



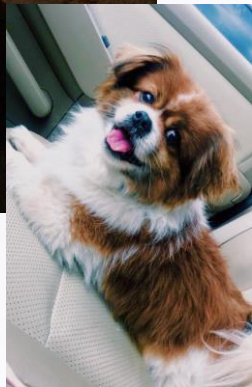
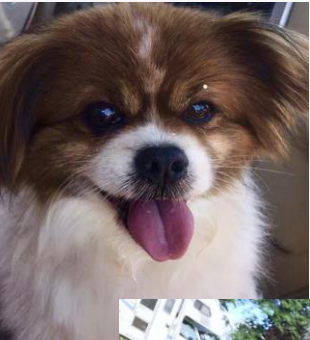
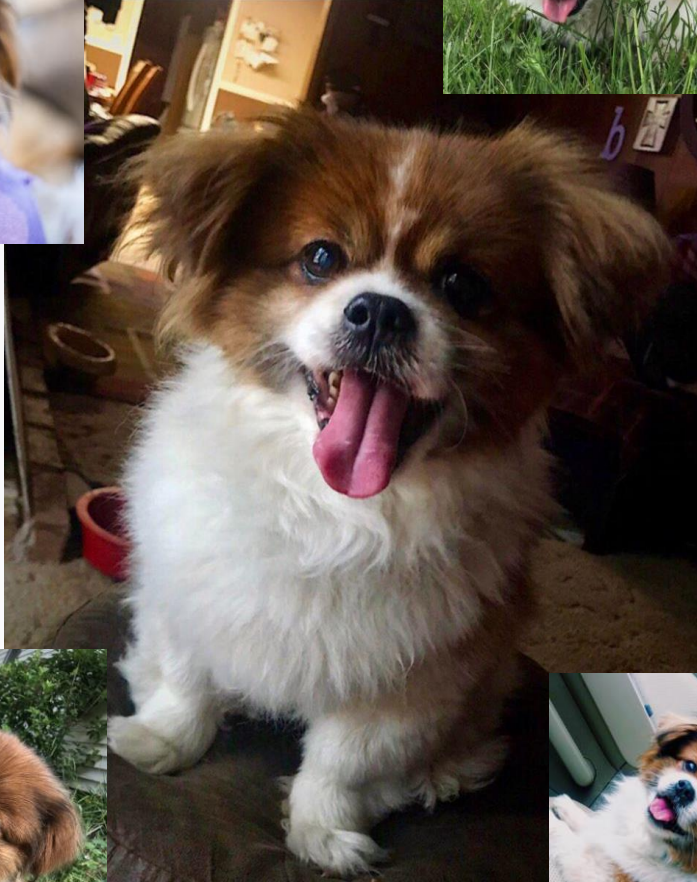
EST. 2022

Startup

Founder:
Shelby Bigelow

Email:
petracker.biz@gmail.com

● Problem/ opportunity



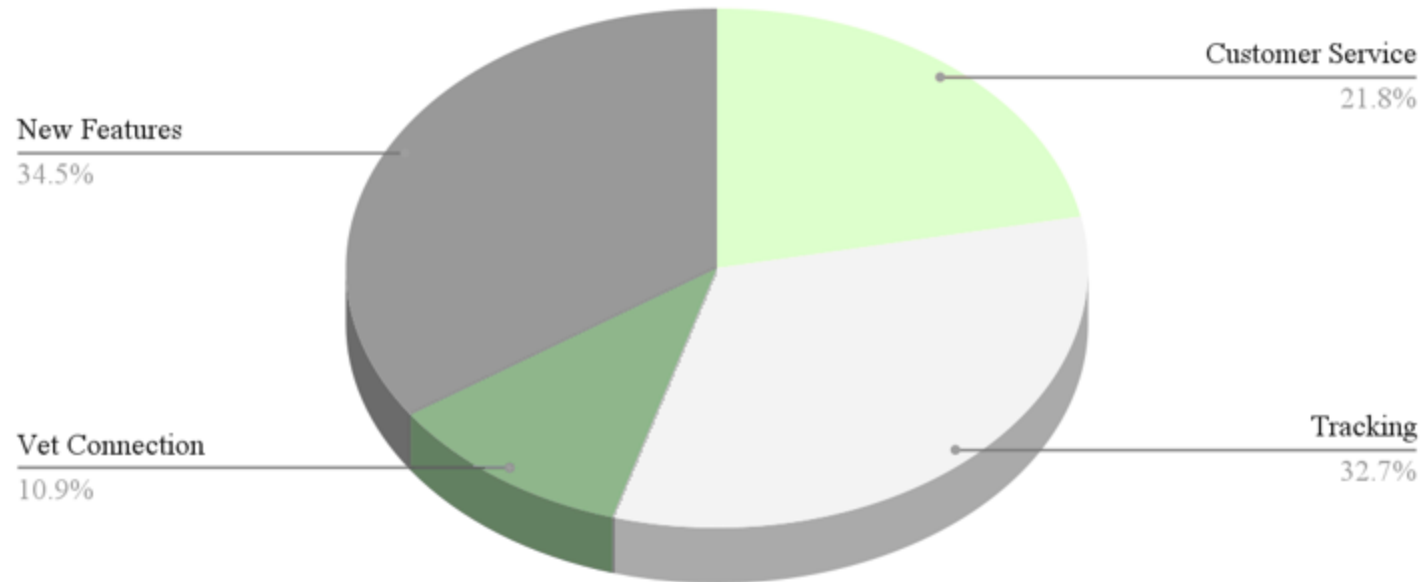
Who Has a Pet?

Bubba

- 15 years old
- Began to get ILL in November 2020
 - Surgeries
 - Treatments
 - Tracking

● Value Proposition

What We Provide



Pet owners can conveniently track every detail of their pet's lives. As a result that will help them to alert the vet of any problems before they become too big to solve.

Value Proposition

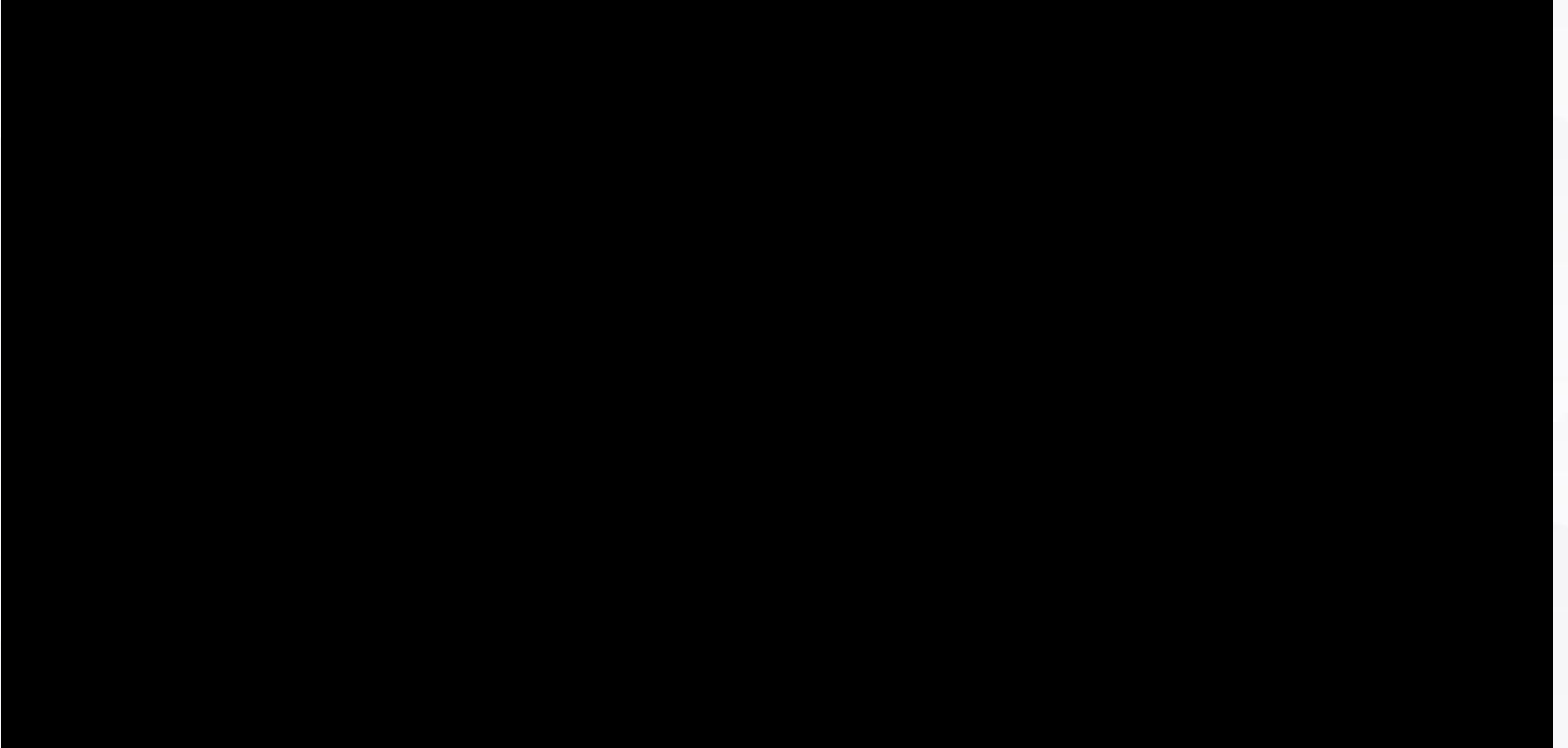
✓ Convenience

✓ Health

✓ Safety

Pet Name				
Weight	Birthday	Age	Eye Color	Missing Teeth
<u>Food</u>		<u>Water</u>		<u>Exercise</u>
Hard		Bowl Cleaned AM <input type="checkbox"/>		Insert Exercise Here
4/12/2022	12:00	Bowl Cleaned PM <input type="checkbox"/>		4/12/2022 12:00 <input type="checkbox"/>
Soft		<u>Amount</u>		Insert Exercise Here
4/12/2022 12:00 <input type="checkbox"/>		Please pay attention to your pets weight and do not exceed 1oz to every pound they weigh		4/12/2022 12:00 <input type="checkbox"/>
		1oz <input type="checkbox"/> 2oz <input type="checkbox"/> 3oz <input type="checkbox"/>		
		4oz <input type="checkbox"/> 5oz <input type="checkbox"/> 6oz <input type="checkbox"/>		
		7oz <input type="checkbox"/> 8oz <input type="checkbox"/> 9oz <input type="checkbox"/>		
		10oz <input type="checkbox"/> 11oz <input type="checkbox"/> 12oz <input type="checkbox"/>		
		13oz <input type="checkbox"/> 14oz <input type="checkbox"/> 15oz <input type="checkbox"/>		
<u>Medications</u>		<u>Functions</u>		Click to upload an image
Insert Medication Here		Insert Emergency Here		
4/12/2022	12:00 <input type="checkbox"/>	4/12/2022 12:00		
Insert Medication Here		Insert Emergency Here		
4/12/2022	12:00 <input type="checkbox"/>	4/12/2022 12:00		
Insert Medication Here		Insert Emergency Here		
4/12/2022	12:00 <input type="checkbox"/>	4/12/2022 12:00		
<u>Grooming</u>				
Date and Time		Cut Style		Click to upload an image
4/12/2022	12:00 <input type="checkbox"/>	Cut Name		
4/12/2022	12:00 <input type="checkbox"/>	Cut Name		

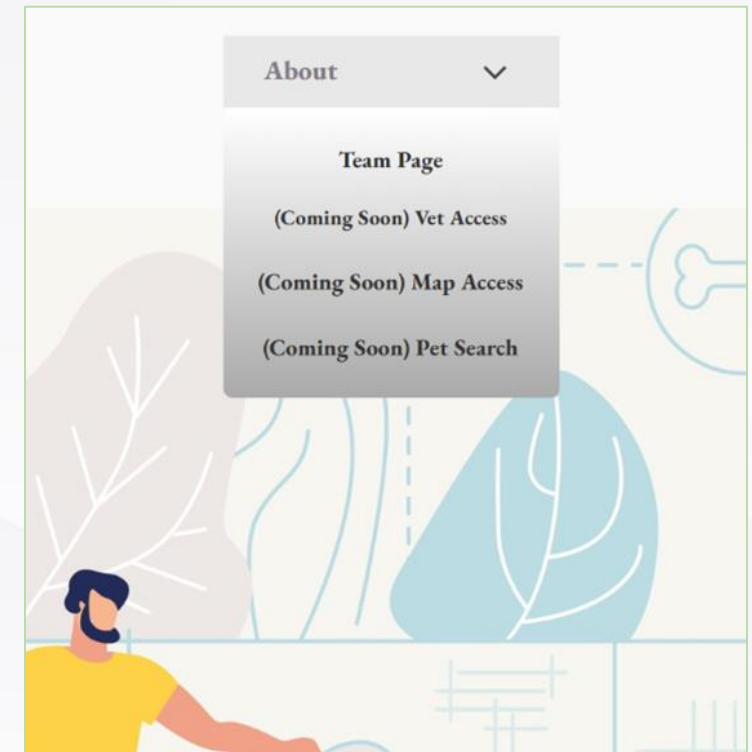
● What does tracking look like?



Business Model

Version	Free Version	Pro Version
Cost to Customers	\$0	99¢ - \$2.00

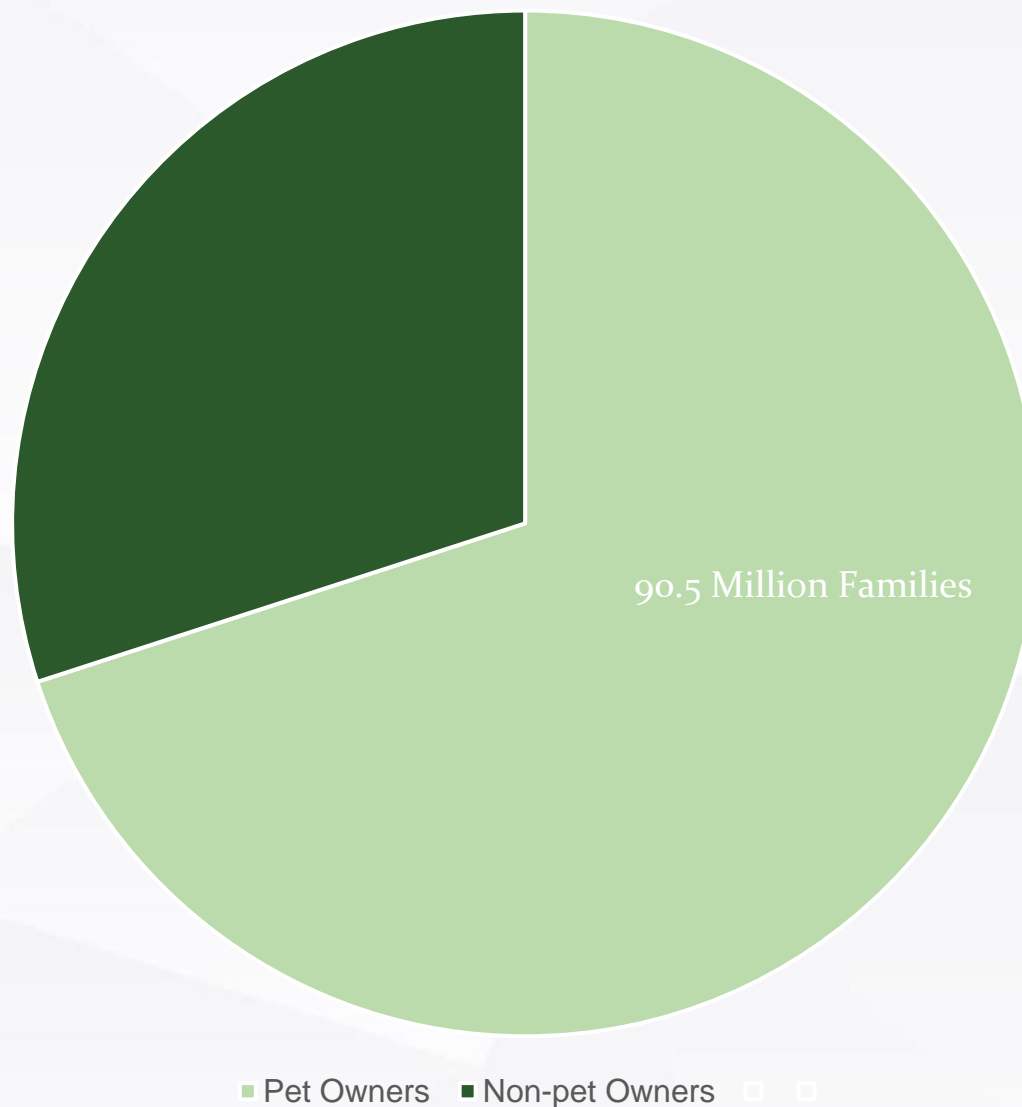
To Build with a Software Developer	\$5000+
Updates & Maintenance	\$1000 per year
Ad Revenue	\$0.02 - \$2.50 per advertisement



Go to Market Plan

- 126,138 Veterinaries currently practicing in the United States
- Approximately 3,200 students graduate from Veterinary school every year
- Millions of people are currently enrolled in pet insurance plans

Percentage Of Pet Owners in the United States



Competitive Analysis

Tracking	Food	Water	Weight	Exercise	Vet Visits	Grooming
FitBark	✓	✓	✓	✓		
DogLog	✓	✓	✓			
	✓	✓	✓	✓	✓	✓

● Our Team

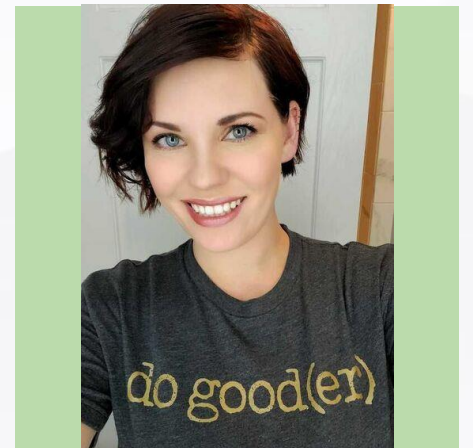
Founder- Shelby Bigelow

- Visual Communications and Art Direction Graduate
- Certified in 3 Adobe programs, and trained in VS code, Final Cut Pro, and Photography
- Designed the 2020 Holiday Card For NMC, and was Editor-In Chief for the NMC Mag.



Mentor- Abigail McKiernan

- Founder of Spark in the Dark
- Founder of HELPLINK



● Our Ask



As a new graduate with experience in working with the functionality of design I am asking for a potential Graphic Design Internship.

Or

A Software Developer to help with the continuation of this application.



Any Questions?

Founder: Shelby Bigelow

- *Visual Communications*
- *Art Direction*

Mentor: Abigail McKiernan

- *Spark in the Dark*
- *HELPLINK*

