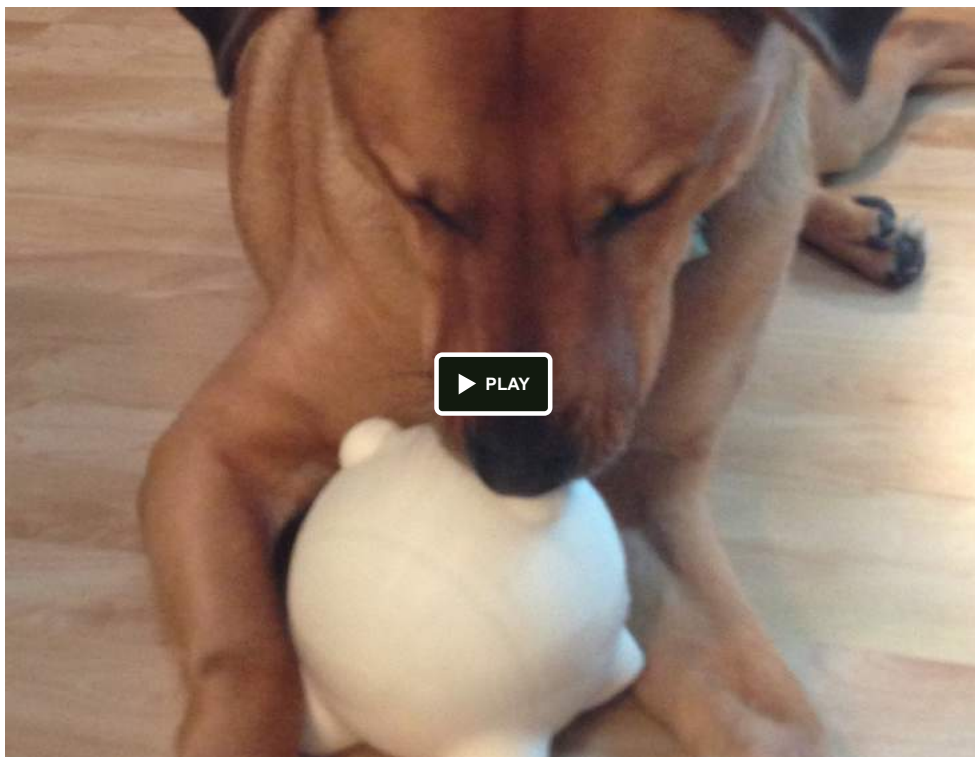


rovo™ pet by team rovo™

by Joanna Gorecki, Jason Gucwa, Poormehr Honarmand, Paul Kolenda & Bryan Miller

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Chicago, IL Design - Product Design



0 backers
\$0 pledged of \$400,000 goal
60 days to go

Back This Project
\$1 minimum pledge

This project will be funded on Monday Aug 12, 11:00am CST.

Funding period
Jun 13, 2013 - Aug 12, 2013

Project by
Joanna Gorecki, Jason Gucwa, Poormehr Honarmand, Paul Kolenda & Bryan Miller
Chicago, IL
[Contact me](#)

1 created

Joanna Gorecki 1,120 friends

Website: <http://www.rovopet.com>

[See full bio](#)

A wirelessly integrated system of devices that remotely connects dogs with their owners.

- bond with your dog via smart devices
- keep your dog entertained
- keep your dog and belongings secure
- provide their dog with training

Let's face it, we all love our dogs, and we hate being away from them. Whether it's putting them in crates when you're going to work or wondering what they're up to all day, it never gets easier to leave them alone. Rovo™ was designed for working, active, on-the-go dog owners who want to stay connected remotely with their dogs. With Rovo, you can be there, without being there.

The integrated Rovo system allows you to:

- Keep your dog/s in certain areas of your house, off your couch, or out of your garbage without the use of restrictive crates or baby gates.
- Play with your dog/s while you're at work or running errands with our interactive pet toys.
- Check in on your dog/s and see what they're up to with our built-in camera system.
- Connect to the entire system using familiar technology like WiFi and smartphone apps.

The team rovo story

We're part of a team of graduate students that are finishing up the Masters of Product Design and Development program at Northwestern University. In a nutshell, the goal of this program is to learn how to take an idea from concept all the way to market.

We had a blank slate in terms of what market we wanted to pursue. After researching a number of different areas, we ultimately decided on the pet market. All of us on the team are either pet owners or know close family and friends with pets, so it's something all of us could relate to.

In conducting our research, we were drawn to the pet containment arena. In speaking with pet owners and visiting their homes, we saw that many of them were using items like baby gates, cages, crates, and even plywood to keep their pets in certain areas of their house. In a way, these items were getting the job done, but they weren't really emotionally or aesthetically pleasing to the pet or owner. In addition, every person we spoke to told us that they felt bad about leaving their pet(s) at home alone all day. They felt guilty when they had to leave for work or run errands.

From all of this research, we started to think about creating a product that not only could provide safety and peace of mind in a much less constricting and confining way, but also allow owners to interact with their pets while they're away from home.



rovo bond™

- The rovo bond smart collar allows dog owners to keep their dog/s in certain areas of their home or away from the furniture and garbage using small, circular sensors.
- The collar emits a vibration as a dog gets close to one of the sensors, letting them know that the area is off limits.
- While the collar provides reinforcement to the dog, owners will also be notified when their dog gets into an area that's off limits through the rovo mobi app.
- Not only does this let a dog owner know what their dog is up to, but it also provides valuable feedback in terms of training.

This collar/sensor combo allows dog owners to get rid of the clutter of gates and crates and use an effective solution that doesn't take up any room in their house.



rovo bank™

- The rovo bank™ is a first of its kind dog toy that allows owners to interact with their dog/s while they're away from home.
- Using the rovo mobi app, owners will be able to remotely activate bank™ so they can play with their dog/s while they're at the office or in line at the grocery store.
- In addition, bank™ comes equipped with a camera that will let dog owners check in on their dog/s to see what they're up to.

Risks and challenges

[Learn about accountability on Kickstarter](#)

- Getting the product to the next stage of development. Electrical circuit design and software coding needs to be further developed. App development also needs to take place to function with the devices.
- Further mechanical development of bank™, the interactive toy device. Current prototype offers limited functionality and needs further development.
- Competitors enter the market – Create superior design and user experience. Create brand awareness for rovo™ that others do not have.
- Sensors increase in price – Switch to different technology. Continue exploring alternative IPS technologies for future product improvements.
- Supplier(s) are late – Create contracts with financial penalties for late delivery.
- Supplier quality does not meet expectations – Create drawings and contracts with clear quality expectations. Supplier to submit inspection report before delivery of first samples. Final Payment contingent on passing quality inspection.

FAQ

Have a question? If the information above doesn't help, feel free to ask the project creators directly or visit us at <http://www.rovopet.com>

Ask a question

Report this project to Kickstarter

Pledge \$10 or more

0 backers

Assorted rovo™ stickers: fun for everyone!

Estimated Delivery: July 2014
Ships within the US only

Pledge \$15 or more

0 backers

Rovo™ branded decal: great for your car window!

Estimated Delivery: July 2014
Ships within the US only

Pledge \$25 or more

0 backers

Rovo™ branded dog collar ID tag - swag for your dog!

Estimated Delivery: July 2014
Ships within the US only

Pledge \$30 or more

0 backers

Personalized t-shirt: Send us a picture of your dog and we'll put him/her on a t-shirt for you!

Estimated Delivery: July 2014
Ships within the US only

Pledge \$40 or more

0 backers

Personalized rovo™ pet shirt: let everyone know your dog is a rovo™ pet; we'll add his/her name on the shirt if you'd like.

Estimated Delivery: July 2014
Ships within the US only

Pledge \$50 or more

0 backers

Personalized t-shirt and rovo™ pet shirt: Send us a picture of your dog and we'll put him/her on a t-shirt for you and let everyone know your dog is a rovo™ pet with the rovo™ pet shirt; we'll add his/her name on the shirt if you'd like.

Estimated Delivery: July 2014
Ships within the US only

Pledge \$100 or more

0 backers

1 mobile app controlled bonk™ toy and associated mobile app for iOS and Android devices.

Estimated Delivery: July 2014
Ships within the US only

Pledge \$200 or more

0 backers

1 rovo™ bond™ training collar and associated mobile app for iOS and Android devices.

Estimated Delivery: July 2014
Ships within the US only

Pledge \$300 or more

0 backers

Complete rovo™ pet system - 1 rovo™ bond™ training collar, 1 mobile app controlled bonk™ toy, associated mobile app for iOS and Android devices, and five additional interactive sensors.

Estimated Delivery: July 2014
Ships within the US only