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## APPLICATION FORM

Startup Name \*

PetPing

Give us your high-level pitch \*

7 word(s) left

Do you love your pet? Do you want your pet to lead a happy and healthy life? So do we! PetPing are creating an all-in-one, smart pet companion that uses Artificial Intelligence to allow you and your pet to live in harmony together!

*Describe your idea in 50 words or less. Please DO NOT disclose any confidential information here. Note this does not count towards your 1000 word limit.*

What is your idea/innovation? (40%) \*

Myself and my colleagues at PetPing are passionate about people and pets; we want you and your best friends to lead the best lives possible. As such, we decided to take advantage of recent advancements in cloud computing and powerful machine learning algorithms, combined with developments in Internet of Things (IoT) portable connected technology to improve the lives of both you and your pet. Our all-in-one smart collar will collect comprehensive health and happiness data from your best friend in real-time, and through the power of AI will empower you to get to know your pet better than ever before!

Your pet can't tell you when they are feeling ill, but PetPing can. Our smart collar's sensors will record your pet's heart rate and blood pressure every minute, alongside constant movement data from an accelerometer. PetPing will always be connected; we will cross-reference this data in real-time with the average heart rate and blood pressure for your breed of dog or cat, and with previous recordings from similar amounts of exercise. Moreover, we understand that diabetes in pets often goes unnoticed and can be detrimental to your best friend's health and happiness, so we will include a blood glucose monitor in PetPing's repertoire of data collection tools. You will be notified if there are any discrepancies in readings, as well as provided with information about what these might mean for your pet's health, and steps you can take to help your best friend get better again.

Through your input, PetPing's comprehensive profile of your pet's health and habits can take your relationship to the next level. Our integrated mobile app allows you to tell PetPing what your pet is feeling, and PetPing does the rest! PetPing's cloud software will run complex multivariate Machine Learning algorithms on your pet's activity profile to identify which attributes and habits correspond to which emotions and cravings based on your input. Is Max feeling hungry? Does Masie need to use the bathroom? Is Charlie sleepy and you should put him to bed? PetPing will communicate to you on behalf of your pet making both of your lives easier, allowing you to live in harmony together!

*What problem is being addressed and solved? What is the opportunity? What is your solution? Is it original/innovative? How far is it developed?*

Image/graph

BROWSE

Upload file

*You have the option of adding an image or graph, if it clarifies the above. Max. file size 10MB.*

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Describe your market / target audience (40%) \*

Our primary market is upper- and middle-class pet owners. The data shows that New Zealanders love their pets! A 2016 report by The New Zealand Companion Animal Council showed that New Zealanders own more pets per household than anywhere else in the world, apart from the United States. Over 64% of New Zealand households are home to at least one pet, making PetPing's initial market well over half of the New Zealand population. Moreover, New Zealand pet expenditure in 2016 exceeded \$1.8 billion, which was on the rise from \$1.6 billion in 2011. Clearly, there is a tremendous initial market for PetPing to expand into in New Zealand. However, the world is now more connected than ever, and we want to take advantage of this to improve the lives of pets globally. Statista reports that there are now over 471 million dogs and 373 million cats kept as pets globally; Global Market Insights predicts the global pet care market will grow to a staggering \$270 billion USD by 2025. In 2018, the smart device market for pets sat at an impressive \$565 million globally (Forbes), up 11% from 2017, and projected to grow even more rapidly in the coming years. We want to be at the forefront of this exciting and clearly expanding market.

We have conducted research of 42 randomly selected NZ households that own pets (cold calling; dogs and cats). Of these 42 households, 86% said they want their pets to be happier and healthier. 32.7% said they would love to try a smart device that allows them to monitor pet health and improve happiness, provided it was affordable. When prompted, 7% said they would consider paying over \$400 (our projected price for PetPing) for a smart pet monitor provided it worked well. Assuming our sample is representative, PetPing could see over 200,000 sales in New Zealand alone (7% taken out of the 64% of 4.8 million population that own pets).

Our secondary market consists of Research Institutions that would be interested to use our data for analysis, which may pay for our datasets, or at the very least would serve to further promote PetPing to the world by sharing interesting insights from our data. We would also like to sell our data to Pet Insurance Companies.

Further opportunities for expansion for PetPing are wide reaching. PetPing's activity monitoring, profile forming technology can be adapted for animals of all shapes and lifestyles: for farmers to understand and monitor their livestock; horse-riders to understand and monitor their horses during training and racing; for zoos to understand and monitor their animals more effectively.

Commercial ventures: Who will you sell/provide services to (be as specific as possible)? How big is this market? Why will they buy your product/service? How do you know this (i.e. who have you talked to)? What competitor analysis have you done? Social

ventures: Who is your venture targeting and what is the size of this group (target market)? Why will people use your product/service and how do you know this (i.e. who did you talk to)? Who are your competitors (i.e. who else is addressing this problem or a similar one)? What impact will your solution have on the problem you are addressing (your target market)?

How many team members are part of your team? \*

5 ▾

If you don't have any team members and are submitting your entry as an individual, please select 1.

Describe your team (15%) \*

PetPing & Co. are comprised of five postgraduate students at The University of Auckland with a passion for people and pets.

- I am undertaking a master's in data science, specialising in big data analysis. I love animals and have been analysing datasets on animal activity in my spare time to draw fascinating insights.
- Two members are pursuing their honours year mechatronics students doing a project together on IoT technologies that can monitor dog's health metrics. They each have a German shepherd and have been able to track movements of their dogs – turns out they have similar sleeping patterns!
- Finally, we have a Veterinarian with 5 years' experience on the team that is ensuring we have your pets' health and happiness kept as a top priority.

Include a brief description of each team member, their expertise and the role they will play in the venture. If you don't have any team members, indicate here what you are looking for in a team-mate.

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What resources do you have or need to continue the development of your idea? (5%) \*

Money, Connections, Business Advice

Which of the 17 Sustainable Development Goals does your idea/innovation aim to address?

- Goal 1: No Poverty
- Goal 2: Zero Hunger
- Goal 3: Good Health and Wellbeing
- Goal 4: Quality Education
- Goal 5: Gender Equality
- Goal 6: Clean Water and Sanitation
- Goal 7: Affordable and Clean Energy
- Goal 8: Decent Work and Economic Growth
- Goal 9: Industry, Innovation and Infrastructure
- Goal 10: Reduced Inequalities
- Goal 11: Sustainable Cities and Communities
- Goal 12: Responsible Consumption and Production
- Goal 13: Climate Action
- Goal 14: Life Below Water
- Goal 15: Life on Land
- Goal 16: Peace, Justice and Strong Institutions
- Goal 17: Partnerships

Select all that apply. Please note that this section is OPTIONAL. An answer is required only if you wish to enter for a UNSDG category prize.

Explain how your idea contributes to solving one or more of the UN Sustainable Development Goals (UNSDG)

50 word(s) left

PetPing can help to contribute to solving Goal 15: Life on Land by providing valuable information to help halt biodiversity loss. The opportunity to expand PetPing's activity monitoring technology to Zoos will enable Zookeepers to better understand their animals and gather vital information to further research and aid conservation efforts.


Describe in 100 words or less. This does not count towards your 1000 word limit. Please note that this section is OPTIONAL. An answer is required only if you wish to enter for a UNSDG category prize.


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
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
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
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*Describe in 100 words or less. This does not count towards your 1000 word limit. Please note that this section is OPTIONAL. An answer is required only if you wish to enter for a Grand category prize.*

If you've got a video, share YouTube/Vimeo link to it here.

*A video is optional, if you feel it helps with clarifying your entry.*

Which category is this entry involved in? \*

*Select one option, so we can match this entry with the most relevant judging team.*

If you are entering the Challenge as part of the ENGGEN 303 paper, please indicate that here. \*

- Yes, I am currently taking the ENGGEN 303 paper
- No, I am not currently taking the ENGGEN 303 paper

Is this a Social or Commercial entry? \*

*Please select at least 1 and maximum 1 option(s).  
0 selection(s) left*

- Social (ideas that solve social and environmental problems, or provide social and environmental benefits)
- Commercial (smart, innovative ideas with a commercial outcome)

*Select one option.*

## COMPETITION RULES

I have read and accepted the rules of the Challenge. \*

- [2021 Velocity Challenge Rules.pdf](#)

*Please, download and read carefully the Rules of the Challenge.*