

Competitor 1

dogsurf.hu

- **Location**

Hungary, HU

- **Total visits**

6,5 K

- **Revenue**

<\$5M

- **SR score**

79,202

- **Similarities**

Offering an online services such as dog walking and
dog sitting

- **Differences**

Our website offers an opportunity for volunteers to
become dog walkers



Competitor 2

petbacker.com

- **Location**

Hungary, HU

- **Total visits**

5,5 K

- **Revenue**

<\$5M

- **SR score**

67,699

- **Similarities**

Dog walking service and dog sitting available

- **Differences**

pet owners have access to a wider pool of dog
walkers than they would



PetBacker
Connect Pets to Pet Lovers

Market Size

- **\$1.2 Billion**

Pet Services Market Size in the US - 2021

Total Available Market

- **\$60 Million**

Pet Walking Services Market in the US - 2021

Serviceable Available Market

- **1 Million**

Targeted Users in the first year

Share of Market



Target users

User Hypotheses

The target audience is working people or students who have high intensity work, overtime work and no time to walk their dogs.

The age concentration is between 20 and 40 years old.

Freelancers looking for part-time work and experience in dog walking are also part of the target audience.

Riley Kovács

Ideal Dog Owner

■ Bio

Riley is a 24-year-old student who is pursuing a double major in economics and sociology at Eötvös Loránd University. Riley loves their dog, Coco, a friendly golden retriever, but doesn't have enough time to walk her every day due to their busy schedule. Riley needs a dependable dog walker who can take Coco for regular walks and keep her happy and healthy.

■ Ambitious

Riley is determined to achieve their academic goals and pursue a successful career in the future.

■ Stressed

Riley often feels overwhelmed by the amount of coursework and exams they have to deal with.

■ Caring

Riley cares deeply about their dog and wants to provide her with the best possible care and attention.

■ Tech-savvy

Riley is comfortable using technology and prefers to book services online or through an app.

■ Budget-conscious

Riley is a student who has to manage their finances carefully and look for affordable options.



A blurred background image of a man wearing a white t-shirt and a black face mask, walking a dog on a leash in a park. The scene is outdoors with trees and other people visible in the distance.

David Nagy

Ideal Dog Walker

■ Bio

David is a 22-year-old college student who studies online and has a flexible schedule. David enjoys walking dogs as a hobby and a way to earn some extra income. David has a lot of experience with different breeds and sizes of dogs and knows how to handle them well. David is looking for more clients who need dog walking services.

■ Passionate

David has a passion for dogs and enjoys spending time with them.

■ Fit

David is physically fit and can handle the demands of walking and exercising multiple dogs at once.

■ Knowledgeable

David has a good understanding of dog behavior and can recognize signs of distress or aggression in order to prevent any potential issues

■ Communicative

David can communicate effectively with clients and provide updates on the dog's behavior and activity during the walk.

■ Trustworthy

David is trusted to enter clients' homes and take care of their dogs, so they have a strong sense of responsibility and integrity.

■ Reliable

David is punctual and dependable, ensuring that the dogs are walked on schedule and that clients can count on them to show up on time.

Market Position

How we are making things better:

1. Allowing dog owners to provide listing as well.
2. Filtration by time schedule.
3. Does not require a subscription fee.

-finding a suit for both parties are easier than ever before, unlike the current applications.



dogSurf



PetBacker
Connect Pets to Pet Lovers

User KPI

User KPI refers to a Key Performance Indicator that is focused on the behavior, actions, or outcomes of users interacting with a particular product, service, or system. These metrics help organizations to understand how users are interacting with their products and services and identify areas for improvement to enhance the user experience and drive business growth.

■ Success rate

The success rate refers to the percentage of users who have successfully found a matching dog owner or dog walker. To calculate the success rate, you would divide the number of successful matches by the total number of users who have used the website to find a dog walker or dog owner, and multiply by 100 to get a percentage.

This metric provides an overall view of the website's effectiveness in matching dog owners and dog walkers. It can be used to track the performance of the website over time and identify areas for improvement.

■ Conversion rate

It's the percentage of website visitors who complete a desired action on the website, such as making a purchase, filling out a form, or subscribing to a newsletter. To calculate it, we divide the number of visitors who completed the desired action by the total number of visitors to the website. For example, if we had 1,000 visitors to the website and 50 of them made a purchase, the conversion rate would be 5% ($50/1,000 \times 100$).

■ User referral

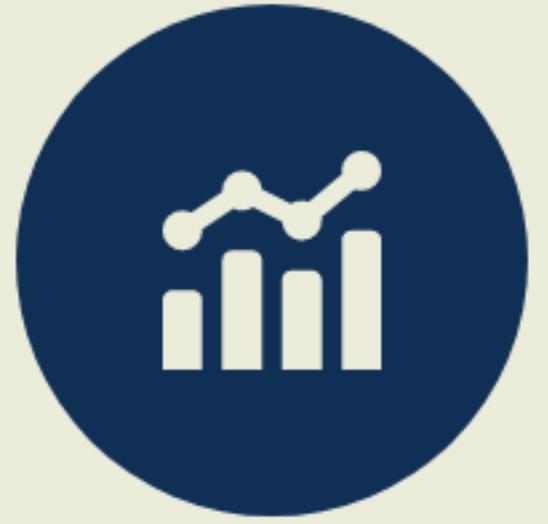
It measures the number of website visitors and new users who arrived at the website through referral sources, such as social media, email, or word-of-mouth. To calculate it, you can use tracking codes to identify the specific referral sources that are driving traffic to the website. Look for trends in the number of website visitors and new users who arrived via referral sources over time, as well as differences in the types of referral sources (e.g., social media, email, word-of-mouth). Additionally, measure the conversion rate of referred users to paying customers to determine the effectiveness of your referral marketing strategies. A pie chart could show the distribution of referral sources that are driving traffic to the website, while a line chart could show the trend in the number of new users arriving via referral sources over time.

■ User Retention Rate

User Retention Rate (URR) measures the percentage of users who continue to use the website after their initial visit. To calculate this metric, you need to divide the number of users who returned in a given time period by the number of users who originally visited in that same period. You can represent this metric in a line chart to show the trend over time.

■ User revenue

It measures the amount of revenue generated by individual users or groups of users over a specific period of time. These metrics include average revenue per user (ARPU), customer lifetime value (CLV), and revenue per transaction. To calculate it, you need to track the revenue generated by each user or group of users. A line chart could show the trend in ARPU over time, while a bar chart could show the revenue generated by different user segments. By monitoring and analyzing user revenue metrics, you can identify which user segments are driving the most revenue to the website and make data-driven decisions to optimize your marketing and sales strategies. This can help you increase revenue, improve customer engagement, and grow your business.



Target KPI

14 Dog owner-Dog walker matches every week, for the first month after launch, and increasing.