

PupPathways

Personalised 16-week puppy training plan based on breed + household + owner experience. Pet adoption surge produced millions of first-time puppy owners with no structured training resource. \$29 one-time.

Category	Set 6 · Consumer & Family
Customer	First-time + experienced puppy owners (puppy age 8 weeks to 6 months) wanting structured training program
Monetisation	\$29 one-time Standard · \$79 Pro (with weekly trainer video feedback) · \$7/mo extended access after 16-week program
Build effort	Low
Plan version	v1.0 — 2026-05

Executive Summary

PupPathways is a structured 16-week puppy training program personalised to puppy breed + household composition + owner experience. The opportunity: pet adoption surged dramatically through 2020-2026 producing tens of millions of first-time puppy owners + ~80% of puppies receive no structured training resulting in behavioural issues that lead to ~20% of dogs being surrendered or rehomed within 18 months. Professional puppy training classes cost \$200-800 + require weekly in-person attendance many can't manage.

Product: 16-week structured curriculum delivered week-by-week via app — daily 5-15 minute training exercises + video demonstrations + progress tracking + troubleshooting guides + breed-specific adjustments + household-specific adaptations (puppy with kids vs. older couple vs. apartment vs. house with yard).

Year-1 target: 10,000 paid programs generating ■1.1 crore annual revenue against ■18 lakh costs. Cash-positive month 2. One-time-purchase model fits the once-per-puppy use case; extension subscription for ongoing access provides modest recurring revenue.

The Problem

First-time puppy owners face a structured-training gap. Professional puppy training classes cost \$200-800 + weekly in-person attendance over 8-12 weeks; many owners can't manage scheduling + cost. YouTube + free training content exists in abundance but is unstructured + variable quality + frequently contradictory across creators. Books are good but require committed reading + active translation to action.

Result: ~80% of puppies receive no structured training; behavioural issues develop (separation anxiety + reactivity + house-training failures + leash-pulling); ~20% of dogs are surrendered or rehomed within 18 months largely from training-prevented behavioural issues. The cost — emotional + financial + animal welfare — is severe.

The gap: a structured app-based program at \$29-79 price point that fits between free unstructured content and \$500+ in-person classes.

The Solution

PupPathways structured around the puppy's developmental stages. Onboarding: puppy details (breed + age + adoption-date + previous-training-if-any), household (kids + other pets + living-space + schedule), owner experience.

16-week structured curriculum: week-by-week milestones (week 1-4: house-training + crate training + handling tolerance; week 5-8: basic obedience commands + leash introduction + socialisation; week 9-12: advanced obedience + recall + impulse control; week 13-16: real-world generalisation + advanced behaviours).

Daily exercises: 5-15 minute structured training sessions with video demonstrations + step-by-step guidance + progress tracking.

Breed-specific adjustments: high-energy breeds (Border Collie + Australian Shepherd) need more exercise + mental stimulation modules; small breeds need different leash + handling approaches; brachycephalic breeds need different exercise structure.

Household adaptations: apartment-dwellers get apartment-specific training (no-yard adaptations); families with kids get kid-puppy interaction training; multi-pet households get multi-pet introduction protocols.

Troubleshooting guides: per-issue troubleshooting (biting + barking + jumping + house-training accidents + separation anxiety + reactivity).

Pro tier (\$79) adds: weekly user-submitted training video → certified trainer feedback within 48 hours. Most puppy owners benefit enormously from technique feedback that DIY doesn't provide.

Market Opportunity

Global puppy market: ~30M new puppies adopted annually. Willing-to-pay segment for structured training: ~6-10M.

At blended ARPU of \$35, SAM is \$210-350M annually. Realistic 4-year capture: 0.5-1.5% = \$1-5M annual revenue.

Adjacent expansion. Year 2: adult-dog behaviour modification tier (dogs with existing issues from missed early training). Specific-issue deep tiers (separation anxiety + reactivity + aggression). Year 3: cat training (smaller market but underserved).

Target Customer

Primary persona: a 32-year-old first-time puppy owner in Pune with 10-week-old Labrador. Will pay \$29 Standard tier immediately after adoption.

Secondary persona: a 41-year-old returning puppy owner with 8-week-old Border Collie (high-energy breed). Will pay \$79 Pro tier for trainer feedback on technique.

Tertiary persona: a 28-year-old apartment-dwelling first-time owner with 12-week-old small breed. Will pay \$29 Standard tier for apartment-adapted curriculum.

Product

Puppy + household profile setup.

16-week structured curriculum with weekly milestones.

Daily exercise sessions: 5-15 min with video demonstrations + step-by-step guidance.

Progress tracking: per-skill mastery tracking + visual progress dashboard.

Breed-specific adjustments + household adaptations.

Troubleshooting library: per-issue guides.

Pro tier additions: weekly video → trainer feedback within 48 hours.

Post-program access: \$7/mo extension for continued reference + advanced behaviours.

Technical Architecture

Frontend: React Native mobile (mobile-primary).

Backend: Python on Hetzner cloud, Postgres.

Video content: pre-recorded trainer demonstrations + Mux delivery.

AI: GPT-4o for personalisation + troubleshooting question answering.

Trainer-feedback workflow (Pro): video upload + structured feedback workflow + certified-trainer roster (\$15/review at scale).

Payments: Stripe + Razorpay.

Business Model & Unit Economics

One-time + subscription. Standard \$29 (16-week program access, lifetime). Pro \$79 (Standard + weekly trainer feedback during 16-week program). Extension \$7/mo (post-program continued access + advanced modules).

Conversion: organic visitors convert at 6%. Distribution: 70% Standard, 25% Pro, 5% Extension immediately. Post-program: 20% of Standard customers add Extension subscription.

Gross margin: Standard 92%; Pro 65% (trainer cost); Extension 95%. Blended ~85%.

Unit Economics (Year-1 base case)

Year-1 paid programs	10,000
Average revenue per program	■1,100
Year-1 revenue	■1.1 crore
Gross margin	85%
CAC	\$10
Year-1 all-in costs	~■18 lakh
Year-1 net contribution	~■75 lakh

Go-to-Market

Channel 1 — Pet-adoption partnerships (40%): partnerships with rescue organisations + breeders + adoption agencies for new-owner recommendation.

Channel 2 — Vet practice partnerships (25%): puppy-vaccination visits are first-touch with new owners.

Channel 3 — Pet-content creator partnerships (20%).

Channel 4 — SEO + paid (15%): 'how to train puppy' commercial queries.

Roadmap (first 12 months)

- Month 1-3: MVP with Standard tier + curriculum for top 10 breeds. 800 programs.
- Month 4-5: Breed coverage to 40 breeds + household adaptations, 3,000 cumulative.
- Month 6-8: Pro tier with trainer feedback + Extension subscription, 6,500 cumulative.
- Month 9-10: Troubleshooting depth + community forum, 8,500 cumulative.
- Month 11-12: 10,000 cumulative, ■1.1 crore year-1 revenue.

Key Risks

- Trainer-feedback scaling at Pro: requires certified-trainer roster. Mitigated by structured feedback templates + remote trainer network.
- Breed-specific curriculum depth: 40+ breeds requires content investment. Mitigated by phased breed addition.
- Free YouTube content competition: many free training channels exist. Mitigated by structured + curated + personalised positioning.
- Owner adherence: programs require daily commitment most owners drop. Mitigated by habit-formation features + visible progress tracking.

- One-time purchase economics: revenue requires consistent new-puppy acquisition. Mitigated by long-tail SEO + adoption partnerships.