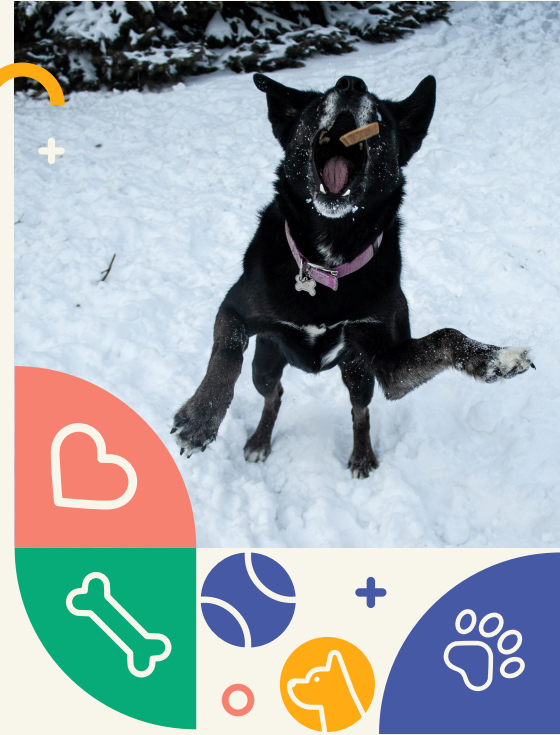


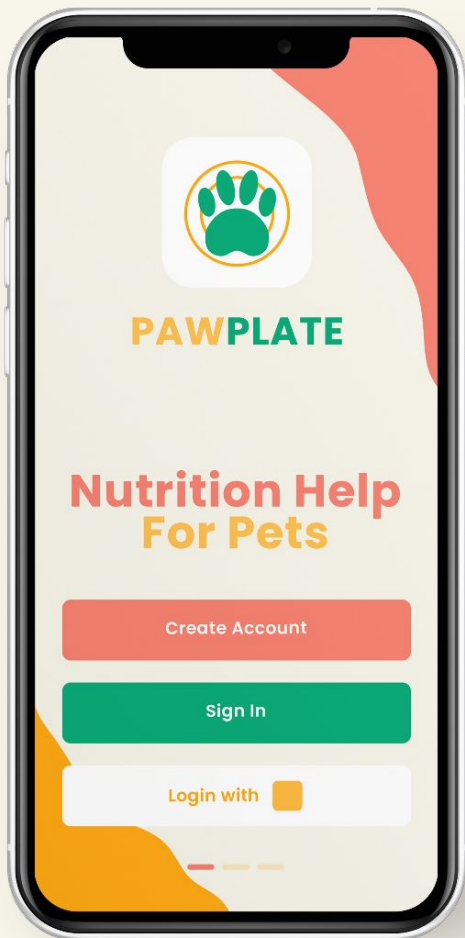


PAW PLATE

Food Safety App for Pets

Laura Westpfahl





Basic Information

Paw Plate is an app that allows pet owners to check what they are feeding their pets for safety and quality.

Features include

1. **Food safety lookup**
 - Personalized to pet's needs
 - Includes both pet and "human" food
 - Barcode scan
 - AI-powered plate scanner
 - Safety warnings for pet's diet
2. **Safety and Quality Reviews**
 - Vet and customer ratings
 - FDA call-back reports
3. **Save pet's taste preferences**



Intended Audience Stats



Households

66%

American households own a pet

\$912

Average spending per year on dogs

\$653

Average spending per year on cats

Pet Health

33%

Average pet spending on vet care

36%

Dog owners have spent over **\$4000** on emergency veterinary care

Diet

59%

Dog owners give their dogs table scraps

53%

Pet owners consider their pets diet of equal importance to their own

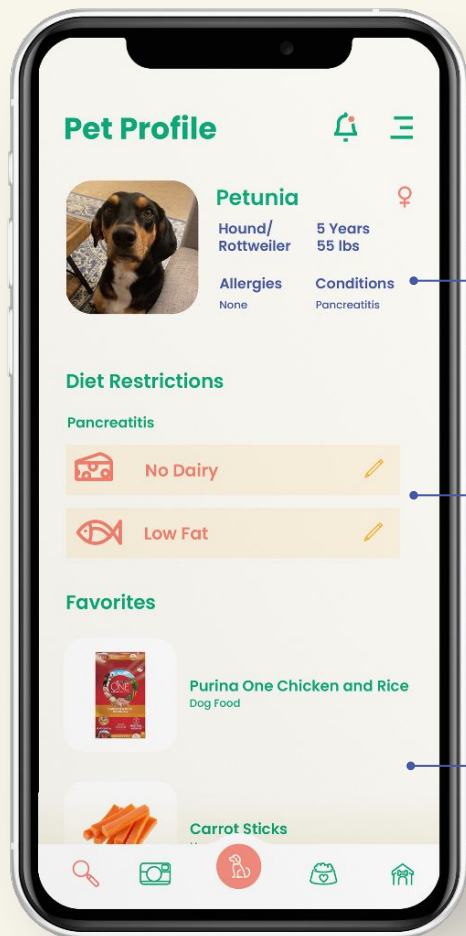
44%

Pet owners consider their pets diet of higher importance to their own

36%

Pet owners rely on the internet alone for pet diet advice





01

02

03

Pet Profile & Diet Details

Users can add a profile for each pet with information relevant to their diet

1. **Biological information**
2. **Diet restrictions based on their allergies, health conditions, and medication**
3. **List of preferred food options entered by the user**



Type Search & Barcode Scan

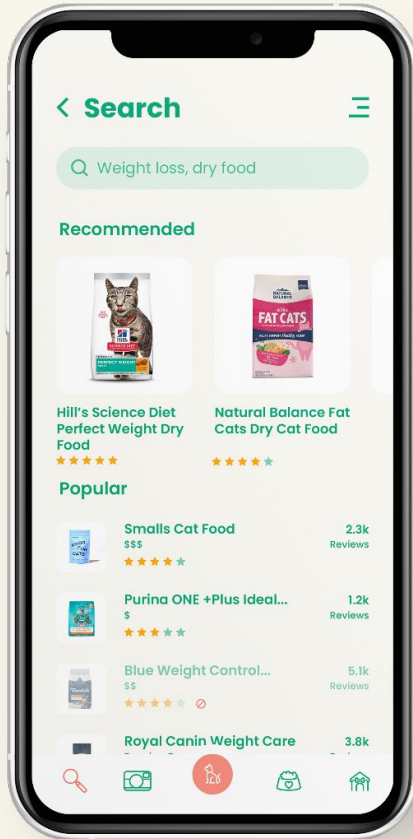
Food Search is divided into
Pet Food and **Human Food**

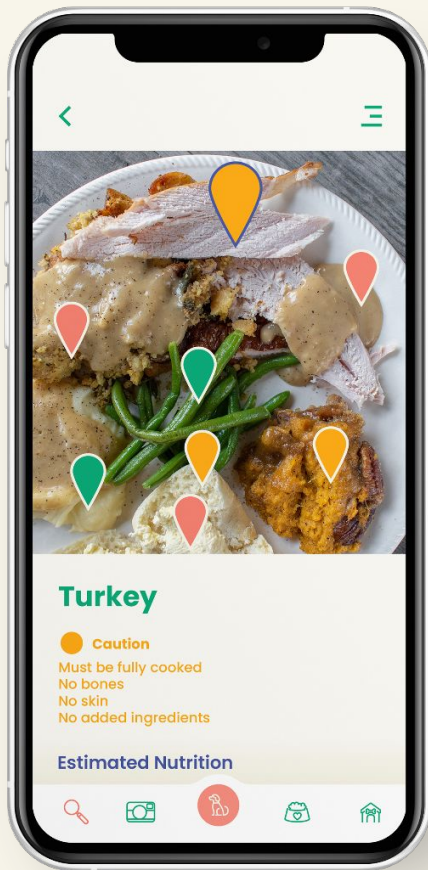
Pet Food Information

1. Customer and vet ratings
2. Safety alerts
3. Price rank: \$, \$\$, & \$\$\$
4. Calories
5. Ingredient list

Human Food Information

1. Safety ratings: **Good**, **Caution**, & **Never**
2. Calories
3. Nutrition labels





AI-Learning Plate Scanner

Users who feed their pets table scraps can quickly discern if there are **dangerous ingredients** on their plate

Uses **AI learning** to continuously improve accuracy

Similar technology to human diet apps like MyFitnessPal and NutriAIDE

Considers pet's **bio information** (breed, conditions, etc.)

Alert Categories



Allergies



Health
Complication

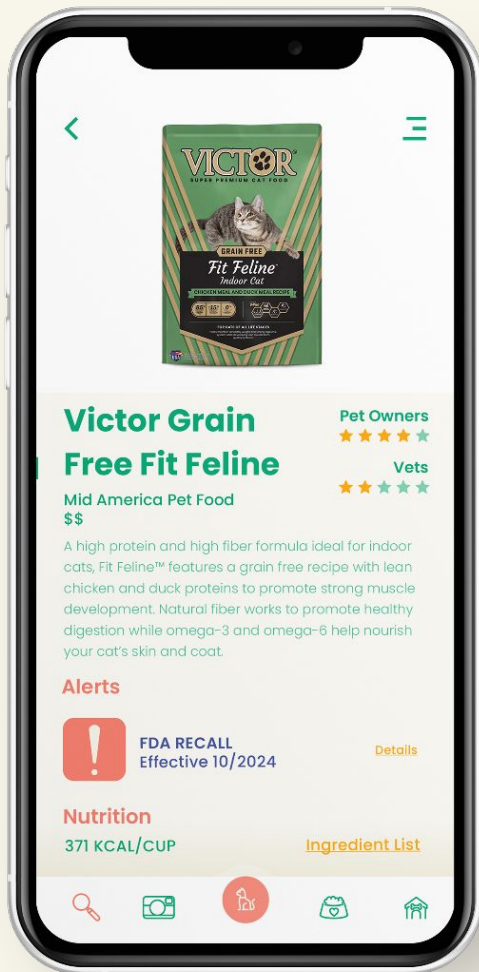


Poisonous
For Species



Choking
Hazard





Pet Food Ratings

Rating system helps increase pet food transparency

- Users and vet professionals can rate pet food based on quality and safety
- Curates information to pet info
- Alerts for FDA recalls and class action lawsuits regarding harmful ingredients





Monetization Methods

Ads (banners)

Pros

- Simple
- Effective/Profitable

Cons

- Can effect UI design
- Lowers engagement/experience
- Need to be mindful of sponsors

Premium Features

Pros

- Profitable
- Makes room for advanced features

Cons

- Undermines use for regular users

Sponsored Search Results

Pros

- Doesn't sacrifice design
- Profitable

Cons

- Can be misleading for users
- Requires careful sponsor considerations

User Analytics

Pros

- Doesn't sacrifice engagement or UI design

Cons

- Compromises user privacy
- Bad for garnering trust



Natural Collaborators



Vets/Researchers



Vets and researchers can use this app to help guide pet owners towards informed decisions

Healthy Pet Food Brands



Pet food brands that are focused on using natural and healthy ingredients can benefit from this app

Pet-Focused Brands



This can include companies that sell pet products as well and individuals such as pet influencers





Competitors



Features	PawPlate	Dog Food Reviews (website)	Dog Food Advisor (website)	Cat Food Advisor (website)	Pet Food Ratings (website)	Safe Pet Treats (app)
Pet Food Ratings						
"Human Food" Ratings						
Barcode Scan						
Plate Scan						
Lists FDA Recalls						
Alerts to Lawsuits						
Allergy Alerts						
Multiple Species						
App Available						

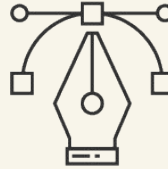


Personnel and Tech



Development

Mobile Developers
Back-end Developers
AI Experts



Designers

UI/UX
Graphics

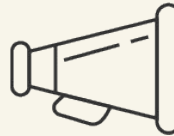


Pet Health Professionals



Legal/Ethics

Consultants



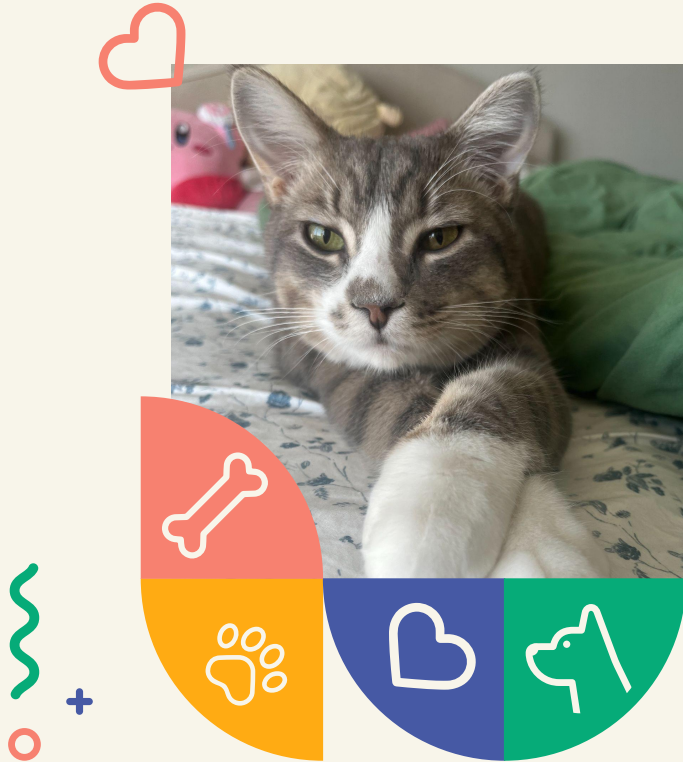
Marketing Team

Public Relations
Social Media Coordinator
Ads Team



Customer Support





Marketing Needs

Social Media Posts

- Instagram
- TikTok
- YouTube

Ads

- Instagram ads
- YouTube video ads

Brand Identity

- Pet-focused
- Fun/youthful
- Vet recommended





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Budget

Typical Personnel Rates

- **Project manager** \$60-120
- **UI/UX Designer** \$30-70
- **Mobile Developer** \$35-120
- **Back-end developer** \$35-120
- **Quality Assurance** \$30-70
- **Marketing agency** \$4000 a month
- **Standard legal consultation** around \$2000

First Year Estimated Budgets

- **Estimated yearly marketing:** \$70,000
- **Yearly maintenance costs:** \$10,000
- **Legal Consultation:** \$10,000
- **General App Manager:** \$60,000

Totals (rough estimates)

Initial Development: \$60,000

1 Year on the Market: \$240,000

Approximately \$300,000





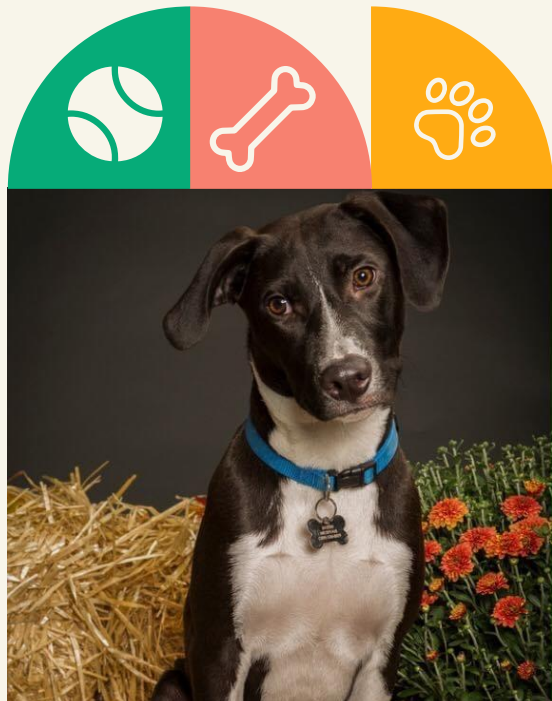
Timeline

Typical Minimum Development Hours

- **Forms** 15 hours
- **Push notifications** 10 hours
- **Camera** 20 hours
- **Search functionality** 20 hours
- **AI training** 30 hours

Average App Development Time:
900 Hours/4-6 Months

Aim to release app and ad campaign approx.
8 months after start of development





Careful Considerations

Pet Health Liability

When dealing with the health of pets, the app must make its abilities clear to avoid safety errors when put to use.

Effect on Users

The product should decrease pet owner anxiety instead of increasing it. Paw Plate is also not meant to be a replacement for user's own vet's advice.

User Data Protection

If the sharing of user analytics happens, user privacy needs to be addressed and protected.

Fact Checking

All information on the app must be completely correct and fact checked.

AI Accuracy

The AI needs to be accurate to avoid dangerous errors.

Worker Rights

Balancing the need for quality, safety, and availability with boundaries for those working with the app.



Takeaways and Further Questions



Takeaways

Millions of Americans own pets whom they consider part of the family. Furthermore, pet nutrition is extremely important for keeping these beloved pets healthy. Using similar technology to human-focused nutrition apps, such as plate and barcode scanners. Paw Plate can give quick and reliable insight into pet nutrition whether it be pet food, treats, or even table scraps. With Paw Plate, pet owners can avoid feeding their pets harmful ingredients and continue treating their pets with peace of mind.

Next Further Developments

- Incorporate more diverse species
- Online storefront for highly rated pet food





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Website Resources

Stats

- <https://www.forbes.com/advisor/pet-insurance/pet-ownership-statistics/>
- [https://www.petmd.com/blogs/thedailyvet/ktudor/2012/feb/how we are making our pets fat-12685](https://www.petmd.com/blogs/thedailyvet/ktudor/2012/feb/how_we_are_making_our_pets_fat-12685)
- <https://www.purepetfood.com/blog/7-common-dog-illnesses-that-are-affected-by-poor-nutrition>

Other Information

- <https://www.fda.gov/animal-veterinary/outbreaks-and-advisories/fda-and-cdc-investigate-cases-salmonella-linked-pet-food-made-mid-america-pet-food-multiple-brands>
- <https://www.ailoitte.com/blog/how-much-does-it-cost-to-maintain-an-app/#:~:text=Typically%2C%20an%20app%20can%20require, costs%20%241%2C00%2C000%20to%20develop.>
- <https://www.upwork.com/services/product/development-it-on-demand-online-lawyer-app-attorney-app-legal-consultant-service-app-1550528294409904128>
- <https://www.contractsounsel.com/b/how-much-is-a-lawyer-consultation-fee>
- <https://spdload.com/blog/how-long-does-it-take-to-develop-an-app/#:~:text=Designing%20a%20simple%20app%20can, Cal m%20can%20take%20880%20hours.>
- <https://www.intouch-marketing.com/blog/how-much-does-it-cost-to-hire-a-marketing-team>
- <https://www.kolabtree.com/find-an-expert/subject/animal-nutrition>
- <https://www.purepetfood.com/blog/7-common-dog-illnesses-that-are-affected-by-poor-nutrition>
- <https://www.upwork.com/resources/cost-build-mobile-app>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6515811/>

