

Pet Family

An platform used by pet owners to connect their pet with its siblings, parents, etc. after they have been adopted. (Canada)



Advisors:

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www.pet-family.ca

Company Summary

"I wonder if she is thinking of her family?"

Anyone who has ever seen their pet quietly looking into the distance has asked themselves this question. The sad truth is that when we bring a pet into our family, we are breaking up their original family unit. Imagine the joy if we could occasionally reunite our pet for a play date with its siblings, or a visit with its mother or father. Pet Family is a combination "ancestry.com and Facebook for pets" that uses an innovative algorithm to keep pet families connected.

Executive Summary

Management

- General Manager/CMO – Cal Harrison BA, MBA, CMC Senior sales and marketing and start-up executive.
- CIO – Heather Surzyshyn BA, Dipl. IST Senior IT professional.
- Other - TBD

Customer Problem

- When we adopt a pet, we are breaking up their family unit. Imagine the joy if we could occasionally reunite our pet for a play date with its siblings, or a visit with its mother or father.

Product/Services

- Web and mobile software facilitating the ongoing connection between separated animal siblings, children, parents, and extended relatives.

Target Market

- According to Steve King (CEO APPA) pet care spending in the US in 2019 grew to \$95.7 billion (up from \$67 billion in 2016).
- The Other Services category contributed an impressive \$10.3 billion to industry sales last year and received the second highest year-over-year growth (six percent), just behind Food & Treats.
- "Those attending Global Pet Expo have seen an amazing array of innovative pet toys, beds, high tech and enrichment products and habitats," said King. "There is no shortage of ingenuity in this category, which should inspire continued and increased spending."

Business Model

- Free for users, supported by advertising revenue from pet product vendors that can micro-target customers with product offers and brand building messages.

Customers/Users

- According Boya et al there are three clear-cut segments of dog owners – our targets are the top two – **Dog People** and **Dog Parents**. <https://www.wearewoodruff.com/blog/pets/psychographic-segmentation-pet-owners-2/>

Sales and Marketing Strategy

- Primarily a social media and earned media strategy to generate free registrations and B2B selling to generate recurring ad revenue from traditional pet supply vendors

Competitors

- @pets.officially (Facebook)
- Yummypets.com
- The Wisdom Panel
- Embark

Competitive Advantage

- While many sites and apps allow for DNA testing or sharing photos of your pet, there are none that we can find that allow dog families to remain in touch or discover distant family members
- The detailed information generated by the site will allow for highly targeted and highly engaging advertising

Financials / Forecasts

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Total Revenue	\$ -	\$ 8,000	\$ 500,000	\$ 2,800,000	\$ 6,000,000
Tech Dev	\$ 84,500	\$ 92,500	\$ 92,500	\$ 92,500	\$ 92,500
Bus Dev	\$ 45,000	\$ 25,000	\$ 495,727	\$ 905,107	\$ 2,531,387
OpX	\$ 6,500	\$ 6,500	\$ 69,000	\$ 79,000	\$ 84,000
Total Expenses	\$ 136,000	\$ 124,000	\$ 657,227	\$ 1,076,607	\$ 2,707,887
Investment	\$ 250,000	\$ -	\$ -	\$ -	\$ -
Net Cash Flow	\$ 114,000	-\$ 2,000	-\$ 159,227	\$ 1,564,166	\$ 4,856,279

Based on 150 annual campaigns with average ad spend of \$50,000 by year 5 (discounted by 20% for volume discounts and ad agency commissions etc.).

Licensed Technology/Product

- Web and mobile app

Technology/Product – Current Status

- Technology Evaluation (TRL2)