

PET TRACKER

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Summary of presentation

- Team 2
- Introduction
 - Problem
 - Objective
 - Motivation
- Proposed solution
 - System
 - Device
 - Process
 - Web Interface
 - Services
- Marketing
- Eco-efficiency Measures for Sustainability
- Ethical and Deontological Concerns

Team 2

Aleksandra Borzecka

- Poland
- Lodz University of Technology
- Biotechnology



Artur Costa

- Portugal
- ISEP
- Electrical and Computers Engineering



Anton Fagerström

- Finland
- Novia University of Applied Sciences
- Industrial Engineering and Management



Marti Domenech Gasull

- Spain (Catalonia)
- Escola Politècnica Superior d'Enginyeria de Vilanova i la Geltrú
- Computer Engineering



Introduction

Problem

- There are no devices on the European market that offer both tracking and activity monitoring systems for animals

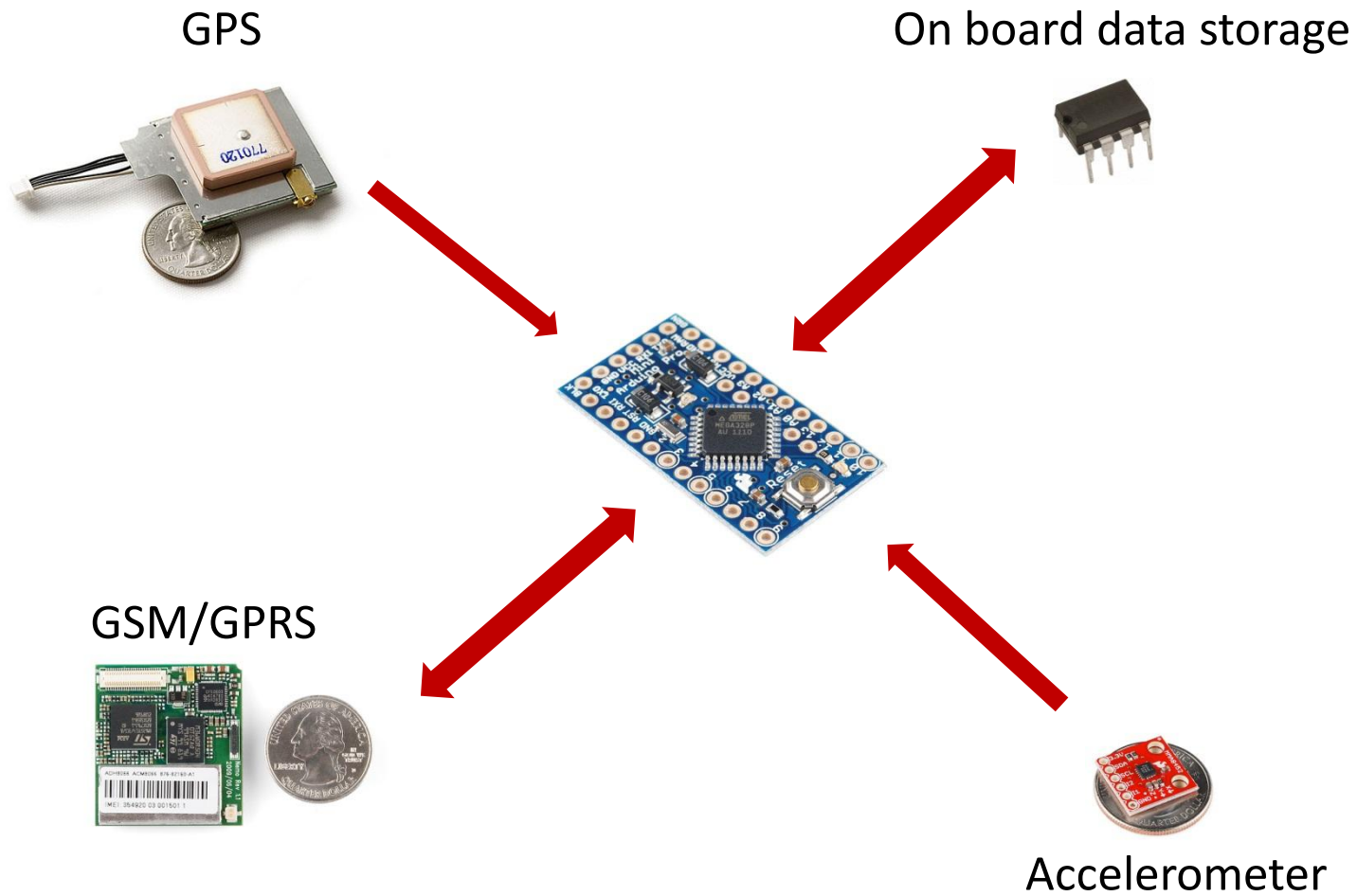
Objective

- To design and develop a pet tracking and activity monitoring system

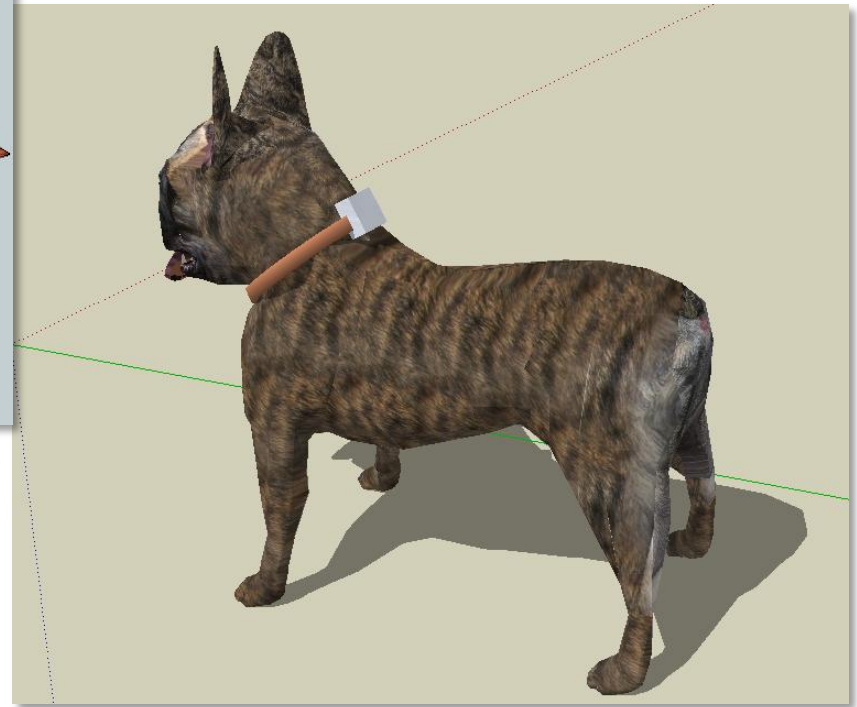
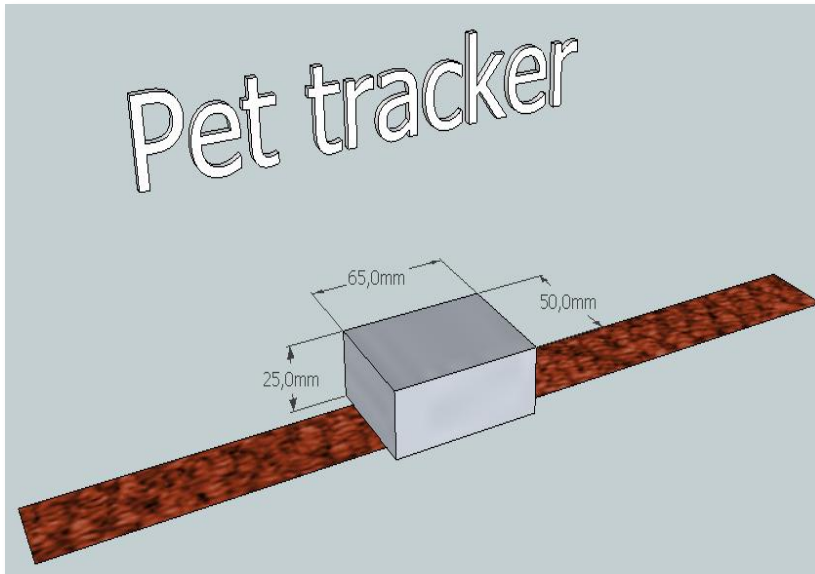
Motivation

- We are pet owners
- We want to use our engineering skills to create something useful

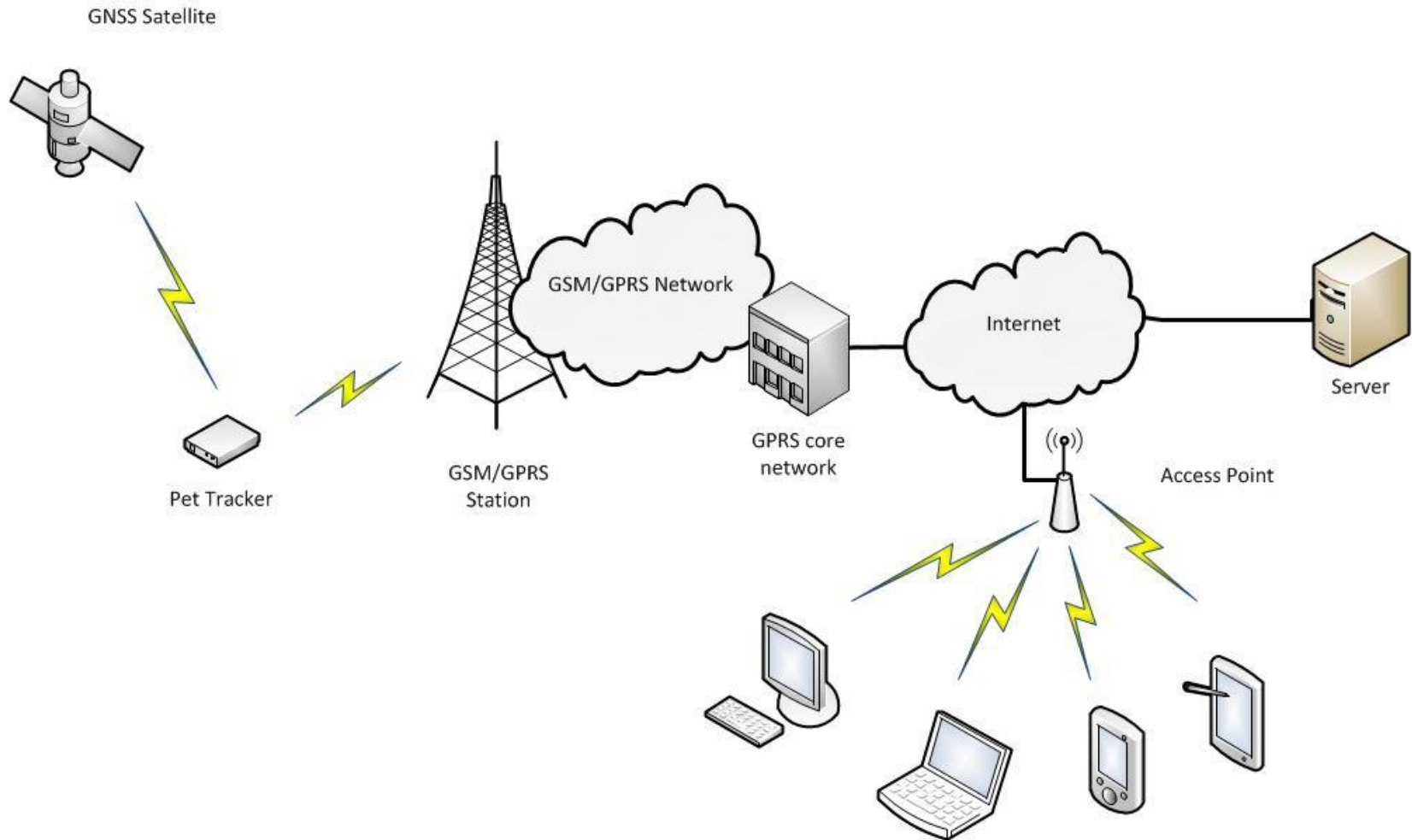
System



Device

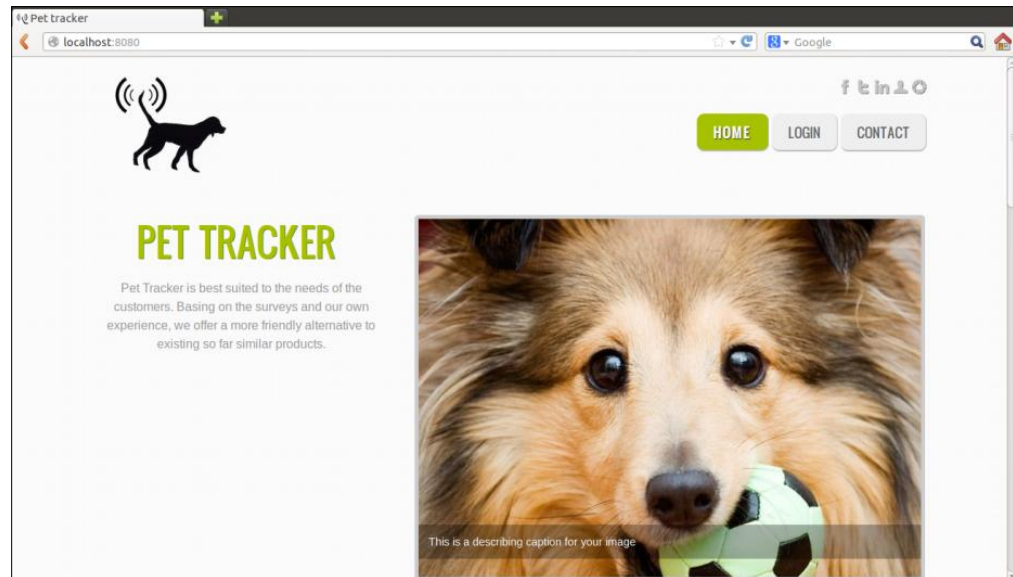
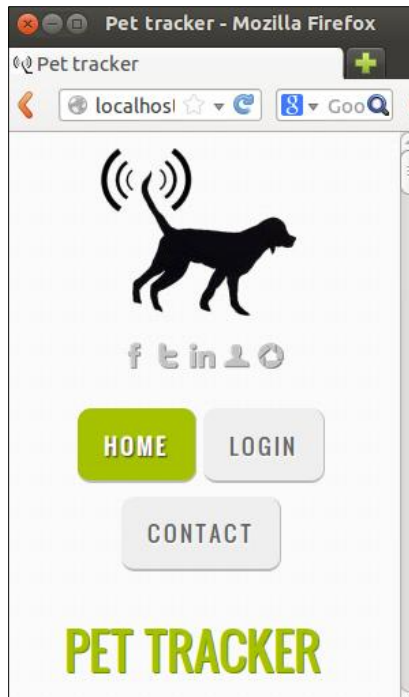


Process



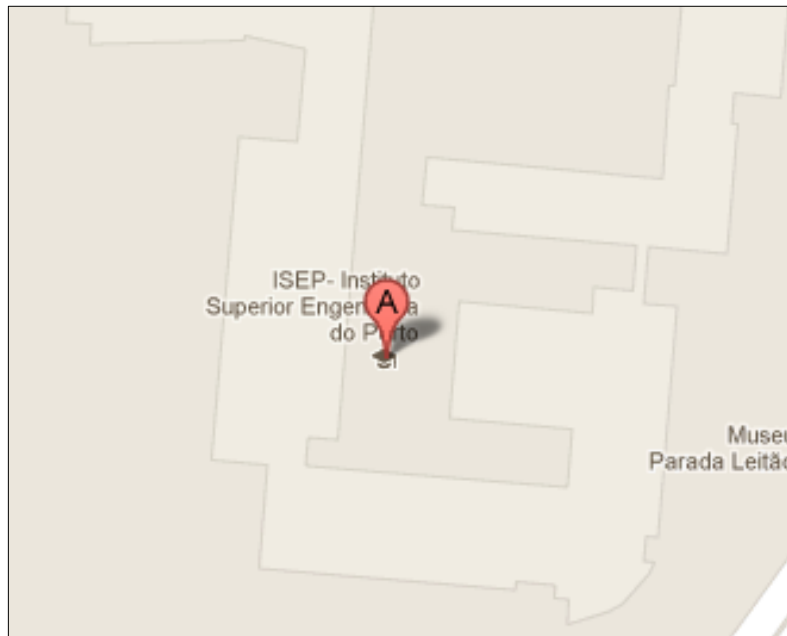
Web Interface

- Open source technology
- Show location of pet using Google Maps/Google Earth
- Monitor pets activity using the accelerometer
- RWD

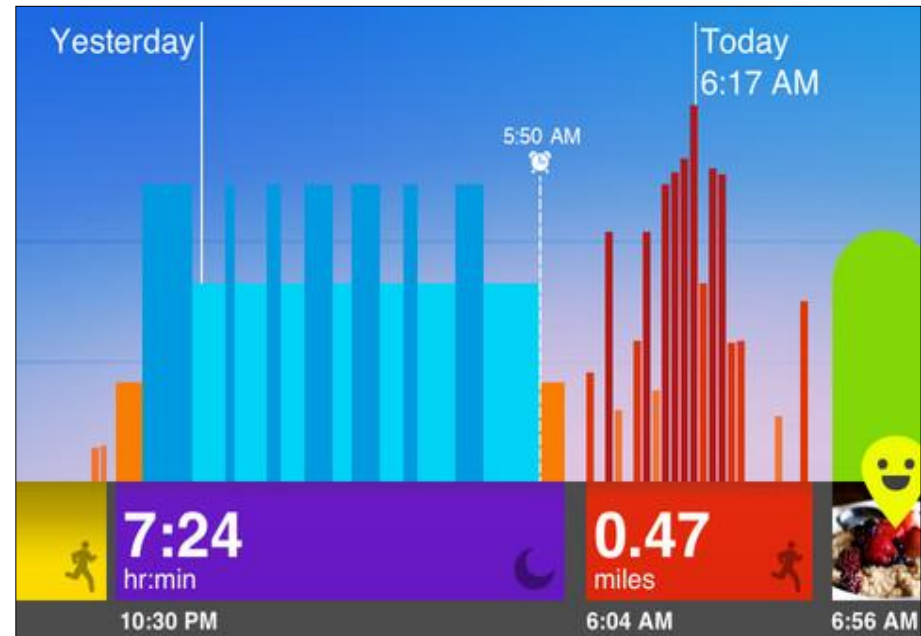


Services

Show the pet's location with Google maps



Monitor the pet's activity



Marketing

Current market situation

- Unique product on the European market
- Main competitors: Garmin and Snaptracs

Market segmentation

- Product to be launched in Finland

Market targeting

- People who work with animals and regular pet owners are the targeted end customers
- Will be sold online and at dog shows at first. Retailers and veterinarian offices later.

Marketing

Strengths

- New product on a untouched market
- Uses new technology
- Open source technologies
- Easy to use
- Main competitor does not have a strong position in the European market
- Young adaptive development team
- Patronage of ISEP

Weaknesses

- Lack of experience in product development
- Lack of position on the market
- Limited financial resources
- Limited amount of time to develop product

SWOT analysis

Opportunities

- Create demand for such products
- 600 000 registered dogs in Finland
- EU market untouched
- Median monthly gross income in Finland is 2776€

Threats

- Product acceptance
- Easy for big companies to copy/improve
- Main competitor drop their prices

Marketing MIX

Product / Consumer

Price / Cost

**Promotion /
Communication**

Place / Convenience

Eco-efficiency Measures for Sustainability

Usage of materials and costs

- Small, light and portable product
- User-friendly web interface available for all internet compatible devices
- Smart Clip-on which fits a wide range of collar sizes

Power consumption and durability

- Lithium-ion battery of high energy density and low self-discharge rate
- Plastic and water resistant container made to withstand all possible weather conditions

Safety and ecology

- Environmentally safe components (battery does not contain toxic metals)
- Possibility of recycling

Ethical and Deontological Concerns

**Appropriate promotion
and marketing strategy**

Manufacturing process

Recycling issue

**Intellectual property
issue**

Thank you for your attention!



... any questions?