



A Dog Companion System

OVERVIEW

Bork is an affordable dog companion system, specially created to be your pooch's pal when you are away from home.

Bork monitors and tracks the temperature of a dog's home environment, so that you never have to worry about their comfort while you are gone. Bork also provides entertainment and stimulation with smart (and fun!) treat dispensing.



WHAT MAKES BORK SO SPECIAL?

Good

Like man's best friend, Bork is inherently a good boy. Bork wants nothing more than to be the best little system it is capable of being.

Simple

Simplicity is the key to Bork's branding and design. Bork features an intuitive and easy to use dashboard so users can get to what is most important right away: dispensing treats and monitoring their dog's environment.

Cute & Playful

Bork is inspired by what is known as 'Doggo Lingo' - a language that began on the internet which is chock- full of cutesy suffixes and onomatopoeias.

Friendly

Bork is your dog's friend when you are away from home, and when you are sleeping, too! Bork not only dispenses treats - it also features a proximity light so Fido never has to brave the dark for a snack - or any other reason!

WHO IS BORK FOR?

Bork is ideal for :

Dog parents who must be away from their pet for any reason during the nighttime hours. Bork's LED proximity light is a comfort to Fido, who cannot see in the dark.

People who need a cost-effective solution to dispense treats while they are not physically with their dog, with the added bonus of keeping track of treats fed over time. This can aid in combating pet obesity, as well as provide a calming solution for a nervous, lonely pet.

Owners who want or need to carefully monitor the temperature of their dog's home environment. Bork also provides a sense of security to the user in knowing they will be notified if the environment around the unit is not ideal.

HIGH CONCEPT

Bork's system will consist of a single, durable, dog resistant unit.

Bork will monitor your dog's environment by keeping track of the temperature/humidity around the unit. It will log this data to a database and send the user a notification when the readings are too high or too low for the dog's comfort.

Bork will feature a built-in treat dispenser, which can be triggered by the user through a virtual button located on the companion app dashboard. Bork will keep track of how often treats are dispensed as well as turn this number into meaningful data that the user can access to view feeding trends over time.

As many dogs are afraid of the dark, Bork will also come with a proximity sensor. Bork will turn on an LED light when it senses a nearby presence close to the unit. This will bring your dog peace of mind as well as allow him the courage to retrieve his treats any time - day or night.

TECH STACK

Bork will be built with Node, Express, Johnny-Five, socket.io, and will store data in Mongo Cloud Atlas.

Bork's companion app will feature
its' own searchable API
knowledgebase of dog training
tips.

API

THANK YOU