



Horse Power

MESSAGING FRAMEWORK

TOPICS WE WILL COVER

CONTEXT

AUDIENCE

VISION, POSITION AND STORY

VALUE PROPOSITIONS

WHO WE ARE: CHARACTER

WHO WE ARE: PERSONALITY

KEY MESSAGING FRAMEWORK

HORSE POWER: Context

A result of what many are calling “the information age,” today you and I live in a time period where there’s no lack of easy-to-access information on virtually any subject. But that doesn’t mean it’s the right information.

To put it simply, there’s been a fundamental shift in the way content is created, consumed, and shared. Which means, competitive horse owners, equine professionals, and their care teams consume and share content differently than they used to.

Instead of seeking out professional guidance regarding their horse’s health, the horse owner turns to horse health blogs, social media, and forums. And while the information they find may be convincing, that doesn’t mean it’s credible.

Whether a horse owner is looking for medical records or a how-to guide on deworming their horse, there’s a major concern in the equine industry regarding how information is created, consumed, and shared. There’s a longing for credible information and education to be shared in a safe and honest way. Why? Because horses deserve it.

“Animal welfare is fast becoming the major challenge of the veterinary profession for this century.”

Dr. Bernie Osborn, Dean Emeritus of the U.C. Davis School of Veterinary Medicine

“Concern for horse welfare is at an all-time high, while knowledge about what constitutes good horse welfare is at an all-time low.”

Keith Kleine, MS Director of Industry Relations, American Association of Equine Practitioners

Source: [Current Trends in the Horse Industry](#)

HORSE POWER: Who We Do This For

COMPETITIVE HORSE OWNER

Out of necessity, these owners board their horses in a stable and utilize a care team to attend to the horse's daily health.

The demographics skew female, educated. Passion for horse ownership has faded over the years, but they still have a strong emotional attachment to their horses and their sport.



HORSE POWER: Who We Do This For

COMPETITIVE HORSE OWNER PROFILE

Born with a deep love for horses, some horse owners have pursued this passion into a professional career; others simply practice their passion every time they saddle up.

Driven by the pure pleasure of riding their own horse, most owners typically don't understand the intricacies of their horse's health on a day-to-day basis; but they do understand their horse on a deeply emotional level.

To say it plainly, the horse owner cares about the wellbeing of their horse more than anyone else.

WHO THEY ARE

Our primary customers are females who own one or more horses, primarily for competition. They typically board their horses at a stable under the supervision of a barn manager whose team is responsible for daily needs. The horse owners remain the primary stakeholders in the care ecosystem.

WHAT THEY CARE ABOUT

- » Candid, clear, and consistent communication from their professional horse care team.
- » Medical records secured in one place, and easily accessed in case of an emergency.
- » Knowing that the professional team caring for their horse relies on the best veterinary practices and the most current and reliable information.
- » Their horses are healthy and ready for high performance competition.

HORSE POWER: Who We Do This For

HORSE PROFESSIONAL

BARN MANAGER

As the primary stakeholder in the relationship between stable and horse owner, the barn manager is ultimately responsible for the daily care of the horses in their stable. The demographics skew heavily female, and the typical barn manager is passionate, but professional.

TRAINER

Because they often see the same horses on a regular basis, trainers engage directly with horse owners and the barn manager to discuss changes in diet or behavior, arrange schedules, and plan for upcoming competitive events. Trainers are interested in ways to save time, streamline their operation, and increase profit.



HORSE POWER: Who We Do This For

HORSE PROFESSIONAL PROFILE

Ultimately responsible for the care of each horse in their stable, the horse professional operates under significant pressure from stable ownership and from their team as well as their clients—the horse owners.

The horse professional must answer horse owners' questions daily, or at least weekly. The professional relies heavily on technology to quickly and clearly communicate each horse's feed and training schedules, significant health issues, or subtle changes in behavior.

This audience appreciates anything that simplifies their daily agenda.

WHO THEY ARE

As a vital part of every horse care team, the horse professional has the most influence in an enterprise-level purchasing decision. But the horse owner, as the primary stakeholder of the horse, will heavily influence the horse professional.

WHAT THEY CARE ABOUT

- » Better communication among their team members.
- » Respect for their schedule.
- » Happy, healthy horses.
- » Simplifying their daily agenda.
- » Reducing last-minute emergencies, whether horse- or people-related.
- » Their reputation with the horse owner.

HORSE POWER: Our Vision

WHERE WE'RE GOING

THE NEW STANDARD FOR HORSEMANSHIP

Horse Power creates a seamless care ecosystem by bridging the information gap between horse owners and their care team. Our app helps performance horse owners coordinate training, improve performance, and make better decisions regarding the health of their horse.

HORSE POWER: Our Position

OUR COMPETITIVE DISTINCTION & THE MIND-SPACE WE OWN

SECURE AND HONEST INFORMATION SHARING FOR ENTIRE EQUINE TEAMS

The words, “Don’t worry about it; everything’s fine,” should never be spoken to a horse owner again. Horse Power promotes security and transparency, creating honest information sharing across entire equine teams.

HORSE POWER: Our Story

THE ELEVATOR PITCH

Make smarter decisions about your horse's health and performance.

Horse Power is the only app that empowers professional equine athletes and their teams to achieve a higher level of overall performance. We do this by bridging the communication gap between a horse owner and their team. Horse Power customers will feel empowered to make better, more educated decisions about their horse's overall well-being.

No more sticky notes, group texts, or emails that don't get read. With Horse Power, your entire equine team is on the same page. Best of all, Horse Power makes your horse's care plan completely transparent. Schedules for feeding, vaccinations, training, and events; medical records; and more—every detail about your horse is available 24/7 for each member of your team.

Horsemanship is just so much better with Horse Power.

HORSE POWER: Our Value Propositions—Reasons to Choose Horse Power



FOR HORSE OWNERS

- » Make smarter decisions about your horse's health and performance with everything you need to know in one place.
- » Perform at a new level with more clarity regarding your horse's overall well-being.
- » Gain insight from others who know your horse as well as you do.
- » Strengthen the bond between your horse and its care team.
- » Experience transparent communication with complete information transparency regarding your horse's care.

FOR PROFESSIONALS

- » Safely and securely manage information for all your clients.
- » Increase client satisfaction through better communication.
- » Never forget a vaccination, deworming, or recurring calendar event again.
- » Quickly get your entire equine team up to speed and on the same page.
- » Understand and achieve your client's most lofty performance goals with better, clearer communication.

HORSE POWER: Who We Are—Character

INTRODUCING ARCHETYPES

An archetype is a character-type that recurs in different times and places so frequently or prominently as to suggest that it embodies some essential element of ‘universal’ human experience.

“An archetype is a universally familiar character that transcends time, place, gender, and age. It represents an eternal truth.”

Jon Howard-Spink, Planning Director at Mustoe Merriman Levy

(Adapted from The Concise Oxford Dictionary of Literary Terms)

HORSE POWER: Who We Are—Character

HORSE POWER IS A REFORMER

We believe in improving the existing system—advocating for information to be communicated in a better way so a horse and their care team can thrive.



HORSE POWER: Who We Are—Character



THE REFORMER

- Highly instinctive and passionate
- Reflects principle-based decision making, purpose, self-control and the pursuit of perfection
- Has an advanced ability to see what's missing
- Wants to be right, to strive higher, and to improve everything
- Believes in the possibility of rehabilitation and strives to connect legal, political, religious, and environmental abuses
- Holds integrity to the highest standard and is dependable

HORSE POWER

- Horse Power started out of a passion for horses
- Seeks to make objective business decisions that are backed by diligent information gathering and research
- Brings a new perspective and a new value to the industry
- Believes in creating a better standard, not just a better product
- Working to exceed HIPAA regulations and meet human medical record standards
- Willing to do things the right way, not the easy way

Examples: Environmental Protection Agency (EPA), C.S. Lewis, Ralph Nader, Mr. Spock (Star Trek), The Tea Party Movement

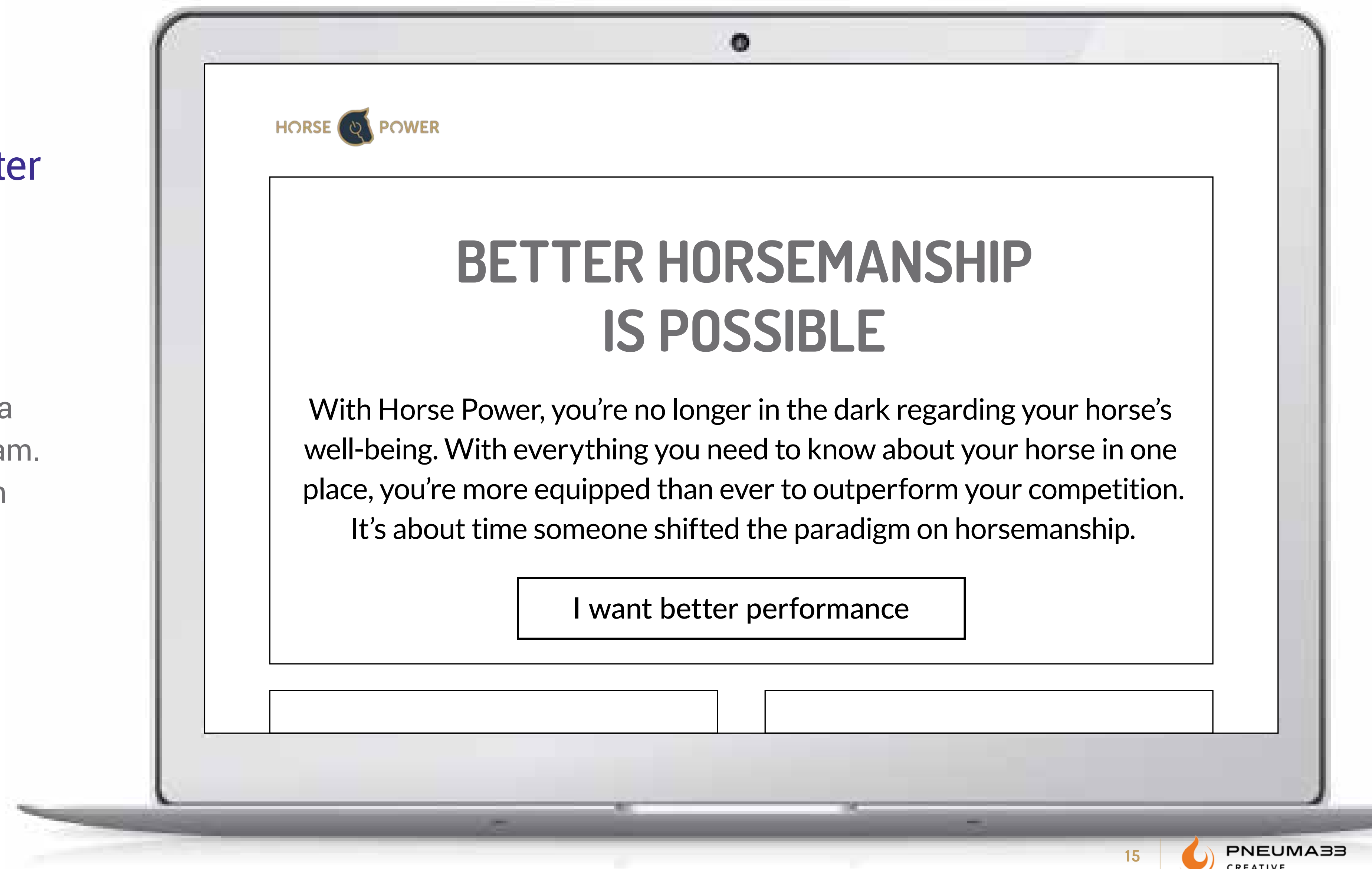
HORSE POWER: Who We Are—Character

REFORMER APPLIED

Horse Power: The Better App for Performance Horses

www.myhorsepowerapp.com

Horse Power bridges the communication gap between a horse owner and their care team. Horsemanship is just so much better with Horse Power.



HORSE POWER: Who We Are—Personality

THE VOICE OF BUDDHA

Everyday practical
yet progressive.

Never complex.

Opinionated yet
achievable.

Never idealistic.

Playful.
Never brash.

Secure yet
transparent.

Never risky.

WHAT THIS MEANS

Your message resonates with your audience. Horse owners and professionals relate to you, easily understanding what you communicate.

WHY IT'S IMPORTANT

Your customers want to understand and long to be understood. The more they feel that you understand their unique needs—no matter how unique they actually are—they'll see your brand as their go-to, trusted advisor.

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WHAT THIS MEANS

You're not dreamers. You're realists. And you have a big, attainable vision: empower horse owners to transcend performance and make better decisions about their horse's overall health.

WHY IT'S IMPORTANT

Horse Power will forever change how horse owners and their equine care team communicate. And the thing is, it's not just a dream. It's a reality.

HORSE POWER: Who We Are—Personality

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WHAT THIS MEANS

Your personality is fun, winsome, and your audience just wants to be around you. While you might lean lighthearted, you never take a joke too far.

WHY IT'S IMPORTANT

Your audience has enough tough conversations throughout the day. Using Horse Power should lift a heavy burden off their shoulders.

HORSE POWER: Who We Are—Personality

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WHAT THIS MEANS

Safety first. You're going to extreme measures to keep your customer's data secure. At the same time, you'll provide the right people access to the right information at just the right time.

WHY IT'S IMPORTANT

Your customer has every reason to rely on Horse Power to store and share information about their horse—and no reason not to. It's this personality trait that separates you from the competition.

HORSE POWER: At A Glance—Your Key Messaging Framework

INTERNAL ELEMENTS

VISION

The new standard for horsemanship.

Horse Power creates a seamless care ecosystem by bridging the information gap between horse owners and their care team. Our app helps performance horse owners coordinate training, improve performance, and make better decisions regarding the health of their horse.

AUDIENCE

- 1. Competitive Horse Owners
- 2. Horse Professionals

CHARACTER

Reformer: We believe in improving the existing system—advocating for information to be communicated in a better way so a horse and their care team can thrive.

PERSONALITY

Everyday practical yet progressive.
Never complex.

Opinionated yet achievable.
Never idealistic.

Playful.
Never brash.

Secure yet transparent.
Never risky.

EXTERNAL ELEMENTS

POSITION

Secure and honest information sharing for entire equine teams.

The phrase, “Don’t worry about it, everything’s fine,” should never be spoken to a horse owner again. Horse Power flexes information security and transparency, empowering honest information sharing across entire equine teams.

VALUE PROPOSITIONS

Horse Owners

- Make smarter decisions about your horse’s health and performance with everything you need to know in one place.
- Perform at a new level with more clarity regarding your horse’s overall well-being.
- Experience transparent communication with complete information transparency regarding your horse’s care.
- Gain insight from others who know your horse as well as you do.
- Strengthen the bond between your horse and its care team.

Professionals

- Safely and securely manage information for all your clients.
- Increase client satisfaction through better communication.
- Never forget a vaccination, deworming, or recurring calendar event again.
- Quickly get your entire equine team up to speed and on the same page.
- Understand and achieve your client’s most lofty performance goals with better, clearer communication.

OUR STORY

Make smarter decisions about your horse’s health and performance.

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Horse Power
THANK YOU