

Assignment

Smart pet feeder Animo

Website: <http://animo.cat>

Company description

Animo is a Russian start-up project, created in 2015 by graduates and students of the Bauman Moscow State Technical University. In 2016, the start-up has participated in the GenerationS acceleration programme during which it developed a working prototype. In April 2017, it won a special nomination for the Imagine Cup contest, gaining the right to participate in the acceleration programme of the Internet Initiatives Development Fund. The start-up has established a strategic partnership with an American producer of pet nutrition Hill's Pet Nutrition marketed as "Hills" to use nutrition algorithms and work with Hills's products.

Animo has not started sales yet. At the moment, an industrial version of the smart feeder is being developed, which is planned to be launched in the markets of Russia and China. At the moment, several feeders are produced and they are in the state of testing and tuning the modes of control which is carried out using the mobile application.

Start-up is interested in studying the European market in order to assess its potential and choose the entry strategy.

The product

A smart feeder for those who value their time and love their animals.

- A feeder and an algorithm for automatic feeding;
- Controlled via Wi-Fi and the iOS and Android mobile application;
- Schedule of feeding can be programmed or set manually based on parameters of your pet;
- A feeder has a precise pet food measurement mechanism (with an accuracy of +/- 1 gram);
- Mobile application offers an optimal feeding algorithm as regards to volume and timing based on individual parameters of your pet. The algorithm is developed by the best veterinarians from Hills;
- Daily health control through pet condition remote monitoring (push notifications about your pet appetite);
- Availability of communication with veterinarians via mobile application (telemedicine);
- Online pet food order and delivery, subscription
- Attractive modern design.



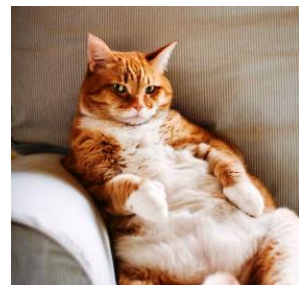
The algorithm automatically calculates the feeding time. Owners of expensive breeds do not need to manually dose the food; the feeder will do it itself. When the food starts to run out, the mobile application will notify about it and will offer to buy a new portion with home delivery. The application will provide recommendations on the composition and methods of feeding a pet.

The customer's problems addressed

- It can be difficult to provide timely, regular feeding
- It is difficult to provide accurate dosing to avoid overfeeding
- It is difficult to choose a diet that takes into account the individual characteristics of the animal.

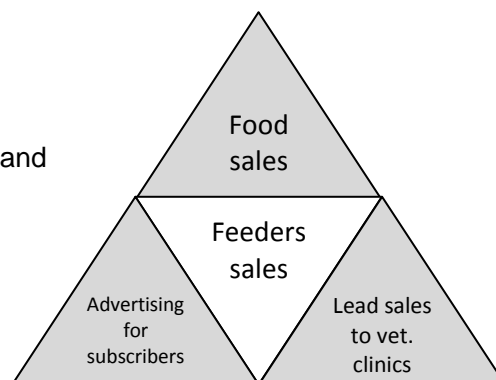
Target audience

- Cats and dogs owners living in big cities (over one million residents)
- Owners of pure-bred pets that usually have problems as regards to week immunity and require proper breeding
- Owners of pets with gastrointestinal tract problems to whom a special feeding schedule is needed.
- Owners – frequent travellers (business and leisure trips) that need to feed pets during owners' absence
- Busy owners that do not have time to feed pets regularly



Monetisation model







- Income from the sale of feeders: B2C, B2B (veterinary clinics, etc.);
- Sale of goods for animals, in the first place, food for cats and dogs through the mobile application, which controls the feeder;
- Advertising of goods and services for animals on the application platform and with the help of direct mailing to subscribers;
- Affiliate programmes with veterinary clinics (leads to increase their customer base).



Current project status

Achieved	Benefits
Created and tested prototype	<ul style="list-style-type: none"> • Feedback from clients • Ready to produce trial consignment in China and to open a mass-market
Residency in China-Russia Techno park (Yantai, China)	<ul style="list-style-type: none"> • Access to Chinese manufacturers and pet food makers • Possibility to get Chinese financial support • Free of charges office space (100 m²), legal and marketing support
Residency in Skolkovo Techno Park	<ul style="list-style-type: none"> • Tax holiday • Business trips and exhibition participation in China • Financial support
Partnership with Hill's	<ul style="list-style-type: none"> • Healthy feeding support and consultancy • Access to the US market • Distribution via partner veterinary clinics
Partnership with Microsoft	<ul style="list-style-type: none"> • USD120000 grant for Cloud technologies development needed for software development and support • Marketing and expert support in the field of IT
Partnership with unizoo.ru (included in the Top-5 ranking of websites for pets in Russia)	<ul style="list-style-type: none"> • Access to target audience (180.000 unique visitors monthly) • Marketing and expert support

Rivals

Country/producer	Outlook	Weaknesses	Capacity, kg	Capacity, days	Accuracy	Control	Mobile App	Price
USA/ FEEDEX		Insufficient portioning	1	Up to 2	Is not controlled	Interactive display	No	4000 RUB
USA/ Petnet		Jams	3	20	No information	Via internet	Yes	9000 RUB
UK/ Petmate		No remote controller	3	20	+/- 10gr	Interactive display	No	8000 RUB
Belgium/ Moderna		No remote controller	2	7	Is not controlled	No control	No	520 RUB
		Not in the market yet	3	20	+/- 1 gr	Via internet	Yes	9000 RUB

Assignment

The Autumn Business School 2017 participants are asked to select a country or a region (e.g. group of countries) in Western or Eastern Europe and answer the following questions:

1. Evaluation of the market of pet food of premium and above classes
 - Who are the market leaders in the segment of pet food of premium and above classes (describe the market leaders and identify their market share)?
 - Which sales channels are used for premium pet food distribution (online and offline)?
 - Who are direct and indirect competitors for our product in the market of the chosen country (region)? Give a detailed description of the competing product and assess the market share occupied. Conduct a comparison with the product of Animo.
 - Who are the leaders among the hotels for animals? What services are provided by the hotels for animals? What is the average check? Who is the target audience for animal hotels?
 - What is the volume of our market in terms of money and quantity of feeders in the selected country / region?
2. Characteristics of the target client audience
 - Who are the target customers for the feeder in the selected country (region)? Identify the segments of the target audience, form a portrait and describe their needs in feeder using.
 - How much on average do representatives of these target segments spend on pet food per month in the selected country (region)?
 - Where and how do they buy animal food and feeding accessories?
 - How often do representatives of of these target segments visit veterinary clinics in large cities (over 500,000)?
 - How popular are the services of animal hotels for representatives of these target segments? What is especially important for representatives of target segments when using animal hotel services?
3. For the identified target segments, conduct “customer development” research. Identify the problems and assess whether the proposed solution (feeder + mobile application) is suitable for solving these problems. Give recommendations for product and application improvement.
4. The strategy of entering the market of the chosen country (region)
 - What strategy should we pursue to enter the market of the chosen country (region)? Why?
 - Who are our potential partners in the market of the chosen country (region)? What value can we create for these partners?