



SlimDoggy, a "Nike + for dogs", is based on our experience with Jack-- a

Yellow Lab that we rescued in August 2011. He was 105 lbs. and on both Prozac (for anxiety & hyperactivity) and Rimadyl. We knew we had to change his lifestyle and his weight to get him into a good, healthy state. Using some basic math and guidance from our orthopedic vet to figure out portion sizes and calorie targets, we had him on a diet and exercise program quickly. Within

3 months, Jack was down to 85 lbs, off of both medications, and a happy and healthy dog, running with me 4 days a week for 30+ minutes and taking long walks on the off days.

Little did we know that there are a lot of dogs like Jack: there are 41 million overweight/obese dogs in the US and the incremental cost in vet/medicine bills for this is an estimated \$4 billion per year¹. Upon learning these startling statistics, we decided to create an iPhone App based on our work and attack the dog obesity problem head on. Not only can we help those overweight dogs and their owners, but in the process, *we donate a portion of our ongoing revenue to dog rescue organizations that so badly need the help.*

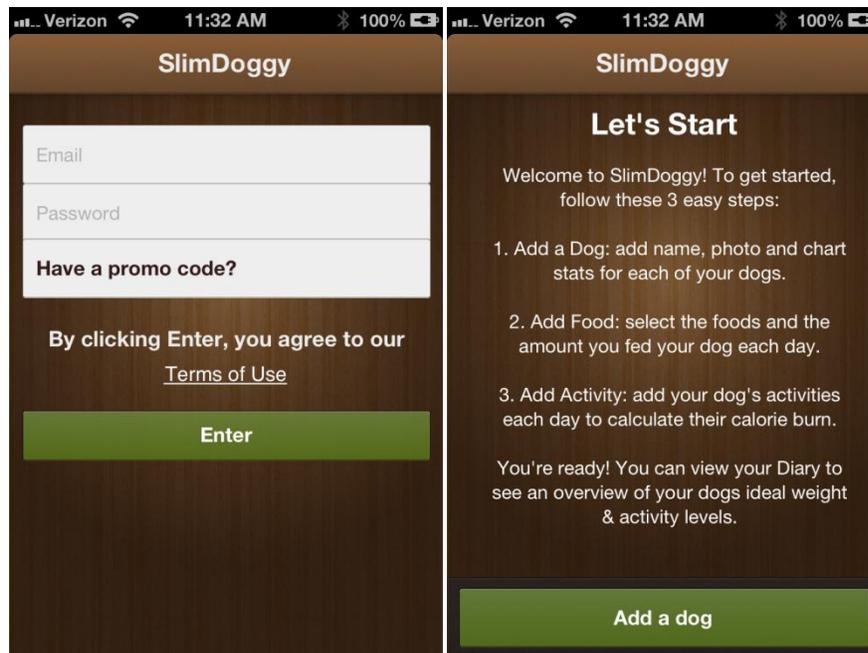
The **SlimDoggy** App contains a calorie database of about 2,000 dog foods and allows the tracking of the dog's activity each day. You can input the amount of food you feed them each day, their activity levels and **SlimDoggy** tells you automatically whether you are overfeeding (and your dog will gain weight) or underfeeding (and your dog will lose weight). You never again have to guess how much to feed your dog!

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¹ Association for Pet Obesity Prevention (APOPP)

1. Setting up SlimDoggy:

Once you've downloaded the App from the App store, the first step in setting it up is to create an account so that you can log in and out of the App when necessary.



The next step is to add your dog or dogs. Tap **Add a dog** to enter your dog's information. Additional dogs can be added by using the **+** in the upper right of the App's **Dogs** home page. For each dog, you can add a photo. To switch between dogs simply swipe your dog's picture to move to the next one.

When you tap **Add a dog** you come to the setup page where you can enter in your dog's information as shown below. Once all of this information is saved, you have an estimate of the daily calorie requirement for your dog. This information is your CHART.

2. Add a Dog

Enter your dog's current weight. Tap **Save** to save it.



Tap **Save** when you've entered your information.

Enter your dog's activity level. Select the level that best reflects your dog's activity. Be honest!



Enter your dog's desired target weight (consult your Vet)

Enter the average amount of time that your dog spends active each day. Again, be honest! Tap **Done** to save.



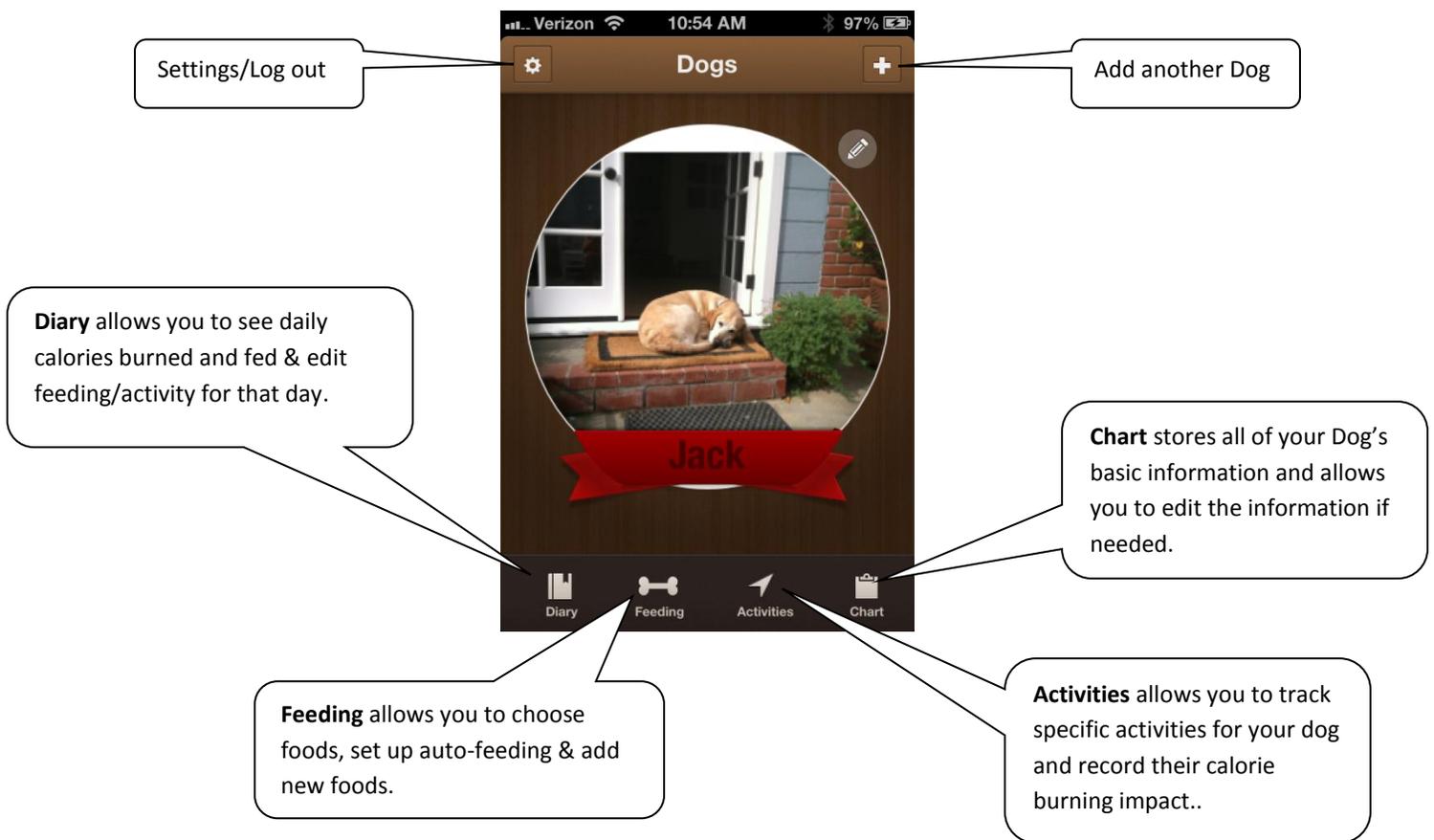
Enter and special health conditions. Remember to come back and update this if the condition is temporary.



If you want to be more precise with the calorie estimates you can choose to Track a specific activity in the Activity section (see Section 5). Tracking specific activities overrides the daily “Burn” Estimate that is calculated based on inputs of activity level and time/day you set on the **Chart**.

Now that your dog’s profile is created you see the dog homepage as shown below. We have estimates for how many calories your dog burns each day so now we need to calculate how many calories we are feeding (or should be feeding) your dog each day. To set up your food profile, tap **Feeding**.

3. Homepage



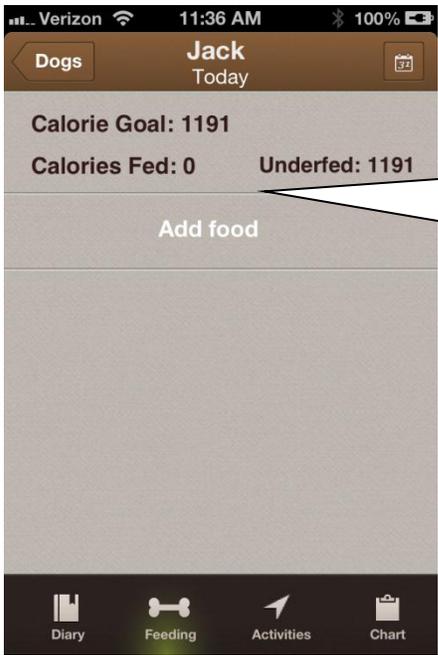
4. Feeding

You can pick from our list of over 2,000 brand name foods or you can use our “custom food” to add other brands not listed or to add other food like table scraps. The first step is to select or enter the specific food that you feed your dog. The second step is to enter in the amount of each food that you

feed your dog on a “normal” day. You can access the food database by tapping on the **Feeding** icon on the bottom menu and then tapping **Add Food**.

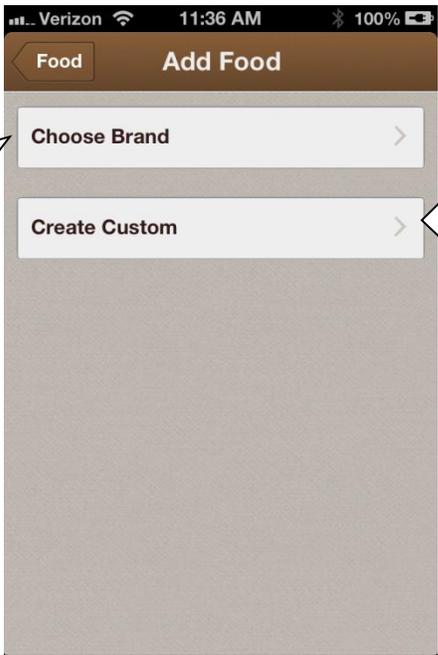
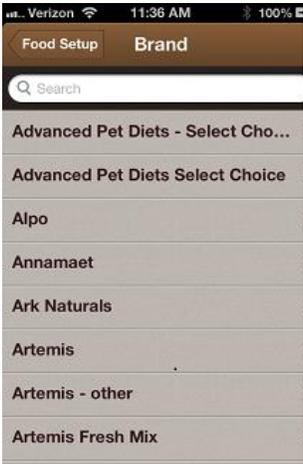
You can search or scroll through the food database. Tapping the Brand in the list displays that Brand’s formula list (e.g. puppy, senior, low-fat, etc.) When you find the correct Brand and Formula, tap **Save** to add it to your personal list.

Tap **Add Food** to select/enter the food that you serve your dog.



We tell you how many calories you should be feeding your dog. Use this as a guide and keep your fed calories at or below your burned calories each day.

Tap **Choose Brand** to search our food database:



If you don't see your specific brand or formula, you can enter it in using the **Create Custom** button. Custom food can be used to account for table scraps. Simply create a food name (this could be as simple as table scraps or as specific as 2 strips bacon), choose the type (use **Treat** for table scraps) and then enter in the estimated calories.



Now that you have a personalized list of the foods that you typically feed your dog, the next step is to enter in the quantity of each food that you give your dog each day. As you select foods, you see them in the list on your screen. To enter in food serving quantities, simply tap on each food in this list and enter in the quantity fed.

Select the amount of cups served for each food. If you want to input a calorie amount, tap **Calories**, enter in the desired calorie amount, and SlimDoggy tells you how many cups that is. Tap **Done** to save.



Tap **Autofeed On** to automatically set the food portion as a "typical" daily portion. This food and quantity show up automatically on your dog's daily diary.

You can set the system to automatically add the same amount of food each day by tapping on the **auto-feeding option** when entering the quantity served. You can also add or change the food amounts manually each day. We find that most people feed their dogs virtually the same food and quantities of food each day although the amount of treats/scraps may vary. If this is true for you, use the auto-feeding for the food that is consistent and manually add deviations from this normal feeding each day as necessary. Be sure to add all those special little treats you hand out and if the dog gets any table scraps, try to assess the calories as best you can.

You now have all the required information to know if you are feeding your dog the proper amount to reach or maintain their desired weight. Tap the **Diary** icon along the bottom menu to go to your **Diary** and see your burned calories (goal) vs. fed calories comparison. Just like with humans, you should feed your dog approximately the same calories as they burn each day to maintain their weight. If you want your dog to lose weight, then the calories fed should be LESS than calories burned. You can accomplish that by cutting back on the food or increasing the activities. (Note we use your dog's desired weight

when creating a target calorie estimate so feeding this amount each day leads to a safe and gradual change in your dog's weight.)

You can toggle back and forth between calories fed and calories burned to see the tally for each day. Note that we automatically add an estimate of your dog's daily resting calorie burn as well as calories burned from exercise. For more information on our calorie estimations, see [Notes on Calculations](#) in Appendix A.

Tap **Burned** to view calories burned.

Calendar allows you to switch days to view or edit previous activity and feeding.

Tap **Fed** to view a list of the food.

Tap a food in the **Diary** to edit the amount fed for that day. Then tap again to change the quantity. Tap **Done** to save.

To change the food that is being auto-fed, tap on the food and edit the amount fed. If this change is a one-time change, **MAKE SURE TO TURN OFF AUTO-FED** or else this new amount will be used for future days.

If you want to add a new food to the dog's daily **Diary**, you do so by tapping the **Feeding** icon  and follow the same steps as when you first added your food. To add feedings that occurred in the past, use the calendar icon from the feeding page to select the day you wish to add/edit feeding amounts.

For dog's that are over or under weight, the current weight and desired weight will be different. In these cases, we recommend that you update your dog's current weight on their **Chart** as frequently as possible (weekly is advised). You can get a current weight by stopping by your vet's office or using your home scale (for advice on how to use your own scale, see:

<http://pets.webmd.com/dogs/guide/overweight-dogs-and-canine-weight-loss-diets>). For cases where your dog is at or near their desired weight, we still encourage you to regularly update your dog's current weight so that you have a history.

5. Activity Tracking

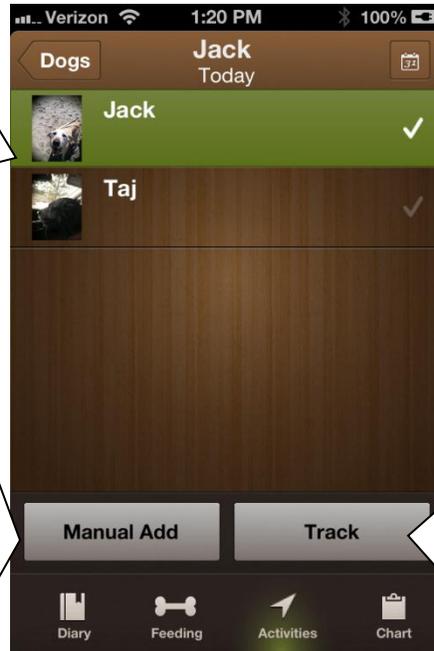
You can track your dog's activities in multiple ways.

1. Use the Estimated exercise that you designated when you set up SlimDoggy.
2. Track manually by time or distance.
3. Start/Stop tracking using our automated tracking to monitor distance (using GPS) and time.

Tap the Activity icon to start to track your dog's activities.  You get a more precise estimate of your dog's daily calorie burn by tracking their activity directly. For example, you can enter and track exactly how far you go on your morning walk or run and the system informs you exactly how many calories were burned for that activity. When you track your dog's activity, you see the calories burned value on the Daily Diary change to reflect the tracked activity. Please note that the App continues to use an estimate for daily burned calories for days that you do not track activity. We recommend that if you decide to track activity that you track on a daily basis so that your calorie estimates are consistent and the most precise they can be.

You can track activity in 2 ways, *Manual* or *Automatic* via the phone's GPS.

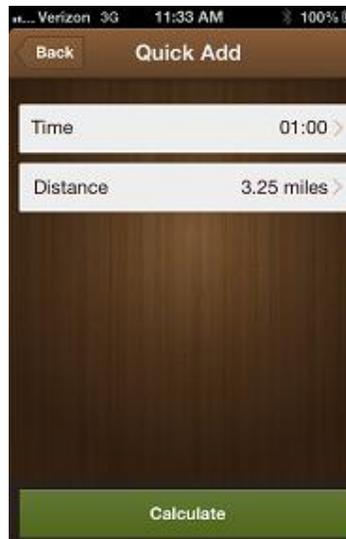
SlimDoggy allows you to directly enter the activity, time and distance for today or any day in the past (use calendar icon to change the day). First tap which dogs went on the activity. You can tap all of them if it was a group walk and tap again to deselect a dog.



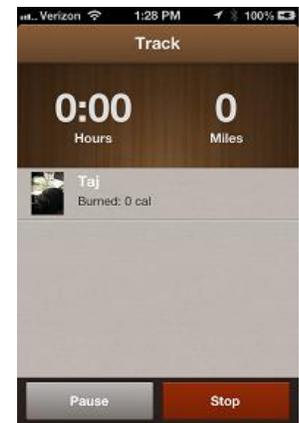
Tap **Manual Add** and choose the activity from the list:



Tap **Start Workout** to enter in your time and, if walking or running, the approximate distance. Tap **Calculate** to add the activity to your dog's daily Diary and update the dog's burned calories for the day.



Tap **Track** to use the phone's GPS to track your time and distance when walking or running. You see the activity list. Choose walking or running and tap Start Workout: You can pause or stop your workout at anytime. Tapping **Stop** logs the activity on the dog's diary for the day.



6. Other Features

- **Add a Dog/Swipe:** Have more than one dog? That's okay; you can add and track as many dogs as you want! Click on the + icon on the main "dogs" page to add more dogs. Once you have multiple dogs entered into the App, you can swipe your finger on the dog home page to change views from one dog to the next.

- **"Chart":** Tap on the Chart icon to view and change your dog's key stats. 

This section summarizes your dog's basic stats and allows you to change the desired weight and current weight as well as their activity level. Your chart tells you right up front whether your dog is over or underweight and tells you much they have to gain or lose.

- **"Calendar":** Accessible via the Calendar icon on the top right side of the App,  the calendar lets you look back and see your dog's food consumption, exercise activity, and chart stats. You can also use the calendar to go back and input food or exercise activities that you may have missed.



Appendix A: Notes on Calorie Estimate Calculations

SlimDoggy calorie estimates are based in part on the research published by the Waltham Center for Pet Nutrition (WCPN). Visit <http://www.waltham.com/> for more information. See Waltham Centre for Pet Nutrition (1999), Canine Life Stages and Lifestyles, The Waltham Course on Dog and Cat Nutrition.

According to WCPN, a typical, active dog burns calories at a rate = $110 (\text{body weight in kilograms})^{0.75}$. We adjust this up or down according to the information that you input about your dog's average daily activity each day.

SlimDoggy allows you to track calories via activity specific tracking. We use the latest research to provide these estimates so that we can provide more accuracy to our users wishing more precision in their tracking. If you choose to track activities, we highly recommend that you do so consistently, at least until your dog nears his/her desired weight, so that our estimates accurately reflect your dog's activities.

All of our calculations are provided as estimates only and your dog's specific metabolic rate may differ from our estimates. As such, we recommend that you adjust your feedings up or down according to how your dog's weight responds to changes in activity and feeding amounts.