

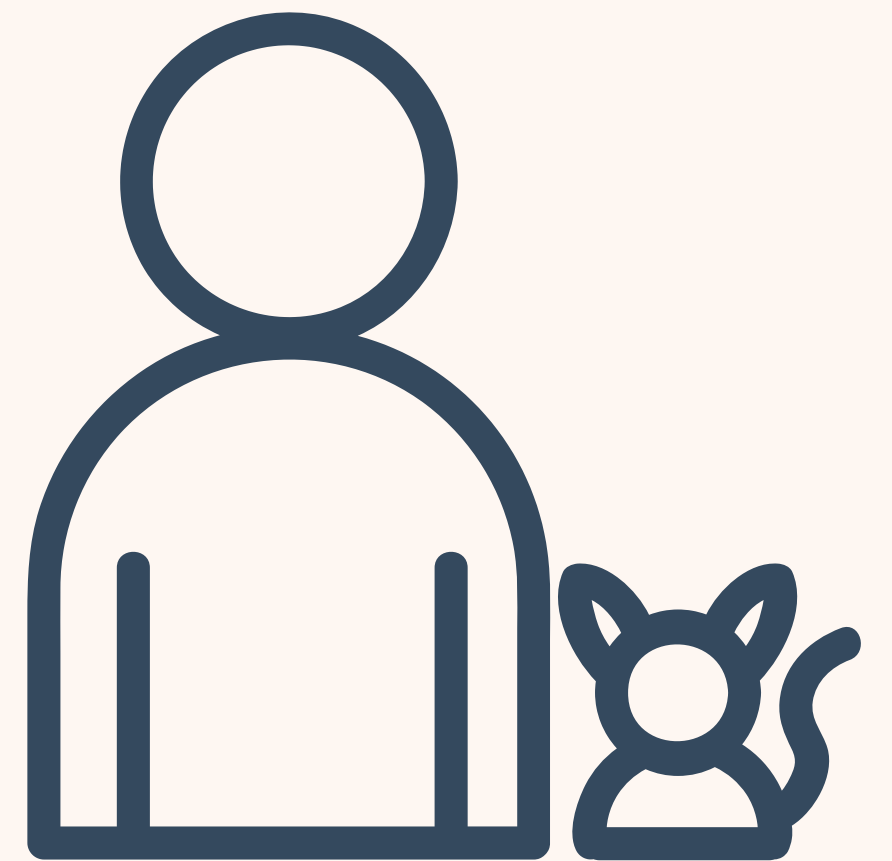


PET PEOPLE

Founders: Kamryn Ward, Kameron Kocinski, Desiree Hurley

petpeople299x@gmail.com

https://thepetpeople.bubbleapps.io/version-test/main?debug_mode=true



Team

Ball State
University
Students



Kamryn Ward

Graduating with a degree
in Fashion Merchandising

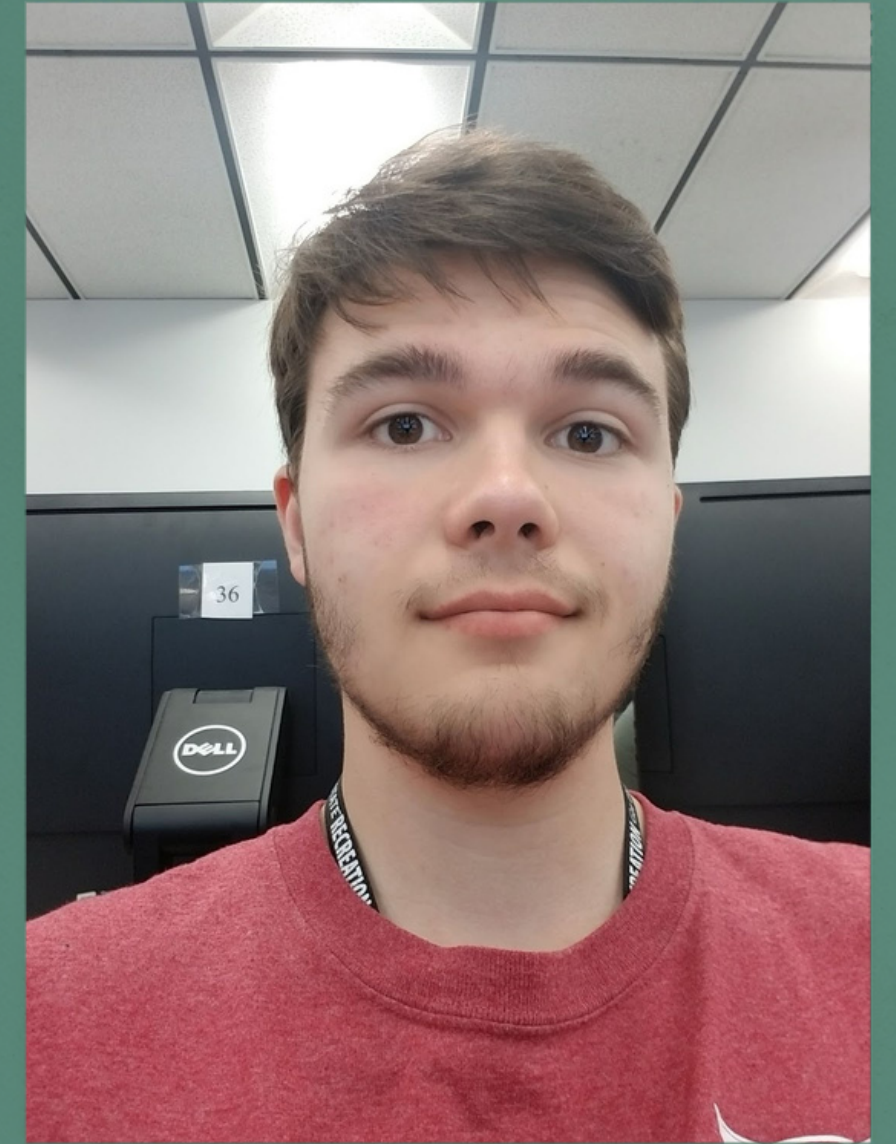
Pets: Two bearded dragons &
a ball python



Desiree Hurley

Graduating with a degree in Accounting

Pets: Two guinea pigs & a pitbull



Kameron Kocinski

Graduating with a
degree in Marketing

Pet: Blue Heeler

The Problem

We live in a world dominated by social media platforms, yet there aren't any platforms designed *specifically* for your pets and their care.



New owners are often so overwhelmed by the amount of conflicting information and amount of resources available to them.

We are an interactive media platform that allows pet owners (of all kinds) access to a community of goal-oriented owners and a wealth of resources and content for your pet and its care.

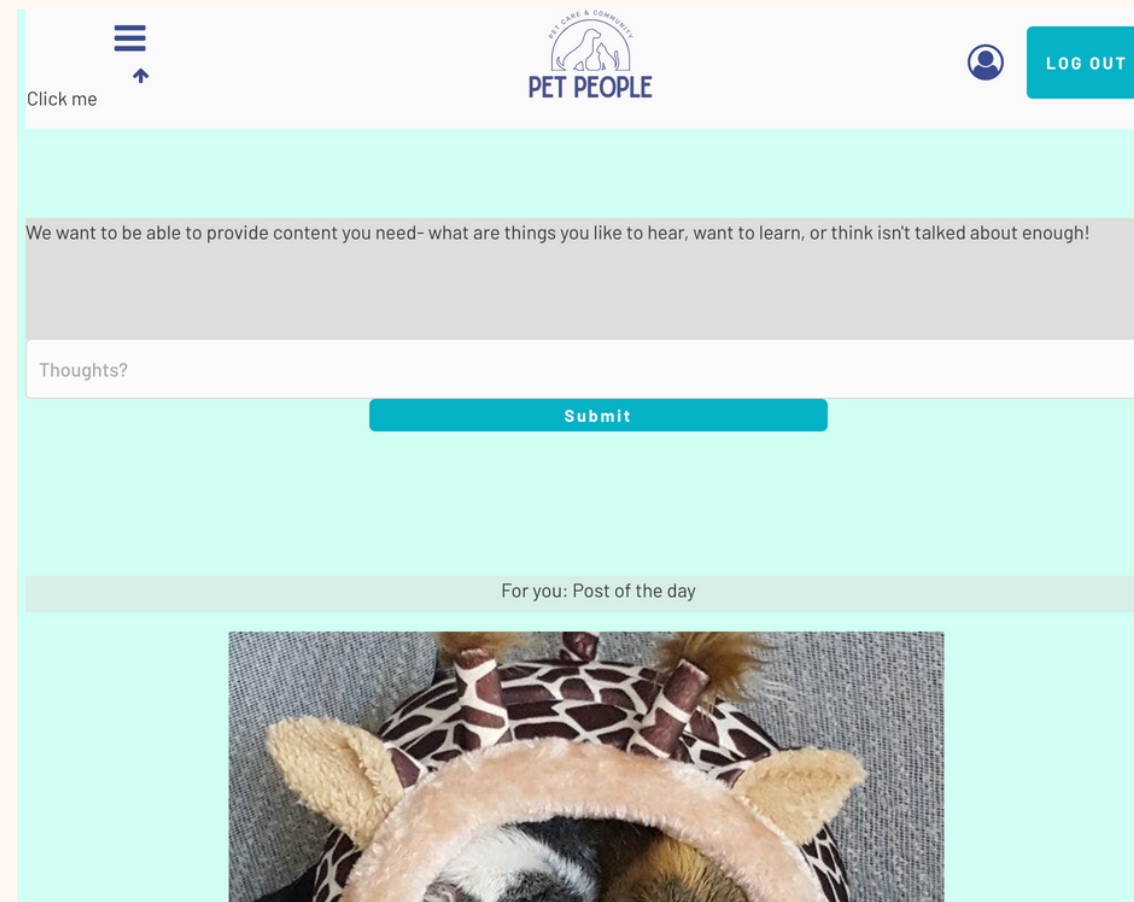
Solution

What are we?

What do we offer?



Eliminates uncertainty and anxiety regarding care!



No more spending hours on end researching about your pets!

*Size of U.S. Pet Industry alone: **\$109.6 Billion***

- *\$31.4 Billion in Vet Care & Product Sales*
- *\$8.1 Billion in other services (including training)*

*70% or 90.5 Million homes in
the U.S. alone own at least 1 pet*

MARKET SIZE

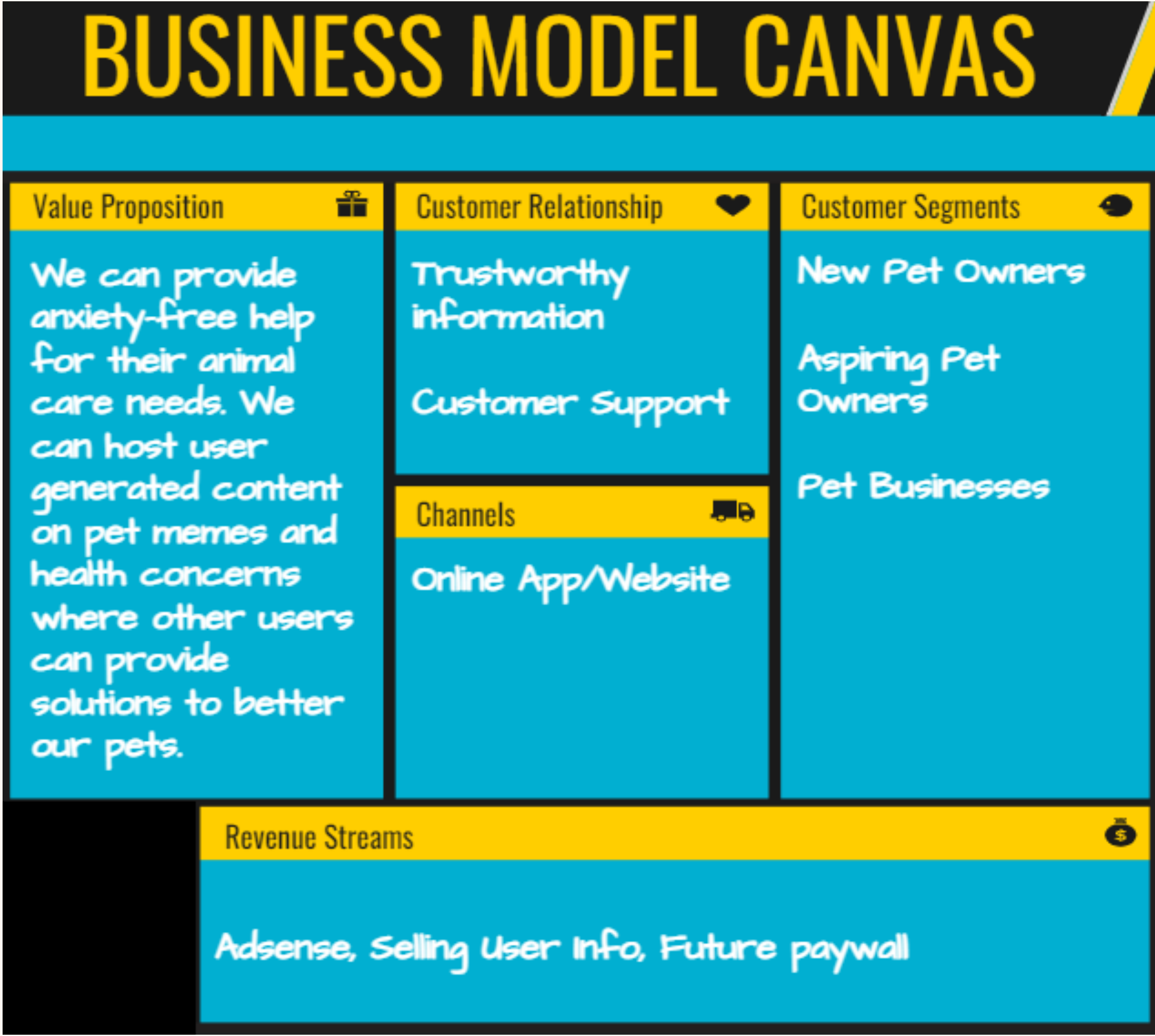




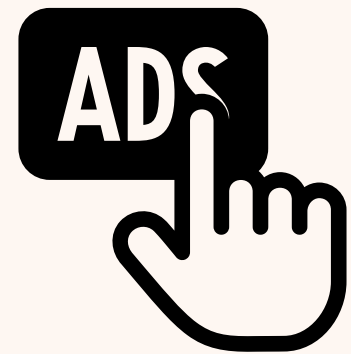
Competition

	Consistent Science-backed care information with sources	Content specifically tailored to your pet and its needs	Quick search process	Access to community discussion
	✓	✓	✓	✓
Facebook Groups	✗	✓	✗	✓
Google Search	✗	✗	✗	✓
Veterinary Telemedicine	✓	✓	✗	✗
Petstore Careguides	✗	✗	✗	✗

Business Model

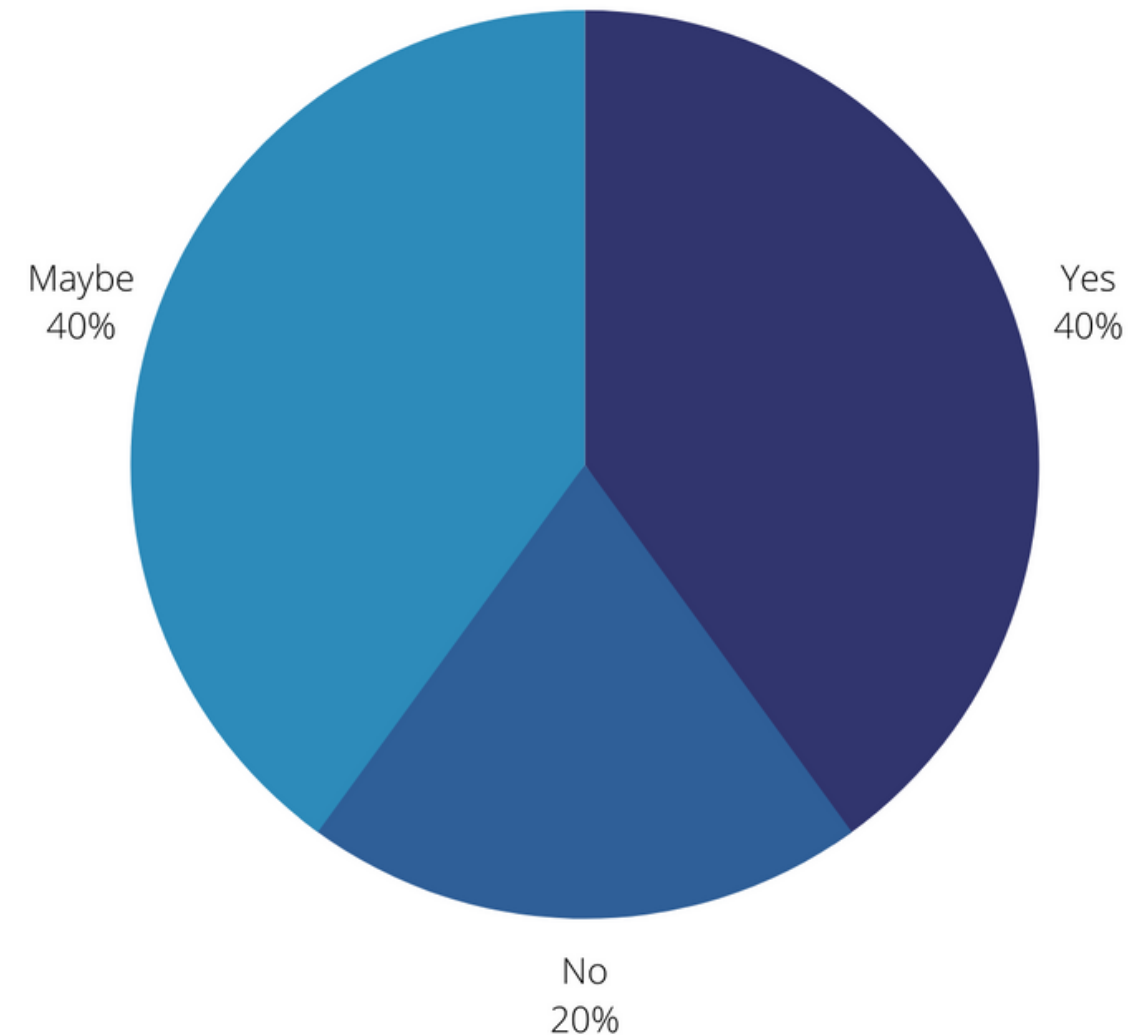
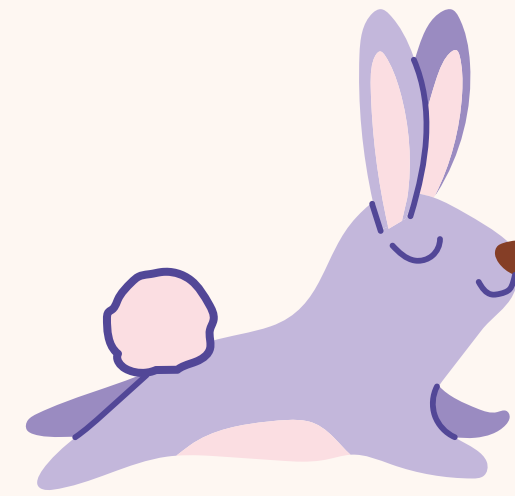


Marketing & Sales



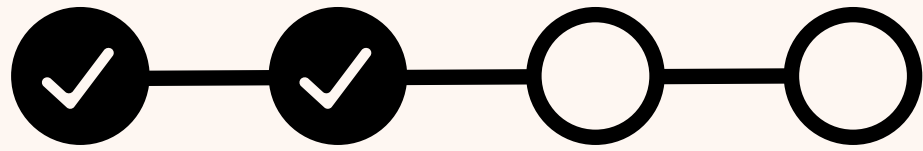
Utilize FB and Google Ads. Focused Ads towards pet groups and pet related searches.

Attend pet expos and markets to advertise our software



Participants were asked:
Would you pay for additional features such as care guides, training videos, and access to extra educational articles?

Out of 40 participants



Milestones

PET PEOPLE

Update Profile Picture

12345

Update Account Name

Create A New Milestone

Create

Bath day for Appa!

Complete

On Hold

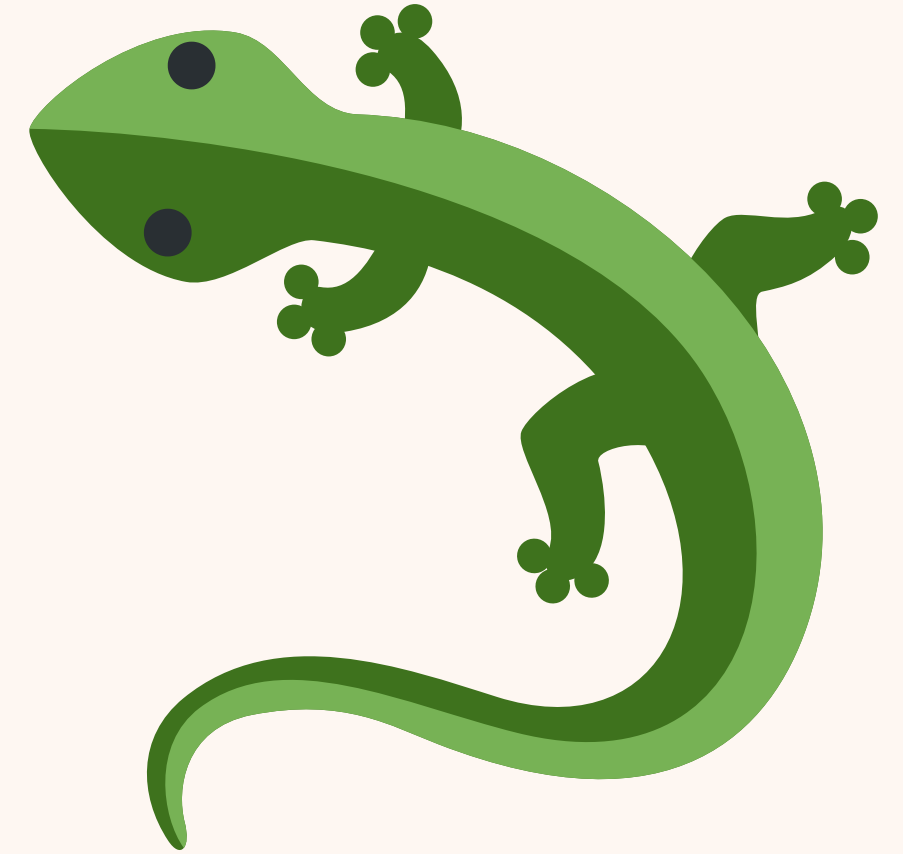
Take Meelo for a walk!

Complete

On Hold

Jan-Feb	March	April
-Identified target market and received 49 survey responses from pet owners. -Began software development, created community feed and pet milestones.	-Conducted over 40 interviews and user observations with software. -Received consumer feedback/ suggestions through our site	-Further software development & user testing. -Consult with veterinarians and animal experts to improve user experience.

Ask and Use of Funds



Further develop software, organize site
structure, create mobile app

40%

\$8,000

-specifying feed to individual pet
species
-further user testing

Work with veterinarians and animal
experts to craft care guides and
content

60%

\$12,000