

## About pet care industry

### Global market

**\$247 Bn**

2023

**\$369 Bn**

by 2030

**5.9%**

CAGR

### Indian market

**\$1 Bn**

2023

**\$2.5 Bn**

by 2025

**20%**

CAGR

**32 Mn**

Pet population

**11%**

Ann. pet % growth

Problem: Build an MVP that pet parents would love

## Drivers of Growth

1. Changing lifestyles
2. Rising pet ownership
3. Rising nuclear families
4. Increasing pet humanisation
5. Delayed parenthood in urban couples
6. Increased disposable income of middle class
7. Urban millennials & double-income households

## Challenges

1. Lack of pet care community
2. Lack of trained veterinarians
3. Shortage of pet-specific products & services
4. Dearth of care education among pet parents
5. Lack of pet's nutrition understanding

## Hypothesis

Young millennials residing independently in Tier I cities like Bangalore or Mumbai often face challenges traveling for work or vacations with their pets. Finding reliable pet care in their absence becomes a significant hurdle due to the absence of trusted caregivers.

### Areas in pet care industry

- Pet Nutrition
- Pet Healthcare
- Pet Grooming & Hygiene
- Pet Accessories & Apparels
- Pet Training
- Pet Boarding

### Most Popular Pet



### 2nd Most Popular Pet



## Major Indian Players



WAGR



MONKOO DOG



kuddle



TailsMart



HEADS UP FOR TAILS  
EST 2008



supertails

Pet services

Pet supplies



PUPPR



PetBacker

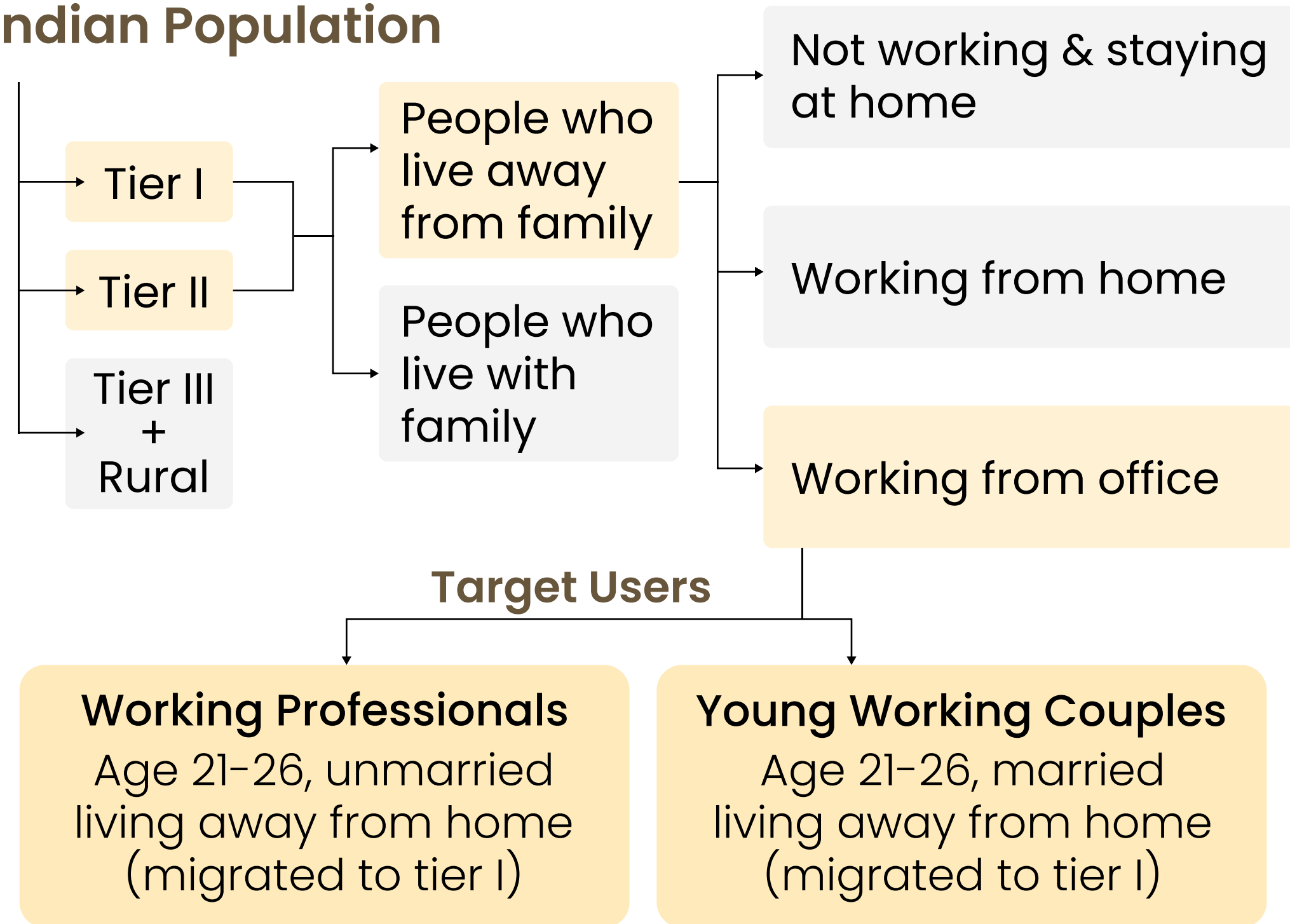
SNOUTERS

Pet training

Pet boarding

# Who are our Users!

## Indian Population



# What are their problems?

[Check detailed user research](#)

## Survey of 35 users & Interview of 6 users

- 80% Respondents have said they are parent to a dog
  - 73% Respondents have only 1 dog as their pet
  - 70% Pet owners are female
  - 78% Respondents are working professionals
- 
- 46% Respondents do not like to travel with pets as they believe it is difficult to travel with pets
  - 60% Respondents say their family takes care of the pet in case if their absence
  - 42% Respondents say they need someone to take care of their pet 2-3 times a year
  - 15% Respondents leave their pet at a mass boarding

## User Persona



### Rohan

24 years | Software Engineer | Gurgaon | Lives in PG

Goes to office 3 days in a week | Pet parent of a 6 months Labrador

**Needs** A safe place for his dog when he wants to go to his hometown

**Pain-Points** Difficult to carry Labrador to his hometown | No good boardings



### Radhika

31 years | Chartered Accountant | Bangalore | Lives in rented flat

Goes to office 5 days a week | Husband goes to work 3 days a week | Pet parent

**Needs** Someone trusted who can take care of their dog in their absence

**Pain-Points** Cannot go out for outings without the pet | No pet friendly places

## Competitor Analysis

[Source](#)

### Strengths

### Weakness



Good options  
Can know about host

Availability NA  
No daycare



Map location  
Good options

Poor UI  
No daycare



Provides hourly daycare  
Appealing UI

Unknown caretaker



User can list hours/days required for service

Poor UI



## What is the real problem?

Independent pet owners struggle to balance outings and travel with pet care responsibilities, often forced to choose between finding care or canceling plans, resulting in limitations on their freedom and spontaneity. Even if they go for boarding, they are concerned about the behavioural changes in pet post boarding.

## Who are facing the problem?

Young professionals aged 21-35 and young married couples aged 26-35 residing in Tier I cities and need to leave for work or travel.

## Jobs To Be Done

**When I** want to travel outside for a day/week/month

**But I** have a dog to take care of

**Help me** with someone who can look after my pet

**So that** I can do a hassle free travel without my pet

## What is the value generated by solving this problem?

### For users

Users can enjoy work or vacation without pet care worries by opting for homely daycare and boarding services, ensuring their pets receive attentive care away from home.

### For business

Opportunity to capture a growing market as with the the increased disposable income & pet humanisation, pet parents are ready to pay for their pet's convenience

## How do we know its a real problem?



If I need to be away for long hours, I book a pet-sitter. Previously, I even had to take special permissions so that I could carry him to my classes. It took me almost good 2 months to get hold of pet-sitters who are genuinely good.  
- Snoopy's mom Kcamya Aggarwal, from Mumbai



Once I left my dog at a boarding. He was aggressive after he came back from the boarding. I cannot trust with mass boarding for pets.  
- Ayushee Tripathy, an interviewee

## How big is the market?

Indian population  
x  
Population in tier I + tier II cities  
x  
Upper class + middle class  
x  
Single working professionals+Married working professionals  
x  
Pet Owners =

**18.3 Mn**

## Why should we solve this problem NOW? [Source](#)

- With increase in disposable income in urban families nad humanisation of pet, pet parents tend to spend more money on the comfort of their pet.
- Competitor analysis shows weakness in the market and the features doesn't provide the solutions
- The market size of pet care in India is estimated to reach \$1,932.6 million by 2030, growing at a CAGR of 16.5%

# How do we plan to solve this problem?

[See detailed prioritisation](#)

After thorough analysis of both primary and secondary research, two solutions have emerged to address the challenge faced by pet parents when traveling without their pets while ensuring optimal care. Additionally, a solution is proposed for those seeking quality time with loved ones while attending to their dogs.



- Pet daycare
- Pet boarding
- Dogo's day out

**Note:** We are only focussing on dogs

## What does it offers to the users?

- ✓ Daycare facility for dog owners if they want to leave want for few hours
- ✓ Boarding with families who love dogs so that you can go on vacation without any worries
- ✓ Chance to earn and take care of dogs who do not have their own dog
- ✓ Option to explore cafes friendly for dog and the parent as well

## Prioritising solutions

Solution	Proposed Features	R	I	C	E	Priority
Pet daycare	Find and book a suitable care giver	9	9	10	4	MVP
	Find nearby care givers using the location map	10	10	9	7	Post-MVP
	Subscription for daily daycare	9	7	8	5	Post-MVP
	Ask 3 questions to the caregiver before booking	9	10	6	6	Post-MVP
Pet boarding	Find and book a suitable care giver for boarding	9	10	10	5	MVP
	Messaging with the care giver	9	9	10	5	MVP
	Video call facility once in a day to let pet parent interact with pet	8	5	7	8	Post-MVP
	Support for adding multiple pets to the app	7	8	9	6	Post-MVP
Dogo's Day Out	Listing & reservations for the pet and pet parent in nearby cafe	7	8	6	3	Post-MVP
	Offer products from brands collaborated with the pet cafe online & offline	8	9	8	8	Post-MVP
Homestays	Provide premium homestays by BarkBnB	9	8	9	9	Post-BE

### Riskiest hypothesis

- ✗ We will get enough caregivers who are ready to host pets
- ✗ The safety and the behaviour with the pet will be friendly at the daycare/boarding



# How does the product look like?

[Working Prototype](#) [Check out the wireframes](#)

Pet parent can book a daycare or boarding

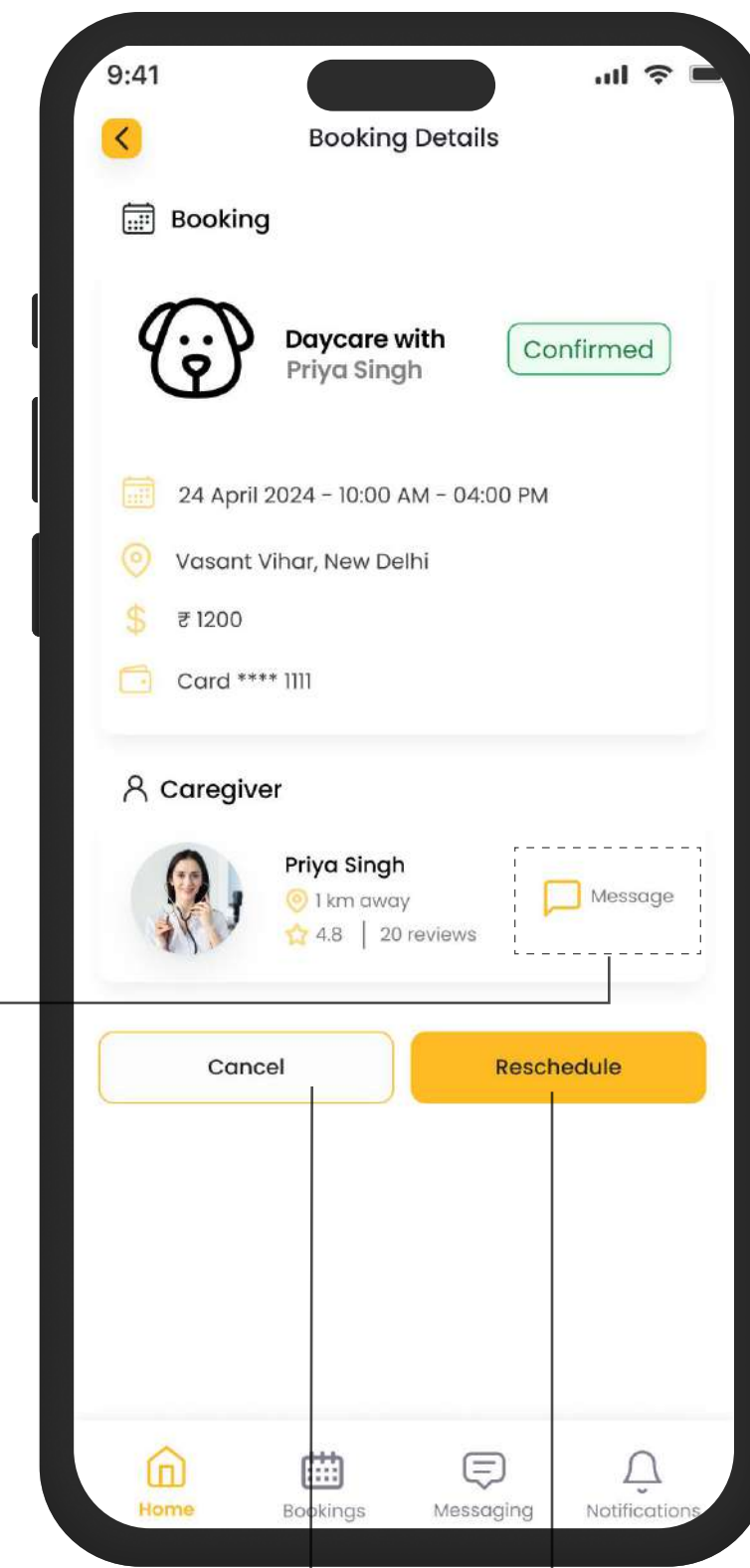
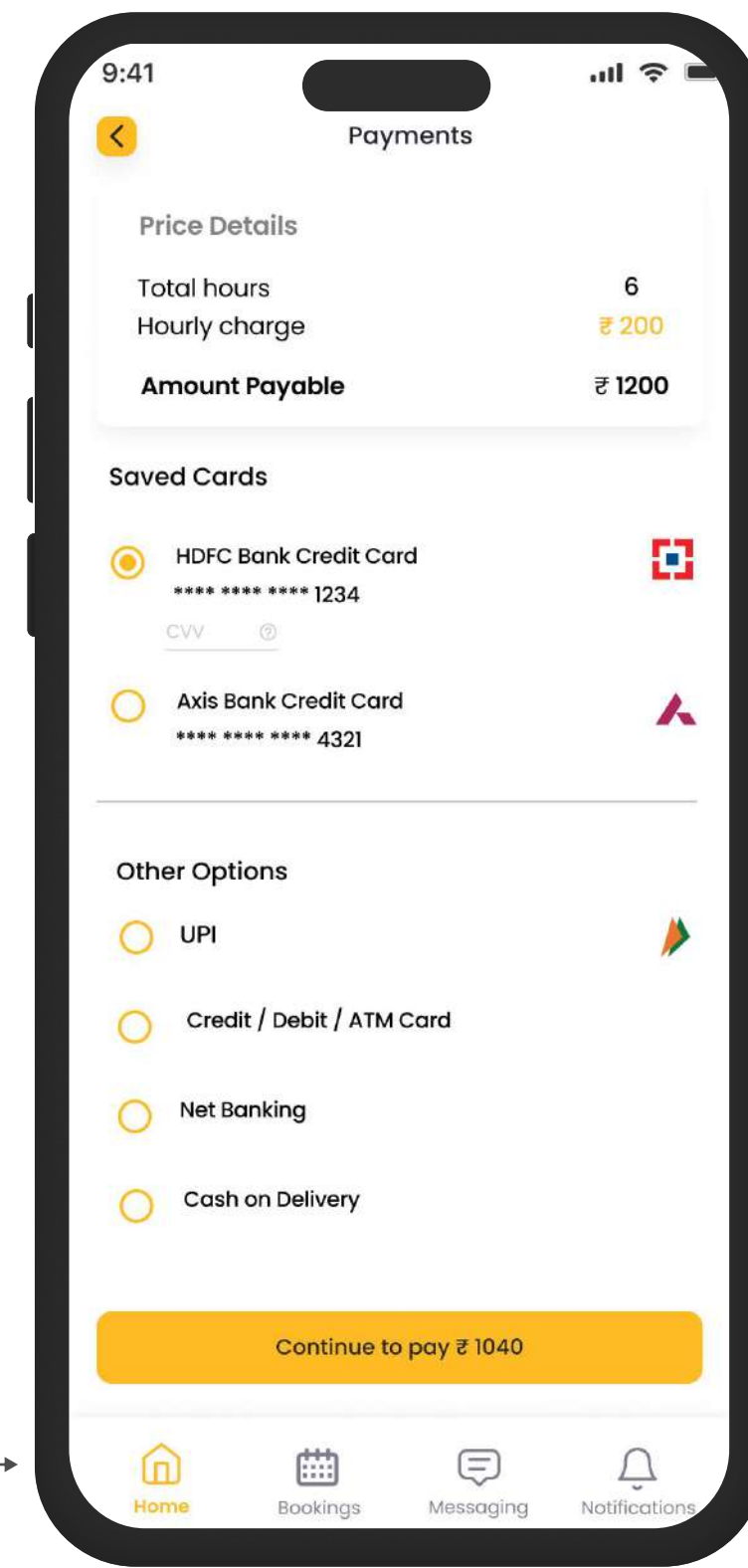
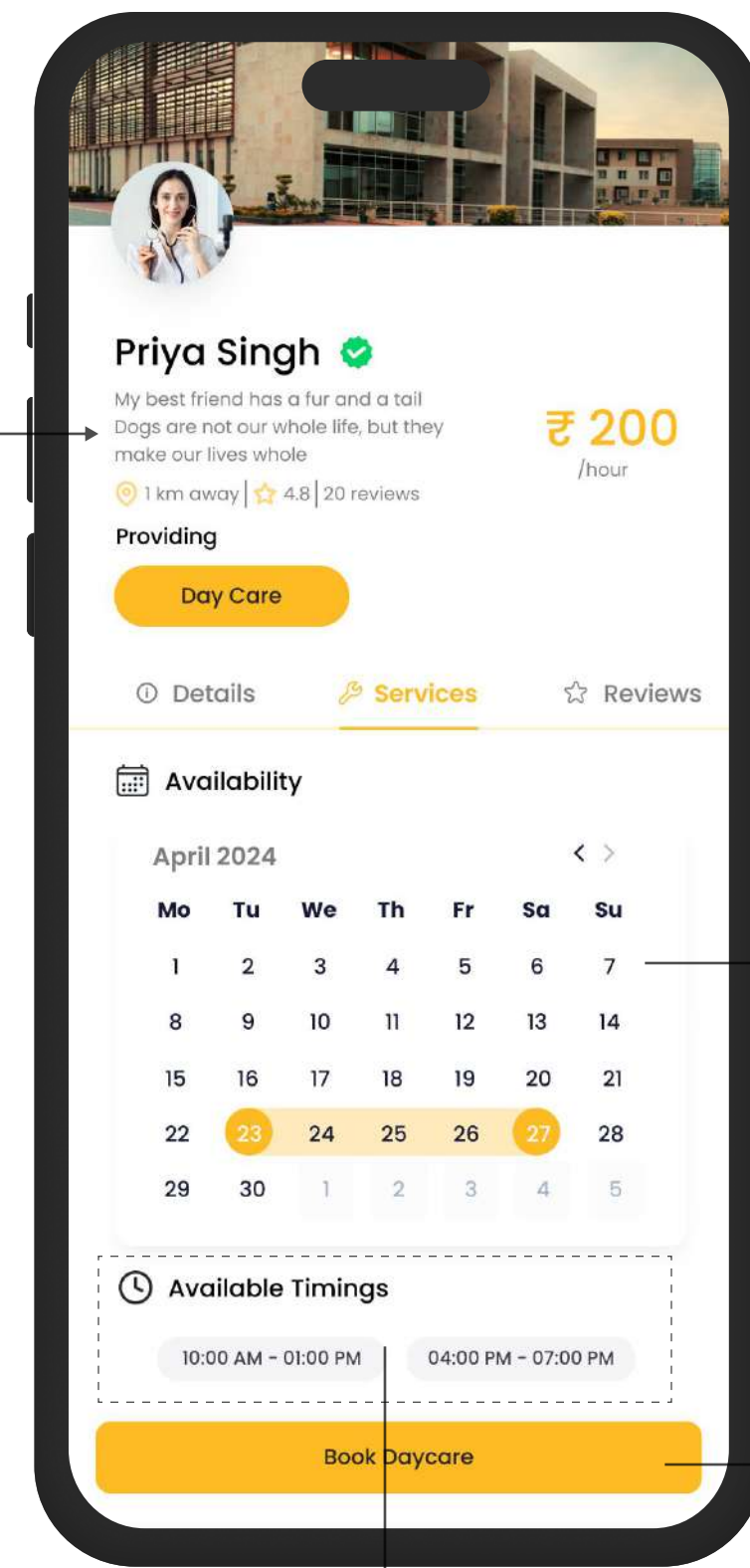
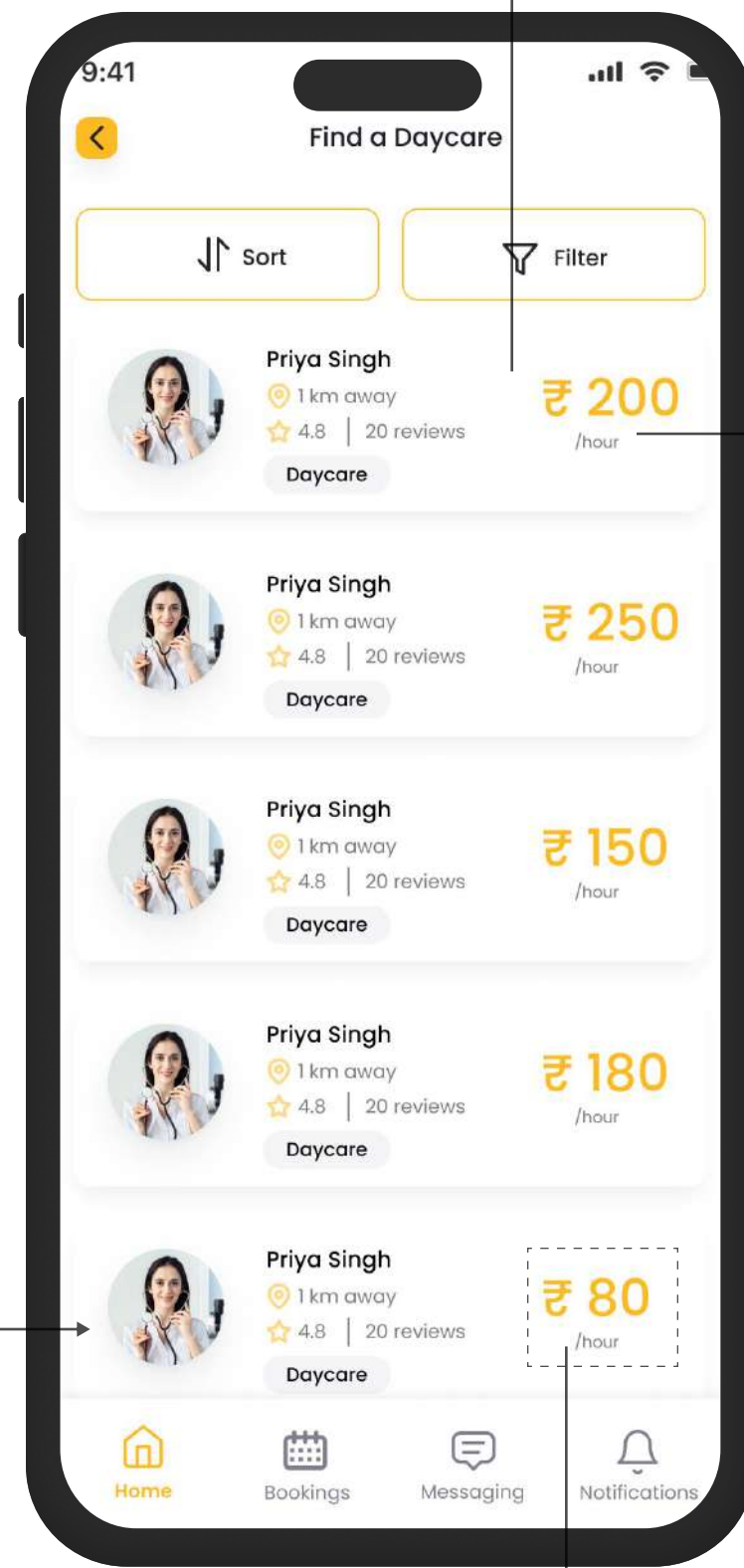
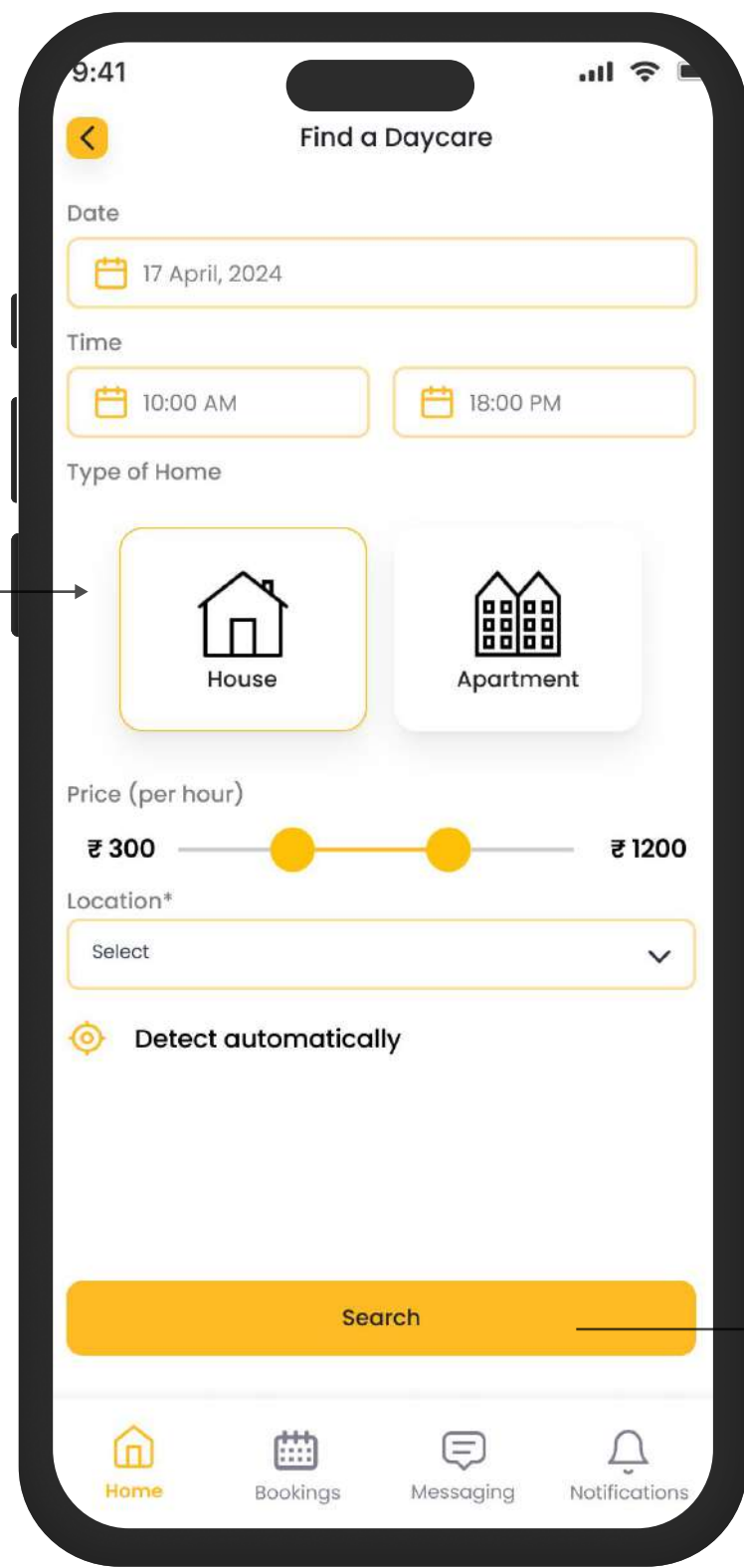
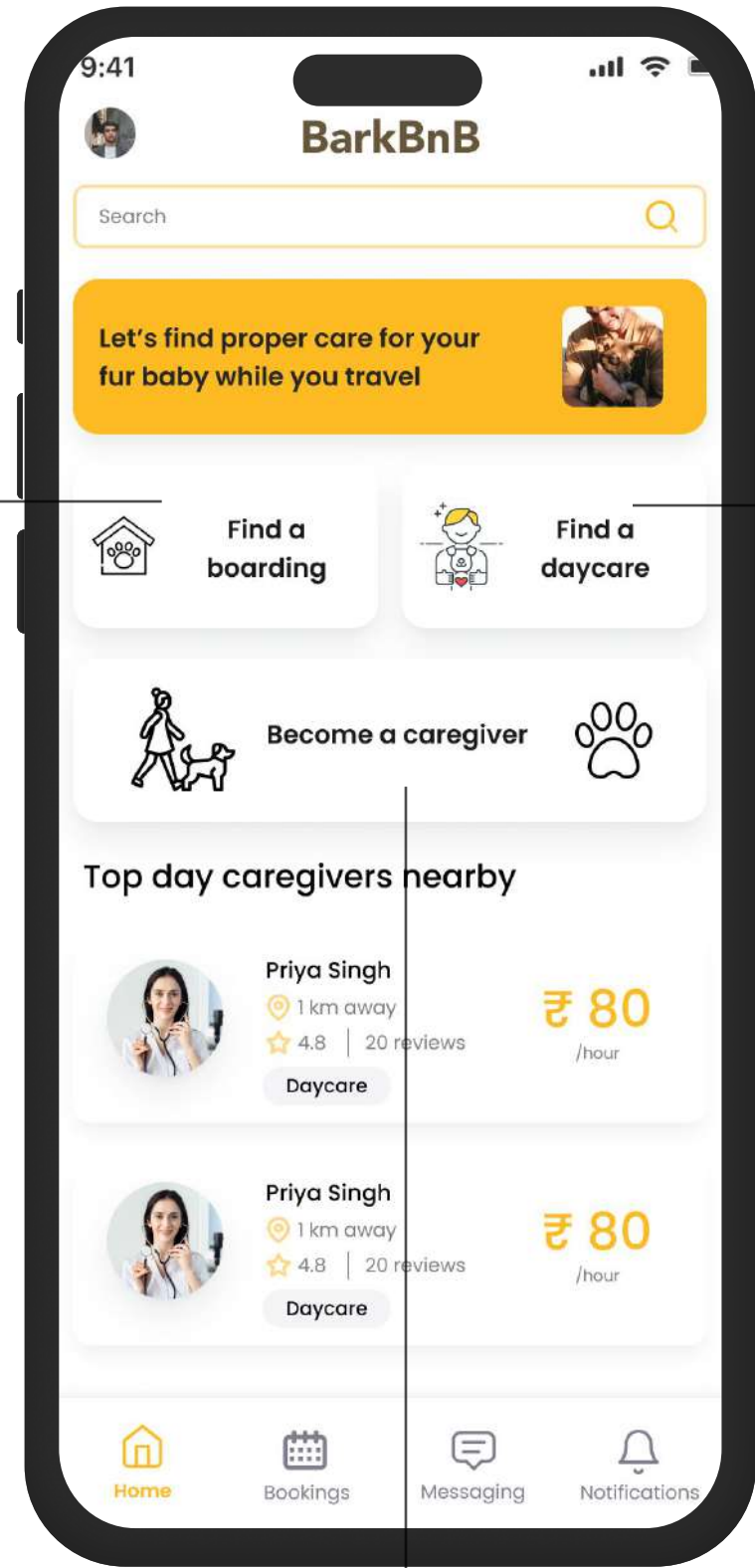
User can search desired daycare/boarding according to needs

Shows the list of caregivers along with their details

Profile of the caregiver. Shows they are ready for daycare. Shows the availability of caregiver

Shows the total payable amount and the checkout is done on the bank's portal

Once the payment is done, daycare booking is confirmed



User can become a caregiver even if they don't have pet

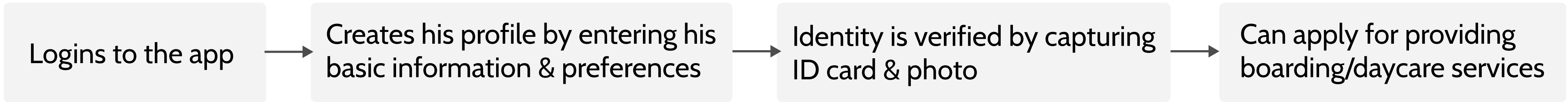
For daycare, price is per hour  
For boarding, price is per day

Timings is for daycare caregiving

User can talk to the caregiver via in app chat

Option to cancel or reschedule the booking

## Caregiver Onboarding

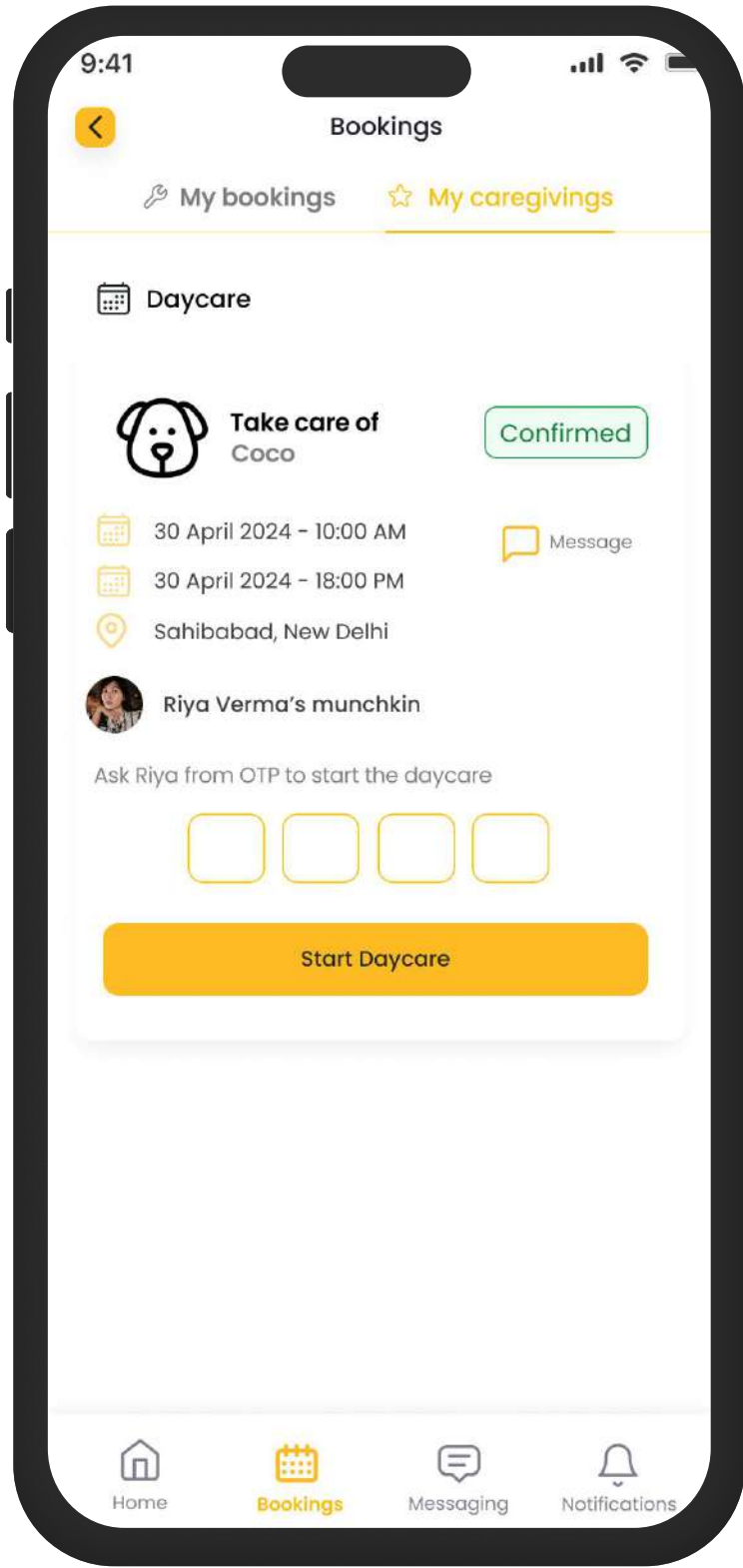
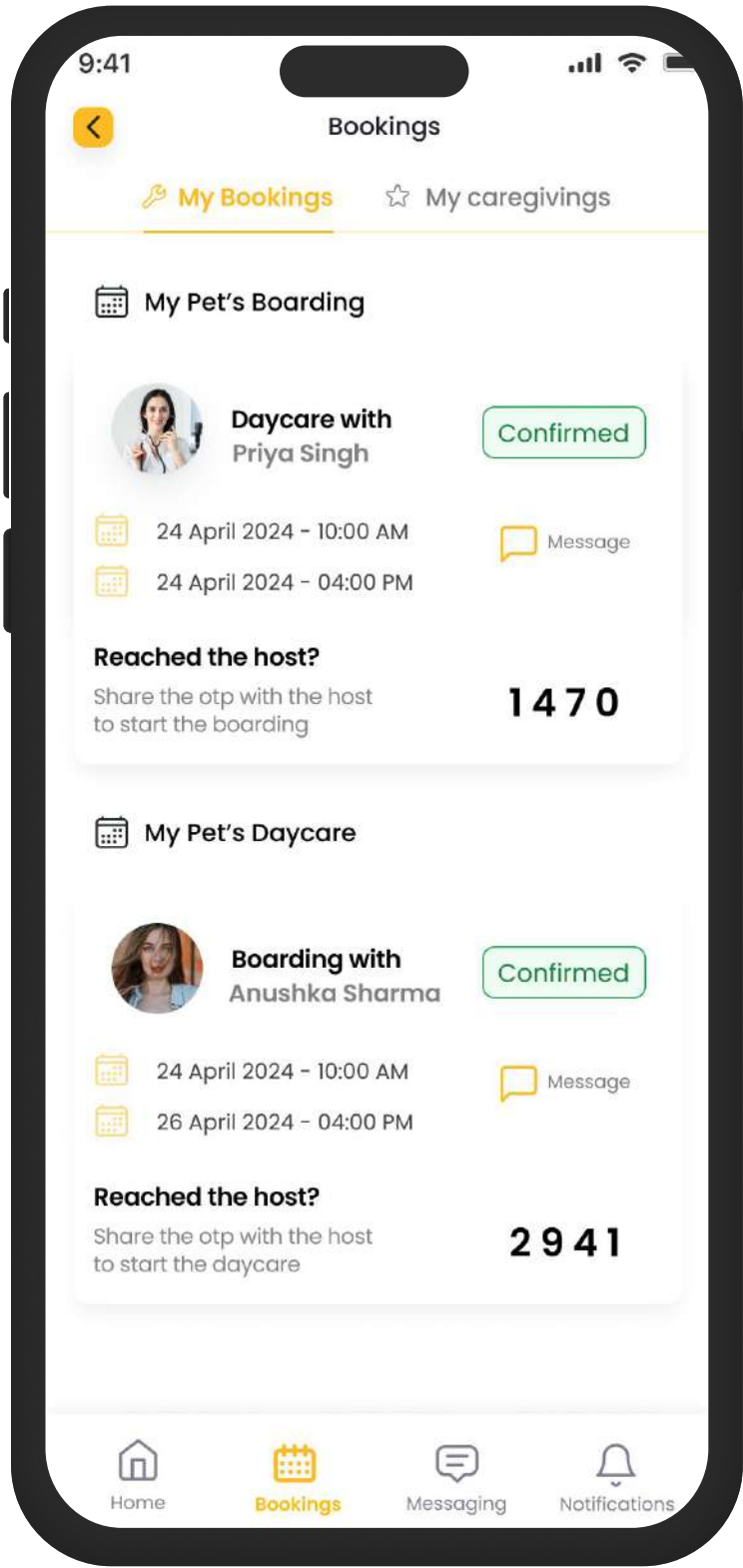
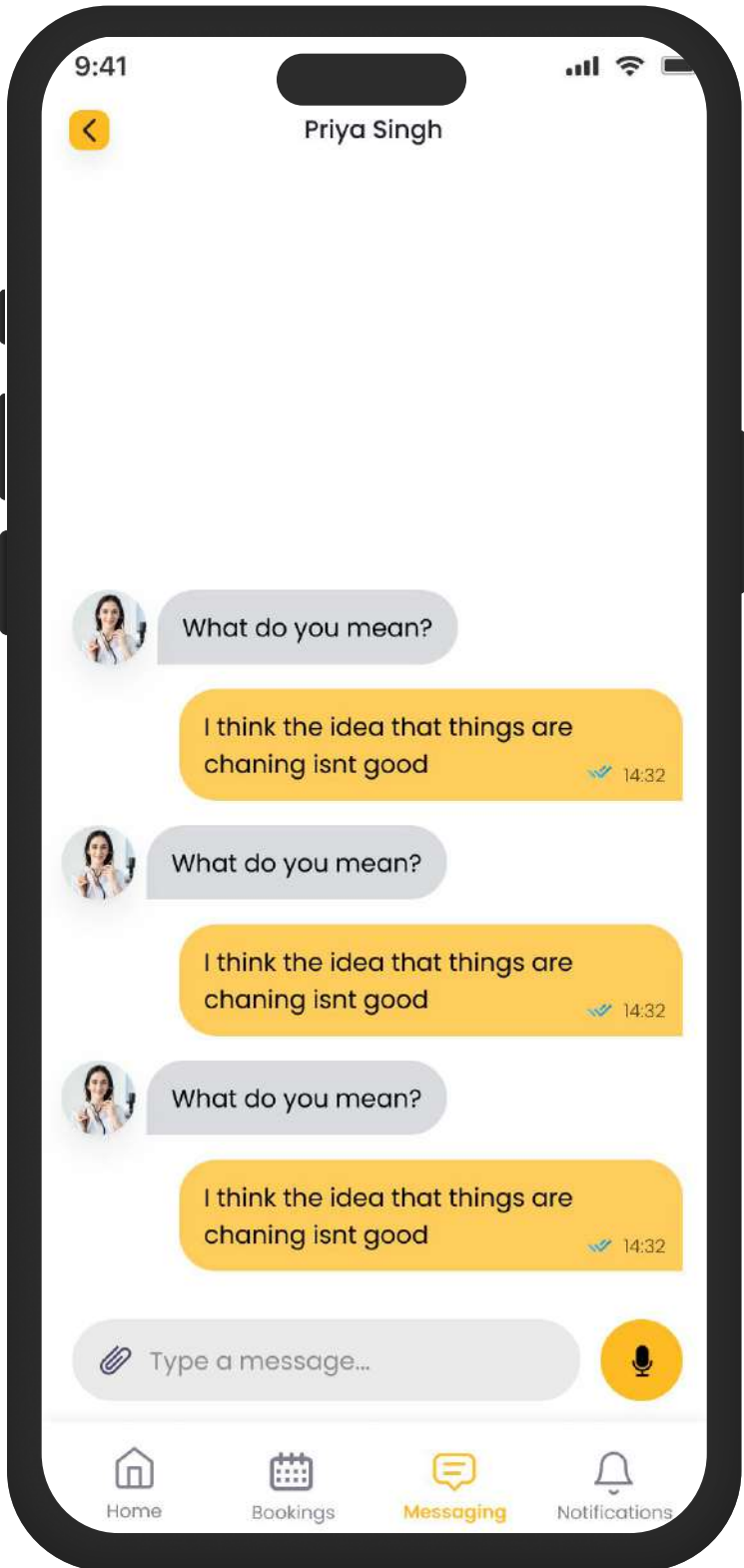




# How does the product look like?

User can directly coordinate with the caregiver on chat

Daycare/boarding service starts with pet parent sharing OTP with caregiver. Caregiver enters it to begin service. New OTP shared by pet parent ends service, ensuring security.



## Tech Stack

- Platform : App (Android, iOS), Introductory website
- Front-end : React Native (apps) & Next.js (website)
- Back-end : Node.js (Express)
- Database : MongoDB
- Cloud Storage : AWS



# Key Metrics

## North Star Metric

Daycare = # of hours booked  
Boarding = # of days booked

**Acquisition**  
**Leading metric**

Number of downloads / week  
Number of sign ups  
Customer Acquisition Cost (CAC)  
=  $\frac{\text{Total marketing spends}}{\text{\# users acquired}}$

**Activation**  
**Leading metric**

Onboarding Completion Rate (OCR)  
=  $\frac{\text{\# users completed first booking}}{\text{\# users signed up}}$

Caregiver Onboarding Completion Rate (COCR)  
=  $\frac{\text{\# caregivers performed verification}}{\text{\# users signed up}}$

Activation Rate =  $\frac{\text{\# users with first booking}}{\text{\# new users in a week}}$

**Retention**  
**Lagging metric**

Daily & Monthly Active Users (DAU & MAU)

Retention Rate =  $\frac{\text{\# users retained in a week}}{\text{\# users at start of the week}}$

Churn rate =  $\frac{\text{\# users lost in a week}}{\text{\# users at start of the week}}$

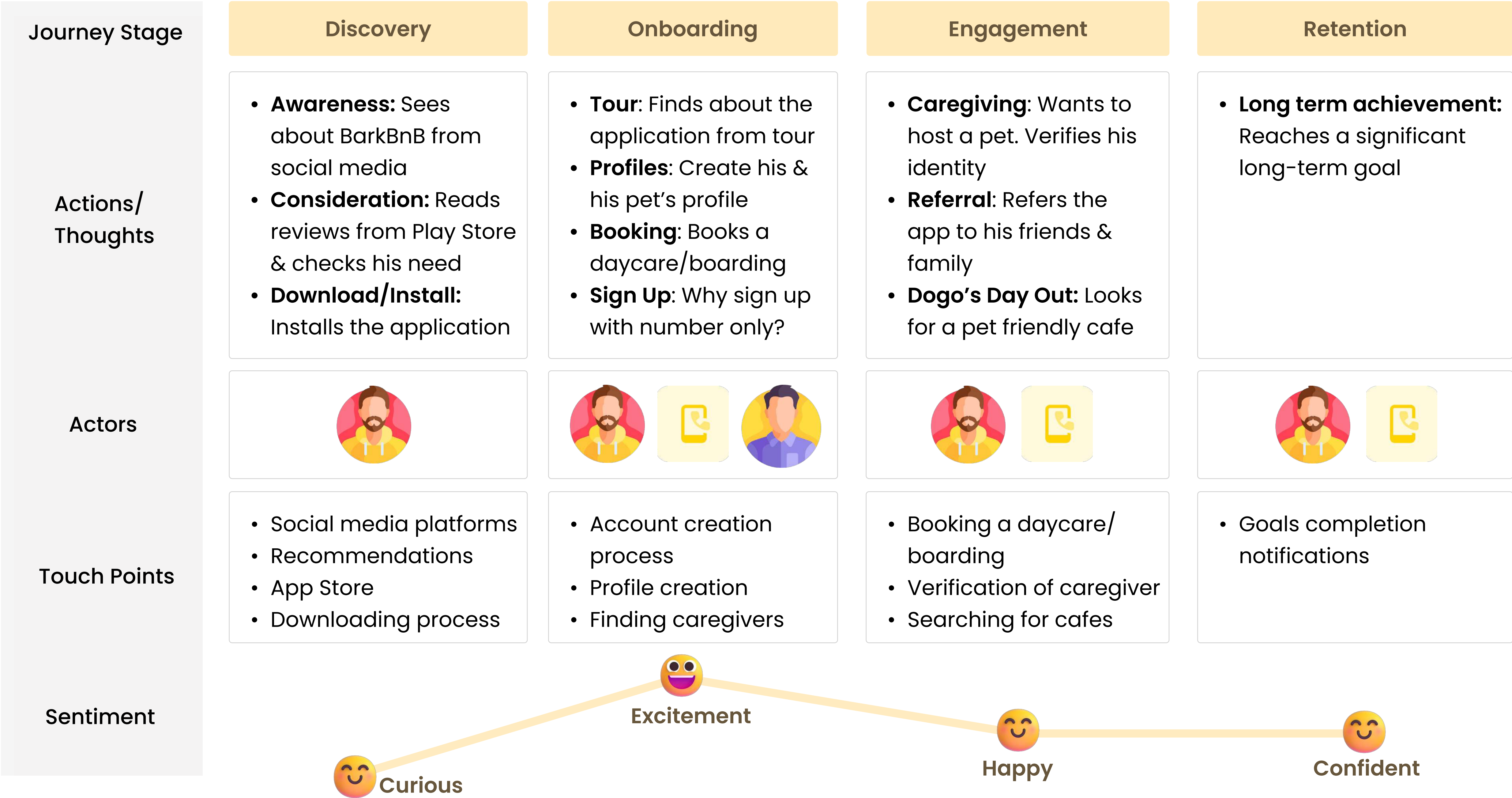
**Revenue**  
**Lagging metric**

Average Revenue per User (ARPU) =  $\frac{\text{Total Revenue}}{\text{Total users}}$

Lifetime Value (LTV) =  $\text{ARPU} * \text{avg user lifespan}$



# User Journey Flow



# GTM Strategy

## Launch Plan

- Phase 1 : **Pre-MVP** → Launch the introductory website for BarkBnB
- Phase 2 : **MVP Launch** → Launch the application in Bengaluru city
- Phase 3 : **Post-pilot** → Expand to other tier I cities such as Mumbai, Delhi etc
- Phase 4 : **Post-MVP** → Launch Dogo's Day Out feature in app targeting frequently dining users who have a pet
- Phase 5 : **Post-breakeven** → Coming up with BarkBnB's owned premium homestays for pets

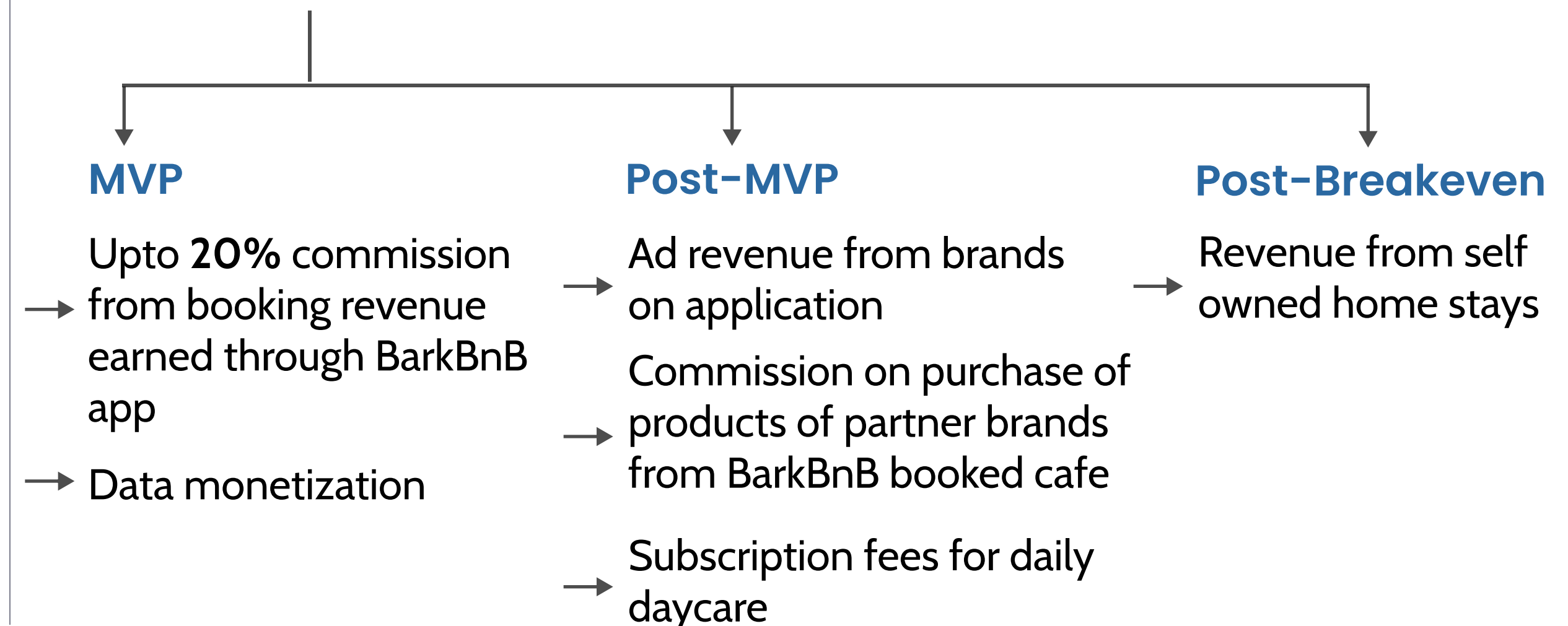
## Distribution channels

- **App stores:** Making the BarkBnB's app available on Play Store & App Store
- **Direct access:** The app can be downloaded from the introductory website
- **Social Media Marketing:** Leverage the social media platforms such as Facebook, Instagram & X to promote the app, create the buzz and drive downloads
- **Push notifications:** BarkBnB will utilise mobile push notifications to nudge users, offer discounts on daycare/boarding
- **Influencer marketing:** There are some pet accounts run by pet parents which can be approached for collaboration
- **Media coverage:** Certain new age online media platforms and magazines such as YourStory can be leveraged
- **E-Mail Marketing:** As the users sign up for the newsletter at BarkBnB's website, emails can be used to educate & engage with them.

## Promotion strategy

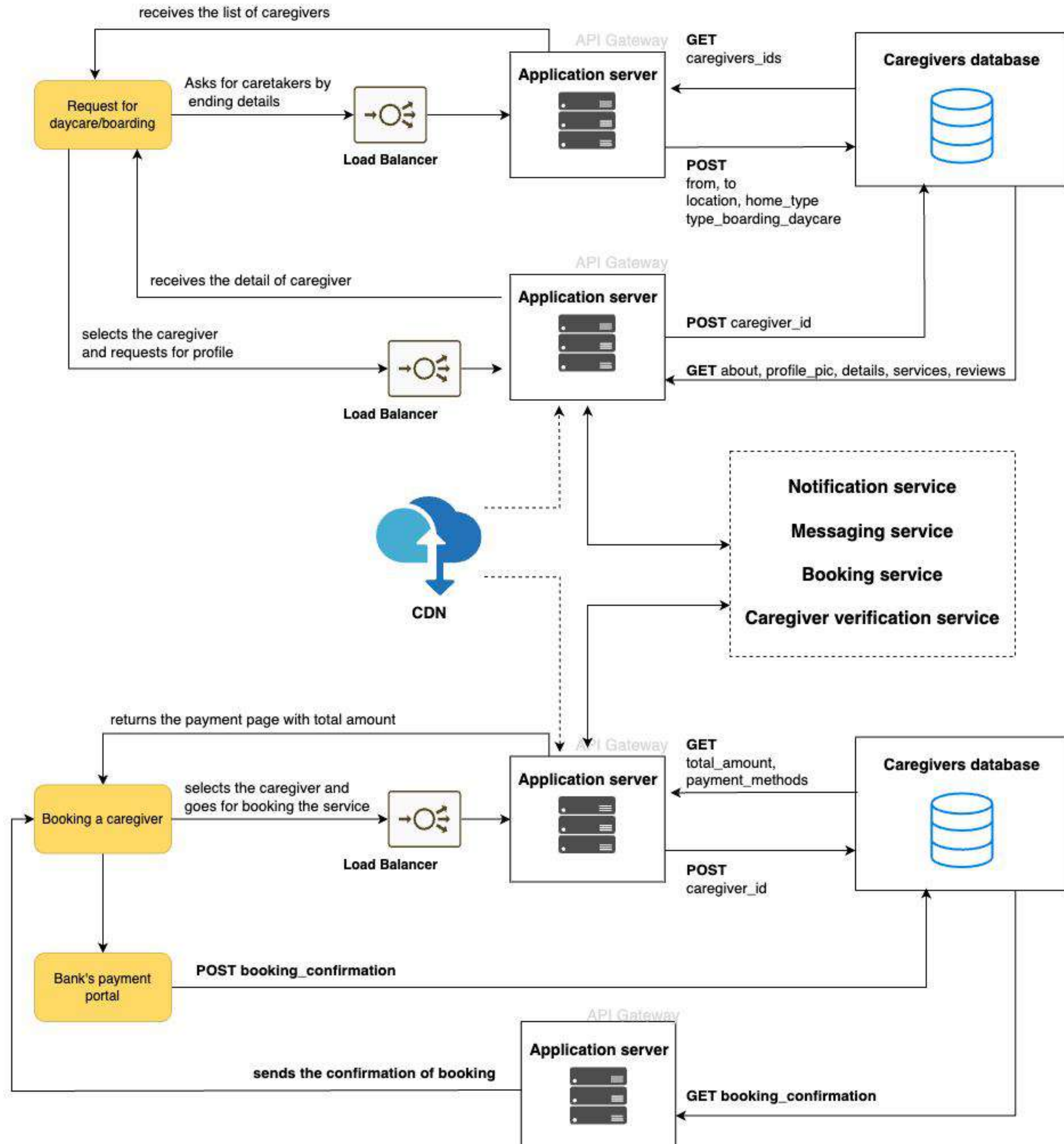
- **Incentivise downloads:** We can provide some discounts on first boarding to incentivise downloads
- **Word of Mouth:** There can be a referral program where the user can invite their friends & family. User will get assured reward once the invitee completes his first booking. Also discounted price for first booking for invitee
- **Event sponsorships:** We can sponsor online and offline events such as pet fairs
- **Running social media campaigns:** We will strategically use hashtags, run contests or giveaways, and collaborate with influencers to create buzz around the app.
- **SEO & App Store Optimisation:** Our app store listing will be optimised with relevant keywords, compelling descriptions, and high-quality screenshots to improve visibility and attract more downloads.

## Monetisation Plan





# System Design



# What are the risks & how to mitigate them?

Risks	Mitigation
<b>Safety of pets</b> : Pets could be exposed to unsafe environments or mistreatment.	<ul style="list-style-type: none"> <li>• Implement a strict verification process</li> <li>• Check reviews from previous clients</li> <li>• Platform for grievance redressal</li> </ul>
<b>Safety of property</b> : Pets may cause damage to the caregiver's property	<ul style="list-style-type: none"> <li>• Clearly outline pet's behaviour</li> <li>• Ask for security deposit from owner</li> </ul>
<b>Health concerns</b> : Pets could get injured or contract illnesses while in the care of a caregiver	<ul style="list-style-type: none"> <li>• Ensure caregiver knows basic first aid</li> <li>• Check for vaccination proofs from pet parent</li> </ul>
<b>Miscommunication</b> : Misunderstandings or disagreements between pet owners and caregivers.	<ul style="list-style-type: none"> <li>• Ensure that both the parties communicate well on the app</li> </ul>
<b>Data Privacy Concerns</b> : Personal information of pet owners or caregivers could be compromised	<ul style="list-style-type: none"> <li>• Implement strong authentication methods, encryption etc.</li> </ul>
<b>Low User Adoption</b> : Users might not find the app valuable enough to download	<ul style="list-style-type: none"> <li>• Focus marketing efforts on targeted user segment</li> <li>• Make the onboarding user friendly</li> </ul>

# What are the second order effects of this product?

- ✔ Community Building
- ✔ Pet Welfare
- ✔ Increased Pet Ownership
- ✔ Reduced Pet Abandonment