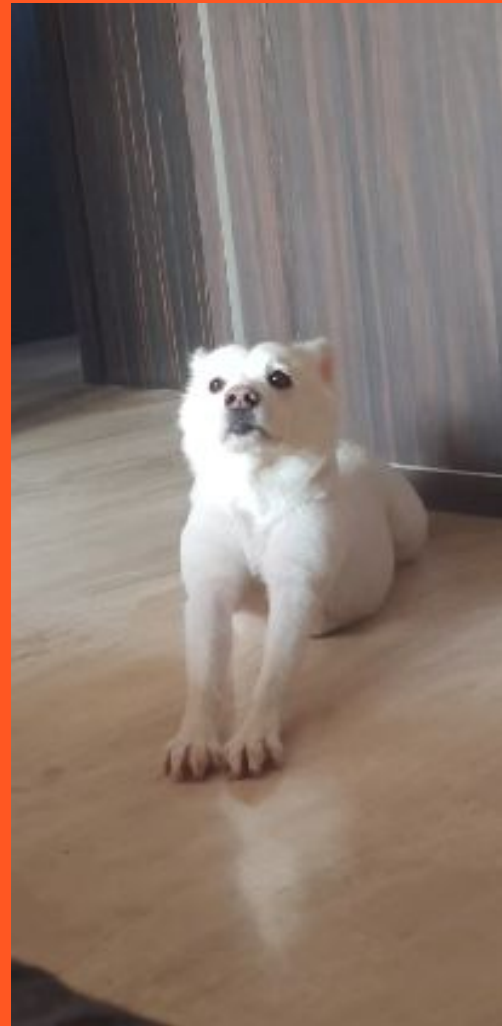




**Find and book reliable, affordable and quality dog care in your area.**

# What Is PetConn?



# What is PetConn?

Concretely, PetConn provides a marketplace for people to *buy and sell* pet-care services.

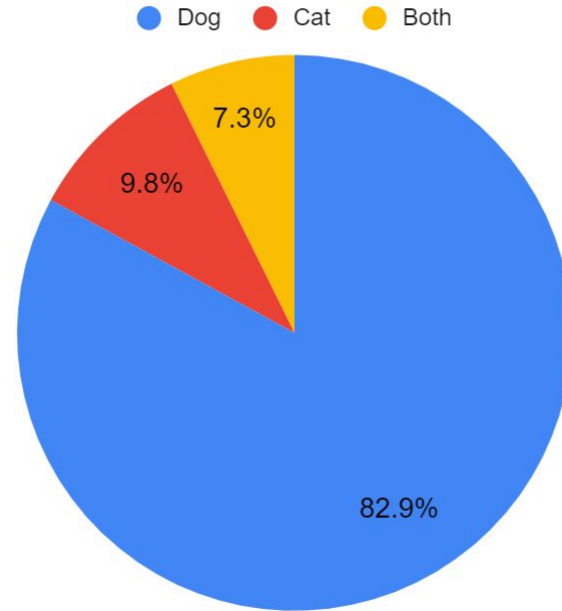


# Market Research



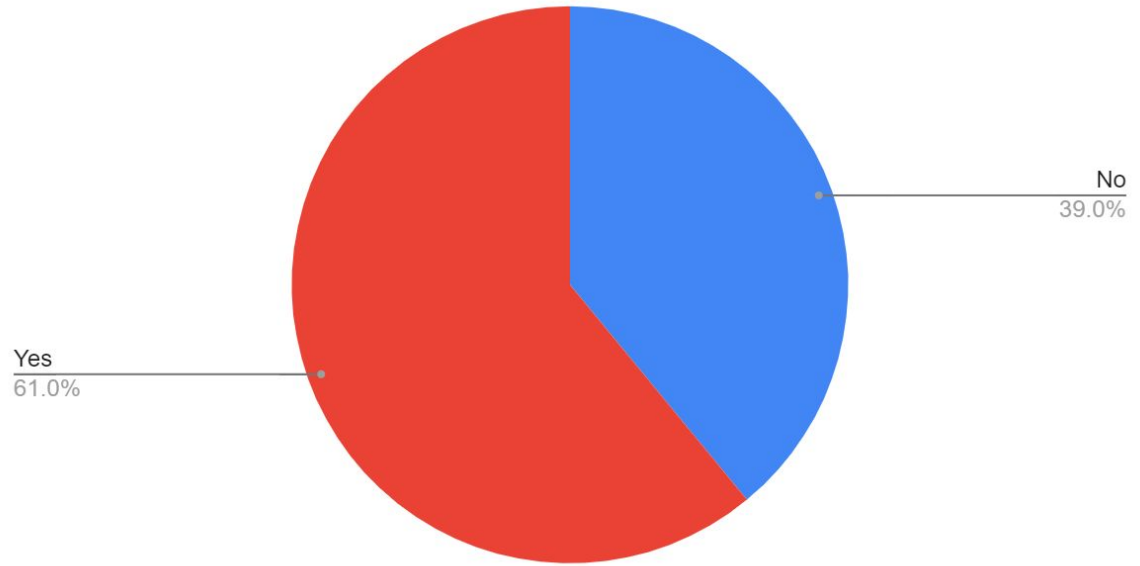
# Which Pet Do You Have?

By conducting primary research, we found out that a majority of people in our city own dogs.



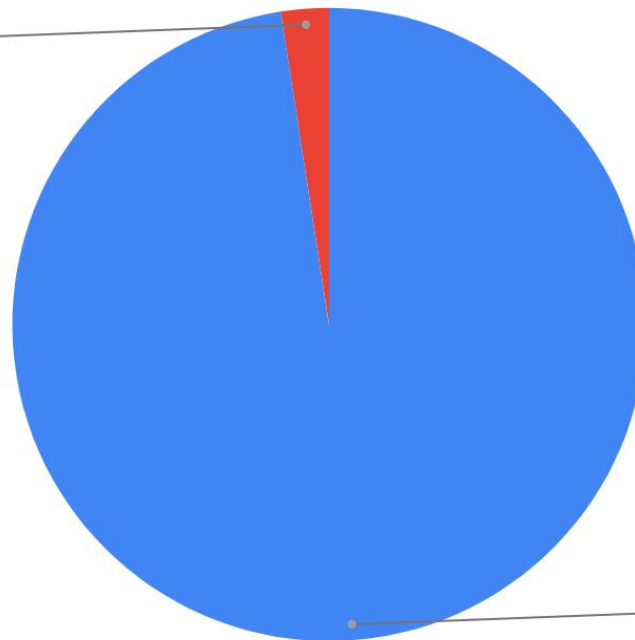
# Do you find it difficult to find the right person to provide services for your pet?

We also realized that a majority of pet-owners find it difficult to find the *right* person to provide services for their pets.



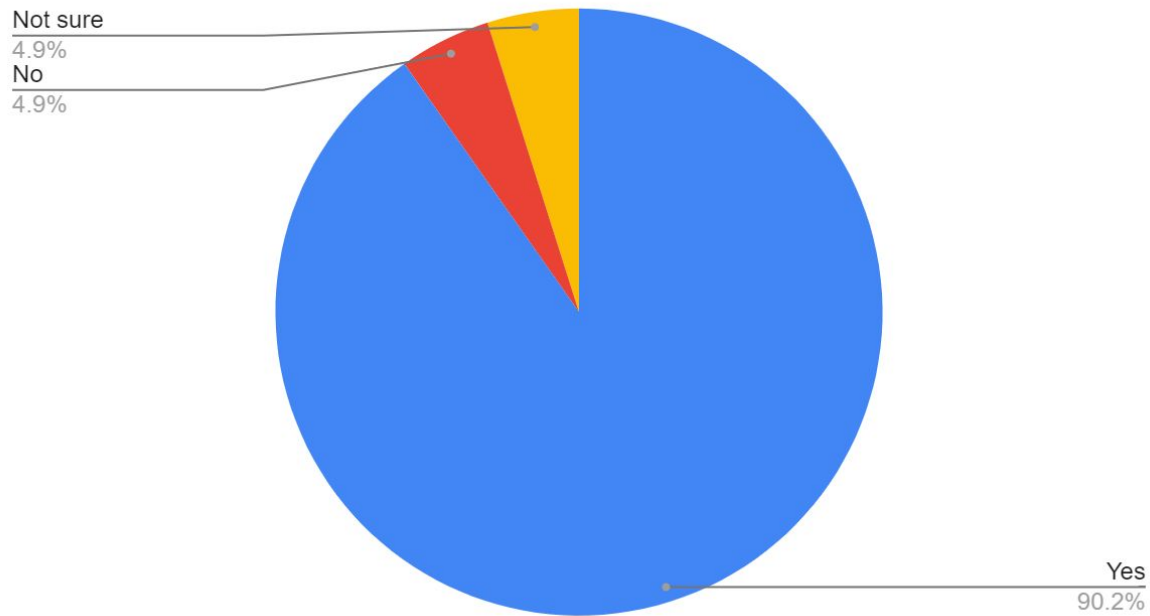
**Do you feel like  
your home is  
suitable for your  
pet?**

No  
2.4%



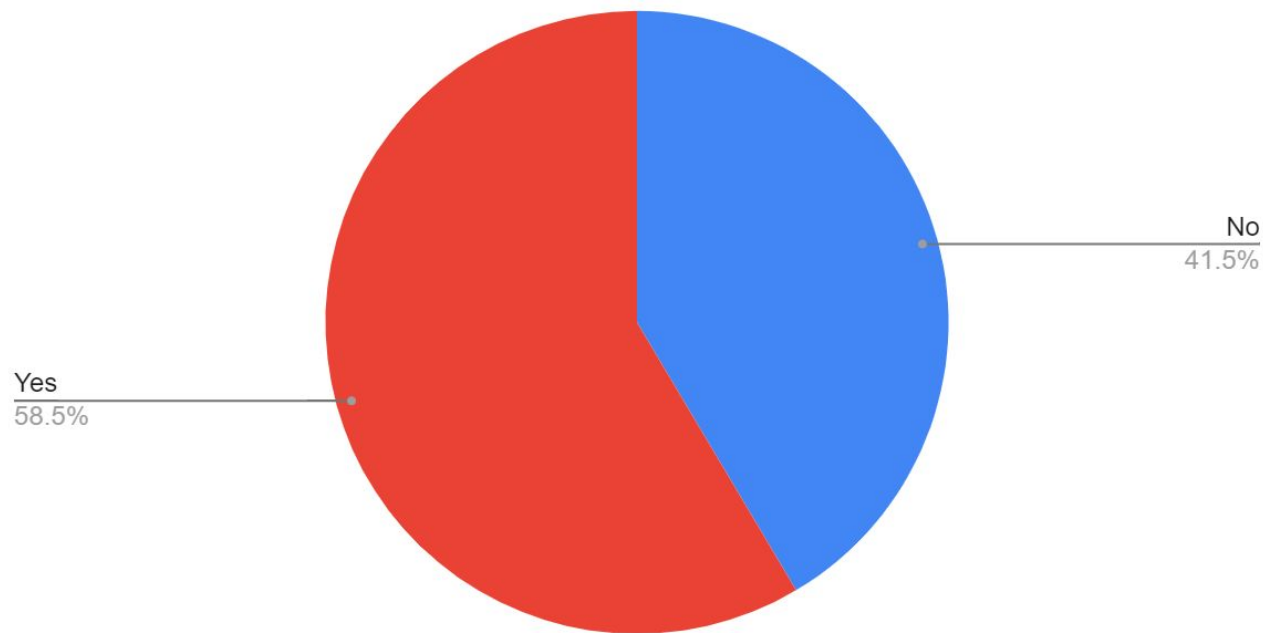
Yes  
97.6%

# Is your pet comfortable with other people?

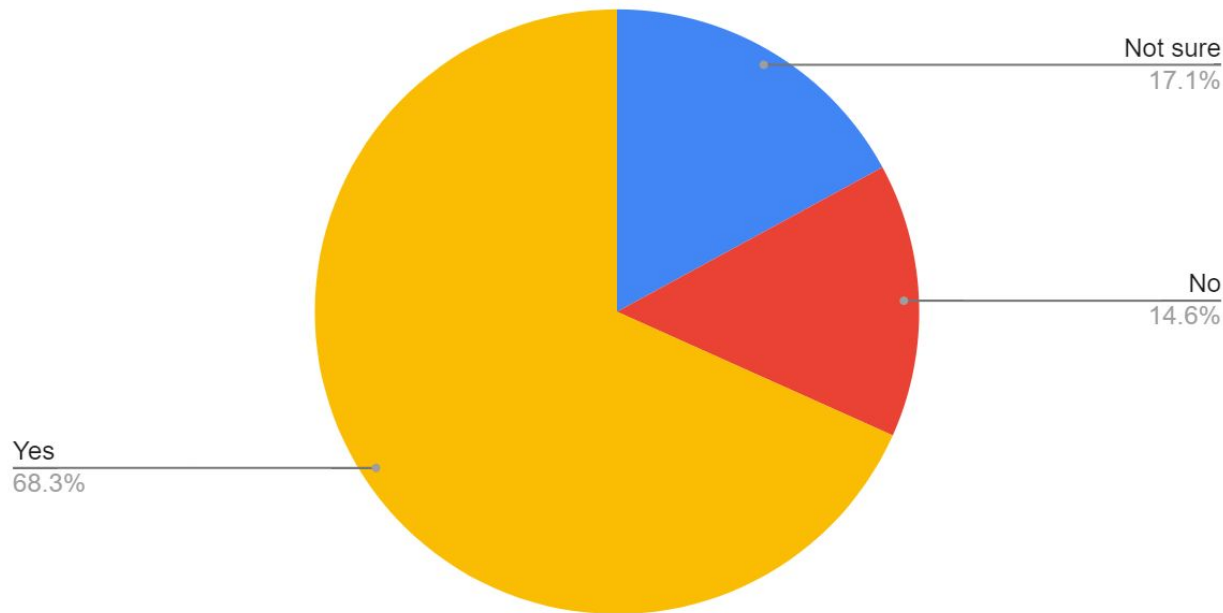




**Do you find it  
tedious to walk,  
feed, or clean the  
litter of your pet?**

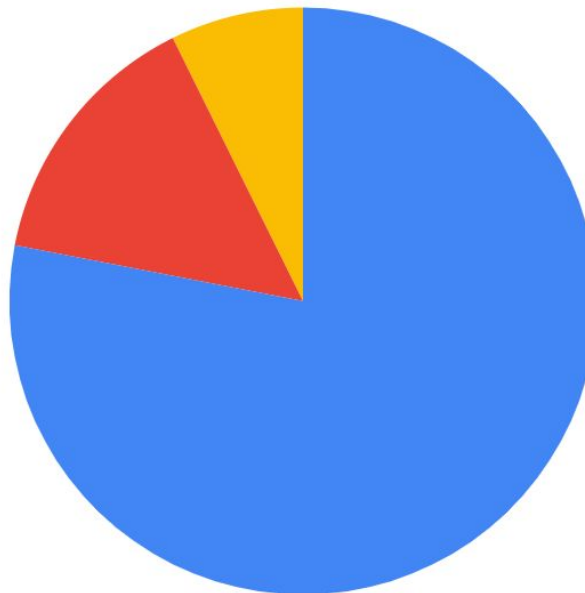


**Are you  
comfortable with  
a professional pet  
sitter taking care  
of your pet at  
home/at your  
sitters home?**

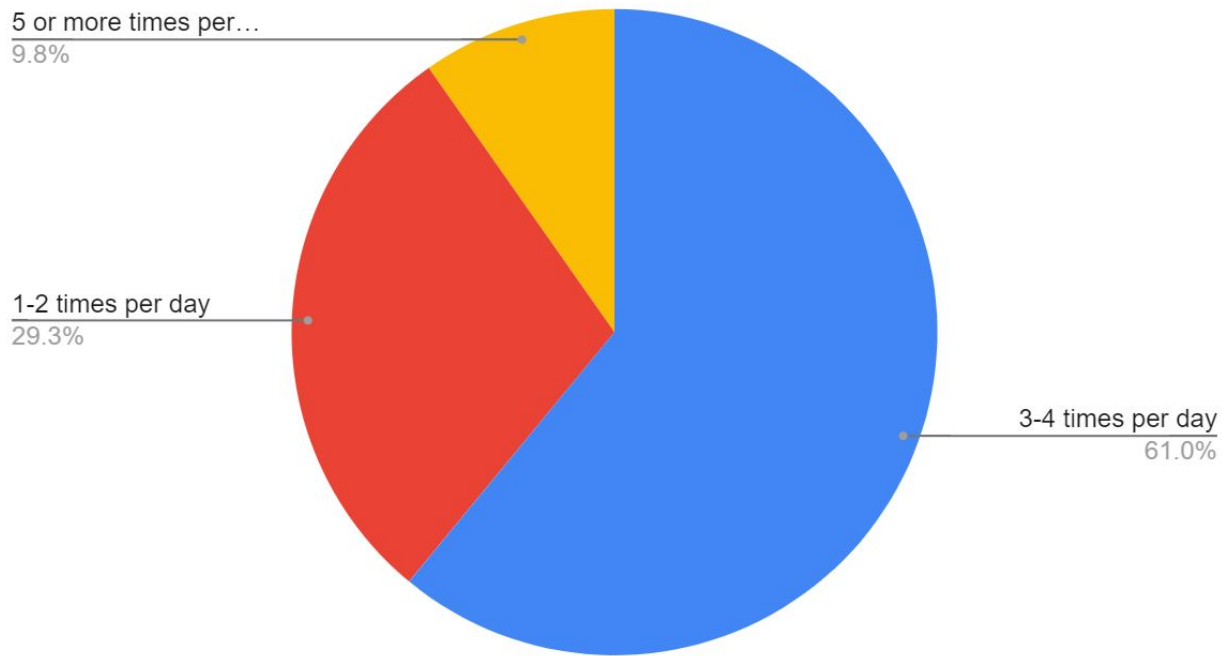


**How often do you  
leave your pet  
unattended in  
your house?**

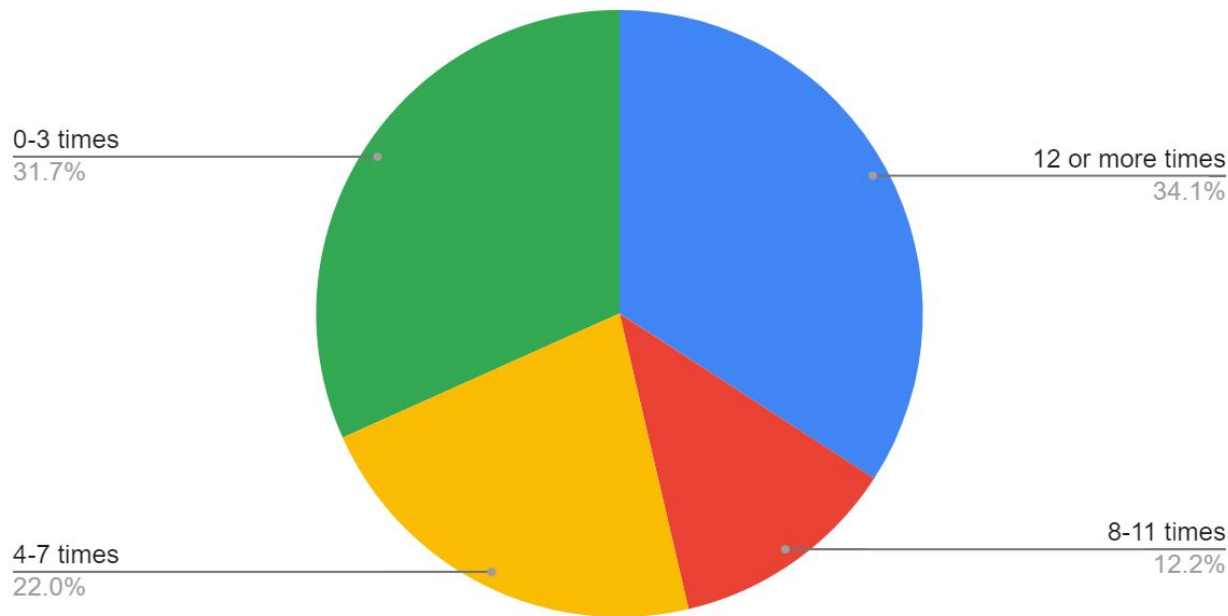
● 0-2 times per week ● 3-5 times per week ● 6 or more times per week



## How often do you walk your pet?



# How often do you stay overnight elsewhere (away from your pet) in a year



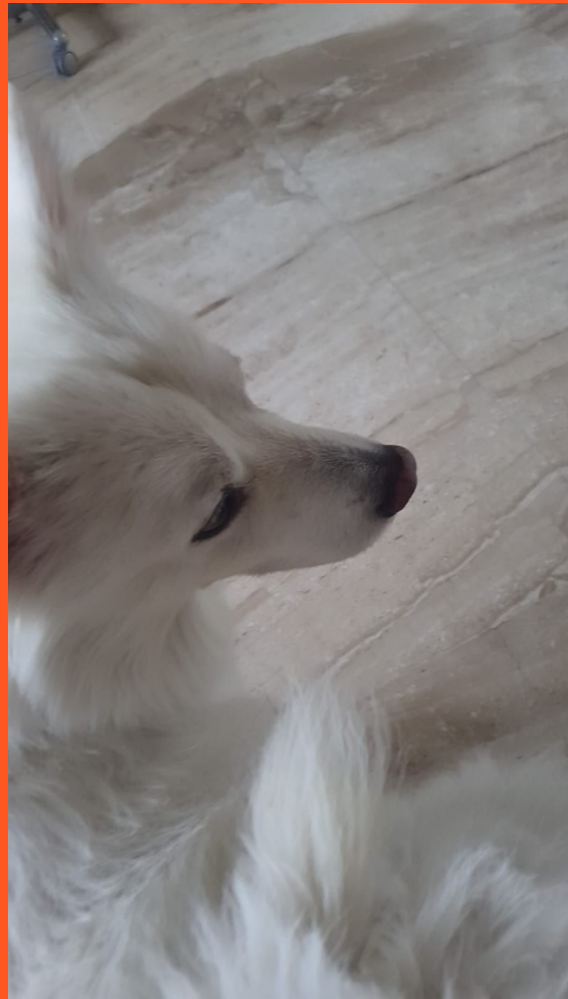
# If you could, what would you change about pet sitters?

Pet Parents wanted quality services that were:

1. Affordable
2. Reliable
3. Easy to access
4. Safe

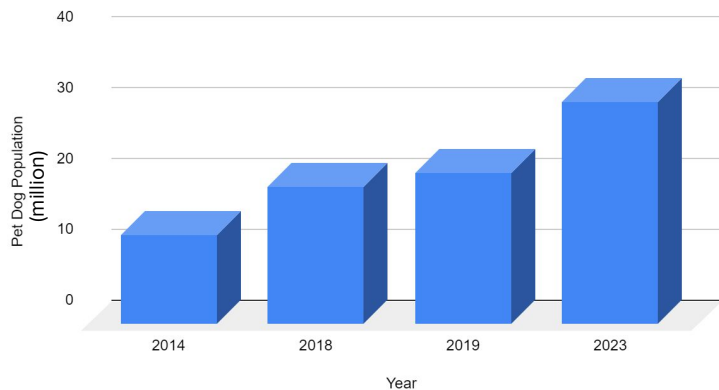


# The Growing Industry



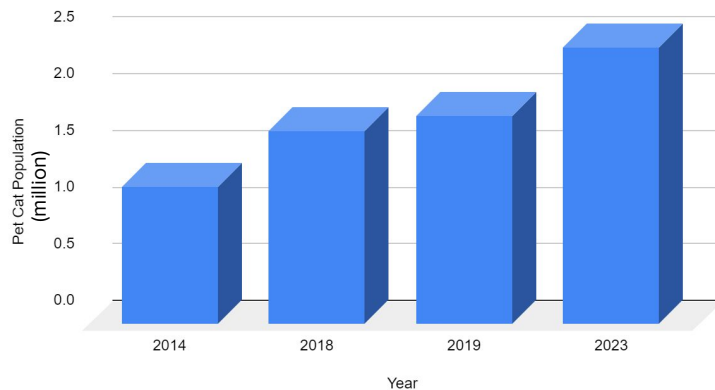
# Population Graphs Of Pets In India

Pet Dog Population In India



Growth at 11% CAGR

Pet Cat Population In India



Growth at 8% CAGR

**Between 2020-2025, The Pet Care Industry Is  
Expected To Grow At 14% CAGR**



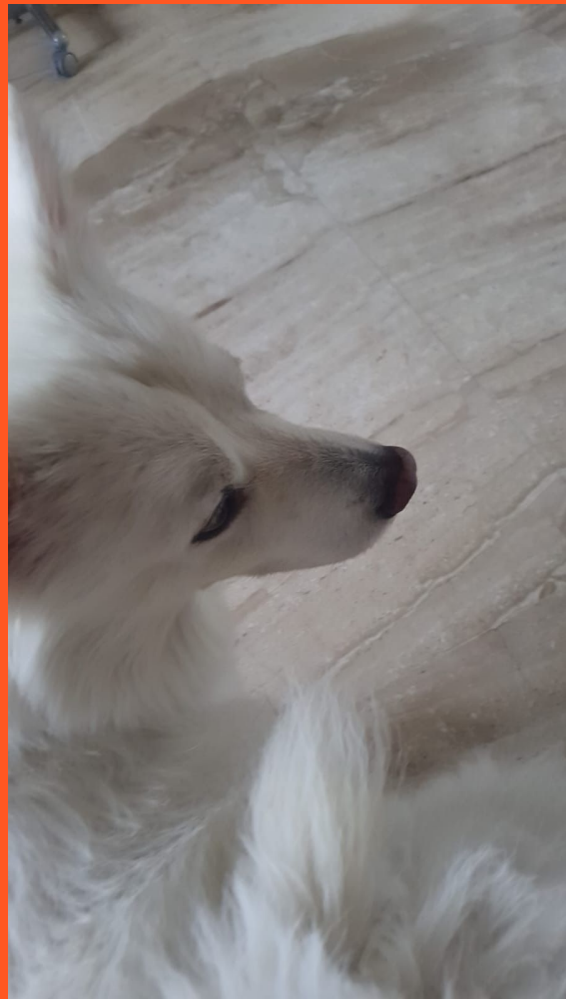
# Catalysts For Growth

**India Is The Fastest Growing Pet Care Market In The World, Mainly Due To The Following Reasons:**

1. Urbanisation
2. Rise In Nuclear Families
3. Changing Perception Towards Owning Pets



# More About PetConn



# Value Proposition

## Pet-Parents:

1. Accessibility
2. Ability to find the right sitter
3. Security




## Service-Providers:


1. Earn while *enjoying*
2. Flexibility





# How does PetConn work?


Parents can use the various tools and the search algorithm to find the right sitter through our website. We also support in-app communication as well as payment.

  
Boarding

  
House Sitting


  
Drop-In Visits

  
Doggy Day Care


  
Dog Walking

Boarding near

For these days



→



My Dog Size

Small

Medium

Large

Giant

Search



# Services That Can Be Availed/Provided Through Us

1. Boarding
2. House Sitting
3. Dog Walking
4. Doggy Day Care
5. Drop-In Visits



# Pricing & Sources Of Income

- 2.5% Commission from both the sitters as well as the parents
- Premium features( ProSitter, CaringParent)
- Online Store (Future)





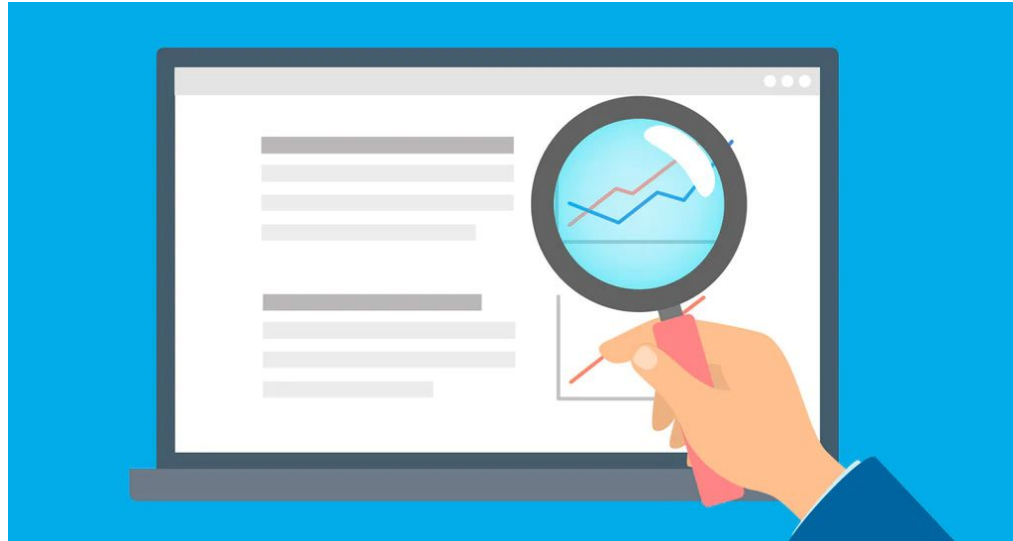
# Our Location

We have chosen to start our operations in Mumbai and later expand to other cities.



# Our TAM and Potential Customer Base

- Huge TAM - there are around 275,000 dogs in Mumbai itself.
- First movers advantage
- We expect to take over 5% of the TAM.





# **Our Promotion Strategy**



# How we will advertise our service

- Target teens through social media
- Media platforms provide a service in which we can advertise to our specific target audience.
- Putting up posters in pet parks, veterinarian clinics, and pet grooming salons.

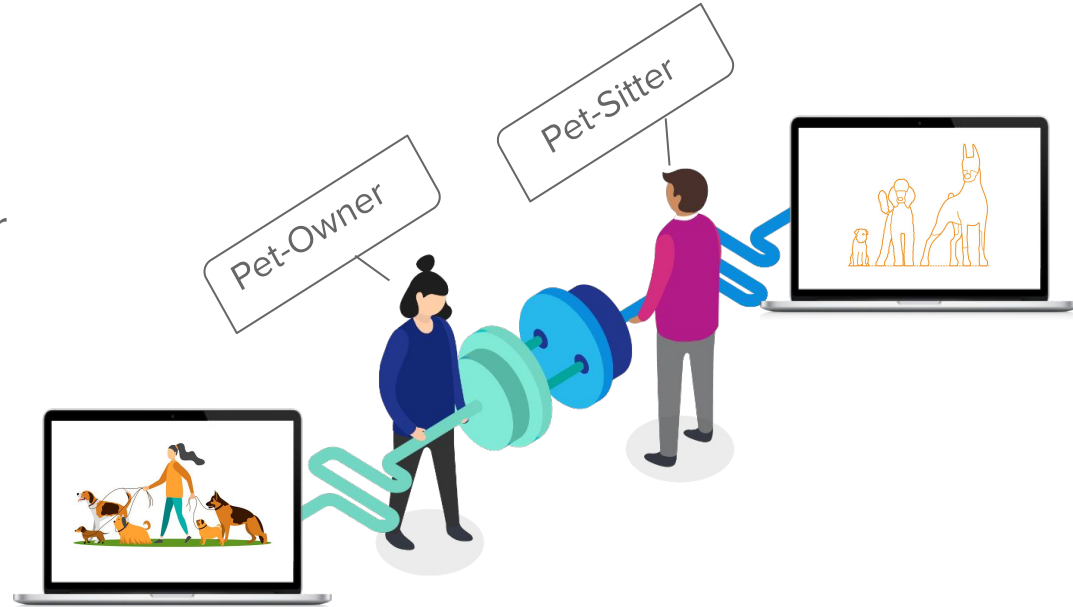


Advertising



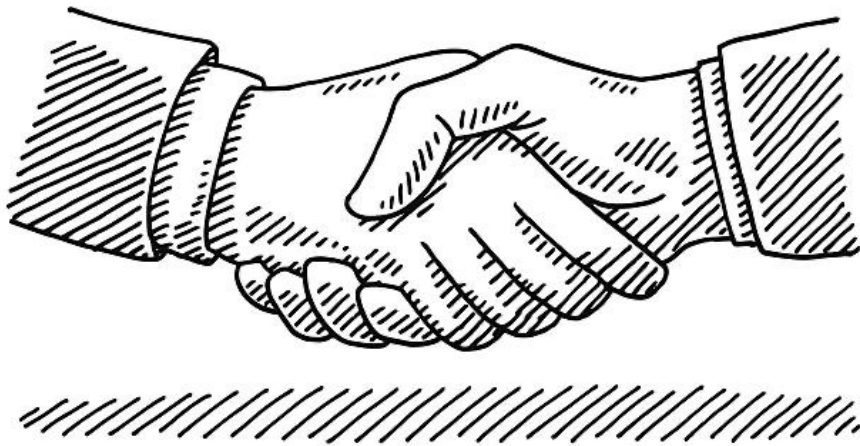
# Why people will prefer our service

- App and website smoothly connects pet-owners and pet-sitters.
- Tools and information that help pet-owners find their desired pet-sitter and pet-sitters find their preferred clients.



# Why people will continue with our service

Our platform and features will help build relations and trust between pet-sitters and pet-owners, and it will keep a consistent and loyal customer platform.



# **Website & App Design**

**<https://petconn.github.io>**



**Find and book reliable,  
affordable and quality dog care  
in your area.**

[Find local sitters](#)

## Services for every dog and cat



## Services for every dog and cat



### Boarding

Your pets stay overnight in your sitter's home. They'll be treated like part of the family in a comfortable environment.

### House Sitting

Your sitter takes care of your pets and your home. Your pets will get all the attention they need without leaving home.

### Dog Walking

Your dog gets a walk around your neighborhood. Perfect for busy days and dogs with extra energy to burn.

### Doggy Day Care

Your dog spends the day at your sitter's home. Drop them off in the morning and pick up a happy pup in the evening.

### Drop-In Visits

Your sitter drops by your home to play with your pets, offer food, and give potty breaks or clean the litter box.

### Book with pet sitters you can **trust**

- ✓ All sitters pass an automatic background check
- ✓ All sitters provide a detailed profile and personal information
- ✓ All sitters are approved by our team of specialists

[Book a local sitter](#)

# **Future Financials And Valuation**





# Profit And Loss Statement

## PetConn

### Profit And Loss Statement (All Values In Rupees Lakh)

March, 2024

Income:

Commsision Income	178.75
-------------------	--------

Advertisement Income	19.66
----------------------	-------

Gross Profit	198.41
--------------	--------

Expenses:

Computer Equipment	10.00
--------------------	-------

Office Expenses	30.00
-----------------	-------

Advertisement Expenses	10.00
------------------------	-------

Total Expenses	50.00
----------------	-------

Net Profit	148.41
------------	--------

# Balance Sheet

**PetConn**

**BALANCE SHEET**  
(All Values In Rupees Lakh)

**March, 2024**

**Assets:**

Non-Current Assets:	
Office Premises	150
Office Furniture	25
Computer Equipment	10
Total Non-Current Assets	185
Current Assets:	
Cash & Cash Equivalents	55
Total Current Assets	55
Total Assets	240

**Capital & Liabilities:**

Capital:	
Capital	240
Total Capital	240
Total Capital & Liabilities	240

# Valuation



## Valuation

(All Values In Rupees Lakh Except Terminal Value Which Is In Cores)

March, 2024

Terminal Value Calculation:

Earnings	148.41
----------	--------

Industry P/E	30.00
--------------	-------

<b>Terminal Value</b>	<b>44.52</b>
-----------------------	--------------

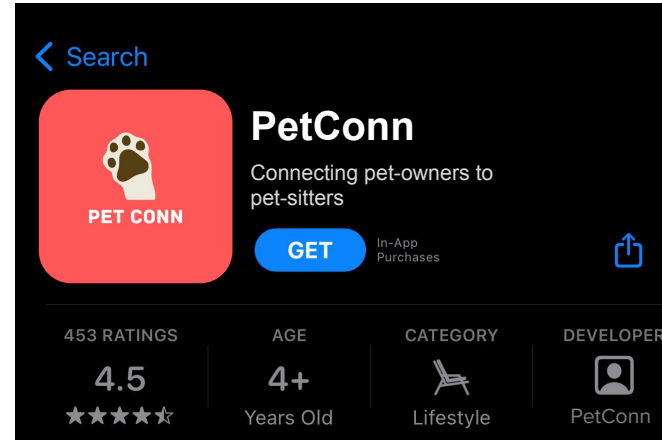
# Conclusion



# Our Learning Experience

We had an opportunity to learn about finances, market research, web and app design, and much more

- Under market research, we learned about questionnaires.
- Under finances, we learned about balance sheets and valuation
- Under web and app design, we learned how to create a website and app.



# Problems we faced and how we Solved them:

We couldn't find a way to get pet-owners to answer our questionnaire.

We shared our questionnaire on building pet groups, so it reached our target market.

We noticed that a small portion of our questionnaire data was tampered with.

We filtered out all of the tampered data and kept relevant data.

Pet-owners were doubting the reliability of the pet-sitters..

We did background checks on pet-sitters before listing them on our app/website, and introduced a review system

We needed to have a firm customer base.

We introduced features like bookmarking, recent sitters/owners, and profiles.

**Thank You**