Smart products that improve the quality of your pet’s life 

**ELPP Fall 2022 Rockin’ Team 9**: Alice Quesenberry, Gaurav Mehta, Jacob Fredrick, Stephen Liou, Weilin Ng

Your dog, Buster, is your trusty companion.

What are you doing to improve the quality and length of Buster’s life?



The Problem 



163% increase in dog 

walking fractures

from 2004 to 2017



US spent $30B for

vet care in 2021

The Problem

• 52.7% of dogs in the US are

overweight or obese = 43.8M dogs

• Causes:

1. Lack of exercise

2. Inappropriate diet

3. Giving food as affection

• 30% of owner’s worry about their

pet’s weight



What if you could easily tackle one of the main reasons for poor dog health? Lack of exercise due to low walk quality





Introducing: Creatures Smart Leash ™

• Train your dog to go for walks without:

1. Frustration of pulling constantly

2. Damage to your health 

3. Embarrassment of a poorly trained dog

• Find joy in walking your dog:

1. Consistent behavior training

2. Develop deeper bond

3. Wellness for you too!



Customer Persona



How It Works

The key to successful dog training is consistency. Humans are not consistent. Creatures Smart Leash**TM** makes it easy!

When the dog pulls:

1. The handle lights up to let the human know to stop walking.

2. A high frequency sound is played at the leash attachment point.

The leash sends this information to your phone along with location and pace to calculate your **Quality Walk ScoreTM.**

CREATURES My Quality Walk

Walk

Statistics

Quality Walk 

Days

168 

Market Analysis and Projections

**US Dog Household Population**

***Total Available***

***Market***

***83M*** → ***117M***

***Serviceable***

***Available***

***Market***

***17M*** → ***24M***

***Serviceable***

***Obtainable***

***Market***

***0.8M*** → ***1.2M***

**5.0% 6.0%**

**US Pet Market 22.9%**

**40.0%**

**35.8%**

**Accessories $779,700,000, 5.0%**

Collar & Leash

Others



***2020 - 2030 Dog Population in the USA***

**Pet Accessories Pet Food Pet Services Pet Transactions Others**

Creatures Smart Leash crushes the alternatives

Unsustainable 



High distraction and dangerous

Bond not built

Competitve Market Analaysis

Difficult to use consistently

| **Leash Market** | **Creatures**  **Smart LeashTM** | **Competitor 1: Zeedog** | **Competitor 2: FIDA** |
| --- | --- | --- | --- |
| **Price ($)** | 40 | 44 | 15 |
| **~Gross Margin (%)** | 66% | 60% | 40% |
| **~Mfg Cost ($)** | 12.4 | 17.6 | 9 |
| **Remark** | **High-end + Smart** | High-end | Middle-end |



**What would you be willing to pay for the** 

**Smart Leash**

$10-$15 

Difficult to use

$20-$30 

**60%**

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safely and

Price is not an issue, give… Not Willing to Pay

inhumane 0% 10% 20% 30% 40% 50%

Go to Market

***2023-2024*** 

**Product**

**Development**

***2025***

**Launch (B2C) **

***2026 *Growth (B2B)** 

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**& Validation**

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Product Roadmap

● **Location tracking (cats)** ● **Exercise tracking**

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***CREATURES App***

● **Quality Walk Score ™** ● **Walk score sharing** ● **Route sharing & tracking** ● **Leaderboard**

● **Manage pet’s diet** ● **Pet’s health**

● **Pet food**

**recommendations**

*2023 2024 2025 2026 2027*

***CREATURES Product***

**Smart Leash**

**Smart Collar**

**Smart Bowl**

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CREATURES

Business Model

● **Location tracking (cats)** ● **Exercise tracking** ● **In-app purchases**

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***CREATURES App***

● **Quality Walk Score ™** ● **Walk score sharing** ● **Route sharing & tracking** ● **Leaderboard**

● **Advertisements**

● **Subscriptions**

● **Manage pet’s diet**

● **Pet’s health**

● **Pet food**

**recommendations**

● **Enhanced in-app purchases**

*2023 2024 2025 2026 2027*

***CREATURES Product***

**Smart Leash**

**Smart Collar**

**Smart Bowl**

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Financial Projections | Smart Leash Product Line

| **Smart Leash Product Line 2023 2024 2025 2026 2027 2028** |
| --- |
| **Unit Price** $40 $40 $40 $50 $50 $50 |
| **# of Unit Sold** 0 6000 36000 60000 84000 120000 |
| **COGS** -- $73,700 $434,550 $600,750 $1,200,750 $1,200,750 |
| **Gross Margin (%)** -- 66% 66% 77% 77% 77% |
| **Total Product Revenue 1**-- $ 468,630 $ 3,153,810 $ 7,529,310 $ 13,128,930 $ 20,689,530 |
| **Total Fixed Costs 2** $ 1,050,000 $ 1,100,000 $ 1,428,000 $ 2,360,000 $ 2,778,000 $ 3,198,000 |
| **Operating Profit ($)** $ (1,050,000) $ (713,570) $ 1,232,610 $ 4,479,310 $ 9,384,930 $ 16,111,530 |
| **Payback Period 2.4 years** |

1 Included Revenue from Smart Leash Sales and related App Revenue including Ads, Subscription, In App Purchases 

2 Included Development of new product line starting year 2025/2026

Will you invest in healthy pets? Join the Creatures movement. We need $1M today and ~$1.5M in 2024.

CTO – Jake

COO – Weilin 

CIO – Stephen

CMO – Alice 

CEO – Gaurav

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