Your startup team is called PetsRUs. Your validated value proposition hypothesis addresses a major concern for dog owners that their dogs might be experiencing anxiety and boredom during the day when they are home alone. Additional owner customer discovery research identified the need for a platform that will allow owners to monitor their dogs when they are away from home during the day and interact with them periodically to keep them active and healthy. Your team has decided to build a dog exercise and monitoring platform.

The platform includes the following elements:

1. Physical Product
   a. A robot that can move around and “play” with your dog while you are away from the house.
      i. The robot must be durable enough that a dog can’t damage it while playing with it.
      ii. The robot must be able to sense and respond to multiple sizes of dogs.
      iii. The robot must be easy to set up and program.
      iv. The robot must have a battery life of at least 24 hours between charges and should be able to be actively interacting with a dog for at least 4 hours per day.
      v. The robot must dispense a variety of brands of dog treats without jamming.
   b. A web camera with a microphone and speaker built into the robot so that you can talk to your dog, hear it bark and watch it play while you are remote.
      i. The user can check in on their dog and talk to it when they are at away from home during the day.

2. Cloud based IoT Platform with a phone app.
   a. Integration into one of the “off-the-shelf” cloud IoT platform services. See for example:
ii. https://cloud.google.com/solutions/iot

b. Creation of a phone app that allows the pet owner to set various functions of the robot:
   i. Schedule automatic treat dispensing based on time or activity.
   ii. Initiate and conduct interaction sessions with your pet while remotely using video and voice.
   iii. Monitor when your dog barks.
   iv. Track events like barking, play sessions, treats dispensed, etc.

3. Partnerships
   a. Your team has decided that it would like to establish one or more partnerships and potentially a brand-licensing agreement with dog ownership interest groups like:
      i. https://www.akc.org/dog-owners/
      ii. https://www.aspca.org
      iii. https://www.meetup.com/topics/dog-owners/

The app platform has the following features:

Assignment:
1. Discuss what skill sets of your team members.
2. Discuss and document what skill sets will be needed to develop the minimum viable product of the PetsRUs platform.
3. Identify what type of team members you would need to add to your team to develop and introduce the MVP.
   a. Which roles would need to be permanent employees?
   b. Which roles could be filled by contractors, consultants or suppliers?