



SIDEKICK

Never travel alone again.

BUSINESS REPORT PREPARED FOR

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SERV 421: Services and Enterprises

PREPARED BY

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EXECUTIVE SUMMARY

Sidekick is an independent Rover-sponsored platform that connects pet boarding service providers to pet parents so that they can conveniently travel with their pets. It is an online service headquartered in Seattle, Washington.

OUR PURPOSE

Sidekick offers transient pet parents a secure and safe way to discover the world with their pets. This offers convenience to pet parents who want to feel unconditional love no matter where they are. The platform provides a straightforward path to booking care for pets while their parents are traveling. We are also committed to pet-care safety, so only Rover-certified, background checked pet-sitters are approved to be on the platform.

THE REPORT

Sidekick was founded by Cassidy Heffner, Clara Asumadu, and Jonathan Potts. We are pet parents who understand what it feels like to travel without your pets, or sidekicks as we call them. Sidekick is independent, but the IT infrastructure is backed by Rover who has already developed the technology and network that pet people trust. The team expects to reach transient professional millennials, who have embraced pet-loving, love their pets like children and own the most pets.¹

This report will detail Sidekick's concept, the industry, and context in which we live, and the structure of the service. We will also explain the meaning behind our branding and why we chose our visual style and the language and tone in which we approach our customers. This will inform our service delivery, the business model, our marketing strategy, corporate strategy, financial overview, and our expected outcomes.

Our revenue projections for the first year are \$1,968,546. We will have 8 full-time employees, with salaries at \$65,000 per year.

¹ Forbes, The Biggest Trends In the Pet Industry
<https://www.forbes.com/sites/richardkestenbaum/2018/11/27/the-biggest-trends-in-the-pet-industry/#79f4871bf099>

OVERVIEW

1. OUR BUSINESS CONCEPT

Sidekick is a platform that gives pet parents a convenient way to travel with their pets by connecting them with reliable pet-boarders who belong to Rover and want to start a lucrative small business.

2. THE CONTEXT

Sidekick uncovered a need amongst professional millennials who travel often, and want to be able to travel with their pets, but aren't easily able to. There is currently no industry-leading and wide-reaching platform that allows them to book a pet-boarding service in advance, in another city, and Sidekick exists to alleviate this need. According to the American Pet Products Association, about 37 percent of pet owners travel with their pets every year, a 19% increase in just the last decade, and more travel companies are acknowledging this need. It's also proven that pet owners are willing to pay more for convenience, as a growing number of Americans are willing to pay for services that simplify their lives. This growing market is an opportunity for Rover to extend its reach and establish a blue ocean in the pet industry² for traveling pet-owners.



² W. Chan Kim and Renee Mauborgne, Blue Ocean Strategy

3. SERVICE STRUCTURE: The Service Package

From Grönroos, Service Management and Marketing

| Service Offerings

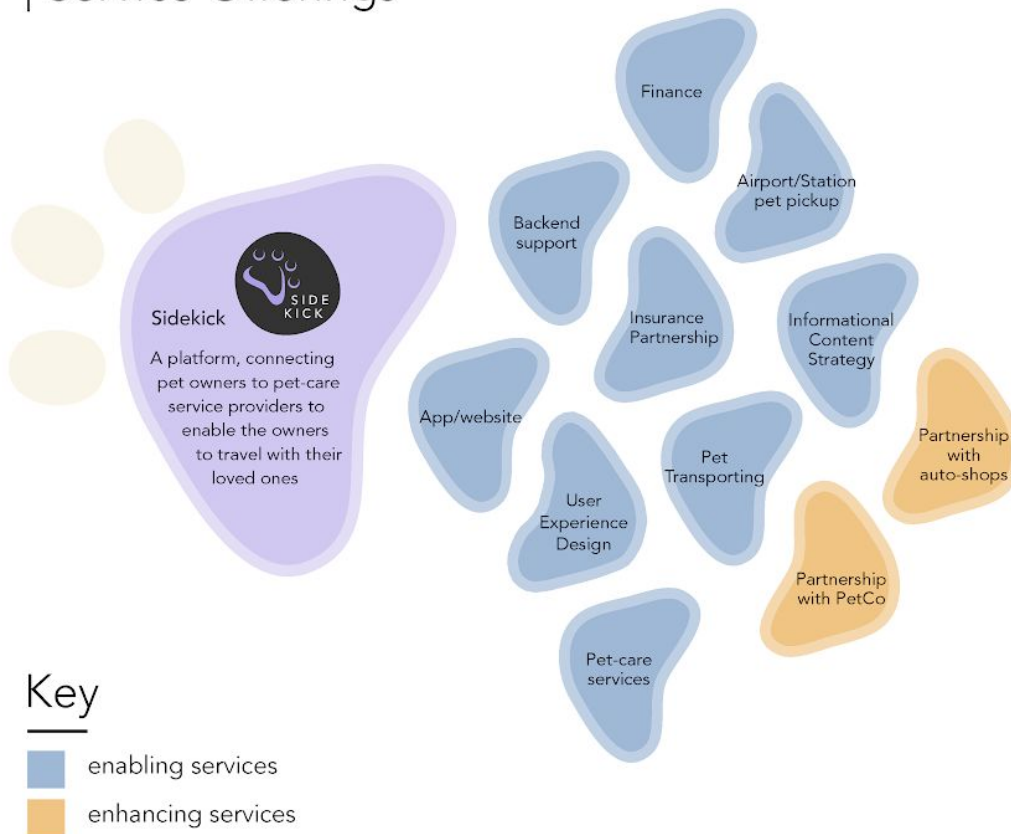


Fig. 1 The Service Package

Sidekick's service offerings are broken down into three categories: the core service, enabling services, and enhancing services. Our core offering is the platform that connects pet parents to pet-care service providers, enabling pet parents to travel with their pets. The enabling services are the processes that are needed to use the core offering.³ These enabling services, as shown in the service offering map (Fig. 1) include the app and website which acts as a platform to connect providers with pet owners. This app needs constant backend support and IT management to enable it to efficiently run. On the front end, the app and website must be designed well, so Sidekick has a streamlined user experience and interface design which is combined with informational content strategy to best communicate the brand to our audience.

³ Grönroos, Service Management and Marketing Chapter 7

Because Sidekick is concerned about safety and building trust, we also offer a comprehensive insurance package which is covered through a partnership with Healthy Paws, a pet insurance company. The enabling services that go beyond the digital interface are the services pet-care providers can offer, which are pet-boarding and pet transporting. Pet boarding enables people who travel to bring their pets with them and not have to worry about leaving them alone in their lodging or place of stay in a given city. They have the option to have the pet-boarder pick up and drop off their pets, to and from their lodging, airport or bus station.

In addition to enabling services, Sidekick also has enhancing services that increase our value and differentiate us.⁴ As shown in the service package (Fig. 1), our enhancing services exist in our partnerships, which will be further expanded upon in our business model and financial overview. Some of Sidekick's enhancing services are partnerships with PetCO and local auto-shop, who give our pet-care providers a discount for using Sidekick. We also partner with animal rescue foundations to bolster our mission to connect pets with a loving parent.



⁴ Grönroos, Service Management and Marketing Chapter 7

4 . OUR BRAND: The Augmented Service Offering From Gronroos, Service Management and Marketing

Visual Language:



Logo:

(Fig. 3)



Color Palette:

(Fig. 4)

The vision for the logo (Fig. 3) was to be friendly, comfortable and approachable but also firm. We chose a simple negative space paw print design that can be easily stamped among our documents, emails, and products. The corporate identity allows for the logo, app, website and all components of the service to be recombined in different ways, with the given color palette (Fig. 3).

Augmented Offerings:

Accessibility:

- Find us in all major cities.
- The Sidekick GuaranteeL 24/7 support, reservation protection and insured safety of your pets, anytime and anywhere.
- Access your reservations and more, anytime and anywhere on the app

Quality of Interaction:

- Be matched with the perfect sitter, based on your profile, and read verified reviews to pick the perfect sitter
- Our customer support personnel are trained to serve you and your sidekick

Degree of Participation:

- Once you've booked your sitter, all you have to do is relax, and enjoy your travels!
- Booking is quick and easy, all you need is your app and your sidekick.

5. SERVICE DELIVERY: The Service Blueprint

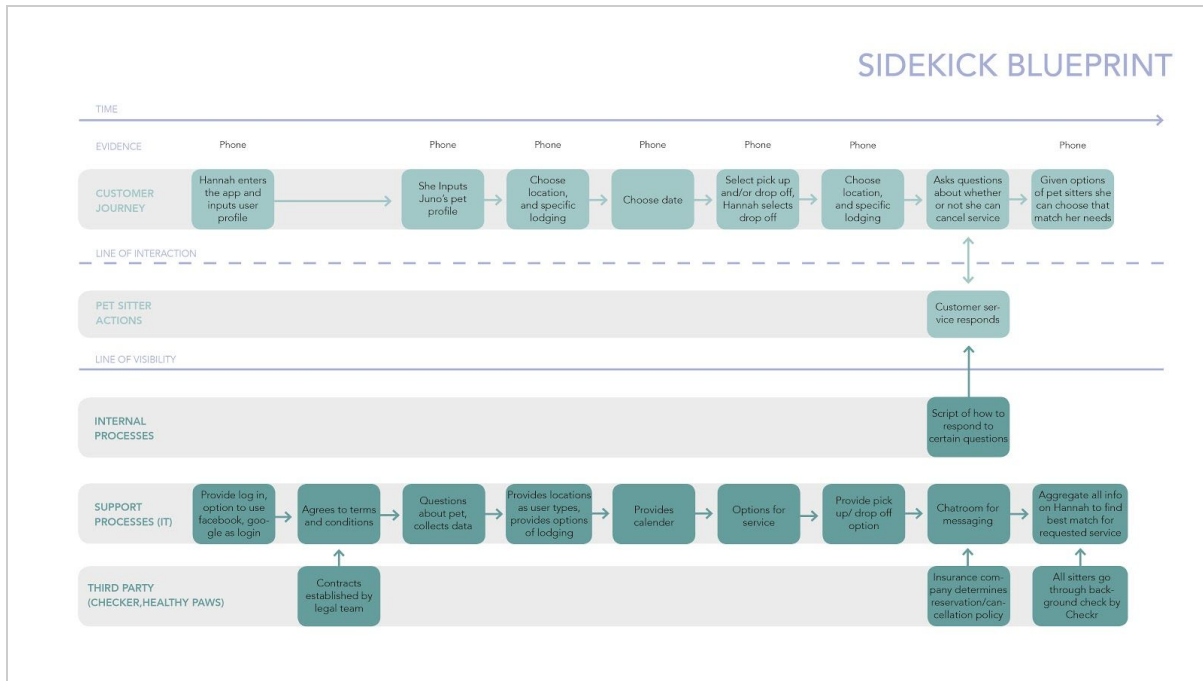


Fig. 5 The Blueprint

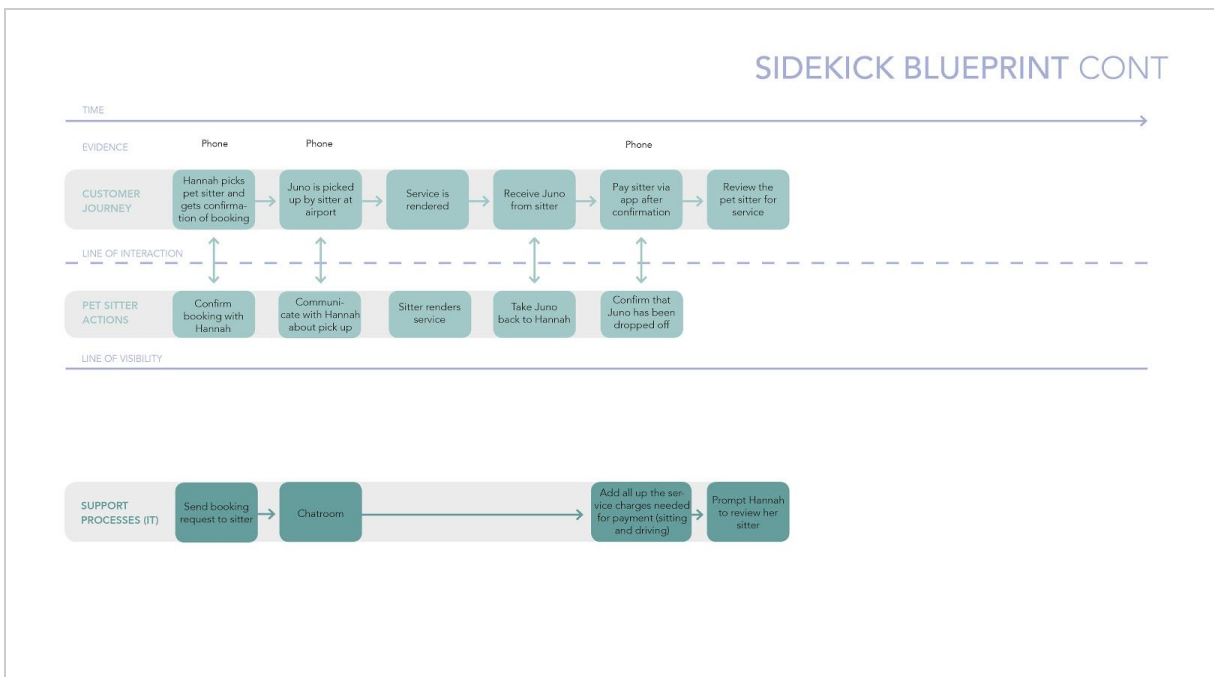


Fig. 6 The Blueprint continued

The service blueprint (Fig. 5, 6) breaks down our service delivery and the processes needed to deliver the Sidekick service. These front-end activities, above the line of visibility, include onboarding, booking a pet-boarding service, and contacting customer support if necessary. The backend processes, below the line of visibility, is set for itraining customer service personnel internally, and having support process and IT management that supports the website and app, making them easy to use. In addition, we are supported by thrid parties where insurance and background-checking services are currently outsourced to Healthy Paws Insurance and Checkr. To explain how Sidekick works, we will next break down the service blueprint, using a persona, Hannah and her dog, Juno.

Above the Line of Visibility: Front-end actions

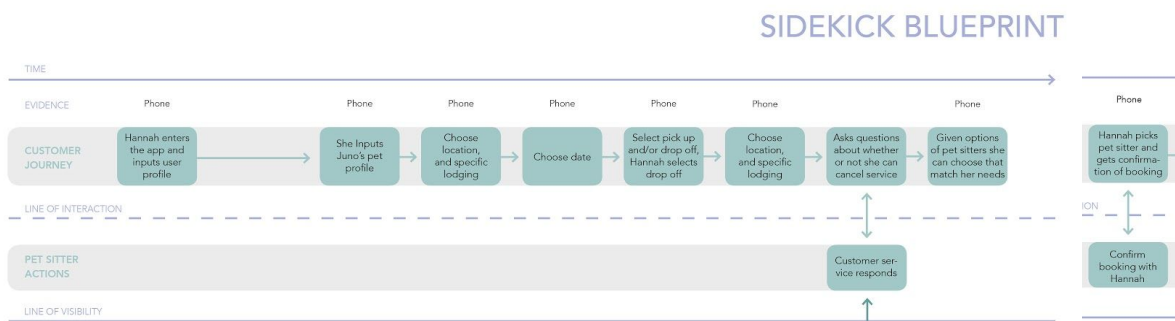


Fig. 7 The onboarding and booking service delivery process, above the line of visibility

Above the line of visibility (Fig. 7), Hannah, signs up and creates her and Juno’s profile. She can then select her travel date and destination. If she needs to contact customer service, she may do so by calling the customer support number or by talking with the online chatbot. Hannah can then pick a pet sitter that best suites her needs.

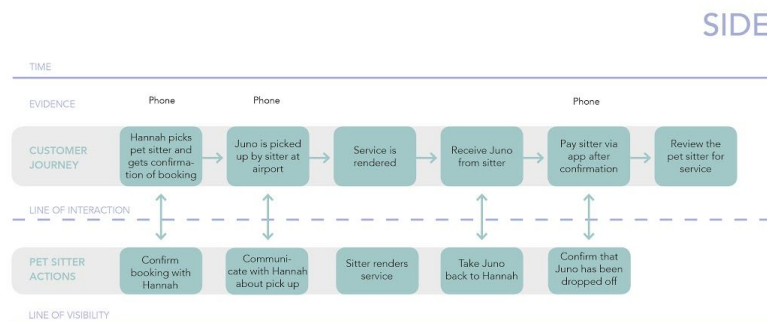


Fig. 8 Pet pick up and pet boarding service delivery process,above the line of visibility

After onboarding and selecting her service, Hannah gets to her destination and Juno is picked up from the airport by the pet-sitter (Fig. 8). The service is performed, and the sitter drops Juno back at Hannah's current location. After drop-off is confirmed, payment is automatically made, and Hannah reviews Juno's sitter. Our persona, Hannah, signs up and creates her and her dog, Juno's profile. She can then select her date and area of travel. If she needs to contact customer service, she may do so by calling or by talking with the online chatbot. Hannah can then pick a pet sitter that best suits her needs.

Below the Line of Visibility: Back-end actions

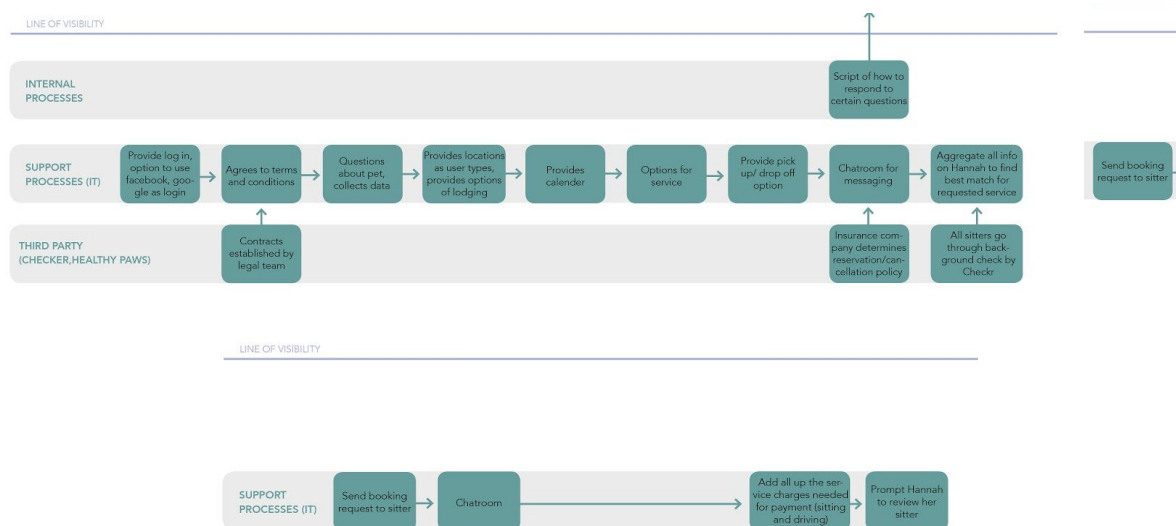


Fig. 9 The onboarding, booking, pet pick up and pet boarding, service delivery processes, below the line of visibility

Below the line of visibility (Fig. 9), the processes in place during onboarding and booking include internal training to provide customer support personnel with a script to respond to customer questions and concerns. In addition, our IT support processes maintain and update the digital interfaces, providing the commands and steps Hannah needs to conveniently interact with our platform. The third party section is mentioned here to illustrate their importance in our service delivery. However, these processes and agreements with the legal team, insurance and background checking are established before someone like Hannah uses Sidekick.

6. THE BUSINESS MODEL



Fig. 10 The Business Model

Our business model (Fig. 10) is based on two value propositions for two different customer segments. For transient pet parents, our platform connects them to pet-sitters to allow them to be able to travel with their pets through a trusted network. For pet-sitters who want to start a business, our platform connects them with pet parents who need pet-boarding services in other cities.

7. MARKETING STRATEGY

Our marketing is conducted through ads on various social platforms. We use these platforms because it is a proven way to increase ROI and attract new customers.⁵ This is because social

⁵ Forbes, It's Time to Recognize Social Media as the Marketing Marvel It Is
<https://www.forbes.com/sites/forbescoachescouncil/2019/03/13/its-time-to-recognize-social-media-as-the-marketing-marvel-it-is/#520b7bf61e9f>

media is a cheaper way to market, and easier way to reach, engage and build relationships with our target audience.⁶

Google Ads:

Ads through google will be presented on top of the google search engine results. Hot words will include - *travel, dog, pet service, animal, transient, pet boarding, pet friendly* and more.

Social Media:

Instagram, Facebook, Twitter. Ads will appear in the timeline at targeted customers (unmarried millenials with multiple animals).

Airplane Magazine:

Our ad will be shown in the airplane magazines. According to Ink Global, one of the biggest advertising and media companies for inflight magazines, 97% of passengers read an inflight magazine for an average of 25 minutes.⁷ We predict that readers, alone on their travels without their pets, will come across our ads and want to use Sidekick in the future.

Youtuber/Influencer:

Influencers will receive free services to talk about Sidekick on their social platforms.



⁶ Kingston Webwork, Social Media Advertising

<https://www.kingstonwebworks.com/social-media-advertising/>

⁷ Cloudbed, What You Need to Know About In-flight Magazines

<https://www.cloudbeds.com/articles/what-you-need-to-know-about-in-flight-magazines/>

7. CORPORATE STRATEGY

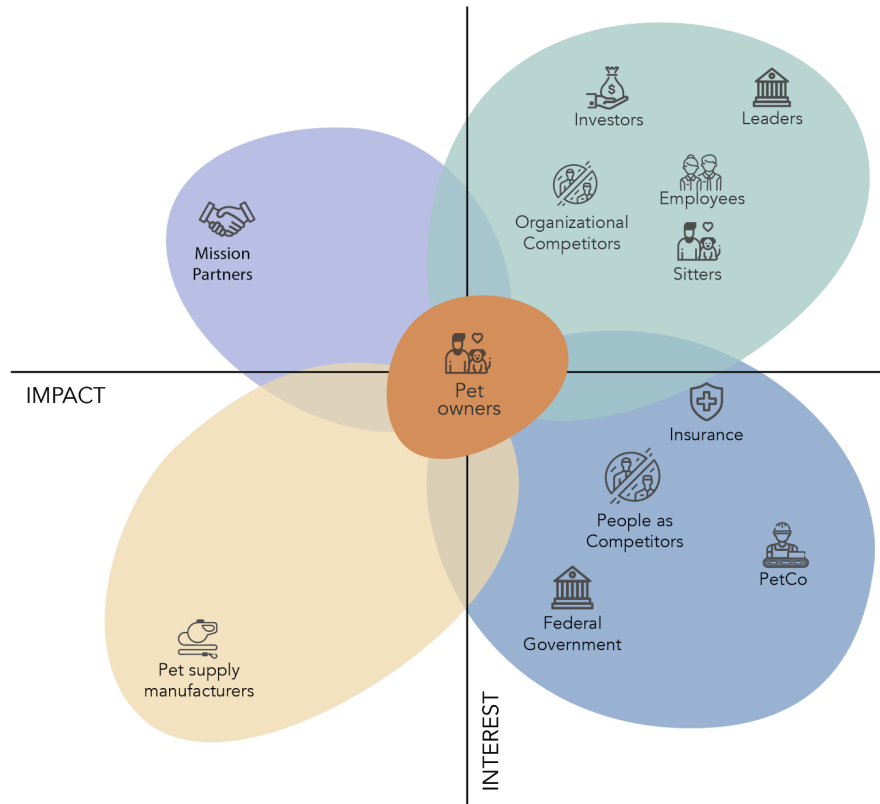


Fig. 11 The Stakeholder Map*

*Any stakeholder below the line of impact or to the left of the line of interest doesn't mean negative impact/interest, but rather less impact/interest.

- Great impact / great interest
- Less impact / great interest
- Great impact / less interest
- less impact / great interest

Our strategic intent is to provide transient pet parents with a secure and safe way to discover the world with their pets by their side. This offers convenience to pet parents who want to feel unconditional love no matter where they are. Sidekick provides a straightforward path to booking care for their pets. We are also committed to pet-care safety, so only Rover-certified,

background checked pet-sitters are approved to be on the platform. For this to happen, there are certain stakeholders that play certain roles with who we assume will have varying levels of impact and interest in Sidekick. The stakeholder map (Fig. 11), illustrates this varying levels, as determined by the center stakeholder, the pet owners. Some key stakeholders to consider are our investors and leaders who have great interest and great impact in our company, as they fund and make important decisions for the company. Our insurance partners are also of great impact because they facilitate the enabling service of our service core and our focus on safety. However, they don't have a high interest

9. FINANCIAL OVERVIEW⁸

10,000 users	2 service / 1 user / 1 month	25% of 339 x 10,000 users x 12 months x 2	Yearly Net Revenue:
	\$39/pet boarding service	16250 x 9.75 x 2 x 12	3,802,500
	.25 service charge/10 minute drive	8125 x 2.50 x 12	243,750
			4,046,250
Platform	How much it will cost:	Conversion Rate for travelers if needed	Yearly Cost
Advertising			
Google Ads	\$700 - \$2,500		\$30,000
-Social Media (Instagram, Facebook, twitter)	Instagram between \$0.20 - \$2 / click		Based of \$1/click at 50000/month 600,000
-Airplane Magazines	\$18,420 full page, black and white spread		\$18,420.00
-Youtube/ Influencer	Free trip and event vouchers in exchange for SK promotion?		\$0
App			
-IT Services/ back end	\$150 per user / month		?
Employees:			
-Marketing: Clara	\$65,000 / year / 2 employees		\$130,000
-UX Designers: Cassie	\$65,000 / year / 2 employees		\$130,000
Front end developers: Jonathan	\$65,000 / year / 2 employees		\$130,000
Lawyer for writing contracts (contract based/salary based?)			?
Customer Service Person	\$15 per hour 40 hour week / 10		\$240,000
Digital Infrastructure			
-Emails	Microsoft enterprise suite \$12 per user / month		\$3,168
-Push notifications			
-Data storage	Storage included with Microsoft suite		-
Augmented			
- Insurance (Healthy Paws)	contract based		ADDED VOLUME OF CUSTOMERS, DIFFERENTIATION for Sidekick
- Insurance for Sidekick's protection			\$799,284
- PetCo Partnership	contract based		ADDED VOLUME OF CUSTOMERS
-Checkr Back	contract based		added volume
Investment/ Partnerships			
- https://petairways.com/invest			Future Partnerships
-Bark Box			
-American Airlines			
		Total cost yearly	2,077,704

Fig. 12 The Cost-Benefit Analysis

⁸Sourcing for costs and pricing addressed in reference list

Pricing is structured around being able to make a profit after around the costs we will incur in a year. One of our biggest costs will be Insurance, a vital cost that is essential to our mission and strategy. Other costs will come from marketing, IT management, and employee salaries. Some non-monetary costs that will require relationship building and contractual agreements include partnerships with PetCo, Healthy Paws insurance and Checkr, as they support both our enhancing and enabling services. The basic price structure is:

Pet-sitters charge: \$39 for 8 hour boarding,

Sidekick: 25% of each service charge,

Transportation: \$1 a minute.

Based on these numbers, our revenue projections for the end of year one is \$1,968,546. We project a 15% growth rate over the next two years.

10. EXPECTED OUTCOMES

From Lucy Kimble's Expected Outcomes Framework

For Pet Parents:

Outcome 1: Provide the most convenient way to book travel with your pet

Metrics: -Convenience of using the service: how quickly they are able to make a reservation
 -How often they had to contact chatbot/customer service when booking

Outcome 2: Create the most effective pairing of pet parents to pet-sitter

Metrics: -How far down they scroll in the page that presents them with best matches of pet caretakers
 -How many profiles they click in the page that presents them with the best match of pet care takers
 -How long it takes them to make a decision of which pet-care taker they will use for their reservation, once they click on a profile

For Pet Sitters

Outcome 1: Create the most effective pairing of pet sitter to pet parent

Metrics: -How often they reject/don't accept a reservation request
 -How long it takes them to make a decision about which pet parent for requested reservation, once they click on profile

For Sidekick

Outcome 1: Make sales

Metrics: -Growth in sales and profit per quarter.

Outcome 2: Customer retention: Be a trusted service that users are loyal to

Metrics: -Return rate after first reservation, or first pet-sitter account is made

Outcome 3: Make Sidekick the platform people choose to use for their business

Metrics: -Measuring growth of number of new pet-sitters per month

-Retention rate after they sign up for the service

-Absence of claims against sitter

11. EXPANSION

Sidekick will plan to expand in a few different ways. First and foremost we plan to create an airline of our own or make a strategic partnership with an airline in order to have a pet and Sidekick sponsored flight. The second way in which sidekick had thought of expanding would be in the online pet supplies and sale market in order to have a great stake in the pet world as a whole.



11. CONCLUSION

Using Sidekick we enable our pet parents to never travel alone. This is enhancing the lives of not only the pet parents but the pets as well by allowing them to travel. Pet sitters are given a wide variety of work, increasing their sales and improving their lives but also growing our profits as well. In the above report we have clearly laid out Sidekick not only is able to operate and be quite profitable but, also change the habits of the people that use our service. From the data and revenue generated we are able to have a strong impact in the way that traveling is done and continue to revolutionize the pet care market.



SIDEKICK

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