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### A Product Guaranteed to Make You an Instagram Celebrity

I recommend that we use our remaining budget to invest in a Kickstarter project called [Pooch Selfie](#). This project combines man's best friend and the recent [selfie](#) craze in pop culture. The Pooch Selfie is an attachment for any smartphone that helps dog owners capture a perfect photo with their pets. The product draws upon a dog's innate attention span for tennis balls and results in a pet focusing on an owner's camera. The ASPCA estimates that between [37 and 47 percent](#) of households in America have dogs and more than [60 percent](#) of these owners consider their pets to be members of the family. Pet owners want to photograph their furry companions just as much as any other member of the family. Pooch Selfie assists them in getting their dogs to sit still for photos that they can post on their social media channels. Given society's recent obsession with selfie sticks and image-focused applications, it's likely that this project will yield a high return on investment.

Pooch Selfie will be successful due to the popularity of the photo-sharing application [Instagram](#). A [survey by the Pew Research Center](#) found that more than half of the young adult population (ages 18-29) used the service in 2014, a percentage that has continued to increase over the years since Instagram's launch. In September 2015, the network announced it had over [400 million users](#). These users are certainly active – proven by an average of more than [80 million photos](#) being uploaded and receiving more than [3.5 billion likes](#) every single day. Consumers of Instagram use the platform to post a variety of filtered images, many of which include photos of themselves or their dogs. As Jason from Pooch Selfie said, "[we're living in a selfie-driven world](#)." A search of "[#selfie](#)" on Instagram returns more than 200 million results. More specifically, searching "[#dog](#)" gives returns 81 million photos and "[#dogselfie](#)" results in more than 250,000 images. These numbers clearly suggest that users of Instagram are already posting photos of themselves and their dogs - all they need is Pooch Selfie to make these photos even better.

Another way we can be confident that this project will be successful is by the popularity of the selfie stick, which was referred to as a "must-have accessory" by [Bloomberg](#) in 2014. [Business Insider](#) reported more than 100,000 of the sticks were purchased in last December alone. Selfie sticks went viral and received a large amount of media coverage. Given the similarity in the product, it's likely that the same thing would happen with Pooch Selfie. The product has already been highlighted in the news and has been called "[laughably simple, brilliant](#)" and "[clever](#)." It's only a matter of time until Pooch Selfie goes viral itself.

Pooch Selfie has had early success, including receiving more than \$24,000 in funding from Kickstarter users. I am confident that an investment in Pooch Selfie would be smart and provide a large return on investment.