PCIF

Pet Care Industry Impact Factor

A MORE RESPONSIBLE PET INDUSTRY IS POSSIBLE.

A PRACTICAL REVIEW FOR PET CARE BUSINESSES

Before Your Next Launch, Ask These 7 Questions.

A free PCIF self-audit for products, services and marketing.

Choose one product or service you plan to launch. Examine its effects on owners, dogs and their relationship. Answer with evidence; record assumptions and unresolved risks.

Use one page per question. Write a direct answer, record evidence and gaps, then name the decision or next check required before launch.

Print and write, or download and type in a PDF reader. Save your copy to keep your answers. Your answers are not sent automatically.

This workbook does not issue a PCIF score, certify a business or establish that an offer is safe.

QUESTION 01

Beyond your own struggles as a dog owner, what market research shows that the problem your product or service addresses is shared by the owners you intend to serve?

HOW TO ANSWER

Name the intended owners, the recurring problem and the situations in which it occurs. Summarise research beyond your own experience and immediate circle, including who participated and what challenged your assumptions. Separate evidence of need from enthusiasm for your idea. Record your feasibility and risk assessment findings, or state clearly if these have not been completed.

Name the market assumption you still need to test before launch.

☐ Evidenced ☐ Needs work ☐ Not sure

YOUR ANSWER

EVIDENCE AND GAPS

YOUR PRELAUNCH DECISION OR NEXT CHECK

QUESTION 02

How could your product or service affect an owner's emotional wellbeing when it fails to meet the expectations created by your marketing?

HOW TO ANSWER

Identify one expectation created by your planned claims, images or demonstrations. Explore how an owner might feel if the expected result does not occur, including disappointment, guilt, fear or frustration. Consider effects on confidence and daily life. Distinguish anticipated reactions from feedback observed in prelaunch research.

Identify a promise, limit or support provision that needs revision before launch.

☐ Evidenced ☐ Needs work ☐ Not sure

YOUR ANSWER

EVIDENCE AND GAPS

YOUR PRELAUNCH DECISION OR NEXT CHECK

QUESTION 03

How will you distinguish an owner's satisfaction with your product or service from evidence that their dog's emotional wellbeing has improved?

HOW TO ANSWER

Define dog-related observations separately from owner satisfaction. Record starting conditions, the context of use and how change will be assessed. Explain how you will avoid using quietness or compliance as your only measure. Ask a suitably qualified professional to review your measures and interpretation, including possible adverse responses.

Record the evidence available now and what remains untested.

☐ Evidenced ☐ Needs work ☐ Not sure

YOUR ANSWER

EVIDENCE AND GAPS

YOUR PRELAUNCH DECISION OR NEXT CHECK

QUESTION 04

How could your product, service or marketing lead an owner to misunderstand their dog's needs or misinterpret their behavior?

HOW TO ANSWER

Review a planned headline, image, demonstration or instruction. Ask intended owners to describe what it tells them about dogs and how they would respond to their own dog. Compare their interpretation with your intention. Examine unrealistic expectations, human motives assigned to dogs and any suggestion that purchasing replaces owner participation.

Record one message to revise and how you will check the revised interpretation.

☐ Evidenced ☐ Needs work ☐ Not sure

YOUR ANSWER

EVIDENCE AND GAPS

YOUR PRELAUNCH DECISION OR NEXT CHECK

QUESTION 05

What scientific evidence supports your claims, and who has critically examined whether that evidence applies to your actual offer?

HOW TO ANSWER

List key claims with study references. Distinguish direct testing of your offer from research on an ingredient, similar product or general theory. Identify scientific reviewers, their expertise, role and financial ties. Record conflicting findings and limitations. State clearly when no direct testing or independent review exists.

Identify any claim to narrow, remove or investigate before launch.

☐ Evidenced ☐ Needs work ☐ Not sure

YOUR ANSWER

EVIDENCE AND GAPS

YOUR PRELAUNCH DECISION OR NEXT CHECK

QUESTION 06

When used in the wrong context, misused or misunderstood, how could your product or service contribute to harm to people or dogs, a dog injuring someone, or an owner surrendering their dog?

HOW TO ANSWER

Map one plausible sequence: context, owner interpretation, owner action, the dog's response and possible outcome. Consider owners, other people and dogs. Label each concern as documented, evidence-supported or untested. Explain the possible contribution of your offer without assuming it is the sole cause of an injury or surrender.

Identify a preventive change and how you will assess whether it reduces the risk.

☐ Evidenced ☐ Needs work ☐ Not sure

YOUR ANSWER

EVIDENCE AND GAPS

YOUR PRELAUNCH DECISION OR NEXT CHECK

QUESTION 07

What evidence of potential harm would make your company delay, redesign or cancel the launch, even after substantial investment?

HOW TO ANSWER

Set a specific stopping condition before committing to launch. Identify who can act on it, how concerns reach that decision-maker and what evidence must be reviewed. Record the action required and the conditions for reconsidering the launch. Address unresolved risks explicitly, even when deadlines or financial pressures make delay difficult.

Name the decision-maker, the next review date and any unresolved stopping condition.

☐ Evidenced ☐ Needs work ☐ Not sure

YOUR ANSWER

EVIDENCE AND GAPS

YOUR PRELAUNCH DECISION OR NEXT CHECK

FROM QUESTIONS TO ACTION

Before you commit to launch.

The product or service reviewed

Name the offer and the owners and dogs it is intended to serve.

The most important unresolved concern

Identify the claim, assumption or risk that needs attention first.

The next check or change

Record the test, review or revision needed before launch.

Decision-maker and review date

Name who will act, the deadline and the evidence required.

YOUR SEVEN-QUESTION SNAPSHOT

Mark the areas that need further work before launch. These are priorities, not a pass mark or a PCIF score.

- ☐ 01 A real market need
- ☐ 02 The owner's emotional wellbeing
- ☐ 03 The dog's emotional wellbeing
- ☐ 04 Understanding the dog's needs
- ☐ 05 Scientific evidence and scrutiny
- ☐ 06 Foreseeable harm and relationship breakdown
- ☐ 07 A decision before launch

Evidenced: record the source and its limits. Needs work: name the gap. Not sure: identify the check needed. One serious unresolved risk deserves its own decision.

WHEN YOU WANT A PERSONAL ASSESSMENT

PCIF Impact & Commercial Opportunity Audit

Get a personal assessment of your expertise and up to three commercial directions, with a report and a prioritised 30-day action plan. Fixed fee: $1,600.

Your entire audit investment is credited toward your next engagement if you choose to continue with PCIF. No ongoing commitment or obligation.

Explore the PCIF Audit >