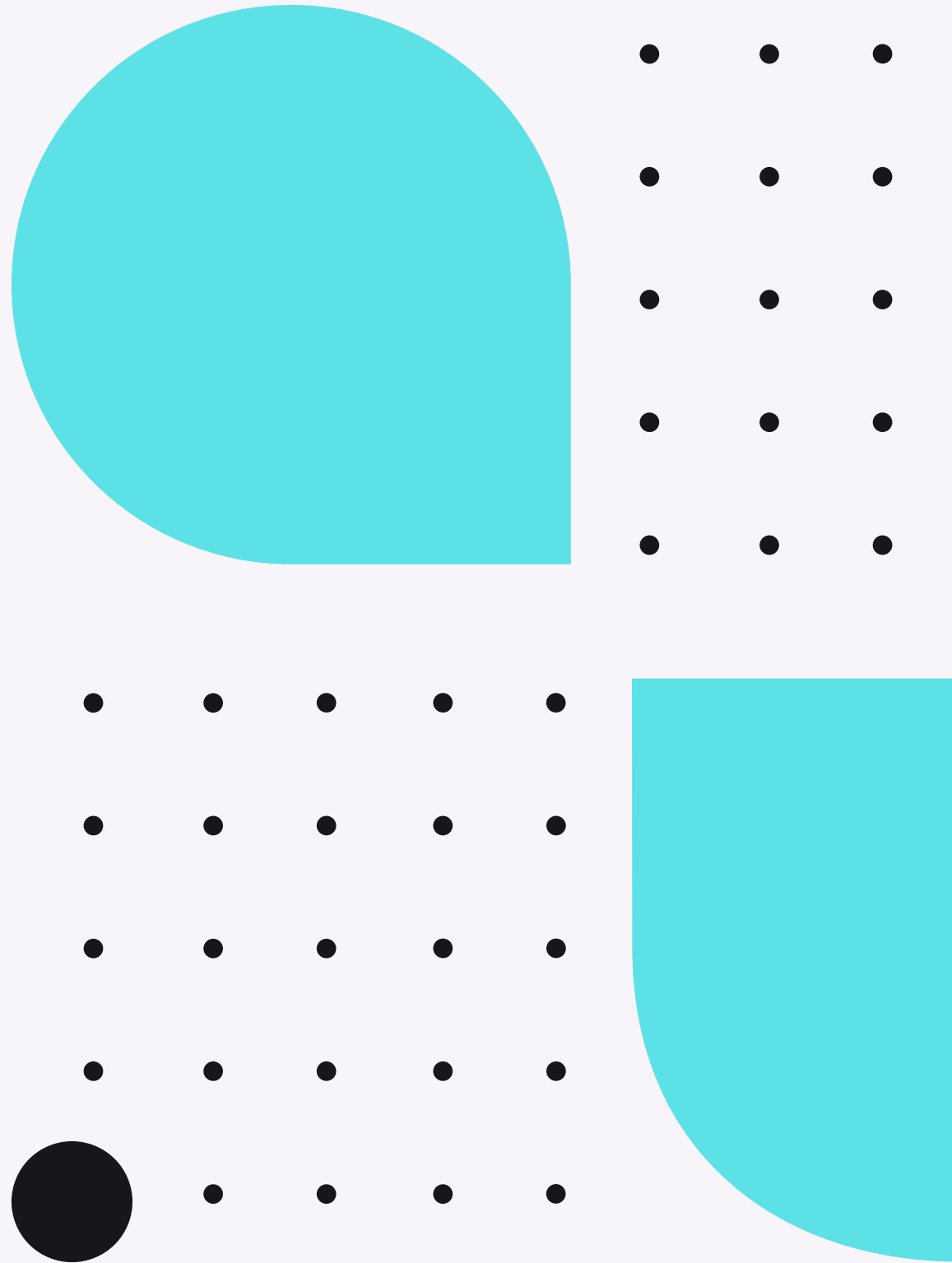




EASY PET

An app designed to connect people who are looking for a pet and an animal looking for a home



The Team



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Student of CS and
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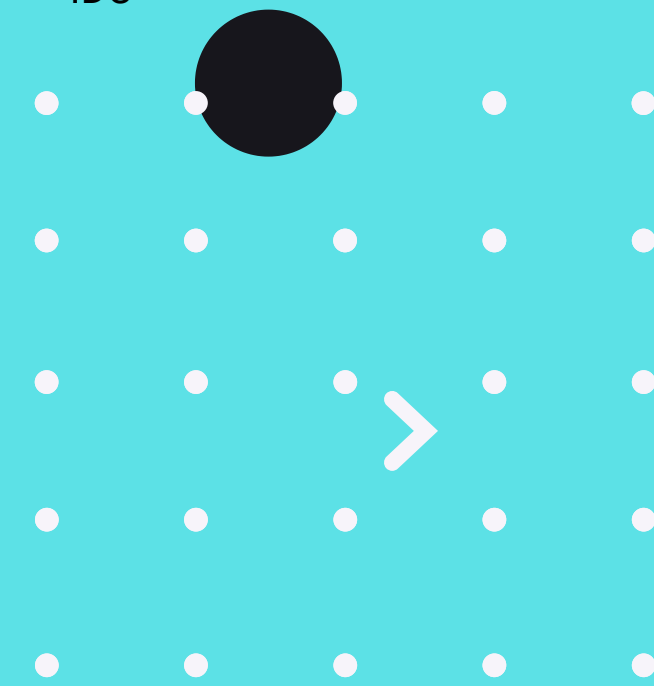
Roi

Student of
Computer Science
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Oren

Student of CS and
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Problem

There are lots of abandoned animals and lots of people looking for pets.

Reason 1

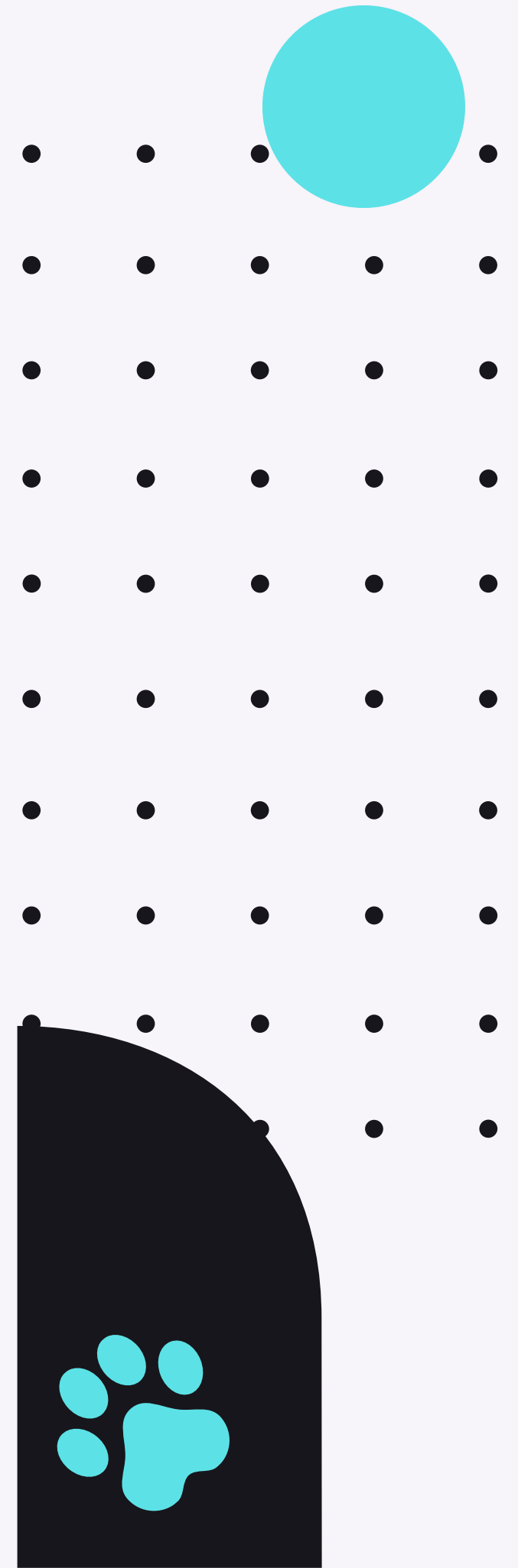
Since Corona started people are afraid to enter public spaces and hold a misplaced stigma that Animal shelters are a prime place to catch diseases. And have turned to online sources to find pets.

Reason 2

There are multiple websites and online forums, but they are poorly managed, poorly organized, and very inaccessible. Additionally, if a website does exist, it only represents one shelter.

Reason 3

In the USA alone, NGO's spend over 300 million every year in taking care of stray and unwanted animals



Solution 1

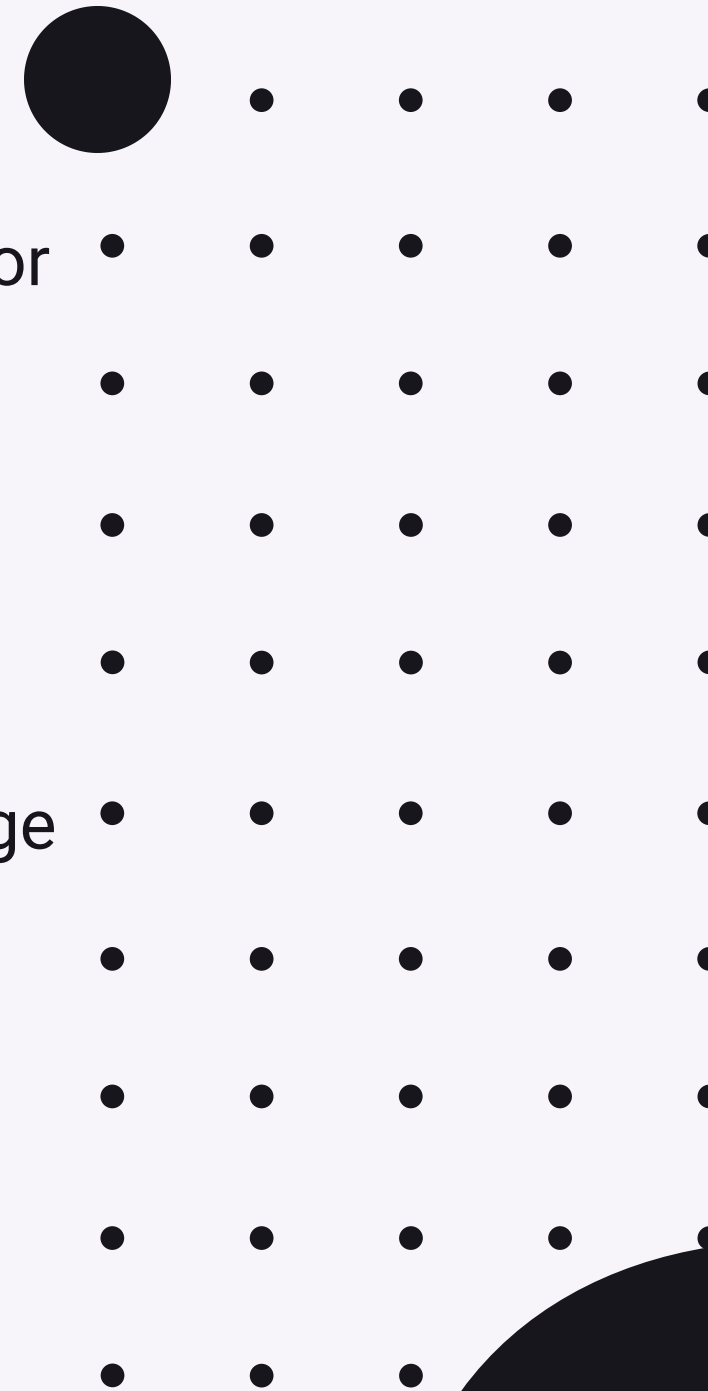
We made an accessible interface that is convenient for finding a good match.

Solution 2

We provide a convenient interface for NGOs to manage the information about their animals, and this information is uploaded to our site with easy API

Solution 3

Our AI Algorithm knows how to optimally suit any person who wants to adopt a pet with the help of a questionnaire and a smart algorithm.

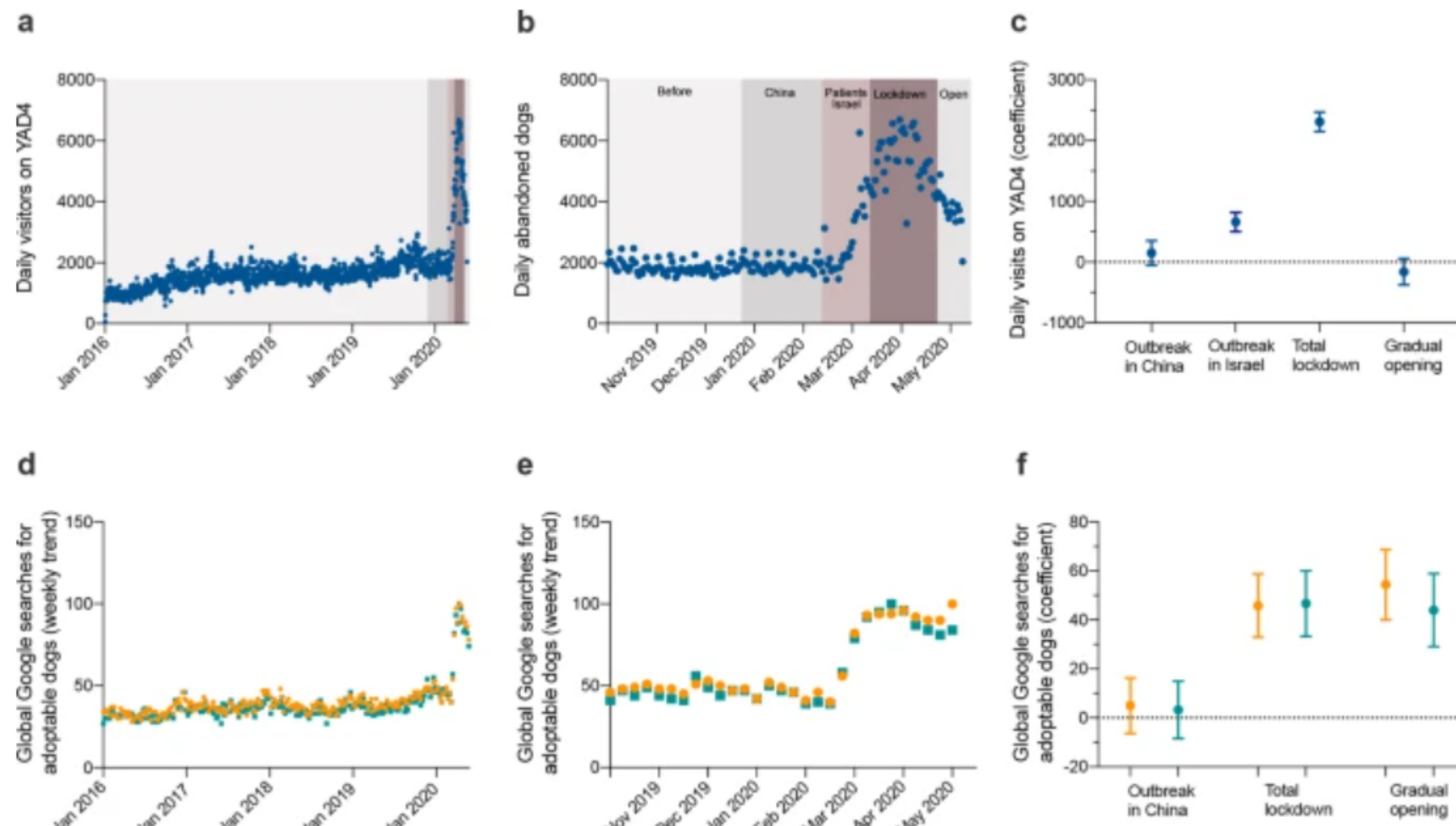


**Minimize
the
homeless
animals**



Timing

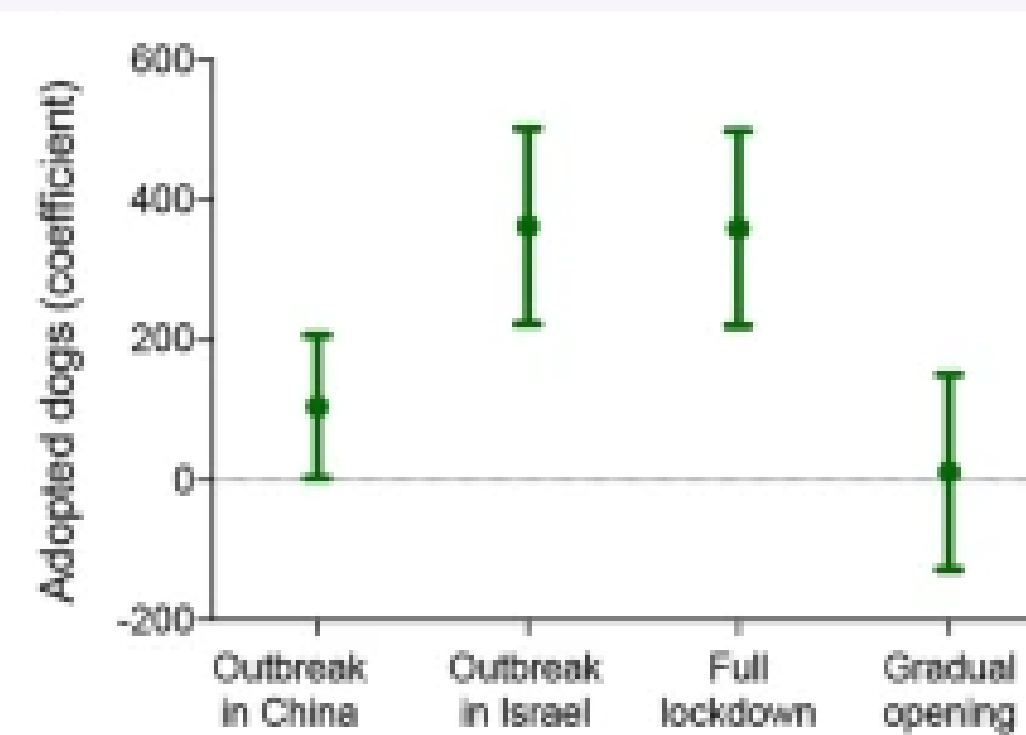
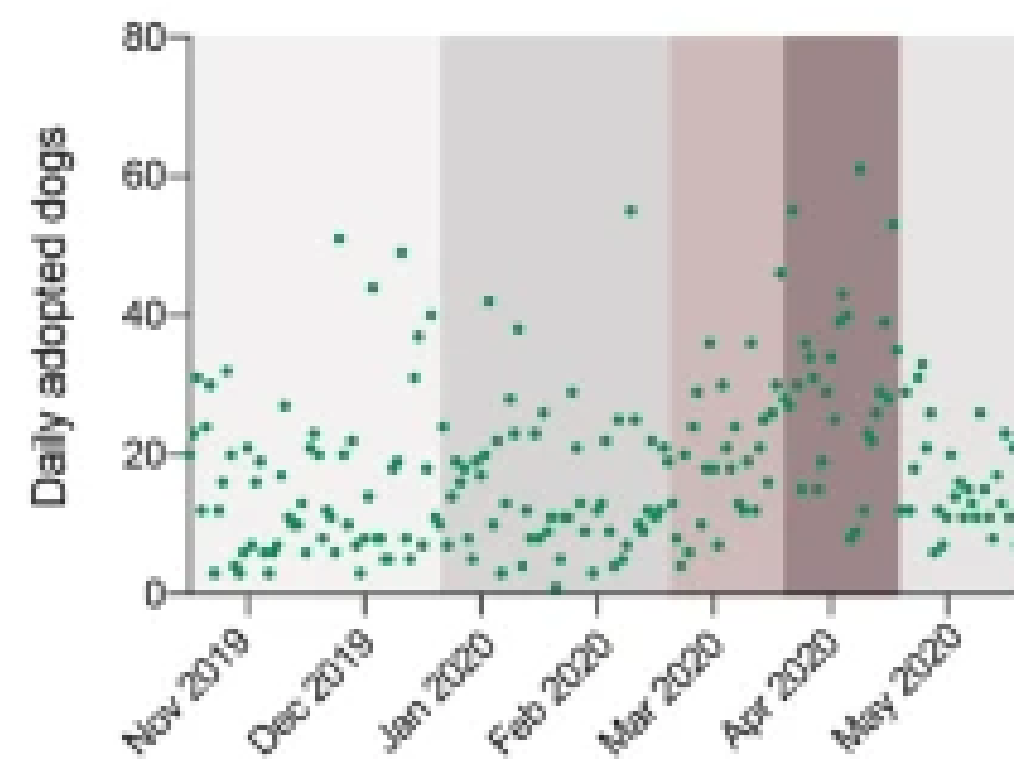
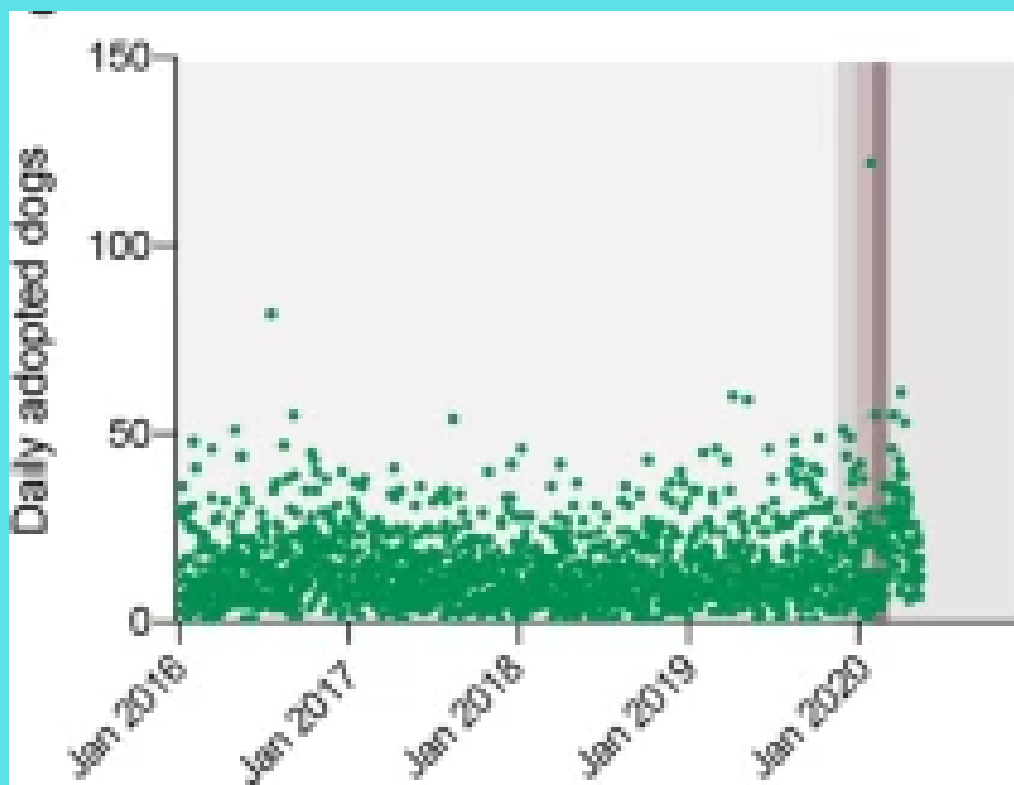
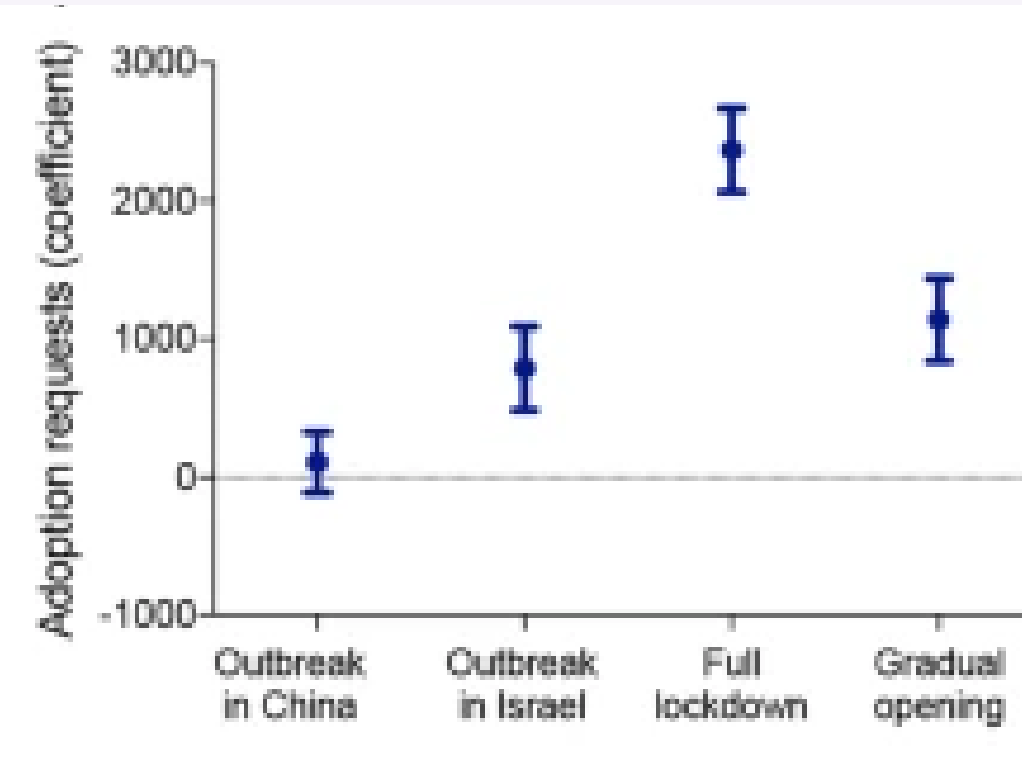
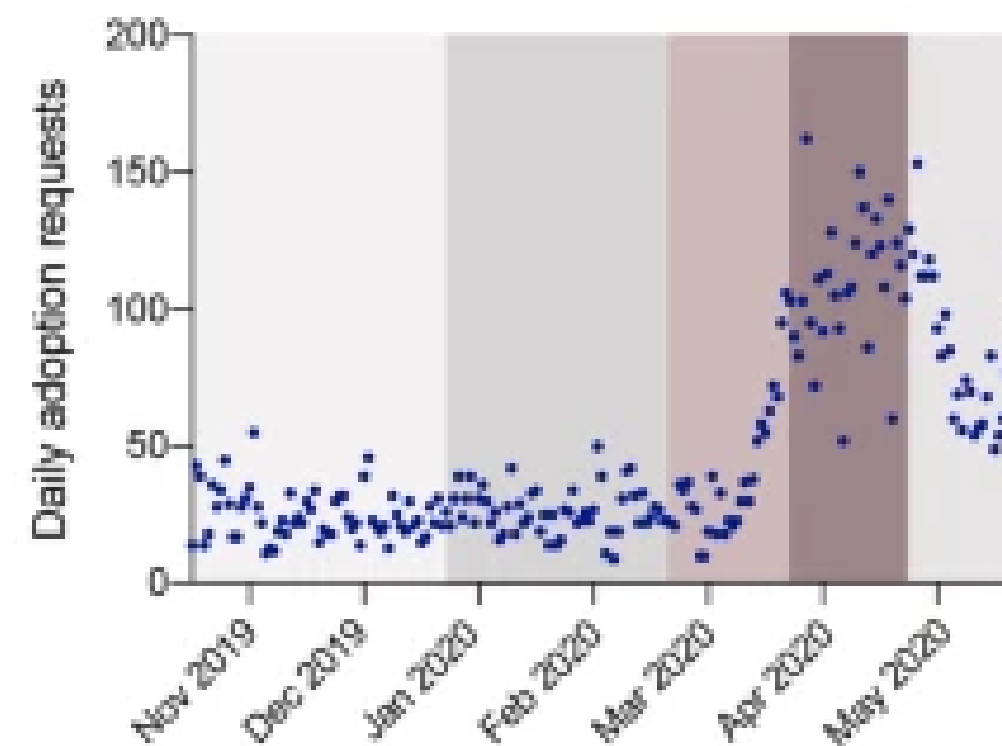
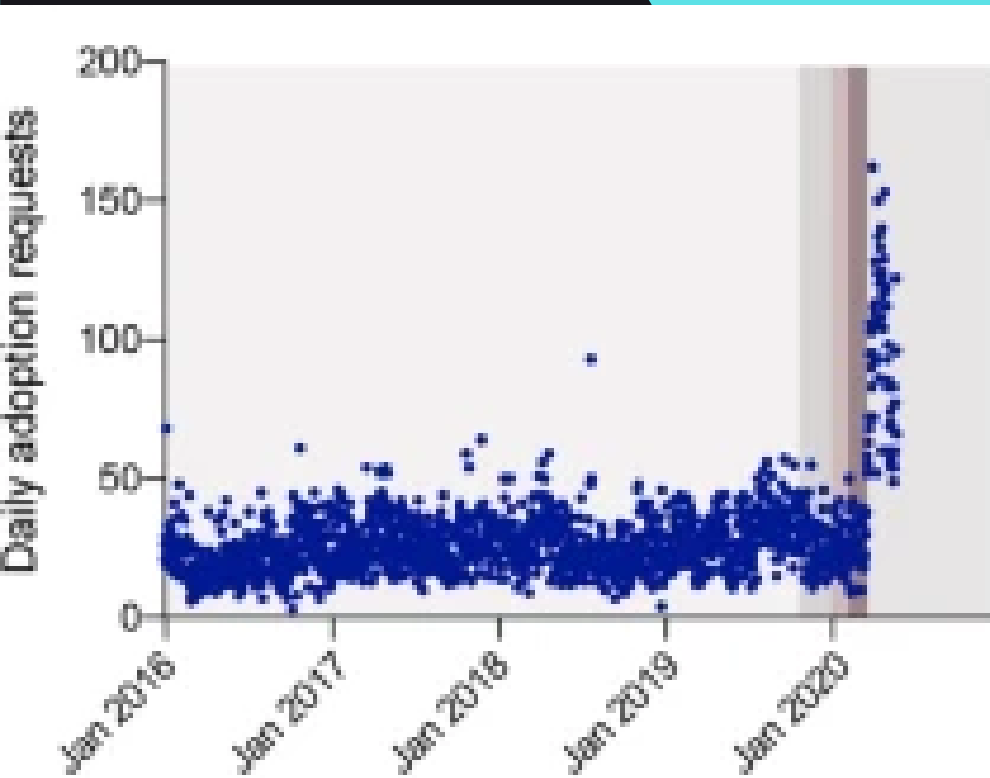
Fig. 3: Online users' visits in the Israeli Yad4 website, and worldwide Google searches, for adoptable dogs before and during COVID-19 pandemic.



[Link](#)



Traction



Link

Target Market

Animal Welfare Associations

Animal adoption companies like Let the Animals Live, SOS PETS Animal Cruelty, and more.

People who want to adopt pets

Young families who have used Dating Apps in the past who want to adopt animals



Size the Market

It is worth adopting animals. In addition, there is a market here of over \$ 300 million a year in the US alone



6.5 million companion animals enter U.S. animal shelters every year. It cost animal shelters to keep a pet \$ 1.87 per day. The average time to keep a pet in an animal shelter is two weeks == 170.17\$ M per year

Each year, approximately 1.5 million shelter animals are euthanized. The fee for euthanized starting at \$ 90 == 135\$ M





Size the Market

It cost animal shelters to keep a dog \$ 1.87 per day. In addition, The fee for euthanized can range from \$ 90 to \$ 1,000

- **87 M**
animals enter animal shelters (TAM)
- **43 M**
shelter animals are adopted (SAM)
- **21M**
shelter animals are euthanized (SOM)



Direct Competitors

Pet adoption days

The traditional sites



Indirect Competitors

1

Initial app that works

4.6.2021 HackIDC

2

Stable software ready for wide use

August 2021

3

First collaboration with the first association in Israel

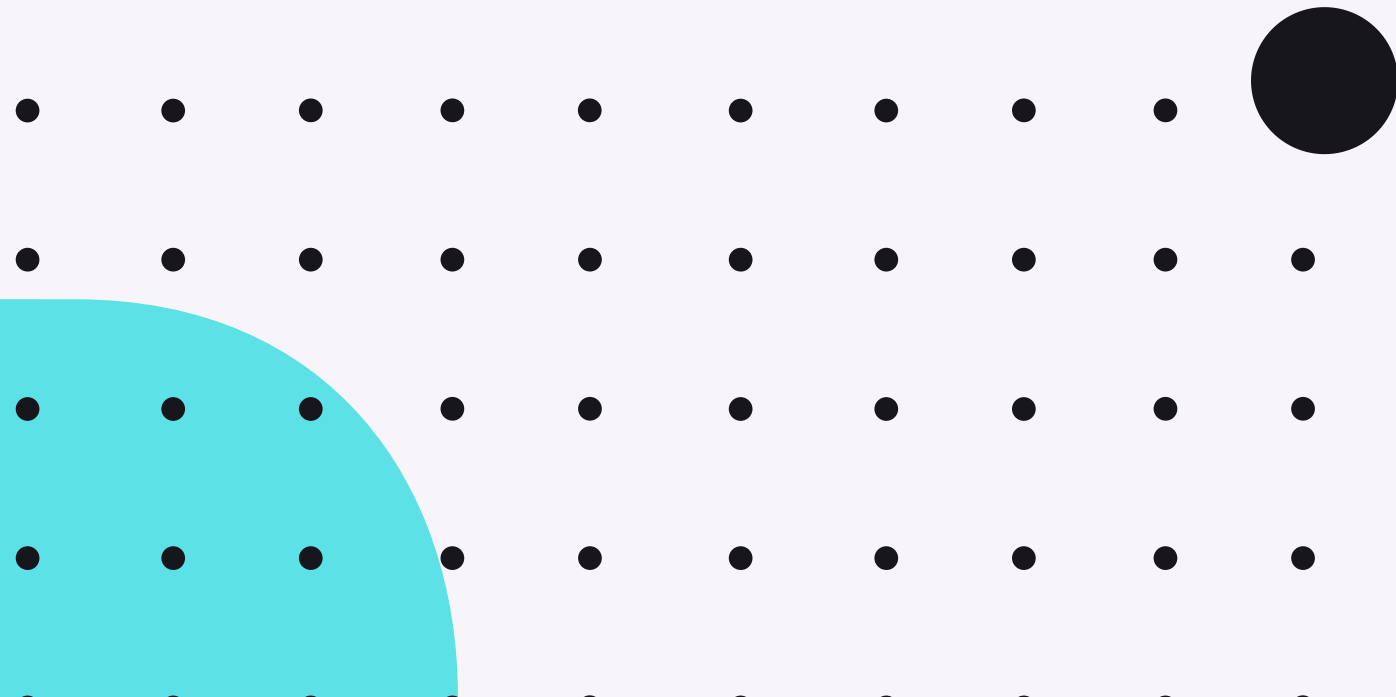
October 2021

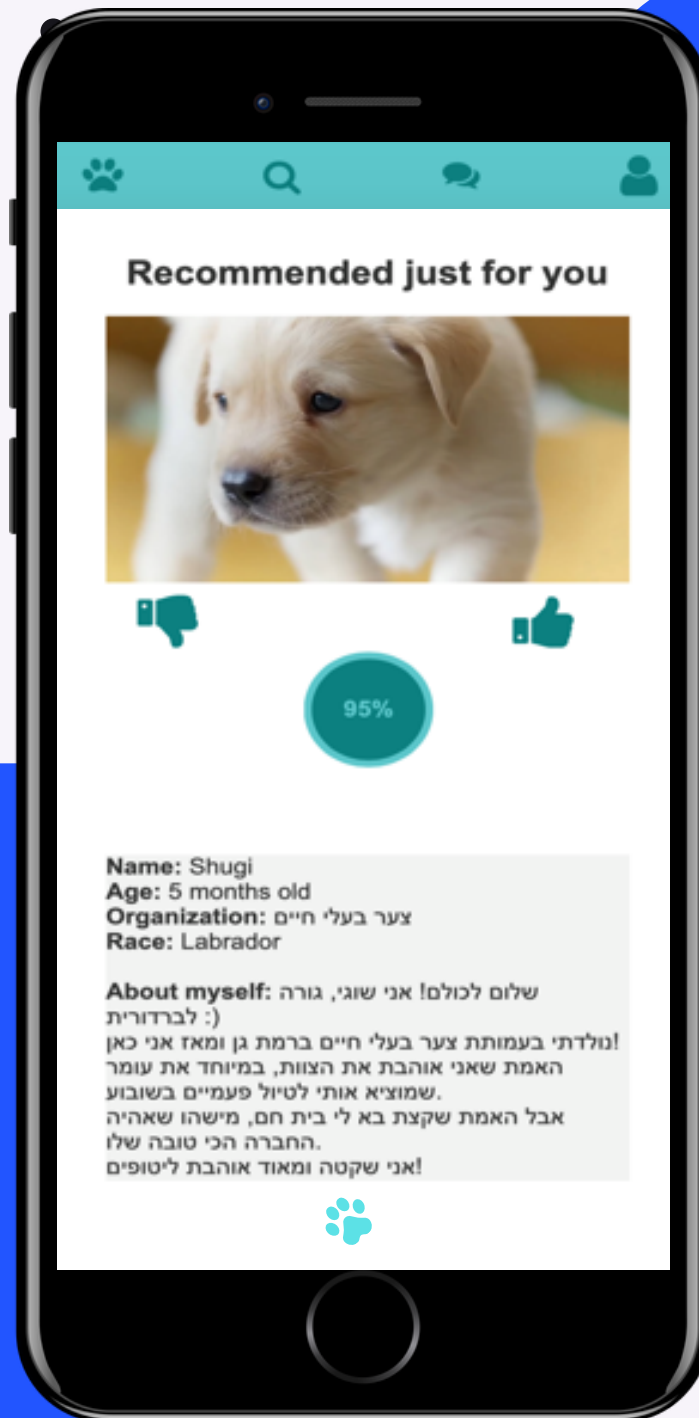
4

Over ten pay customers

March 2022

Future Roadmap

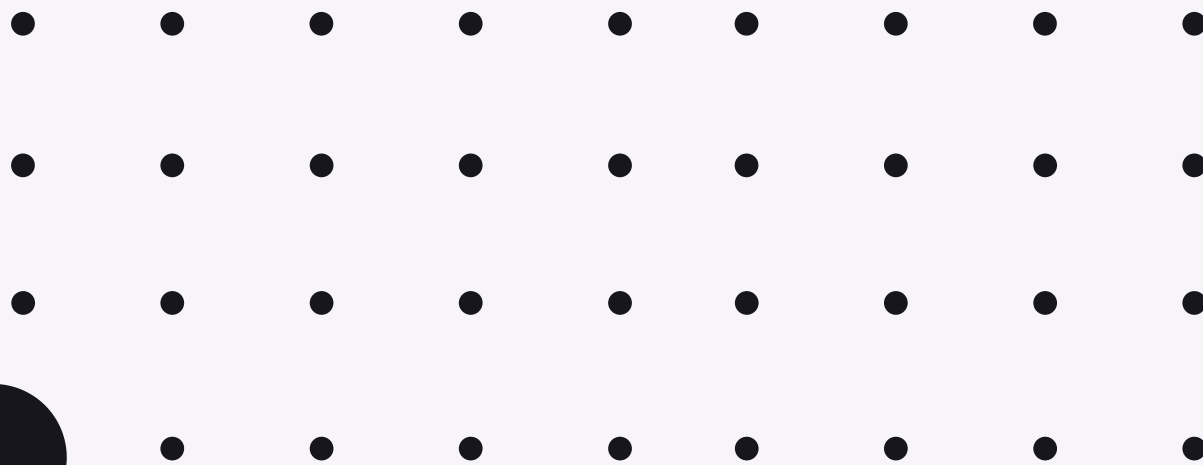




Product or Service

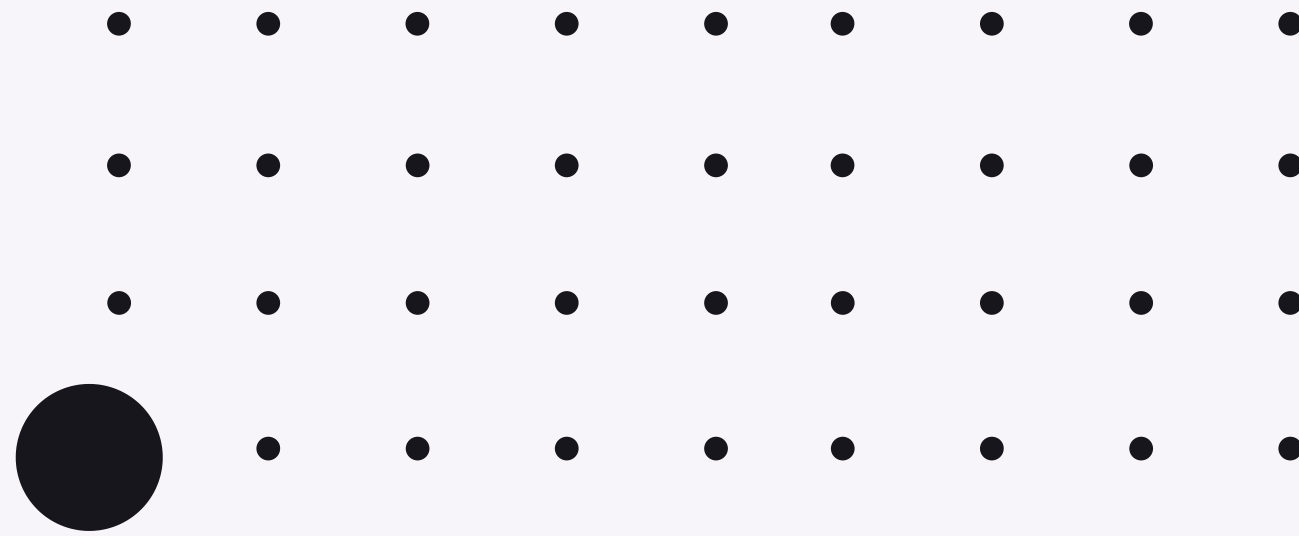
Demo





**We are asking for
10,000 ILS to help us
fulfill our dream**




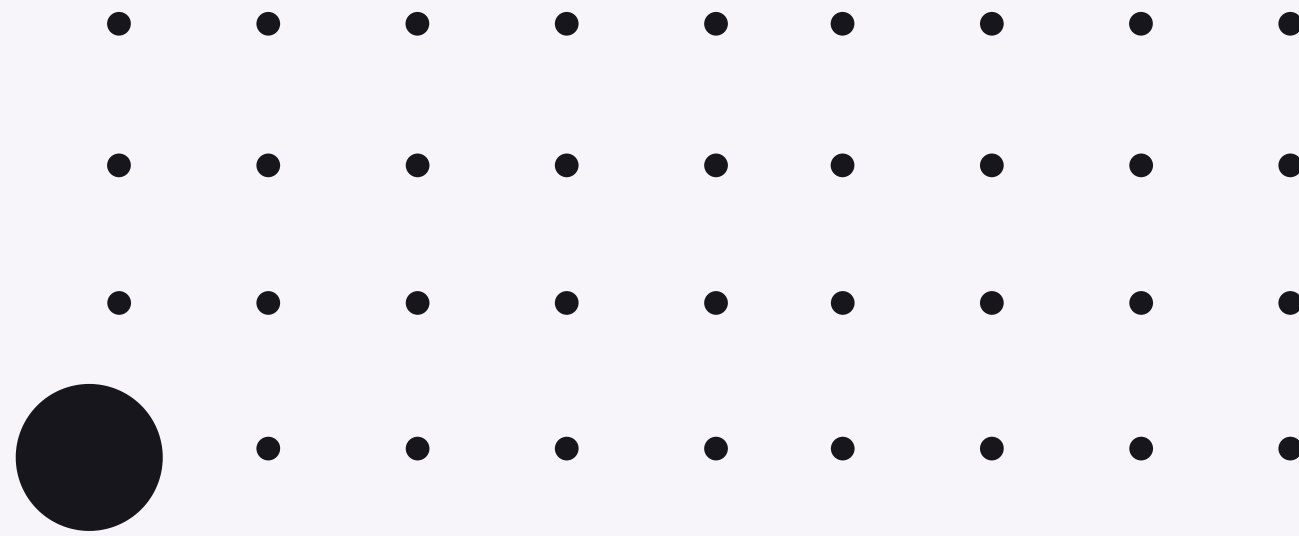


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Questions?



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