

## ERDF EDUCATE 2.0 Programme Case Study

# The Dog Internet Ltd



## Describe your company and your primary challenge:

Our EdTech startup is specifically dedicated to the education of those considering the adoption of a pet dog into the home.

Each year, over 70 million dogs are adopted, but over 80% of adoptions are ill-informed, and are often impulse purchases. As a result, a toxic social mixture develops: a high rate of dog abandonment, rescue shelters usually at breaking point, the costs of dog wardens, and the very high (and completely avoidable) costs of dog destruction, and attacks on children, resulting in severe injury or worse.

The primary driving force behind this vicious cycle is the demand of children (aged 5 to 10 years old) and the inability of parents to make an informed decision.

Our mission is to inform and test the child's resolve in keeping a pet, whilst sparing the parent the need to make a decision.

Our primary challenge has been to build a body of evidence amongst end users, ideally the rescue shelters and canine charities, to help prove our book (and other resources) provide a solution.

## Which part of the programme provided you with the most benefit?

Being introduced to the concept of Logic Models, and the long conversations about how to formulate research, were perfect for us.

Some of the expert guests and other participants gave us invaluable insight into how we should target our work over the coming months and years.

## What outcome were you able to achieve as a result of the support?

We had spent close to one year going after the wrong targets (organisations which expressed an interest in our work but never actually delivered any results).

Our experience with Educate 2.0 helped us clarify why this was happening, and how to resolve the problem.

## Would you recommend the EDUCATE 2.0 Programme?

Definitely yes! Halfway through the accelerator programme our team realised that we had wasted so much time trying to bring the service to the market via a completely unworkable target audience.

No matter where your product or service is heading, it would be well worth your time applying for the EDUCATE 2.0 Programme.

