PetFind Business Plan

Team: Divide by Zero
University of Calgary
Executive Summary

Calgary has many parks and the community lives quite close to nature and wildlife. Since wild animals, especially coyotes and rabbits are quite common in Calgary, it happens quite often that dogs and other animals will run off into the woods to chase after the wildlife. This is a serious problem in the city. With the PetFind app developed by Divide by Zero will help to build a pet friendly and safe community and provide a platform for sharing pet-related information. Divide by Zero is a startup company that is located in Calgary, Alberta that designs applications like PetFind to bring together a community and help build a network of pet-lovers. Divide by Zero currently consists of five members: Amy Gelowitz, Andrea Lemez, Jenna Allidina, Nicole Henbrey and Rosaele Tremblay.

Market description: Currently, Divide by Zero plans to target multiple market segments such as individual pet owners, veterinary clinics and general pet lovers. In the future, Divide by Zero plans to expand our market into non-profit organizations such as the Calgary Humane Society and other adoption organizations.

Product description: PetFind is an Android app that brings together a community of pet owners as well as pet lovers. With this app, users can report found or lost pets. The report is immediately delivered to users in the nearby community so that the community can act together to quickly bring pets home. PetFind can be used for more than just finding your lost pet. Tips, pictures and stories can be shared on PetFind as well in order to create a closer connection among all pet lovers in the community. Our app will be a place where pet owners can network and share their thoughts and ask questions and will be able to communicate with other people who understand and can help them.

Competitive Edge: Similar apps exist on the Android app market but do not focus entirely on locating a lost pet. PetFind plans to succeed over competitive apps by aggressively advertising on social media sites and offering an efficient, reliable and simple way to help frantic owners of lost pets reunite with their beloved animal. This app also provides a platform to share information, such as pet walkers/sitters, health issues, and pet store sales. PetFind’s free download will appeal to everyone in the market. The social networking aspect of the app, in addition to locating missing pets, makes PetFind unique and useful for pet lovers or workers.

Mission: Divide by Zero offers pet owners a higher chance of finding their lost pet in a shorter amount of time without having to sort through multiple databases, clinics and other enterprises in order to find their pets, as well as offers general pet-lovers a chance to help get involved in the community by having one resource that combines multiple areas a pet would be dropped off.

Keys to Success: PetFind is an efficient, personalized and reliable way to find a lost pet. Apps that offer some of the same services lack in the efficient and personalized way that PetFind has and loses their market appeal as a result.

Objectives: Divide by Zero aims to increase social media presence and general knowledge of the app, to create a safer community, connect people and prevent pet losses. The ultimate goal is to prevent losses and locate missing pets in a timely manner.
**Company Summary**

Divide by Zero is an organization founded in Calgary, Alberta, which is made up of its five group founders: Amy Gelowitz, Andrea Lemez, Jenna Allidina, Nicole Henbrey and Rosaele Tremblay. Divide by Zero’s premier app, PetFind, focuses on assisting pet owners in reconnecting and locating their lost animals as well as aid in the process of connecting an individual with their beloved animal through others whom may have found a lost animal.

In order for our organization Divide by Zero to move forward with our project, we will need the following services and resources.

- Legal services and funds to apply for a patent
- We currently have three developers working on our PetFind application, and plan to grow to five developers (2 senior developers and 3 junior developers)
- A workplace where our company can meet to discuss our plans, new ideas and where we can finalize our final product.
- Marketing director to oversee the advertisement and promotion at, for example, Google ads, at community events, phone and conference calls
- Funds to spend on promotional materials
- Funds to pay for cloud data storage
- Funds to get our app out to the public and onto the market

The cost we anticipate for our company to start off and begin developing and propagating our app to everyone would be approximately $10,000. This would cover the location, the Internet, the programmer’s salary and all paperwork, which needs to be done. This would also include the advertisement.

**Product Description**

The PetFind app provides a variety of options for anyone who owns a pet and/or loves pets. When you first log into the application, each individual will need to create an account with a personalized username and password. This will then lead them to a page where they can create their profile, with a description of themselves and their pet and they can also add pictures, which will be published on PetFind’s community page. All the other users will be able to browse through other users pictures and descriptions and the option is available to message other individuals as well.

If a person has lost a pet, they log in to their account and can create a new post. They will need to describe the animal they have lost by putting in the animals color, size, breed and lots of other descriptors which will be used to filter posts of lost animals. Once you have put in your number and contact information, you need to pay the $0.99 fee for posting an ad and then you are finished. Once you have clicked submit, other users will receive a notification that a new animal has been lost and that they need to keep an eye out for it.

When another user sees a pet which matches the description of the ad on PetFind, they can log in and click on the post and send a message to this person, notifying them that their pet has been
seen and where they can come pick it up. The messaging component of PetFind makes it quick and easy to contact a person when their pet has been found so that they can quickly have it back at home where it belongs.

If a user finds a pet but it does not match a description of the ads on the application, they can simply log in and create a lost pet post, which will become visible on the community page. No fee will apply to upload a found pet post, but the user will still need to fill out a detailed form that describes the found animal. Once again, other users will receive a message that an animal has been found and hopefully the owner will quickly realize their pet is missing and will message the person who has found their pet. That way the pet can quickly be returned to them.

The second component of PetFind is that people who offer any pet related services such as dog walking, promotions of pet food and great pet clinics can post their ads on PetFind in order to keep the pet loving community informed and up to date.

The third component of PetFind is the personalized profile each user has. Even if they have not lost or found a pet, they are able to post stories about their adventures with their furry friends and they can share advice with other users as well. This option allows for friendly exchange between pet lovers and allows everyone in the community to be connected with this app. Users can ask questions and other users can answer. Divide by Zero wants PetFind to be a place where people can network and socialize as well as use it if they ever lose of find a pet.

**Market Analysis**

Divide by Zero is geared towards pet owners, pet lovers and enterprises in the pet industry. According to our survey results, 67% of people would be willing to pay, and from those 67%, most of them would not mind paying $1-$5 to download the app. We plan to release PetFind on the market as a free mobile app, and to charge users $0.99 for each post reporting a lost pet. This ensures that the lost report will be displayed at the top of the page, before all found report or ads. A user may pay extra, vary from $0.25 to $0.99, to keep his/her post at the top of the page for a certain period of time. PetFind offers this add-on in order for users to be assured that their add will be seen promptly by all the users in order to help find their pet faster and more efficiently. By making the app itself free but putting a small charge for posting, everyone will be satisfied and more willing to use this app in order to help them find their pet.

The survey we conducted was not only for pet owners but also for any pet lover out there. Surprisingly, 55% of the non-pet-owners indicated that even they do not own a pet but would still download this app in order to notify the owner that they had found their pet, and 82% of them would download the app and pay to post in order to notify the owner. This shows that our app will be interested by not only pet owners and the pet industry, but also the general public. Overall, our survey results reveal a high demand for an app like PetFind.

**Marketing Segmentation:** Divide by Zero identified three market segments for our PetFind application.

- **Pet Owners** will buy our PetFind app in order to have it in the event that their pet would get lost and they need a quick, efficient and easy way to track down their lost pet.
• *Pet Lovers* who just want to help out a neighbor, friend or stranger who has lost their pet can download our app and be a part of the pet-loving community.

• *Enterprises* who deal with animals, such as the Humane Society, Veterinaries and animal shelters would be interested in using our app in order to make their customers aware of this efficient tool to have as pet owners and they could use the app themselves in order to try and find the owners of the animals they have at their facilities.

• *Pet Businesses/Pet stores* who sell pets could promote our app to new customers. Our app would be the perfect application they could use in order to keep track of their new pet and make sure that if it ever got lost at any point in time, they would have support from the community they are living in which would help them find their pet again through a variety of social networks. By buying PetFind when they receive their new pet, every customer can feel safe and reassured that there is a quick and efficient way to find their pet in the event that it would get lost.

**Competition and Buying Patterns:** There are several websites which attempt to try and help pet owners find their pets again, but there is no app on the market which offers the services Divide by Zero want to provide with our PetFind app.

• *Calgary Humane Society:* This non-profit organization has provided a website with multiple steps to follow if you have lost your pet and the numbers and people you can contact which could help you. The website also offers help for people who have found a pet and do not know what to do with it. Divide by Zero offers an interactive way for a whole community to quickly work together in order to find the lost animal. PetFind would also have the option for people who have found a pet to post an ad so that the owner can see that someone has seen his pet. Our app would also have a section where numbers and contact information would be provided for anyone who needs them.

• *SPCA:* This organization gives information on where pet owners can call and they take in lost or hurt pets but they are not able to offer the quick and efficient ways of our PetFind app, which will have the entire community on the outlook for your lost pet.

The following table summarizes and compares the features offers by PetFind with the features from the above described web services

<table>
<thead>
<tr>
<th>Features</th>
<th>PetFind</th>
<th>Calgary Humane Society</th>
<th>Alberta SPCA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $1.00</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Takes less than 5 minutes to sort through data</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Provides Filters</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Accesses Multiple Multi-media webpages</td>
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Strategy and Implementation Plan

The goal of PetFind is to develop an application that is reliable and efficient that reconnects people with their animals as well as gives individuals who find lost animals a new resource to reconnect others with their pets and way of helping the community. Towards this goal, Divide by Zero plans to leverage our competitive edge by combining databases and popular places people find their lost pets with a social networking theme. Previous competitors offered relocation services that could prove successful if individuals were not desperate to find their beloved animals as soon as they could and sort through multiple databases in order to find their lost pet. In order to avoid the influx of data, PetFind combines databases and filters information in order to simplify and let pet owners find their animals with ease in the most efficient method.

Competitive Edge: PetFind’s most important competitive edge is our ability to combine databases with the technology to filter information to produce an app that efficiently sorts through the information for the owner of a lost pet. Our social networking theme is based off of extremely successful websites such as Kijiji, Craigslist, and Facebook. This app makes finding a lost animal easier in so many ways because it combines all applications that are normally used to find pets in one easy quick and reliable manner. Many websites offer the same databases but do not filter the information for the user and take much longer to sort through. By allowing individuals to access this data efficiently we are able to provide them with a way to find their animals without the stress of having to wait as well as deal with an influx of data that they don’t need.

PetFind offers is far superior to the competition. PetFind uses interactive messaging boards, paid post priority for individuals to use in order to relocate their lost pet. Constant notifications and databases will also be used to keep customers coming back and checking in on the app as well as learning new information and new ways to be involved in this community every day, motivating them to recommend PetFind through word of mouth.

Marketing Strategy: Divide by Zero’s implements strong marketing strategies that focus on targeting popular places people desperately search for when they have lost a pet such as veterinary clinics, non-profit organizations and local neighborhoods. The marketing strategy is based on the belief that we live in a very technological based society, therefore marketing through the use of social networking will be the way that our app is successful. It is also based on the belief that there are very little apps and websites available for this specific function. Those websites that do attempt to achieve what PetFind is going to achieve take too long and have too much data for an individual to sort through. Our social networking theme is easy to use as well as efficient, giving individuals an resource to use that is familiar with what they use for social networking providing them with the comfort of an app that is easy to use. Divide by Zero plans to advertise PetFind at local organizations, fairs, malls, social networking sites such as Facebook, Twitter, Instagram, due to the fact that a large majority of people are available on social
networking sites and all of these websites provide opportunities for advertising which will work well on a low budget. In addition, we plan on advertising using Google’s AdSense program, which works on a budget as well.

**Sales Strategy:** Divide by Zero plans to enforce an aggressive sales campaign focused on appealing to veterinary clinics and popular non-profit organizations where individuals go when they lose an animal. By advertising and collaborating with these facilities, more and more people will be able to find this app and it will spread through word of mouth to other animal lovers. By keeping in contact with organizations like veterinary clinic and The Humane Society, we are able to use their databases and give them the opportunity to advertise on our app as well as use them to spread the knowledge about PetFind. We will concentrate on bringing awareness to all of Calgary, followed by Alberta and work ourselves up as we can post adds on all media centers and Google adds. The goal is to reach 100,000 users within the first three year, to make profile after the first year, and double sales within the first two years.

**Milestones:** Divide by Zero has several milestones it hopes to complete in time.

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<thead>
<tr>
<th>Event</th>
<th>Date of Completion</th>
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<tbody>
<tr>
<td>Business plan completion</td>
<td>4/2/2014</td>
</tr>
<tr>
<td>Beta version completed</td>
<td>August 2014</td>
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<tr>
<td>Organization hiring complete</td>
<td>September 2014</td>
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<tr>
<td>Public release of software</td>
<td>November 2014</td>
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<tr>
<td>Profitability</td>
<td>November 2014</td>
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**References:**
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- [http://www.animalcliniccalgary.com](http://www.animalcliniccalgary.com)
- [http://www.calgary.ca/CSPS/ABS/Pages/Animal-Services/Lost-cat-dog.aspx](http://www.calgary.ca/CSPS/ABS/Pages/Animal-Services/Lost-cat-dog.aspx)
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