

Save the Helpless

- Alumni of the Hidden Genius Project
- Focus on issues relating Saving Animals

Story

“When I was younger around 9 or 10 I’ve seen my first homeless dog and I can remember that it look starved for days and I know this because I was able to see its ribs and bones which made me sad and want to give it food and comfort.”

The Issue

In society animals can easily become homeless or is forced to fend for themselves. Since we have dumpsters to throw away trash or unwanted food it becomes hard for homeless animals to get food which causes them to starve.



The Solution

- Create a fundraiser to get animals the help they need.
- Get them into animals shelters to be taken care of and eventually adopted.

Traction - Marketing

- The project is brand new with no consumers yet
- The plan is to market through all social media platforms
 - Facebook, Instagram, Youtube, etc.
- Help local communities become more aware of homeless animals through social media

How It works

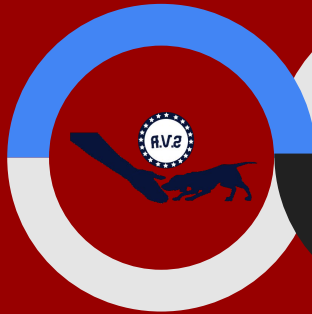
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Save The Helpless

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Customer Journey

1. Marketing



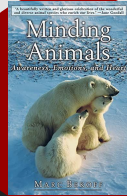
3. Comparing



5. Purchase



2. Awareness



4. Build Trust



Business Model

MARKET PRICES COMPARISON

Save the Helpless

- Temporary foster
- Pay for vet to get the animal healthy
- Contact info

VS

Ace of Hearts Dog rescue

- Merch
- Videos
- Volunteer

Market Competition

I found that there are hundreds of business in each state in the United States that has the same idea as me.

The 4 business i found that are similar are

- Ace of Hearts Dog rescue
- NKLA pet adoption center
- Henry's hope foundation
- Beople's Buddies Animal rescue

COMPETITORS INFOGRAPHICS

PRODUCT FEATURES	Save the helpless	Zoo	Pounds
Saves the Animals from the pound	✓	✗	✗
Website spreads awareness for dogs	✓	✗	✗
Option to take care of animals	✓	✗	✗
Have background checks	✓	✗	✓
Donation	✓	✓	✓

Team



Cost≈\$25,000

- Employees to go out on calls
- Medical need
- food