

Problem statement:

Many reptile owners in the pet industry receive inaccurate and misleading information in regards to their pet reptile's nutritional needs. This is quite dangerous in the long run and results in a wide variety of health problems including exponentially reduced life spans. Our solution should be something that contains a comprehensive list of feeder insects/animals, and their nutritional profiles to greatly reduce the confusion, and filter out the misinformation. The end result being healthier pet reptiles.

Who is experiencing the problem?

Reptile owners who want to feed their reptiles a good diet.

What is the Problem?

Reptile malnourishment via incorrect information about the available feeder insects/animals that ultimately ends up in the death of the reptile.

Where does the problem present itself?

Both at a reptile owner's home and pet food markets, usually "chain" stores.

Why does it matter?

It matters because pet reptiles are living, breathing creatures that should be taken care of properly and the inaccurate and misleading information will result in the death of the pet reptiles. Overall, the domesticated pet reptile population will be negatively affected as a result.