

Stray Alert Lean Business Plan

IDENTITY

A community driven solution to missing pets

PROBLEM WORTH SOLVING

There isn't a consolidated platform for broadcasting missing pets or a way to use community help to locate missing pets.

OUR SOLUTION

An app that allows users to send out alerts about spotted animals and allow pet owners to receive alerts that may be relevant to them.

TARGET MARKET

- Pet owners
- Animal enthusiasts
- Community Activists

THE COMPETITION

- Social Media Posts
- Physical Flyers

SALES CHANNELS

Work with companies to sell or market to customers through our app.

MARKETING ACTIVITIES

- Native social media marketing
- Local Reno community outreach

REVENUE

- Targeted Advertisement
- Demographic Data

EXPENSES

- Server Hosting
- Marketing

MILESTONES

Milestone 1	Milestone 2	Milestone 3	Milestone 4	Milestone 5
6/7/20	9/1/20	12/1/20	3/1/20	4/1/20

TEAM AND KEY ROLES

- Gage Christensen (Founder)
- Bruce Choe (Business Lead)
- Dylan Wong (Tech Lead)

PARTNERS AND RESOURCES

- The Great Outdoors
- StartUpNV