

# Project Documentation

## Connect. Care. Adopt.

Pet ownership and animal care are rapidly growing trends in Egypt, especially in urban areas.

More Egyptians are adopting pets and seeking proper veterinary services like never before.

### Project Idea

A digital platform that organizes and simplifies pet adoption, veterinary care, and pet product shopping in Egypt. It connects pet owners, adopters, shelters, and vets in a unified, trustworthy space while educating users about responsible ownership and wellness.

### Core Features

#### Adoption Hub:

- Structured pet adoption from individuals, shelters, and rescues.
- Safe stray rescue listings.
- Find vets by location, rating, or specialty.

#### Vet Online Appointment

- Book online vet consultations by selecting vet specialty and available time slot.
- Get instant confirmation and reminders for upcoming appointments.

#### E-commerce Store:

- Buy pet food, medicine, supplements, and toys.

#### Educational Blog:

- Expert content on pet care and training.
- Features local vets and ownership tips.



## **1. Problem (Market gap)**

- Pet adoption is disorganized via social media.
- Difficulty finding trusted vets.
- Unverified product sellers and high offline prices.
- Lack of educational pet content.

## **2. Target Customers**

- Urban pet owners (dogs, cats, small pets).
- Animal shelters, rescuers, NGOs.
- Veterinarians.
- Pet product sellers.

## **3. Solution Features**

- Pet Adoption - Structured listing and filtering.\*
- Vet online Booking.
- E-commerce - Verified sellers: food, medicine, toys.
- Blog & Tips - Expert pet care, wellness, and adoption content.

## **4. Market Opportunity (Egypt)**

- 7-9 million companion animals in Egypt.
- Urbanization & rising income = more pets.
- Underdeveloped pet e-commerce & vet services.
- No unified platform for adoption + vet + store.

## **5. Business Benefits**

- Vet appointment commissions.
- Product/vendor sale revenue.
- Sponsored blog content.
- Adoption donation/support programs.

## **6. Key Stakeholders**

- Pet adopters and owners.
- Veterinarians and clinics.
- Animal shelters and NGOs.
- Pet supply businesses.
- Pet care bloggers/influencers.

## **7. Risks & Barriers**

- Onboarding established clinics.
- Users bypassing platform post-contact.
- Delivery reliability challenges.
- Shifting behavior to digital platforms.

## **8. Vision Beyond MVP**

- Native mobile app.
- Video vet/trainer consults.
- Subscription boxes (e.g., vaccine + food).
- Digital pet ID for history tracking.
- Community tools (forums, Q&A, lost & found).

## **Team Memebers:**

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