

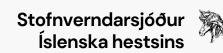
HorseDay is a mobile application specialized to the need of riders and owners of Icelandic Horses worldwide. In cooperation with WorldFengur, HorseDay automatically uploads a profile for all Icelandic horses so the user can start logging down all relevant information regarding the horse at one place. 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











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.

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!

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.

Market Opportunity



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 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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Timeline



Horse Day





Development starts

November 2020



