

ShowCase

Findster - The next generation of Pet Tracking Devices



FINDSTER
Closer to you

Products

- FINDSTER
- FINDSTER Duo+ (New version)

Results

The product was launched through a crowdfunding campaign that surpassed the expectations of the team, having surpassed the 100 thousand dollars of orders of more than 50 countries.

This start-up reached 500 thousand euros of billing in the last year and aims to exceed its first million euros this year.

The run rate revenue forecast for 2017 is one million dollars and reflects a year that the 13-person team tried to "respond to the growing demand for devices."

Project Details

(Name whether is part of a project, parts involved, Country...)

Introduction

Officially formed only in March 2015, Findster is a startup founded in Porto by young finalists from the University of Aveiro who have just been selected for the world's largest hardware accelerator, HAX, in San Francisco, USA.

Findster is the new technology developed in Portugal for locating children and animals.

In addition to revealing the position of the sending user in real time (it can be applied to both a pet and a child and there is talk of usefulness for elderly people suffering from dementia), the application associated with the device allows to alert the receiving user if the former departs beyond a previously demarcated perimeter. In the case of the child, the device may warn if it falls, for example.

"There were already devices capable of giving the location [of an animal or a child] by Bluetooth, so the range was very limited; or devices that work through a mobile phone card, which implies a monthly fee. Our device operates through its own radio protocol, with no associated costs, with a range of 1km, depending on the zone ", explains David Barroso.

Challenges

From the idea to the product, the path was not as easy, nor as fast as one might think. The first step was taken in September 2013, when they won the Passport for Entrepreneurship, which paid them two monthly grants of 700 euros to continue the startup constitution.

Then in April 2014, they underwent a crowdfunding campaign in Indiegogo, raising \$ 120,000 (now about 110,000 euros) in just two months. "We had about 1,000 funders, of which 70% from the US. As far as systems are concerned, we sell 750 to 52

different countries ", summarizes David Barroso.

The design and development of the prototype required more capital, so in March 2015, they got some more capital from Portuguese Business Angels and the devices started to be ready.

Solution

The FINDSTER ecosystem is composed of three fundamental components:

1. A module that is applied to the child, or animal. This module includes a high-precision locating system, and a component that measures the acceleration of the module (accelerometer). This last component can be used, for example, to know if the child has fallen;
2. A second module to be used by the parent. This module allows long-range communications with the son module (by radiofrequency), and communications with the father's smartphone, by bluetooth. This component allows the aggregation of various child / animal modules;
3. Application for smartphone, which is where all the information is centralized. With the help of the mobile application the user can, for example, define an area where the child can play, and if the perimeter is exceeded, the user is immediately alerted. The smartphone can receive information in two ways: directly from the module applied to the smartphone (via bluetooth), or through the cloud (remote monitoring).



The parent and child / animal modules are provided with a wireless communication system, allowing a range of communication between the various actors that can range from a few tens of meters up to one kilometer away.

Using this method of communication, we can have a relatively large coverage radius (compared to Bluetooth trackers), and at no additional cost to the user (unlike other competing systems that use mobile networks - telecommunication operators - for communication).

How exactly does Findster Duo+ work?

PET MODULE GUARDIAN MODULE

There are 2 modules, one for your furry friend and another for you. Using our MAZE technology, they can communicate wirelessly in a radius of up to 3 miles (4.8 km).

Using the Findster App, you can check your pet's location in real time without the need for cell coverage or any monthly fees.

Findster Duo+ works anywhere – so whether you're taking your pet on a quick walk or exploring no man's land, it's your buddy's ideal companion!

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