

from being turned into shelters because of behavioral issues.

How far along are you? What's your biggest obstacle? ▾

We have the beta developed and conducted the beta test with 50 dog owners. There are 39 testers who have already paid for our future product. Besides, we have 3 channel partners (2 NY state licensed breeders, Stacy Fleming and Katie Kruger, plus 1 rescue shelter, Genesee County Animal Shelter) who are promoting us with their clients. We are now just around 4 months away from launching the app on the App Store and Google Play.

Who competes with you? What do you understand that they don't? ▾

There is a dog training app which is considered as our primary competitor: Dogo. Dogo provides visual dog training instructions — images and gif pictures. Another competitor of ours is an online training course provider, Doggy Dan. He offers training videos that a customer subscribes monthly or purchases in full to access all videos. Contrast to Dogo, we use video instructions and certified dog trainers. Our training plan is also customizable and we provide one-on-one consultations. Compared to online training course providers, Sniffy has daily task and progress tracking features help owners set up routine and keep consistency.

How will you make money? ▾

In our first year, we make revenue by having customers subscribe to Sniffy. Starting from the third year, we plan to collaborate with pet stores, advertise their products, and get commission from them. Additionally, once we have a larger customer base, we can sell user data to pet care and insurance companies. Selling merchandise is another way of making revenue. We also plan to expand the market to Asia. In Asian countries such as China, there are lots of dog owners and very few professional trainers. We believe we have a huge market opportunity there.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? ▾

Our biggest risk is that our biggest competitor, Dogo, is expanding to the U.S. market. As a dog training app as well, they already have more than 2 million downloads. Also they have gotten into an accelerator for the pet industry recently. What differentiates us with them is that we are using real trainers to make training videos and they are using illustrations and text. If they start producing training videos, it will make us less competitive. Based on our customer discovery, we learned that people prefer watching videos than reading text. So we have to produce more comprehensive video training content and be in the market ASAP to compete with them.

What are your clients loving about you? ▾

Our customers love the fact that they can train their dogs effectively at their own pace by using our app. First, we provide structured and professional training content that is produced by our trainers who have years of training experience. Second, our product eliminates the problem of finding a trustable trainer and training class that fits into owners' schedules. They can access the training content anytime, anywhere. Last but not least, we offer training support that helps owners keep consistency in the training process.

What is your 1 and 2 year goal? ▾

We aim to have 800+ customers who subscribe to our services at least for 6 months in our first year. To achieve this goal, we plan to partner with breeders and rescue animal shelters. Our partner breeders have at least 100 customers per year and can reach 3000+ via their social media. In our second year, our goal is to have at least 4000+ customers. We will start putting money on digital marketing to reach this goal. We also plan to implement video consultation and community features in the app.
