

PROBLEM

- **Problem:** Pet owners face challenges in finding trusted veterinarians, booking appointments conveniently, and accessing reliable pet services. There is also a lack of transparency and community engagement among pet owners.

SOLUTION

- **Solution:** Cation offers a mobile app that simplifies vet appointment booking, provides access to verified veterinarians, and includes quality ratings.

BUSINESS MODEL

ADD VALUE

- Simplified access to pet care services through an intuitive platform.
- Transparency and trust by verifying veterinarians and integrating ratings.
- Improved customer experience with reminders, follow-ups, and personalized assistance.
- Support for animal welfare by collaborating with animal organizations and promoting responsible pet care.

TARGET AUDIENCE

- Middle and upper-class pet owners.
- Urban residents, particularly in cities like Cairo and Alexandria.
- Women, as they form the dominant demographic for pet ownership.
- Pet enthusiasts and advocates focused on pet welfare and quality services.