









The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities  <ul style="list-style-type: none">- Providing shelter, food, medical attention and love to the rescued animals- Adoption- Fostering	Value Propositions  <ul style="list-style-type: none">- Promote kindness and prevent cruelty to animals.	Customer Relationships  <ul style="list-style-type: none">- Through word of mouth- Social Media- Education talks in schools- Fundraising	Customer Segments  <ul style="list-style-type: none">- People who are looking to foster rescued animals- People who love animals- People who are looking into adopting rescued animals- People who want to volunteer- People who want to help with sponsoring
	Key Resources  <ul style="list-style-type: none">- Relying mainly on kind donations from the public and fundraising- Does not receive ant government funding or grants		Channels 	
Cost Structure requires over \$2,400,000 annually to carry out animal welfare work - for needy animals to receive critical emergency care 		Revenue Streams Donations, fundraising, other initiatives - foster programmes, outreach, education etc 