Stray Animal Rescue Information Application

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Why Stray Animal?

- Abandoned animal stats report that the number of US stray animals reaches 70 million, but only 6–8 million cats and dogs go into shelters each year.
- Of the massive population in shelters, just 3–4 million stray animals get adopted.
- Approximately 44% of all households in the United States have a dog, and 35% have a cat. Only about 25% of the pets come from shelters.
- We hope that through this app, more people, will be able to offer help to stray animals before they enter the shelters and save more lives.

Core Features

How do users get involved

➜ **Real-time Sharing**
Users can post a stray animal and browse all strays posted by others.

➜ **Comment**
Users can post comments under animal pages.

➜ **Community**
Users, volunteers, organizations consist of our solid community.

Extra Features

How do users get involved

➜ **Map**
Users can view the addresses of strays in a map.

➜ **Search**

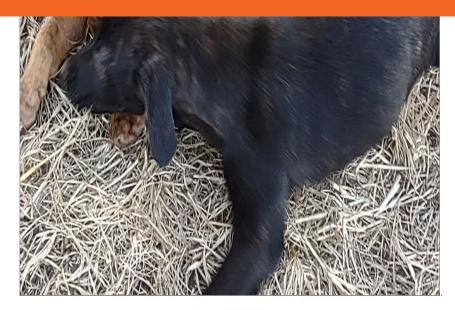Users can search search animals by species.

Found a stray animal needs help?

Just text and report

Found a stray animal needs help?

1. You can upload the animal information with a simple picture and text description.
2. We can timely match the stray animal information with the corresponding adoption agency.

Have the ability to help?
Keep an eye on the critters around you that need help

Another Helping Straying Website

Linda - 2022343C

Female Labrador Retriever/Crossbreed aged 10 weeks.

This pet is currently in foster care. Please call the shelter to arrange an introduction.

Linda is an adorable two month old puppy who would love a home of her own. She is living in a foster home in the beginning stages of housetraining and learning puppy manners.
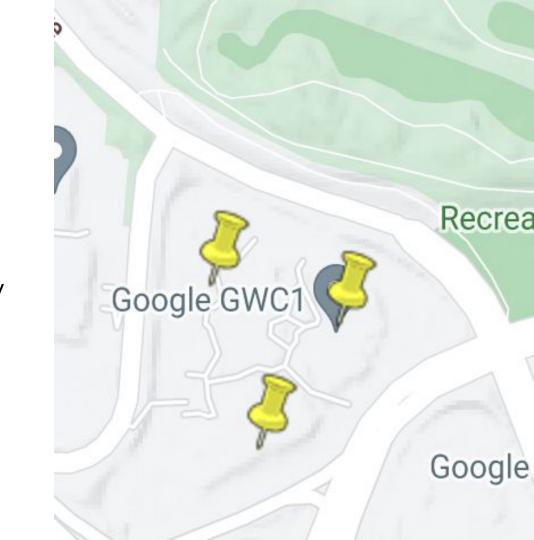
Appear a stray animal location in the map

Extra Feature:
According address, how many stray animals nearby and appear in the map

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Strong social groups

　　Strong social groups can provide us with a large number of locations where stray animals are found, thus reducing the time volunteers spend searching for them.

　　First and foremost, our page is geared towards people willing to share information about stray animals, people ready to rescue or adopt homeless animals, and pet hospitals or organizations that can help.

Second, the stray animal information on our platform is in real-time, which means that when people post information(like animal's type,description) about stray animals, volunteers can quickly go to where the stray animals are found and search for them. In contrast, those around them who see the information can update it on time. That allows stray animals to be helped in a relatively short period.

We also have planned ways to get funding to allow us to do this better.

- Bringing a friendly, active community of pet lovers to our investors.
- Long-term partnerships with pet supply brands to bring quality products to our community.
- Collaborate with the community and brands to hold regular offline events and invite outstanding pet volunteers and vets to share their experiences in pet rescue.

Advantages over competitors

SWOT Analysis

Strengths
- Discovering and sharing stray animals promptly and efficiently
- Clear map guidance
- Support from volunteer community

Weaknesses
- Weak brand as a new app
- Lacking funding

Opportunities
- Most of the existing similar websites are adoption-oriented.
- There are few websites for collecting information about stray animals.
- Our application can fill this gap.

Threats
- Uncertainty about the location of stray animals may make the information less accurate.

Links: https://helpingstrays.org/, https://www.petfinder.com/, https://adoptastray.com/, https://straynetwork.org/,

Thanks For Your Time !