**Project Part I:Mobile Application- PetShare!**

**1.Purpose: I** will create an app that allows people to rent other people's dogs. There are so many people who can’t have animals long-term for various reasons but want the companionship of dogs sometime. Also, with dog sitters so hard to find for reasonable prices, both parties can create agreements of times to rent the dog. This creates solutions for those looking to save money when it comes to paying dog sitters, as well as allows those without dogs to experience what it’s like to have certain dogs and give them short term experience with the dogs if they can’t have them long term.

**2. Goals of the app:**

-To provide those seeking to buy a pet, the chance to see how it is to have one short term first.

-To give those seeking short-term companionship a chance to build a special bond with a pet.

-To give those with pets an alternative to pet sitters.

-To give those with pets an extended network of trusted people to expose their pets to when trying to socialize the animal with others.

**3. The target audience would be:**

-Pet owners who travel seldom to often.

Younger new homeowners who are looking to get a family pet.

Military people who can’t support having a pet because of their deployment schedules.

Military people with pets who deploy and want cheaper options.

**4. Competitors would be:**

- Rover.com.

-Shelters that allow people to get dogs from the shelter to see if personalities match.

-Other Dog sitters and Dog kennel/boarding businesses.

**4.Competitive edge**

What makes my app highly marketable and beats the competition is the fact that it kills two birds with one stone. People don’t have to pay so much to have someone dog sit, because the sitters technically are getting their need met of experiencing having this dog. Rover offers boarding, house sitting, drop-in visits, doggy day care, and dog walking, but those rates can still be pricey. So the price point is where we soar past them as we would be the first choice for many people who are looking to save money. I listed Shelters but we plan on actually working with local shelters to mix their dogs into our selection on the app, to help promote adoption as well. So they really aren’t competitive but can be considered as such as it can take money out of our pockets as people may choose them to rent a dog. And Rover is the same as the other dog sitting and kennel businesses, but I mentioned Rover as an example and the others as similar competitors.

**5..Other risks that could affect the success of the app** would be:

-Lack of trust in people.

-Lawsuits for harm against the animals involved or to those dealing with the animals.

-Startup cost of the app and advertising fees.

**6.The timeline to develop this app** for the beta stage realistically would be 3 months. But can be quicker depending on the simplicity of the application. But yes, with outside contractors helping the process would be three months.

**7.The most important benefit** of the app would be that people seeking pets for short term can find those seeking someone to give their pet away for short term.