



## We're Matt and Louise (the humans), and Blakeley (the dog)

We are the founders of an iPhone application called Barklife. It's an app for dogs (like Blakeley), but since most dogs are terrible with iPhones it will primarily be used by their humans (like us).

### Social Networking for your best friend

# WHAT BARKLIFE DOES

- ✔ Enables dog owners to make connections with other dog owners, without sacrificing all of their private information (like giving out your mobile number, email, or becoming friends on Facebook)
- ✔ Using map integration, dogs can check in when they are at the park, which means their Barkbuds (other dogs) can see when they're there, which in turn means that the humans will never miss a chance for their dogs to get the most out of their trips to the park
- ✔ With the largest and most concise database of dog parks and beaches available in Australia, travelling with pets has never been easier – just jump on the map and you can check what local parks or beaches are dog friendly
- ✔ Provides an instant messaging platform, so once your dog has their Barkbuds, a quick simple message can be sent to organise playdates, advise of adverse conditions at the park or beach, or to just catch up

The short version of all that stuff? Owners love their dogs, and they want their dogs to be healthy and happy. Socialisation is critical to the emotional and physical wellbeing of any dog, and it's not always easy or convenient to organise your life around your dog, your dog's friends, or their owners, so we've made an easy to use, incredibly powerful, but most importantly convenient application that enables you to make those connections, to see when other dogs are at the park, and to give your dog their best chance at having a great day, every day.

Social networking isn't a new concept, there's plenty of dogs with Instagram or Facebook accounts, there's even a Dogbook, but what makes Barklife different - what makes it so much better - is the simplicity of the concept, delivered so powerfully and easily. We invite you to check out the app to see for yourself just how good it is.



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