

# BEONEBREED

## PROJECT: PRODUCTS IN CONNECTIVITY

▲ BEONEBREED -  
FLUOPHOTO.  
Photographie du KATT<sup>3</sup>™  
2016

### COMPANY PROFILE

At BeOneBreed, we try to do things differently every day and this is reflected in our products. We always keep in mind that our priority is the comfort, fun and wellbeing of our four-legged friends. We design and distribute products that are always innovative and accessible. Today, BeOneBreed is a precursor team of 18 passionate and authentic individuals, and five departments combining product development, marketing, logistics, sales, and human resources. It is also a team in total symbiosis working to raise awareness of BeOneBreed products around the world.

### PROJECT SUMMARY

BeOneBreed wants to bring a range of connectivity products to market. Thanks to its interactivity functions, the objective of the offer is to improve the interaction and the understanding of the owner vis-à-vis his pet(s).

### PROJECT GOALS

BeOneBreed aspires to develop a range of communicating products such as: the electronic system, including the embedded software, the communicated products (such as an identification collar, a desensitizer, a feeding bowl and an interactive toy) as well as an application software.

The successful commercialization of the project is based on three main objectives:

- ★ To allow a better understanding of the behavior of the pet, in order to assist the identification of the habits of the animal and to contribute to establish a medical and/or behavioral diagnosis. Thus, the system detects and records the events and activities of the pet.
- ★ The range of communicating products must assist the control of the behavior of the pet, in order to optimize a treatment regime or to create an interaction. Thus, the system can become interactive and trigger remote programmed events.
- ★ The range of communicating products must be easy to use during installation and handling. In addition, the application software must be user-friendly.

