CAT CONNECT

Assignment 01

SEBA SS 25

Group 16

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One-Sentence Pitch

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CatConnect is a swipe-to-match web platform to help cat adopters and accredited shelters to make complete safe, friction-free adoptions and join a vibrant community, by pairing preference-based matching with verified listings and engaging cat-focused group-activities all in one place.
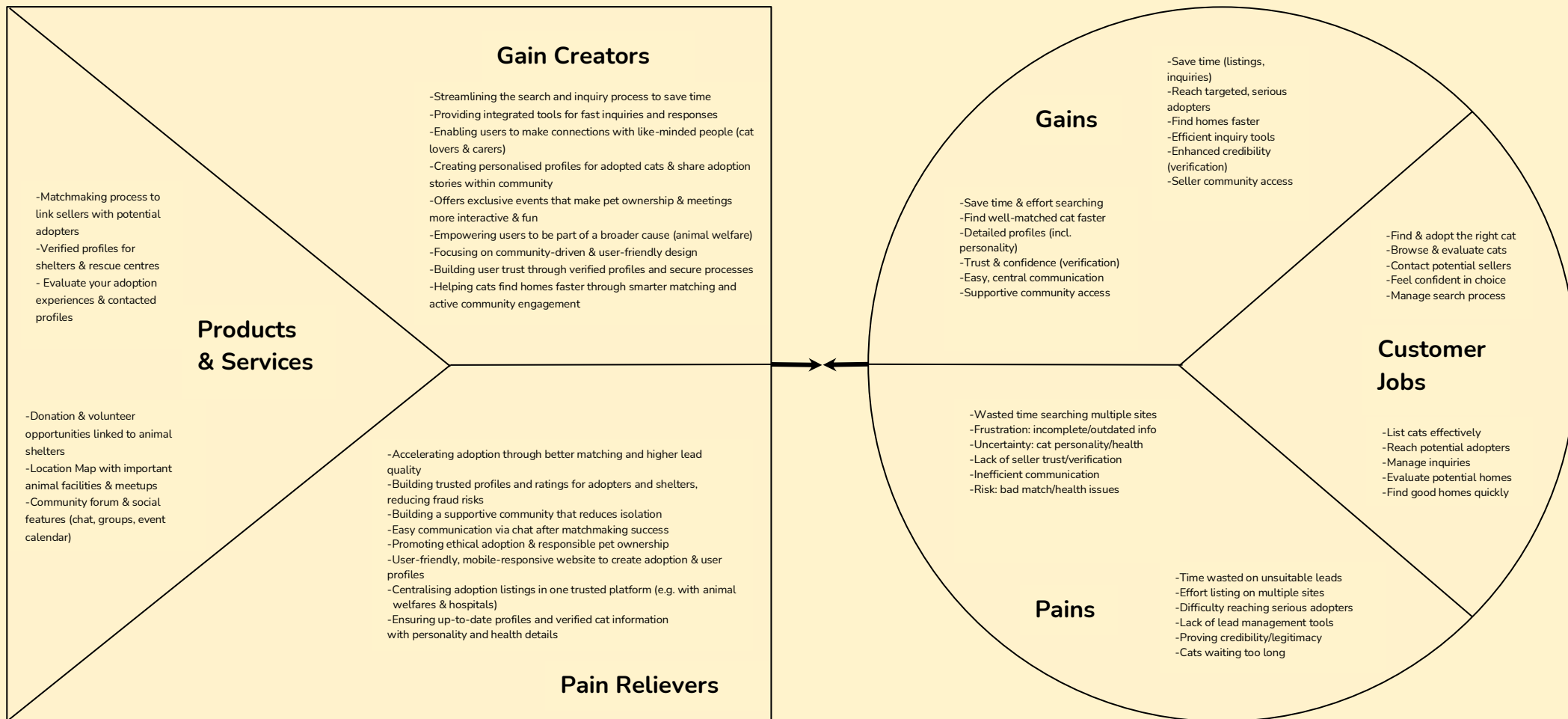
Value Proposition Canvas

Value Proposition:

CatConnect is a swipe-to-match web platform that helps passionate cat adopters and accredited shelters complete safe, friction-free adoptions by pairing preference-based matching with verified listings & supportive community.

Customer Segment:

Cat Lovers (Potential Adopters) and Cat Sellers (Shelters, Breeders, Individuals)

Gain Creators

-Streamlining the search and inquiry process to save time
-Providing integrated tools for fast inquiries and responses
-Enabling users to make connections with like-minded people (cat lovers & carers)
-Creating personalised profiles for adopted cats & share adoption stories within community
-Offers exclusive events that make pet ownership & meetings more interactive & fun
-Empowering users to be part of a broader cause (animal welfare)
-Focusing on community-driven & user-friendly design
-Building user trust through verified profiles and secure processes
-Helping cats find homes faster through smarter matching and active community engagement

Products & Services

-Matchmaking process to link sellers with potential adopters
-Verified profiles for shelters & rescue centres
- Evaluate your adoption experiences & contacted profiles

-Donation & volunteer opportunities linked to animal shelters
-Location Map with important animal facilities & meetups
-Community forum & social features (chat, groups, event calendar)

-Accelerating adoption through better matching and higher lead quality
-Building trusted profiles and ratings for adopters and shelters, reducing fraud risks
-Building a supportive community that reduces isolation
-Easy communication via chat after matchmaking success
-Promoting ethical adoption & responsible pet ownership
-User-friendly, mobile-responsive website to create adoption & user profiles
-Centralising adoption listings in one trusted platform (e.g. with animal welfares & hospitals)
-Ensuring up-to-date profiles and verified cat information with personality and health details

Pain Relievers

Gains

-Save time (listings, inquiries)
-Reach targeted, serious adopters
-Find homes faster
-Efficient inquiry tools
-Enhanced credibility (verification)
-Seller community access

-Save time & effort searching
-Find well-matched cat faster
-Detailed profiles (incl. personality)
-Trust & confidence (verification)
-Easy, central communication
-Supportive community access

Customer Jobs

-Find & adopt the right cat
-Browse & evaluate cats
-Contact potential sellers
-Feel confident in choice
-Manage search process

-List cats effectively
-Reach potential adopters
-Manage inquiries
-Evaluate potential homes
-Find good homes quickly

Pains

-Wasted time searching multiple sites
-Frustration: incomplete/outdated info
-Uncertainty: cat personality/health
-Lack of seller trust/verification
-Inefficient communication
-Risk: bad match/health issues

-Time wasted on unsuitable leads
-Effort listing on multiple sites
-Difficulty reaching serious adopters
-Lack of lead management tools
-Proving credibility/legitimacy
-Cats waiting too long

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	Designed for:	Designed by:	Date:	Version:
Business Model Canvas	SEBA	SEBA Group 16	11.05.2025	2.0

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Animal shelters & rescues: supply adoptable cats and verified profile data **Individual owners rehoming cats** (e.g., relocation, allergies, accidental litters): expand listings and increase supply	**Manage and verify cat listings from shelters and sellers** Ensure transparent, high-quality information through listing tools, seller/shelter onboarding, and status tracking **Develop and maintain the adoption platform and matching system** Build a user-friendly interface with smart recommendations and streamlined adoption workflows **Create educational content and engage the adopter community** Produce guides, stories, and onboarding experiences to inspire and convert hesitant users **Establish partnerships to expand supply, services, and monetization** Collaborate with shelters, breeders, vets, and pet service providers to enrich the platform ecosystem and generate revenue	**For adopters:** Simple, interactive browsing (swipe function) Detailed cat & user profiles (photos, videos, description) Matchmaking process promotes informed & fast decision-making **For shelters:** Streamlined adoption process Making adoptions faster & more transparent Increasing number of potential adopters through online communication **In total, approvement occur in**: adoption rates community engagement user satisfaction animal lives	**Free Cat Lovers:** Self-Service, Automated Services (Browse, map) **Adoption Pass Cat Lovers:** Self-Service (messaging), Automated Services (matchmaking, verification) **Community+ Cat Lovers:** Communities (forum, peer support), Priority Email Support **Shelter/Non-Profit Sellers:** Self-Service (listings), Automated Services **For-Profit Seller Pros:** Self-Service (listings), Automated Services (analytics), Premium Support, Communities (forum) Emphasis on scalable models to keep costs low	**Cat Lovers:** These are passionate individuals actively seeking to adopt a cat **Cat Sellers:** Licensed breeders or responsible individual sellers who wish to offer cats for sale rather than adoption **Animal Welfare Organizations:** Shelters and rescue groups are critical partners that supply the platform with cats for adoption **Potential Adopters:** This group includes curious, often first-time pet seekers who are not yet ready to adopt **Pet Industry Professionals:** Veterinarians, groomers, and pet-related service providers contribute to the post-adoption ecosystem

	Key Resources		**Channels**	
	Web app & swipe algorithm (core platform) Cat & user profile data (photos, videos, descriptions) Community content & basic branding Human team (development, testing, UX writing) Limited funding/time as student project constraints		Web Application (primary channel) User Accounts & Cat Profiles Partnerships with animal shelters Community Features Event & Activity Tools Email Notifications & SMS Social Media Channels for Marketing & Ads with Pet Influencers (Instagram & TikTok Reels)	

Cost Structure

Primarily Cost Driven

Most Important Costs: Technology (Dev/Hosting), Marketing, Verification

Most Expensive Key Resources: Platform, Personnel, Servers

Most Expensive Key Activities: Software Development, User Acquisition, Platform Operation

Fixed Costs: Salaries, Base Hosting

Variable Costs: Verification Fees, Scaling Hosting, Marketing Spend

Benefits from Economies of Scale

Revenue Streams

Subscription Plans: Offer tiered monthly plans to users with access to advanced tools and features

Project Idea & Business Model

i. Customer Segments: Our platform CatConnect is a multi-sided platform connecting shelters, adopters, hesitant pet seekers, licensed cat sellers, and pet service professionals—creating value across the cat adoption and ownership journey.

- **Cat Lovers (Adopters):** Passionate individuals actively seeking to adopt. They value an intuitive, trustworthy platform to browse cat profiles, connect emotionally, and complete adoption efficiently. They are the heart of the adopter base.
- **Cat Sellers (Shelters, Rescues, & Responsible Individuals):** Includes shelters, rescue groups, and licensed breeders or private sellers. Shelters need tools to manage listings and boost visibility, while sellers add supply diversity. Both benefit from the platform's reach and features.
- **Potential Adopters:** Curious, often first-time pet seekers not yet ready to adopt. They benefit from educational content, low-pressure discovery features, and resources on ownership. They represent long-term conversion potential.
- **Pet Industry Professionals:** Veterinarians, groomers, and pet service providers contributing to the post-adoption ecosystem. Offering visibility and partnership opportunities makes the platform a hub for responsible pet care.

ii. Value Propositions: We create value for two primary target groups: adopters and cat suppliers (animal shelters/private sellers).

- **Adopters:** our web application offers simple and interactive browsing via swipe function and matchmaking algorithm for preference-based decisions. Users can view and create detailed profiles with photos & descriptions that promote transparency.
- **Shelters/Sellers**: our platform offers security through interactive communication channels such as private chat & online forums. Online communication & community services improve the outreach to potential adopters

Overall, the platform aims to improve cat adoption rates, foster community engagement, increase user satisfaction, and contribute to securing animal lives through accessible and efficient web services.

iii. Customer Relationships: The Cat Adoption Matchmaker builds scalable, low-cost relationships primarily through Self-Service, Automated Services, and Communities.

- **Free Cat Lovers:** Experience a purely Self-Service and Automated relationship via browse and map features.
- **Paid Cat Lovers (Adoption Pass & Community+):** Access improved Self-Service tools (messaging) and Automated Services (verification). Community+ members

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gain exclusive Communities (forums) for peer-to-peer support. Priority email is available for Community+ members.

- **Cat Sellers (Shelter/Non-Profit & For-Profit):** Primarily use the platform as a Self-Service tool for listings and communication, supported by Automated Services. For-Profit sellers also benefit from Premium Support. Both access the Community forum for peer interaction.

This tiered approach minimizes personnel costs by empowering users with tools and leveraging the community for support, aligning with a cost-efficient strategy.

iv. Channels: Our web application is the primary channel, serving as the central hub. It hosts verified cat adoption listings, profiles and a chat function for matchmaking. It also includes community forums & activity features. Users manage profiles & listings and track inquiries via the admin area.

- **Partnerships with animal shelters**: securing the adoption process through verified institutions and supporting private users. Shelters can use the service to promote events and educational roadshows.
- **Marketing Channels (Third-Party Platforms like Instagram or TikTok)**: important for reaching a wide audience because we leverage pet influencers for content promoting CatConnect.
- **Community Features (forums, groups)**: users connect, share experiences, and receive support on cat-related topics, fostering belonging and knowledge.
- **Built-In Event and Activity Tools**: organizing/joining cat-related events and local meetups.
- **Email Notifications and SMS**: keeping users informed about adoption status, event reminders and community activities based on preferences.

v. Key Activities: To deliver value, we focus on core activities: managing high-quality cat listings, developing a seamless digital adoption experience, engaging and educating users, and building strategic partnerships.

- **Manage and Verify Cat Listings:** Ensuring transparent, high-quality information via robust listing tools, streamlined onboarding, and status tracking.
- **Develop and Maintain the Platform:** Continuously building and improving the user-friendly web application, including the smart matching system and adoption workflows.
- **Create Content and Engage the Community:** Producing educational content, adoption stories, and onboarding materials to inform, inspire, and support users, particularly hesitant ones, and build an active community.

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- **Establish and Nurture Partnerships:** Collaborating strategically with shelters, breeders, veterinarians, pet service providers, and others to expand cat supply, offer post-adoption services, enrich the ecosystem, and create potential revenue.

vi. Key Resources: Our project is powered primarily by its digital infrastructure, limited initial funding, and dedicated four-member development team, reflecting its nature as a proof-of-concept prototype.

- **Web Application:** Our core asset, encompassing profiles, matching interface, chat simulation, and community functionality.
- **Profile Content and Sample Data:** Prototype relies on mock data (photos, videos, descriptions) simulating real-world input for testing and demonstration.
- **Community Functionality:** Features like success stories and tips simulate a trust-based peer network.
- **Human Resources:** Our team of four students contributes diverse skills driving the project's pace and direction.
- **Time and Institutional Support:** As a university project, we benefit from feedback, educational resources, an academic deadline, and potentially free/student-tier cloud services.

vii. Key Partners: Given the focused scope of our student project, key partnerships are streamlined to entities directly relevant to the core adoption-matching function.

- **Animal Shelters and Rescue Organizations:** Intended as the primary source of adoptable cats, providing essential profile information. In the prototype, input is simulated via pre-defined datasets or publicly available profiles. In a real-world application, they would help maintain accuracy and provide post-adoption data.
- **Individual Owners Rehoming Cats:** Individuals needing to rehome pets due to circumstances. They contribute valuable listings, enhancing diversity and local relevance.

Formal partnerships with clinics, pet stores, or social media influencers are recognized as valuable potential partners for future development but are not part of the immediate scope due to constraints.

Motivations for these partnerships center on ensuring access to a reliable supply of cat listings, reducing information uncertainty for users, and simulating a real user-driven supply base. Engaging both institutional and individual sources demonstrates potential flexibility and scalability.

viii. Cost Structure: The Cat Adoption Matchmaker operates with a Cost Driven structure, prioritizing efficiency. Key cost areas include:

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- **Technology:** Development, maintenance, and hosting of the web platform.
- **Marketing & User Acquisition:** Acquiring potential adopters and sellers/shelters.
- **Third-Party Services:** Fees for services like identity and background verification (KYC) for trust and security.

The most significant Key Resources contributing to cost are the developed platform, personnel (developers), and server infrastructure. The most expensive Key Activities involve ongoing software development, user acquisition, and platform operation/moderation.

Costs comprise Fixed Costs (salaries, base hosting) and Variable Costs (per-user verification fees, scaling hosting, variable marketing). The model is designed to benefit from Economies of Scale, where average cost per user decreases significantly as the platform expands.

ix. Revenue Streams: Our revenue is generated solely through a subscription model. Customers pay for the value CatConnect delivers in facilitating cat adoption and ownership.

Revenue comes from:

1. **Adopter Subscriptions (Subscription Fees):** Paid tiers ("Adoption Pass," "Community+") for adopters seeking enhanced features, trust, priority support, and community access to streamline their adoption journey. A free tier allows basic Browse.
2. **Cat Seller Subscriptions (Subscription Fees):**
   - Subscriptions for non-profit Animal Shelters and Rescues are free, supporting their mission by providing essential listing and communication tools at no cost.
   - For-Profit Sellers (licensed individuals/breeders) pay a subscription fee primarily for the ability to list cats for profit on the platform and access our motivated adopter base.

This subscription model, offering paid access for adopters seeking premium features and for-profit sellers listing cats, while remaining free for non-profit shelters, is our sole revenue source. Payments are processed online (via PayPal).

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Business Model Mapping

Our adoption platform mainly combines three online business model types: Brokerage, Subscription, and Freemium, with some aspects of a Community model.

1. Brokerage Model (main idea)

The core of our platform is to match people who want to adopt cats with those who are offering them—this includes both private owners and animal shelters. In this sense, we act like a broker. Instead of charging a fee per adoption, we use a one-time Adoption Pass (€14.90) that unlocks contact details and messaging for 30 days. This way, adopters get serious about their intent, and it helps us cover basic platform costs like identity verification.

2. Subscription Model

For users who want to stay involved longer—like repeat adopters, active community members, or cat enthusiasts—we offer a rolling Community+ subscription (€3.90/month or €29/year). This gives access to things like badges, early updates, and extras around local events. It's not a must-have for everyone but creates value for those more committed to the topic.

3. Freemium Model

We also apply a freemium strategy: people can browse cats for free, but some details are blurred unless they buy the Adoption Pass. This helps us attract more users at the beginning, without overwhelming them with costs, while also giving a reason to upgrade.

4. Community model (partially)

Our platform has a small community part, where users can share success stories or tips. While it's not our main focus, this kind of feature helps create trust and encourages engagement. We don't make money directly from the community, but it adds value and keeps people interested.

In short, our business model is quite lightweight and fits well for limited scoped student project. We focused on simple but realistic structures that show how different user types could contribute to the platform financially without making things too complicated.

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