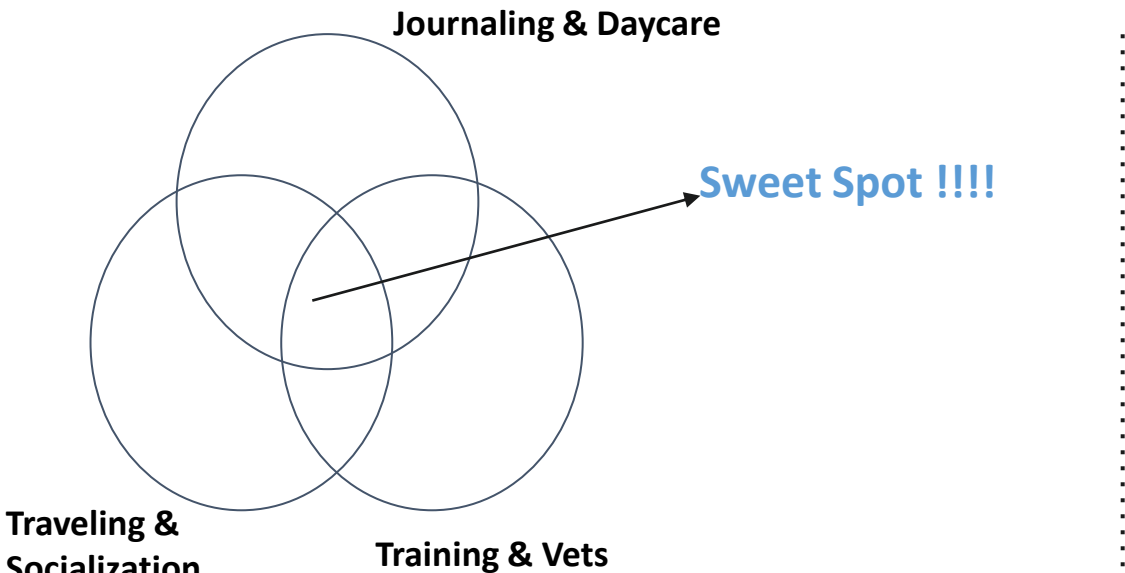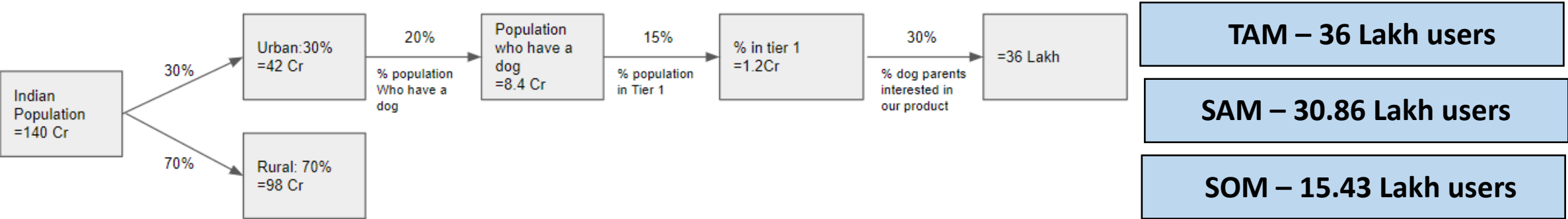# Pet Population in India-Analysis

The pet population in India is expected to **grow significantly** over the next 5 years, driven by several factors.

- According to the latest analysis, the pet care market size **in India** is estimated to increase from **Rs 7400 crores in 2022 to Rs 21,000 crores by 2032, with a CAGR of 19.2% from 2022 to 2032.** Source
- This growth is driven by an **increasing number of pet owners** in the country and **rising incomes.** Source
- Major Segments in **Pet industry** include grooming, daycare & boarding, food & medicines, training & veterinary services.
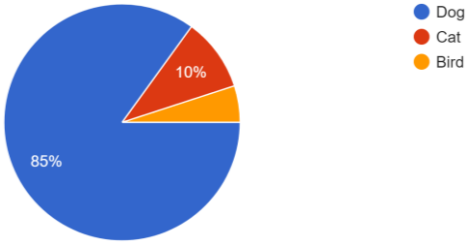
Journaling & Daycare

Sweet Spot !!!!

Traveling & Socialization

Training & Vets

Key Players in the market

Petzzco

supertails

TAM, SAM, SOM   Calculation Link

Total Addressable Market (TAM), Serviceable Addressable Market (SAM), and Serviceable Obtainable Market (SOM) for our app targeting dog parents.

Indian Population =140 Cr

30% → Urban:30% =42 Cr

70% → Rural: 70% =98 Cr

20% % population Who have a dog → Population who have a dog =8.4 Cr

15% % population in Tier 1 → % in tier 1 =1.2Cr

30% % dog parents interested in our product → =36 Lakh

TAM – 36 Lakh users

SAM – 30.86 Lakh users

SOM – 15.43 Lakh users

User Segmentation

Criteria	Dog Owners ★	Cat Owners	Other Pet Owners
Lifestyle	**Active Lifestyles, Frequent outdoor activities**	More indoor-oriented, prefer low-maintenance pets	Varied lifestyles, may have specific pet care needs
Care & Needs	**Regular exercise, grooming, training**	Litter box maintenance, occasional grooming	Diverse needs depending on the type of pet
Health & Socialization	**May require preventive care, vaccinations & Frequent interaction with other dogs**	Regular veterinary care for vaccinations, spaying/neutering. May be more independent	Need preventive care and regular check-ups Socialization needs depend on the type of pet

85% of respondents in the survey have dogs as their pets. Link 🔗

Early Stage: Puppy-1.5 Years

★ **Owners are focused on basic training and socialization Establishing routines for feeding, exercise and potty training**

Middle Stage: 1.5-7 Years

Providing mentally stimulating activities and enrichment opportunities helps prevent boredom and behavior problems

Last Stage: 7+ Years

Dog parents may work closely with their veterinarian to manage any pain or discomfort associated with aging, providing extra care.

75% of respondents struggled to train their dogs at an early stage. Link 🔗
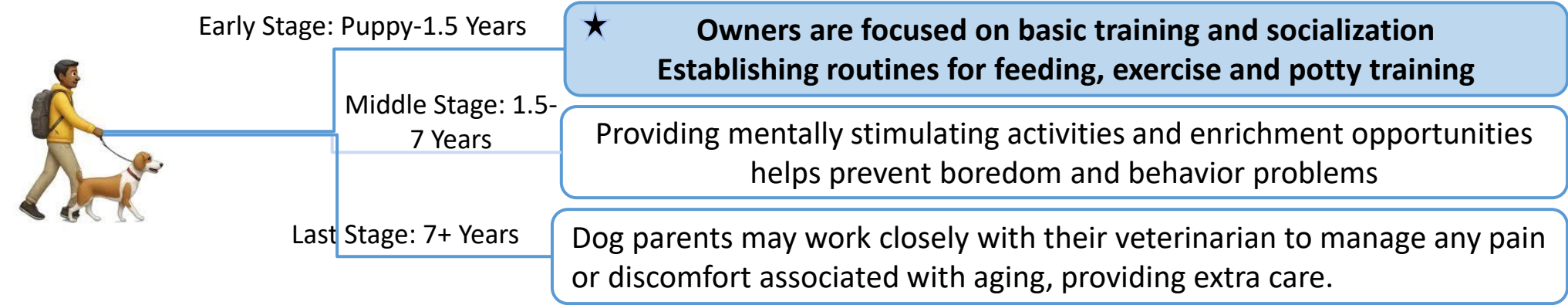
Reason for Selection

Rapidly growing segment- The number of **pet dogs**, estimated to be **more than 43 million** by 2026. Source 🔗

Long Term Customer Lifecycle- **Acquiring them early** with their pets young can lead to **long term loyalty.**

User Research & Interview Insights

User Insights (Primary)

Two surveys were taken. The survey was **filled by 20 & 17 people** respectively who fall in the **user segment.** Link1 🔗 Link2 🔗

Key Insights from the survey are as follows

85%	Faced problems with their dog's socialization needs.
75%	Were overwhelmed during training their dogs
80%	People rely on online apps/internet to find information for their pets
40%	Need a reliable boarding for their pets, while they are away.

Insights from 1:1 Interview (10 Interviews)

Interviews Link 🔗

7/10 people felt that their dogs needed socialization at an early stage as a **(puppy).**

8/10 people struggled to find **reliable trainers** for their dogs.

7/10 people said that they need a reliable dog walker as they are busy with their **jobs/businesses.**

5/10 people said that **it's difficult** travelling with their dogs. (Domestically as well as internationally)

7/10 people said that every breed has specific needs, hence focus should be breed-specific

---

Rishita
Age: 41
Mumbai

Glouy
Age: 1 month
Labrador

"I am so confused **by training glouy,** have to **rely on the internet** for everything"

Pain Points**: Cannot find** any **good trainer.**

Goals: To know the **do's & don't** of how to handle a puppy. To have **someone guide me** on **every aspect of dealing** with a pup.

Aakash
Age: 24
Mumbai

Captain
Age: 1 year
Golden Retriever

"My biggest regret is **not socializing captain** with other dogs early on"

Pain Points**: No app or platform** to **interact and socialize** with other pet parents

Goals: To find and **interact** with other pet parents and to **introduce captain to other dogs**

Going deeper into the real problem

What is the true Problem?

In India, **pet (dog) parents** are dissatisfied with the current **apps** for **socialization** for their dogs. They are facing a hard time finding **affordable** and **reliable dog trainers** and **dog walkers.**

What is the value generated by solving this problem?

For the target customers

Pet parents will find **effective and reliable dog trainers** and **walkers in one place**. Better **socialization opportunities** for their dogs. An **affordable and budget-friendly** option for their pets.

For the business

By addressing the **unmet needs** of pet parents, our business can **differentiate** itself from competitors and establish a **strong brand presence**. A **user-friendly** and **reliable platform** can attract a larger user base, resulting in **increased revenue** through **subscriptions**, **service fees**, and **partnerships** with trainers and dog walkers.

Why should we solve this problem now?

Pets are becoming a **serious business** in India. The pet care industry is **growing at a CAGR of 16.5%.** link🔗 Solving this problem now will help us **penetrate the market** and help us become a **one-of-a-kind, monopolistic business.** Deeper penetration of **internet** and **smartphones** in India. Link🔗

Empathy Mapping

I want to socialize with other pet parents & also find a reliable trainer

I wonder if there is a cool way to find other pet parents in the vicinity

Says	**Thinks**
Does	**Feels**

Logs on the internet and starts searching in the hope of finding someone.

Anxious
Unhappy
Confused

When I welcome a new furry member in my house,

But I struggle to socialize my puppy and ensure it receives proper training

Help me by providing accessible socialization experiences and reliable training support

So that I can raise a well-behaved and happy doggo.

Solution & Feature Prioritization

Potential Features

- **Paws together**- The app will utilize **geolocation** to display nearby **dogs & dog owners available for socialization** based on the **user's preferences** and **location**.

- **Top Dog Trainer**- The app hosts a database of **certified dog trainers,** featuring detailed **profiles with specialties, and reviews**. Users can **search, book, and schedule training sessions** directly **through the app.**

- **Doggopedia**- A **whole section, to journal different entries and log data** about your pet. A **dedicated WhatsApp chatbot** to send reminders about key events such as **vet appointments and vaccine dates.**

- **Vetvista**- **Vet on call/chat feature** with **certified vets** being in touch with you within a **few minutes.**

- **PawsAway Retreat**- All the **boarding/kennels** near your location with authentic reviews from **pet parents.**

- **Petcabs**- **Cabs** for you and your **pets** at your **fingertips.**

How we are prioritising our features?

Mind Map 🔗

Features	Reach	Impact	Ease of use	Score (R*I*E)	Priority
Paws together	**4**	**5**	**5**	**100**	**MVP**
Top Dog Trainers	**5**	**4**	**5**	**100**	**MVP**
Doggo-pedia	**5**	**4**	**4**	**80**	**MVP**
VetVista	3	3	4	36	Post-MVP
Petcabs	2	3	4	24	Post-MVP
Paws Away Retreat	3	3	3	27	Post-MVP

The RIE framework is utilized to prioritize solutions based on their reach, impact, and ease of use. Engineering resources are not a factor, assuming infinite bandwidth

Solution Suggested

Dogster

- **Dogster** is a **unique app** designed to help **dog parents socialize** and form a community that caters to their pets' needs.

- The app not only allows dog parents to **meet and connect** with other dog parents but also enables them to find **reliable trainers and dog walkers** for their furry friends.

- Dogster is equipped with a feature that stores **all information** about their dogs and sends **key reminders** about **their important appointments** or any **other crucial information** via **WhatsApp.**

- With Dogster, dog parents can **stay organized** and **ensure** their pets receive the **best care possible.**

Wireframes/Mockups

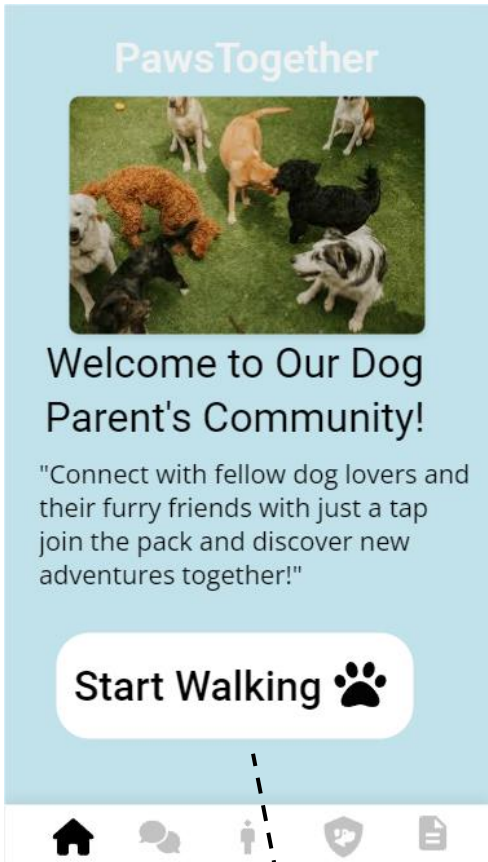Installs the App, Sign-ups with mobile number → Home page, whenever the user goes out for a walk with a pet. → The user sees other dog parents in the vicinity → The user clicks and connects with dog parent → The user sees accepted requests and chats with them

PawsTogether

Welcome to Our Dog Parent's Community!

"Connect with fellow dog lovers and their furry friends with just a tap join the pack and discover new adventures together!"

Start Walking 🐾

Register using phone number

Discover as a visitor

Discover loving dog parents in your area.....

Dog Parent

Try walking more often to find new dog parents.

Sheetal
Seeking fellow dog enthusiasts for playdates.

Connect Now

Ongoing Chats

🔍 Search dog parents with name.....

Aditi
Did you leave for the walk already ?
Just now

Shaym
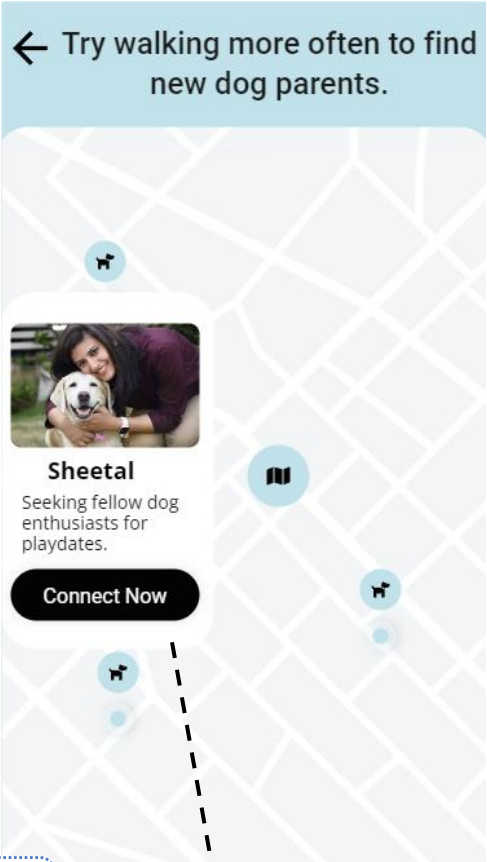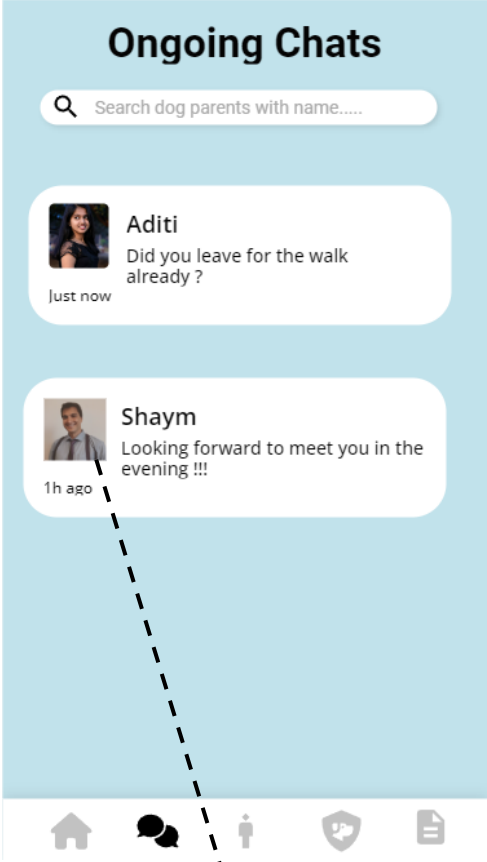Looking forward to meet you in the evening !!!
1h ago

Users can discover the app as a guest

User can select this while going on a walk with their dog

Different dog parents in the vicinity for the user to match with

User location

The user Profile opens after clicking on a certain avatar

Dog parents can chat with each other after connecting and make plans for pet parks, pet cafes etc.
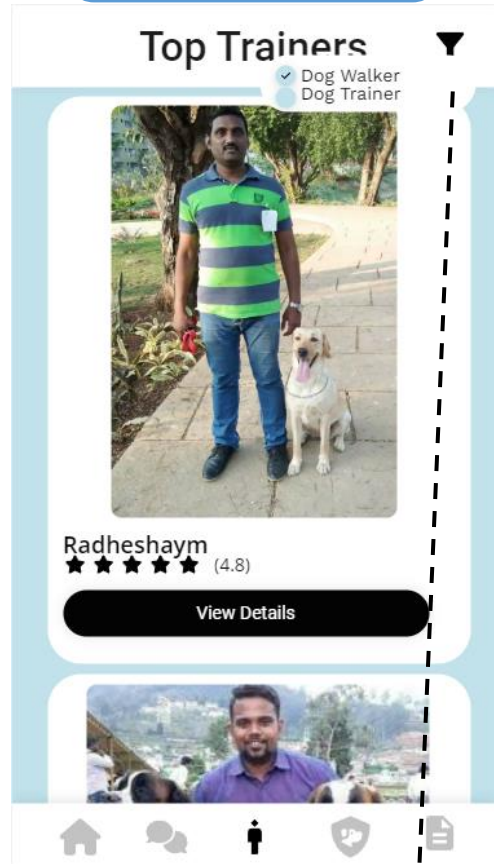
Wireframes/Mockups

The user sees various dog trainers and dog walkers → The user can see detailed information before booking a session → The user selects dates and times before paying → The user creates their pet profile and sets a reminder about a key event → The user gets a reminder on WhatsApp about the specified event.

Top Trainers ▽
- ✓ Dog Walker
- ✓ Dog Trainer

Radheshaym
★★★★★ (4.8)

View Details

Trainer Profile

★ 4.8
Based on 125 reviews

🏅 Certified
🐾 Boxer

Radheshaym
Location: Mumbai, (Colaba)
Dog walker with 5+ years of experience

Schedule a Session | **Book a demo (Nominal Fee)**

Reviews

Anuradha
★★★★★
"Radhe is an amazing trainer, highly recommended!"

Munni
★★★★
"Really helped me a lot training bruno, gave lot of insights on bruno's behaviour."

← **Checkout Summary**

When should the professional arrive ?
Your service will take approx. 45 mins

Express
Today in 45-50 mins   **Unlock**
Purchase premium to unlock this feature

Get service later ◉
Service at the earliest available time slot

| Su 21 | Mo 22 | Tu 23 |

Select start time of service

04:00 PM	04:30 PM	05:00 PM
05:30 PM	**06:00 PM**	06:30 PM
07:00 PM	07:30 PM	08:30 PM

Proceed to checkout

← **Scooby** ⚙

🦴 Profile | 💉 Vaccination
🖼 Gallery | 📷 Weight
📄 Document | ✏️ Logs

Add reminder

Frequency
Remind me once

Start Date
April 21, 2024(Sunday)

← 🛡 **Dogster** 📹 📞 ⋮

Today

🔒 Messages and calls are end-to-end encrypted. No one outside of this chat, not even WhatsApp, can read or listen to them. Tap to learn more.

He there! This is your reminder to take Scooby for a vet appointment scheduled for today 21st April, Monday 2024 at 9 p.m.   4:01 PM
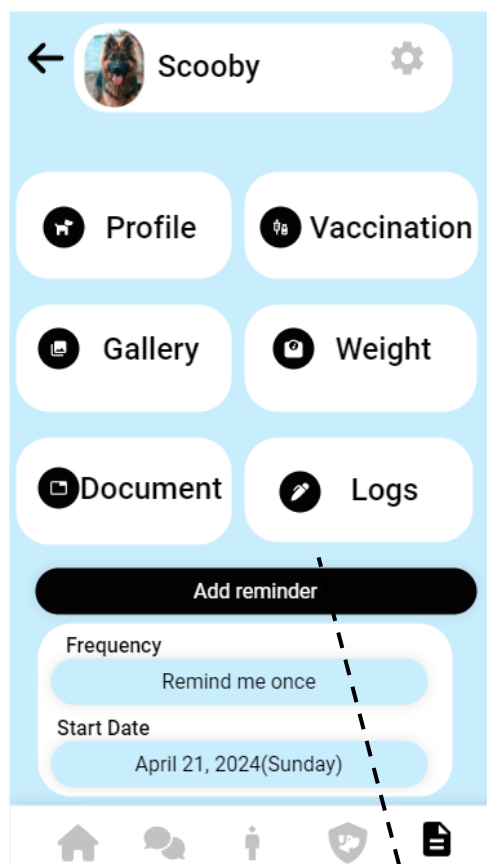
Message

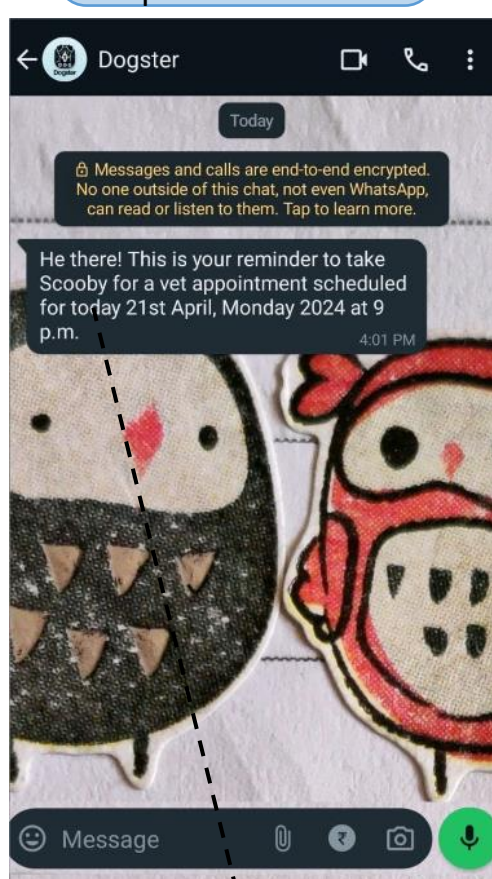Users can filter if they want walkers or trainers

Users can book a demo if they aren't sure about the service
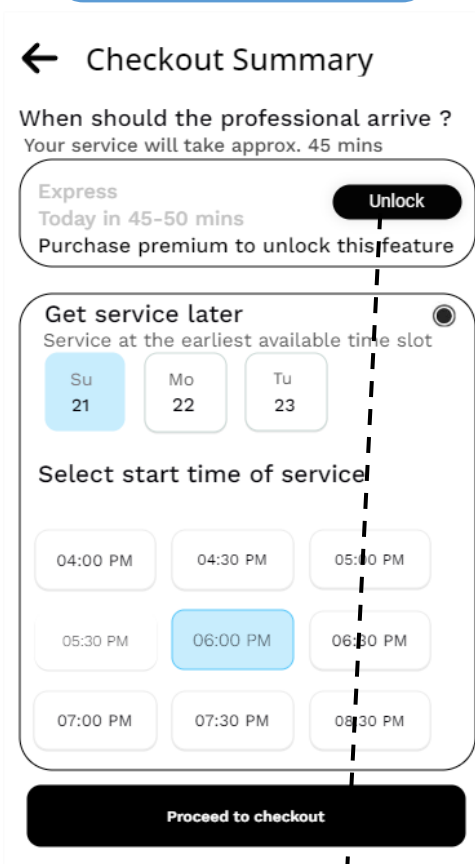
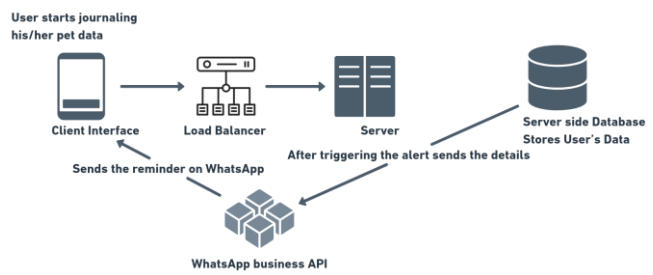Only premium users will get access to full slots and features

Users can set reminders about key events. Additionally, log different data related to their dogs
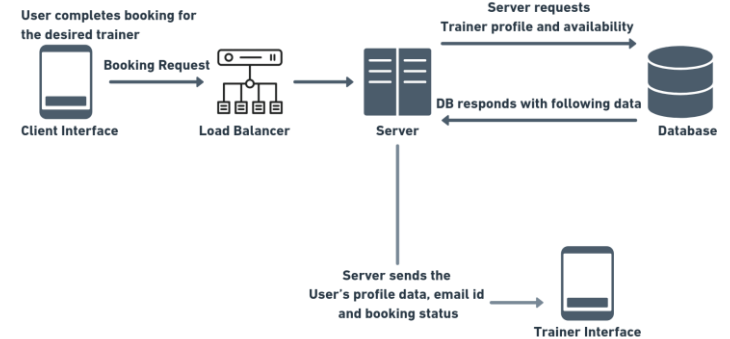
Users will get a reminder on his/her WhatsApp on the date set.

System Design & Business Model

System Design [Link 🔗]

Doggopedia

User starts journaling his/her pet data

Client Interface → Load Balancer → Server → Server side Database Stores User's Data

Sends the reminder on WhatsApp

After triggering the alert sends the details

WhatsApp business API

Top dog Trainer

User completes booking for the desired trainer

Client Interface → Booking Request → Load Balancer → Server

Server requests Trainer profile and availability

DB responds with following data

Database

Server sends the User's profile data, email id and booking status → Trainer Interface

PawsTogether

Push notification Service

Sends text message after connecting

Receives messages

User creates a profile

Client sees potential matches in nearby location

Manage Pet info and store messages

Client Interface

Server

Server sends the data

Send user location

Geo-location service

Potential Matches

Matching Algorithm

Send Geo-location

Stores user data User Database

Revenue Model

Freemium Model- Provide a free app with basic features & a 2-week free trial of advanced features. Users can choose to subscribe or continue using the free version.

Subscription Model- Users can sign up monthly, quarterly or yearly with different plans available.

Advertising- Show relevant pet (dog) products in the app without disrupting the user experience.

Commission- Earn a commission from the various service personnel listed on the app.

Data Monetization- Leveraging user data to offer insights to businesses and institutions, without leaking sensitive information.
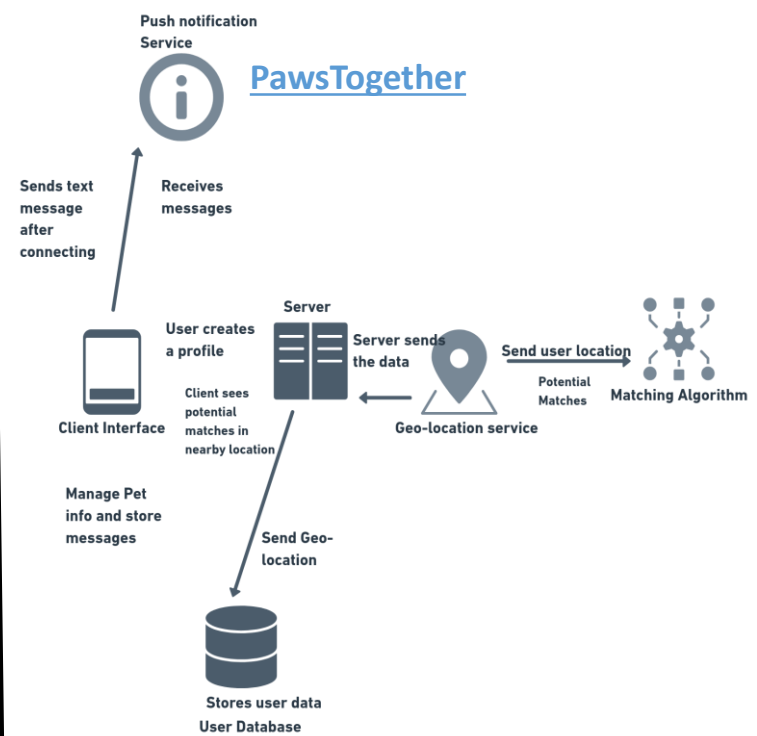
Go to Market Strategy

Phase 1- Pilot Launch- Start only from Tier 1 cities (Bangalore, Mumbai, Kolkata and Delhi). It aims to gather data to improve and iterate on new features.

Phase 2- Post Pilot Launch- Expansion into other Tier 1 cities like Pune, Chennai and Tier 2 cities.

Phase 3- Growth & Diversification - Scale availability and release of the app nationwide.

Marketing and Awareness

Online

Social Media Campaigns- Create engaging content on various social media platforms.

Collaborations (influencers)- Collaborate with different influencers to create content for the app.

Offline

Networking Events- Showcasing our product at **PetFed** Mumbai. (Major pet Event)

Partnerships- Promoting our app with the help of similar businesses.

Metrics, Pitfalls & Their Mitigation

Important Metrics

Since the goal is to provide users with an easy and one-stop solution for their various pet-related needs, thus

North Star Metric = **User Adoption Rate**

Type	Metric	Definition
Adoption	User Adoption Rate	$\dfrac{\text{Number of users using Multiple features}}{\text{Total number of users}} \times 100$
Acquisition	# Downloads	The total no of app downloads
Engagement Metric	DAU, WAU	Daily/Weekly active users of the application
Satisfaction Metric	NPS (Net Promoter Score)	It is a metric used to gauge customer loyalty and satisfaction with a company, product, or service
Business Metric	# premium plan purchased	The number of users subscribed for premium plans.
Business Metric	ARPU	$\dfrac{\text{Premium Subscription Revenue}}{\text{No of premium Subscribers}}$
Retention Metric	% user renewing subscriptions	$\dfrac{\text{Current number of users}}{\text{Total number of users}} \times 100$

Pitfalls	Mitigation
Collection of user location data may raise privacy concerns.	Implement **robust privacy policies**, **Clearly communicate to users** why their **location data** is being collected and how it will be used.
Users may encounter issues with the quality of the service provided by dog trainers or walkers, leading to dissatisfaction & negative reviews.	Onboarding **only trustworthy and qualified trainers** & walkers, Require dog trainers or walkers to undergo specific **training** and obtain relevant **certifications or licenses.**
Difficulty in attracting and retaining users due to competition, lack of awareness or dissatisfaction with MVP.	Invest in **marketing and promotional activities** to increase **visibility** and **attract users**. Gather **feedback** to **improve the platform.**

Second-order Effects

Community Building

Reduced Dog Anxiety

Better Dog Behaviour