

PAWS & CLAWS

YES CHALLENGE ONE - VALIDATION

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Our business Paws & Claws solves two problems in one. We saw an opportunity to reuse second-hand recycled materials and create a pet toy that would cure any pet's boredom. The purpose of our business is to reduce the amount of textile waste that occurs each year. Textile waste is bad for the environment as the fast fashion industry continues to grow and causes perfectly good materials to be thrown away in landfills. By reusing these materials we hope to reduce the amount of materials that end up in landfills in our local community. We aim to make an affordable and sustainable product for all pet owners.

MVP:

During term 2, we created our first prototype from an old dressing gown in the house. This prototype helped us to design the look of our products. From this material, we were able to create two of our products to trial.



From these first prototypes, we learnt that the braids would have to be tight to ensure that the product does not become loose. This is because we want our products to be durable and safe for all pets. We also played around with shortening the ends and choosing different materials to pair together. This helped us create a product we were happy with.

Testing Day:

During Term 2-3 we tested some trial products on some pets and owners in the community. We tested our products on different breeds and sizes of dogs to see if our products were okay for all dogs. We received positive feedback on our trial products but decided to create different size dog rope toys based on three different sizes of dogs.

Kimberely Lyttle: I was given this pet toy by Paws & Claws to test on my dog and she loved it! Unfortunately the material was too thin for my husky, Kiara and she ripped it. Love the idea and the concept however thicker material is needed for bigger dogs.

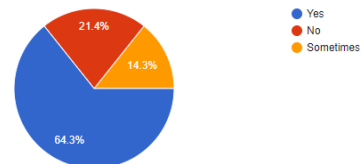
Tynisa Kaiser Leyendecker: I received a cat toy from Paws & Claws to test on my cat and she had a great time. The cat wand toy is a creative product that is sustainable and environmentally friendly. Would recommend it for pet owners.



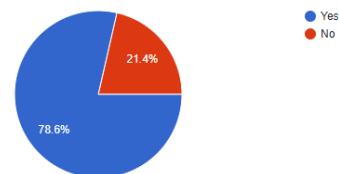
Survey Results:

From our survey results we found out that 64.3% of respondents liked supporting the environment. 21.4% said they don't and 14.3% said they sometimes like supporting the environment. We also learnt that 78.6% of people we surveyed were interested in purchasing our product and 21.4% were not interested. We also learned that 28.6% of people owned a cat, 28.6% owned a cat and a dog, 28.6% owned neither animals and 14.3% owned a dog. From these results, we can see that most customers would be interested in purchasing a pet toy from our business.

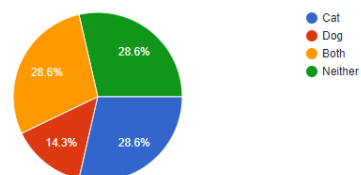
Do you like supporting the environment?
14 responses



Would you be interested in purchasing a pet toy from our business?
14 responses



Do you own a cat or dog?
14 responses



Market Day:



On the 13th of August, we went to the YES Canterbury Market and sold nearly half of our stock to customers in Christchurch Central. We encouraged customers and the people at the market to complete a form about our business to give us feedback. From this feedback, we found out that people loved our products and thought they were affordable and a great sustainable business. This market was a great experience to make sales, meet and promote our business to potential customers.

We learnt what worked and what we need to improve on in the future such as better packaging for customers to look more professional. During the market and our feedback, customers were able to vote for who they thought was the most sustainable business. Later that evening, we saw that our business had won this award by the public. This helps prove that our business is sustainable and an innovative idea for classic pet toys. We received compliments from the public such as “such a great idea” and “great cause that you are supporting”. This gave us a boost of confidence towards running our business and earning more sales. All customers were happy with the prices of our products such as \$5.00 for a cat wand toy, \$5.00-8.00 (depending on size) for a dog rope toy and \$10.00 for a dog ball toy.



What we learnt:

- Customers love our products and the idea
- Lots of people own both cats and dogs
- Our prototype was too thin and the material ripped easily
- We made the products more affordable than the original price
- Thicker materials were harder to work with
- Our market day prices were great for customers
- Markets are a great place to sell our products

