratching, sleeping, licking, and location. This app is also connected to [VetInsight](#), also owned by Kinship, this is a service that connects to Whistle to provide access to veterinary “advice and guidance.” I believe this, paired with the Whistle app is an excellent idea. Whistle Health also provides many more options in terms of pet health indicators that SmartPet could incorporate into its own design for the SmartCollar.
- OKRs for next 3-5 yrs:
  - Build a trustworthy veterinary service
    - Hire 50 licensed vets
    - Serve 5,000 customers
    - Get a 4 star rating in customer service / helpfulness
  - Launch a SmartCollar app
    - Get 5,000 downloads
    - Get a 4 star rating in app store
    - Get 500 reviews in the app store

- Grow a customer base for SmartPet
  - Sell 5,000 SmartCollars
  - Get 500 reviews for SmartCollar
  - Generate 10,000 web searches
- SmartPet will differ from Kinship in the following ways, offering pet health tracking technology to both cats and dogs. Additionally, by including more ways to track pet health (such as heart rate, blood pressure, and oxygen measure).

#### 1.F: Slogan

- Pet Safety Done Smarter

#### 1.D: Biography

Jacob Le is a current board member of SmartPet. He is currently attending CSU East Bay in pursuit of a Bachelor's Degree in Computer Science. All of his life he has always been interested in computers and the inner workings of the technology around him. That is when he found his interest in coding and software engineering. Aside from his passion within tech, he is also very dedicated to bodybuilding. This long and strenuous pursuit of one goal which is just bettering yourself translates into a lot of things such as building a company, furthering technology, and helping the people around him. This pursuit of passion especially plays into building a startup due to the arduous process of developing a successful business and team as a whole.



## 2.A: Core Values

- The first core value we have is impact. We want our company to have a good impact and a large one at that to our surrounding community, employees, interactions, general population, and the company itself as a whole. We want to represent something good and help others.
- Second is Diversity. We want to expand beyond an employee's background and facilitate a culture that creates communities that celebrate our differences instead of separating each other due to them. Essentially we want to celebrate our employees' unique qualities.
- Third is Meaningful Interactions, no matter how little the interaction we want our company and our employees to leave a positive feeling on whatever we do. We want to boost employee engagement and we want our employees to feel like they are working under leaders that promote positivity and growth.

- Fourth is Integrity, we want to promote trust among the employees and customers since it is essential to a company's success. We pride ourselves on integrity since integrity is a vital point to gaining a customer's respect and trust.
- Last is to Always Learn. Since technology is forever changing, it is important for companies to be aware of the changes and growth that occurs within their field. So, including this in one of our core values is vital for our company to become a top technological company that is always striving to be our best and to learn.

## 2.B: Motivation

- Our company loves and cherishes our and everyone's pets. So much so that our whole idea is based upon protecting them and monitoring them to make sure our pets are safe. We founded our company to make sure everyone has the opportunity to protect their pets since they are a part of our family and yours. Our biggest fear is delivering a sub par product that may cause harm to those who have loved pets. So our goal is to learn and strive to be our best, so we can help as many people protect their beloved pets as possible. We want to earn our buyers trust and respect which is why we pride ourselves on integrity and excellence, we want to be considered a part of your family since we consider you a part of ours.

## 2.C: Summary Of Company Culture

- Diversity
- Integrity
- Positivity
- Progressivism

- Openness
- Excellence

### **Myat Bhone San:**



Myat is a member of SmartPet and a Computer Science transfer student at California State University East Bay. He is currently pursuing a bachelor's and has received an associate's degree for transfer in Computer Science from Ohlone College. Education aside, he has been part of the Game Development Club at Ohlone for a year and is an active member then, participating in projects and delivering a fair share of contributions such as the programming of physics in platformers. Myat also served as a member of a week-long coding event Code Good 2021 to implement code to calculate regions where the corona virus spreads the most using various datasets provided. Myat is a team player and will put in the effort to contribute to the team through any means required, along with being a good communicator, being reliable and has the flexibility and ability to learn quickly, adapting to any new environment.

### **3. Core items in ethics policy**

1. Being socially beneficial - with the potential advancement of AI technology, there will also be an enormous range of benefits that could exceed potential downsides or risks and for our SmartPet, this would mean it will be socially beneficial in the healthcare sector and welfare for pets.
2. Be built and tested for safety - SmartPet should be safe for all pets when worn and should meet all basic guidelines for safety product-wise.

3. Committing to deeper interdisciplinarity in our implementation - I think that SmartPet will be drawing deeper commitment to studies from several fields such as biology, veterinary, psychology and many other distinct areas and will be properly citing those studies as well.
4. Ensuring good management for SmartPet, including effective procedures for the promotion of quality and reduction of risk.
5. Incorporating privacy design principles - SmartPet will put in place privacy policies so that our architecture will be safeguarded and only provide appropriate control over use of data with notice and consent.
6. Honoring confidentiality - As professionals in this organization, SmartPet should protect confidentiality at all times unless there is evidence of the violation of law in which the contents of the information should be disclosed to the appropriate authorities only.
7. Restricting access to systems and data - SmartPet has to ensure that the product's private data and information is unauthorized to the public and only accessible to appropriate parties under exceptional circumstances only.
8. Managing personnel and resources to enhance the quality of work life - SmartPet ensures that the welfare of all personnel is good and all safety requirements in the workplace are met including the pets that will be helping out with beta equipment tests.

### **3. Ethics Board**

- Davide Rossi, Co-Founder & CEO of FitBark would be in the list of people that SmartPet would like on our board as a product with the same functionalities and overall build to SmartPet's desired outcome. Having Davide Rossi will grant us with much more innovation as



well as help towards making a product that is inspired from FitBark but still being unique as well. Davide has graduated with a Masters in Business Administration from MIT and FitBark is still running for about 9 years up till present which is a huge benefit for us.

- A pretty big tech leader and probably too optimistic to include on our board would be Jeff Bezos, as the former president and CEO of Amazon. As an entrepreneur, investor, and especially a computer engineer, Jeff would be the ideal person to have on board with SmartPet considering that the product would have to reach mainstream in order to be available to the public and also have the possible backing and investment followed by any important advice for the ethics and policies that SmartPet will have to uphold for the product overall
- The third person that will be a great addition to our board is Amélie Caudron, who is the CEO at Invoxia, and has actually implemented the first biometric smart collar for dogs specifically that monitor's their respiratory and cardiac health. She has relevant experience as an investor and also a product manager in her resume which will be of great help as she advises SmartPet as someone on our board and gives us a starting point to reference from as well but SmartPet would go further to ensure safety and reliability for all pets in the future.

## **Biographie:**



### **Sukhbir Singh:**

Sukhbir Singh is at-present an executive member of SmartPet in charge of the development of various projects to further grow the company. He is a new transfer student to California State University East Bay majoring in

Computer Science. After the completion of his degrees in mathematics and physics, he is now in pursuit of a Bachelor's Degree in his major. His main interests include, but are not limited to coding, software development, and engineering along with various other hobbies such as bodybuilding, research, and video games. Determined to achieve his goals, he is passionate and dedicated to anything he sets his mind to and is continuously looking for ways in which he can satisfy his desire to learn and work hard to help those in need

#### **4A: Experimentation:**

In order to develop the prototypes needed to conduct the necessary research studies and experimental studies needed to gather metrics on the effective use and reception of the SmartCollar, SmartPet will utilize the following materials:

- Pet collars developed by SmartPet are made of different materials to best fit the needs and desires of the clients (Owner & pet)
  - These will range from silicone-based, plant-based recycled material, fabric-based material, and metal for those that prefer that option.
- In addition, SmartPet will need to partner with companies that have developed the technology necessary to obtain biometrics such as the health sensors found in devices such as Apple Watches and Fitbit wristbands
- The SmartCollar will have an inside slot in which the devices as mentioned earlier will make contact with the pet's skin to take the metrics needed such as heart rate and oxygen levels.
- The first round of testing for the collars may not include the use of the biometric device.

#### **4B: Priorities:**

**Hypothesis/point of experimentation:** Can pets and pet owners comfortably put on and keep on the SmartCollar for prolonged periods of time? Will pets feel comfortable wearing the collar and have it make constant contact with their skin? How receptive are owners to these collars?

**Priorities:** Due to the fact that the primary point of experimentation is the ease of comfortability and viable usability of the SmartCollar, we will develop prototypes and conduct focus groups to gather the needed information. Outside of conducting the required qualitative research, the SmartPet R&D team will develop methods to distribute

and conduct surveys with feedback from pet owners who will volunteer for various rounds of focus groups.