

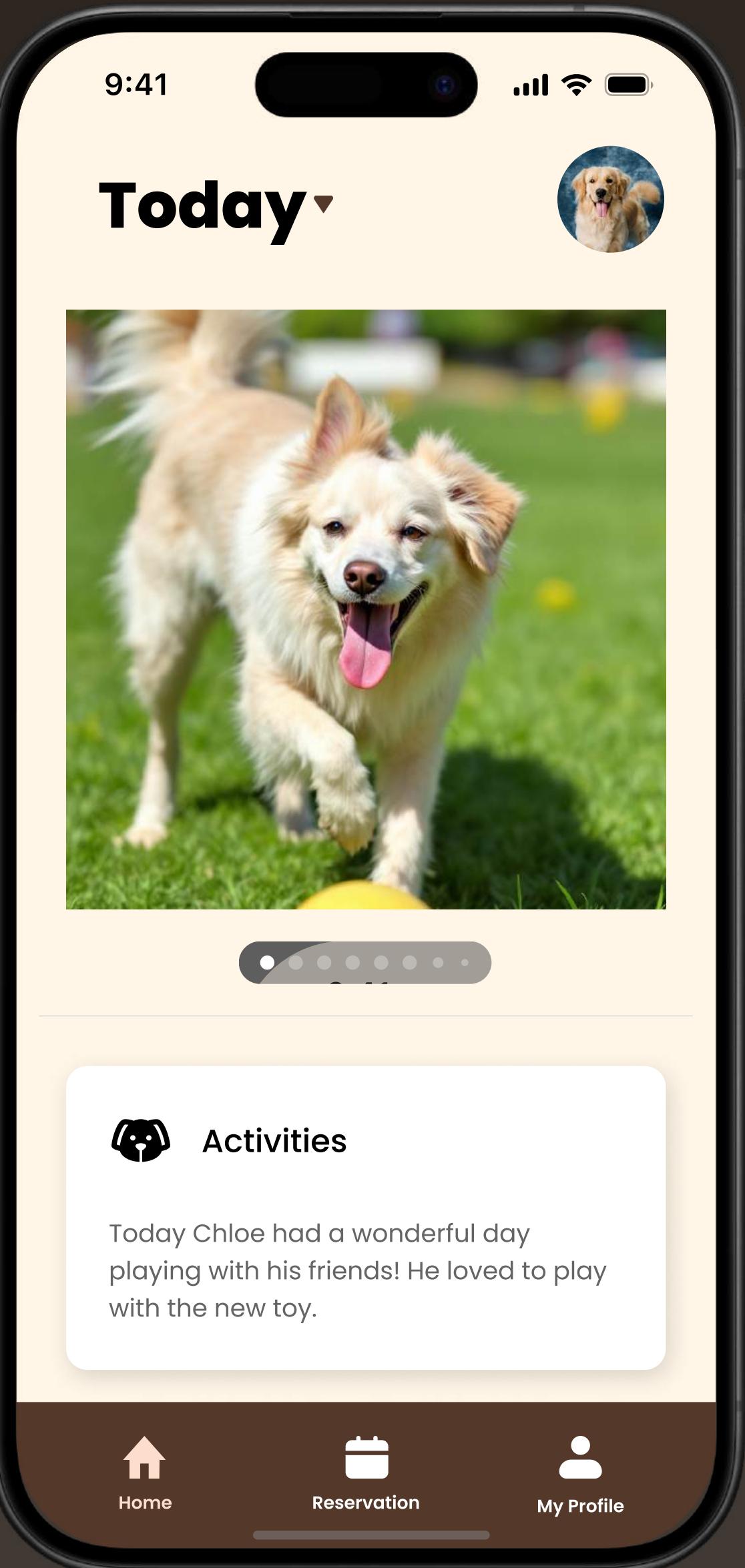


Pawsome Day

Revolutionizing Pet Daycare Communication

Developers

12/6/2024



Agenda Overview

1 Background

Introduction to the problem and the current state of the market.

2 Problem Statement

Identifying the pain points and challenges faced by dog owners.

3 Solution

Introducing our innovative solution to address the identified problems.

4 Competitive Analysis

Reviewing existing solutions and identifying gaps in the market.

5 Demo

Live demonstration of our platform and its key features.

6 Business Model

Explaining our revenue model and how we plan to achieve profitability.

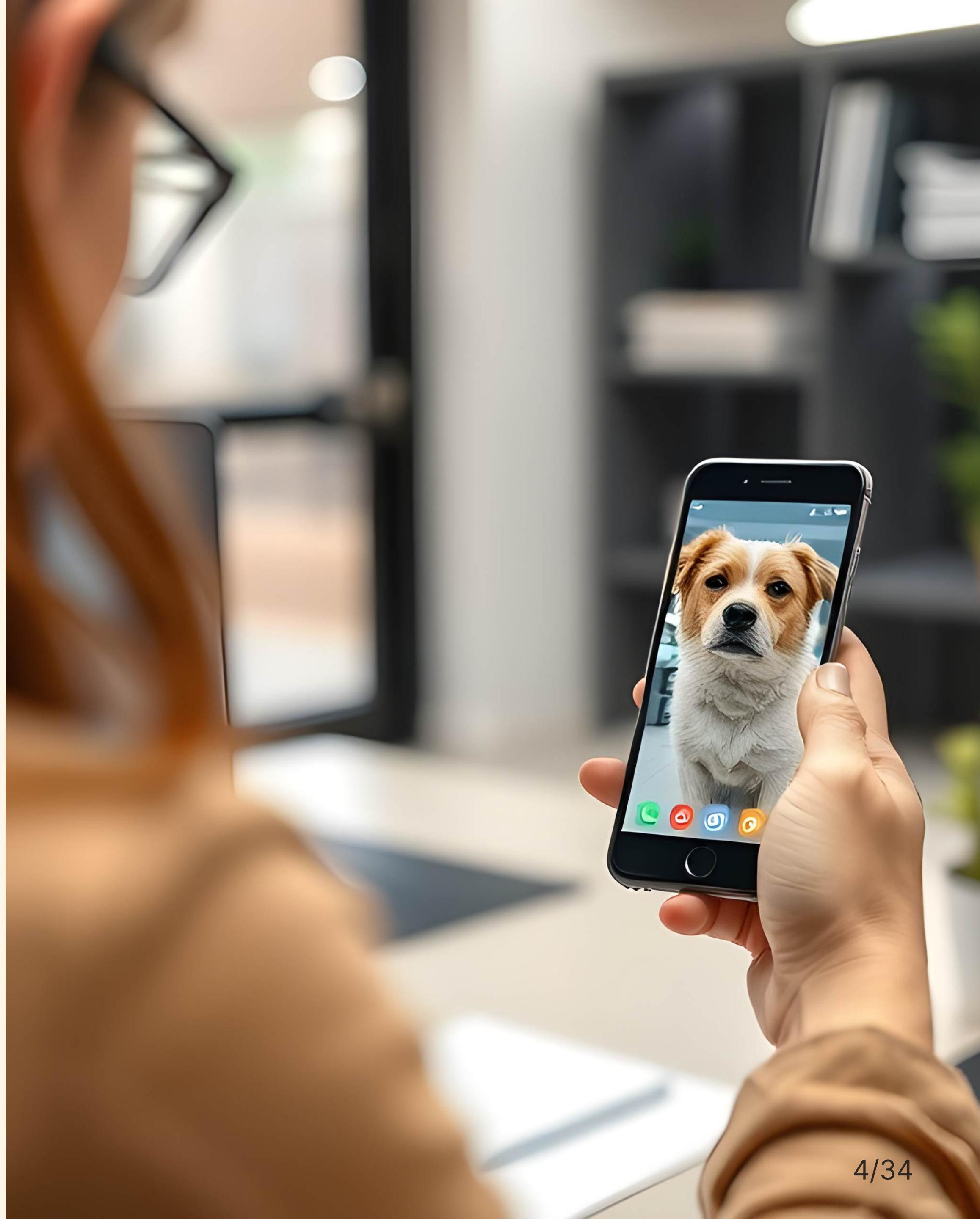
Background

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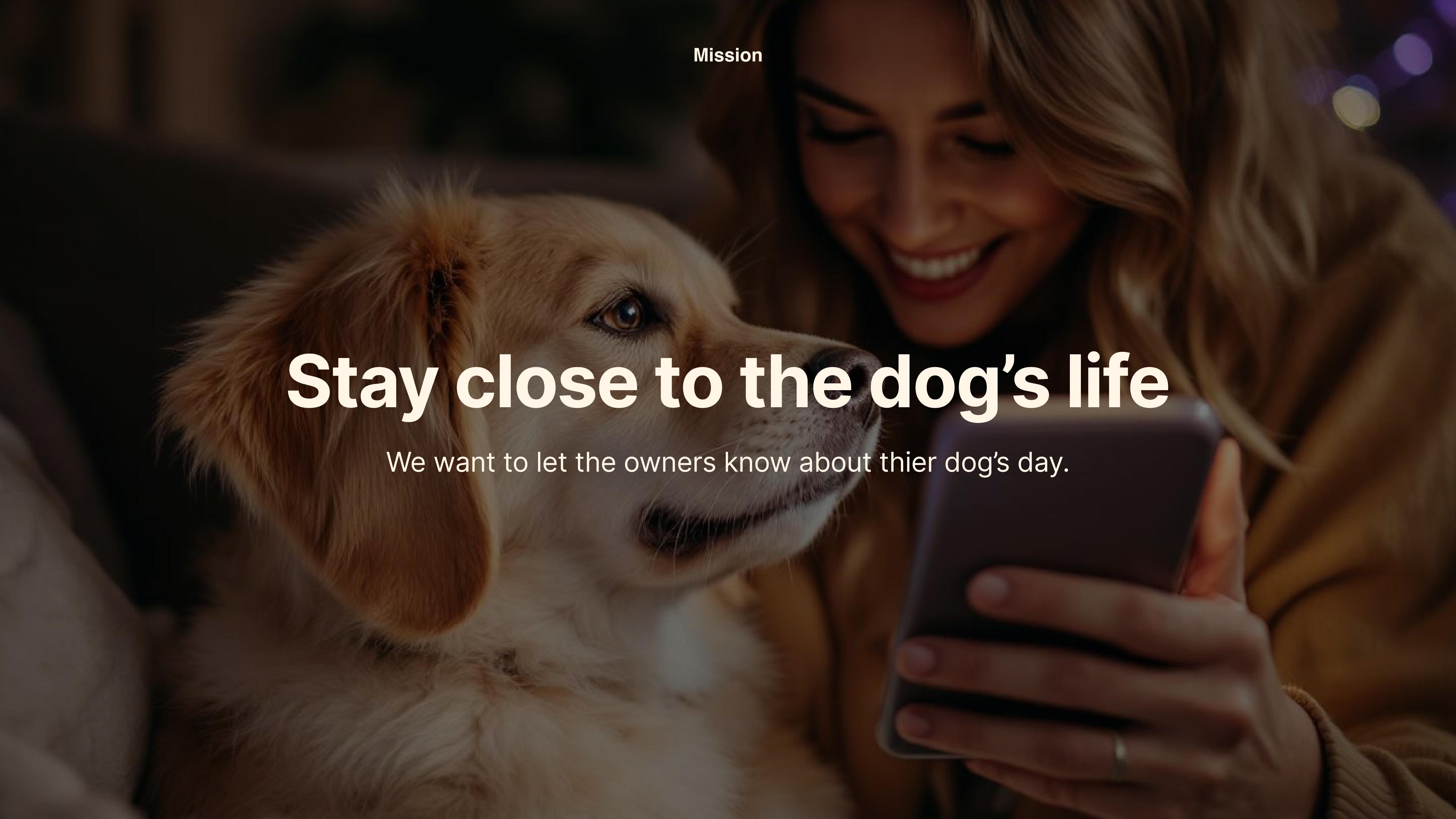
How is my dog doing at the daycare center?

Pet owners send their dogs to daycare for various reasons, such as work, vacation, or other reasons.

Have you ever wondered how your dog is doing at daycare? Are they well-fed, happy, and safe?



Mission

A close-up photograph of a woman with long blonde hair smiling warmly at the camera. She is holding a dark-colored smartphone in her hands, which are positioned near the face of a large, light-brown dog. The dog's head is turned slightly towards the camera, showing its profile and a single brown eye. The background is dark and out of focus, creating a soft, intimate atmosphere.

Mission

Stay close to the dog's life

We want to let the owners know about thier dog's day.

Problem Statement

Pain point

Inefficient Communication

Relying on traditional methods causes delays and incomplete information.

Operational Inefficiencies

Manual processes of daily reporting and data management consume significant staff time.

Data Management

Difficult to organize and maintain records efficiently, which potentially increase the risk of data loss.



Our target

Small Mid-Sized Pet Daycare Center

Interview Result

Interview with small mid-sized dog daycare center



Interview Insights

1

Paper Daily Reports

Used paper daily reports to inform pet owners about their dog's activities.

Inconsistent and loss or misplacement of these reports led to the discontinuation of this service in many centers.

2

Current Practice

Communication is now limited to phone calls or emails, typically only when there are special circumstances or issues to report.



PET REPORT.
Caabe in! That you's
+ 33 neank
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Snack Dog
11/34

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Solution

In-app Daily Report Sharing

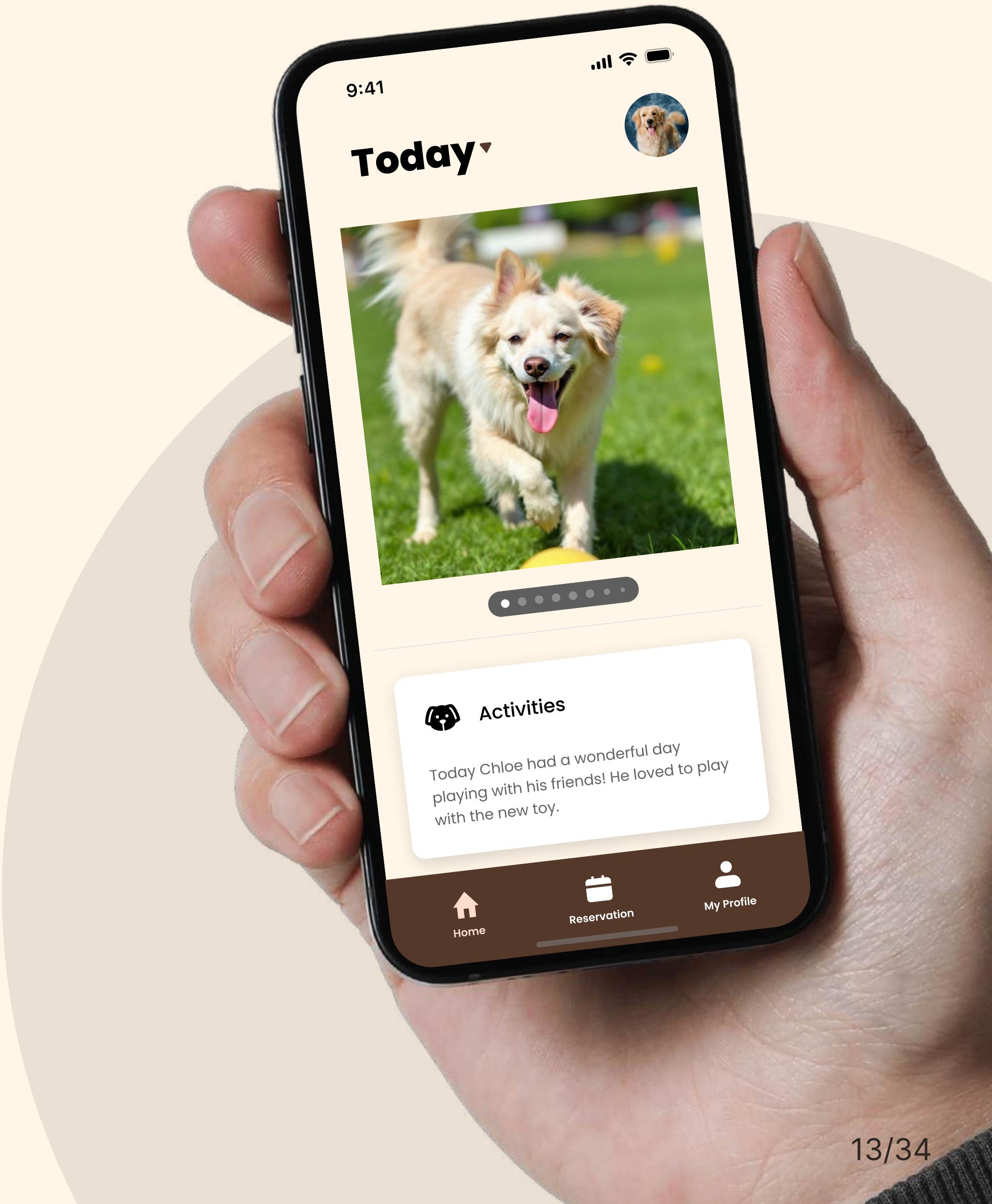
Enables daycare centers to send instant updates, including photos and notes.

Automated Pet Management

Staff can quickly generate and share daily reports, freeing up time to focus on pet care and to enhance the overall service quality.

Data/Schedule Management

All pet-related information are stored securely in one place, reducing the risk of data loss.



In-app Daily Note

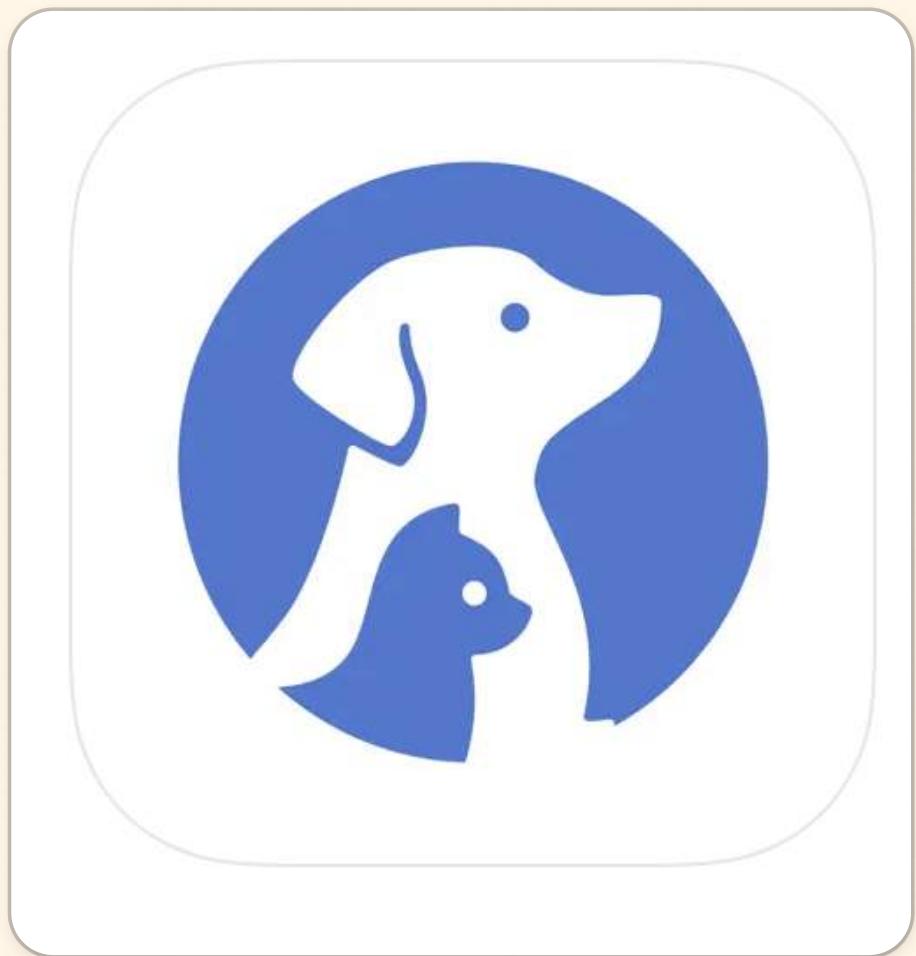
- Hand-written notes take 7 minutes, while **digital diary takes 2 minutes.**
- **All family members can view** daily notes through an app.
- Access to **historical notes.**



Time Efficiency

Competitive Analysis

Competitive Analysis



Rover

Platform for sitters and walkers

Limitations: Lacks daycare-focused communication tools.



Gingr

Platform for daycare centers

Limitations: Exposes worker's personal phone number.



Time To Pet

Scheduling and invoicing tool

Limitations: Limited client engagement features.

Digital Pet Diaries

Daycares share detailed daily updates: activities, meals, and behaviors
No more guessing how your pet spent their day

Key Differences

Secure Staff Privacy

Built-in messaging system protects daycare staff's personal phone numbers
Other platforms expose staff's private contact information

Main Features

Main Features

Main Features

1. Daily Note Sharing

2. Schedule Management

3. Automatic Photo Selection

1. Owner Specific Communication

- Dog information
- Reservation
- Receive Note

The image displays three screenshots of a mobile application interface:

- Add dog screen:** Shows fields for adding photos, dog name (Value), date of birth (MM/DD/YYYY), breed (Value), gender (Female), and neutering status (Done). A "Submit" button is at the bottom.
- Reservation screen:** Shows a list of bookings. The first booking is for "Dec. 6, 2024" at "Bone adventure" with contact info "(123) 456-7890" and "Pacifica 25, Irvine, CA". The second booking is for "Dec. 7, 2024" at "Sweet paw" with the same contact info. The third booking is for "Dec. 8, 2024" at "Dovelopers". Each booking has a "Call" button.
- Today screen:** Shows a photo of several dogs in a play area. Below the photo are sections for "Activities" (text: "He had a lots of fun today playing with friends!") and "Sleep" (text: "(Dog Name) took a nap from (time) to (time)").

2. Center Specific Communication

- Check Reservation
- Daily Attendance
- Photo & Note Sharing

The image displays three screenshots of a mobile application interface, likely for a dog daycare or boarding center.

Screenshot 1: Reservation Overview

Shows a list of reservations for September 13th. The top navigation bar shows the date "Sep.13". Below are three cards for dogs named Chloe, William, and Molly. Each card includes a photo, the dog's name, age/breed, and a list of services with their status (e.g., Medicine: Peniciline (at 3pm) - Not started). At the bottom of each card are "Decline" and "Accept" buttons.

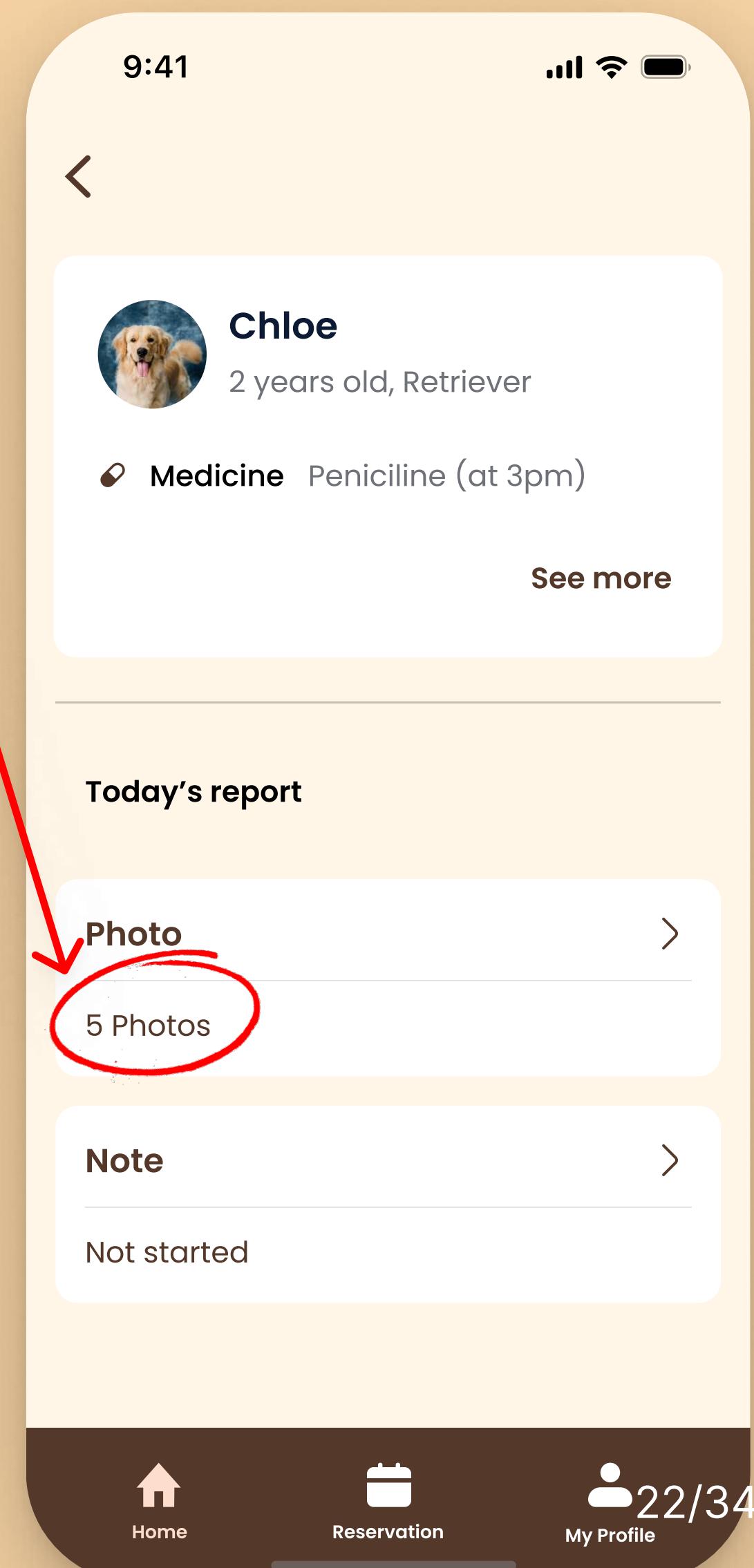
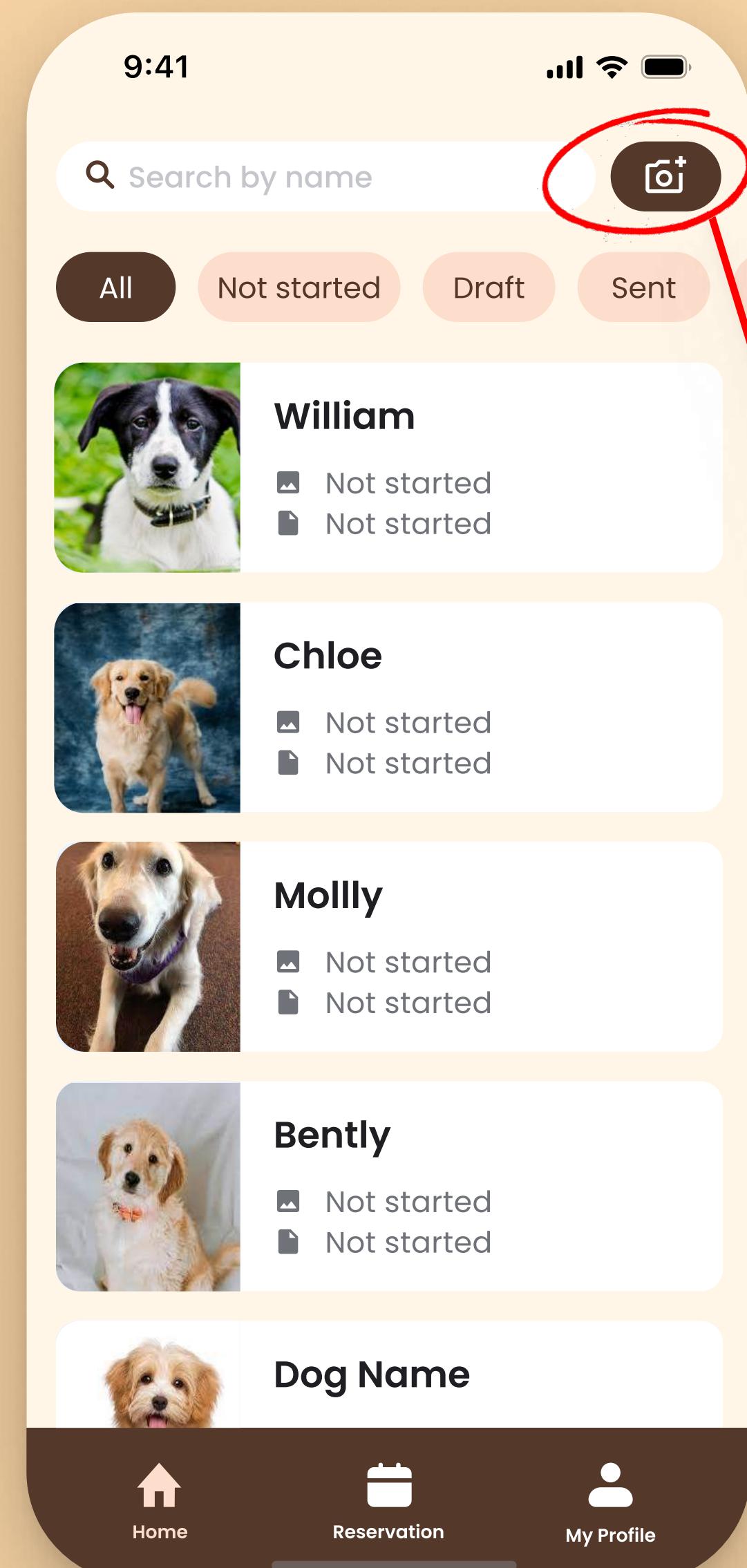
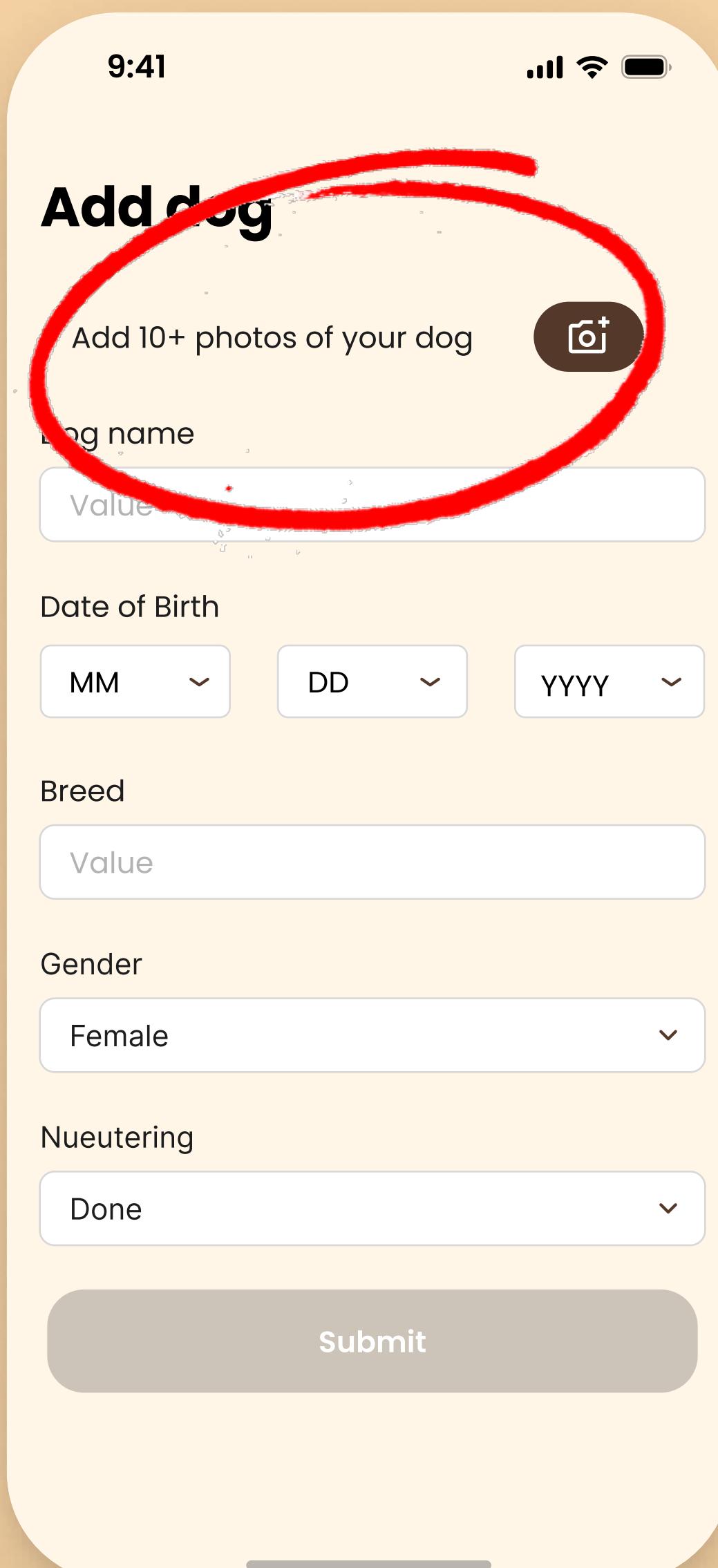
Screenshot 2: Reservation Details

Shows a detailed view of a reservation for dog "William". It includes a search bar, filter buttons for "All", "Not started", "Draft", and "Sent", and a photo of William. Below the photo are two status indicators: "Not started" and "Not started".

Screenshot 3: Note Creation

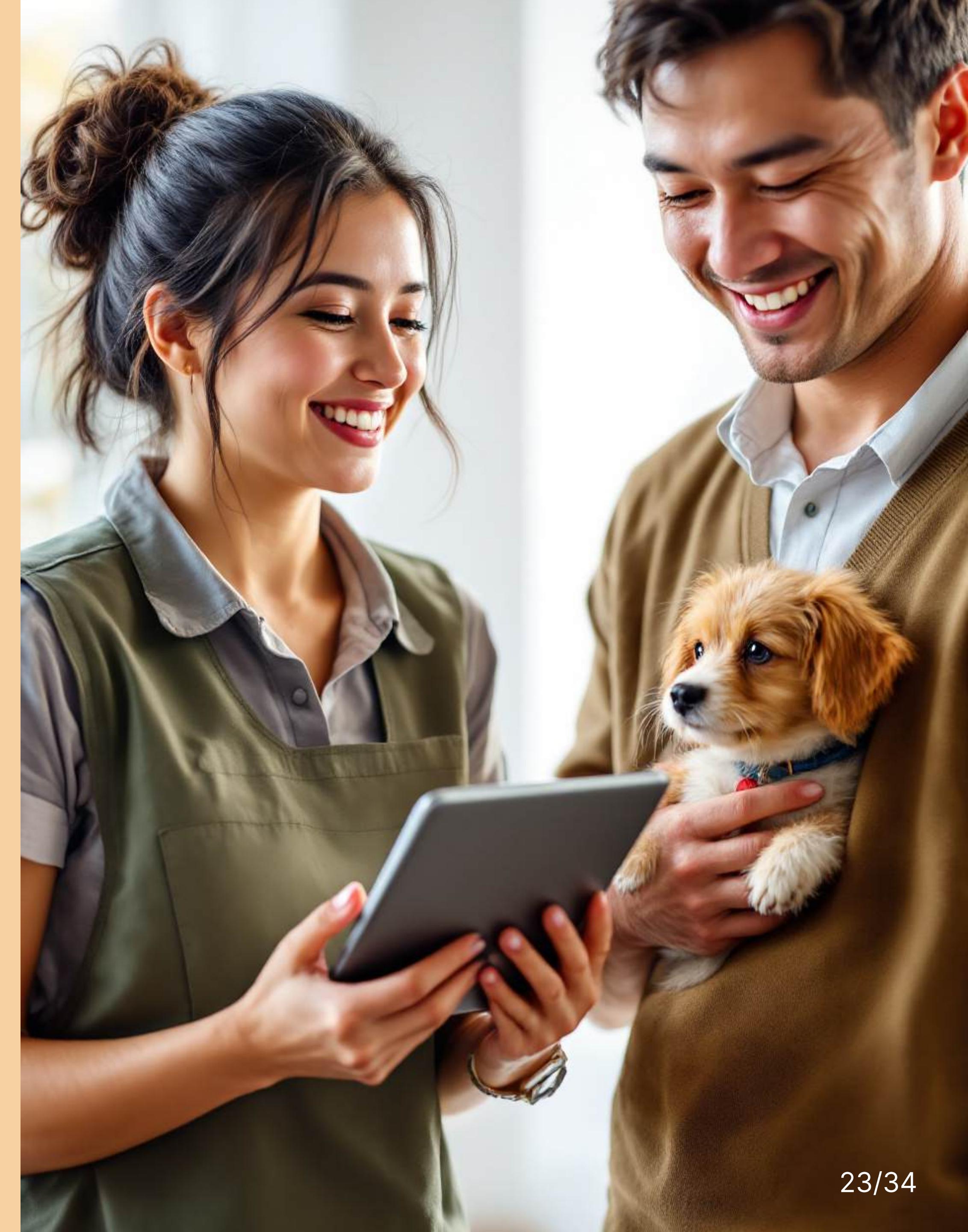
A note creation screen titled "Note". It has sections for "Activities" (with a placeholder "Enter the activities of the day"), "Feeding" (with a time slider from 0 to 3), "How much" (with options "All", "Some", and "Nothing"), "Nap Time" (with time pickers for "From" at 10:00 AM and "Until" at 10:00 AM), and "Additional Notes" (with a placeholder "Note down additional things of the d...").

3. Automatic Photo Selection



4. Two-way Communication

Includes chatting, daily diary uploaded by the owner, and comments for the diary.
(Yet to be developed)



Demo

Technologies

Software Architecture

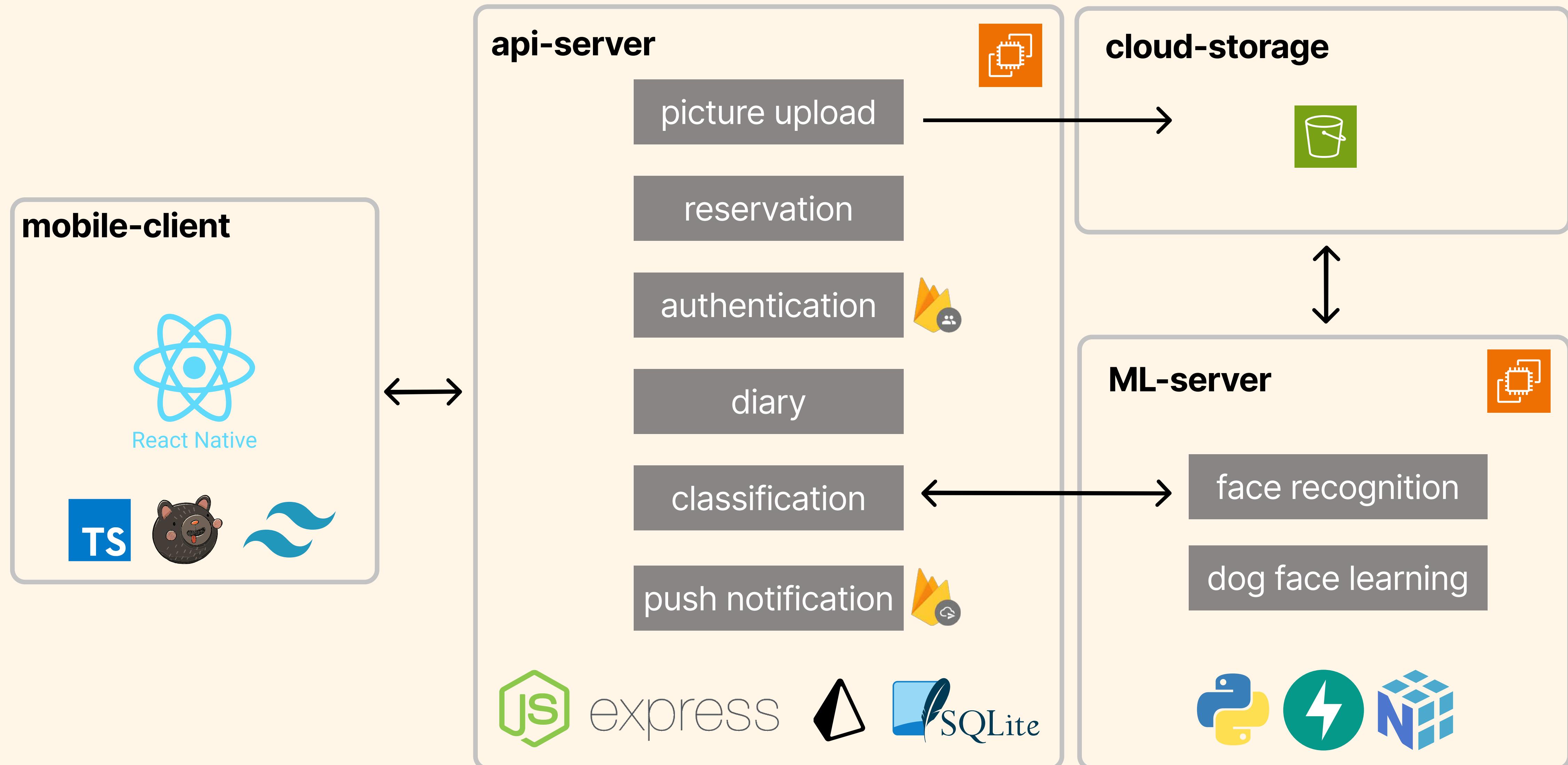
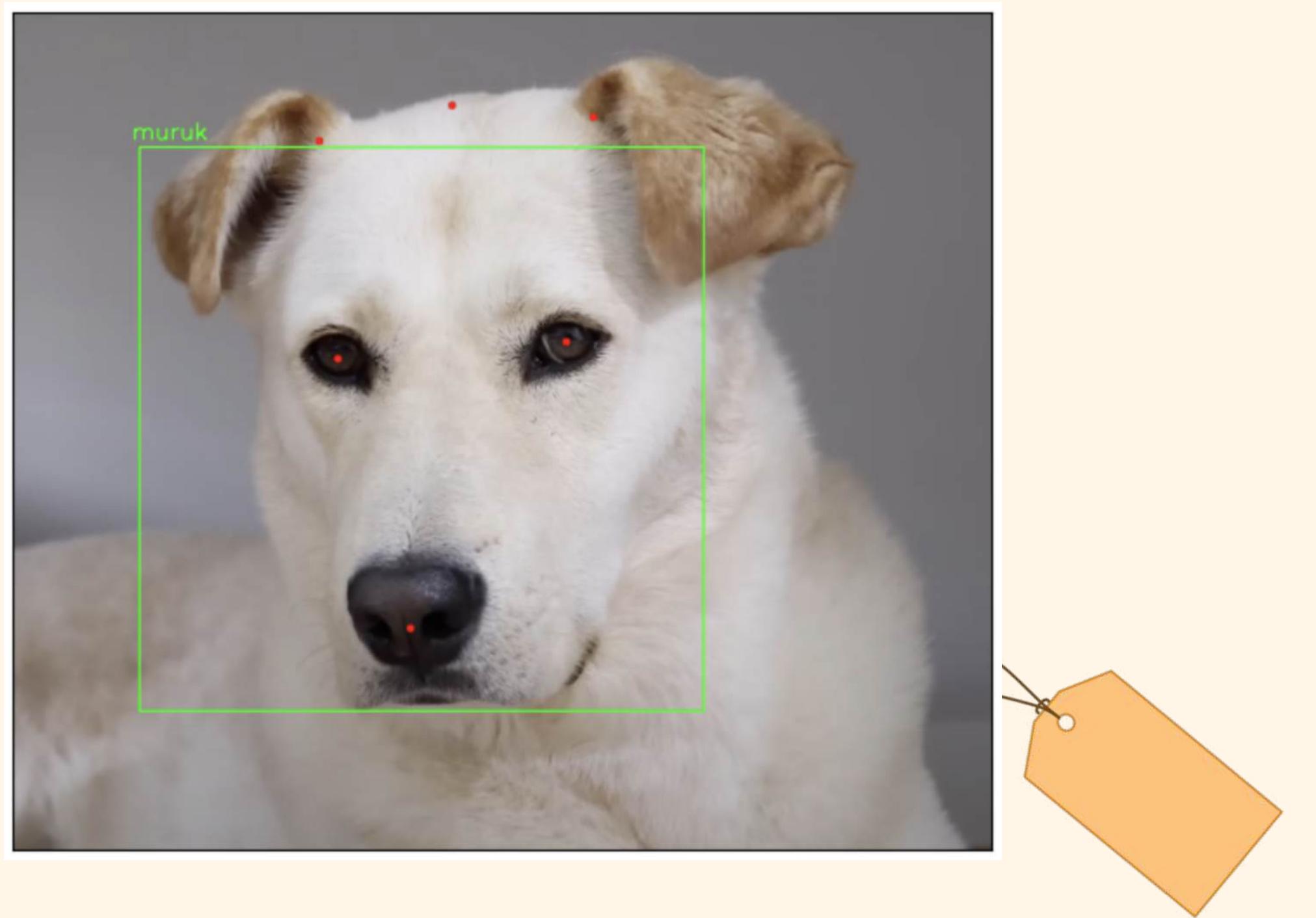


Photo Auto Selection

- Enhancing Convenience Through Data Labeling



By using **data labeling** to train on each dog's photos, the center can **easily provide photos** to dog owners



Market Analysis

U.S. Pet Market Overview

The U.S. pet market has been continuously growing. In 2020, it was valued at approximately \$76 billion, increasing to about \$147 billion in 2023.

<https://globalpetindustry.com/>

335.9 million +

Pet owners in US

66%

of US population own pet

24%

Active Growth

76 bilion

2020

147 bilion

2023

Increasing demand for pet daycare services

1

Urbanization and Busy Lifestyles

As cities grow and owners have busier schedules, the need for reliable pet daycare increases.

2

Humanization of Pets

Pets are increasingly seen as family members, driving owners to seek high-quality care.

[Source: World Animal Foundation](#)

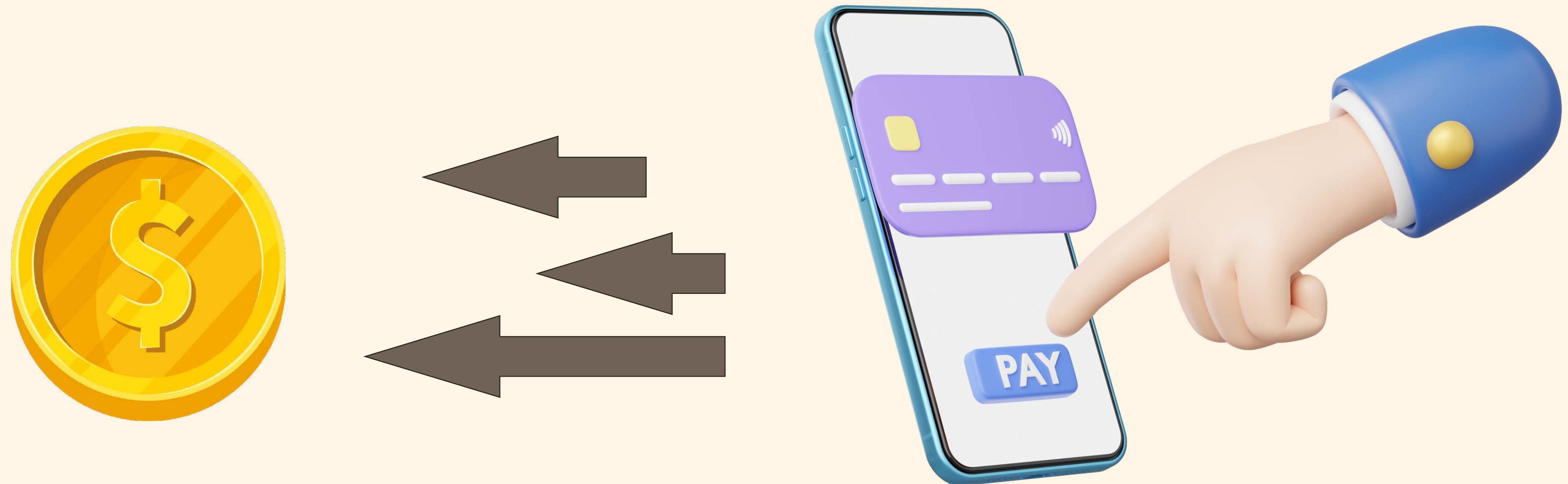
[Source: U.S. Census Bureau](#)



Business Model

Feature Expansion Direction

In-App Payment Development and Transaction Fees



Enable in-app payments for **center reservations** and **ticket purchases**.

Business Model - From Daycare center (B2B)



PayPal: 3.49% + 9¢

per successful charge for Keyed
Transactions



Wepay: 2.9% + 30¢

per successful charge for Keyed
Transactions



Stripe: 2.9% + 30¢

per successful charge for Keyed
Transactions

Transaction Fee: 3%

The transaction fee has been set at 3%, following the models of leading online payment service platforms.

Thank you

If there's any question, please ask us.