



Your Dog's Professional Personal Trainer

5.28.2020



# The Company



**Sniffy Labs Inc.**



**Howard Shyng**

Co-founder & President

M.S.

Human-Computer Interaction

RIT 2019



**Ting Zhu**

Co-founder & Vice President

M.S.

Human-Computer Interaction

RIT 2019

A close-up photograph of a light-colored dog, possibly a Golden Retriever, looking out from behind green metal bars. The dog's face is partially obscured by the bars, and its expression is somber. The background is dark and out of focus.

Every year in the U.S.,  
**3 million**  
dogs are abandoned

(Data from American Society for the Prevention of Cruelty to Animals)





**700,000**  
are euthanized

(Data from American Society for the Prevention of Cruelty to Animals)



A white puppy is sitting in the center of the frame, looking directly at the camera with its mouth slightly open. The puppy is surrounded by a cluttered environment, including cardboard boxes, wooden frames, and various household items. The background is dimly lit, showing more clutter and a white door on the left.

**43%**  
were abandoned  
because of  
behavioral issues

(Data from Scientific Research Publishing, researched by ASPCA)



# Training

is the **key** to  
prevent and solve  
behavioral issues





**75%**  
dogs *never* receive  
proper training

(Data from Dogster Magazine, author is CPDT-KA certified trainer)





**WHY?**

# Customer Discovery



**357**

dog owners

**44**

dog trainers

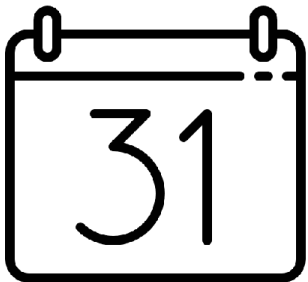
📍 Rochester & NYC



# The Problem



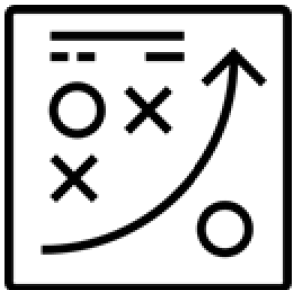
**Owners are struggling to find proper and satisfying training resources**



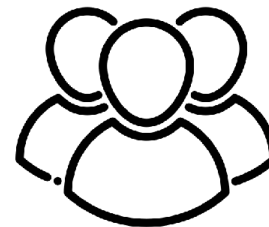
**Demanding schedules**



**Improper methods**



**Overwhelming,  
unstructured online  
resources**



**Group classes are  
distracting, not tailored  
to personal pace & needs**



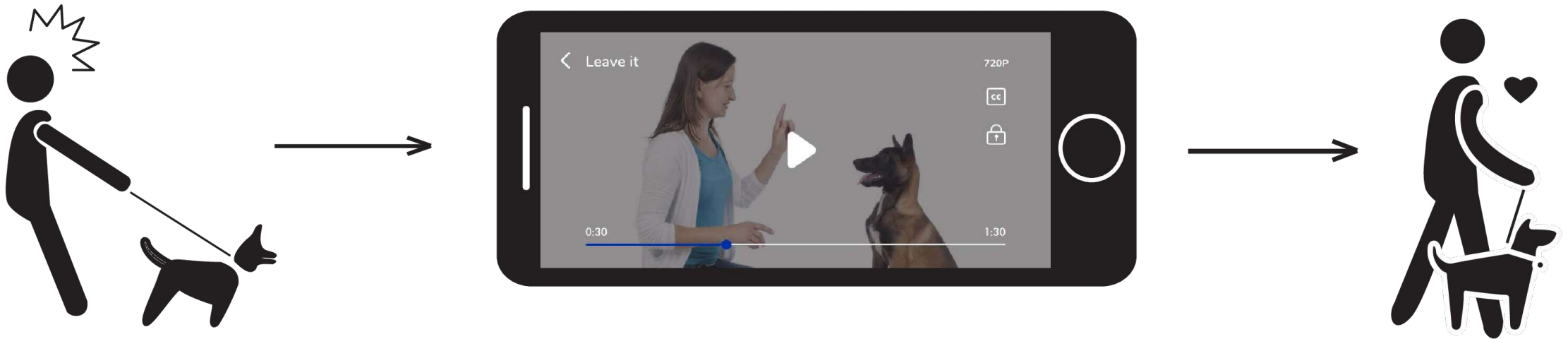


**on-demand, professional, customized**  
dog training & support

# The Solution



## Sniffy App



Sniffy turns professional training contents into  
customized and interactive in-app plans

# Initial Target

## Puppy Owners & New Adopters

- 🐾 Lack experience of being dog owners
- 🐾 Have demanding schedules
- 🐾 Millennials: tech savvy, invest more on pets, comprise 40% of dog owners

(Data from Packaged Facts, APPA)





# Puppy Owner



## Cecilia

Registered Nurse, first-time dog owner

### Pain Point:

- Could not go to training classes because of busy schedules
- Found online resources overwhelming and not structured

# New Adopter



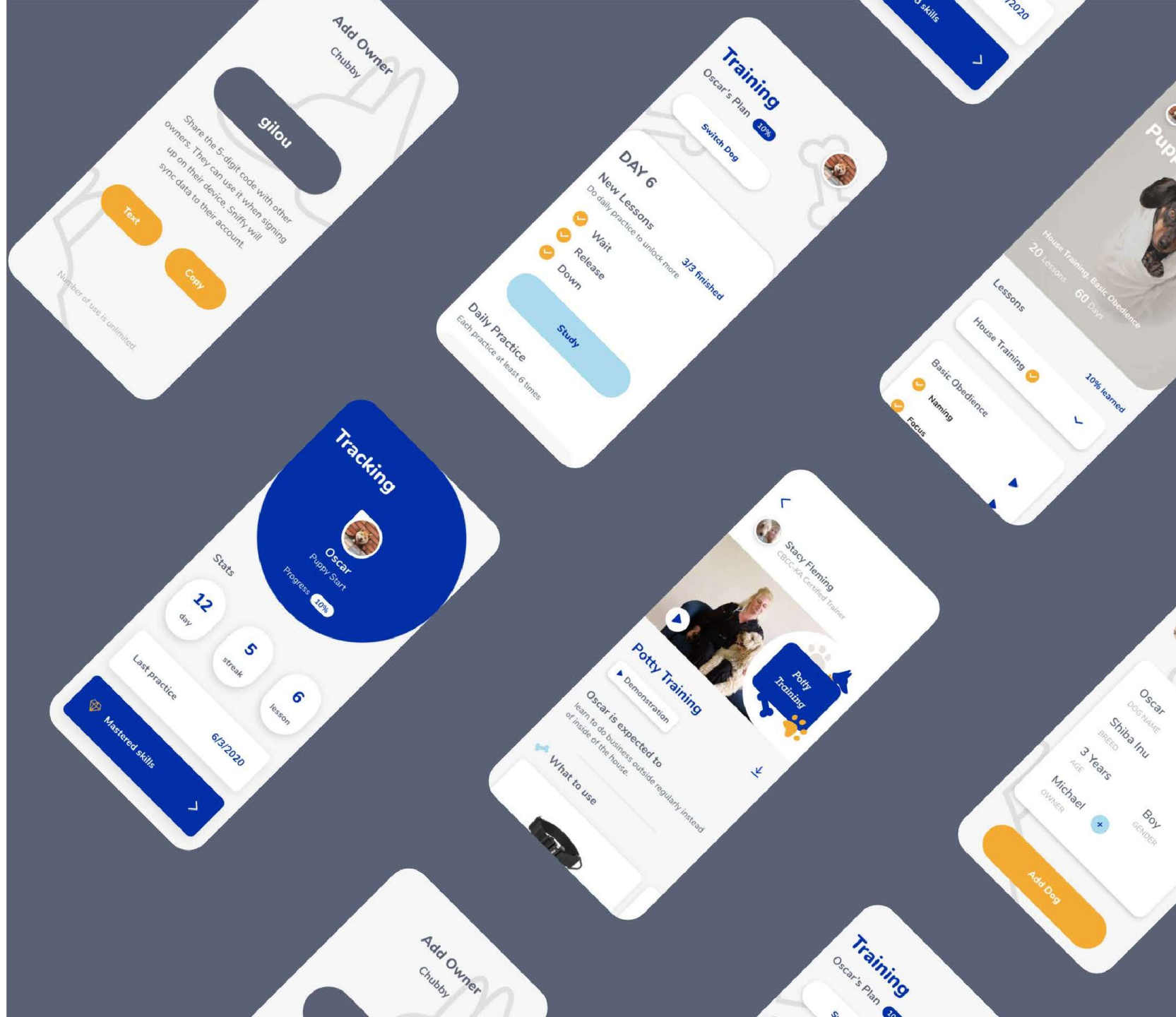
## Larry

**Freelancer, shelter dog adopter**

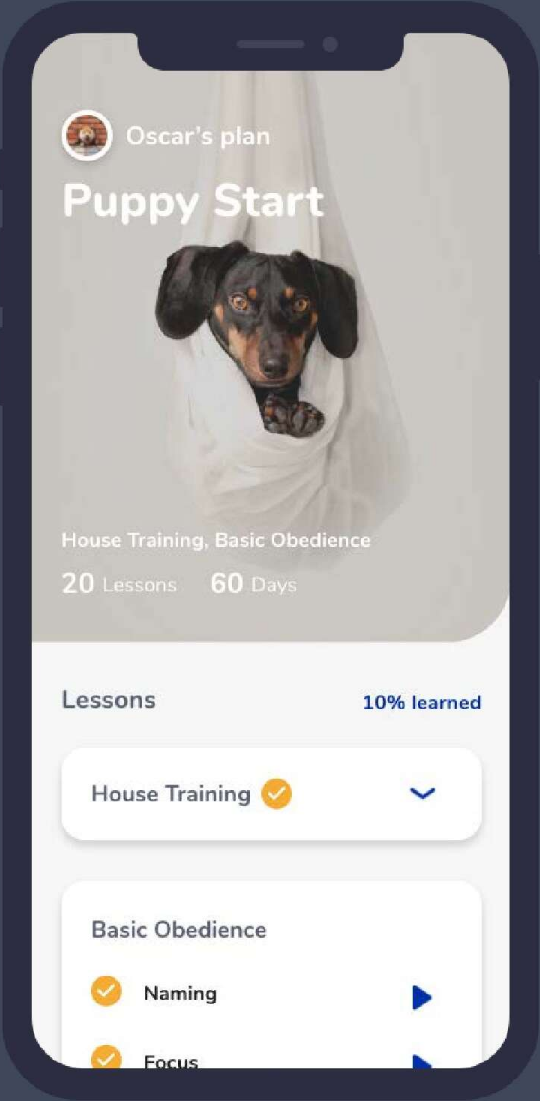
### **Pain Point:**

- Dog was easily distracted in the group training, couldn't get along with other dogs in the class

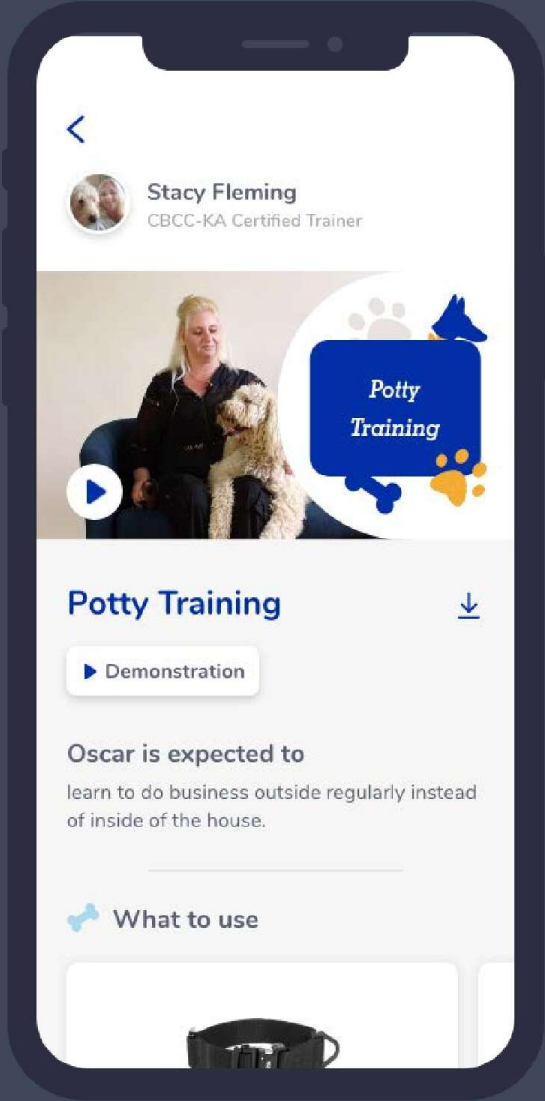
# The Product



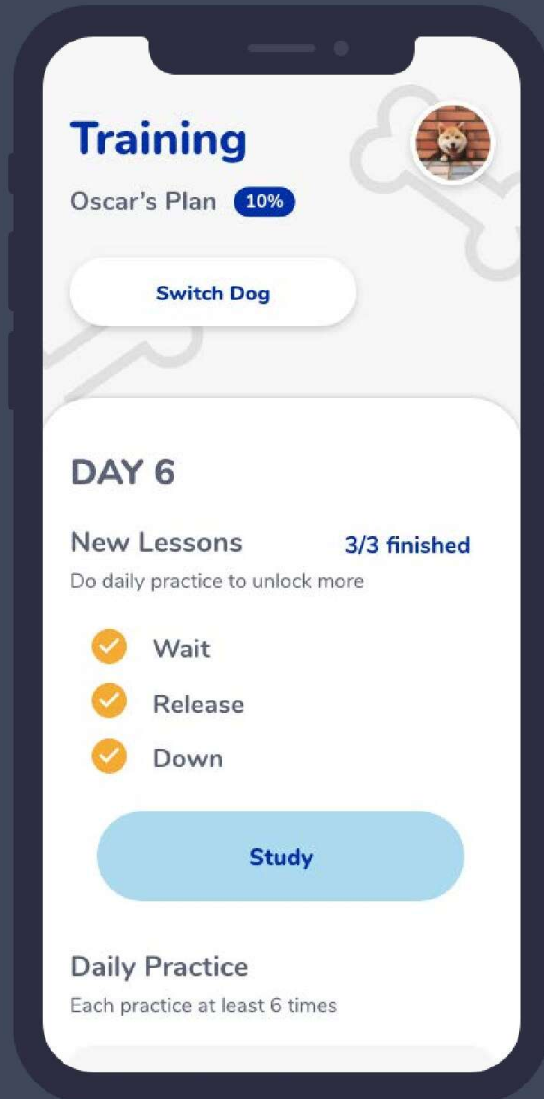




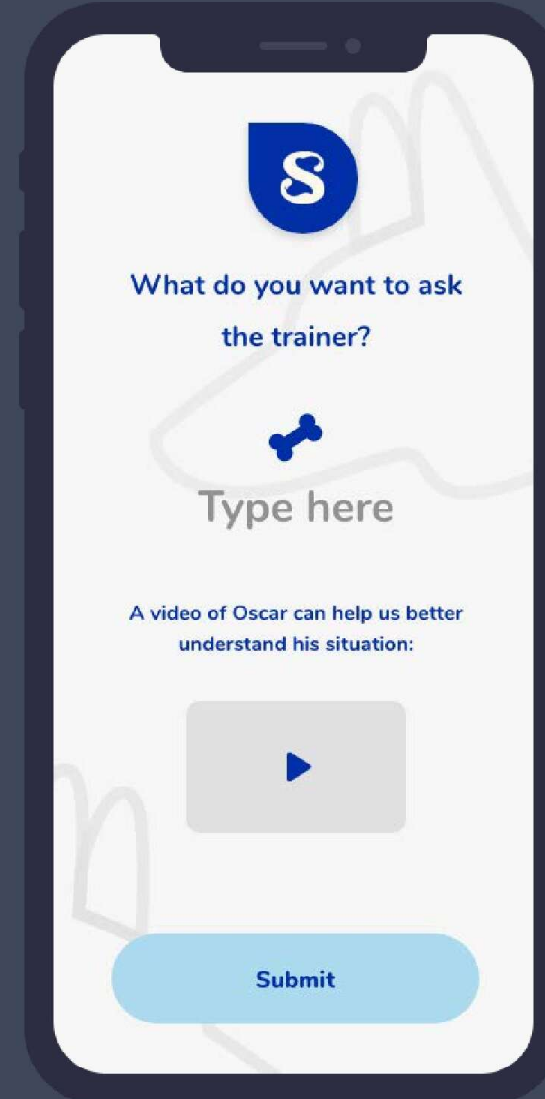
# Customized Plans



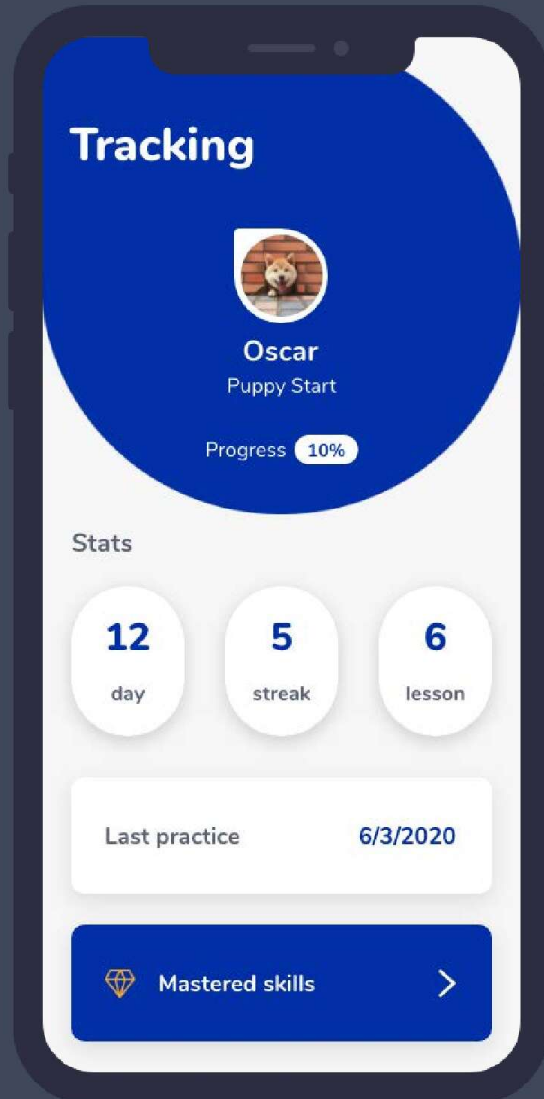
# Video Tutorials



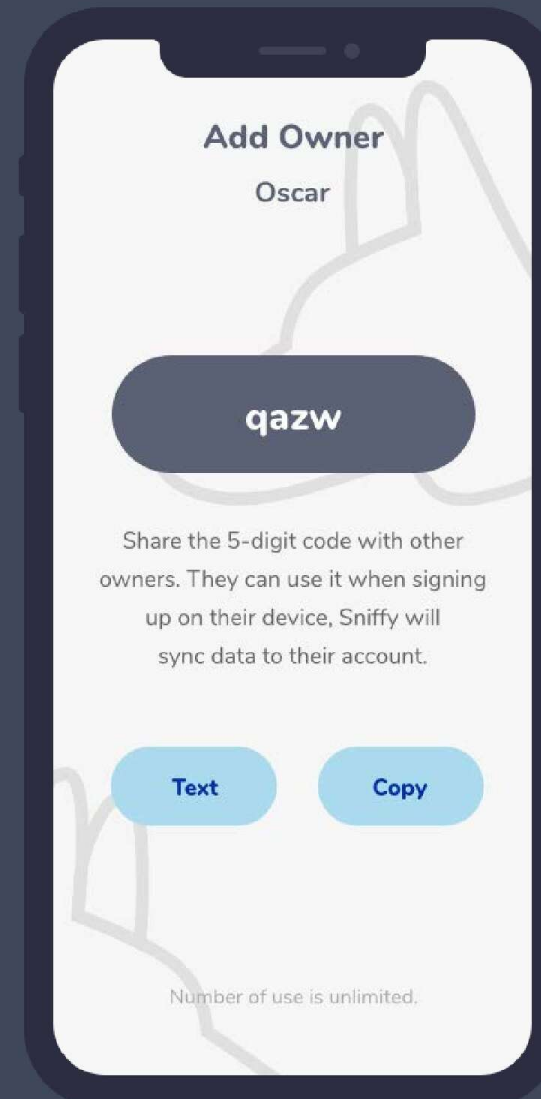
## Daily Practice



## Individual Consultation



## Progress Tracking



## Family Account



# Beta Test



**50**

**Testers**

“

Sniffy allows me to do the training at my own pace, and it fits into my schedule!

(Kathy)

“

The content is presented in a structured way. I can see Waldo is making progress.

(Zeb)



**78%**

**Conversion  
Rate**

“

I didn't know I was training Luna totally wrong until I watched your videos!

(Shauna)

# Value Proposition



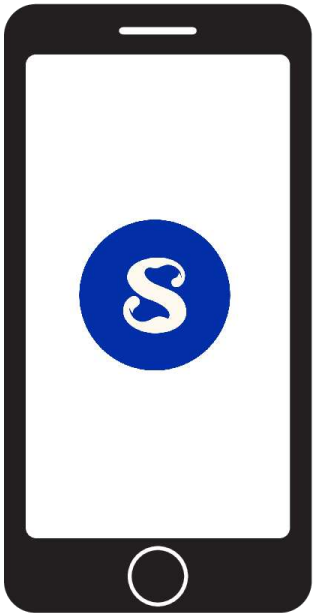
For dog owners who need **help with training**,  
Sniffy is a mobile app that provides **on-demand**,  
**professional, customized** training and support,  
unlike going to on-site training classes or using  
other online training resources.

# Business Model



Trainers

Expertise



Training Contents

\$20/month    \$120/year

Consultation

\$20/hour commission



Owners



# Revenue Streams



## Current

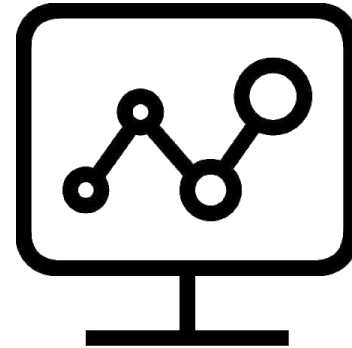


Subscription

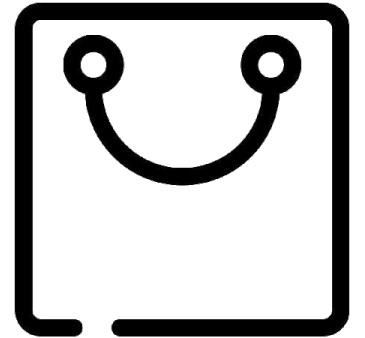


Consultation

## Proposed













Data Selling



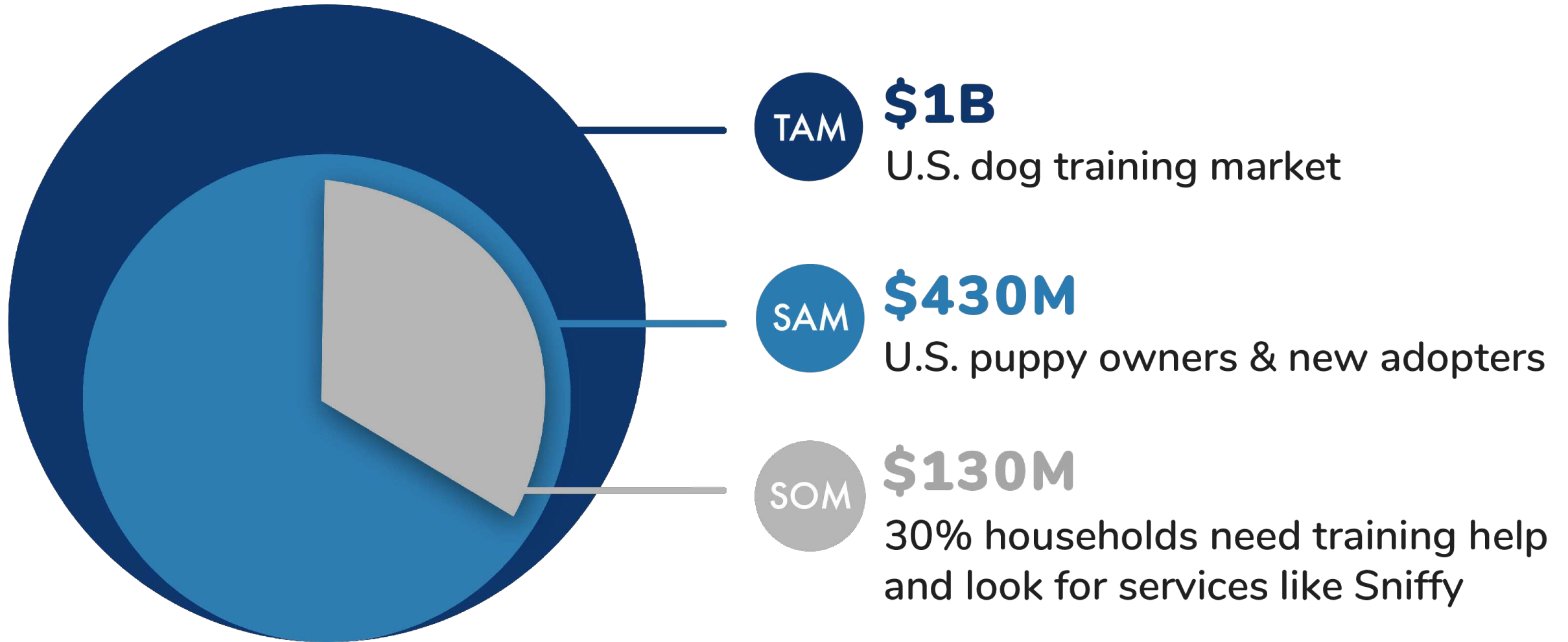
Merchandise

# Competitive Landscape



		Dogo	Puppr	OneMindDogs.com
Customized Training				
Video Tutorials				
Progress Tracking				
Consultation				
Family Account				
Price	\$20/month	\$10/month	\$17/month	\$29/month

# Market Size



(Data from Annalect's research of US pet owners and ASPCA)



# Marketing (1st year)



## Breeders

Pam's Dollhouse

Life-with-Goldens



- Recommended our app to **15 clients, 6 tried and paid, conversion rate: 40%**
- Plan to work with 20 breeders, get 20,000 impressions, get **150 customers**
- Provide product discount

## Shelters



- **Over 100 adopters/year**
- Plan to work with 15 shelters, get 20,000 impressions, get **150 customers**
- **\$5K (estimated)** for brochures & posters
- Provide product discount

## Events



- Each has **200 - 500 owners**
- Plan to go to 15 events, get 5,000 impressions, get **150 customers**
- **\$10K (estimated)** for tickets, accommodation, and printouts

# Marketing (1st year)



## Digital Marketing



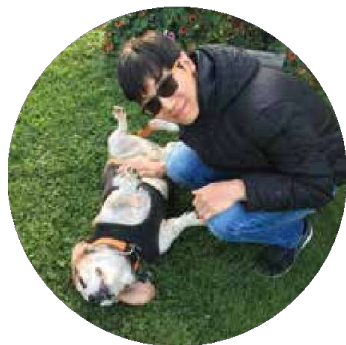
- Our ads on Facebook got **one user for each \$5.7 spent**
- **\$11K will get 1,900 users, 100 customers (using a 5%\* app conversion rate)**

\*Braze.com IAP stats



- Our ads on Instagram got **one user for each \$6 spent**
- **\$12K will get 2,000 users, 100 customers (using a 5% app conversion rate)**

# The Team



**Howard Shyng**

Human-  
Computer  
Interaction

Front-End



**Ting Zhu**

Human-  
Computer  
Interaction

UI/UX



**Allen Cheng**

Computer  
Science

Developer  
@Travelstart



**Larry Lai**

Computer  
Science

Developer  
@Aspeed



**Jim Chen**

Computer  
Science

Developer  
@Garmin



**Kurt Lai**

Industrial  
Engineering

Engineer  
@Top Union



# Trainers



**Stacy Fleming**  
Certified Trainer  
CBCC-KA



**Eleonora Clemente**  
Certified Trainer  
Animal Behavior College



**Rebecca Rene**  
Certified Trainer  
Animal Behavior College



**Rebecca Giannavola**  
Certified Trainer  
Animal Behavior College

# Advisors



**Anthony Testa**

Entrepreneurship Program Director  
RIT Simone Center



**Patricia Wall**

Innovation Coach  
RIT Simone Center



**Jeffrey Arywitz**

Venture Coach  
RIT Venture Creations



**Holly Hillberg**

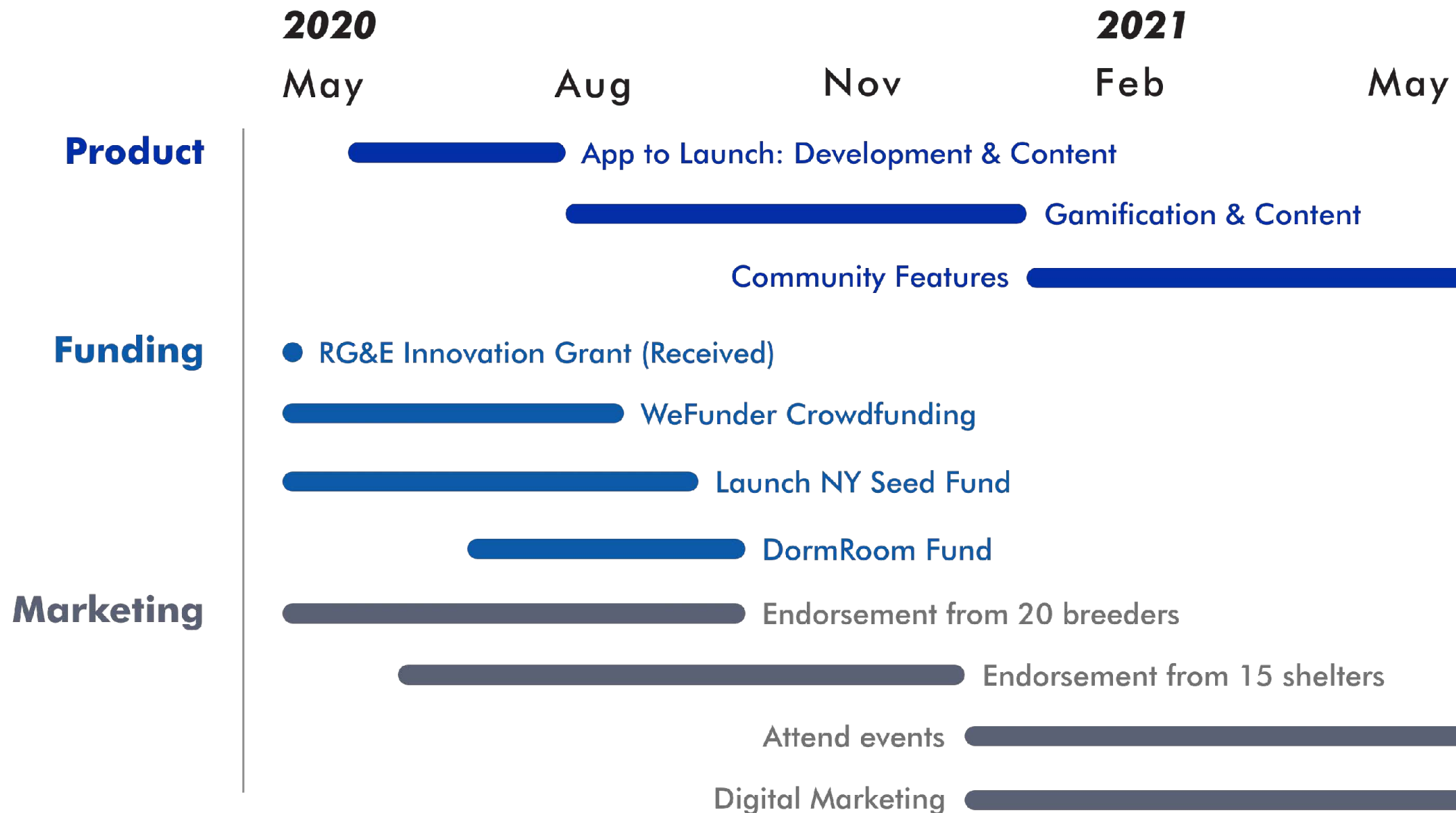
Entrepreneur-in-Residence  
Launch NY




**Jerry Adamski**

Entrepreneur-in-Residence  
Launch NY

# The Plan



A grayscale photograph of a family walking along a beach. A woman, a young child, and a man are walking from left to right. The man is holding the child's hand and a long stick. A German Shepherd dog is standing on the right, looking up at the man. The background shows the ocean and waves.

Follow the plan,  
bond with your friend.



**Sniffy** [Sniffy-App.com](https://Sniffy-App.com)

**Thank you.**



# Five Year Plan

**Y1** Essential training (puppy, adult & rescue) and tricks, family account, gamification(badge, levels)

**Y2** Gamification (ranking, reward), community, consultation;  
Breed/Dog size specific contents, training games

**Y3** Consultation, training buddy;  
Breed specific contents, K9 good citizen, agility training

# Five Year Plan cont.

**Y4** Collaborate with vets, behaviorists, groomers, pet store/product suppliers (videos, blogs, Q&A board, webinars, product review);  
Nose training, breed specific contents, problem solving

**Y5** Consultation (collaborate with trainer organizations), Sniffy Certified Dogs (partner with Rover/Wag/Chewy.com & local services);  
Agility training, problem solving, aging issues;