

# Let's Go Doggo!

Adopt, explore, and care



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# Problem



# Problems

- Overwhelmed dog shelters in Canada [1]
- Over 10% dogs are **euthanized** each year in Canada (2021) [2]
- Poor dog-waste disposing choices
- Improper care and training for dogs



*Photo from Shutterstock by andysavchenko*



02

**Solution**



**LET'S GO DOGGO!**

ADOPT, EXPLORE, AND CARE



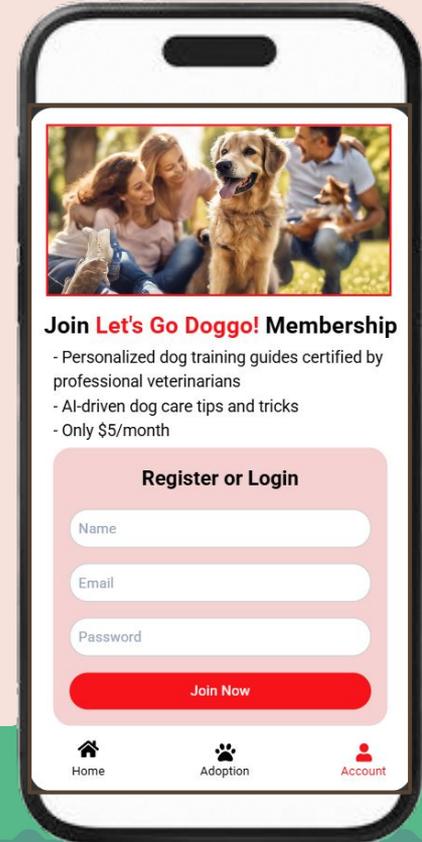
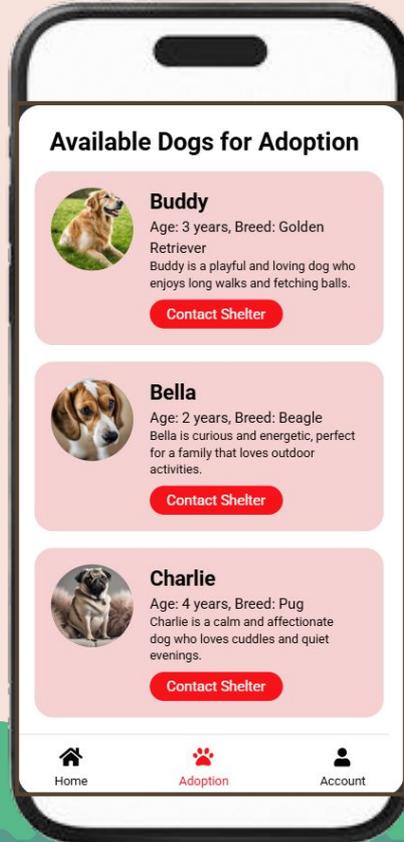
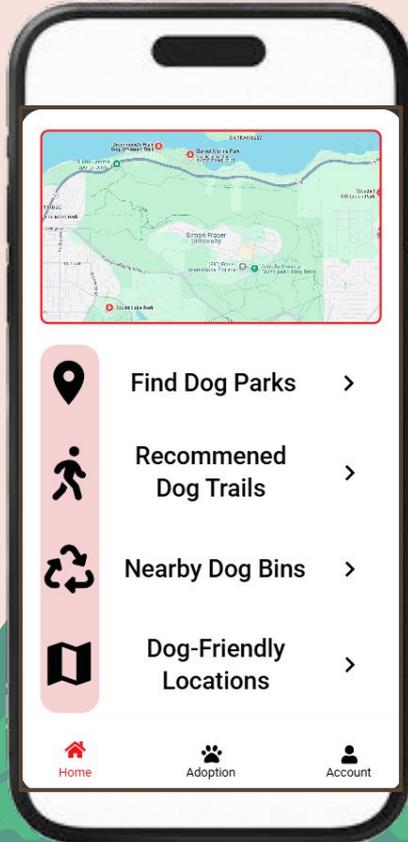
# Our Solution

- Promote and raise awareness of local dog shelters with a multi-purpose app
- Provide useful tools for existing dog owners
- Connect people to their dogs, sparking joy and motivation in taking better care of them



*Photo from iStock by Jasmina007*

# App Prototype





Market



# Business Model

- **Revenue stream:**

- Premium memberships
- Advertisement partnerships

- **Expense stream:**

- Professional veterinarian
- Software maintenance

- **Target Market:**

- Future dog owners
- Existing dog owners

- **Key partnerships:**

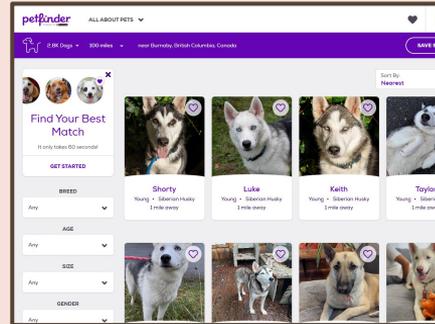
- Local dog shelters
- Local pet stores

# Market Potential

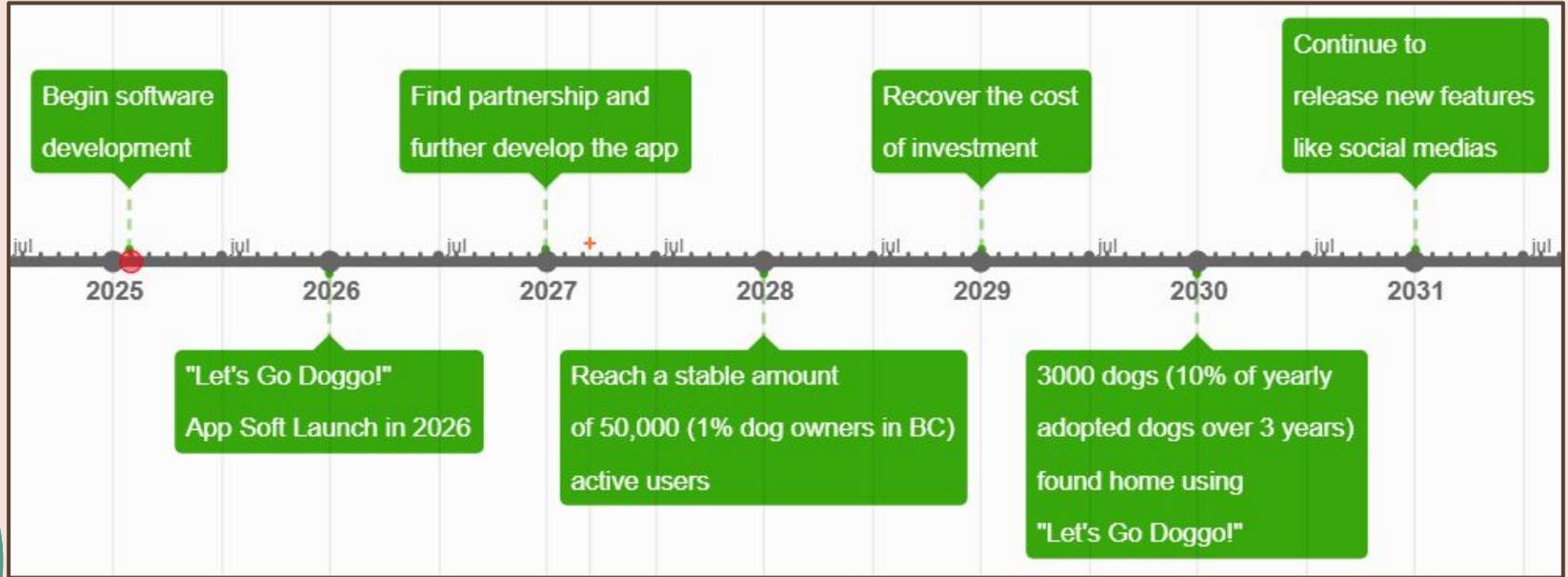
- 5 million households own at least 1 dog in Canada (2020)
  - **1% of the market will be 50,000 users** [3]
- With 1% of the users buying the premium membership [4] (\$5/month) and advertisements (\$0.10/CPM) it would generate **minimally \$7500 monthly**

# Competitors

- Existing competitors include Petfinder and Pupper
  - We differ by creating an app which consist all of their star features



# Expected Timeline





Why us?



# Our Goals

- Support local dog shelters
- Reduce the amount of euthanized dogs
- Aid dog owners with useful tools
- Motivate users for more activities with their dog
- Assist inexperienced dog owners to give proper care



*Photo from Nylabone*

# Sustainable Goals

- **Goal 3:** Animal & human welfare and well-being; Promote outdoor activity for dog and owners!
- **Goal 11:** Encourage responsible pet ownership and clean cities!
- **Goal 16:** Find new homes for abused and homeless dogs!

3 GOOD HEALTH AND WELL-BEING



11 SUSTAINABLE CITIES AND COMMUNITIES



16 PEACE AND JUSTICE



# Long-term Plans

- **Phase 1 (Soft-launch)** – Dog shelter partnership, basic feature on dog trails, dog parks, and dog bins
- **Phase 2** – Release more features including dog walk tracking and reminders & AI powered veterinarian, and promote awareness with influencer partnership
- **Phase 3** – Complete features for premium membership including vet certified tips and tricks

# Who's ready to join?



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# Appendix

**Overwhelmed Dog Shelters [1]:** Global News' article talks about Canadian pet rescues "begging for help" due to the overwhelming amounts of dogs and high costs of care.

<https://globalnews.ca/news/10158193/pet-shelter-abandonments-cost-of-living/>

**Number of Households with dogs [3]:** Statista recorded over 5 million households with dogs in 2020.

<https://www.statista.com/statistics/1255057/number-of-dog-owning-households-canada/#:~:text=Number%20of%20dog%20owning%20households%20in%20Canada%202016%2D2020&text=The%20number%20of%20dog%20owning,approximately%205.21%20million%20in%202020.>

**Percentage of users who purchase subscriptions [4]:** RevenueCat says that "less than 2% of app downloads convert to paid subscribers".

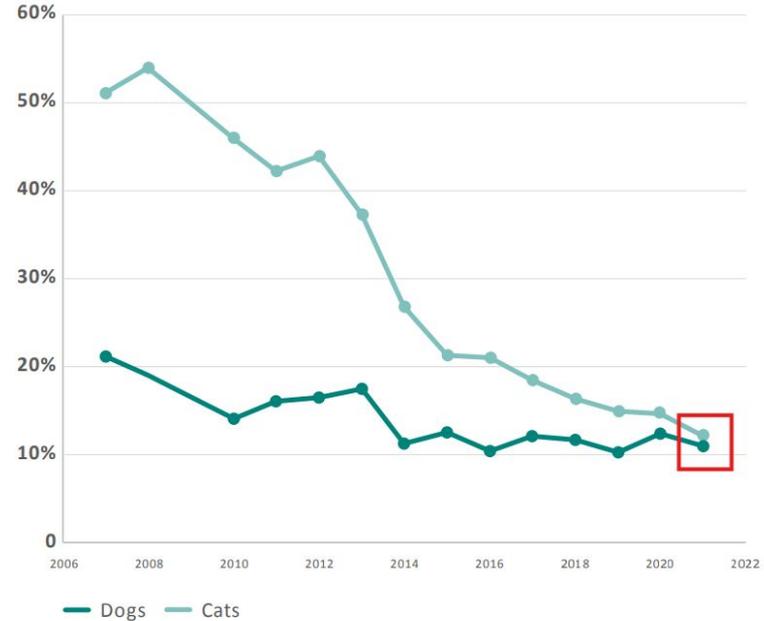
<https://www.revenuecat.com/state-of-subscription-apps-2023/#:~:text=Less%20than%202%25%20of%20app%20downloads%20convert%20to%20paid%20subscribers&text=But%20there's%20a%20lot%20to,many%20paying%20users%20per%20download.>

# Appendix

## Percent of euthanized dogs [2]:

<https://aka-humane-canada-prod.s3.ca-central-1.amazonaws.com/attachments/c/xui1vdo6s9611mqg2igdp4y-hc-animal-shelter-statistics-2021.pdf>

Figure 8. Percent euthanized relative to total intake.



# Appendix

**Dog shelters during COVID [5]:** CEO of Humane Canada, an animal protection organization, in an interview with Rabble.ca said that “since the pandemic, shelters are experiencing a flood of surrenders.” The top reasons these animals are being surrendered is because of inexperience or irresponsible care taking during COVID, where many unintentionally purchased puppies.

<https://rabble.ca/health/animal-shelters-continue-to-grapple-with-post-pandemic-surrenders/>