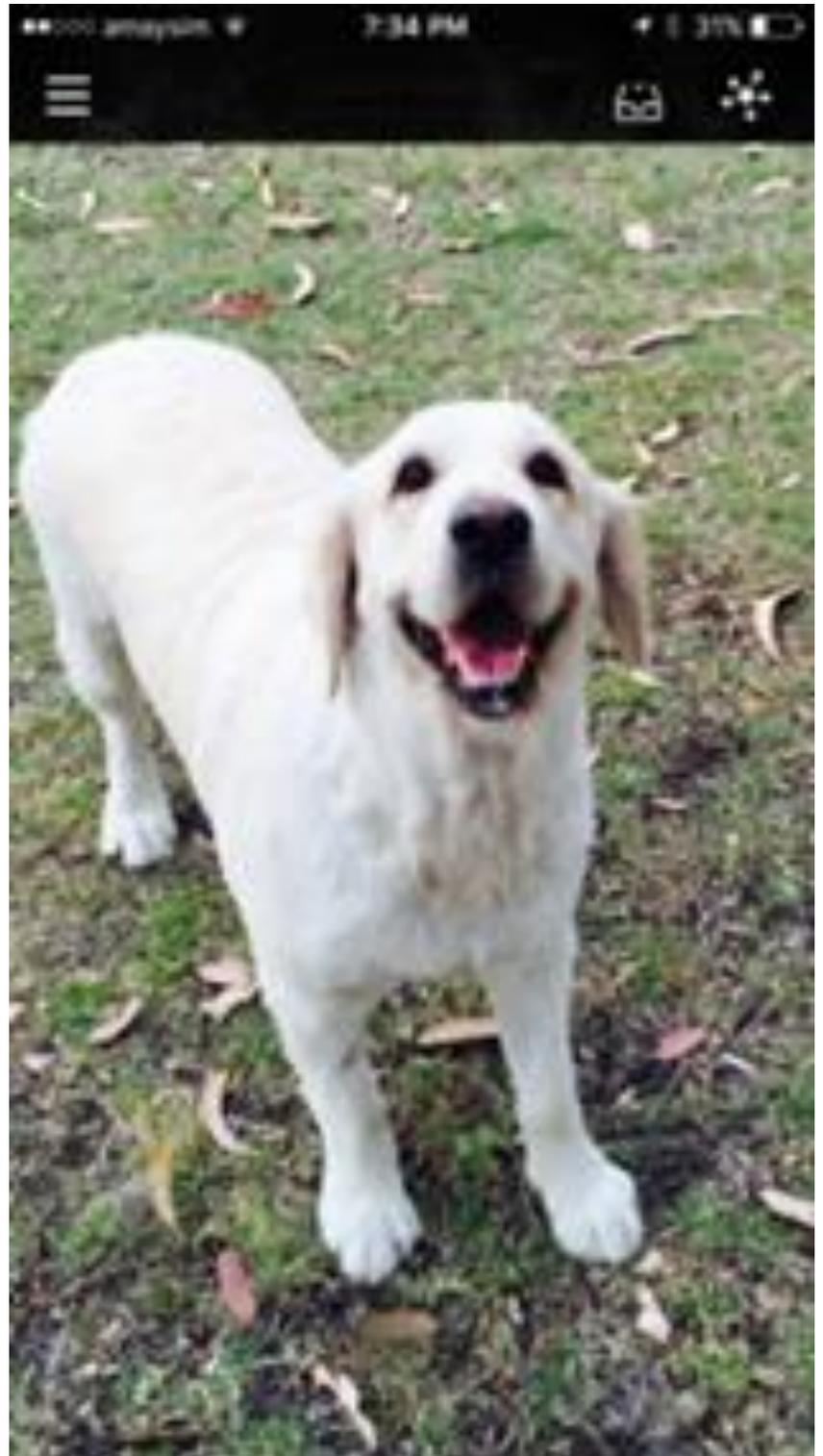




Pin Point My Pet- Connect, Communicate, Care.



Product Description

Pin Point My Pet is a simple and easy to use app designed to solve a big problem in our local community. The issue that Pin Point My Pet is helping solve is the issue of losing a pet. Considering the fact our target audience is pet owners, this issue is extremely relevant to our target audience. It is estimated that 14 490 000 people of the Australian population owns a pet, which means that our market is 63% of the population in our country.

Our solution to this issue is providing a free system to help people in the community find and return these treasured pets to their homes through some of the features on our app. This app works by going onto the Pin Point My Pet homepage and adding your lost pet on to the map feature. This app is also able to bring communities together in the search for many precious pets. Pin Point My Pet does this by allowing a user to see lost pets on the map tab, with a caption of who the pet is and contact details of the owner. From these details, the user can go onto the message tab and contact the owner of the pet and tell them that they have found your pet.

Our app has many advantages over our competitors. Our first advantage is that our app is entirely free. Most other pet finding apps require a payment, whether for the entire app, or just some extended features. We have also conducted research on GPS tracking collars, but the problem with these is that they are expensive (anywhere between \$65 to \$ 1100 and beyond) and have to be attached to the animal before they go missing, so they are no help if the animal is already lost.

Competitive Analysis

The market for well know pet finding apps is quite small. After conducting some research on google, app store and many other platforms and have picked out the very best.

	GPS collars	Lost Pet Finders	Fido Finders	Putting up posters	Pin Point My Pet
Can be used at any time		Yes	Yes	Yes	Yes
Free to use			Yes	Yes	Yes
No freemium	Yes		Yes	Yes	Yes
Data all in one place	Yes	Yes	Yes		Yes
Easy to find data	Yes	Yes			Yes
Communication included					Yes
Donations to charity					Yes
maps		Yes			Yes
Location specified	Yes			Yes	Yes

As you can see, Pin Point My Pet has many more competitive advantages over other pet finding methods. This shows how many advantages Pin Point My Pet has over our competitors. A big advantage over our competition is that our app is completely free.

The most important feature to the people in our local community is a GPS tracker. This feature is, as far as our research has shown, only appeared on GPS collars. The problems with GPS collars is they are too heavy for some pets, they have to be attached to the pet before they go missing, they are expensive and some pets don't like collars. Another commonly liked feature is a map, allowing someone to see where the pets were last seen. This feature is included in Pin Point My Pet. The last very popular feature is in-built messages, which Pin Point My Pet does include.

Potential Revenue

Pin Point My Pet is an app that is completely free. People that are going through the stress of losing their pet do not need extra charges for pet finding apps. Pin Point My Pet is also not for profit, meaning that we will not be making any money out of our app.

Instead, we have a feature that lets users of Pin Point My Pet optionally donate to a charity. The charity we have chosen to donate the money to is the RSPCA (Royal Society of the Prevention of Cruelty to Animals). We feel, considering the RSPCA works with finding and returning pets, that this would be the best charity to choose.

If our app is a success, we might charge a very small fee, between 50 cents and \$2, so that people do have to pay for our app. Again, considering that we are not for profit, we would be giving away this money.

Potential Market Sizing

In Australia, approximately 2 million pets go missing a year. This issue is creating demand for methods of finding and returning people's pets. Also due to the modernisation of society, most people will go looking on a smartphone.

Of the 23 million people that make up Australia's population, 63% of these people (approximately 14.5 million people) own a pet according to the RSPCA. These people would make up Pin Point My Pet's total market. Statistics show that 85% of the population own a smartphone and we can assume of this about 50% of these people own a pet (approximately 9.8 million people), and these people would make up our total market. As Pin Point My Pet is based on the iOS platform, and considering the fact that 49% of people own an Apple device, and also assuming 50% of these people own pets (about 5.6 million people), these people would make up our serviceable available market. Our target market is people in Western Australia, with an Apple device and a pet, which is roughly 600,000 people.

Branding and Promotion

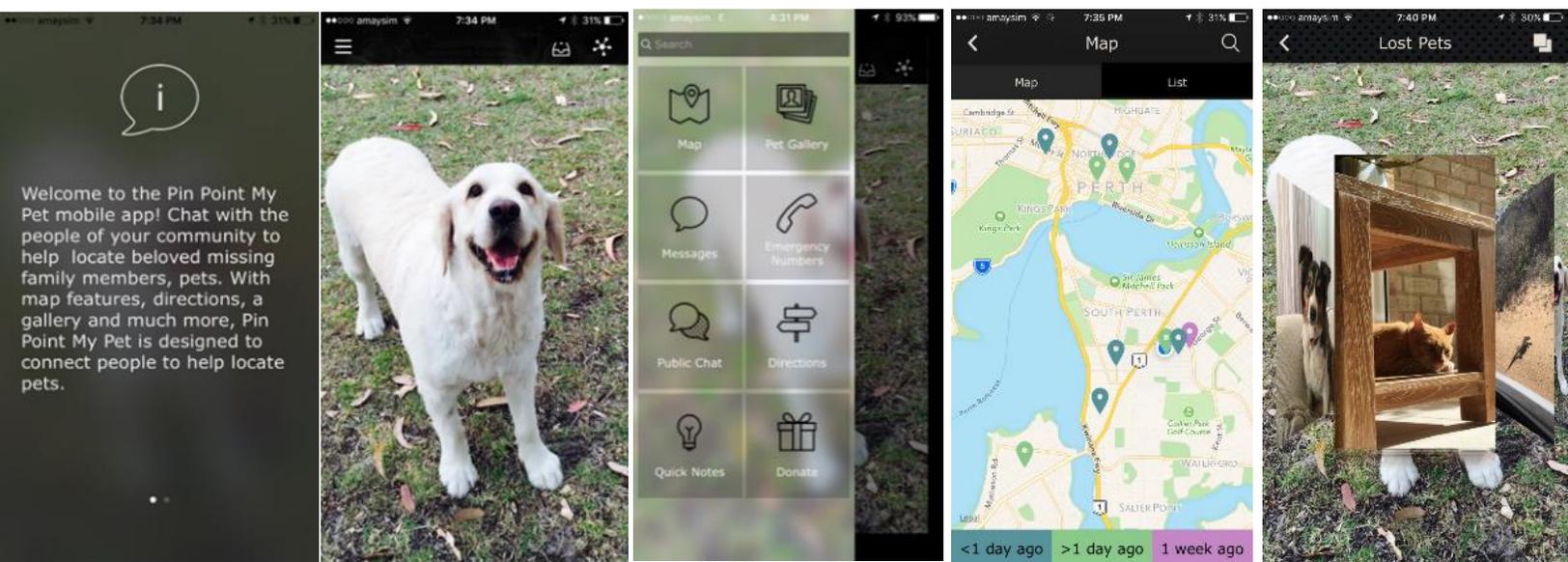
Branding

Our Logo



Our distinctive logo shows a dog face with a patch over its eye in the shape of the location pins in some maps.

Screenshots



Group Members



Hi, my name is Isabelle and I am 13 years old. At school, I enjoy subjects like science and maths. I have three pets. Two cats and a dog. My love for my pets have helped to motivate me to make this app as the thought of losing them devastated me. I participate in many co-curricular activities including guitar lessons and an after schools maths program. I am good with technology and enjoy learning with it.



Hello! My name is Mignon du Plessis, I am part of the PinPointMyPet team and really want to help families who have lost their animal. I have a cat called Ginger and a dog called Sassy. Last year my cat went missing for 6 days, my family and I were really scared that we wouldn't find him again. I tried looking for cheap apps that will help to find him but there was really nothing that I could do (because they were ones you had to do before they got lost) except resort to old methods of posters and flyers. We got many calls but none of them were for him, after about a week he magically appeared back at my front door although for other people they may not be as lucky as I was. That is how we came up with the idea of connecting communities so that pets can be found without the trauma that my family and many other families would have experienced if a pet went missing. I am 13 and would love for this app to be put into place in my community as there are many stray animals such as cats which I see running on the streets.



Hello! My name is Megan Barry, I am 13 years old and I own two very, very small dogs! One time one of my dogs ran away, and it was a very scary experience. Thankfully he was returned a few minutes later looking less than pleased sitting in the arms of a very kind neighbour and we could finally take a sigh of relief. I think this is one of the reasons why an app that finds pets is so appealing to me. In this competition, I have all learnt many skills, and not just to do with technology.

Promotion

There are many methods of communicating our story and purpose. The method Our team has chosen is to have a screen when you first log into your app to tell people what we are about. We can also put up posters in our local area, communicate by word of mouth and share through the internet and social media.

We want as many people as we can to download our app so that more people are on the look out for the lost pets.

We have thought about a potential partnership with the RSPCA. Most people will regard the RSPCA as a trusted business and anyone they partner up with will be trustworthy as well.

100 word description

The Pin Point My Pet mobile app is designed to connect people to their communities to help locate pets. A map feature will tell people where a pet has last been seen and where to keep an eye out for it. A gallery will inform people of lost and found pets. People will be able to message each other privately or as a local group. The app will feature many emergency numbers that owners and locators alike can call to get the right information on what to do in their situation. Pin Point My Pet- Connect, Communicate, Care.

s

