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From: [REDACTED]
Sent: Fri 10/28/2011 4:58:52 AM
Subject: spoke to steve

I didn't have all the data you had at your disposal but I think I did an ok job.
He said he wanted to hear more - he was worried about/suggested a few things

1. [REDACTED] he's never really had a pet so he's not super passionate and doesn't know the space
2. he doesn't know the industry data and is thinking that the numbers might be more fractioned than we think (=more research) on the growth drivers - organic foods etc vs. "stuff" for the pets that isn't clothing
3. he thinks the market might be diffuse in that owners are willing to pay \$20 and under but nothing with a subscription or for more than XX dollars (he doesn't know)
4. he thinks there are several apps
5. several already existing apps
(http://www.petmd.com/blogs/fullyvetted/2011/feb/new_pet_apps_for_consideration;
<http://mashable.com/2009/03/13/pet-iphone-apps/>;
http://www.androidzoom.com/android_applications/Pet+care) but agrees that there are none along the lines you were suggesting
6. branding important
7. thinks that this doesn't require a full time "steve" and more requires a "go fetch" (melanie?) and manager type to get it rolling
8. wonders about the right motivation/business plan -- "to run" vs. "to sell"

what is your timeline for thinking about this?
is there a right next step?