Name that Dog	
Long Beach Poly – CIC 9th grade	Teacher's name: Dan Adler
Team names: Kendall C. Makenna M. Juliana S. Category: Technology or App-Based Business	

Business description:
Our app will help you find the perfect name for your dog.

Written Score: 56.5

- -I'm worried that a free app like this won't generate much interest from advertisers (your primary source of revenue). Dog owners name their dog once and won't have a need for your app again.
  -I like your financial analysis and forecasts. Very thorough.
  -I like your analysis of competitors. Do you think the market is saturated at this point? Would it be a good idea to open a new dog naming app in a saturated market?
  -I'd like to see an executive summary that includes an overview of your entire business plan.
- The report overall was compelling on an emotional level (liking pets) but not from a financial/business perspective.
  Here's some specific feedback, I hope it helps:
  The exec summary should have pieces from each part of your report so if it's the only thing I read I would have an understanding of the market/financials/etc.
  The market size should be evaluated. Do the 78M dogs in the world already have names? Does your app have dog names in every language? How many new dogs are named per year? Does everyone who has a dog also have a smartphone to use your app?
  Add some clarity to the opps plan. How do you know it'll take $40k to start the app? Where did those numbers come from? As for ad sales, do you have a sales strategy that is going to help you gain 187 different advertisers in 1 year? How are you going to get advertisers to be interested in your app before you have users? How did you generate the COGS number for your ad sales? If you're going to need to raise money, VC's want to see what kind of return they can get on their investment in you. Help them see the opportunity!
- Executive Summary / Business Description
  Your summary and description of your business is adequate. It might be stronger with a more detailed description of the customers' painpoints in currently naming a dog. An important aspect of the business is how it will make money and how it is different from current options on the market. These are not addressed completely.
  Industry and Market Analysis
  The industry and market analysis is correct in identifying that the market may be large. However, further analysis must be done to find an accurate and relevant market size for your product. There may be 78 million dog owners, but how many of those need to name their dogs? Even new dog owners may be saving them from shelters or adopting them from other sources. New pet dog births may be a more relevant market size number. Even then, perhaps only a certain % of those new dogs are not named immediately by their owner. Later on, you describe how the app will use a game-like experience to make it more fun to name the dog. This could open up the market more if some people enjoy creating dog names (without even having the need to name a dog). Think big! Maybe your product has a bigger market than you previously anticipated.
  Marketing plan
  How will you acquire advertisers? Who would be interested in your user base? PetCo?
  Your promotion seems appropriate. However, you have not analyzed your customer. What is the total addressable market? Which segment will you target? How will your marketi

Presentation Score: 67.6

- Nice presentation. Would be stronger if you did not need to read the presentation. Not clear how the market really is. Probably some fraction of all dog adopters. Seems like an app that someone would use once. How do you get people to keep coming back? Would like to have had a handout.
- The breakeven and many of the financial analyses were good. The overall idea could have been better explained in how the names would be cbosen for the dogs and some the logic that went into that process simply beyond hiring an app designer.
- Nice presentation. I enjoyed the build up for the business case -- e.g. buying a dog, coming up with names, the pros/cons of existing naming apps. I'd like to see more detail of the actual creation of the app and its functionality. The use of the photo in the app (and whether the app would actually analyze or process the image in order to propose names) was not clear. Also curious what types of advertisers you would target and likely pricing.

- Very clear what you do. That's great in a 10 second elevator pitch. Good knowledge of competitive marketplace. Break even analysis – clear and concise. Well done. - Thought this was business viable, but if turned into a game-based product where outside engagement with other players can occur.
Total Score: 62.05