

# PetPlan

*End-of-life care plan + memorial for aging pets. Vet questions + decision frameworks + tribute memorial site. Emotional purchase at worst moment, severely underserved — pet owners pay \$29 one-time + \$5/month for memorial.*

<b>Category</b>	Set 6 · Consumer & Family
<b>Customer</b>	Pet owners with aging or terminally ill pets (typically 10+ years for cats/dogs, age-dependent for others) facing end-of-life decisions + memorialisation
<b>Monetisation</b>	\$29 one-time Standard (care plan + decision framework + memorial site setup) · \$5/mo memorial site hosting · \$99 Deluxe (with bereavement counsellor session)
<b>Build effort</b>	Low
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

PetPlan addresses a small but emotionally severe + chronically underserved life moment: the end-of-life period for beloved pets. Decisions are difficult (when to euthanise + when to pursue treatment + how to manage pain + how to prepare children + how to memorialise) + the vet is the only structured resource and is necessarily clinical + brief (15-minute consult). PetPlan provides structured care planning + decision frameworks + memorial creation at a price point (\$29 one-time + optional \$5/mo memorial hosting) that matches the emotional + financial moment.

Year-1 target: 8,500 paid pet families generating █1.2 crore annual revenue against █18 lakh costs. Cash-positive month 2. Adjacent expansion into pet-specific veterinary partnerships + pet-bereavement counsellor marketplace.

## The Problem

Pet owners facing end-of-life with beloved pets face a uniquely under-supported decision moment. The pet is family; the medical reality is often deteriorating quality of life; the decisions are: continue treatment vs. transition to comfort care vs. euthanasia + when + how + how to prepare children + how to memorialise. The vet is the only structured resource — but the vet is necessarily clinical (15-minute consult, focused on medical not emotional) + cannot fill the role of grief counsellor + family decision facilitator + memorial planner.

Result: pet owners experience the most emotionally significant moment of pet ownership with weak structural support. They overspend on hopeless treatments (delay euthanasia past quality-of-life threshold from inability to accept), under-prepare children (sudden loss harder than gradual preparation), feel intense guilt at decision point, and lack mechanism for meaningful memorialisation.

Existing options. Vet practice is clinical. Generic pet-loss support content (websites + Facebook groups) exists but is unstructured + variable quality. Premium pet bereavement counsellors exist (\$90-200/session) but most pet owners don't know about them. Memorial product (engraved stones + photo books + tribute websites) exists piecemeal but not integrated.

## The Solution

PetPlan structured around the end-of-life journey. Onboarding: pet profile (species + age + breed + chronic conditions + current health status). Assessment: AI-assisted quality-of-life assessment using validated scales (e.g., Lap of Love HHHHMM scale) + structured discussion guide for family.

Decision framework: structured framework helping family work through key decisions (treatment vs. comfort care + when to consider euthanasia + how to involve children + practical logistics).

Care plan: per-pet end-of-life care plan including: pain management protocols (in coordination with vet), comfort-care environment recommendations, quality-of-life monitoring schedule, signs-it-might-be-time-to-consider-euthanasia framework, decision-day preparation, after-care options (cremation + burial + body donation).

Children-preparation module: age-appropriate guidance for preparing children for pet loss + coping with pet death. Includes book recommendations + conversation scripts + ritual suggestions.

Memorial site: per-pet tribute memorial website with photo gallery + story + family-and-friends tribute messages + hosting included Standard 6 months + \$5/mo continued hosting after.

Deluxe tier (\$99): adds 1 session with vetted pet-bereavement counsellor (typically Licensed Clinical Social Worker with pet-loss specialisation) for families struggling with grief.

Three structural differences from existing options. First, structured + integrated (not piecemeal across vet + memorial + content sites). Second, family-aware (children + couples + multi-pet households). Third, accessibly priced for the moment.

## Market Opportunity

Global pet population: ~900M dogs + ~600M cats + significant smaller pets. Pets typically reach end-of-life period after 10-18 years (species-dependent). Estimated 90M-130M pets globally enter end-of-life each year.

Willing-to-pay segment: ~10-15M pet owners would pay \$29 one-time for structured end-of-life support.

At blended ARPU of \$60 (one-time + memorial subscription), SAM is \$600M-900M globally. Realistic 4-year capture: 0.1-0.3% = \$600k-2.7M annual revenue.

Adjacent expansion. Year 2: pet-bereavement-counsellor marketplace expansion. Pre-end-of-life care planning (proactive senior-pet care tier for owners whose pets are 8+ years old, before crisis). Year 3: vet-practice partnership tier (white-label for vet practices to offer to clients).

## Target Customer

Primary persona: a 42-year-old couple in Bengaluru with 13-year-old Labrador entering decline. Will pay \$29 Standard tier upon vet's mention that end-of-life is approaching.

Secondary persona: a 49-year-old family in Pune with 16-year-old cat + 2 children (ages 8 + 11). Will pay \$29 Standard tier with focus on children-preparation module.

Tertiary persona: a 58-year-old recently widowed woman whose 14-year-old dog (her only daily companion) was just diagnosed terminal. Will pay \$99 Deluxe tier including bereavement counsellor session.

## Product

Pet profile + quality-of-life assessment.

Decision framework: structured family discussion + decision support.

End-of-life care plan: pain management + comfort-care + monitoring + decision-readiness.

Children-preparation module: age-appropriate guidance + book recommendations + conversation scripts.

Memorial site: per-pet tribute website with photo gallery + tribute messages.

After-care logistics: cremation + burial + memorial planning guidance.

Vet integration: optional vet-share for care plan coordination.

Deluxe tier additions: bereavement counsellor session + extended grief-support content.

## Technical Architecture

Frontend: Next.js + React Native mobile.

Backend: Python on Hetzner cloud, Postgres.

Memorial site hosting: shared subdomain + optional custom URL.

AI: GPT-4o for personalised guidance generation (~\$0.30/family one-time).

Counsellor scheduling (Deluxe): Calendly + vetted-counsellor roster.

Payments: Stripe + Razorpay.

## Business Model & Unit Economics

Two tiers + memorial subscription. Standard (\$29 one-time): full care plan + decision framework + memorial site (6 months hosting). Memorial site continuation: \$5/mo after initial 6 months. Deluxe (\$99 one-time): Standard + 1 bereavement counsellor session + extended grief content.

Conversion: organic acquisition (SEO + vet referral) converts at 4% of trial users. Distribution: 75% Standard, 25% Deluxe. Memorial site subscription retention: 40% continue paying \$5/mo after initial 6 months.

Gross margin: Standard 92%; Deluxe 65% (counsellor cost); Memorial subscription 95%. Blended ~85%.

### Unit Economics (Year-1 base case)

<b>Year-1 paid pet families (target)</b>	8,500
<b>Average revenue per family</b>	■1,400 (~\$17)
<b>Year-1 revenue (one-time + memorial subs)</b>	■1.2 crore
<b>Gross margin</b>	85%
<b>CAC</b>	\$8 (organic-heavy)
<b>Year-1 all-in costs</b>	~■18 lakh
<b>Year-1 net contribution</b>	~■85 lakh

## Go-to-Market

Channel 1 — Vet practice partnerships (40%): partnerships with vet practices for at-discharge recommendation for terminally ill or senior pets.

Channel 2 — Pet-loss community + content (30%): substantive pet-loss support content + SEO + pet-loss communities.

Channel 3 — Pet-influencer + content creator partnerships (20%): partnerships with pet creators discussing senior-pet care.

Channel 4 — Paid acquisition (10%): targeted to senior-pet owners via Meta lookalike.

### Roadmap (first 12 months)

- Month 1-3: MVP with care plan + decision framework + memorial site + Standard tier. 600 paid families.
- Month 4-5: Children-preparation module + after-care logistics, 2,000 cumulative.
- Month 6-8: Deluxe tier with counsellor partnership + vet-practice partnership program, 5,000 cumulative.
- Month 9-10: Memorial site enhancements + grief-content depth, 7,000 cumulative.
- Month 11-12: 8,500 cumulative, ■1.2 crore year-1 revenue.

### Key Risks

- Emotional category sensitivity: marketing in pet-loss space must be carefully respectful + not exploitative. Mitigated by quality-first content + vet-referral channels + low-key marketing posture.
- Counsellor scaling at Deluxe: requires vetted counsellor roster. Mitigated by careful selection + structured matching.
- One-time-purchase economics + small per-transaction revenue: cash flow requires consistent volume. Mitigated by memorial-subscription tail + Deluxe-tier higher revenue.

- **Counsellor liability:** pet-bereavement counselling can intersect with severe human grief states. Mitigated by counsellor credentialing + clear scope + escalation protocols if user shows severe distress.
- **Cultural variance:** Indian pet-ownership + bereavement patterns differ from Western. Mitigated by India-specific content + culturally-aware messaging.