

Business model guide

What problem in the community is your app solving?

Our app is solving the problem of not enough knowledge about dog related issues that people aren't aware of or may find confusing, such as off leash areas, popular dog parks and vets, via the use of location services. By capturing this wide industry and putting it into one place where it will be easily accessed.

Value proposition

We undertook an extensive competitor survey which allowed us to view what our competitors were already offering, permitting us to develop an app which would be different from the apps out there while still achieving our goal. The competitor list researched is as follows,

app	<i>DogScanner</i>	<i>PawClub</i>	<i>Off-Leash Lite</i>	<i>Dogphrendly</i>	<i>BarkLife</i>
Features	Tells you where other dogs are and locations of: shops, vets, trash cans, parks	Tells you where parks & beaches, accommodation, dog-friendly restaurants & cafes, boarding kennels and vet clinics are Let's people rate them and write reviews Let's you search for an address or suburb Let's you add in parks/beaches/places	Shows location of parks where dogs can be off leash	Has items to buy	Shows parks and beaches Let's you search for nearby parks (and tells you how far away) Let's you connect to others and talk
Grossing	Unknown	Unknown	Unknown	Unknown	Unknown
Price	Free	Free	Free	Free	Free
Feedback	Rating 4+ 2/5 stars - Uploading photos don't work	Rating 4+ Easy to use Instead of adding all the parks themselves, they let people enter in parks near them and they review it before adding it	Rating 4+	Rating 4+	Rating 4+ (22 people rated 5 stars)
What We Don't Like	You had to put in the locations yourself	Quite ugly The fact that it's pretty much exactly what we want to do	Doesn't give you any more information	Doesn't really show you how to use it	Account needed Only shows parks and beaches

			Doesn't show you where you are Only has parks and beaches	A bit confusing Made for only Dogphrendly	Kept crashing on my phone when I attempted to search for parks
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Market size

The pet care industry in Australia has an estimated worth of around 8 billion annually with the majority of that being on dogs at around 4.7 billion. Our app aims to make it easier for owners to first of all have easy access to this wide industry by locating vets, puppy schools, etc.

As our app is currently aimed at dog owners residing in the Bayside areas it is estimated that there are 12,000 registered dogs in the Bayside area in 2012, it is assumed that this number has climbed in past years due to the wider population of the bayside area today. In the future however we are hoping to expand our app to encompass all of Victoria, which will greatly magnify our market size.

Revenue streams

At the current moment we haven't planned on including any upfront costs to the user, although in the future we are hoping to experiment in reaching out to specifically dog businesses such as vets or pet shops, to ask them if they would like to pay to have their ad in our app. As we are not yet certain on any success rates or the amount of people that will use our app we have not being able to create any costs. Another possible revenue stream is that we charge the user for added on extra or for the removal of ads. Both of these are neither a priority at this stage of the app development but they are all possibilities we are able to further explore if we are to expand the app.

Cost structure

If we were to expand the project it is hoped that we would be able to work in collaboration with Google Maps to ideally have access to a large range of maps and location services. It is not yet sure of the cost that may come with this. Another possible branch we are interested into looking into would be the possibility of having a chat feature where users can post messages and chat to arrange gatherings where dog owners can meet up and get to know one another. For this to work we would potentially have to look into hiring someone to filter messages to keep this people friendly and avoid any problems occurring with inappropriate messages. Other expenses could possibly occur when looking into collaborating with other websites or developers. A final cost that we are potentially thinking about would be changing the program we are using to make our app this is due to difficulties faced with the limitations of app inventor. By changing the software this could potentially create costs of more expensive software and a mentor to teach us how to use the program and to advise us on the best resources to use to bring this app to its full potential. An addition to this would be to recreate the coding for the app so it can become available on both the apple, android, google play stores.

Distribution channels

The market size will increase every time we are able to expand our app to include a wider location, which will bring in more users of our app. With potential connections we are thinking of creating

with larger websites and small businesses we are hoping to arrange a deal so that while we have advertisements for them in our app they are able to spread the word and advertise for us. Another possibility is to when we start collecting a revenue to invest that in our own advertising on bigger websites. In the meantime however our advertising will remain on a much smaller scale by simply spreading the word via social media and verbal communication. This will hopefully bring about enough users to properly allow the app to take off which will allow for a further exploration into other distribution channels.