

## type of pet

**cats**

**birds**

**dogs**

service  
animals

**fish**

exotic  
animals

**turtles**

**snakes**

some animals  
are not  
allowed (tiger,  
elephants,  
dragons)

## information

**user  
reviews**

locations  
update their  
own pet  
friendliness

**yelp**

Organized  
pet-friendly  
events

**allergens  
info**

## incentives

benefits for  
participating  
businesses

making  
others  
happy

more  
customers

**your  
animal  
explores  
life**

more  
exposure for  
businesses

## type of activity

**walks**

**animal  
social  
events**

**parks**

eating in  
restaurants

**shopping**

## advertisement

**pop-up  
ad**

instagram  
ads

television  
commercial

influencers

**flyers**

## where to feed and water animal

**pet stores  
with food**

**stores  
leave out  
water  
bowls**

water  
fountains for  
animals and  
humans

companies  
give out food  
for free  
advertisement

