**Executive Summary**

**Contact Information**

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<tr>
<th>Development stage</th>
<th>Year founded</th>
<th>Funding Opportunity</th>
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<td>[Seed]</td>
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**Funding Opportunity**

The funds will finance the team’s working capital to create the product as well as partially finance the needed assets for transportation and manufacturing. Assuming that the team wins and qualifies for the $10k, the team will need to raise an additional $36k to finance the fixed operational expenses. We plan to raise the needed equity via capital injections from private investors or institutional debt. The forecasted expenses are based on diverting 10k lbs of waste.

**PROBLEM/OPTIMITY**

HID Global in Austin produces a recyclable high-quality polycarbonate byproduct material that is currently being taken to the landfill and a rate of 900 lbs a week. This byproduct creates an opportunity for upcycling a large quantity of raw material to produce a new product that can benefit the local economy.

There are currently over 100 million US households that own dogs and/or cats. As such, there is a need for an affordable temporary barrier that can expand to any dimensions according to the household’s needs. HID’s polycarbonate sheet already has a fence-like structure, with some modification, it can serve as a barrier to address pet-owning households who are trying to keep their pets restricted from specific indoor areas.

**SOLUTION/PRODUCT**

We created a product form an upcycled material giving it a second life as a multi-use partition barrier. It’s key characteristics of being scalable, modular, lightweight, portable, removable and low cost. A flexible, yet rigid, accordion-like polycarbonate fence that is roll-able and stackable as an alternative pet barrier. Our solution serves as an alternative classic heavier material gates/fence/playpen for pets.
POTENTIAL RETURN/REVENUE MODEL

The American Pet Product Association reports that total U.S. pet industry expenditures in 2018 were estimated at $72.13 billion, a 4% growth rate from the $69.51 billion reported in 2017. Assuming that the US pet industry’s market share is equally distributed across the nation and we are able to capture 1% of the state of Texas (1/50) market share, our potential market is $13.9 million (based on 2017 sales).

However, our revenue forecast for year 1 is based on the revenue needed to break even. Further, we took this conservative approach as we are restricted by the supply of HID’s production. We would expect at minimum to grow at the industry growth rate of 4% after initial growth and shake-out stages. Our revenue model will be based on ad based sales, direct sales and a multi channel ecommerce strategy. We are forecasting a revenue and gross profit of $67k and $46k, respectively.

COMPETITION

The current competition’s products are mesh, wood or metal fence structures that are sold both online and in brick and mortar stores, price ranging from $14.00 - $50.00.

Our competitive advantage is that we offer a lightweight, portable and removable barrier at a low cost of $14.00. Our 44” x 38” solution is scalable because of its modular design that allows the addition of sections for custom dimensions.

ENVIRONMENTAL IMPACT

Our mandate is to divert the 2,000 lbs of polycarbonate sheets. However, with the proposed production, we are estimating in our first year to divert 10,104 lbs and extend the life of the byproduct for an additional 5-7 more years.

ECONOMIC IMPACT

Based on forecast and assumptions, we estimate to contribute to the local economy by creating manufacturing and management jobs, paying $12/hr and contributing over $40k into economy in the first year.
THE TEAM

Our team has a range of disciplines and expertise with an extensive and diverse network that will allow us to execute this project.

Angel Alcala is a Product Design Engineer with experience in Lean manufacturing techniques, Materials, and tools for the industrial manufacturing sector.

Phillip Alcala was a Senior Financial analyst for Frost Bank HQ, RackSpace HQ, Nike HQ, and now for HEB HQ, with a degree from the Prestigious University of Texas McCombs School of Business.

Shau Huang a practicing UX/UI designer, also a UT Alumni with a degree in Psychology.

EXECUTION PLAN/GO TO MARKET STRATEGY

Our go-to-market strategy, is a three prong plan; 1.) Exposure 2.) Omni-Channel 3.) Partnerships

During our exposure phase: we will refine our target market and create a user persona. We will gain exposure through, store demos, free samples, trade shows, street team, social media, & veterinary clinics.

Omni channel phase: We will target both E-Commerce and brick-and-mortar retail by utilizing digital marketing and establishing partnerships with local companies, such as, vet offices and local pet advocacy organizations. We plan to partner up with Austin Pets Alive and Austin Animal Center, where part of our proceeds will go to help rescue animals in Austin.

Partnerships phase: We will establish partnerships with national brands to expand product’s footprint.