“Aerobi-Dog”
Autonomous Dog Exerciser
Purple A
Product Area: Active Play
Product Vision

- Autonomous dog exerciser
- Actively rolls itself
- Battery powered
- Interacts via sound and touch
$2.8 billion spent per year in US on pet toys

- 34 million homes own dogs
- 74.8 million dogs

Source: Euromonitor International
How is our product different?

- No existing toy actively moves and responds
- Stimulates more active play than existing toys
- Long life, rechargeable, simple to use
- Potential extension to other animals
Product Specifications

- All terrain around the home
- 10 minutes minimum of vigorous play
- Convenient charging station
- Range cutoff for safety
- As or more durable than existing toys
- Minimum of 18 months expected life with hard use
- Selling price within $90-$100
Technical Features

- Rechargeable Ni-Mh batteries
- Polycarbonate shell with bite-able features
- Sealed shell for water and dirt protection
- Sensors for sound and touch feedback
- Microcontroller
Successful carpet & floor test

Grass can pose a challenge

Battery power and control approach is feasible

Larger size and more effective weight distribution needed
Next Step: Two Degrees of Freedom
Product Conclusions

- Feasible
- Large potential market
- Unique
- Strong positive feedback
- Dogs will love it!