PetFind

Marketing Strategy
We will use social media networks such as Facebook, Twitter, Google Ads, local organizations, fairs, and malls to promote PetFind.

Future Plans
- Integrate features by the second quarter
- Additional features such as adding a profile
- Improve user feedback and interaction
- Watch out for pet loving communities
- We need your help and support to bring PetFind into the Opshion and Market
PetFind

Marketing Strategy

We will use social media networks such as Facebook, Twitter, Google Ads, local organizations, and emails to promote PetFind.

Future Plans

- Improve features by listening to user feedback
- Add features such as matching profiles and requests from pet owners and pet lovers
- Watch out for pet-finding communities

We need your help and support to bring PetFind to the users and the market.
A Problem we found in our community...

Calgary's large open spaces and wildlife causes pets to often run off or get lost!
A Problem we found in our community...

Calgary's large open spaces and wildlife causes pets to often run off or get lost!
Our solution...

Having a mobile way to keep track of your pets at all times.

Efficient & Green

PetFind

How PetFind Works
How PetFind Works
Features on Our App

1) Post either a lost or found add

2) Message other PetFind users

3) Create a Personalized profile page

4) Stay informed about Pet Store deals, pet walkers and pet clinics
I have a lovely pet cat, Chesire. He has a habit of vanishing. Silly Chesire :).
MessageID: 001
Message: Welcome to Pet Find
Sender: 000
Receiver: alice1234
Date: 4/3/14 12:00 AM
Title: Great Pet Store
PostType: Ad
User: shrek

Area: Tuxedo
Date: 04/03/2014
AnimalType:
Breed:
Colour:
Size:
Description: This store has the best service and quality I would expect for my cute little pet.
Our solution...

Having a mobile way to keep track of your pets at all times.

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How PetFind Works
## Competitor Analysis

<table>
<thead>
<tr>
<th>Features</th>
<th>PetFind</th>
<th>Calgary Society</th>
<th>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>
<td>X</td>
</tr>
<tr>
<td>Takes less than 5 minutes to sort through data</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provides Filters</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accesses Multiple Multi-media webpages</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Easy and straightforward to</td>
<td>X</td>
<td></td>
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Planned features include placing pin on a map when animals are found or lost.
Cost of PetFind
Why is it the best solution?

Efficient - it connects an entire pet loving community to help you in your pet search

Green - our app is paperless so no more going around and putting up hundreds of posters

Low Cost - only a $0.99 fee applies to upload a lost pet post so no more spending money on ink, paper and time
The Profit we Expect

Would you pay for an app?

- Yes: 8, 67%
- No: 4, 33%

Would you...

- Pay per ad posted: 7, 46%
- Pay by donation: 5, 31%
- Not pay ever: 1, 6%
- Unsure: 3, 19%

How much would you pay?

- 0.99€: 7, 37%
- 0.99€-5.00€: 7, 37%
- >5.00€: 3, 16%
- Other: 2, 11%

If you found a pet, would you download/use an app to help you find the owner?

- Yes: 54, 82%
- No: 12, 19%
Would you pay for an app?

<p>| | | |</p>
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Would you...

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- Pay by donation: 5 (31%)
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How much would you pay?

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Marketing Strategy

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Our Market

We have four groups we want to target which we believe will use our app the most!
Pet Owners

- 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

- 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.
Pet Enterprises

- 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 and Stores

- 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.
Future Plans

- improve features by increasing speed and efficiency

- add features such as adding a pin on a map where you lost or found a pet

- reach out to pet loving community

We need your help and support to bring PetFind onto the App Store and Market!

Thank You!
PetFind

Marketing Strategy
We will use social media networks such as Facebook, Twitter, Google Ads, local organizations, fairs, and events to promote PetFind.

Future Plans
- Introduce features by increasing awareness and efficiency
- Social features such as adding pictures or a bio for pets
- Vets and shelter care availability
- Events and fairs for pets and pet owners
- Watch out for pet finding communities

We need your help and support to bring PetFind to the forefront and market it.