**Stray Alert Lean Business Plan**

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