

Persuasive Pitch Outline

Name of your team: MeowAuAUCams

Members of your team: Lu Gao & Alberto Magno de Miranda Henriques

Step 1 of Pitch: Introduction / Product or Service Overview (WIDE VIEW)

- What are the most important and/or exciting things to know about your product or service?

It allows you to monitor your pet at any time and place of many points of view

- Where do you see your product or service fitting in your field? Who will buy it?

Our product can fit in the pet market. The product will have Alberto as administrator and Lu as a IT software developer. Pet lovers, pet owners, pet sitters will buy our products.

- How will your product or service accomplish what others cannot or have not?

Our product is not only a product. It is an interconnection and interaction of many products and services. It is very intuitive and fast. Anyone can handle because use the best technology in the market. You will monitor your pet with total security and efficiency.

- Professional design
- Professional product
- Experienced service
- Design competition
- The latest camera technology
- The latest 4-axis drone design
- Constantly connect via mobile and Wi-Fi.

- What are its benefits (to the customer, your field, the world at large, etc.)?

Our products are not restricted only to internal areas and fixed cameras. You will have the power to follow and interact with your pet any moment in almost any were. You will see it every place it is, every where it goes, every time that you want because you will carry it every where with you. Your pet will be safe every moment because every moment of your pet is important. It will not be necessary to worry let you pet alone ever again. Our product will allow to decrease the number of lost pets in the streets.

Step 2 of Pitch: Idea Expansion (MEDIUM VIEW)

- a longer list of features and benefits

All products:

- Multiple programmation depending of your necessity
- With mobile-app for ISO and Android
- Access also on browser
- Including one-year service fee
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- Monitor your pet's environment with real-time video and audio
- Wi-Fi and mobile internet connection
- High-resolution camera 720p (photo and video)
- Cloud saving pictures and recorded videos
- Alerts by alerts notification via sms, email or app
- Optical and Digital zoom

App info:

- All data of your pet
- Control drone, and home can
- Watch all the cameras
- Talk and listen your pet
- Receive alerts
- Configure all cams
- Direct contact with SPCA and a veterinarian
- Map showing the location of your pet
- Maps with lost animals. It is power by SPCA information
- Set of programming videos by interval.

Fly Drone info:

- 4-air drone with 6 hours continuing flying
- With high-accuracy GPS locator

Necklace camera info:

- With 2-way audio transmit
- With high-accuracy GPS locator
- Optional pet Mount
- Fence function powered by GPS

Totem Camera:

- With 2-way audio transmit
- 340° wide viewing angle motion
- Sound and motion alerts notification via sms, email or app
- Laser toy
- Infrared Night vision
- Thermostat

- evidence that supports the idea that your product or service will be a success
 - I already lost my dog. I never found him. This never happened if I had MeowAuAUCams
 - Do you believe? Until today people do not identify correctly their pets. According to “HomeAgain” only 17% of lost dog and 2% of lost cats are reunited if they do not have correct identification.
 - Do you that feeling to see your dog sleeping or doing something cute and funny. Now you can see all the moments that you are missing in.

- competitive advantages
 - More functions, more accurate, more interaction, more moments from your pet.

Step 3 of Pitch: Marketing Strategy (CLOSE-UP VIEW)

- Direct competition
 - Garmin : GTU -10, kids tracker, \$199 for one year
 - DJI Phantom 4: provider , only drone, around \$1,500.00
 - Petcube: stationary cam, fix only on one spot, laser toy, 138° viewing angle, around \$380-580
 - Motorola Pet Scout66: stationary cam, fix only on one spot, 60° viewing angle, around \$132

- how you'll differentiate your product or service :

MeowAuAUCams products and services are best in pet monitoring in the market. MeowAuAUCams products are compact and easy to carry everywhere. MeowAuAUCams are not only individual products it is integrated services that will make you life easier and with no worries.

- potential pricing (how will your prices compare with similar, already existing products or services?)
 - US \$ 1,000 with : one drone + necklaces + totem + one year service
 - Plus a cellphone account of your choice.

- marketing tactics (both traditional and 'guerrilla' marketing tactics, such as social media marketing and print, media, or online advertising) :
 - Social Medias: Youtube, Facebook and Pinterest
 - Our own web site.
 - Men-to-men and live show on pet events
 - Flyers on SPCA
 - Advertisement on tv and websites

- Where your product or service will be sold/offered
 - Web Stores: Bestbuy and Amazon
 - Stores: Pet-stores, Bestbuy and Walmart

Step 4 of Pitch: Conclusion (WIDE VIEW – again)

- Advantages
- Service
- Competitive