HorseDay

HorseDay is a **mobile application** specialized to the need of riders and owners of Icelandic Horses worldwide. In cooperation with **WorldFengur,** HorseDay automatically uploads a **profile** for all Icelandic horses so the user can start logging down all relevant information regarding the horse at one place. In collaboration with **University of Hólar**, the users will have **access** to **verified training methods** to help **increase well-being** of the horse and **maximize** horses **potential**

Partners & Supporters

- Háskólinn á Hólum
- UPPBYGGINGARSJÓÐUR **SUÐURLANDS**
- WorldFengur
- Stofnverndarsjóður Íslenska hestsins

Problem

Riders & owners of Icelandic horses worldwide are **lacking overview** regarding training and care taking of their horses. Today riders & owners use whiteboards, excel sheets and other alternatives to log and keep track of this information.

User

HorseDay is for **beginners** in horseback riding that wants to increase his knowledge and well being of its horse as well as the **professional** that is dedicated to maximize horses potential and increase horses value.

Solution

HorseDay is a mobile application that combines features of Strava & Facebook and adjust to the need of the horse community. The application creates a profile for each horse with connection to **WorldFengur** database. Furthermore, the user can track **time**, **distance**, **speed** and **gait** of each training session to the profile of is horse. After the training session the rider can then **share** the ride to its followers on the HorseDay application instantly!

Market Opportunity

21 **80k** **10m**

In **21** countries worldwide around **80.000** people gather around its interest in Icelandic Horses. The Icelandic Horse community will be the target market to begin with but the long term goal is to target other countries and horse breeds. Worldwide there are around **10 million** horse owners.

Why HorseDay?

Save time and increase efficiency when it comes communicating with stakeholders. No need for cold calls or unnecessary emails.

Increase quality of training and therefore maximize the value of the horse by **tracking every hoof-beat** and having **access** to **verified training** methods created by University of Hólar at one place!

Business Model

Freemium **subscription** model. User can download the application for free through Google- & App store but to get access to various features a fee of up to **15 €** has to be paid.

Team

The team consists of **highly skilled** horse enthusiasts that are eager to **revolutionize** the horse industry. With over **30 year** of experience within the horse industry the team is motivated to bring HorseDay to the market and making the **best mobile application** for horse lovers in the horse world

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Advisor
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Entrepreneur

Timeline

Idea comes up	HorseDay founded	Til Sjávar & Sveita Accelerator	Development starts	Soft launch of version 1.0	Official Launch at WM2021
2009	March 2020	September 2020	November 2020	March 2021	August 2021