



Unveiling the MVP for Fur Baby Enthusiasts.

 PetMates



Overview of the Product



About

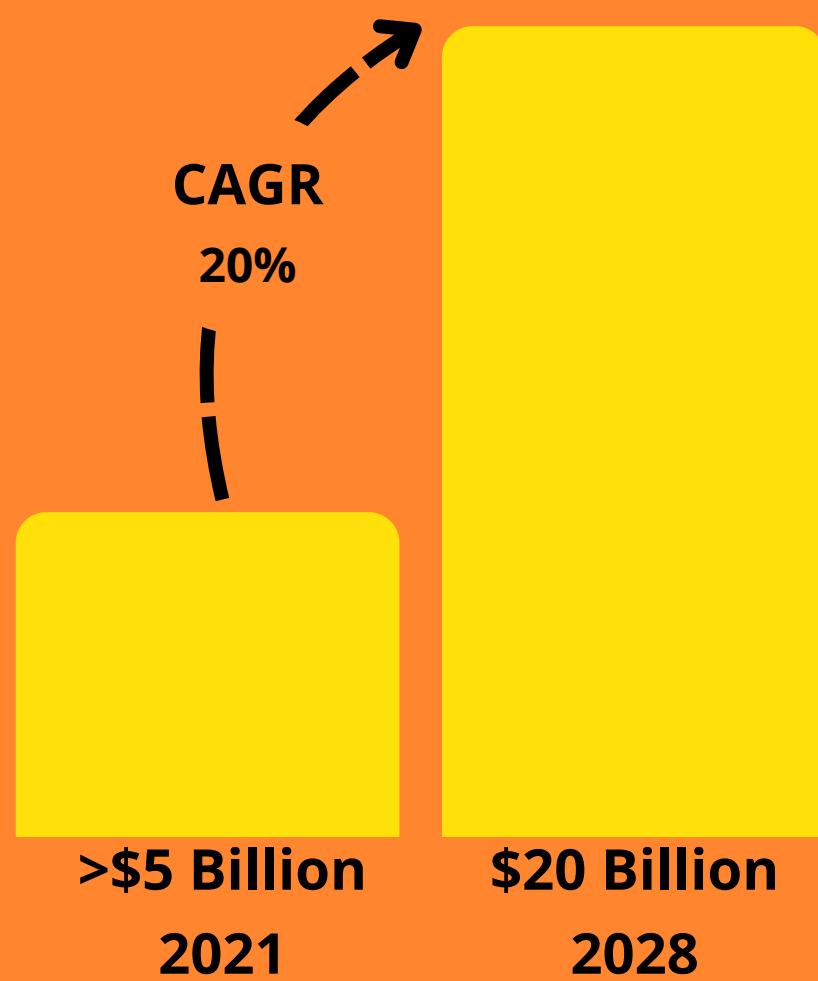
At PetMates, we understand that being a pet parent comes with its joys and challenges. That's why we've created a comprehensive platform designed to make pet ownership easier, more enjoyable, and worry-free.



Vision

At PetMates, our vision is to create a world where every pet receives the love, care, and attention they deserve, enriching the lives of both pets and their owners. We envision a future where pet ownership is a rewarding and fulfilling experience, facilitated by innovative technology and compassionate community support.

Global Pet Tech Market Size



32

Million Pets



\$136.8B

Spends on Pets in 2022



\$58.1B

Pet Food and Treats
highest spend category

11%

Growth/Year

\$90.5B

Spends on Pets in 2018



42.5%

Of Total Industry sales



Milly

Pet Parent



- Age - 28
- Gender - Female
- Occupation - Software Engineer
- Location - Pune
- Pet - White Husky

Background

Meet Milly, a Pune-based software engineer who finds solace in coding and spending quality time with her husky, Luna. With a degree in computer science, Milly excels in navigating the tech world's challenges while cherishing moments exploring Pune's parks with Luna by her side

PetMates

- Age - 31
- Gender - Male
- Occupation - Architect
- Location - Delhi
- Pet - Persian Cat



Background

Aarav is a Delhi-based architect known for his innovative designs. When he's not sketching blueprints, he finds solace in the company of his Persian cat, Simba. Despite the demands of his profession, Aarav prioritizes Simba's well-being, cherishing their bond in the bustling city.

Aarav

Pet Parent

Pain Points

- As a first-time pet owner, Milly may encounter uncertainty about Luna's dietary needs and where to seek help if Luna falls ill.
- Milly, as Luna's owner, faces distress when seeking timely veterinary care for her husky. The struggle to find accessible vets and appropriate medical attention exacerbates her worry.
- As a first-time pet owner, Milly finds it challenging to interpret Luna's behavior accurately, leading to confusion and uncertainty about her husky's needs and well-being.
- Milly's demanding schedule as a software engineer makes it challenging to maintain consistent routines for walking and feeding Luna.

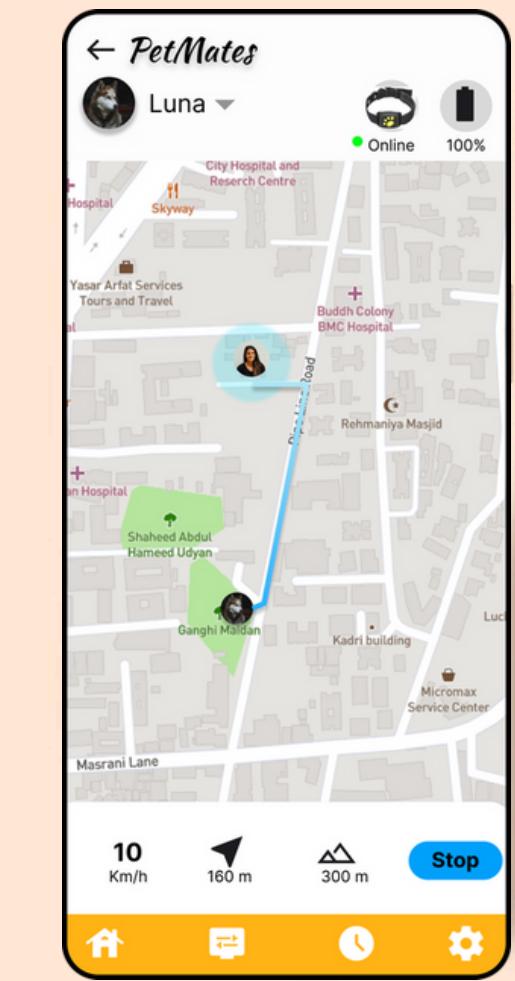
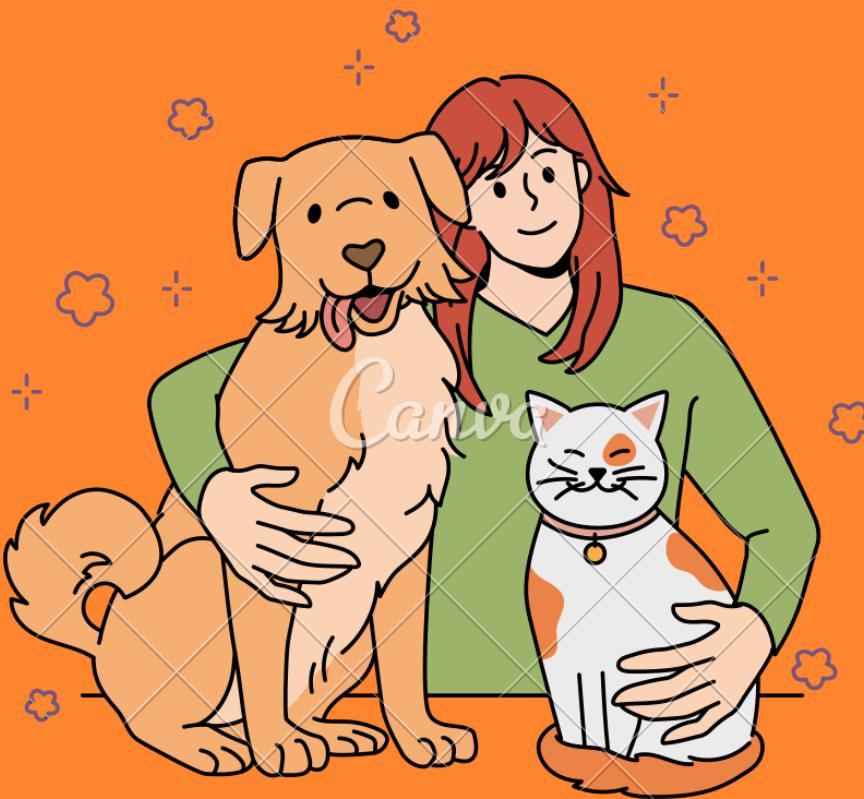
Pain Points

- Aarav experiences anxiety as Simba, his mischievous cat, frequently wanders around, posing potential dangers and challenges to his safety. The constant worry about Simba's whereabouts and safety impacts Aarav's peace of mind
- Aarav faces difficulty in finding a pet community for Simba to interact with, hindering their socialization and friendship-building opportunities
- Aarav faces difficulty in locating a suitable pet grooming service equipped to handle the specific needs of Simba, causing frustration and concern about maintaining her hygiene and health.
- Aarav encounters challenges in locating a reliable daycare facility for Simba, when he travels out of Delhi for extended periods.

Feature 1

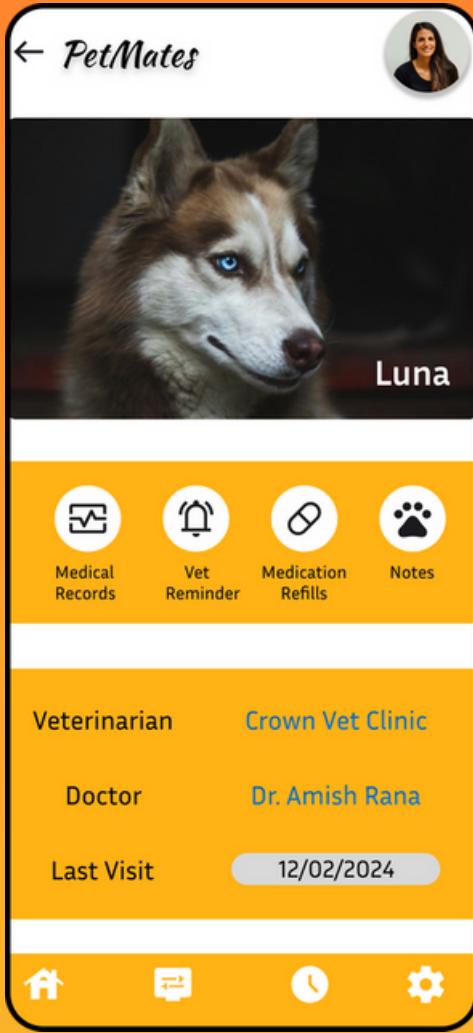
GPS Pet Tracker with Map Location

Designed to locate and track the whereabouts of pets in real-time. The tracker can be fixed in pet collar. Using GPS technology, it allows pet owners to track their pet's movements through the mobile app or a website. The primary purpose is to help pet owners quickly locate their pets if they wander off or get lost.

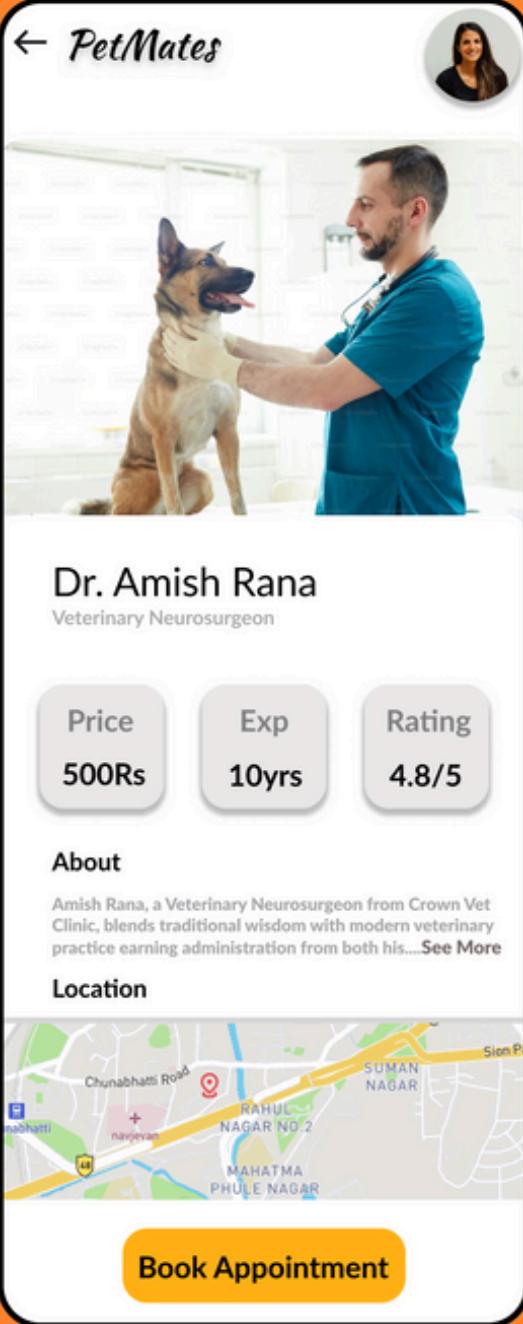
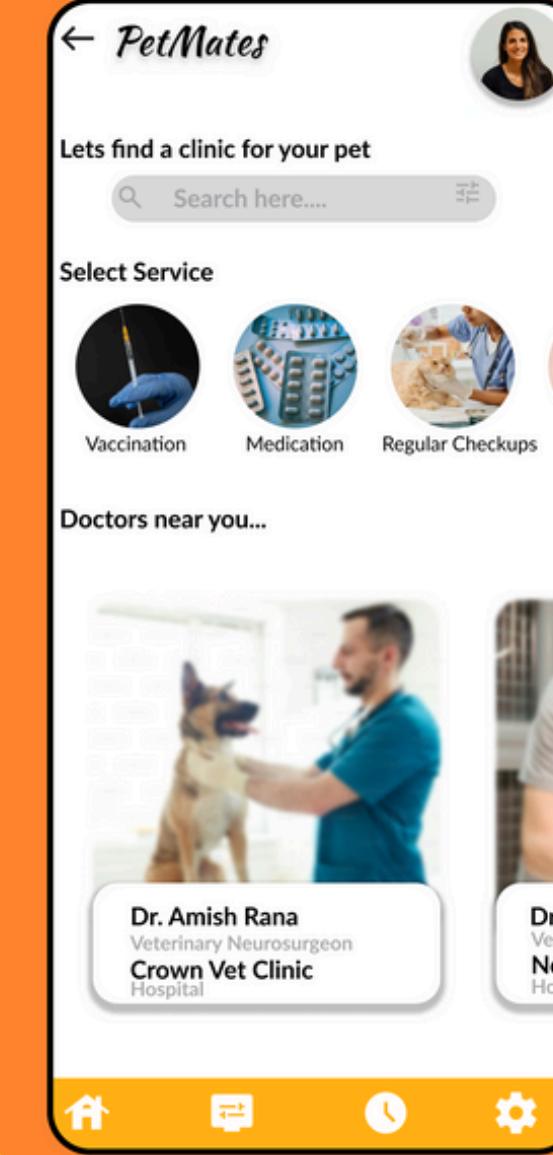


Feature 2

Pet Care



PetMates prioritizes the health and well-being of pets through its comprehensive Pet Health feature. Users can maintain digital health records, schedule veterinary appointments, and receive timely reminders for vaccinations and routine check-ups. The app also includes location-based services to connect pet parents with nearby veterinary clinics and hospitals. This ensures quick access to professional care in case of emergencies or for regular health check-ups. This feature empowers pet parents with the information and tools needed to proactively manage their pets' health and promptly seek professional assistance when necessary.





Feature 3

Pet Grooming Services

The screenshots show the PetMates app's grooming service feature. The left screenshot shows a list of grooming centers: Chi Chi Grooming Center (4.8 rating), The Bark Club (4.9 rating), The Pet City (4.7 rating), and Pretty Paws (4.1 rating). The right screenshot shows the selection of a groomer at Chi Chi Grooming Center (4.8 rating) and the booking of a slot for a specific date and time.

← PetMates

Grooming Center

Chi Chi Grooming Center
31B, West Andheri

2.4Km

4.8

260 Reviews

Find a Grooming Center Sort Map

The Bark Club
4B/76, Marund Galli, Mumbai

4.9 1.7 Km 147

The Pet City
7A Offset Road, Kurla, Mumbai

4.7 2.1 Km 265

Pretty Paws
981, North Colaba, Mumbai

4.1 5.2 Km 366

← PetMates

Chi Chi Grooming Center
31B, West Andheri

4.8

Select Groomer

Amir 4.7 Raj 4.9 Max 4.2

Select Date and Time

Mon 05 Tue 06 Wed 07 Thru 08 Fri 09

9:00 AM 9:30 AM 10:00 AM

11:00 AM 11:30 AM 12:00 PM

1:00 PM 1:30 PM 2:00 PM

Book Slot

Waggles simplifies the pet grooming process by connecting users with local groomers through its platform. Pet parents can browse through a network of professional groomers, view their services, and schedule grooming appointments at their convenience. The app facilitates a seamless grooming experience, allowing users to specify their pet's breed, grooming preferences, and any special requirements. This feature promotes regular grooming, contributing to the overall well-being and health of the pets.

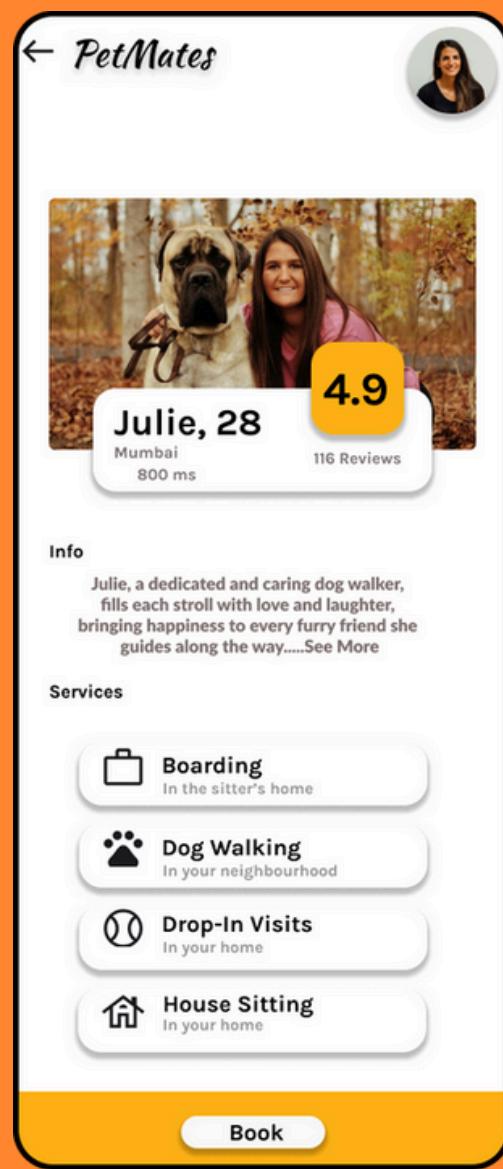
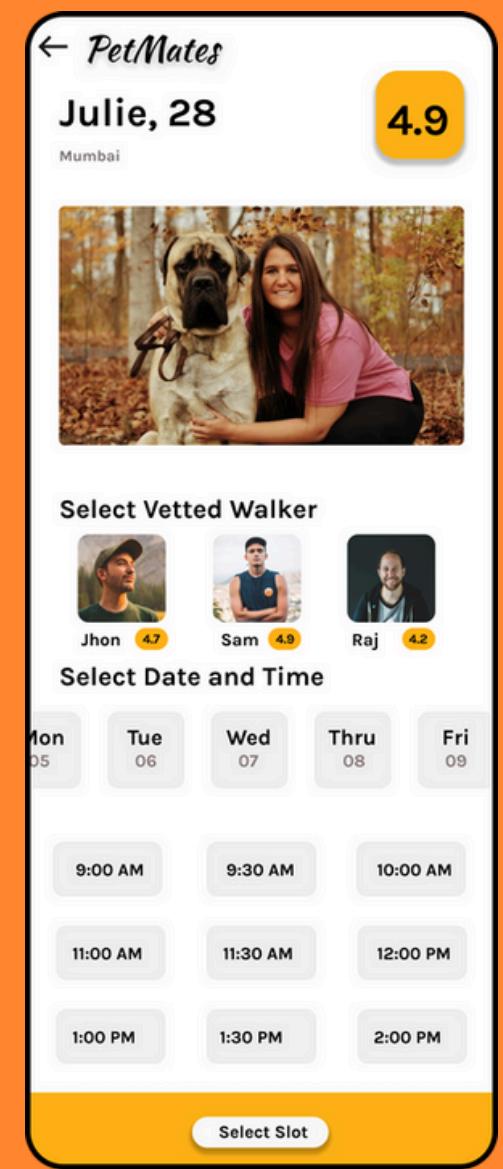
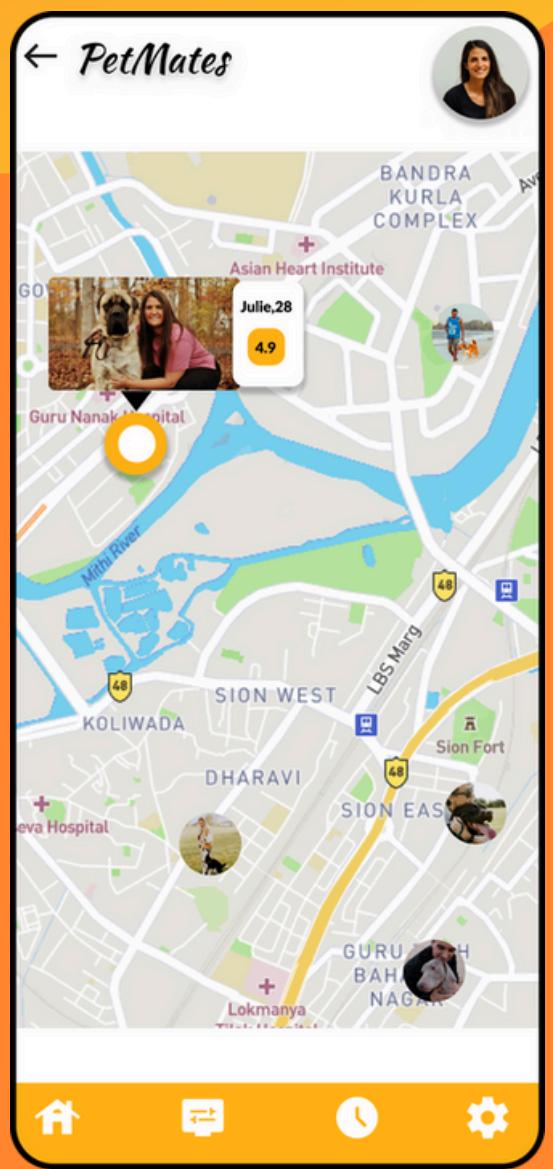


Feature 4

Pet Walker

With Petmate's pet walking feature, finding the perfect walker for your pet is effortless. Simply open the app, select your preferred time slot, and browse through a list of vetted walkers available in your area. Each walker's profile includes detailed information about their experience, certifications, and reviews from other satisfied customers, giving you peace of mind knowing that your pet is in capable hands.

Whether your four-legged friend prefers a leisurely stroll around the neighborhood or an energetic romp in the park, our walkers are dedicated to providing personalized care tailored to your pet's needs. Plus, with real-time GPS tracking and instant notifications, you can stay connected and informed throughout the entire walk, ensuring transparency and security every step of the way

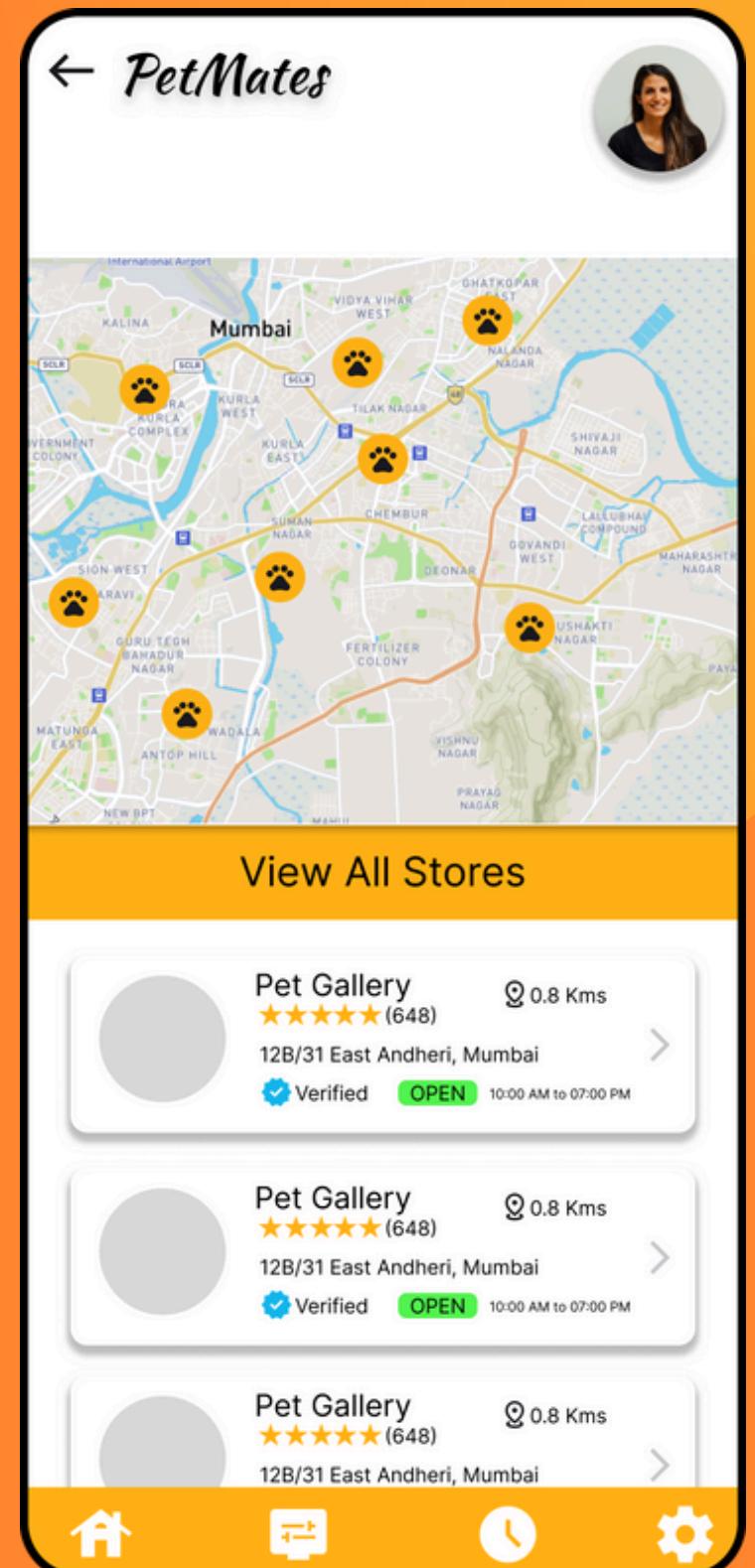


Feature 5

Pet Store Finder

With Petmate's pet store finder, locating the nearest pet supply store is a breeze. Whether you need premium food, toys, grooming supplies, or accessories, simply open the app, enter your location, and discover a comprehensive list of pet stores in your vicinity. Our intuitive interface allows you to filter results by distance, ratings, and specialties, ensuring that you find the perfect store to meet your pet's needs.

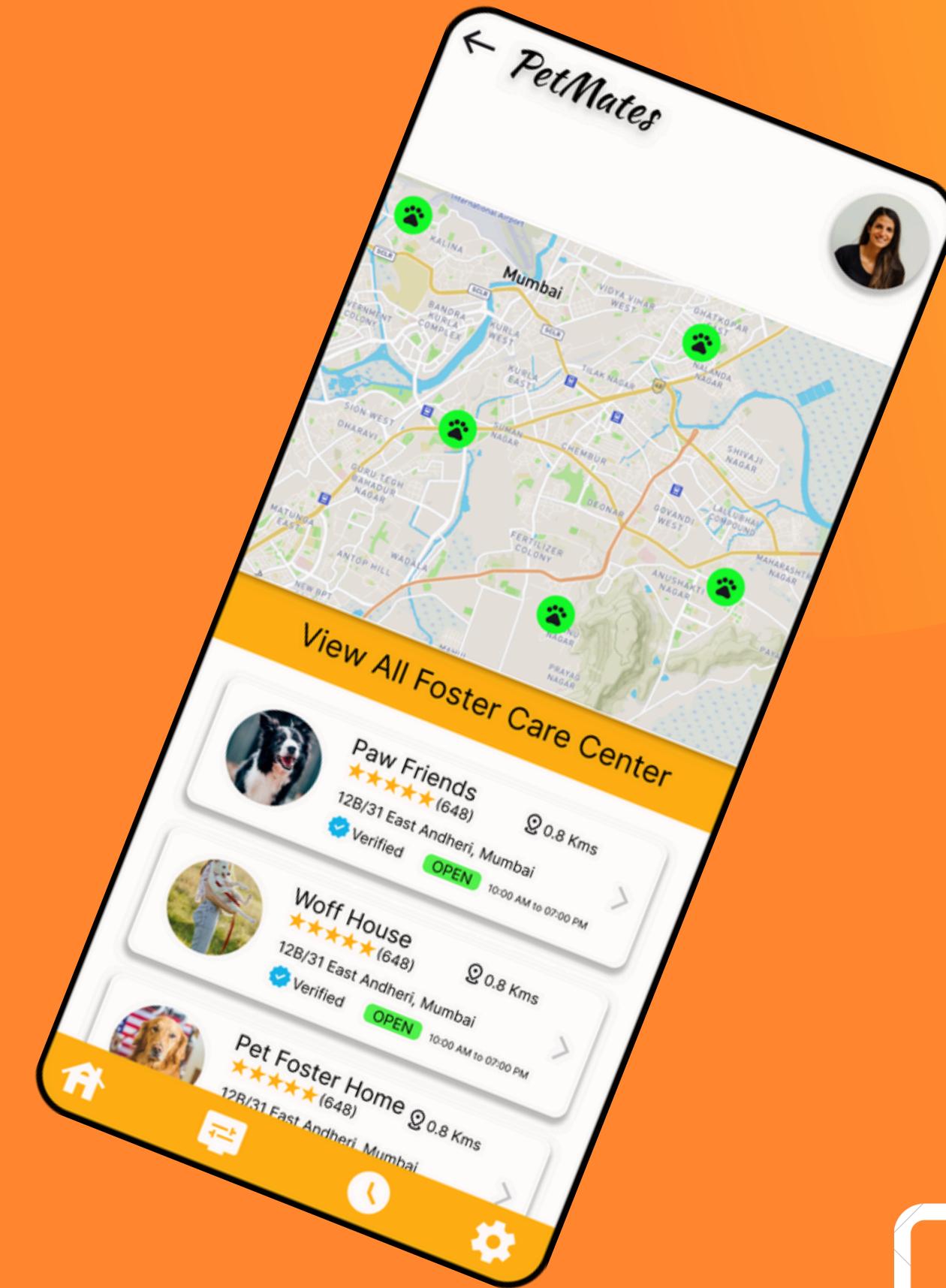
Gone are the days of aimlessly driving from store to store in search of the right products. With Petmate, you can save time and energy by quickly identifying the closest pet stores with just a few taps on your smartphone. Plus, with integrated reviews and store details, you can make informed decisions and feel confident about your purchases.



Feature 6

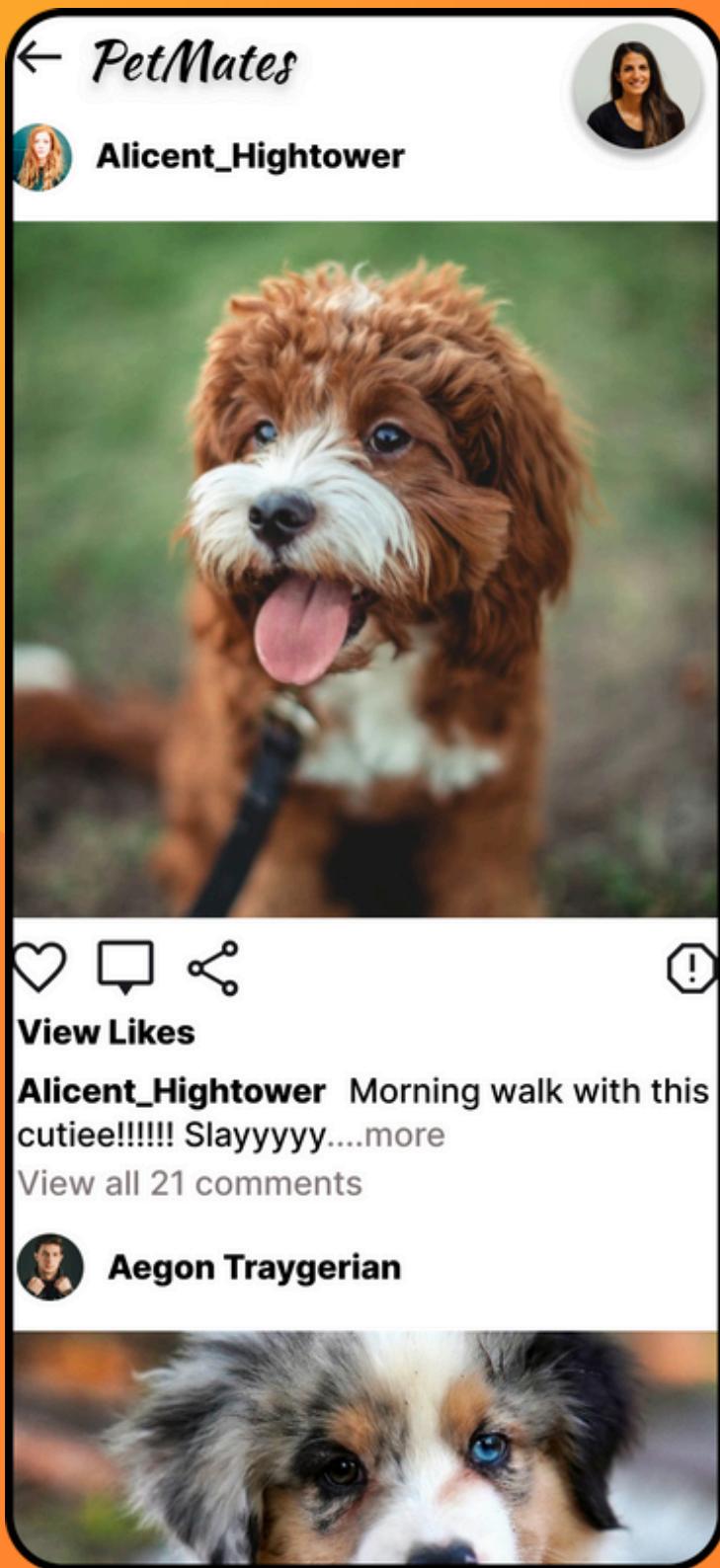
Pet Foster Care

A Temporary Pet Foster Care feature within a pet parent app offers a solution for users facing short-term situations where they are unable to care for their pets. PetMates introduces a unique and compassionate feature allowing pet parents to connect with a network of temporary foster care providers. In cases of emergencies, travel, or unexpected situations, users can find reliable individuals or families willing to offer temporary care for their pets. The app facilitates communication, location background checks, and arrangements, ensuring a safe and loving environment for pets during their time away from their primary caregivers.

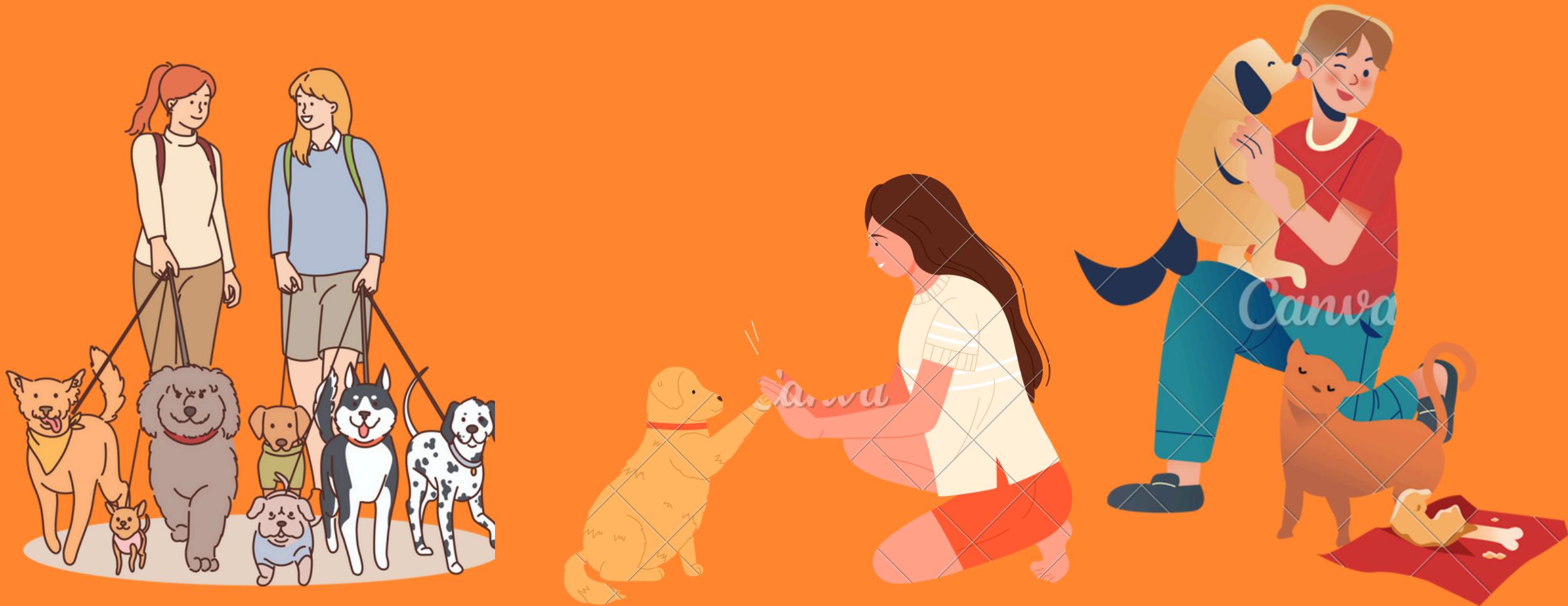


Feature 7

Pet Community



Pet Community section within the Waggle app, enables users to share and discover pet-friendly places. Users can spot locations such as parks, cafes, and stores where pets are welcome, complete with reviews and ratings. Implement a map feature for easy navigation, search options, and location-based notifications to enhance user experience. Ensure seamless integration with Waggle's core features, incentivize user contributions, and prioritize privacy and security standards. This feature enriches Waggle's ecosystem, offering a centralized platform for pet parents to connect, share insights, and explore pet-friendly spots in their vicinity.



Hypothetical RICE Scoring for proposed Solutions

RICE Score = (Reach x Impact x Confidence) / Effort.

#	Proposed Solution	Reach (Users/ month)	Impact (scale 0-3)	Confidence (%)	Effort(person-months)	RICE Score	Priority
1	Gps Pet Tracker with Map Location	1000	3	90%	Eng:3, Ops:1.5, Mkt:0.5 =3.5	540	1
2	Pet Care	1000	2.5	90%	Eng:3, Ops:1, Mkt:1 =5	450	2
3	Pet Grooming	1000	2.5	90%	Eng:3, Ops:1.5, Mkt:1 =5.5	409.9	3
4	Pet Walker	500	2.4	70%	Eng:4, Ops:4, Mkt:1.5 =9.5	92.10	4
5	Pet Store Finder	600	2	75%	Eng:3, Ops:6, Mkt:2 =11	81.81	5
6	Pet Foster Care	300	2.5	60%	Eng:4, Ops:4, Mkt:3 =11	40.90	7
7	Pet Community	600	2.5	60%	Eng:4, Ops:4, Mkt:4 =12	75	6

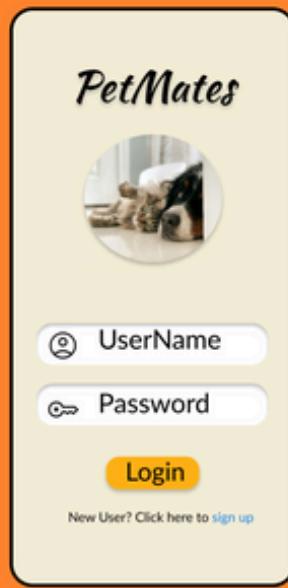
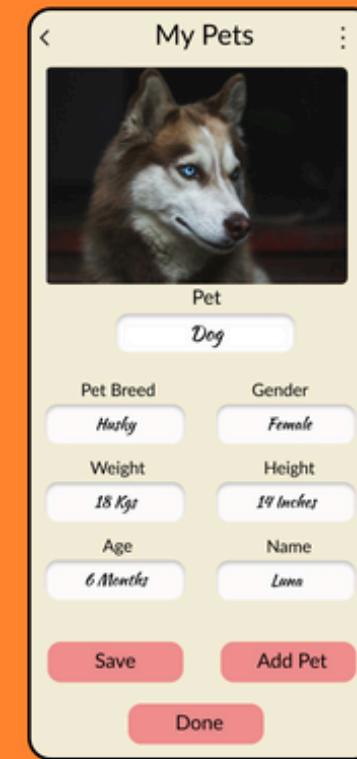
GTM Strategy

Pre Launch	Launch	Post Launch
Phase 1 - Feature Development <ul style="list-style-type: none">• Design and Technical development of the features based on user stories.	Phase 1 - Teaser Campaign <ul style="list-style-type: none">• Launch teaser campaigns on social media platforms to create anticipation.• Use engaging content, countdowns, and sneak peeks to capture audience attention.	User Feedback Mechanism <ul style="list-style-type: none">• Establishing Clear Channels:• Set up dedicated channels within the app for user feedback.• Monitor social media platforms and app store reviews for user sentiments.• Conducting a Comprehensive Review:• Evaluate the success metrics, user feedback, and overall market impact.
Phase 2 - Beta Testing <ul style="list-style-type: none">• Testing of the features on a small sample size of users (Tier 1 cities)	Phase 2 - Educational Campaigns <ul style="list-style-type: none">• Roll out educational campaigns through in-app tutorials, videos.	-
Phase - 3 Feedback and Release <ul style="list-style-type: none">• The features based on feedback of the users are reiterated and set for release.	Phase - 3 Feature Rollout <ul style="list-style-type: none">• Communicate feature availability through targeted messaging.	-

Wireframe

...

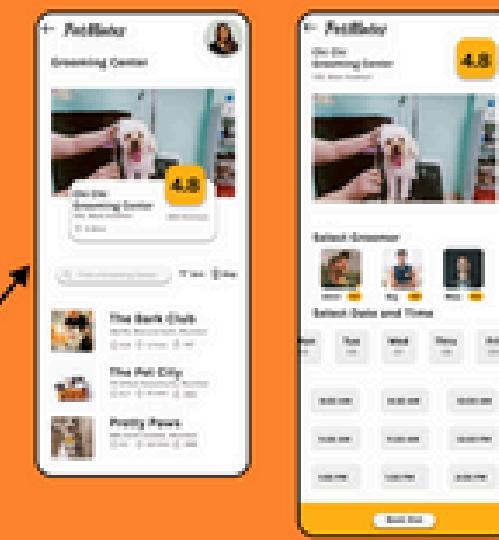
Login and Registration Page

A wireframe of the PetMates sign-up screen. It includes fields for 'Name', 'UserName', 'Email', 'Phone Number', 'Password', and 'Confirm Password'. There is also a checkbox for 'Terms & condition' and a 'Create Account' button at the bottom.

Pet Tracker and Pet Care Page

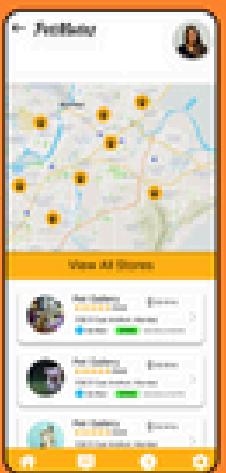
Wireframe

Services Page



Grooming Services

Pet Store



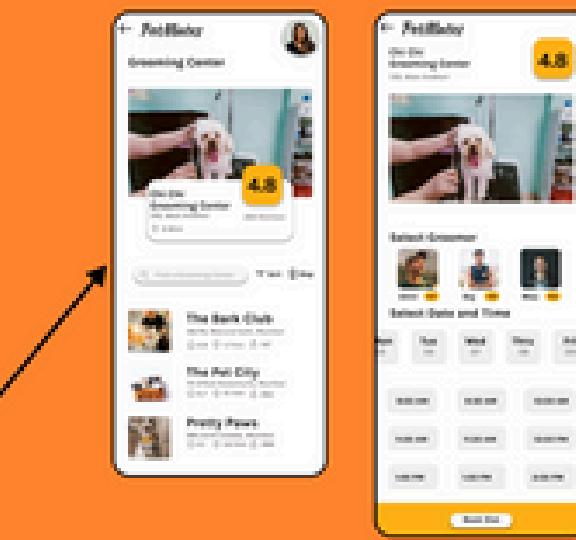
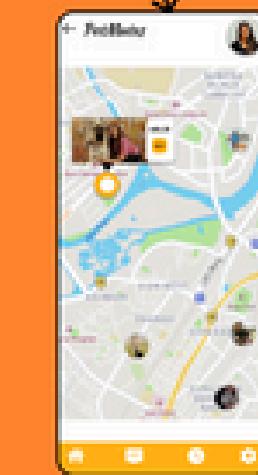
Pet Community



Pet Foster Care



Pet Walker Services



Success Metrics

User Acquisition and Retention

Monthly Active Users (MAU) and Daily Active Users (DAU): Track the number of users actively engaging with the platform. User Retention Rate: Measure the % of users who continue to use the app over time. New User Acquisition: Monitor the growth of the user base.

Community Engagement

Forum Activity: Measure the number of posts, comments, and discussions happening in the community forum. Event Participation: Track the number of pet parents participating in meetups and events organized through the platform.



Health Tracker Adoption

Percentage of Pet Profiles Completed: Monitor how many users complete their pet profiles and utilize the health tracking features. Regular Health Check-up Reminders: Assess the effectiveness of health tracking system via user feedback and completion rates.

Marketplace Performance

Sales and Revenue: Track the number of transactions and revenue generated through the online marketplace. Vendor Participation: Measure the number of vendors onboarded and their satisfaction with the platform.

North Star Metric : Engaged Pet Profile

This metric reflects the number of pet profiles that actively use and engage with various features of the platform, such as health tracking, community forums, and events.

Thank You

-By Omkar Dhumma

Email

omkardwork1202@gmail.com

LinkedIn

www.linkedin.com/in/omkardhumma