

PRODUCT BRIEF / DOG SITTING SERVICES

What is your subject of interest?

I have lots, but in this quest I'm focusing on my love for dogs.

What is the problem your business is hoping to solve?

You know how you want to take a vacay, but need to find an arrangement for your dog. Usually out of town, someone I never met. That's complicated.

What is your solution to the problem?

I would like someone I trust to take care of my dog while I'm away. A dog-sitter is my simple solution to the problem.

Who are your competitors?

There are some dog-sitters, but no one in my area.

Around me there are many dog walkers who can offer the same service.

Other than that - people post on social media when looking for such a solution, but usually it will not be someone they know and trust.

What is the audience you target?

I'm targeting dog owners that live in the city, close to where I live, and take vacations every once in a while.

Why is your solution unique? What is your edge over your competition?

What I offer is my specialty - taking care of dogs, my comfortable terms, my familiarity with the best dog hangouts in the neighborhood, and my competitive price.

From the top of your head and regardless of your own brand - what is your favorite brand?

I love SodaStream, a Israeli brand that was sold to Pepsico for \$3Bn, mainly thanks to brilliant marketing work. Although its natural target audience isn't young (sparkling water drinkers), everything they do is super innovative. From their super bowl campaigns, to their green agenda, to every ad on Instagram.