

## Copy

Client: DogTelligent  
Date: 0215  
Re: Marketing –Crowd-Funding Campaign –**Copy**

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### Scope of Work

DogTelligent has contracted with Galvin and Associates to write copy for its crowd-funding campaign.

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COPY

DogTelligent

## The Connected Collar™

A smart tech collar to monitor and control your dog

Austin, Texas | Product Design | Share this Project

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### About this project

## DogTelligent's Connected Collar™ is your new best friend.

The Connected Collar™ lets you know where your dog is and what s/he is doing, 24/7.

You can talk to your dog, keep your dog close without a leash and stop your dog from barking – even when you're far away.

If you love your dog and want to make sure s/he is safe, happy and healthy, you need a Connected Collar™. Your dog will love it, your vet will appreciate it, and your neighbors will breathe a sign of relief.

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### Features

## The Connected Collar™ does a LOT of good things.

### Check this out:

#### Design Features

- Sleek, contemporary design – small, medium or large, in a variety of colors
- Rugged construction – flexible and water-resistant. Let your dog swim, play and tussle!
- Real-time data – collar links to the DogTelligent app on your phone or computer via cell, Bluetooth and Wi-Fi
- All the tech is in the collar and app – no attachments or additional devices required

#### Training Features

- Speak to your dog – micro speakers so you can speak to your dog!
  - Stop excessive barking – ultrasound command discourages excessive barking
  - Keep your dog safe – ultrasound signals stop your dog from wandering – a “virtual fence”!
  - Train your dog – has built-in commands for sit, stay, come and other training
  - Safe signaling – ultrasound commands are inaudible to humans but safe for dogs
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## Monitoring Features

- Track your dog's location – uses GPS so you never lose your dog!
- Alerts – You get an alert on your app when your dog wanders beyond boundaries
- Monitor your dog's activity – sleeping, walking, running, too hot or too cold
- Track your dog's progress – set goals and see your dog improve every day!

## Caretaker and Social Features

- Caretaker-ready – instruction forms for walkers, friends and caretakers
- Share the good news – post stories and photos on social networks

## Veterinarian Features

- All your vet info in one place – contact info, meds and vaccinations with alerts for upcoming appointments
- Vet Reports – show your vet your dog's activity levels for better-informed medical care!

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## Connected Collar™ Rewards

Pledge **\$5** or more:

### **PFF's - PUPPY FRIENDS FUREVER**

Your help at any level brings DogTelligent one step closer to a beach near you. For all backers at ALL levels I'll put your name on my very own, very gigantic, DogTelligent attachable dog tag so I can thank you every time I use it, and I'll keep you informed with all the DogTelligent updates.

Pledge **\$49** or more: (200 backers)

### **EARLY BIRDS WATCH OUT**

Help us get started! One Jet Black DogTelligent Connected Collar. This collar will retail for more than \$120. Free shipping in USA. (Add \$10 for shipping to Canada, \$15 for international shipping)

Pledge **\$75** or more: (no limit)

### **DOG IS CO-PILOT**

One Jet Black DogTelligent Connected Collar. Free shipping to USA. (Add \$10 for shipping to Canada, \$15 for international shipping.)

Pledge **\$100** or more: (no limit)

### **DOGGIE FASHION MATTERS**

One Jet Black DogTelligent Connected Collar. PLUS 2 FREE Interchangeable skins (choose from Arctic White, Cherry Red, Voter's choice or Jet Black). Free shipping to USA. (Add \$10 for shipping to Canada, \$15 for international shipping.)

Pledge **\$140** or more: (3800 limit)

### **DOGS ARE CO-PILOTS**

Two Jet Black DogTelligent Connected Collars. Free shipping to USA. (Add \$10 for shipping to Canada, \$15 for international shipping.)

Pledge **\$165** or more: (100 limit)

### **TRENDSETTER SPECIAL**

You'll get early access to the Connected Collar because we'll send you one of the first off the manufacturing line in August so you can start showing-off at the parks. You will also receive another DogTelligent Connected Collars in any color when the full batch ships. Free shipping to USA. (Add \$20 for shipping to Canada, \$30 for international shipping.)



Pledge **\$180** or more (no limit):

**BARKING AWESOME**

Two DogTelligent Connected Collars. PLUS 2 FREE Interchangeable skins (choose from Arctic White, Cherry Red, Voter's choice or Jet Black) and 2 FREE Customized and Attachable dog tag. Free shipping to USA. (Add \$10 for shipping to Canada, \$15 for international shipping.)

Pledge **\$350** or more (900 limit)

**DOG PARK PACK**

Five DogTelligent Connected Collars. Free shipping to USA. (Add \$10 for shipping to Canada, \$15 for international shipping.)

Pledge **\$700** or more (1000 limit)

**DOG WALKER PACK**

Ten DogTelligent Connected Collars. Free shipping to USA. (Add \$10 for shipping to Canada, \$15 for international shipping.)

Pledge **\$1000** or more (25 limit)

**CUSTOM DogTelligent Connected Collar™**

Let us create a custom collar precisely to your specifications! Customization is exterior look only. Send us your ideas and we'll design a collar just for you.

You'll also receive 5 DogTelligent Connected Collars so you and your friends can share the fun. Free shipping to USA. (Add \$10 for shipping to Canada, \$15 for international shipping.)

Pledge **\$2500** or more (10 limit)

**ONE of TEN**

As a DogTelligent early adopter, we'll collect your opinions along with 9 others, that will influence the creation of the first ever DogTelligent Connected Collar. PLUS, you also get Ten DogTelligent Connected Collars from the first run!

Pledge **\$5,000** or more (no limit)

**MEGA DISTRIBUTOR PACK**

One Hundred DogTelligent Connect Collars. PLUS 2 FREE Interchangeable skins per collar (choose from Arctic White, Cherry Red, Voter's choice or Jet Black). Free shipping to USA. (Add \$10 for shipping to Canada, \$15 for international shipping.)

Pledge **\$10,000** or more (5 limit)

**HUGEST FAN AWARD**

One Gold (with real gold), custom DogTelligent Connected Collar with personalized engraving. You and your best friend (i.e., your dog) will meet the DogTelligent Founder and star in one of our upcoming commercials!

Pledge **\$25,000** or more (3 limit)

**SPOILED POOCH**

One custom, diamond-encrusted DogTelligent Connected Collar with personalized engraving. PLUS a one-hour doggie-play-date with DogTelligent's very own Riley and DogTelligent Founder!

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## The Connected Collar™ Story

I'm a dog person. I've had a dog since I was a kid. My dog Kirby proudly serves as our company barksperson.



I'm also a technologist. I'm always looking for ways to use technology to improve quality of life. Since Riley is such an important part of my daily routine, it was natural for me to look at what I found frustrating about being a dog owner: using a leash, excessive barking, not knowing how he's doing when I'm not around. One by one, I came up with solutions to each of these problems and in the course of doing it, I realized that by monitoring a dog's behavior, I would be better able to keep him safe and provide the right amount of exercise and sleep time. In other words, Riley would be a happier, healthier dog.

That's how DogTelligent and the Connected Collar™ came to be. But I couldn't have done it alone. I've assembled a very talented team of designers, programmers, project managers, production experts and marketing pros to bring the Connected Collar™ to market. The beautiful thing is, they're as passionate about dogs as I am!

*Patrick Perrine, founder*

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## Next Steps

The Connected Collar™ is now in pre-production at the factory. Visual and functional design are important to an owner's enjoyment and use of a utilitarian product like the Connected Collar™, and we've lined up a top-notch supplier who is experienced in producing high-quality technology products. We've also contracted with an experienced shipping and fulfillment company.

We have pre-production samples of the Connected Collar™ and the app is in beta testing. We are ready to launch our company soon:

**March:** Make friends on Kickstarter and review production samples

**April:** Launch the DogTelligent website and take Pre-Orders

**June:** Begin manufacturing

**August:** Ship Connected Collars™ to our new friends, starting with Pre-Orders and Kickstarter supporters

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## Risks and challenges

The Connected Collar™ is a high-tech product with multiple functions. We are confident in our planning and design and the quality of our suppliers.

However, there are risks:

**Manufacturing:** The Connected Collar™ has micro-sized components, like the speaker, LED alert lights, GPS honing devices and a tightening element that simulates a leash. Packing all these components into a thin leash is a manufacturing challenge.

**Product Adjustments:** Initial Connected Collar™ samples may work fine, only to exhibit kinks after multiple uses. We will monitor the products and may make minor adjustments to the manufacturing process to improve quality. We will report any adjustments to the Connected Collar™ and the DogTelligent app, much as you see 'bug reports' on other apps you use.

**Shipping and Fulfillment:** We don't expect any major hiccups in the manufacturing process, but we have a back-up plan should problems arise, with the potential to switch suppliers of individual components or the main manufacturing and assembly supplier.

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## Your Pledge

Dog lovers of the world, unite! Support this humane and totally cool addition to your dog's life. Click "Back This Project" at the top of the page and share our page with your friends.

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## DogTelligent Connected Collar™ FAQs

### **What is the DogTelligent Connected Collar™?**

Answer: The DogTelligent Connected Collar™ is a GPS Pet Tracker enabled with health monitoring and integrated training features such as ultrasonic whistles, vibration technology and virtual leash & fence technology to improve your life as well as your dogs.

Learn more here: [www.dogtelligent.com/features](http://www.dogtelligent.com/features)

### **When will the DogTelligent Connected Collar™ ship?**

Answer: Due to a high volume of pre-orders, we will prioritize ship pre-order units and then ship orders received after 4/1. Our target ship date for pre-orders is early August.

At DogTelligent, we are passionate about our users and want to ensure you receive the best and most honest customer experience possible. We look forward to you joining the smartest community of connected dog owners in the world.

### **How does DogTelligent Connected Collar™ track my dog's activity?**

Answer: The DogTelligent Connected Collar™ tracks activities like running, playing, resting and walking, allowing you to have a detailed look at your dog's activity. The Connected Collar™ captures activity data using a 3-axis accelerometer (like a jogger's pedometer) and our algorithm identifies the behavior for you to visualize in the DogTelligent App. This tracking helps you become a more informed dog parent who provides daily, weekly and monthly activities that will lead to a healthier pet.

### **What is Virtual Leash and Fence Technology?**

Answer: The DogTelligent Connected Collar™ is designed with many training and safety features. Our Virtual Leash and Fence Technology allows you to set specific boundaries for your dog, with parameters you set up in your DogTelligent app. When the dog reaches a boundary, the Connected Collar™ uses patent-pending technology to simulate the sensation of a leash yank, and you get an alert. For instance, if you take your dog on a walk without a leash and want to keep him/her close, the Virtual Leash technology will activate when your dog reaches your preset distance limit, say, 5 feet from your mobile device. This feature requires training. Boundary training on your mobile device is called the Virtual Leash; on desktop computers this technology is called Virtual Fence.

### **How close / accurate is the GPS location?**

Answer: Position Accuracy is approximately 3 meters (less than 10 feet). Average range for all GPS technology is about 3 meters.

### **Where does the DogTelligent Connected Collar™ work?**

Answer: The DogTelligent Connected Collar™ is designed to work in the U.S. on America's most reliable cellular network, and anywhere you have a Wi-Fi or Bluetooth connection.

### **How does data sync from the Connected Collar™ to my app and mobile device?**

Answer: The DogTelligent Connected Collar™ can use Wi-Fi, Bluetooth or cellular to sync. The Connected Collar™ collects data and our app interface synthesizes that data for you, so you will receive analysis and insight into your dog's activities. The Connected Collar™ is currently designed to sync every 30 minutes.

### **If I am away from devices that sync data (Wi-Fi, Bluetooth or Cellular), will I lose that data?**

Answer: The Connected Collar™ can store up to 30 days of tracking information. Once your



Connected Collar™ is back online or in range of a paired Wi-Fi, Bluetooth or cellular connection, it will automatically push all of the saved data to sync with your app.

**How is the DogTelligent Connected Collar™ different from a microchip?**

Answer: The Connected Collar™ is a complete Tracking, Training and Health Monitoring system that uses breakthrough GPS, Bluetooth and cellular technology to let you to see where your dog is at any time, and will alert you if your dog goes beyond your personal limits. The Connected Collar™ not only allows you, the owner, to use GPS tracking to find your dog, it also allows any helpful person who finds your dog to access your contact information via our website or mobile app. As an added benefit, the DogTelligent app contains your vet contact info, should your dog need medical attention. Traditional microchips and RFID tags, while useful as a back-up measure, are a reactive technology. Lost dogs with an embedded microship must be found and taken to a vet or shelter; hopefully the vet or shelter has the owner's contact information.

**How do I charge my Connected Collar™?**

Answer: The Connected Collar™ has an internal rechargeable battery that is easily recharged with our conductive charger. With typical use, the battery should last 7 – 14 days.

**How will I know if my battery life on the Connected Collar™ is low?**

Answer: The Connected Collar™ app displays the days and hours of battery life remaining at any given time.

**Is my Connected Collar™ under warranty?**

Answer: The DogTelligent Connected Collar™ includes a 1-year manufacturer's warranty from date of purchase from DogTelligent.com or 1 year from date of activation when purchased from an authorized retailer. Pet-induced damage is not covered by warranty.

Email us at [info@dogtelligent.com](mailto:info@dogtelligent.com) and we will help troubleshoot any problems you might be experiencing.

**Can I cancel my order?**

Answer: We are currently only accepting Pre-Orders. Pre-Orders may be cancelled within 30 days of the order being placed.

**Can I return my DogTelligent Connected Collar™?**

Answer: At DogTelligent, we aren't happy unless you are happy. We offer a 30-day money back guarantee. Please contact us at [info@dogtelligent.com](mailto:info@dogtelligent.com) with your order number and a request for return authorization. If you are outside of the 30-day return policy, please contact our support team.

**Where do I go for DogTelligent customer support?**

Answer: Contact [info@DogTelligent.com](mailto:info@DogTelligent.com). Our goal is to address your needs within 24 hours. As DogTelligent grows our products and services, we will provide regular updates.