

# PawCore Product Portfolio



## PetTracker

### Key Features

- Real-time GPS tracking
- Activity monitoring
- Geofencing alerts

### Target Segment

Pet owners with adventurous pets

### Price Range

\$150–\$200



## HealthMonitor

### Key Features

- Heart rate tracking
- Sleep analysis
- Health notifications

### Price Range

Health-conscious pet owners

### Price Range

\$200–\$250



## SmartCollar

### Key Features

- Training assistance
- Behavior tracking
- Customizable settings

### Pet owners seeking training

Pet owners seeking training solutions

### Primary Benefit

Encourage pets behavior

## Comparison Matrix

	Pet Tracker	HealthMonitor	SmartCollar
GPS tracking	✓	✓	✓
Activity monitor	✓	✓	✓
Heart rate tracking	✓	✓	✓