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# MINIMUM VIABLE PRODUCT PURRRFECT

INITIAL SITUATION1	PLAN2	RESULT
<div>Persona</div> <ul style="list-style-type: none"><li>Target: pet owners who work full-time, owners who travel frequently/attend special events.</li><li>Tester: active pet owners/people who love animals using smartphone apps.</li></ul>	<div>Vision &amp; road map</div> <p>Develop a user-friendly platform for pet owners to access pet sitter services, starting with UI design, basic app development, key features, and scaling the business.</p>	<div>Conclusion &amp; next steps7</div> <p>Our product assists pet owners with pet care during their absence. To enhance it, we plan to expand to more cities, improve marketing efforts, and collaborate with veterinary clinics.</p>
<div>Top 3 problems &amp; challenges</div> <ul style="list-style-type: none"><li>Quality of pet sitter : the importance of hiring an experienced, honest and committed pet sitter</li><li>Pets: some pets need special handling</li><li>User data security: user security is a priority to ensure the quality of the application.</li></ul>	<div>Top 3 features3</div> <ul style="list-style-type: none"><li>Order status : detailed information &amp; order confirmation</li><li>GPS : track pet sitter's whereabouts</li><li>Emergency call : to deal with emergency situations</li></ul>	<div>Learn</div> <ul style="list-style-type: none"><li>What strategies can we implement to improve user engagement and retention rates in the app?</li></ul>
	<div>Build</div> <ul style="list-style-type: none"><li>These features will be developed through analysis, intuitive UI/UX design, mobile-app-compatible software development, and thorough testing for functionality.</li></ul>	<div>6</div> <ul style="list-style-type: none"><li>Market Insights and Competitive Analysis</li><li>Cost-Effectiveness and Monetization</li></ul>
	<div>Costs &amp; schedule4</div> <ul style="list-style-type: none"><li>Costs include UI/UX, infrastructure, hosting, and maintenance. Feature development takes 8-12 months, covering design, development, and testing.</li></ul>	<div>Measure5</div> <ul style="list-style-type: none"><li>Key Performance Indicators</li><li>User Surveys and Feedback</li><li>Data Collection</li><li>Ad Performance Analysis</li></ul>



Pet Animal

Cat

Dog

Quantity of Pet

-

0

+

Type of Pet

Weight

1

Type here...

Select Weight

-

2

Type here...

Select Weight

-

+ Create New

Do you want add more animal?

Yes

No



12:00



### Utilities (Optional)

[View More](#)



### Order Lists



### Total Booking

Rp. 150.000 ^

[Choose Payment](#)



12:00



### Booking Details

#### Desired Task for Pet Sitter

1

Type here...

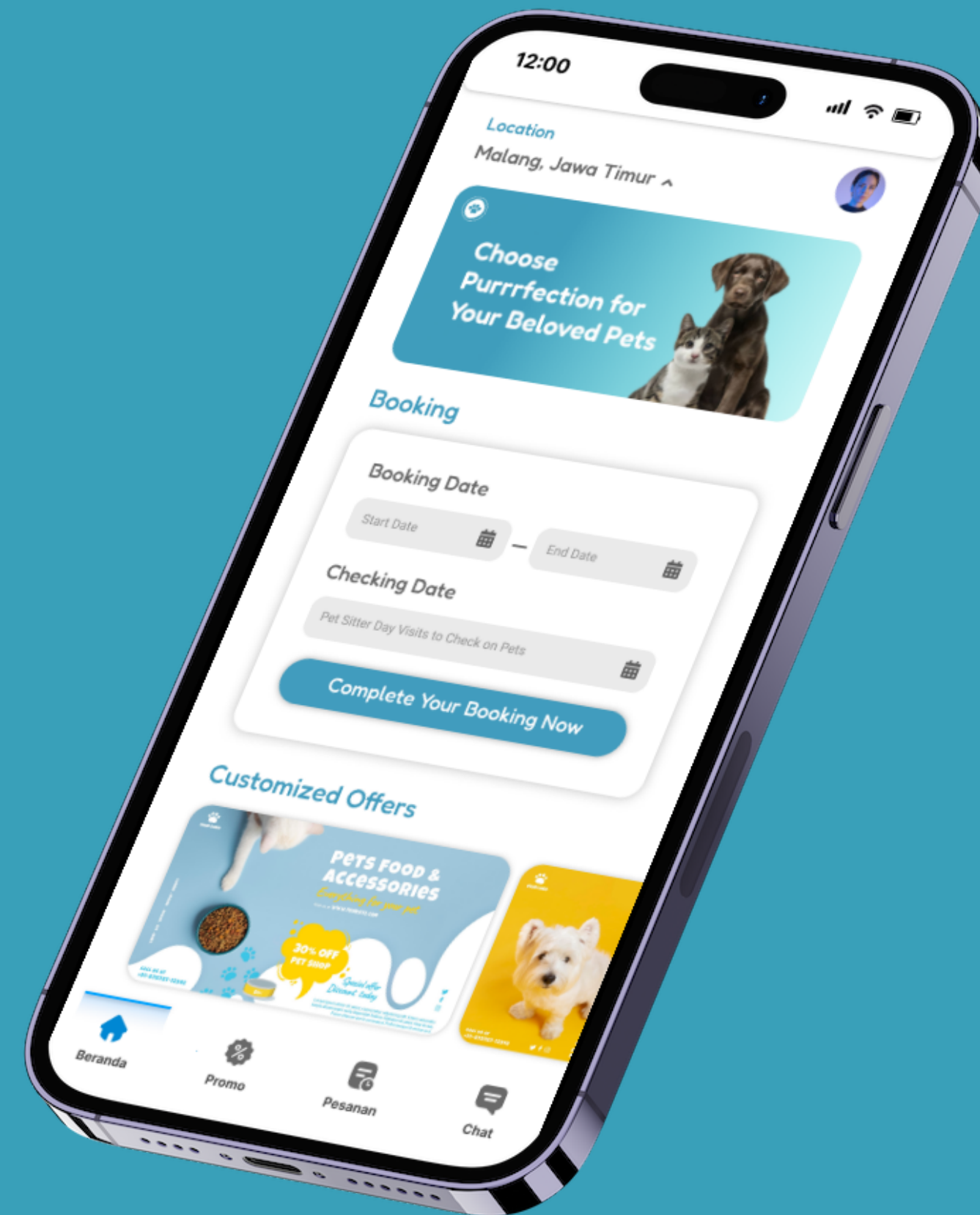
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2










Type here...

-

+ Create New



BUSINESS MODEL CANVAS

<div>Key Partners<div>8</div><div><ul style="list-style-type: none"><li>Pet Care Industry</li><li>E-Wallet</li><li>Background Check Providers</li></ul></div></div>	<div>Key Activities<div>7</div><div><ul style="list-style-type: none"><li>Pet sitter booking service</li><li>Marketing and promotion</li></ul></div></div>	<div>Value Propositions<div>2</div><div>For Partnership:<ul style="list-style-type: none"><li>Allows pet care supplier to promote their products e.g. pet food, healthcare equipment and more.</li></ul></div></div>	<div>Customer Relationships<div>4</div><div>For Partnership:<ul style="list-style-type: none"><li>Home Screen Ads</li></ul><div>For Customer:<ul style="list-style-type: none"><li>In app chat</li><li>Customer Feedbacks</li></ul></div></div></div>	<div>Customer Segments<div>1</div><div><ul style="list-style-type: none"><li>Pet Owners</li><li>Pet Sitters</li></ul></div></div>
	<div>Key Resources<div>6</div><div><ul style="list-style-type: none"><li>Team Partnership</li><li>Employees</li><li>PC (device)</li><li>Mobile App Developer and UI/UX Designer</li><li>Marketing and Promotion</li></ul></div></div>		<div>Channels<div>3</div><div><ul style="list-style-type: none"><li>Purrrfect Mobile App</li><li>Social media</li></ul></div></div>	
<div>Cost Structure<div>9</div><div><ul style="list-style-type: none"><li>Operational costs</li><li>Marketing costs</li><li>Clerk salary</li></ul></div></div>		<div>Revenue Streams<div>5</div><div><ul style="list-style-type: none"><li>Commision from Pet Sitters</li><li>Partnership</li><li>E-Wallet</li></ul></div></div>		



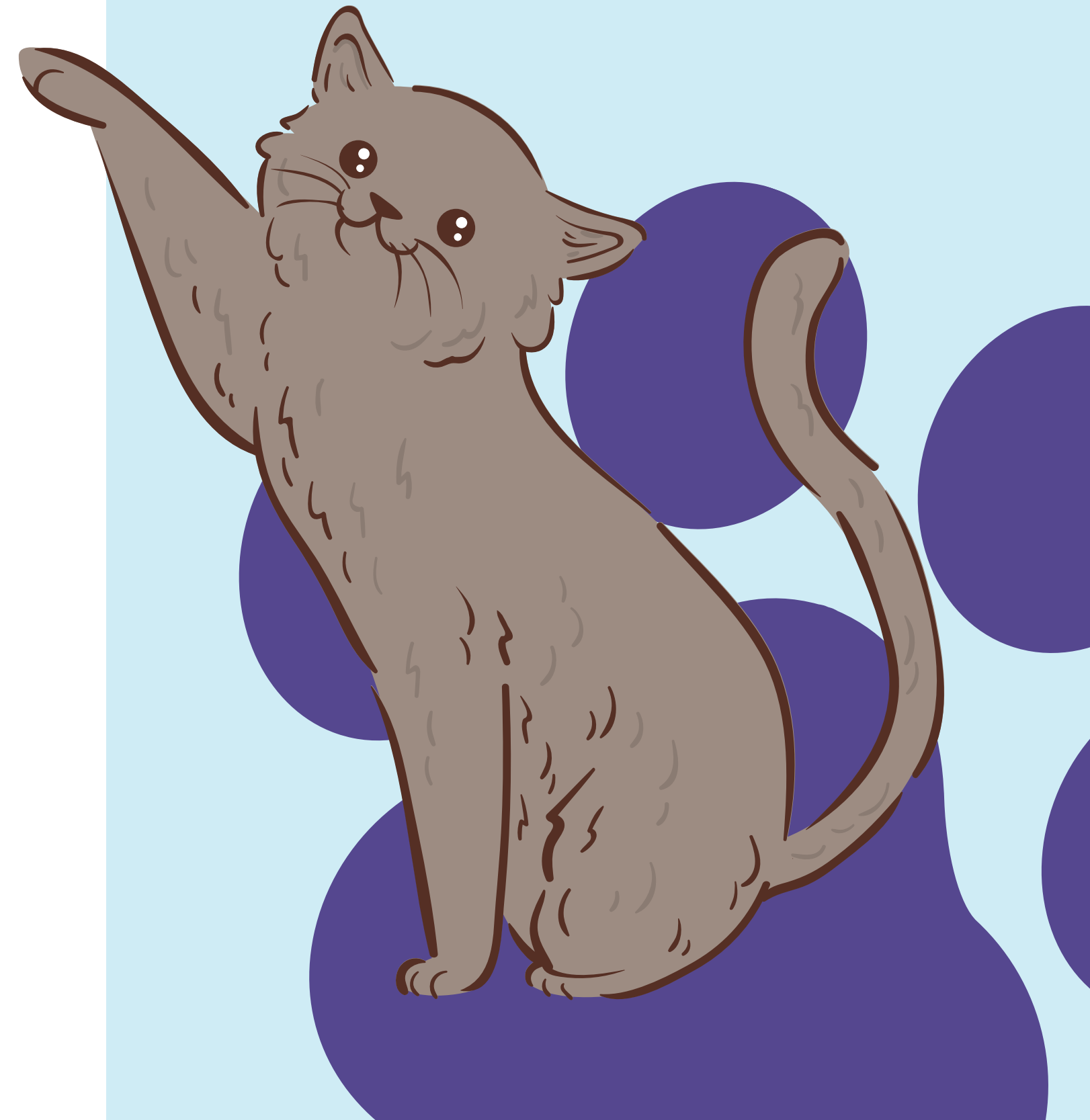
# Value Propositions

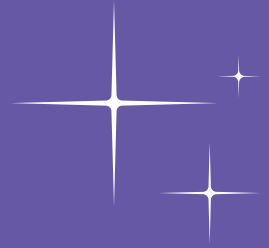
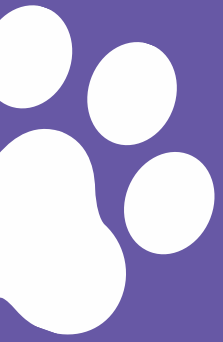
## ★ For Partnership

Allows pet care supplier to promote their products e.g. pet food, healthcare equipment and more.

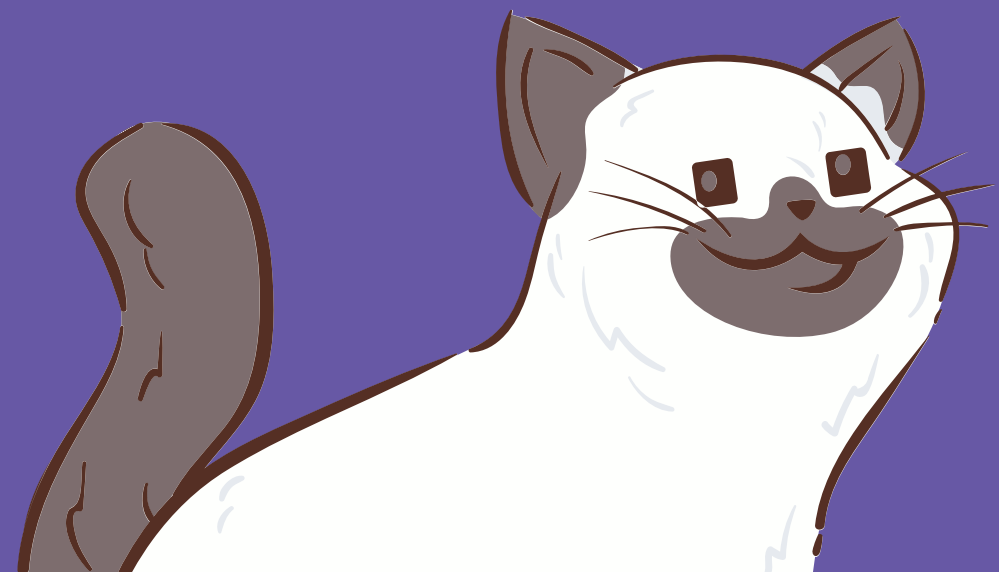
## ★ For Customer

Purrrfect is a mobile application to book and search for pet sitter services to look after pets at home. Purrrfect also presents features to ensure pet safety such as live GPS tracking, live chat, and emergency calls.





# Key Resources



- **Team Partnership**

Partners outside the company such as pet food providers, animal supplies, and others that are intended to help build business success.

- **Employees**

Purrrfact employees who help to run operational activities such as services, financial or company administration, and others.

- **PC (Device)**

Tools used to help manage the operations of the Purrrfact application.

- **Mobile App Developer and UI/UX Designer**

Workforce responsible for building the Purrrfact app to suit user needs.

- **Marketing and Promotion**

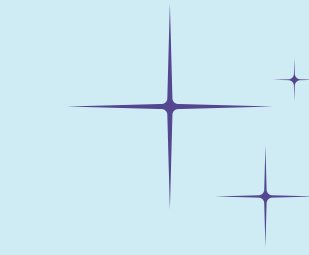
A workforce responsible for marketing and promotion in the form of advertising, digital marketing, or other marketing to attract potential users.

## Pet Sitter Booking Service

Provides a service to book a pet sitter who will take care of pets at home via a mobile application with adequate features for pet safety and security.

## Marketing and Promotion

These marketing and promotional activities are carried out for Purrrfect itself and partnership products. Marketing and promotion of Purrrfect is done through social media or other digital advertising. While the advertisement of the partnership product is used to increase revenue by advertising the product on the Purrrfect mobile platform.



## KEY ACTIVITIES





# REVENUE STREAMS

## Commision from Pet Sitters

We earn revenue by deducting a percentage from the earnings of pet sitters for each successful pet-sitting service facilitated through our platform.

## Partnerships

We generate income through strategic partnerships with pet-related businesses, such as pet stores and food suppliers, who promote their products or services to our user base.

## E-Wallet

Our in-app e-wallet feature allows users to store funds securely, and we earn a fee or interest from the balances held in these digital wallets.



## Pet Care Industry

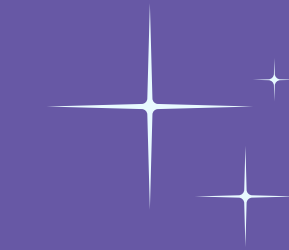
- Cross-promotion as mutually beneficial relationship
- Partnering with established pet care businesses provides access to a ready and relevant customer base.

## E-Wallet

- Provide a convenient and secure payment processing solution

## Background Check Providers

- Conduct comprehensive background checks for pet sitter
- Ensures that users are matched with qualified sitters who can provide proper care for their pets.



# KEY PARTNERS





# COST STRUCTURE

## Operational Costs

Includes costs related to office space, utilities, insurance, and software subscriptions.

## Marketing Costs

Cover advertising, promotional campaigns, and user acquisition strategies to attract a customer base.

## Clerk Salary

Salary for clerical support when needed can improve the overall user experience, enhance operational efficiency, and contribute to the growth of Purrrfect.

### For Partnership

- Home-screen ads

Through our partnerships, we offer home-screen ads that display targeted and relevant advertisements related to pet care, food, toys, and other pet-related products and services directly on the app's main screen.

### For Customer

- In App Chat

Our app includes a user-friendly in-app chat feature that enables customers to have real-time conversations with their assigned pet sitters.

# CUSTOMER RELATIONSHIP



## For Customer

- Customer Feedback

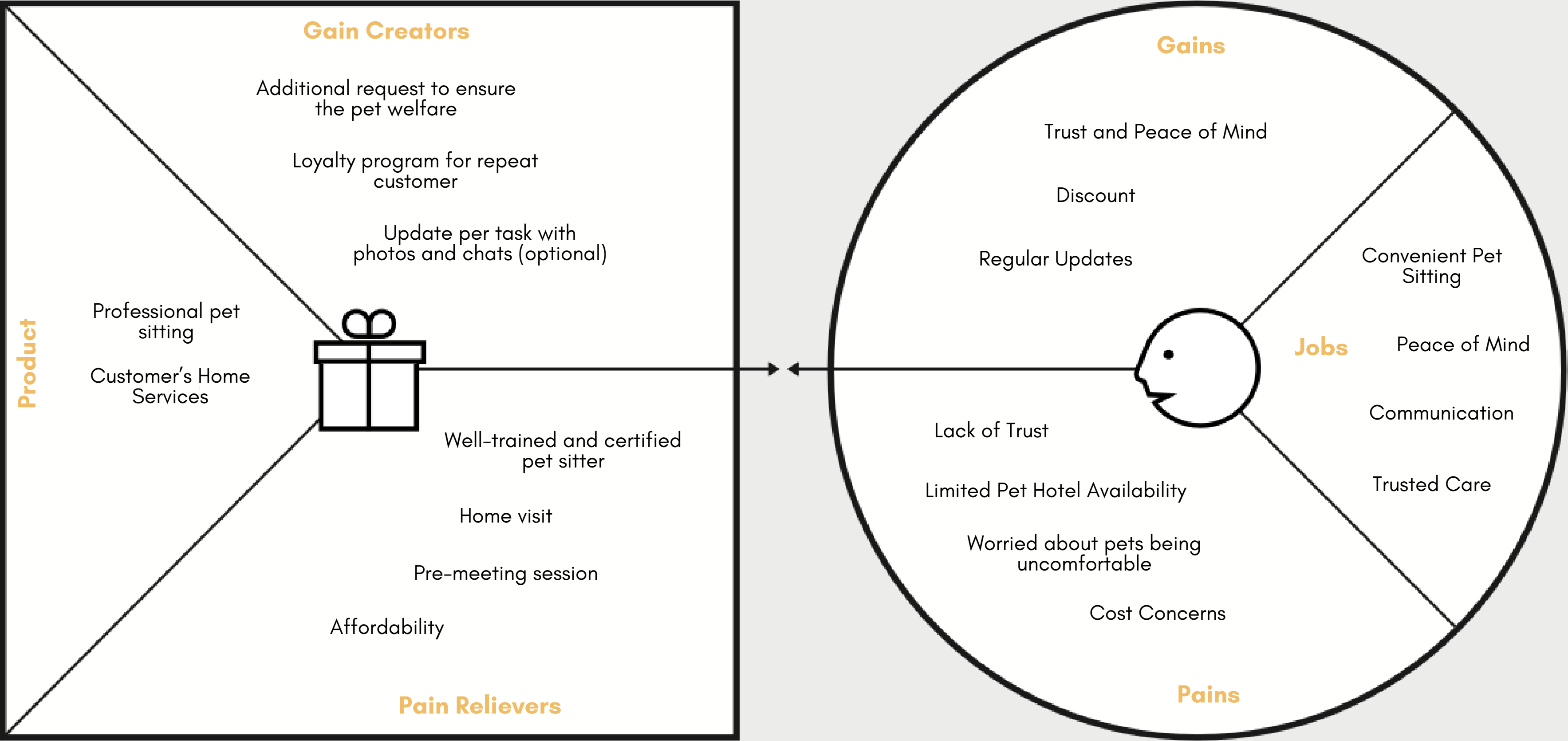
We empower customers to provide valuable feedback on their pet-sitting experiences through a simple 1-5 star rating system and an option to leave detailed comments.



# CUSTOMER RELATIONSHIP



# VALUE PROPOSITION CANVAS







Thank  
you

