Pawsitive Studies

College is one stressful situation after another, with responsibilities piling up sky high. With all the pressure of getting good grades, getting a job, paying for college and the many important things that come with the college experience can add up in negative ways. Many times, students struggle to find a healthy balance between school work and their livelihood. The pressure of success sometimes overwhelms students, and causes many negative outcomes. Students lose sleep, over eat, under eat, and sometimes crack under pressure. Students are constantly looking for a way to relieve their stress, but often come up empty. What if there was a business out there that can guarantee stress relief for those students who just cannot seem to handle it anymore? Well now there is. Pawsitive Studies is a company that uses pet therapy to help relieve students stress during their time in college.

Not many people think about how big of an impact animals have on happiness. When students go to school, many times they leave their pets at
home. Many students go through the first semester of school missing their pets that are back home. It has been proven through studies that interacting with animals can greatly reduce tension and improve your overall mood. Studies also show that it can also help people with mild to moderate depression. Some students even begin to become depressed when they are faced with all the stress college brings. By students having physical contact with animals, they tend to feel better, just like when they have physical contact with others. Not only does it improve a student's mood, it may encourage them to branch out of their comfort zone and make new friends within the Pawsitive Studies group. Canine interaction can cause a decrease in fear and it increases a human’s level of oxytocin, a hormone that reduces anxiety. If a student no longer feels anxiety, their happiness, success and experience will all enhance. With the level of fear decreasing, students are able to feel more secure, which diverts their attention away from anxieties in their own life. With 18% of the United States adult population already having anxiety disorders and college campuses running rampant with stressed out kids, Pawsitive Studies is the answer.

Our goal at Pawsitive Studies is to provide a stress free environment for students throughout their college experience, while bettering the Tucson community by fundraising for local animal shelters.

Pawsitive Studies connects Uber, an innovative cab company, with the Arizona Humane Society. The company works with the Arizona Humane Society to bring puppies and kittens to people any time during the year if when they try
and order an Uber, but you need to "request a kitten cab." For only $15, customers are able with get thirty fun filled minutes with a puppy or kitten, with all the proceeds going towards the Arizona Humane Society.

During stressful times throughout the year, students are able to take a break from their busy schedules and enjoy thirty minutes of relaxing time with come cute animals. Spending time with animals can be a highly rewarding and relaxing experience. College students, many away from their own pets at home, could greatly appreciate this dedicated time with these animals. Pawsitive Studies not only benefits the students using the company, but the animals that come to play with the students. The animals benefit from this event because they get socialization with so many different people, time out of the shelter to reduce kennel stress, and the opportunity for adoption.

Pawsitive Studies proposes that The University of Arizona adapt this program for the benefit of its students and the Tucson community. Anytime during the semester, students can request a thirty minute time block to go to a room with either cats or dogs for $15. All of the proceeds would benefit the Humane Society of Southern Arizona. With students at The University using this program with reduce overall stress of the students and eventually help them to get better grades in school.

Pawsitive Studies provides numerous services, including: stress relief to students, human interaction for many animals, a positive outlook on studying and an overall excellent experience. There will be different times that students can
request a thirty minute time block with a variety of different animals. The variety of animals include mostly rabbits, dogs and kittens. There will be occasional special guest animals throughout the year as well. There are a variety of different packages that will be offered to students throughout the year. The first package will be the “Thirty Minute Puppy Package.” The student will get to play, cuddle or walk a puppy of their choice for the time slot given. There will be activities set up in the room for them, the main activity being playing with toys. There will also be a “Thirty Minute Kitty Kit.” There will be scratching posts, laser pointers and kitten toys for the student and kitten to play with. There will be a variety of cats to choose from as well. The newest package that Pawsitive Studies is offering is the “Thirty Minute Bunny Box.” This will be a new animal that Pawsitive Studies is now offering. Many students love bunnies, and it gives the business more of a variety of animals. All of these packages are available to all students throughout the entire academic year. For just $15, students will have the ability to spend time with these animals. At Pawsitive Studies, one of the main goals is to enhance the adoption percentage in Arizona Humane Society. Due to the animals receiving human interaction, they will not only be exposed to humans, but these students may be interested in adopting them.

Many colleges around the country use pet therapy as a way to relieve stress for students during finals weeks. Colleges just like The University of Arizona have a week of free activities, from free pancakes, massages, to huge hamster ball races. One of the biggest items on the agenda that brings out some
of the biggest crowds is when puppies and kittens come to visit. This is the event of finals week and most kids on campus look forward to puppies and kittens coming the most out of any event that is put on by The University of Arizona. It is great that students are so excited about the appearance to animals, and does many positive things for students. This is a huge stress reliever and is a healthy way for kids to take a break from studying and play with cute animals. But why is this only offered once a semester?

What makes our company better than what The University of Arizona offers students now, is that Pawsitive Studies is available all year round. Since The University of Arizona only has puppies and kittens come onto campus once a semester, only during finals week, students are left with a stress filled life until then. Pawsitive studies allows students to relieve their stress all year round. Having our company available to them twelve hours a day, seven days a week eventually leading students to do better on assignments and tests all year. As a result of already doing well in school leading up to finals, students do not have to be as stressed about finals as they usually are. Along with Pawsitive Studies being available all year round, all the proceeds benefit the Arizona Humane Society. The $15 that students pay for our services, goes directly to the Arizona Humane Society, benefiting the Tucson community. In a way, no one in the end is being ripped off and Pawsitive Studies is not taking advantage of students and their money. Pawsitive Studies is purely for non-profit.

There is currently a need for our product and the mention of stress relief
animals can be heard in conversations daily. Our target customers include University of Arizona students and professors, but could possibly expand. Students often miss their pets and would be more than likely to pay a small fee to spend quality time with animals. We aim to receive eighty percent of our profits from twenty percent of our customers. We will develop a good rapport with customers and our business will spread by word-of-mouth. Pawsitive Studies would be available through the Uber application, which many college students have downloaded on their phones.

We plan to apply the four p’s to our marketing plan for Pawsitive Studies. The “Four P’s” include the following: product, price, place, promotion. Our product is a necessity that solves the issue of student stress. It will be available twelve hours a day, seven days a week so the usability will skyrocket through the roof. With a variety of hours and the opportunity to use the service during the day, students will find the convenience appealing. The price of our service will be $15 for thirty minutes of cuddling and petting adorable animals. This price is a bargain and will be able to be charged through the Uber application. The profits can be increased even more if this service could be charged to a student’s bursar account through The University of Arizona. This would increase the profits and would allow for the service to be connected to The University of Arizona. Our services would take place on The University of Arizona campus and possibly extend a few miles each way to extend our services to students living off campus.
The last P of the “Four P’s” is promotion. Our main source of promotion will be our campus internship program. We will select up to fifteen students who will represent Pawsitive Studies. This will benefit students, as it will boost their individual resumes, as well as Pawsitive Studies’ promotion. These students will be handpicked and must be outgoing and involved. Students will know the basis of the program and will spread awareness through word-of-mouth and tabling on The University of Arizona mall. Other promotion will include posters around campus and emails sent out to all students. The first few sessions of Pawsitive Studies we will see if the popular application, Snapchat, will have a campus story for us. Snapchat, a photo messaging phone application, can be used to promote events on campus by making a video available for all Snapchat users in the area to see. If Snapchat donated to Pawsitive Studies, which donates all profits to the Arizona Humane Society, Snapchat would receive positive press in return. According to Business Insider, Snapchat had over 30 million active users in December 2013. A campus story on Snapchat would bring major awareness and attention to Pawsitive Studies. Soon this attention would gain the eye of major media outlets as well as our own student run paper, the Daily Wildcat.

We would also run flash sales, such as a twenty percent discount that only lasts twenty-four hours. These sales could be advertised on our social media accounts. Pawsitive Studies will have a Twitter, Instagram, Facebook page, and Snapchat. Our Twitter will be similar to accounts such as @CuteEmergency, which posts photos of cute animals daily and has over 1.4 million followers.
Pawsitive Studies would post photos of all our stress relieving animals. When students who followed the account saw these pictures they would be more inclined to use our services. Our Instagram account would be similar to our Twitter account, but could also involve videos up to 15 seconds. Our Facebook page could also include pictures and videos longer than 15 seconds. We could share our customer’s photos in order to make them feel special and let them know they are appreciated. Our Snapchat account would be in addition to the my campus story and would have 10 second videos of satisfied customers playing with our animals. All of our social media accounts will bring serious attention to Pawsitive Studies and its great work.

The Business Proposal above outlines Pawsitive Studies’ plans if funded by The University of Arizona. Research has shown that having stress free experiences before large exams or projects benefits the student’s performance, attitude and overall experience. Pawsitive Studies not only provides relief before large exams like finals, but throughout the year whenever students are feeling stressed or lonely. Interacting with these animals provides comfort when students are missing their pets at home. In addition to improving student’s lives, Pawsitive Studies also benefits the Tucson Community with its proceeds being donated to Human Society of Southern Arizona. It also benefits the animals in the sense of reducing kennel stress, and improving the adoption probability. This service is set apart from already existing university programs because it will be offered year-round. Pawsitive Studies will be a successful program as already seen by
Uber in Phoenix, Arizona. We believe if this program is funded, it will have positive effect on University of Arizona students as well as the Tucson community. Pawsitive Studies: Stress less, play more.