PetSage India

Your Ultimate Pet Care Companion

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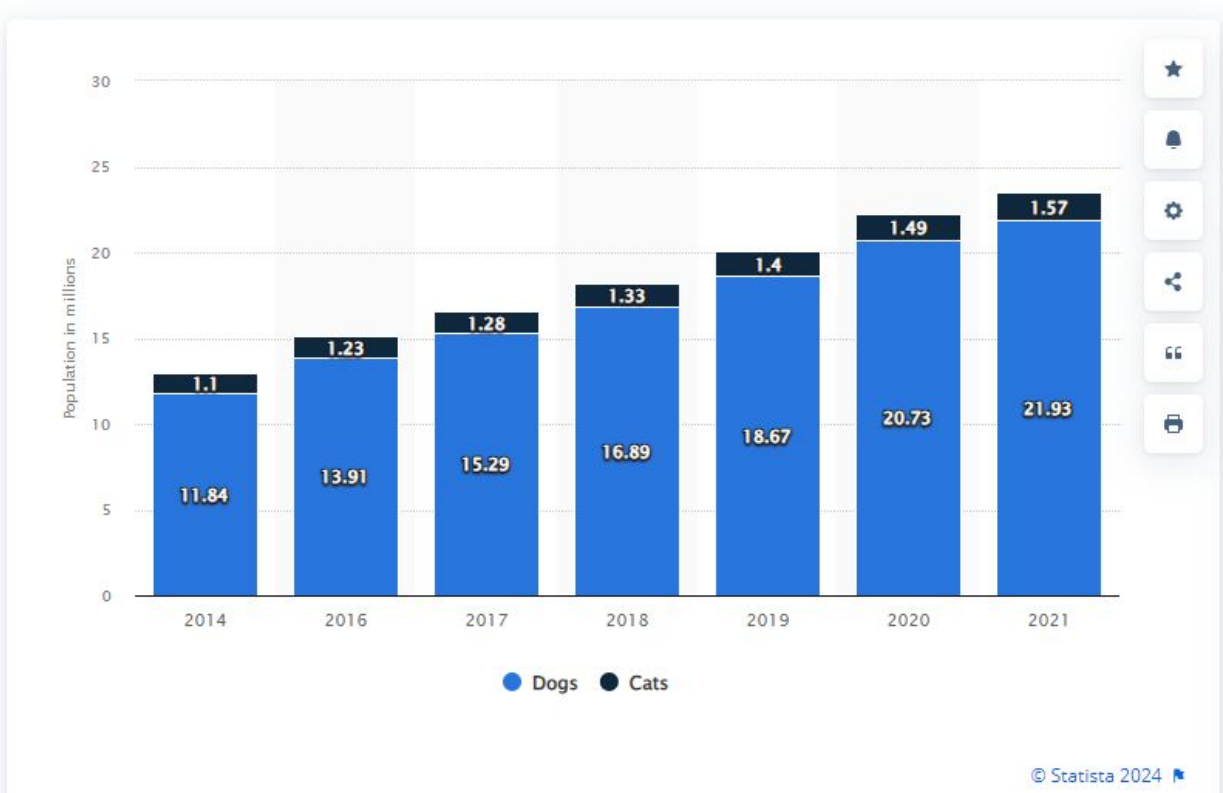
Introduction

Navigating the world of pet care just got simpler with PetSage India, a one-stop platform addressing all the furry friend's needs. From healthcare and grooming to adoption and rescue, expert advice and nutrition, PetSage India brings together a wealth of resources to enhance the well-being of your pets.

Cities Targeted

Pet Industry - Household with pets in India



In India, there were around 1.5 million and 21 million pet cats and dogs in homes in 2021, respectively. The value of pet food sales increased twofold as a result of more homes having pets, from 172 million US dollars in 2016 to around 403 million US dollars in 2021.

https://www.statista.com/statistics/1061322/india-households-with-pet-dogs-and-cats/

The 14 India Pet Ownership Statistics

1. There are nearly 80 million homeless cats and dogs living on the streets or in shelters in India.
2. 50% of all pet owners in India admit to relinquishing a pet since the start of the COVID-19 pandemic.
3. 68% of the population sees stray cats at least once a week, while 77% report seeing stray dogs once a week.
4. Dogs are the most common pet in India, with 34% of pet owners having a dog and just 20% having a cat.
5. 41% of Indians don't have a pet at all.
6. There are over 10,200,000 pet dogs in India.
7. The number of pet dogs in India is forecasted to reach over 31 million by 2023.
8. The number of pet cats in India is forecasted to reach over 2.4 million by 2023.
9. 60% of people in India have a pet.
10. The pet food market in India is projected to register a Compound Annual Growth Rate of 4.7% through 2027.
11. India's pet care market is projected to grow at a value of INR 7,500 Crores by the end of 2026.
12. Over 32,000 Indians admitted to possessing exotic live animals.
13. Around 12,000 invasive red-eared slider turtles were seized by the customs authority in Tamil Nadu between 2018 and 2020.
14. 6% of all reptile imports into India between 1976 and 2018 were unreported.

Source: https://petkeen.com/pet-ownership-statistics-india/#3_68_of_the_population_sees_stray_cats_at_least_once_a_week_while_77_report_seeing_stray_dogs_once_a_week

Competitors Analysis

1. PawwPurrfect:

Founded Date Nov 18, 2020

https://www.pawpurrfect.co/

https://www.crunchbase.com/organization/pawpurrfect

2. The Petnest:

Founded Date Aug 19, 2019

https://thepetnest.com/

https://www.crunchbase.com/organization/thepetnest

3. Pat My Pets Private Limited:

Founded Date Feb 09 2021

https://patmypets.com/

https://www.zaubacorp.com/company/PATMYPETS-PRIVATE-LIMITED/U72900DL2021PTC376790

Analysis:

- Many pet owner apps lack robust features for comprehensive health monitoring beyond basic reminders for vaccinations or appointments. Features such as symptom tracking, dietary analysis, and integration with wearable devices for real-time health monitoring are often missing.
- Current pet owner apps often overlook the importance of behavioral insights.
- While some apps include social features, they often lack a strong sense of community engagement.

CUSTOMER SEGMENT

1) Pet Owners
2) Veterinarians
3) Animal Welfare Advocates (Rescuers & Feeders)
4) Grooming & Training Business Services
5) Pet Boarding Services

Customer interview questions

20 customers we interviewed from different segments. 10 pet owners, 3 veterinarians, 3 grooming service owners, 4 animal welfare associates.

1. **Pet Owners:** How do you currently seek information on pet healthcare, grooming, and training? Are there specific sources or platforms you find most helpful?
2. **Pet Owners:** Have you ever faced difficulties in finding accurate information about your pet's health or behavior online? Can you share an example?
3. **For Veterinarians/Pet Experts/Behaviourists/Trainers:**

- How do you currently connect with pet owners, and what challenges do you face in offering your services online?
- What features would you find most beneficial in a platform that aims to connect pet owners with certified veterinarians?

4. **For Pet-Friendly Business/Groomers:**

- How do you currently connect with pet owners, and what opportunities do you see in collaborating with a pet care platform?
- What features would you find beneficial in promoting your pet-friendly business through such a platform?

5. **For Animal Welfare Associates/Volunteers:** How do you currently organize animal rescue operations. What are your thoughts on a platform to interact about animal sterilization and rescue.

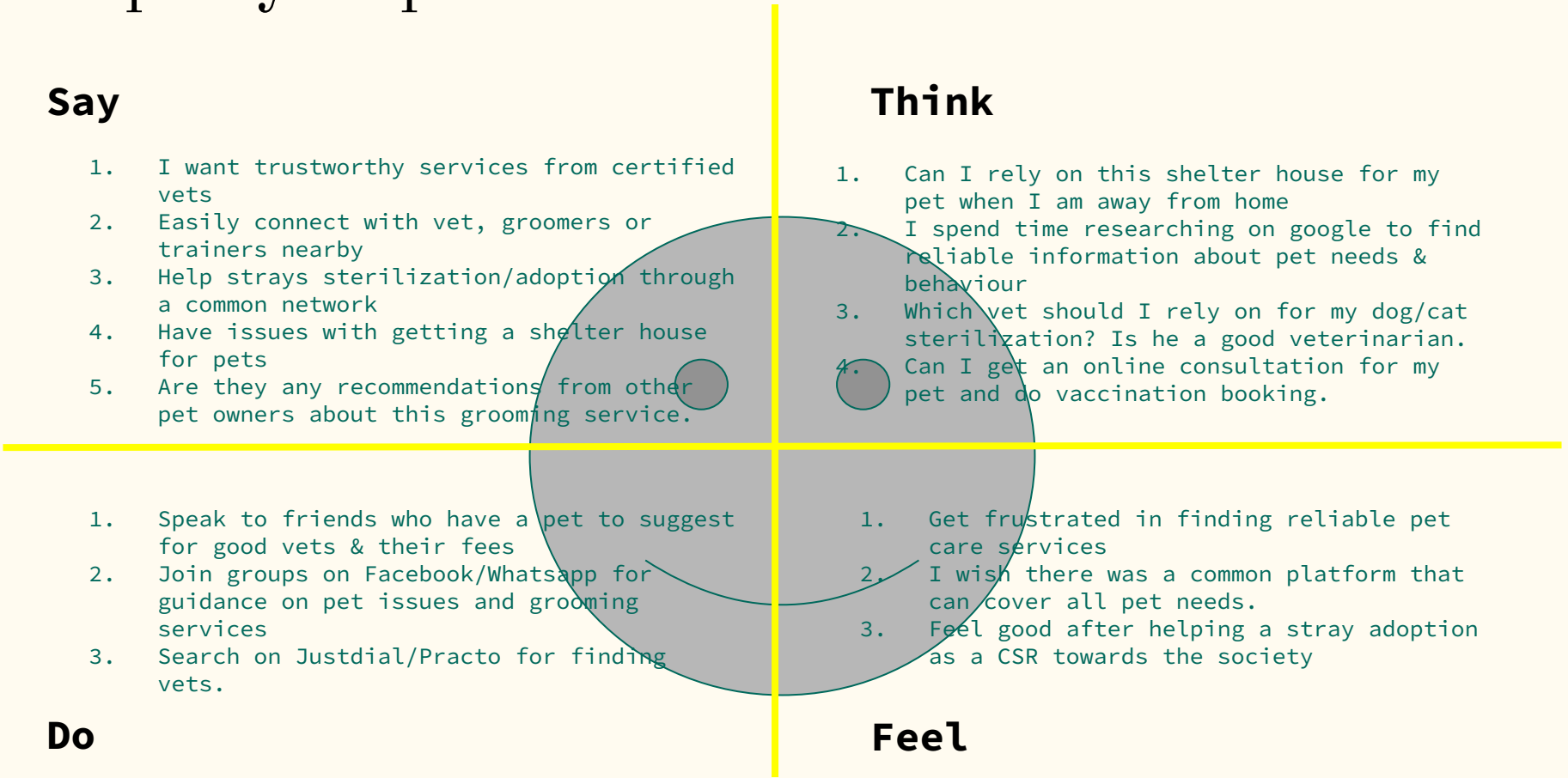
Interview Insights

Customer Segment	Customer Issues/Problems	Gaps to be covered
Pet Owners	• Difficulty finding reliable pet care services • Lack of trustworthy information on pet healthcare • Inadequate facilities for pet boarding services. • Lack of personalized grooming and training options • Expensive services • 24/7 connectivity & emergency services • Pet Insurance/ Travel Insurance for pet	• Lack of centralized platform for comprehensive pet care, grooming from certified vets & groomers. • Subscription plan for recurring services
Veterinarians	• Time-consuming appointment scheduling	• Booking system for pet owners
Animal Welfare Advocates (Rescuers/Feeders)	• Limited resources for animal rescue and care • Location and animal rescue search coordination issue	• Inadequate networking platforms for collaboration • Lack of centralized database for rescued animals
Grooming & Training Services	• Targets social media like Facebook, Instagram, Whatsapp Business to promote their services.	• locate pet owners in one place to promote their services, rather than relying on social media platforms.
Pet Boarding Services		

Platform Insights

- There's a need for a centralized platform that addresses the challenges faced by both pet owners and service providers.
- A digital solution offering easy access to veterinary services and information could bridge existing gaps in pet healthcare.
- Enhanced networking platforms for animal welfare advocates and rescuers could streamline rescue efforts and funding.
- Grooming and training services seekers require better online visibility and access to the target market.
- Pet boarding services could benefit from improved facilities and streamlined booking management systems.

Empathy map



Say

1. I want trustworthy services from certified vets
2. Easily connect with vet, groomers or trainers nearby
3. Help strays sterilization/adoption through a common network
4. Have issues with getting a shelter house for pets
5. Are they any recommendations from other pet owners about this grooming service.

Think

1. Can I rely on this shelter house for my pet when I am away from home
2. I spend time researching on google to find reliable information about pet needs & behaviour
3. Which vet should I rely on for my dog/cat sterilization? Is he a good veterinarian.
4. Can I get an online consultation for my pet and do vaccination booking.

Do

1. Speak to friends who have a pet to suggest for good vets & their fees
2. Join groups on Facebook/Whatsapp for guidance on pet issues and grooming services
3. Search on Justdial/Practo for finding vets.

Feel

1. Get frustrated in finding reliable pet care services
2. I wish there was a common platform that can cover all pet needs.
3. Feel good after helping a stray adoption as a CSR towards the society

User Persona - Pet Owner

Demographic

Name: Riya

Age: 28

Occupation: Graphic Designer

Location: Mumbai, India

Background:

Riya is a single professional living in a metropolitan city. She owns a playful Shih Tzu named Mochi. Riya is dedicated to providing the best care for Mochi and often seeks guidance on healthcare, grooming, and training to ensure Mochi's well-being.

Goals and Pain Points:

Goal: Ensure Mochi's health, happiness, and socialization.

Pain Points: Limited time for grooming, occasional behavioral challenges.

Platform Preferences:

- Appreciates expert advice on pet training and behavior.
- Values a user-friendly platform with quick access to certified services.

User Persona - Animal Welfare Advocates (Rescuers/Feeders)

Demographic

Name: Nisha

Age: 35

Occupation: Social Worker

Location: Kolkata, India

Background:

Nisha is actively involved in rescuing and feeding stray animals in Kolkata. She is passionate about stray animal welfare and seeks a platform that can provide resources on rescue initiatives, sterilization, and connecting with like-minded advocates.

Goals and Pain Points:

Goal: Improve the lives of stray animals through rescue and feeding.

Pain Points: Limited resources for sterilization programs, challenges in connecting with fellow advocates.

Platform Preferences:

- Values a platform that highlights CSR initiatives and events.
- Seeks a community forum for collaboration with other advocates.

User Persona - Veterinarian

Demographic

Name: Dr. Vikram

Age: 40

Occupation: Veterinarian

Location: Bangalore, India

Background:

Dr. Vikram is an experienced veterinarian passionate about animal health. He runs a veterinary clinic in Bangalore and values staying updated on the latest practices. He appreciates platforms that facilitate seamless communication with pet owners.

Goals and Pain Points:

Goal: Provide excellent veterinary care and guidance.

Pain Points: Limited connectivity with pet owners, desire for **efficient** communication channels.

Platform Preferences:

- Values a platform that facilitates virtual consultations.
- Appreciates educational resources to share with pet owners.

User Persona - Grooming Service Owner

Demographic

Name: Sonia

Age: 35

Occupation: Owner, "Pampered Paws Grooming Salon"

Location: Delhi, India

Background:

Sonia is a seasoned grooming service owner with over a decade of experience in pet care. She owns a successful grooming salon in Delhi, known for its quality services and personalized care. Sonia is passionate about enhancing the well-being and appearance of pets through professional grooming and provides home services as well.

Goals and Pain Points:

Goal: Expand her grooming business and reach a broader clientele.

Pain Points:

- Marketing her grooming services effectively to attract new clients.
- Managing appointments and client communication efficiently.

Platform Preferences:

- Access to a platform that connects her grooming service with a wider audience.
- Tools for managing appointments, customer feedback, and marketing strategies.
- Opportunities for professional development and networking within the grooming industry.

User Persona - Shelter Manager/Pet Boarding Service

Demographic

Name: Maya

Age: 45

Occupation: Shelter Manager

Location: Pune, India

Background:

Maya manages an animal shelter in Pune that provides a safe haven for rescued animals and extends its services to pet owners looking for a reliable shelter while they are away. She wants to connect with Animal Lovers and pet owners to market her shelter house service.

Goals and Pain Points:

Goal: Facilitate adoptions, provide optimal care for shelter animals, and offer a trusted shelter service for pet owners when they are away from home.

Pain Points: Limited visibility for adoption events, challenges in managing the influx of pets during peak holiday seasons.

Platform Preferences:

- Values a platform with a dedicated section for adoption and rescue.
- Seeks resources for shelter management, connecting with the community, and promoting the pet shelter service.

Value proposition canvas - Pet Owner

Gains creators:

- Online Appointment Booking, Prescription Management, Health Monitoring Tips
- Nutritional assessment, tracking and customized nutrition plan
- Convenient access to services and support
- Advanced Health Monitoring, Comprehensive Veterinary Care, comprehensive training programs
- Community engagement, showcase pet achievements, advocate for pet welfare and support causes

Pain relievers:

- Provide educational resources, evidence based info to handle challenges confidently
- streamlined appointment schedule feature, seamless communication with vet
- Facilitate communication with pet care providers, nutrition expert, step by step guide, checklist and reminders
- Automatic medicine reminders
- Comprehensive educational resources, Behaviour analysis tool or info on devices

Solution:

- Online-App(iOS & Android)
- Pet Profile creation
- Preference based appointments with Vet, Nutrition expert and trainers
- Automated reminders on medication management, checklists and other tasks.
- Access to Pet care services directory and educational sources
- Share pet achievements, Support causes related to pet welfare and animal rights

Value Map

Gains:

- Affordable Veterinary service
- Tailored Nutrition
- Health and wellness support
- Time saving solution
- Pet community building

Pains:

- Dealing with Pet health problems
- Vet availability
- Convenient health care
- Personalized nutrition plan
- Improper use of medicines
- Flea or Tick control

Customer Jobs:

- Health and wellness of pet
- Medicine & Vaccine Schedule
- Vet Appointment booking
- Monitor pet behaviour
- Provide pet care

Customer Profile Map

MVP Experiment

Solutions to most of the pains already exists in an unorganized fashion for Pet Owners. There are few companies who have organized the solutions to most of the pain points but we do not have a comprehensive list of pet care services at one place. PetSage India is one stop solution for all Pet Health and Wellness Services.

Hypothesis statement: We believe that a pet care website/app which provides personalized pet care services like Vet care, pet records, grooming service at home and customized subscription plan will help pet owners to maintain health and wellness of their pet in a cost effective way.

One pain point is that pet owners has to wait for long hours to get confirmation on vet appointment over call or online booking. They also face difficulty in finding reliable services. We have interviewed 10 pet owners and introduced the idea of a pet care service platform that could provide specialized veterinary care services on call or at home based on their preferred time and vet availability. No prototypes were shared, just the idea and 7 out of 10 said it's a useful feature and saves lot of time in getting required help at their convenient time.

Thankyou !
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