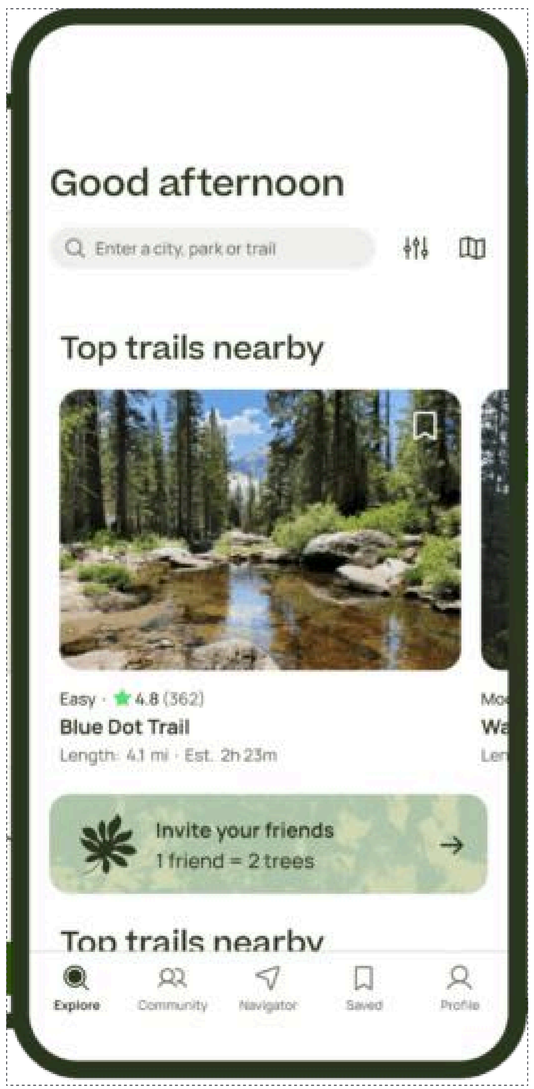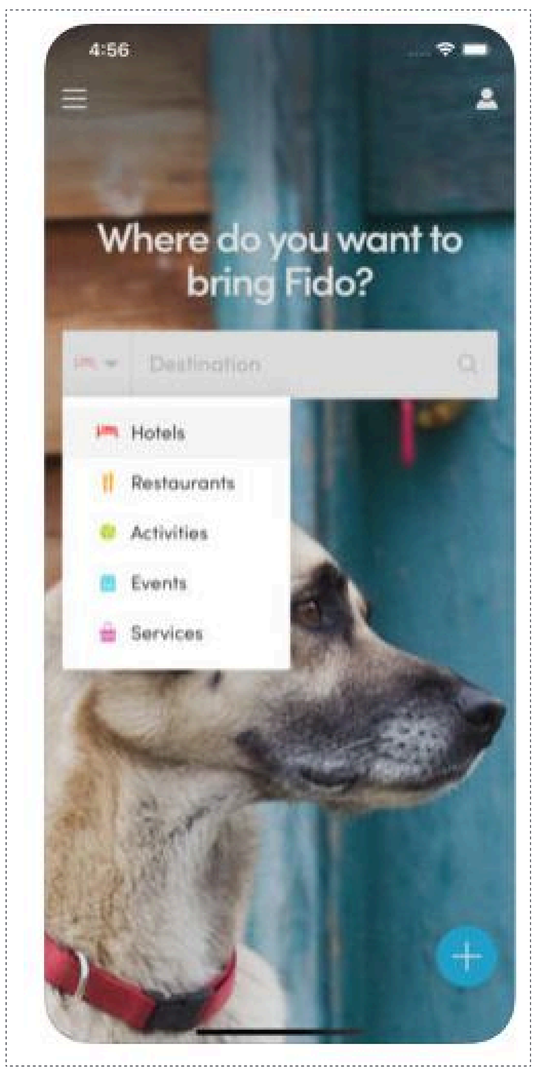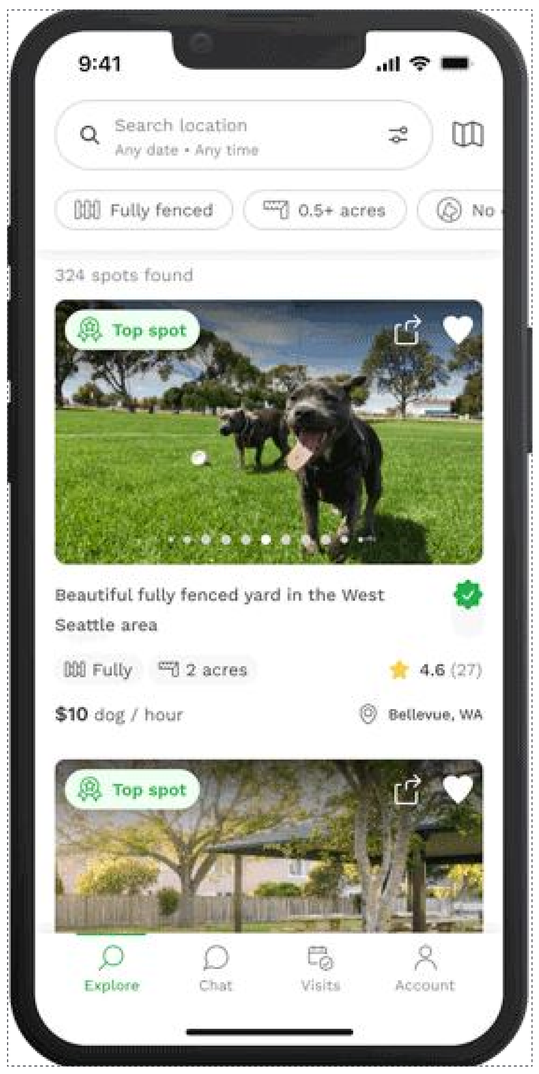	AllTrails	BringFido	Sniffspot
Company			
Mission statement	“AllTrails is your guide to the outdoors, with the largest collection of detailed, hand-curated trail maps.”	“The world’s leading pet travel and lifestyle brand, providing the best pet-friendly hotels, restaurants, and activities.”	“Make the world a more dog-friendly place" by providing safe, private spaces for dogs to exercise and explore freely. A more dog-friendly world is a better world for everyone.”
Target market	Outdoor enthusiasts, hikers, runners, and cyclists looking for new trails. Some users are dog owners, but the app isn't tailored to them specifically.	The BringFido app primarily targets dog owners who frequently travel with their pets and are looking for information about pet-friendly accommodations, restaurants, and attractions across various locations, essentially anyone who wants to find places that welcome dogs when they are on the go.	Dog owners looking for safe, private spaces where their dogs can play off-leash, away from crowded parks.
Pricing /month	The AllTrails app has a free version, but the premium subscription, called AllTrails+, costs around $35.99 per year, which translates to roughly $3 per month	The BringFido app is completely free to use; it provides access to information about pet-friendly locations like hotels, restaurants, and attractions without any charge to the user.	On the Sniffspot app, the price for renting a private dog park, typically a backyard, ranges from $5 to $15 per hour per dog, with each host setting their own price within this range; most hosts charge around $10 per dog per hour, and additional dogs often receive a 50% discount.
Strengths	• Huge database of trails with user reviews and GPS tracking. • Dog-friendly filter to find pet-allowed trails. • Offline maps for premium users.	• Strong database of pet-friendly hotels, restaurants, and activities. • User reviews on pet-friendliness of businesses. • Travel-focused, great for dog owners on the go.	• Gives dogs access to private, safe areas. • Great for reactive dogs who need seclusion. • Booking system makes it easy to reserve a space.
Weaknesses	• No focus on dog needs (e.g., water access, leash requirements). • No real-time updates on crowd levels or conditions. • Doesn’t provide information on dog-friendly amenities like nearby water stations.	• Not adventure-focused (lacks trail maps, outdoor features). • No real-time crowd updates or trail conditions. • Doesn’t help users find secluded outdoor spaces for stress-free dog adventures.	• Pay-to-use model; free outdoor spaces aren’t emphasized. • Limited locations depending on the area. • No trail recommendations or exploration options.
Notes			
	AllTrails helps people find outdoor trails but does not cater specifically to dog owners. It lacks insights on secluded dog-friendly locations or features designed for dog-specific needs (ex: off-leash areas, water access).	BringFido helps dog owners find pet-friendly places, but its focus is more on travel and accommodations rather than outdoor adventures.	Sniffspot helps dog owners find private spaces rather than public trails or parks. It’s designed more for stress-free play than exploration.
Screenshots