C.A.T.S.

Cat
Automated
Training
System

Meet "Dusty"!

But now... Mom has to go back to in-person work!

1
Bored

2
Lonely

↓
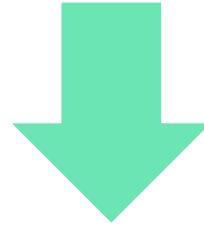
Find something to do

...and she comes home to this!
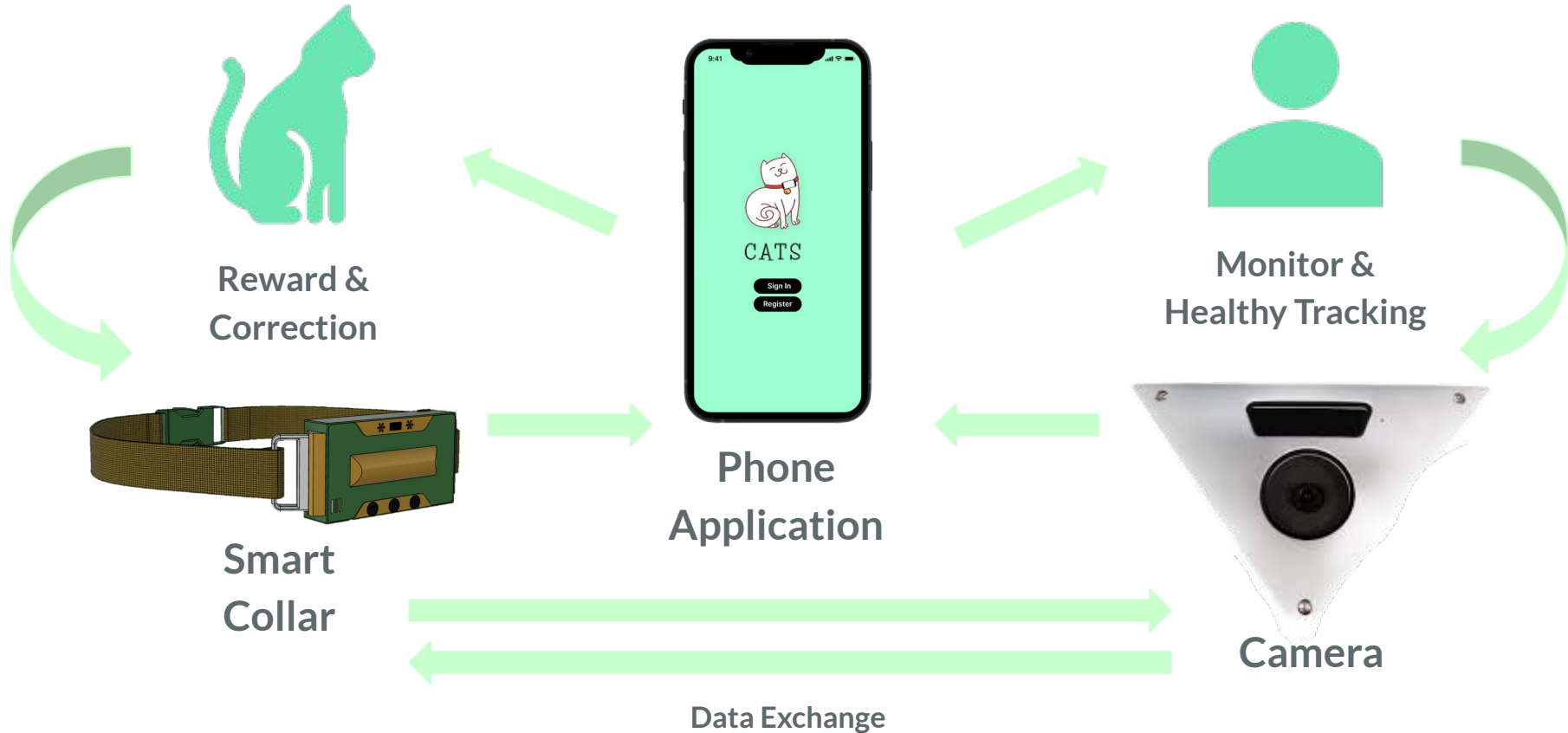
Pandemic Pet Problems

Out of 10,000 people,

33.5% of owners were experiencing behavior problems
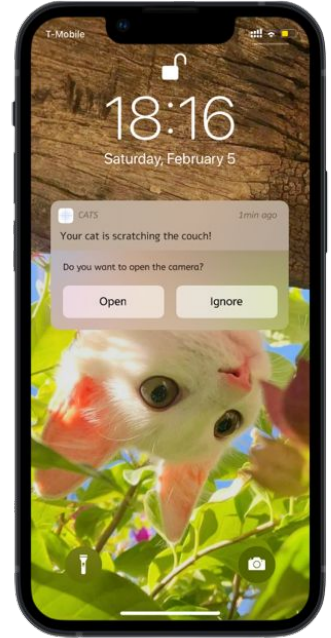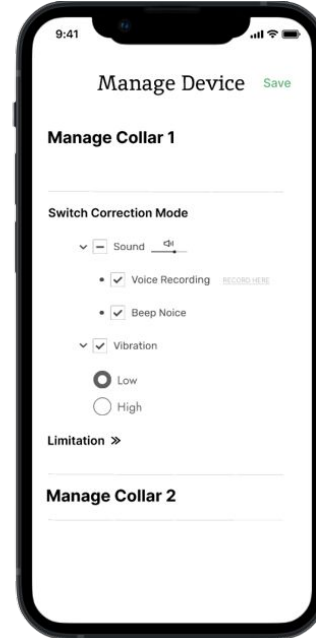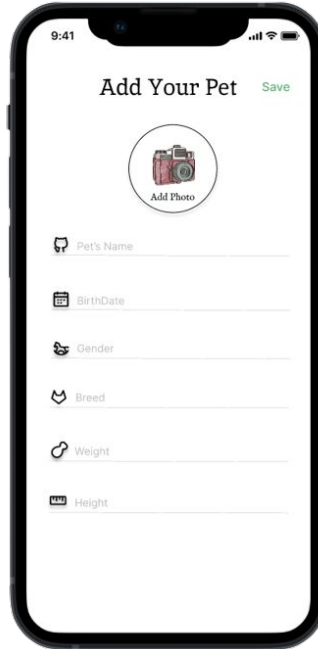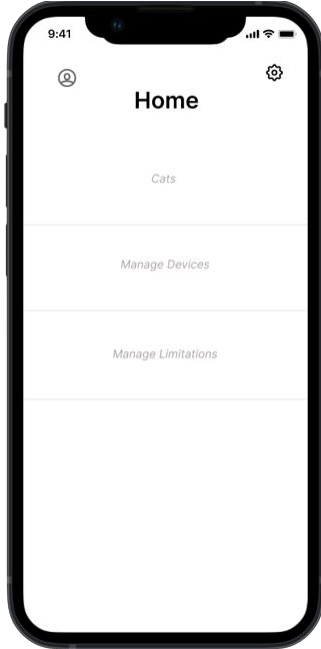w/ their animals due to schedule changes

Of 200 people who relinquished their cats,

42% were due to behavior issues

CATS: Cat Automated Training System

Reward & Correction

Smart Collar

Phone Application

Monitor & Healthy Tracking

Camera

Data Exchange

User Flow

Smart Collar

Audio Recognition Modules

Night Vision Camera

Speaker

LED Customized Name Tag

Waterproof Silicon Housing

C.A.T.S

Laser Pointer

Battery Indicator

Location Sensor

Vibration Modules

Cat Healthy Data Collection Sensor

Detachable Rechargeable Battery
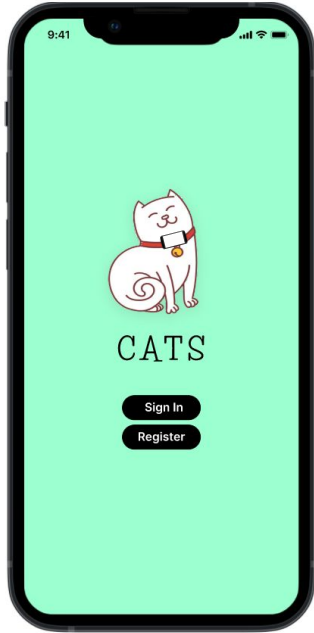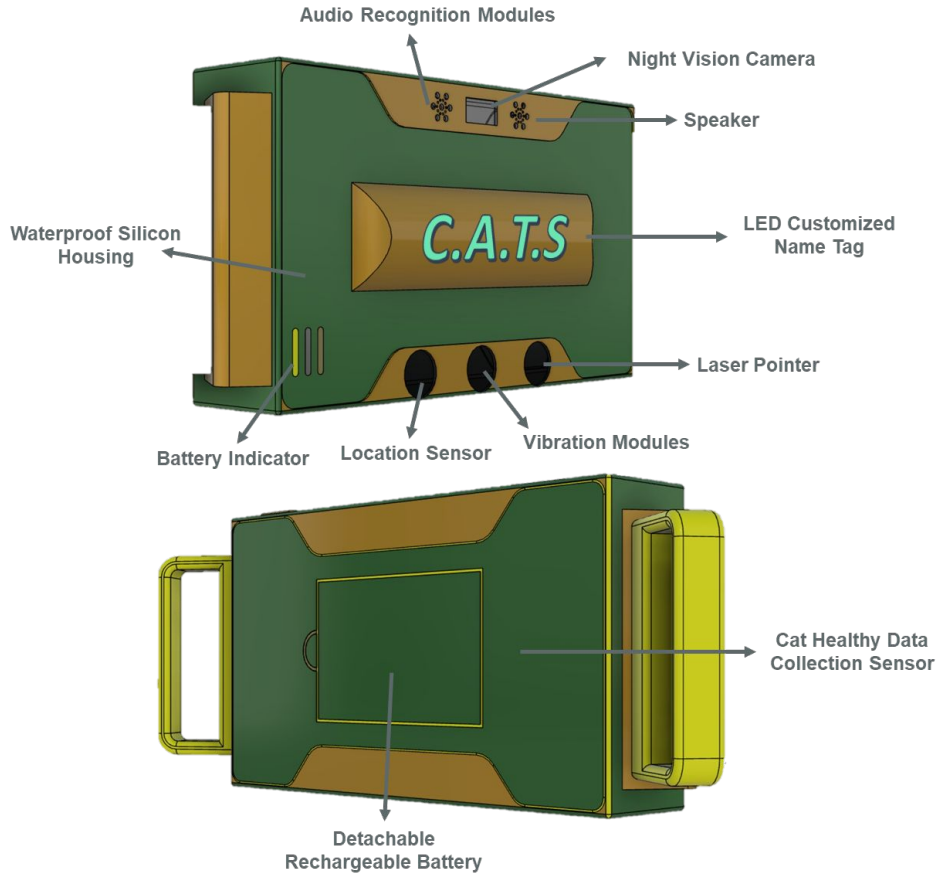
CATS Cost

Annual Pet Expense Per household: **$1,126**

Annual Pet Expense Daycare and Boarding **$170**
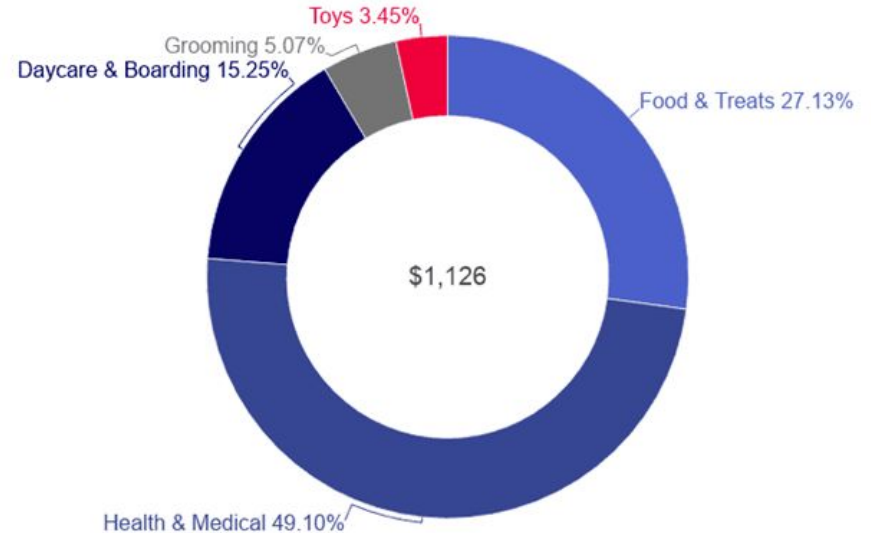
-Training/Shock Collars **$30-$200**

-Cat behavior consultation hourly cost: **$100+**

–Couch: **$2,600 to $6,400+**

-Dining room table set: **$500-$5000+**

Target product Price point **~$150**

Distribution of Annual Pet Expenses Per Household

Toys 3.45%
Grooming 5.07%
Daycare & Boarding 15.25%
Food & Treats 27.13%
$1,126
Health & Medical 49.10%

Total Market

5,693,000 Cats between 0-2years old

x

$150 / collar

= $854M

Remember "Dusty"!

CATS

Cats will have one home, and only one home.
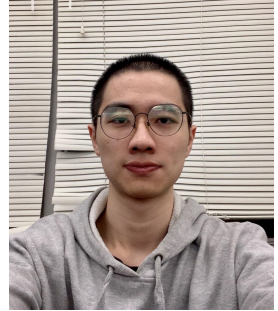
Appendix

Team

Gary Wang
MEM

Mark DeGaetano
MBA
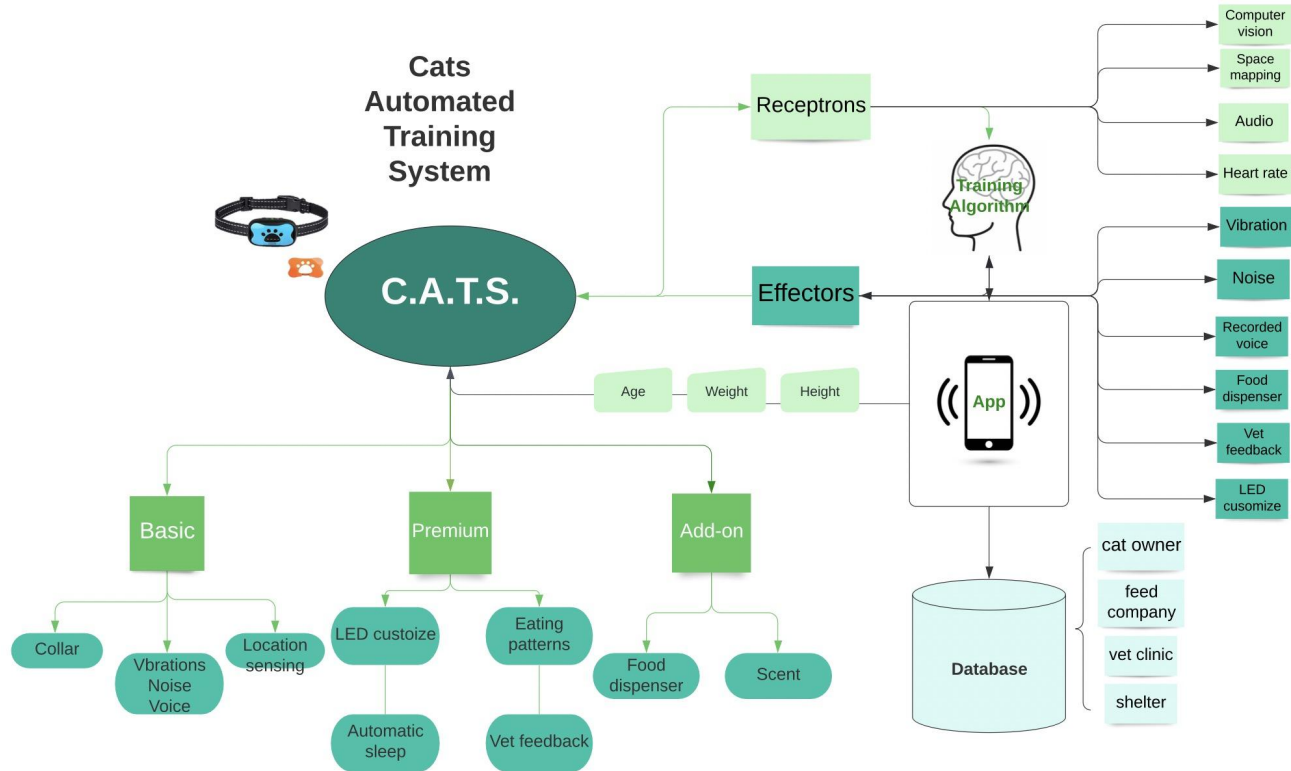
Yu Pan
MEM

Sonja Meberg
Vet Med
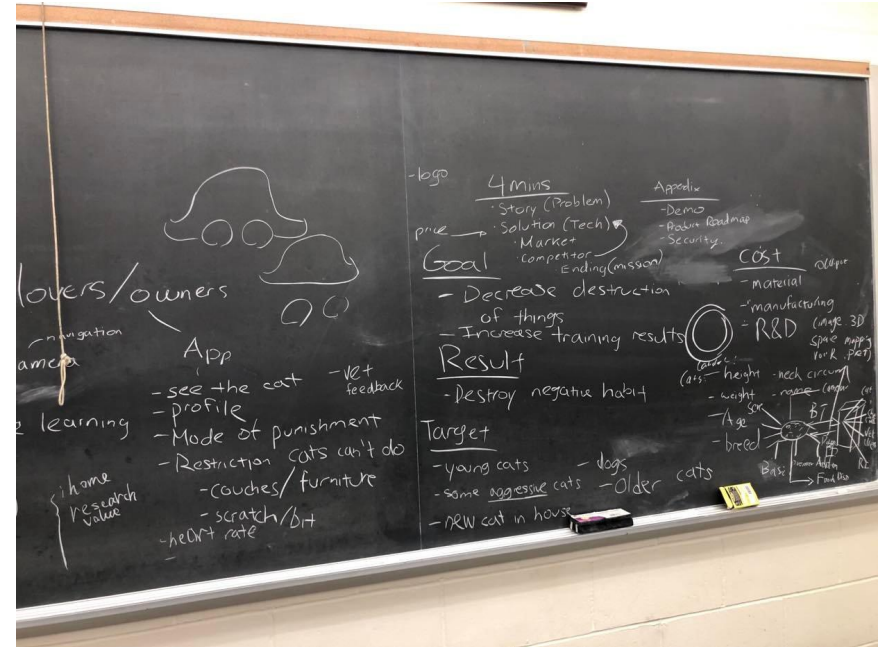
Tianlun Zha
MSE

Jiahan Xie
BS

Architecture

Cats Automated Training System

C.A.T.S.

Receptrons

Training Algorithm

Effectors

- Computer vision
- Space mapping
- Audio
- Heart rate
- Vibration
- Noise
- Recorded voice
- Food dispenser
- Vet feedback
- LED cusomize

App

Age | Weight | Height

Basic | Premium | Add-on

Basic:
- Collar
- Vbrations Noise Voice
- Location sensing

Premium:
- LED custoize
  - Automatic sleep
- Eating patterns
  - Vet feedback

Add-on:
- Food dispenser
- Scent

Database

- cat owner
- feed company
- vet clinic
- shelter

Product Breakdown

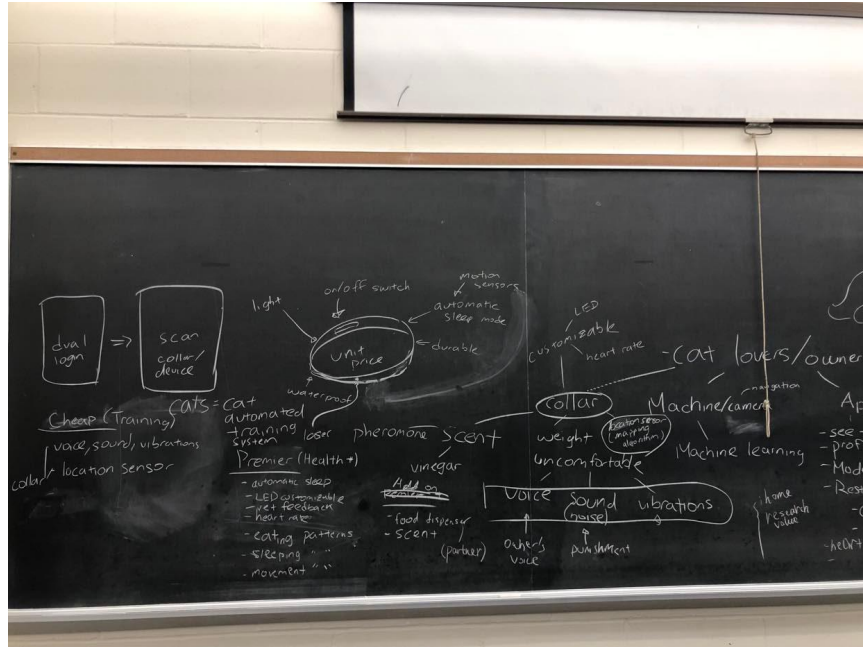| Basic	Premium	Add-ons
- Voice, Sound, vibration modes - Location Sensor	- Automatic Sleep Mode for collar - LED customizable - Vet feedback - Heart rate - Eating Patterns - Sleeping Patterns - Movement Patterns	- Food dispenser - Scent ejection

Product Roadmap

	Year 1 & 2		Year 3 & 4		Year 5 & 6	
	Basic Model	Basic Model	Premium Model	Premium Model	Premium Model	Premium Model
Voice, Sound, Vibration settings	▲	▲				
Location Sensor						
Automatic Sleep mode						
Heart Rate						
Sleeping, Eating, Movement Pattern						

Ideation

Figma File

https://www.figma.com/file/djOswCxOXZwSMUTqB0EnZO/CATS?node-id=0%3A1