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Pet Care *Reimagined*

## ***AutoPets Scholarship Rewards Innovation*** ***2015 winners of Out-of-the-Box Thinking Scholarship announced***

**Auburn Hills, Michigan (February 15, 2016)** – AutoPets is proud to announce the winners of the 2015 *Out-of-the-Box Thinking Scholarship*. The manufacturer of the successful automatic, self-cleaning litter box, Litter-Robot, created the scholarship opportunity to reward inventive students with financial aid for college.

Students were asked to submit an essay describing an innovative pet product idea. Each essay had to include how the idea was conceived, why it is needed, who the target audience would be, and what the marketing strategy would be.

AutoPets received 298 entries from high school, college, and graduate level students. Ideas ranged from pet toys to high-tech pet activity monitors. Most ideas focused on cats or dogs, but others considered the needs of chickens, goats, and reptiles. Ideas often utilized smartphone apps and the Internet of Things to leverage modern connectivity and create innovative pet product ideas. Entries were not only judged on the idea, but also on the thought process and quality of the explanation.

Grand Prize Winner, Olivia G., received a \$1,500 scholarship for an automatic waterer for cats. Second Prize Winner Angela L. received a \$500 scholarship for an interactive tablet-like device for cats' entertainment. Third Prize Winner Chris C. received a \$500 scholarship for a product that automates dog waste disposal.

**The 2016 Litter-Robot *Out-of-the-Box Thinking Scholarship* contest will open on Monday, February 15, 2016.** Entries must be submitted by August 1, 2016. Winners will be announced mid-August 2016 and first, second, and third prize winners will receive \$1,500, \$1,000, and \$500 scholarships, respectively.

For more information on this year's essay, please visit [www.litter-robot.com/blog/out-of-the-box-thinking-scholarship/](http://www.litter-robot.com/blog/out-of-the-box-thinking-scholarship/).

### **About AutoPets**

Established in 1999 and based in Auburn Hills, Michigan, AutoPets is dedicated to the design and manufacture of highly functional, easy-to-use products with a modern aesthetic, that make caring for your pet more enjoyable. We understand that pets are more than just animals, they are parts of our lives and members of the family. Our company takes a fresh-eyes, open-minded approach to everything we do. AutoPets is pet care, *reimagined*.

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