

North Philadelphia Innovation Studios - Pet Boss

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
<p>Customer Problems:</p> <p>Cumbersome to filter through user reviews and calculating distance</p> <p>Annoying to copy/paste address from internet</p> <p>Hard to find reliable last-minute pet sitters</p> <p>Hard to keep track of appointment cards</p> <p>Can't find business hours or prices</p> <p>Only being able to make appointments when the business is open</p> <p>Not knowing when your pet is finished with grooming appointment</p> <p>Veterinarian services are not available 24 hours a day (and are non-mobile)</p> <p>Business Owner Problems:</p> <p>Making appointments over the phone is time-consuming</p> <p>Flexibility and scheduling can sometimes be challenging</p> <p>Customers who pay with a credit card may get charged a premium on traditional cash registers</p>	<p>Customer Solutions:</p> <p>Communication between business owner and pet owner</p> <p>Database of licensed groomers, pet sitters, and veterinarians with associated reviews and proximity to user (based on GPS)</p> <p>On-demand pet-sitting</p> <p>Veterinarian locator and requester (for emergencies)</p> <p>Can sync to personal calendar and set reminders in app</p> <p>Schedule appointments on their own time</p> <p>Business location and location services are synced; no more copy/paste to google maps</p> <p>Business Solutions:</p> <p>Better understanding of customer satisfaction</p> <p>Business is aware of how many customers are looking at their profile</p> <p>Gaining new customers</p> <p>Electronic payment through app</p> <p>All scheduled appointments are tracked on app through Google Calendar</p>	<p>All features accessible within a single app</p> <p>Grooming has extended hours.</p> <p>Gives groomers, pet-sitters, and veterinarians more business/customers</p> <p>Safe electronic payment through app; could be recurring if sitting</p> <p>Syncs with Google calendar</p> <p>Veterinarian services are provided 24 hours</p> <p>Increased communication between business owner and pet owner</p>	<p>Unique and intuitive user interface</p> <p>Complex back end algorithm that dispatches the pet professionals and their service to the end user</p> <p>We connect business owners directly to pet owners</p>	<p>Young Adults w/ Pets</p> <p>Pet Enthusiasts</p> <p>First time pet owners</p>
Out-dated appointment calendar	KEY METRICS	HIGH-LEVEL CONCEPT Yelp for pet services	CHANNELS	EARLY ADOPTERS Smartphone/tablet users

<p>technology</p> <p>EXISTING ALTERNATIVES</p> <p>Friends/family pet-sit</p> <p>Waiting for veterinarian office hours</p> <p>Using Google to search for business close by</p> <p>A business may give you an appointment card that could be lost; appointment sent through email that you have to enter again onto personal calendar.</p> <p>Using Yelp to search for a high rated business</p> <p>Care.com</p>	<p>User Transactions: 8k (yr1), 23k (yr2), 41k(yr)</p> <p>Business Partnerships: 10 (yr1), 30 (yr2), 55 (yr3)</p> <p>By year 3, 60% of transactions are from customers who made more than 1 transaction</p>	<p>Grubhub for pet services</p>	<p>Smartphone digital distribution (Google Play, iOS App Store, etc.)</p> <p>Social media (ex. Facebook, Instagram)</p> <p>Veterinarian Offices</p> <p>Friend-Referrals</p> <p>In-store advertising: small pet stores</p> <p>Adoption Agencies</p>	<p>New pet owners</p>
<p>COST STRUCTURE</p> <p>Hosting/Maintenance: 12k (yr 1), 3k (yr 2), 7k (yr 3)</p> <p>Marketing/Sales: 17k (yr 1), 25k (yr 2), 39k (yr 3)</p> <p>Salaries/Taxes: 163k (yr 1), 367k (yr 2), 699k (yr 3)</p> <p>Rent/Traveling Expenses: 48k (yr 1), 51k (yr 2), 63k (yr 3)</p>		<p>REVENUE STREAMS</p> <p>Grooming - 15% cut</p> <p>Pet-Sitting - 5% cut</p> <p>Veterinarian Referrals - 10% cut</p> <p>Prices set by businesses</p> <p>Could offer tech maintenance to non-tech friendly businesses</p>		

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