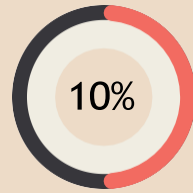


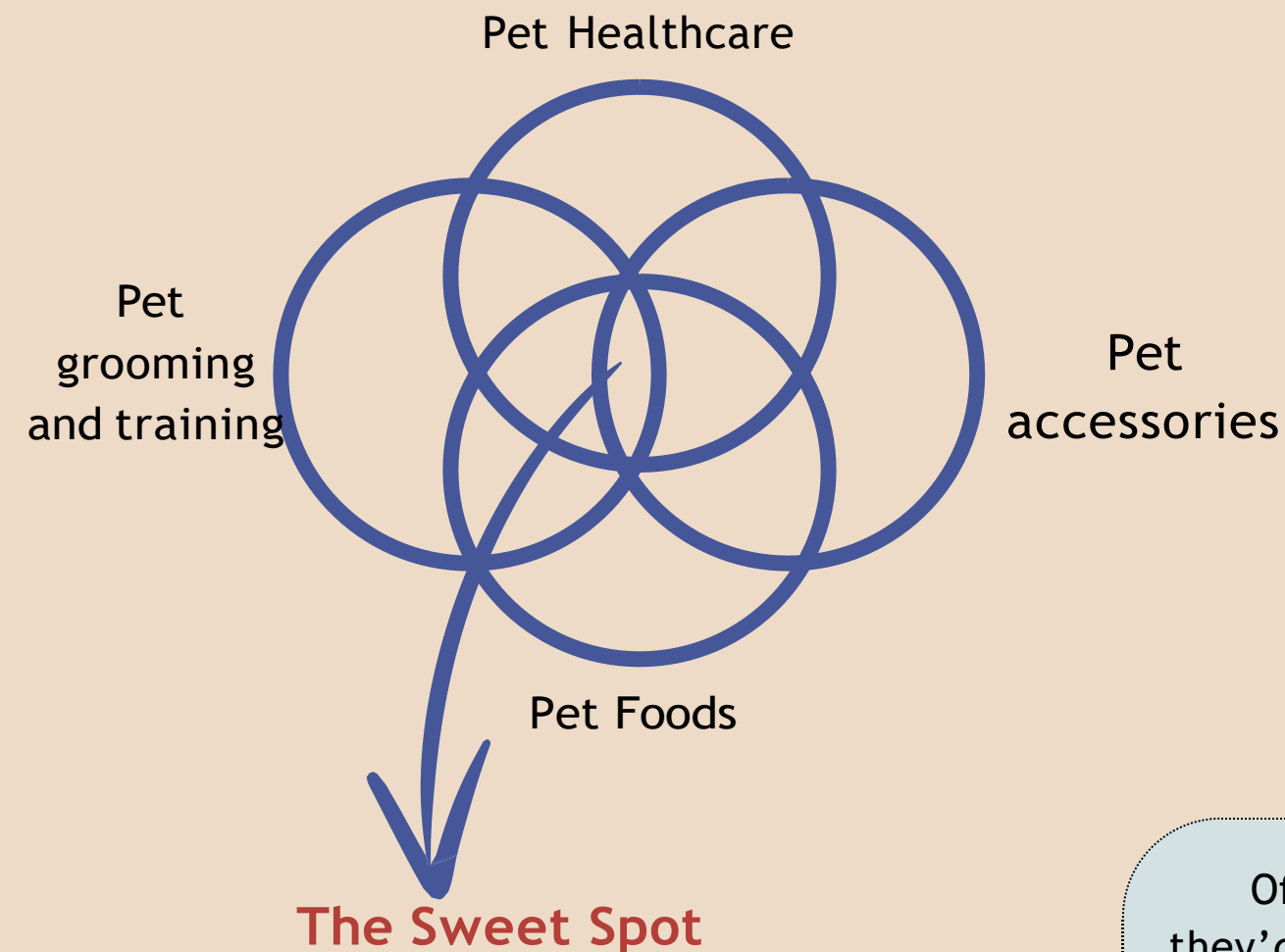
Drivers of Growth in the Pet Industry

- Rising pet ownership - 20 million in 2015 to ~30 million in 2023.
- Changing lifestyles and the need for companionship especially in nuclear and urban families.
- Growing affluent class and increasing disposable income lead to increased spending after pets.
- Humanization of Pets into families.



Only 10% of pet owners globally use pet care apps for various services. Which makes it a huge scope for development

Understanding the current Pet Care Market:

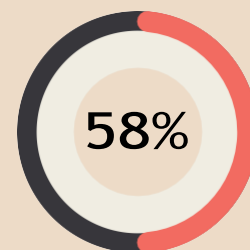


The Sweet Spot

Market leaders act as aggregators/mediators to provide a **one-stop** solution for Pet-Parents.

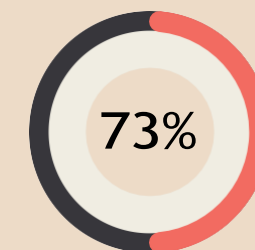


“All for your Pets”



Of millennials said they'd prefer to have **pets over human children**

[Source](#)



Since Q1 2021, pet app users went from spending just over **16 minutes** inside **pet-related apps** to **28 minutes** on average, **+73% YoY**

[Source](#)

Industry Stats

38 million pet population in India(2023)
CAGR of 9.2% ([Source](#))

Fastest Growing Pet Care Sectors & their market%:

- Food/Nutrition - **63%**
- Healthcare - **18%**
- Accessories - **13%**
- Grooming & Training - **6%**

Market Competitors in this space in India:

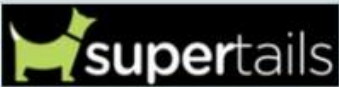



- [supertails](#)
- [DogSpot.in](#)
- [wiggles.in](#)
- [HEADS UP FOR TAILS](#)



Actors in the System

1. Pet Parents
2. Offline Pet Shop Owners, Service Providers
3. Pets

Market Research

Competitor Analysis				
				
One Stop App/Website	✓	✓	✓	✗
Community Engagement	✗	✗	✓	✗
Vet Support	✓	✗	✗	✗
Educational Resources and Content Quality	✓	✓	✓	✗
Customization and Personalization	✓	✗	✓	✗
Accessibility and Inclusivity	✓	✗	✓	✓
Tailored Content and Recommendations	✓	✗	✗	✓

l'he main issue with Pet Care apps today..

- **Scattered Services:** Pet parents resort to using multiple apps for various pet care needs like grooming, food, veterinary services, etc.
- **Lack of Personalization:** Existing pet care apps offer generic advice that may not cater to different breeds or specific pet conditions.
- **Community Engagement:** l'hese apps lack community engagement, crucial for new pet parents seeking guidance and support.
- **Information Overload:** Newer pet parents find pet care apps overwhelming, often resorting to offline methods for essential tasks.
- **Discoverability:** Many pet parents turn to Google instead of pet care apps to find new pets, pet sitters, and other basic needs.

[User Survey Jink](#)

[Response Sheet](#)

[Interview Shhet](#)

Survey Insights

100%

Of people from the survey who owned a pet made their first pet care purchase from **Offline Channels**

7/9

People who owned a Pet didn't use any sort of Online Channel for their Pet Purchase

0/9

No Pet Parents were part of any pet community. l'he majority of learning happened when they visited a pet shop or someone who had a pet

5/9

Pet Parents' interviews revealed that they were misled by Google search results regarding Pet Sitters, hostels, Vets, etc.

2/9

Pet Parents who filled out the survey used an online platform for their pet care needs—the most preferred E-commerce website.

User Segmentation and their Pain Points



Sakshi Sharma
32 | Data Scientist | Female
Married with a kid | Pet Dog (labrador)

Who are we solving the problem for?			
Criteria	People who have just become pet Owners ✓	Pet Owners with < 1 year of experience in raising pets ✓	Pet Owners with > 1 year of experience in raising pets
Discovery/Awareness of Aggregated Solutions	Extremely Low	Low	Moderate
Existing Solutions	Mainly resort to fragmented offline modes of pet care solutions.	Prefer online services for pet food, have offline options for other pet needs.	Have specific offline channels for particular needs, and may use some online services.
Community Engagement	Extremely Low	Low	Moderate
Pet-Specific Needs and Challenges	Low Awareness	Moderate Awareness	Ample awareness
Market Oppurtunity	Due to lower awareness, huge chance for acquisition	Unique value to be added to encourage people to switch from offline to online channels.	Lower customer base since it would be very tough to make people switch

Key Behaviors:

- Being a parent she **understands** the seriousness of **regular vet check-ups** and vaccinations.
- Heavily depends on **suggestions** from friends and **Google** for finding good facilities for her dog
- Keeps the pet engaged in training and socializing with other pet dog communities.
- Due to her busy lifestyle, she **cannot be proactive** with pet care and often misses out on important events of pet care.
- Has to **traverse through multiple offline options** for basic pet care.
- Always thinks that her pet care is **sub-optimal** due to a **lack of knowledge**.

Needs and Pain Points:

- Results from **Google** are often **misleading** due to which she has to compromise on the quality of service.
- Traversing the vast amount of information on the internet about Pet Care often leaves her **overwhelmed** and **uncertain** about the **best practices** for her pet.
- She has a busy lifestyle with kids and a **limited budget** for pets.
- Needs a **comprehensive platform** to help her access **scattered services** in one place.
- An **aggregated plan** that she can use to plan out her pet care journey so that it is **never sub-optimal**.

Hypotheses:

[link to Impact Mapping Mind Map](#)

1. Young Pet Owners **lack awareness** about their **specific** Pet needs.
2. Pet Owners prefer **traditional offline channels** to know about their **pet needs** like diet, nutrition, healthcare, etc.
3. Pet Owners generally have a **reactive approach** to pet care; encouraging **proactiveness** via **preventive** healthcare, nutrition, etc. would create **value** for pet parents.
4. **Educating** pet owners would shift their dependency on external sources to create **informed decisions** about their pets.
5. Pet owners prefer a **comprehensive** one-stop platform for all their pet needs instead of searching on Google.
6. There is a gap in the market for an online platform that not only sells pet care products but also provides **educational resources** and **comprehensive solutions**.

Problem Deep Dive

Problem Space		Solution Space
What is the true problem?	Who is facing the problems?	Introducing
<ul style="list-style-type: none">• Pet care apps suffer from extremely low discoverability.• 100% of interviewees rely on Google and offline methods for their pet needs as services are scattered.• Young pet owners lack awareness of pet care needs.• Pet parents are often bombarded with conflicting advice (information overload)	<p>(Young) Urban Pet Owners with busy lifestyles who struggle to navigate around the complexities of Pet Care. They want personalized, reliable, and convenient solutions according to their pets. They are regular offline store visitors; they get to know about the health/dietary needs of their pets there.</p>	<p>Simplify Pet Parenting with Curated Care Plans!</p> <p>Introducing EverythingPets, a comprehensive solution specifically curated for Pet Owners for their buddies. Its personalized curated plans are designed to meet each pet’s specific needs, from weekly vet visits and vaccination schedules to nutritional and grooming needs. Discover veterinary requirements, diet plans, emotional needs, and the whole pet journey with EverythingPets. Now you don't have to rely on erroneous Google results or offline solutions for these services. It empowers the users with community engagement features as well as educational resources to specifically help a newer Pet Parent. Shop at your convenience from the in-house marketplace or experience a virtual storefront journey of your nearest pet store on the app. Get the best product recommendations, vets, and services. Share about your pet care journey on the story page, and take advice from experienced pet parents whenever you’re stuck. The next time you want to search for something related to pet care; EverythingPets is the place for you with its extensive search feature. EverythingPets aims to elevate the pet ownership experience and promote the health and happiness of pets everywhere.</p>
What is the value generated by solving these problems?		
<p>For Users -</p> <ul style="list-style-type: none">• Effectively participate in their pet’s healthcare needs.• One-stop solution for all their pet care needs, better pet care management, and organization.• Greater knowledge, awareness, and a community where users can interact and make the most out of it.• Better pet bonding. <p>For Business -</p> <ul style="list-style-type: none">• Acquire a customer base that has a large spending potential.• New partnerships can open new revenue streams for businesses.• Brand Awareness		

Ideating Solutions - Features and Description

Based on hypothesis 3,5,6

PetPalette
Create personal profiles for pets, fill up age, breed, height, weight, or any other medical history, and preferences like grooming, walking, and diet planning; also, add at what life stage your pet is(newborn, puppy, adult, senior)

Pet Planner
Offer AI-curated personalized pet care plans for your pet based on the profile created. Plans include planned Vet Visits, Vaccination Schedules, Nutritional and dietary recommendations, and grooming needs.

Pet Stays
Suggest app-onboarded pet stays/hostels where your pet buddies can stay while you're away! Book them via our app. Includes both individuals and pet shops providing such services.

Vet Match
Suggest app-onboarded verified/best-rated vet clinics near you with their specialty of pets so that your buddy gets the best care!

Pet Records and Calendars
Provide a repository on the app to upload, retrieve, and manage the medical records of your buddy. Calendars to manage vet visits, and vaccination schedules and send reminders to pet parents for upcoming events to help them stay proactive and organized.

Based on hypothesis 1,2,4,6

Pet Tutor
An extensive library on how to raise your pet. Specially curated for new pet parents on how to care for their buddies. Offer resources on various topics such as health, nutrition, training, behavior, etc.

Pet Marketplace
A one-stop solution for all your logistical needs. Order food, clothes, accessories, training gear, toys, playhouses, medicines, etc. Customize your cart or buy pre-made packages for your pet.

Pet Scan
A strong and extensive search feature integrated into the app allows pet parents to quickly find relevant information without relying heavily on Google.

Pet Budget Planner
Whether you are a big-spender, frugal, or a rational spender; choose specially curated plans as per your monthly budget.

Feedback and Insights
Offline pet shop owners have access to real-time customer feedback and insights to identify areas of improvement

Virtual Pet Store
Providing offline pet shop owners a virtual storefront in the app to showcase their products, services, and promotions. Allow users to transact from the virtual store.

Care Scorecard
A scoring arrangement that assigns a pet care score to the pet parents according to their pet care habits to provide a sense of encouragement and accomplishment, especially for the younger pet parents. Also compares it with industry standards and provides room for improvement

Connecting Features

Pet-o-Pedia
An interactive platform for pet parents to foster community engagement via AMA sessions with pet experts and offline pet shop owners, discussion threads, sharing tips, progress, recommendations, and seeking advice from fellow pet parents or requesting services from shop owners.

SnapPets
Allows pet parents to share their experiences and achievements across all social media platforms directly from the app to promote word-of-mouth presence for both online and offline services, amongst peer groups.

Product Reviews and Recommendations
Allow pet parents to share reviews and recommendations of pet products and services that they have availed. They can also tag and mention the offline store from where they did the purchase.

Feature Prioritization							Source	<div></div> Make it to MVP	<div></div> Don't make it to MVP
Features		Impact Description	Impact	Confidence	Effort(weeks)	Validate Hypothesis	Status		
Awareness & Acquisition			Priority: 9			Bandwidth: 25%			
Pet Scan	Route pet parents traffic on to the app rather than Google search.		10	8	30	Yes	<div></div>		
Pet shop owners/offline shops	Kiosks to help users try out our app from offline shops.		7	7	5	NA	<div></div>		
Activation			Priority: 9			Bandwidth: 25%			
Pet Palette	Pet Parents add their pet's profile		7	9	6	NA	<div></div>		
Pet Planner	Users choosing personalized plans for their pet according to their needs		9	10	5	Yes	<div></div>		
Vet Match	Users can directly look for vet clinics after onboarding		5	6	12	Yes	<div></div>		
Pet Budget Planner	Users can choose plans according to their budget.		4	4	5	No	<div></div>		
Engagement			Priority: 5			Bandwidth: 15%			
Pet-o-Pedia	Interaction with community and professionals, discussions and more.		7	6	15	Yes	<div></div>		
SnapPets	Content developed by the users to create a viral loop		7	5	8	No	<div></div>		
Reviews	Benefits fellow users as well as pet shop owners		4	4	6	No	<div></div>		
Care Scorecard	Provides users validation if they are doing a good job or not		7	5	8	Yes	<div></div>		
Pet l'utor	Rich library to gain knowledge about pet care for young parents		5	8	15	NA	<div></div>		
Revenue Generation			Priority: 7			Bandwidth: 15%			
Pet Stays	Users paying for recommended stays		5	6	13	No	<div></div>		
Pet Marketplace	Users paying for their logistical, nutritional, and healthcare needs		6	7	25	NA	<div></div>		
Retention & Referral			Priority: 7			Bandwidth: 20%			
Virtual Pet Store	Provides an offline store experience to pet parents.		6	7	25	Yes	<div></div>		
Pet Records & Calendars	All pet docs. at one place, reminders to check upcoming events		9	9	20	Yes	<div></div>		

MVP and Wireframes

[link to Wireframes](#)

Landing Page

Pet Palette

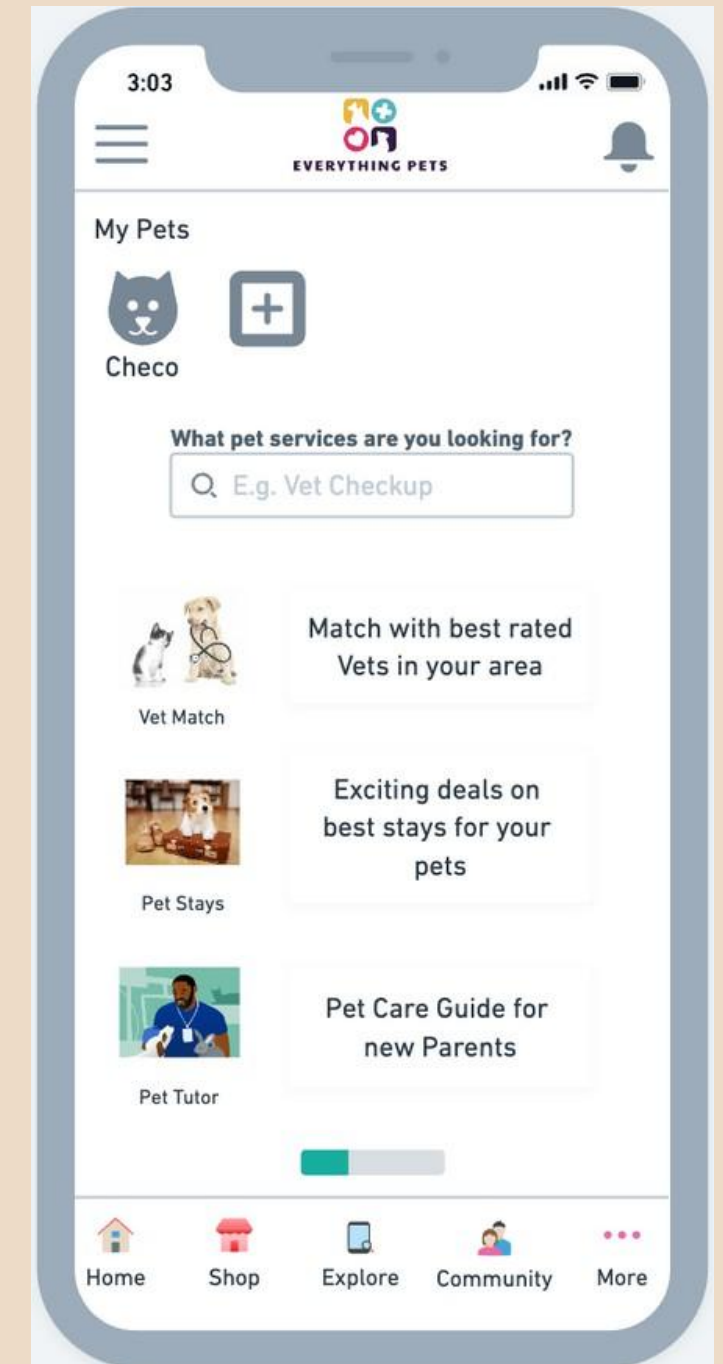
Pet Scan



Pet Score to validate your daily activity for users who are underconfident if they are providing the best care to their pet or not.

An interactive mini-map showing near by pet care centers and vets to help you book your services quickly.

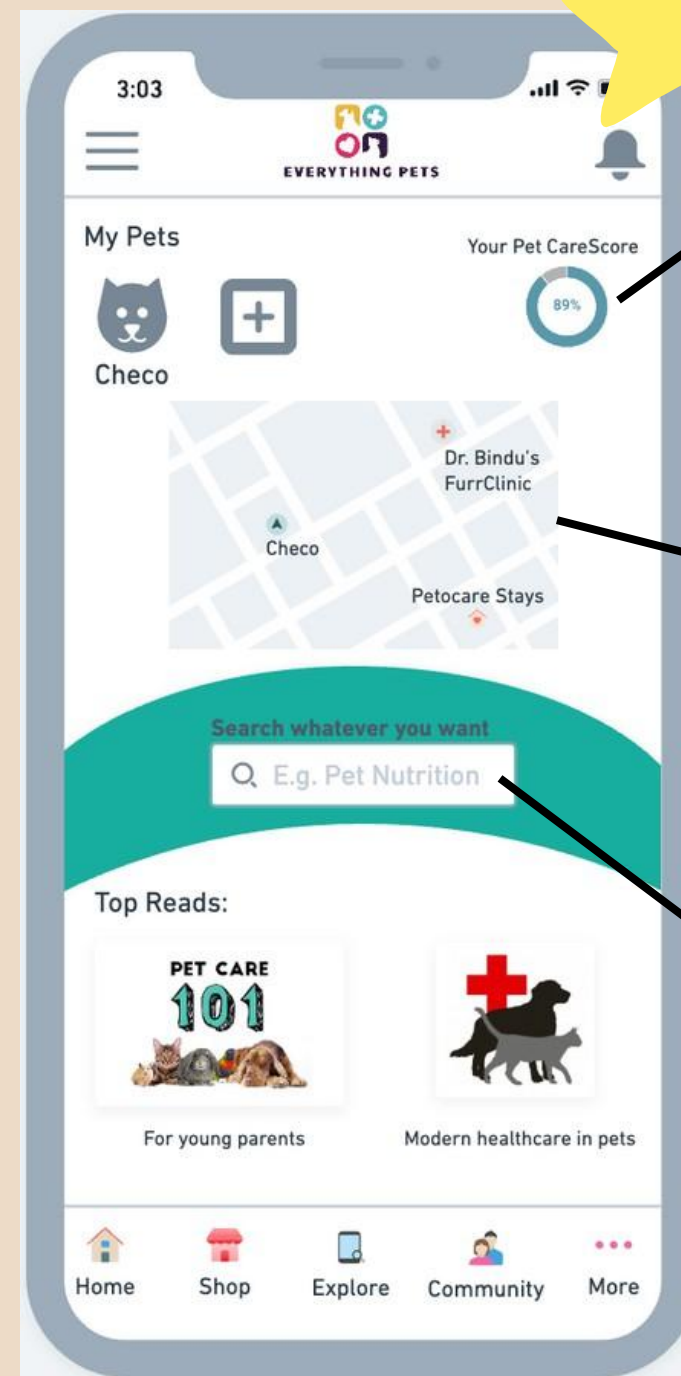
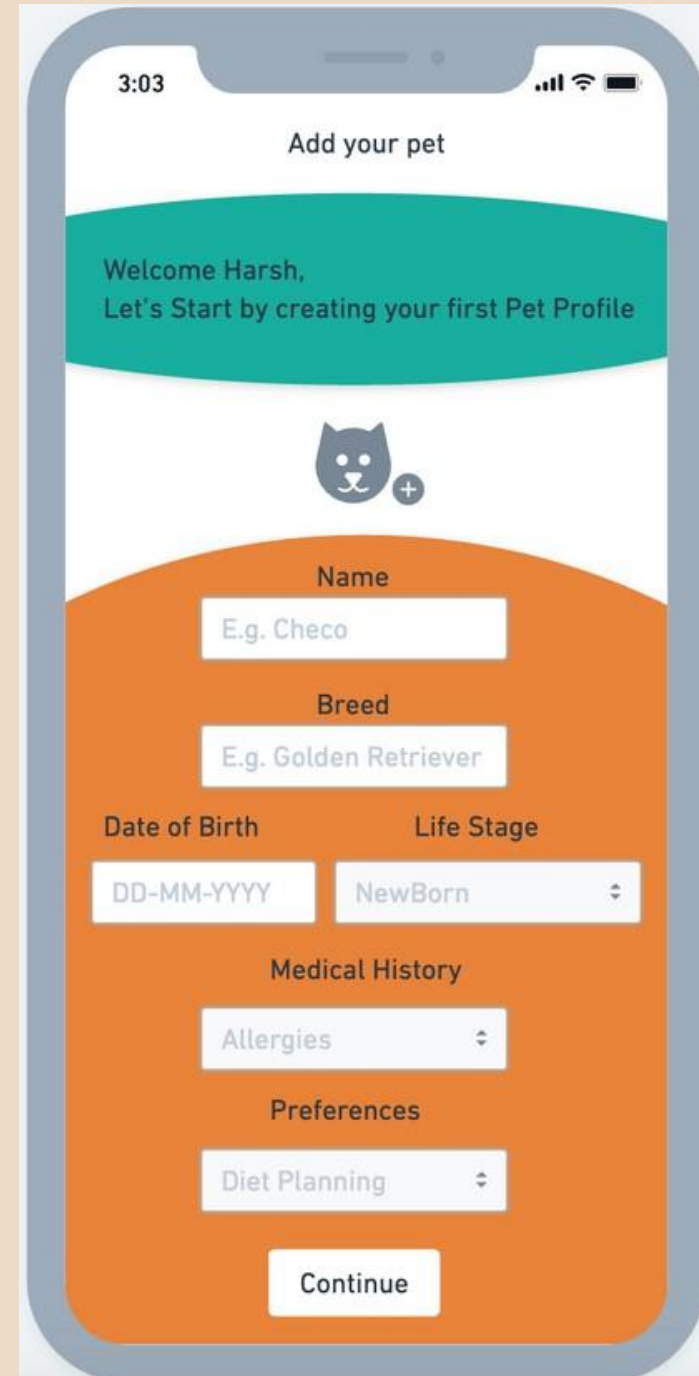
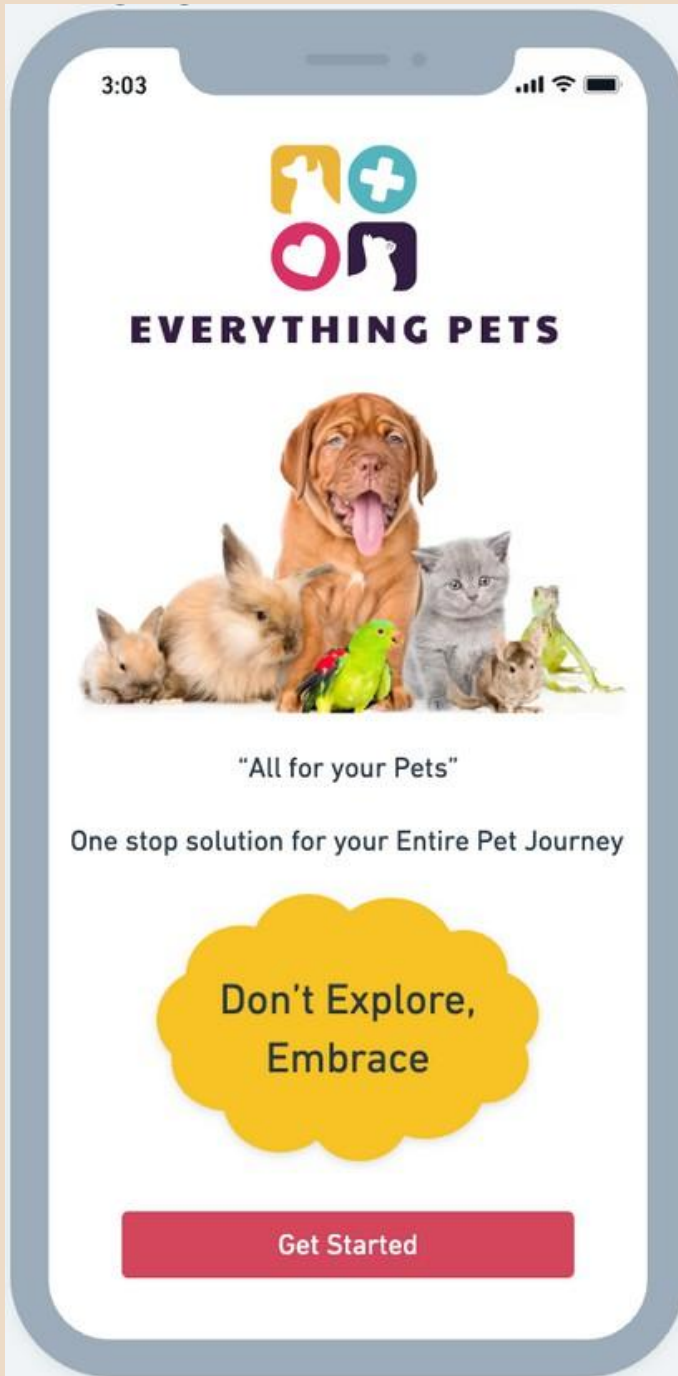
A powerful global search feature to help pet parents quickly find relevant information without resorting to Google or offline methods.



Add necessary onboarding details about your pet including their medical history, special preferences, life stage, etc.

Add necessary onboarding details about your pet including their medical history, special preferences, life stage, etc.

More sections where pet parents can access stays, vet match, and tutor features. Also has a search bar to easily access features.



MVP and Wireframes

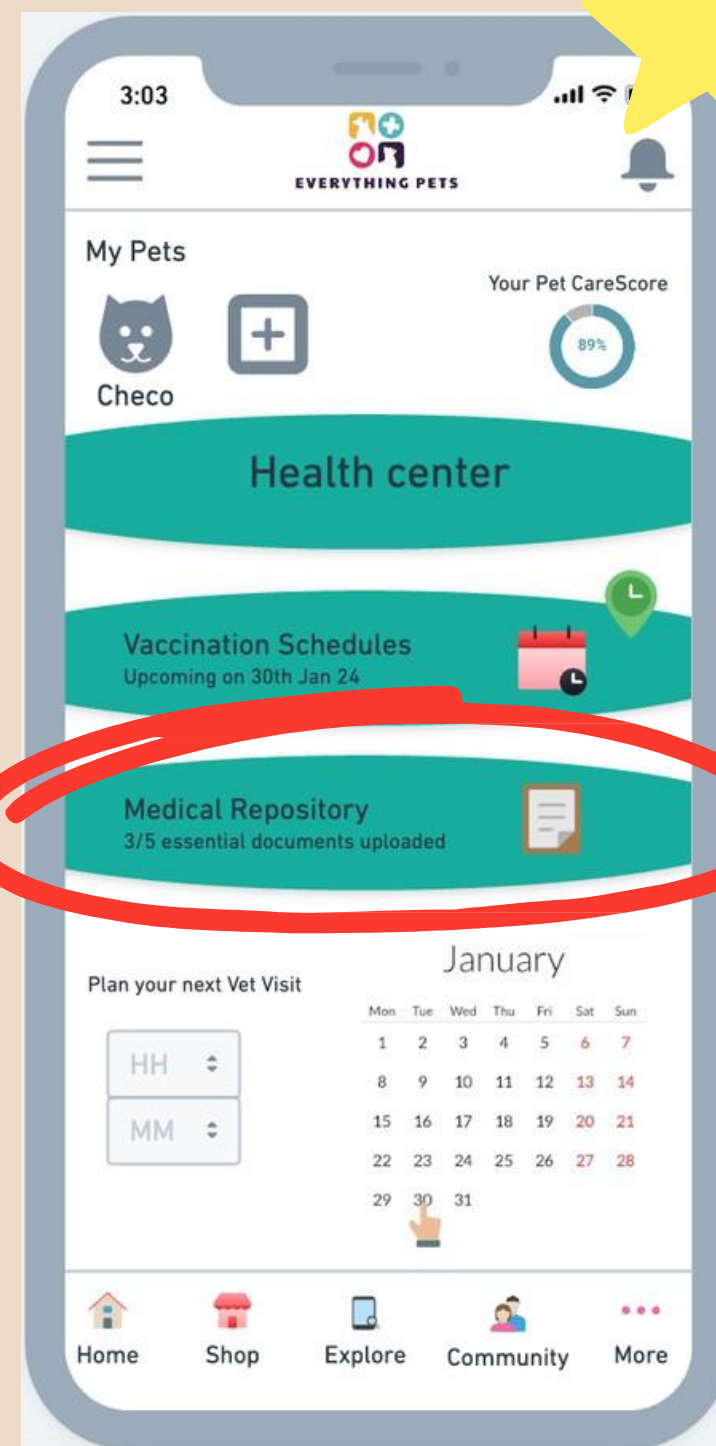
[link to Wireframes](#)

Pet Planner



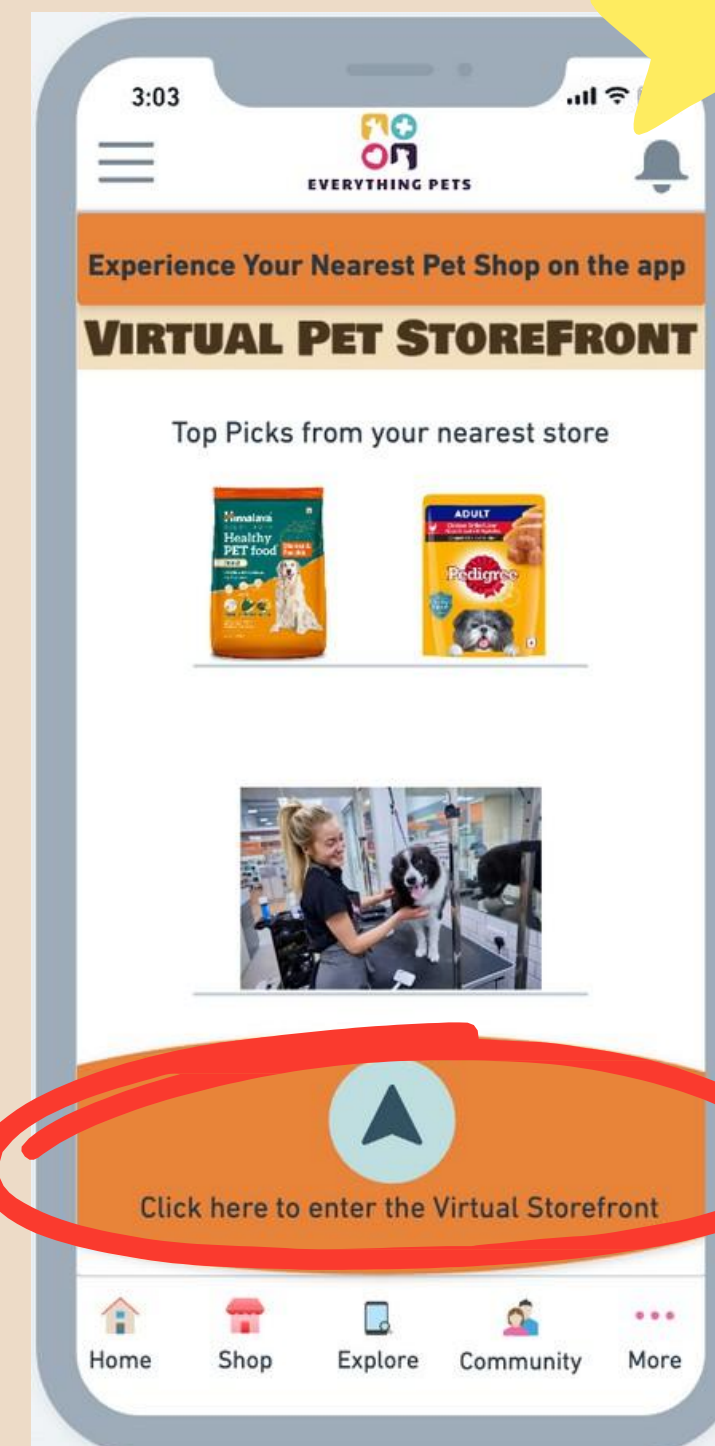
Curated pet plans especially for younger pet parents. Download the entire pet care journey plan. Vaccination dates, grooming, nutrition, dietary goals, etc. all in one plan

Pet Health Center



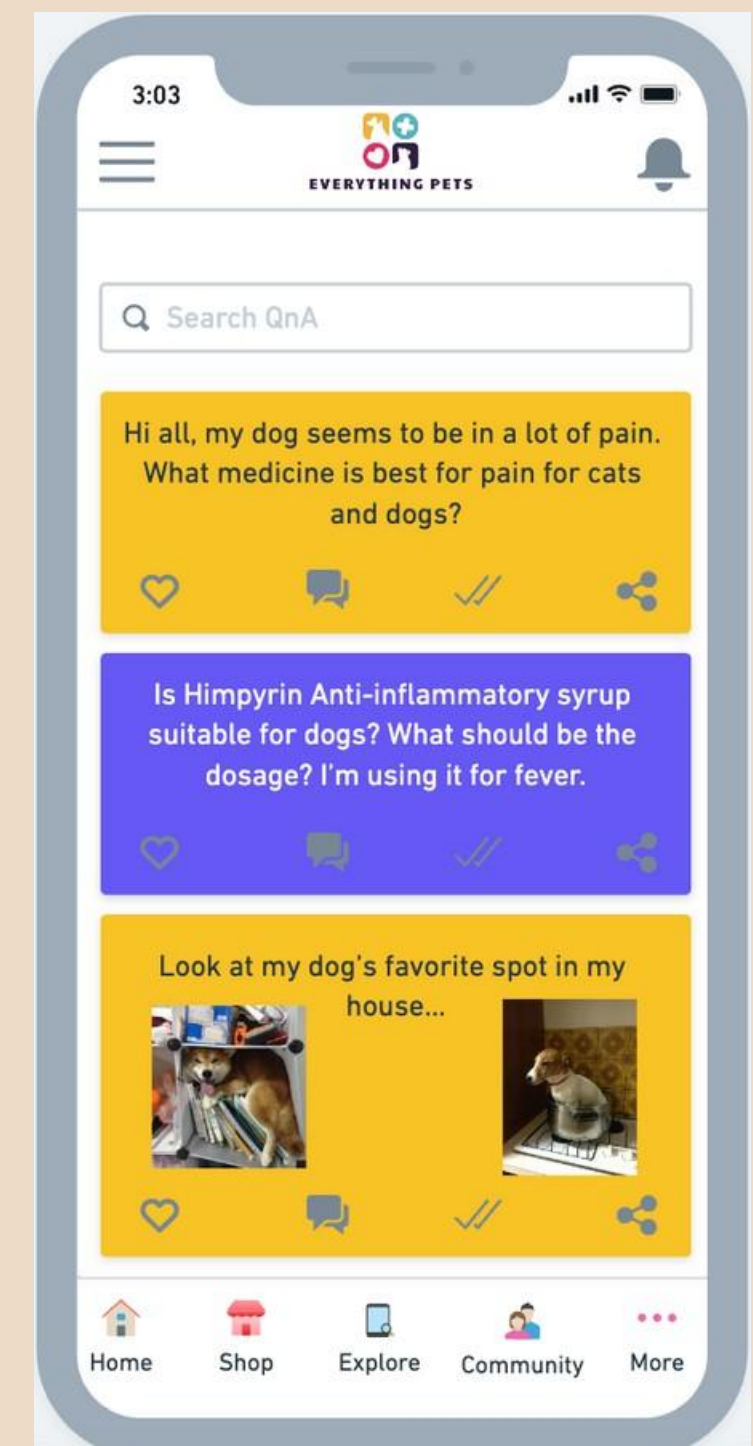
Use the medical repository to keep all your pet documents in one place. Schedule appointments and manage upcoming vet visits directly from here. Get daily reminders about the next upcoming event.

Virtual Storefront



Allowing offline pet shop owners to showcase their pet products/services on a virtual storefront. Offline pet shop owners being an important part of the app. Upon clicking you can have an offline-like experience on the app.

Community



Q&A, discussion forums, and stories form the connecting elements of the app. Users have the option of sharing these via social media with their friends.

Business Model & Monetization Plan

System Design Link

Metrics

Business Model & Monetization:

- **Subscription-Based**: Charge pet parents a monthly or annual subscription fee to access curated plans, premium content, and marketplace deals.
- **Partnerships**: With Offline Pet Shop Owners(Collecting commissions from the sales via Virtual StoreFront), pet food suppliers, and service providers over total sales.
- **Advertisements**: Collect revenue from clicks and conversions of pet-related ads to a targeted audience

Top Distribution Channels:

- **Offline Pet Shop Owners**: Partnering with local pet shop owners to **register every new pet purchase on the app**; in turn promote their products and services on the **Virtual StoreFront**. (App downloads through Kiosks, QR codes, etc.)
- **Content Marketing**: Creating Awareness by onboarding engaging audio/video/blog content suitable for **young pet parents** to guide them through their **pet care journey**.
- **Social Media**: Sell the brand as “Google for Pets” rather than a one-stop solution to solve for awareness and discoverability.

Risk Factors:

- **Adoption**: Pet Owners might still rely on existing offline options over a new platform.
- **Product Differentiation**: A lot of products claim to be a **one-stop solution**; passive, superficial users might not differentiate our products from those.
- **Partnership Risks**: Due to heavy dependence on partnerships issues might arise in revenue sharing, app downloads, and quality.
- **Content Quality**: Personalized plans, blogs, and educating content might lead to churn due to poor quality of the content.
- **Data Security**: Being an actively evolving industry, pet space doesn't have strict laws or guidelines that govern this space which might lead to **Data Storing and sharing** issues.

Mitigation Steps:

- **Adoption**: Conducting Focus Group Sessions with a large set of pet parents acquired through pet shops and incorporating their feedback
- **Product Differentiation**: Sell and market one **niche service**(ex: Pet Scan, Pet Planner) to acquire users; making their user experience smooth by responding quickly to feedback.
- **Partnership Risks**: Establish **transparent and clear agreements**, evaluate partner feedback, and set contingency plans.
- **Content Quality**: Setting up a review process by **verified professionals** to ensure quality and accuracy before the roll-out.
- **Data Security**: Foreign **audit assessments** to ensure transparency and encryption. Set robust **contingency plans**.

Parameter	Metrics	Demographics to be captured
Acquisition	<ul style="list-style-type: none">• # of App installs, # of pet parents registrations(weekly/monthly)• Cost per install, Conversion rate after registration	<ul style="list-style-type: none">• Channel from where the app was installed.• Age, gender, location, pet life stage.
Awareness	<ul style="list-style-type: none">• Impressions on the app store, and social media.• # of active readers of educational content	<ul style="list-style-type: none">• Age, gender, traffic source
Activation	<ul style="list-style-type: none">• % of registered users who complete Pet Profiles• # of users making their first order• # of searches per day on the Pet Scan feature• # of downloads of curated pet plans	<ul style="list-style-type: none">• Age, gender, location• Most used Keywords, plan type, pet type, breed, pet age,• Experience of pet ownership
Adoption	<ul style="list-style-type: none">• # of users who book hostel, and vet appointments through Vet Match and Pet Stays• Daily transacting Users in the marketplace and on Virtual StoreFront	<ul style="list-style-type: none">• Age, gender, location, service type, product type, virtual store experience feedback
Retention	<ul style="list-style-type: none">• DAU & MAU• % of users who make repeat bookings or plans from Pet Stays, Vet Match, and Pet Planner plans	<ul style="list-style-type: none">• Pet age, breed, type, life stage
Revenue	<ul style="list-style-type: none">• # of transactions• Avg. Order Value• ARPU• # of plans purchased	<ul style="list-style-type: none">• Age, gender, location, Pet age, breed, type, life stage, channel, marketplace type

Leading Metrics

1. DAU
2. Time taken by user for first purchase
3. Pet Palette completion rate
4. # of searches on Pet Scan

Lagging Metrics

1. NPS
2. Churn rate
3. CLV (user lifetime value)