

# PET TRACKER

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# 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

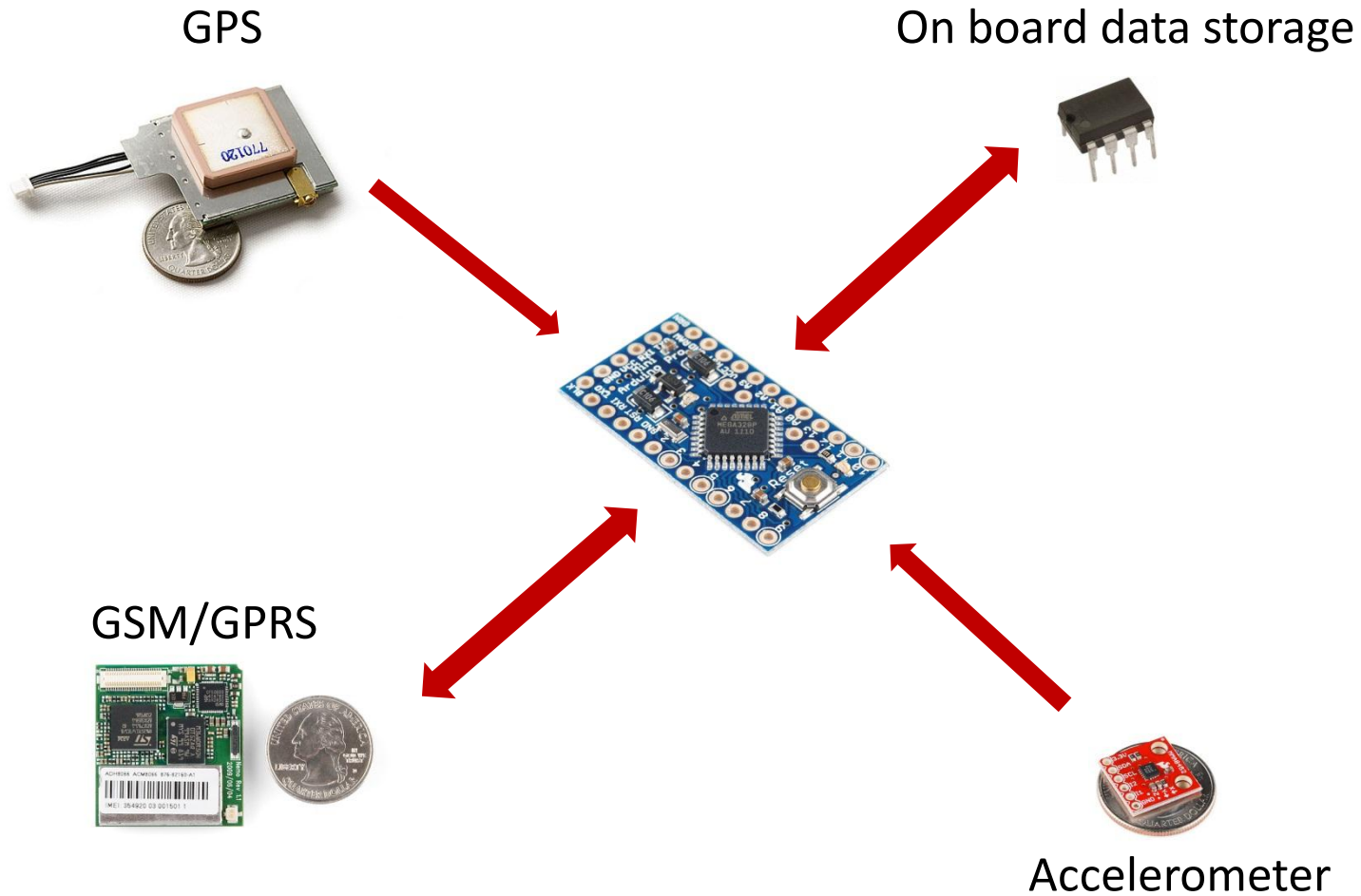
## Objective

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

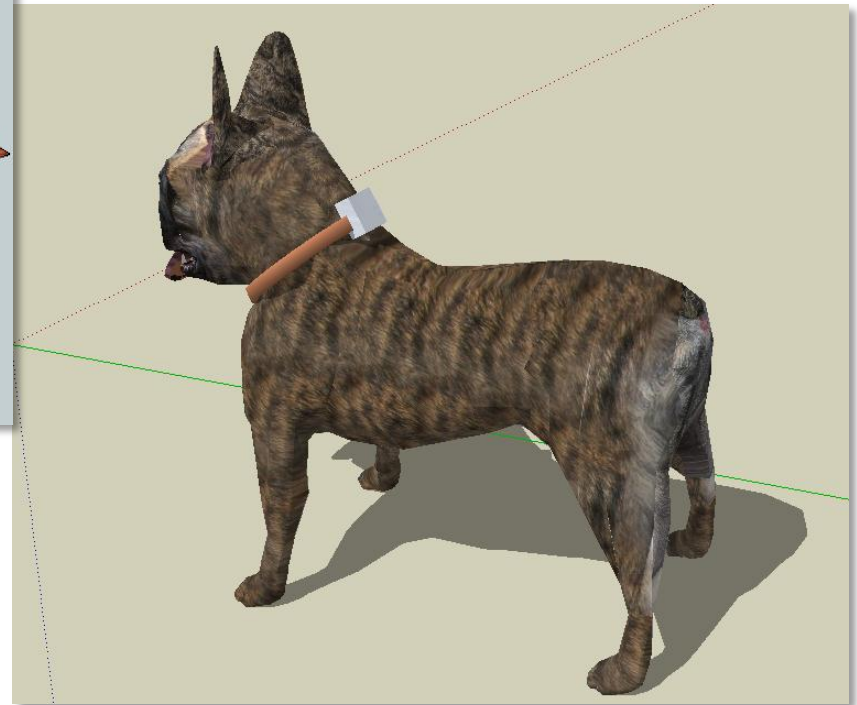
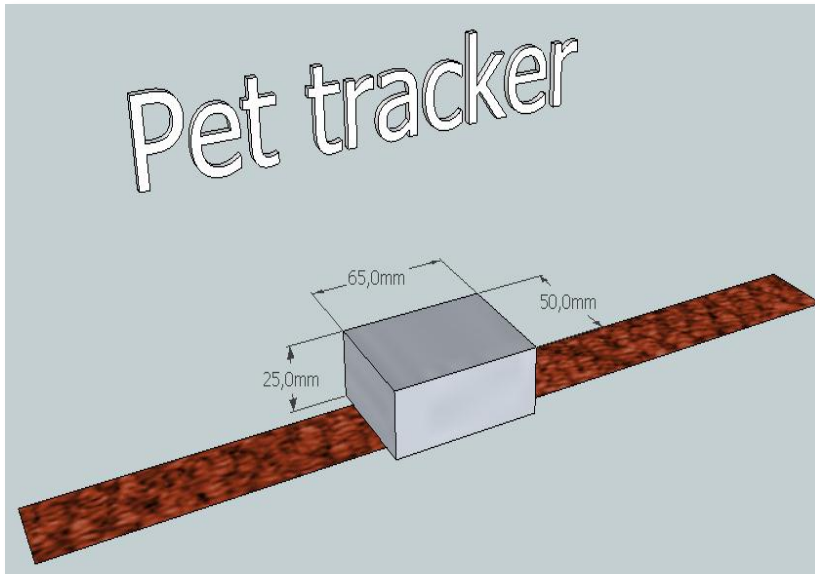
## Motivation

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

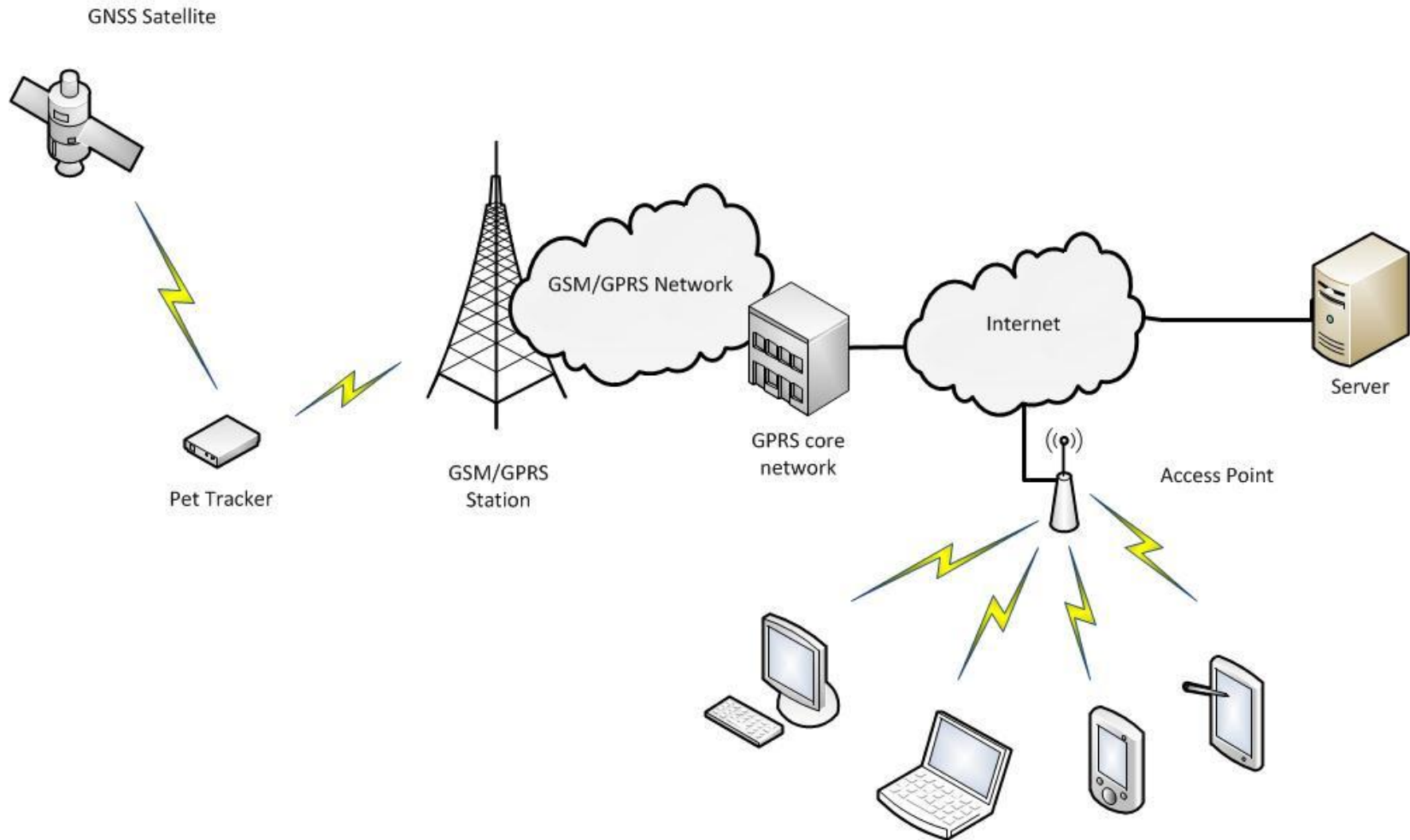
# System



# Device

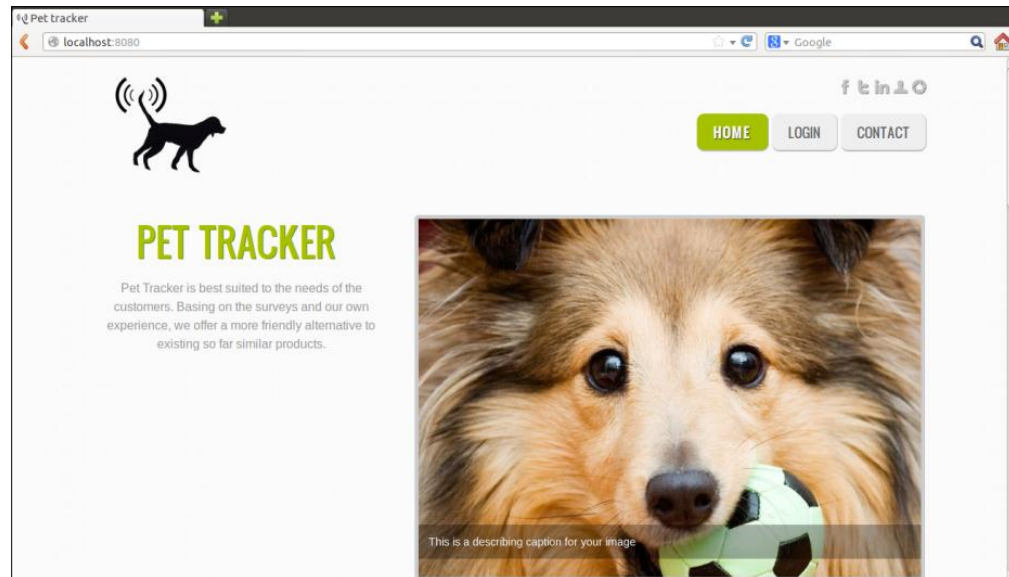
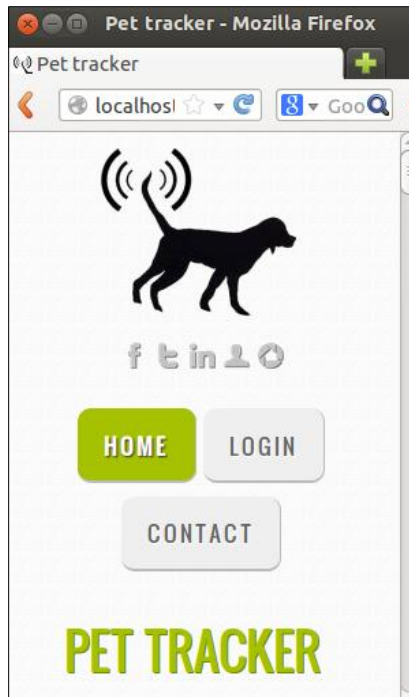


# Process



# Web Interface

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



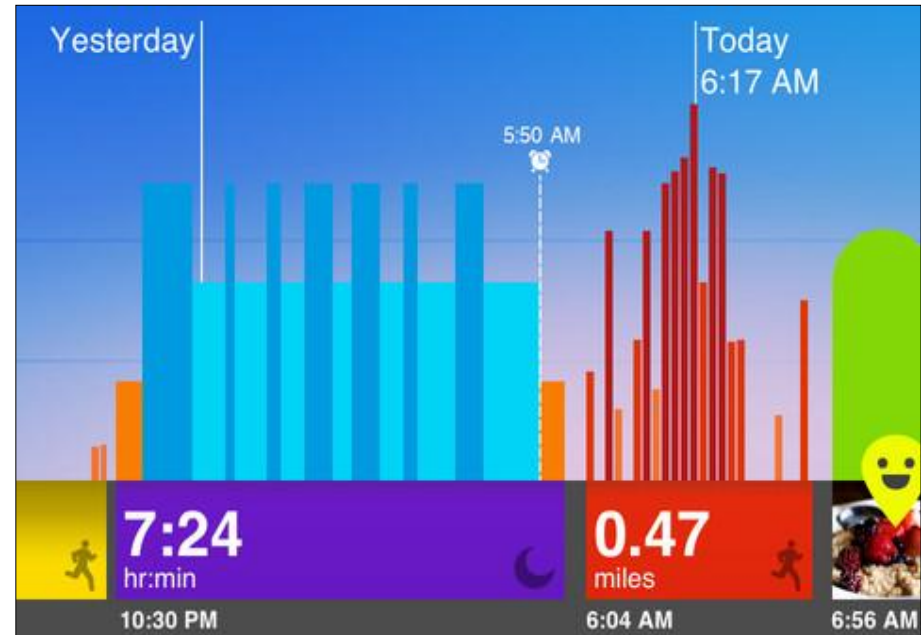


# Services

## 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 (weight = 100g, dimensions: 6.5 x 5.5 x 2.5 cm)
- User-friendly web interface
- Smart Clip-on

## Power consumption and durability

- Lithium-ion battery
- Plastic and water resistant container

## Safety and ecology

- Environmentally safe components (no risk of harm)

# Ethical and Deontological Concerns

- Appropriate promotion and marketing strategy
- Recycling issue
- Intellectual property issue
- Manufacturing process

# Thank you for your attention!



**... any questions?**