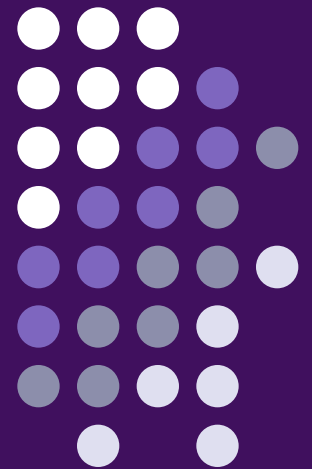


“Aerobi-Dog”

Autonomous Dog Exerciser

Purple A

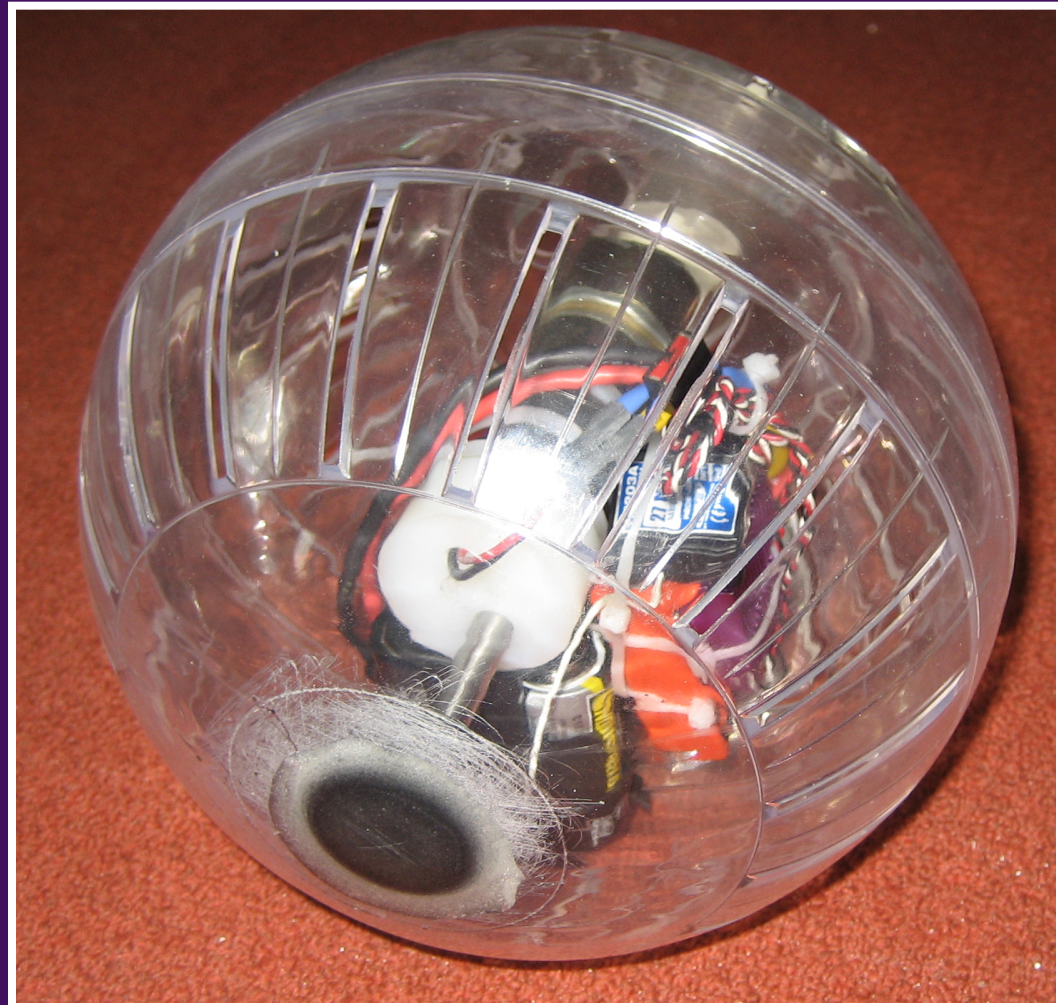
Product Area: Active Play



Product Vision



- Autonomous dog exerciser
- Actively rolls itself
- Battery powered
- Interacts via sound and touch



Market Size



- \$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

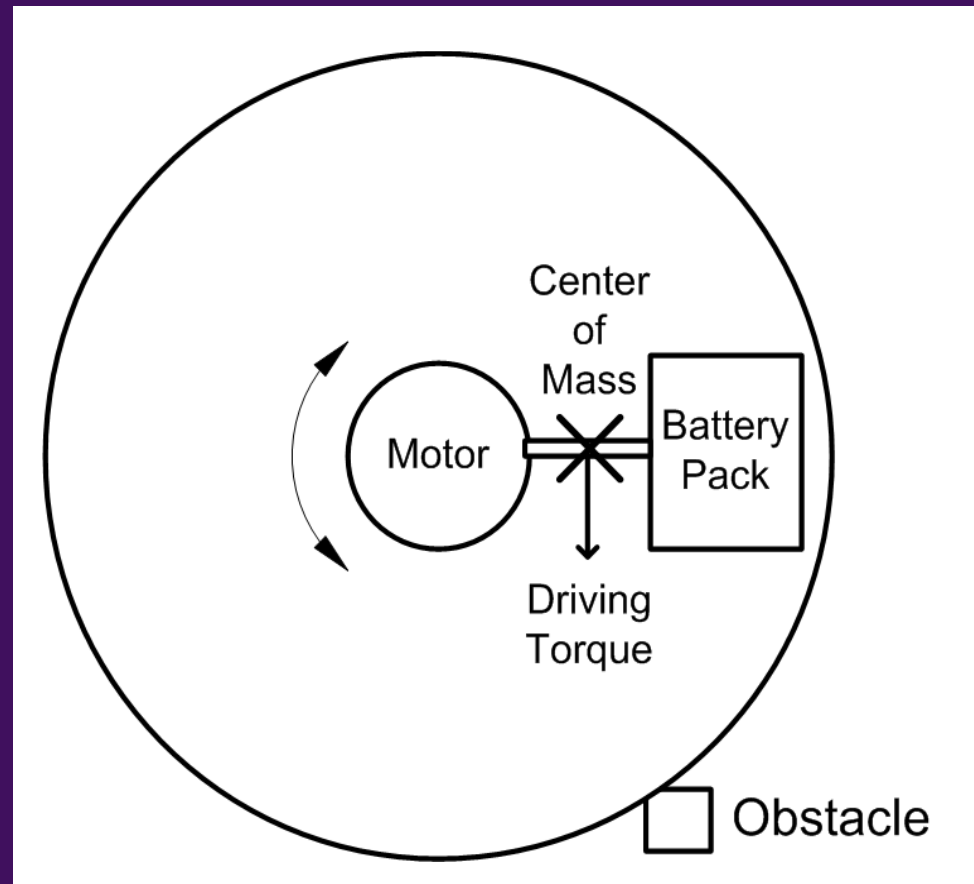


- Rechargeable Ni-Mh batteries
- Polycarbonate shell with bite-able features
- Sealed shell for water and dirt protection
- Sensors for sound and touch feedback
- Microcontroller

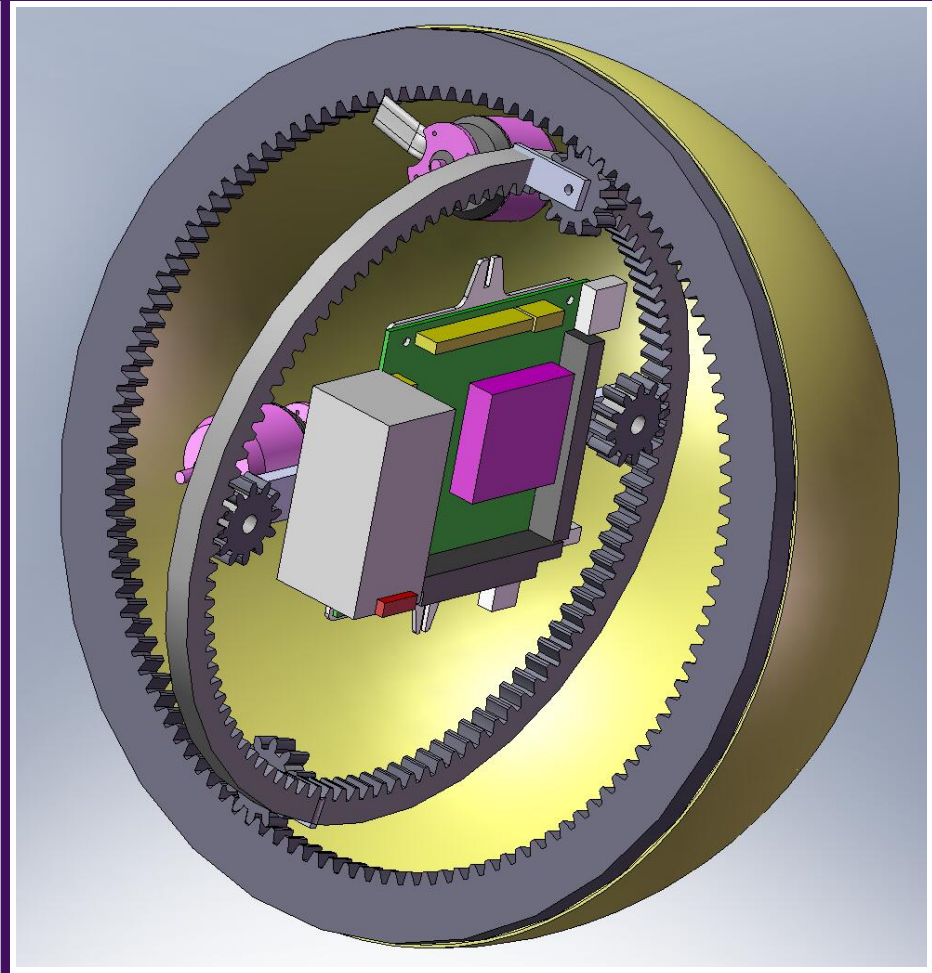
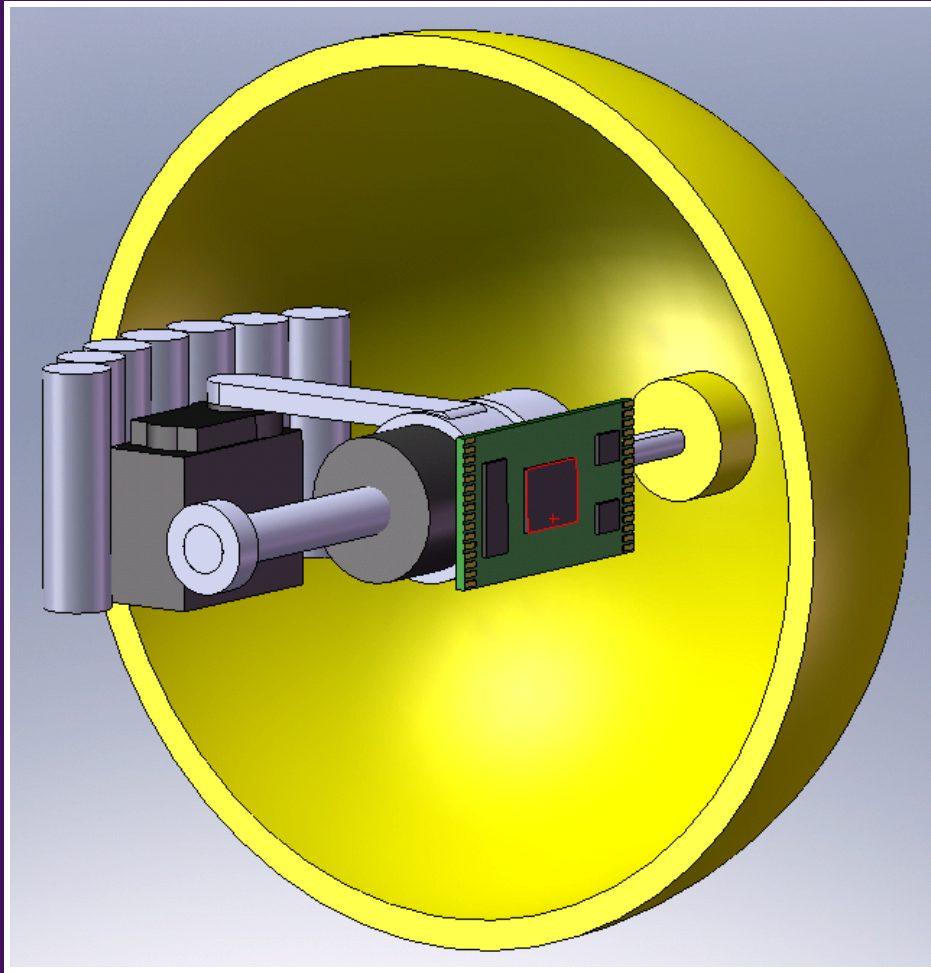
Sketch Model Conclusions



- 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!



