





# Our Story

**What's the value  
of a shelter dog?**



The graphic lists various services and their costs:

- \$20 Flea/heartworm prevention
- \$10 ID tag
- \$15/booster Distemper/parvo vaccine
- \$20 Microchip
- \$100+ Spay/neuter surgery
- \$20 Heartworm test
- \$10 Rabies vaccine
- \$15 Deworming

Total value = \$200+  
Your cost = \$20  
Lifetime of love = Priceless



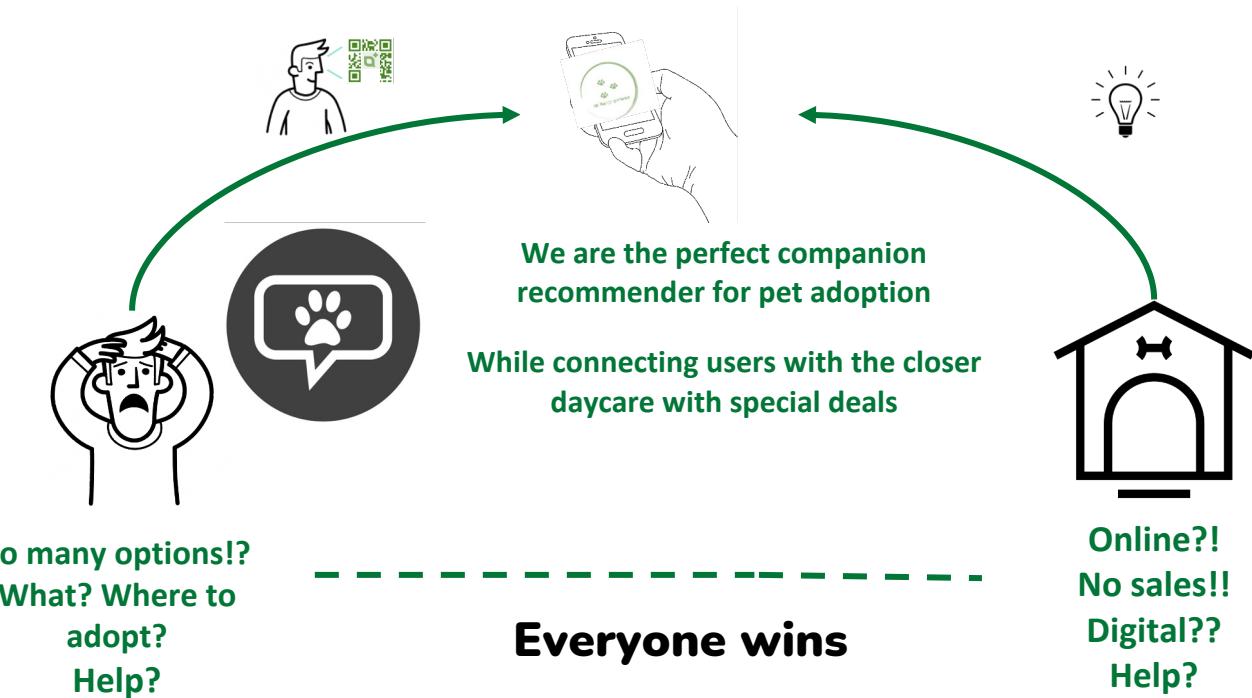
# Problem

- Dogs in difficult situations(shelters/abandoned)
- People looking to adopt dogs
- Lack of knowledge on adoption
- Difficulties of dog care
- Overwhelmed on where to begin finding the perfect companion





# Solution



## Eliminate

Uncertainty while adopting a dog

## Raise

Dog search/lifestyle efficiency, Dog adoption rate, People happiness

## Create

Dog adopt recommender

## Reduce

Dog homelessness and abuse, dog deaths



# Why does this service need to exist?



- Love and belonging** is an essential component of life, it is a human need. Many people fulfill this need through their dogs.
- This product helps **connect you with the best fit dog for you**. Once you have that companion in your life, it is important that you treat them as such. We help with all your dog's needs too, to make sure they have the absolute best care possible.



# 5C Analysis

Company	Our mission is to <b>save lives of unadopted dogs</b> by helping people know the best dog breed that fits their lifestyle that they can adopt. ThePawefectCompanion matches the needs of the humans looking for their perfect companion by making them meet their perfect dog
Competitors	BeChewy, Pedigree, Petfinder, Insurance companies partnering with Dog Daycares and Best Friend Animal Society are the competitors which challenge the company's presence as a matchmaker for you and your dog and as adoption agencies. But they neither do it using scientific measurements <b>nor for free</b> .
Customer	The customer would be the <b>dog daycares</b> whose motives are to get more dog parents and dogs to provide their services to.
Collaborators	Dog shelters, and <b>adoption centers</b> will be the primary collaborators as they will help facilitate the ongoing key activities. Shelters such as Frisco, Humane Rescue Alliance, Rural Dog Rescue. Dog Daycares such as Patrick's Pet Care, Life of Riley, Fur-get Me Not Pet Care.
Context	PESTEL Analysis continued on the next slide



# PESTEL ANALYSIS

## Political

Government-sponsored associations for pet care industry.



## Economic

2021 - USA:  
\$123.6 billion expenditure on pets



## Sociocultural

2021 - USA:  
70% of households own a pet.  
69 million U.S. households that own a dog compared to 45.3 million households that own a cat.



## Technological

Data analytics to improve pet health conditions

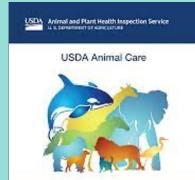


## Environmental



## Legal

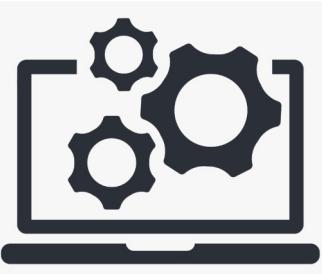
Protection of dogs and other animals is regulated by the Animal Welfare Act





# Porter's Analysis

**Threat of New Entrant**  
Easy to create a software

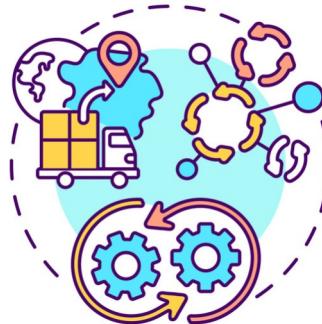


**Threat of Substitution**  
We offer different Solutions to pet health care insurance)



## MISSION

**Bargaining Power of Suppliers**  
Multiple software suppliers



## Bargaining Power of Buyers

To come across having these facilities under one roof, especially for free access to buyers would be a tough proposition to stand against. As this will benefit the buyers heavily, their leverage will be slightly reduced.

## Competitive Rivalries

BeChewy, Pedigree, Petfinder, Best Friends Animal Society

Charge for finding adoption homes as they are adoption agencies

Have free quiz to find the breed you need but is not based on the scientific collection of data.



# Market Sizing



- The global petcare market is worth over **\$150 billion** dollars in 2021
- The pet care market is expected to **grow by 5.1%** from 2022 to 2030
- An estimated **78 million dogs are owned as pets** in the United States. At least **65% of owners adopt** a rescue dog for free.
- Approximately **2 million dogs adopted** each year.
- The average **U.S. dog owner spends \$1,201** on their dogs expenses.

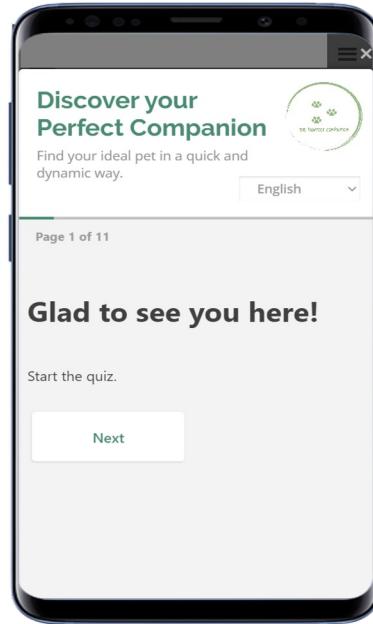
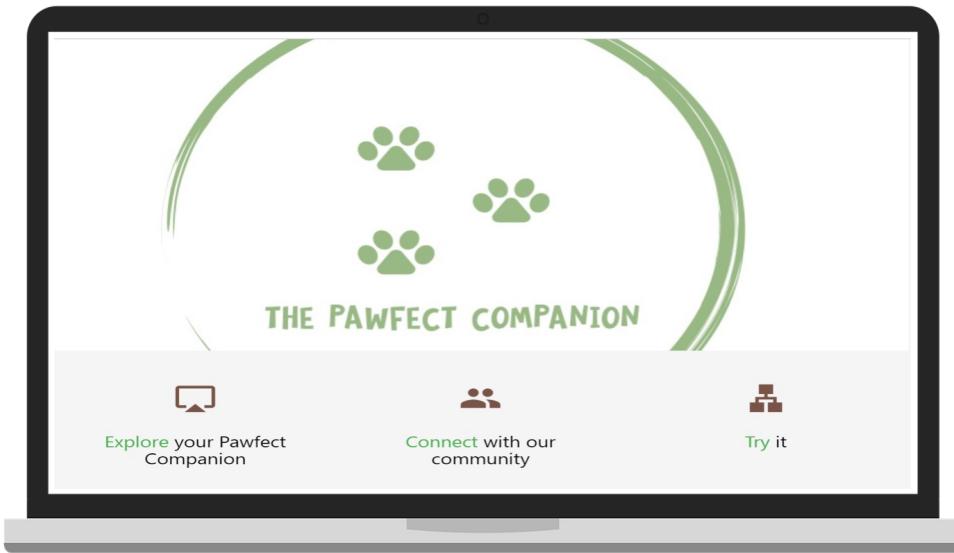


# Business Model

<b>Key Partners</b> Doggy daycares Dog shelters Pet Adoption Agencies	<b>Key Activities</b> Software development Data gathering of dog adopters Research in dogs breeds	<b>Value Propositions</b> Saving dogs from death!  Helping people discover the dog breed that best suits their lifestyle  Matching together people that adopt with dog daycares	<b>Customer Relationships</b> Personal assistance  Automated services communities  Discounts	<b>Customer Segments</b>  Who? Our customers are dog daycares that address young professionals with med-high income, the rest are actually partners.  What? Loyalty and dog care package sale increase in a monthly basis  Why? Social mission of saving not adopted dogs from death
<b>Cost Structure</b> IT infrastructure Salaries Call center	<b>Key Resources</b> Physical- adoption centers, pet day care, pet store, grocery store Intellectual- Financial- Human- employees and subject matter experts		<b>Channels</b> app/web call center ads/recommendations partner agencies newsletters social media	
		<b>Revenue Streams</b> Commission to the dog daycares - 15% of the package sale		



# The MVP



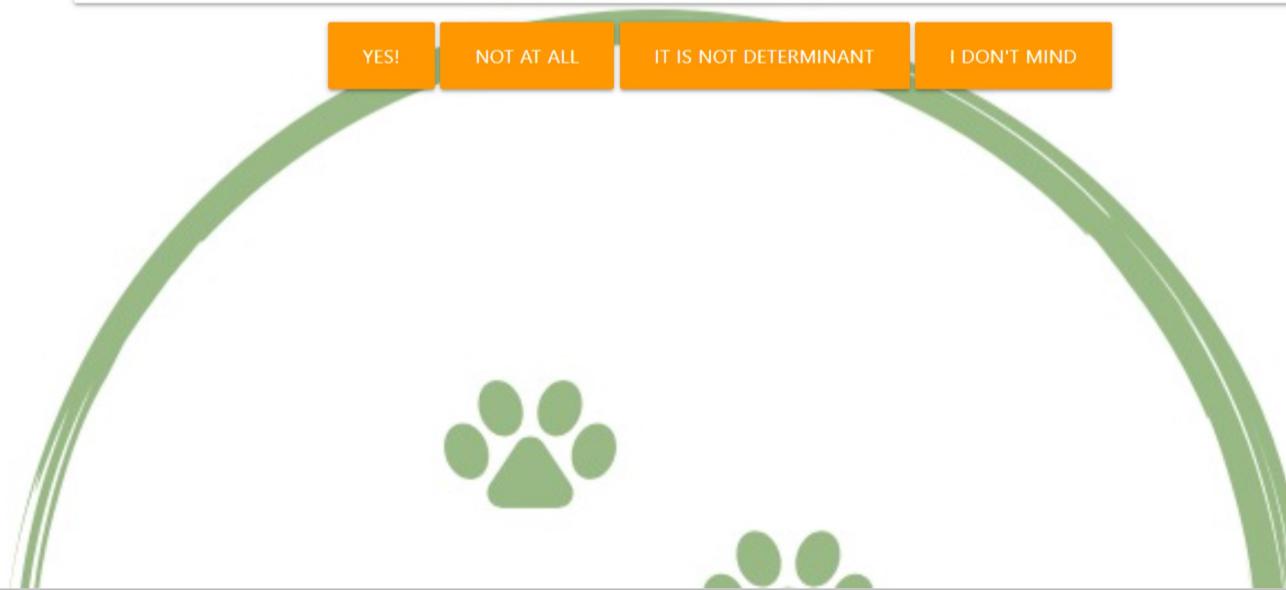
1. How important is it for you that your dog adapts to your active lifestyle? ?

VERY IMPORTANT

NO, NOT SOMETHING THAT I GIVE MUCH VALUE TO



2. Is it important for you to have a dog that adapts to small spaces?



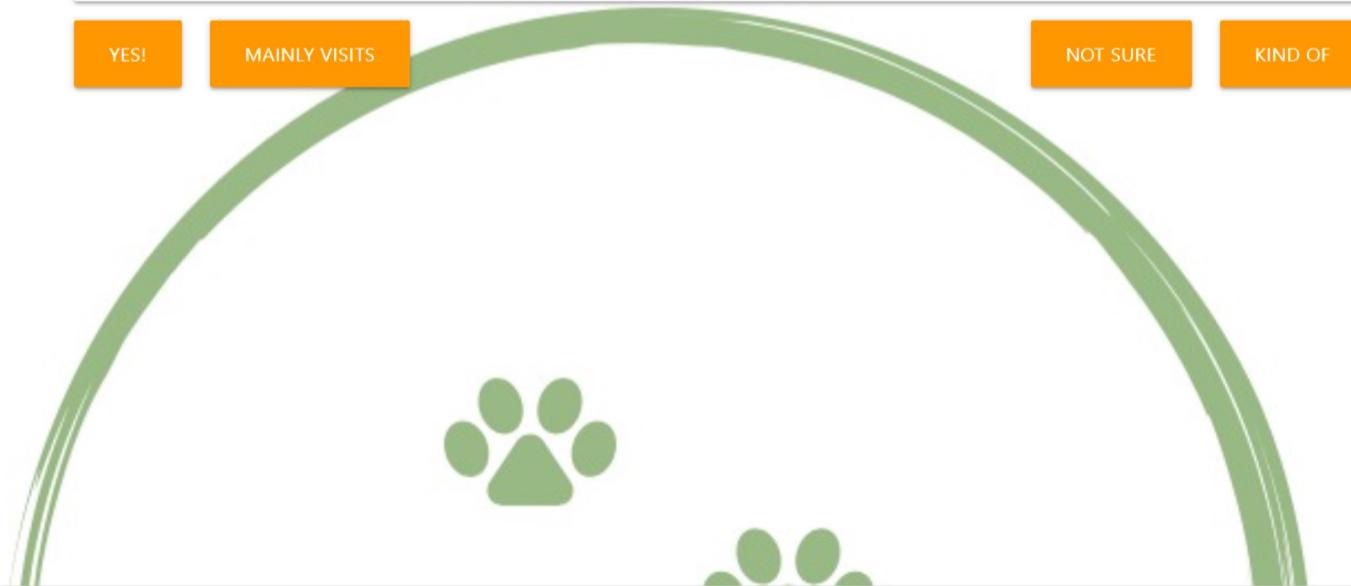
3. Is it important to you to have a protective dog?

YES, TOTALLY!

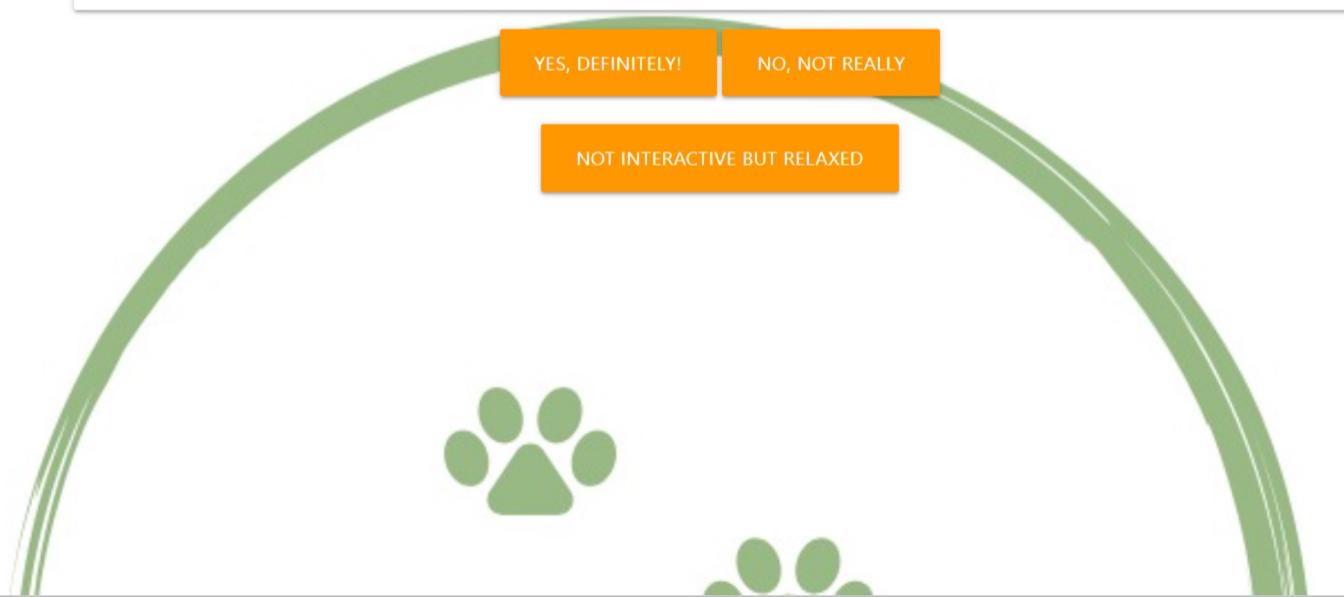
NOT AT ALL



4. Are you looking forward a companion that easily gets used to deal with visits and a growing family?



5. Is it important to you to have pet that interacts with all the people that you live with?



6. How busy are you most of the days?

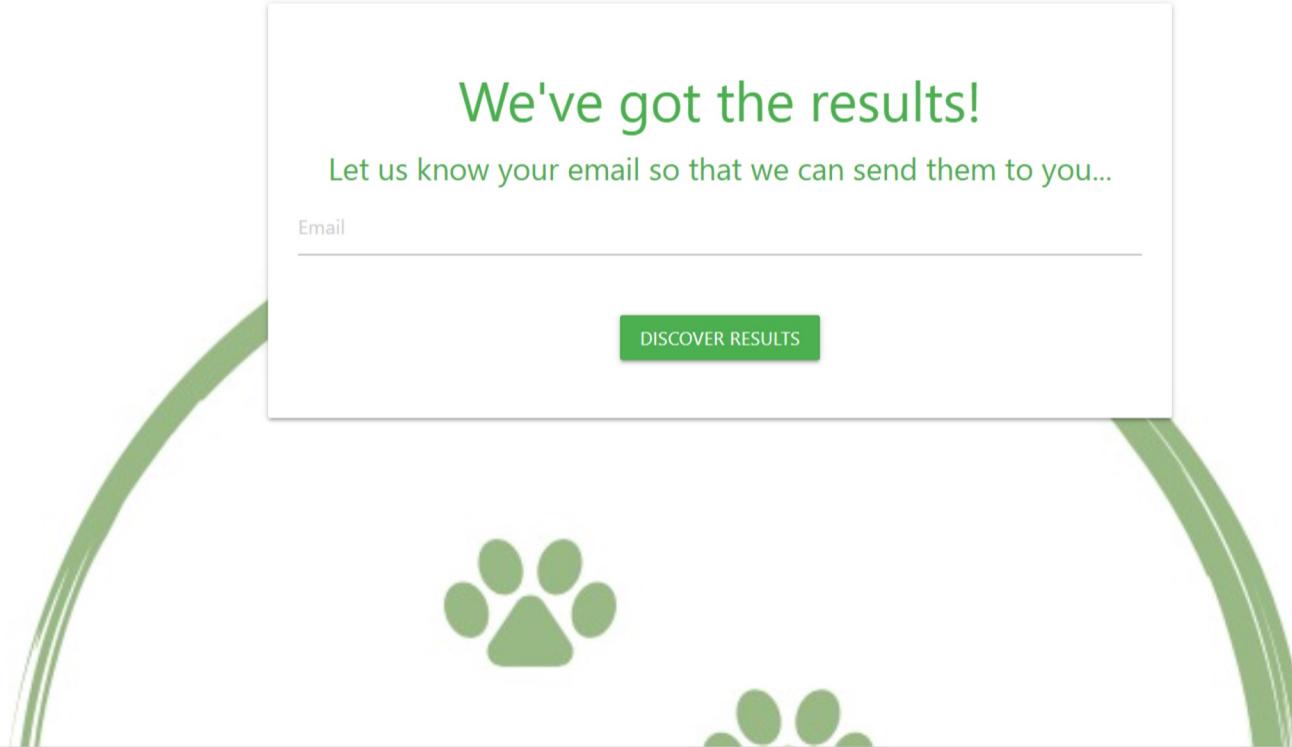
QUITE BUSY IN GENERAL

OFTEN TRAVELLING

SPEND FREE TIME AT HOME

ENJOY MY SWEET HOME







# Five Profiles: A companion for...

A growing family	A small space	A protective	An active lifestyle	A busy lifestyle
				



## Curious about which dog has been selected for you?

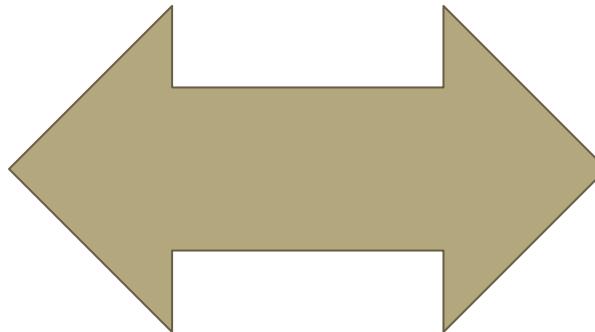
The ideal dog breed according to your answers is the... Maltipoo!

Maltipoo also commonly known as the designer dog is a mix between maltese and the poodle.

Maltipoo is an ideal dog breed according to the location of your house. Although, we would always suggest to have a small dog house as it makes them feel at utmost comfort. We would also suggest to let the dog undergo a professional training during the initial few weeks as this will ease out the transformational phase for you and the pet.

It is a breed that needs a little more attention initially but once they are adjusted to new environment, they are a perfect addition to your family. Maltipoos is the best choice for first time dog owners. Biggest advantage of having a Maltipoo is they shred very little to none at all. Generally, Maltipoo will need bath only once a month and this is also an ideal time to check and clean their ears. That being said, Maltipoos are wonderful companion and can survive in small apartment setting too since it's a tiny breed and they are one of the rare breed that easily gets adjusted to urban/city life and adjusts to countryside life too.

[Adopt your dog](#)





15:25 3G

Guardería para perr... Washington D...

Buscar en esta área

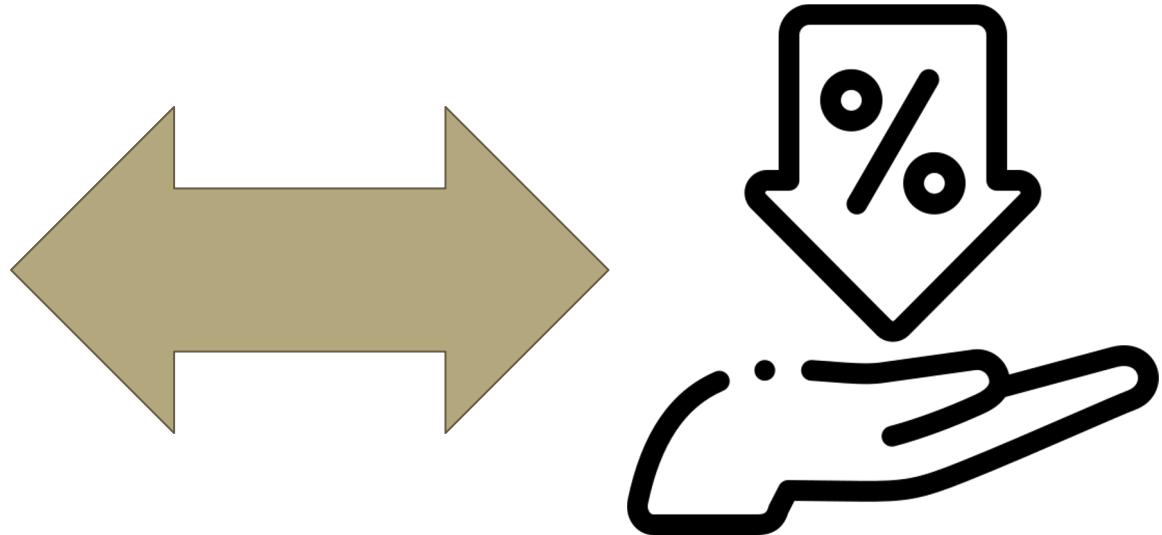
Mejor calificados Abierto ahora Ordenar por

Happy Paws LLC  
Patrick's Pet Care - Columbia Heights  
District Dogs Shaw  
City Dogs  
Dogtopia of Downtown DC  
Dog-Ma Dogtopia of Navy Yard  
W&OD Trailhead

Vista de lista

Combinaciones de teclas Datos del mapa ©2022 Google Condiciones del Servicio

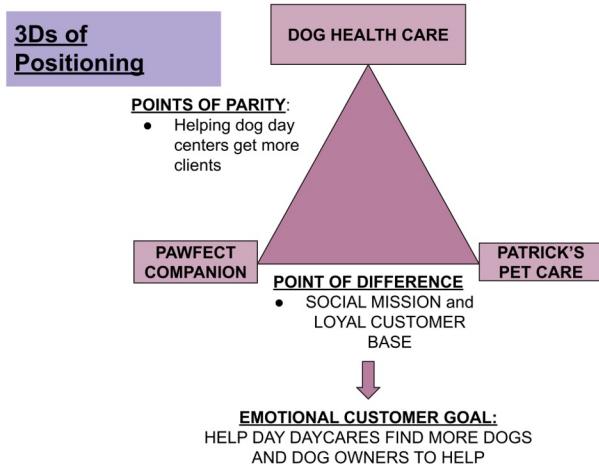
Discover Buscar Colecciones





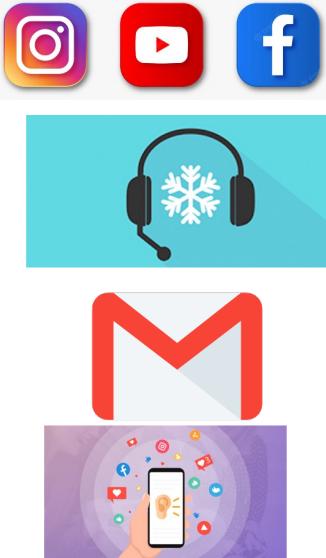
# Marketing Plan

## Positioning



## Key Buying Factors

Mission



## Tactics



# What is the Pivot Strategy?

If we want to pivot using **Vertical Progression**:

Expand our services to better every aspect of your beloved dogs life!

- Recommend Products
- Connect with Vets
- Collect Database and Sell It



If we want to pivot using **Horizontal Progression**:

Similar services for all pets!





# Financials

**3.1 M**

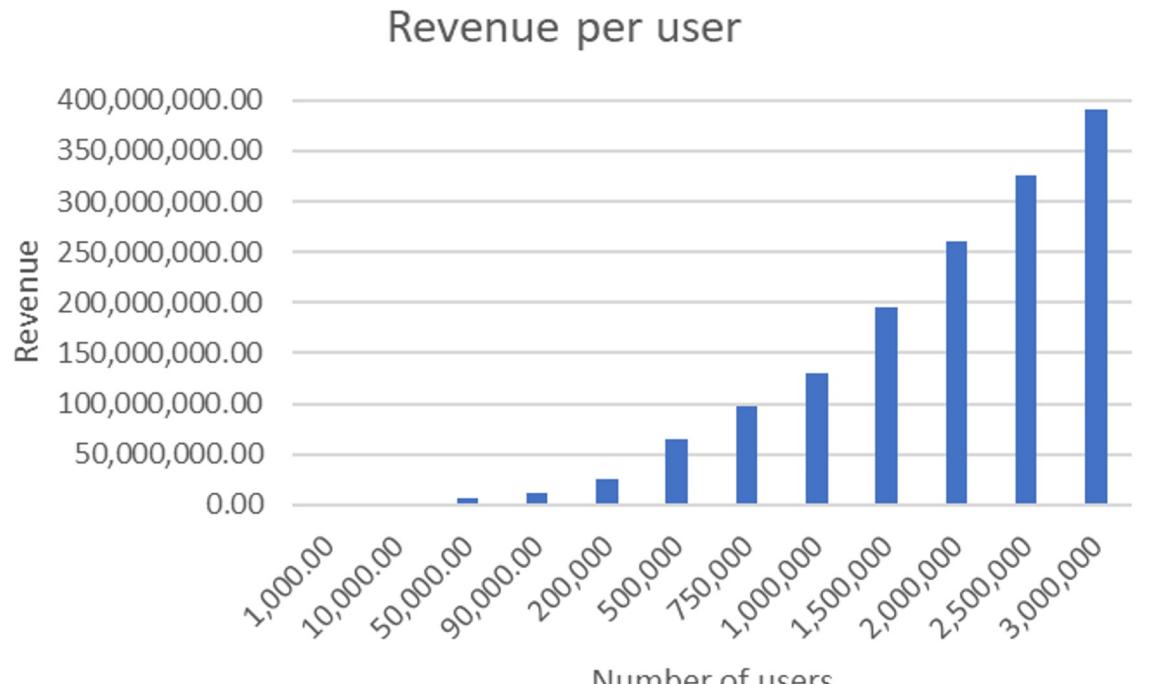
Dogs to adopt every year

**\$ 700**

Average monthly pet care package  
in an average Pet Daycare

**15%**

Commission per new deal





**Would you like to find your Pawfect Companion?**

**Thank you!**

# Bibliography

- <https://www.investopedia.com/articles/pf/06/peteconomics.asp#:~:text=attached%20to%20it.-,The%20Bottom%20Line,several%20thousand%20dollars%20each%20year.>
- <https://www.nal.usda.gov/animal-health-and-welfare/animal-welfare-act>
- <https://www.aspca.org/helping-people-pets/shelter-intake-and-surrender/pet-statistics>
- <https://peeva.co/big-data-in-veterinary-care>
- <https://districtdogs.com/navyard/pricing/>