



**Kind**

**Collar**

Pinch-Proof Pet  
Collar Clip

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# Business Concept

- ❖ The Kind Collar is a product that protects your pets' necks from getting pinched by their collar.
- ❖ Using our product you can use your original collar. Unlike other companies the product you want will always be in stock because our 3D printer is speedy and quick at making your product. You don't have to wait for a manufacturer or a warehouse to deliver your product through the supply chain.

# Mission Statement

“Our mission is to protect your pets’ necks and fur from getting clipped by a collar and to showcase your pet’s uniqueness with personalization.”

# Market Summary

- ❖ In 2016: "The APPA (American Pet Product Association) found that the U.S. pet owners are expected to spend \$62.75 billion on their furry (or scaly) friends".

- ❖ Our company made the Kind Collar because we all noticed that people are pinching their pets' necks and fur on accident. Customers will buy our product because you don't have to buy a different collar and it can be personalized

<b><u>Category</u></b>	<b><u>2016 Actual</u></b> (\$ Billion)	<b><u>2017 Actual</u></b> (\$ Billion)	<b><u>% Growth</u></b> 2017 vs. 2016	<b><u>2018 Estimate</u></b> (\$ Billion)	<b><u>% Growth</u></b> 2018 vs. 2017
<b>Food</b>	<b>28.23</b>	<b>29.07</b>	<b>2.9</b>	<b>29.88</b>	<b>2.7</b>
<b>Supplies/ OTC Med</b>	<b>14.71</b>	<b>15.11</b>	<b>2.7</b>	<b>15.51</b>	<b>2.7</b>
<b>Veterinary Care</b>	<b>15.95</b>	<b>17.07</b>	<b>7.0</b>	<b>18.26</b>	<b>6.9</b>
<b>Live Animal Purchases</b>	<b>2.1</b>	<b>2.1</b>	<b>0</b>	<b>2.01</b>	<b>-4.2</b>
<b>Other Services</b>	<b>5.76</b>	<b>6.16</b>	<b>6.9</b>	<b>6.47</b>	<b>5.0</b>
<b>Total</b>	<b>66.75</b>	<b>69.51</b>	<b>4.1</b>	<b>72.13</b>	<b>3.7</b>

# Opportunities

- ❖ Pet owners accidentally snag their pet's neck and fur when they try to apply the collar. The sizes that are available are in the box to the right.
- ❖ Our spacer will prevent that from happening because the clip is at a distance from the fur.

XSmall = 5 - 10  
lbs

Small = 10 - 25  
lbs

Medium = 55  
lbs

Large = 75 lbs

XLarge 75+ lbs

# Competition



Dog spot

This dog collar is not recommended because it will pinch and hurt your pet and it's made of chain!



Blueberry

This is personalized but can pinch and hurt your pet.



The first prototype we 3D printed of the Kind Collar.

Our product will prevent pets from getting pinched from a clip collar. It comes in every size, fits comfy, and can also be personalized.

# Goals and Objectives

- ❖ Short Term : To protect your pets necks from getting pinched!
  - Our target audience for the product is our pet owners in Virginia Beach.
  - We will print the product out of our school printers, paying for our own supplies.
- ❖ Long Term : Kind Collar would like to have their own stores all around the world.
  - You don't have to wait for a manufacturer or a warehouse to deliver your product through the supply chain. We want your pet to fit it so you call or text us about your pet's size!

# The Team



Martin M. the Makerbot

Elizabeth T.



Marketing Manager

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Research Analyst

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