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**ENT404|Social Entrepreneurship**

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**END SEM PROJECT - PETNOCARE**

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## ***Introduction***

- A brief overview of the social entrepreneurship idea

Petnocare is a social company that offers online food and medical guidance for pets from licensed veterinarians. By facilitating pet owners' access to veterinary care and making it more convenient for them, the company hopes to promote and well-being of animals. This paper aims to describe the change philosophy underpinning the concept of social entrepreneurship at pet care.

- Importance and relevance of the idea in society

The concept of Petnocare is highly pertinent and significant in today's culture since it caters to the needs of pet owners who want to safeguard the safety and health of their animals. Pet owners who might reside in rural places, have mobility issues, or prefer the simplicity of online consultations can benefit from the virtual medical and dietary guidance licensed veterinarians offer. Petnocare helps promote pets' health and wellness by offering this service, lowering the risk of illnesses and accidents. This ultimately helps improve the general quality of life for dogs and their owners.

Overall, Petnocare's concept is very pertinent to society and meets the needs of pet owners who want to ensure the health and well-being of their animals. Petnocare improves the quality of life for pets and their owners by providing accessible and inexpensive medical and dietary advice in line with the Sustainable Development Goals (SDG) of excellent health and well-being.

- Objectives of the business plan
  - 1) To establish a reputable and reliable brand that provides accessible and affordable virtual medical and dietary guidance to pet owners.
  - 2) To improve pets' well-being and health by offering certified veterinarian consultations, food, and discounted medicine.
  - 3) Expand the customer base by reaching out to pet owners who live in remote areas, have mobility issues, or prefer the ease of online consultations.
  - 4) To ensure timely medical attention for pets by providing a pet care van that can reach customers within 24 hours in case of severe health concerns.
  - 5) To generate revenue by providing quality and affordable services to pet owners, including virtual consultations, food, and discounted medicine.

## ***Social Entrepreneurship Idea***

- A detailed description of the social entrepreneurship idea

Petnocare.com is a business that offers online medical and dietary guidance from licensed veterinarians for animals. Through virtual consultations with licensed medical professionals, pet

owners can quickly obtain dietary and medical advice for their animals from the comfort of their homes. This may be especially useful for people who live in distant areas or have mobility issues that make it challenging to get their pets to a physical veterinarian.

By offering these services online, Petnocare.com may give pet owners an easy and convenient option for their medical needs. In addition, we have a veterinarian mobile. If there is a significant issue, our van will check the pet's health in less than 24 hours. Petnocare mission is to provide timely and accessible medical and dietary advice from licensed veterinarians to promote pets' health and well-being. Our mission is to offer pet owners a straightforward and dependable answer to their healthcare needs. Also, we have a pet care van with some doctors. If something serious happens, our van will be there within 24 hrs to check the pet's health. Our website (petnocare.com) offers a variety of pet food and discounted medicine for pets.

- Explanation of the problem it aims to solve

Petnocare offers online veterinary consultations and provides medical and dietary guidance for pets, which can contribute to improving their health and well-being. This service may particularly benefit pet owners who live in remote areas or have mobility challenges that make it difficult to take their pets to a physical veterinarian. Petnocare's online platform can save pet owners time and money while providing necessary medical and wellness services for their pets. This service is aligned with the Sustainable Development Goals, specifically in the areas of well-being and good health, by ensuring that pets have access to quality healthcare services, regardless of their location or their owners' mobility level.

Petnocare seeks to address several challenges faced by pet owners, including limited access to veterinary care, inconvenience and high costs associated with traditional veterinary visits, limited availability of personalized medical advice, and limited access to affordable pet food and medicines. Pet owners in remote areas or with mobility issues can have difficulty accessing veterinary care, resulting in untreated illnesses or injuries in pets. Traditional veterinary visits can be time-consuming and stressful, and some pet owners may struggle to access affordable pet food and medicines. Additionally, pet owners may require personalized medical advice to address concerns about their pets' health or nutrition, which may not be readily available. Petnocare's online platform provides virtual consultations with qualified professionals, offering personalized medical and dietary guidance for pets and addressing these challenges.

- Target market and beneficiaries

The target market for Petnocare includes pet owners looking for convenient and accessible solutions for their pets' dietary and medical needs. This includes individuals who live in remote areas, have mobility issues or prefer the ease of online consultations. Pet owners who prioritize

their pets' health and wellness and seek reliable, knowledgeable guidance from licensed veterinary professionals are also part of the target market.

The beneficiaries of Petnocare include both pets and their owners. By offering virtual consultations with licensed veterinarians, Petnocare can provide pet owners with personalized medical and dietary advice for their pets, improving their overall health and well-being. Additionally, the pet care van service can provide emergency care for pets in critical situations, which can be life-saving.

- Unique selling proposition (USP) of the idea

The Unique Selling Proposition (USP) of Petnocare is its ability to offer pet owners convenient, accessible, and personalized medical and dietary guidance from licensed veterinary professionals, all from the comfort of their homes. Some specific USPs of Petnocare include:

1. Virtual Consultations.
2. Pet Care Van.
3. Affordable Pet Food and Medicines.
4. Accessible to All (online platform used in remote areas)

Petnocare's USPs offer a unique and convenient solution for pet owners to provide their pets with the necessary care and attention they deserve, ultimately improving their overall health and well-being.

## ***Market Analysis***

- Market size and potential

Recent years have seen a consistent expansion in the global pet care market, which is expected to continue. The global pet care market was estimated to be worth USD 232.6 billion in 2020, and from 2021 to 2028, it is anticipated to rise at a CAGR of 5.9%. The main factors driving this increase are the rising adoption of pets and the rising demand for pet care goods and services.

Owners of pets who are searching for accessible and practical solutions to meet the dietary and medical demands of their animals are part of Petnocare's target market. This covers those who prefer online consultations and those who live in remote places or have mobility challenges.

The market potential for Petnocare is significant, as there is a growing demand for pet care services that are convenient and accessible.

- Competitor analysis

Other online pet care providers and conventional veterinarian clinics are Petnocare's significant rivals. Chewy, Rover, and PetMD are some of the top rivals in the online pet care services

market. These rivals provide comparable services to Petnincare, including online pet care product sales and video consultations with veterinarians.

Established veterinary clinics and hospitals compete with Petnincare in the traditional veterinary clinic business. These rivals' brand awareness and reputation may be in their favor, but Petnincare's USP of convenience and accessibility may help it stand out in the market.

- Industry Trends and growth potential

The growing adoption of pets is a significant development in the pet care sector, especially during the COVID-19 epidemic when people spent more time at home and looked for companionship. The demand for pet care goods and services is projected to be driven by this trend.

Growing demand for online pet care services is another market trend driven by accessibility and convenience. This pattern is anticipated to persist, presenting expansion prospects for businesses like Petnincare.

- **SWOT analysis**

- 1) Strengths:

Convenient and accessible online platform.

Virtual consultations with licensed veterinary professionals.

Pet care van service for emergency care.

Affordable pet food and medicine.

- 2) Weaknesses:

Lack of brand recognition compared to established veterinary clinics.

Limited physical presence may make it challenging to build trust with customers.

- 3) Opportunities:

Growing demand for pet care services.

Increasing adoption of pets.

Potential to expand services to new markets or geographies.

- 4) Threats:

Competition from established veterinary clinics and hospitals.

Economic downturns that could reduce demand for pet care services.

Changes in regulations or laws that could impact the industry.

## ***Business Model***

- Revenue streams

Petncare.com generates revenue primarily from three sources:

- 1) For pet owners, online consultations with certified veterinarians.
- 2) Sale of pet food through the Petncare.com platform.
- 3) Sale of discounted pet medicine through the Petncare.com platform.

- Cost structure

The main costs involved in running Petncare.com are as follows:

- 1) Staff salaries and benefits
- 2) Website maintenance and development costs
- 3) Marketing and advertising expenses
- 4) Operational expenses( rent, utilities, office supplies)

- Key partners and resources

- 1) Certified veterinarians
- 2) Pet food and medicine suppliers
- 3) Technology and software providers
- 4) Marketing and advertising agencies

- Value proposition

Petncare.com offers several unique value propositions to pet owners:

- 1) Convenient and accessible virtual consultations.
- 2) High-quality medical and dietary guidance.
- 3) Sale of pet food and discounted pet medicine.
- 4) Emergency pet care.( 24 hours, providing quick and convenient emergency care)

## ***Marketing and Sales Strategy***

- Marketing channels

To reach its target population, Petncare.com will predominantly use digital marketing methods. These platforms will use social media, email marketing, and search engine optimization (SEO) to increase website traffic. The business may also run targeted internet advertisements on pertinent websites to draw potential clients. It is also possible to use offline marketing strategies, including placing print ads in regional newspapers and pet-related magazines and participating in pet expos and events.

- Sales strategy

Petncare.com's sales strategy will be built on giving pet owners excellent customer service and tailored advice. The main selling point will be the virtual consultations with licensed veterinarians, highlighting how convenient and easily accessible the service is. The website will also have an intuitive online store to purchase pet food and medications. The sales staff will receive training to assist clients in making knowledgeable decisions regarding the health and well-being of their pets by answering any queries they may have.

- Advertising and promotion

Petncare.com will advertise its brand and products online and offline. Online advertising may include niche ads on social media sites, Google AdWords, and pet-care-related online periodicals. Print adverts in publications and newspapers specializing in pets might be offline advertising. The business may also spread awareness of the brand and support pet-related events.

## ***Operations Plan***

- Production process

Petncare.com provides virtual medical and dietary advice for animals through online consultations with certified medical professionals. The production process involves establishing an online platform and building a network of licensed veterinarians to provide these services. The platform should enable accessible communication between pet owners and veterinarians via appointment scheduling, video conferencing, and secure payment processing.

- Distribution channels

Petncare.com's primary distribution channel is its online platform. Pet owners can access the platform from anywhere, and consultations are conducted virtually through video conferencing. Petncare.com has a pet care van with some doctors to provide on-site assistance if required. Pet food and discounted pet medicine can be ordered from the website and delivered through third-party logistics companies.

- Supply chain management

Pet food and discounted pet medicine will be procured directly from wholesalers and manufacturers. It is essential to ensure that the products offered on the website are of high quality and meet regulatory requirements. The supply chain must be managed efficiently to ensure timely delivery of orders to customers.

- Legal and regulatory requirements

Petncare.com must comply with online consultations, pet food, and medicine sales regulations. Ensuring that the veterinarians providing consultations are licensed to practice in the relevant jurisdiction is essential. Additionally, it is crucial to follow guidelines for selling pet food and medicine, such as maintaining appropriate storage conditions and expiration dates. The company should also ensure compliance with data protection and privacy laws to maintain customer trust.

## ***Financial Plan***

- Revenue projections

Consultation Services: The revenue generated by online consultation services is INR 250,000, based on 500 hours at a rate of INR 500 per hour.

The revenue generated by offline consultation services is INR 187,500, based on 250 hours at a rate of INR 750 per hour.

Pet Treatment: The revenue generated through the van is INR 225,000, based on 150 treatments at INR 1,500 per treatment.

Pet Accessories: Pet accessories generate INR 250,000, based on the sale of 5,000 pieces at a rate of INR 50 per piece.

Pet Food: The revenue generated by the sale of pet food is INR 500,000, based on the sale of 5,000 kg at a rate of INR 100 per kg. The total revenue generated is INR 1,412,500.

- Expenses and investments

Employee Salary: The cost of employee salaries is INR 200,000, based on 10 employees at a monthly salary of INR 20,000.

Rent: The cost of rent for office space and van parking is INR 100,000 per month. - Utilities: The electricity, water, and internet cost is INR 25,000 per month.

Van Maintenance: The van maintenance and repairs cost INR 20,000 per month.

Inventory Cost: Purchasing pet care items for inventory is INR 400,000 (exact unit description and unit nos are not specified).

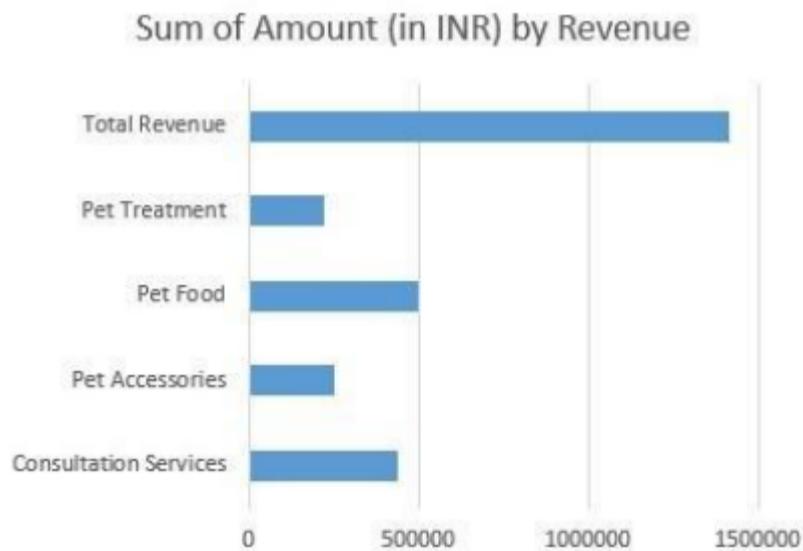
Advertising and Promotion: The marketing and advertising expenses cost INR 100,000. The total expenses are INR 1,045,000. Based on the revenue and expenses, the profit/loss projection is INR 367,500

- Break-even analysis

Petnoca.com's break-even point can be calculated by dividing the fixed costs by the contribution margin. Assuming the total fixed costs are Rs 500,000, and the contribution margin per unit is Rs 500, the break-even point would be 1000 units per month.

- Funding requirements

Petnoca.com may require initial funding to cover start-up costs such as website development, virtual consultation software, and advertising and marketing expenses. Assuming an initial investment of Rs10,00,000, Petnoca.com can cover these expenses and operate for at least six months before breaking even.



Overall, Petnoca.com has the potential to generate revenue from both virtual consultations and product sales, with the market size for pet care being significant. However, initial investments and expenses may require funding, and marketing and advertising efforts will be crucial to reach potential customers.

**Detail:**[https://docs.google.com/spreadsheets/d/1o1akXiLuSJRyERjleqY5ereQwikZpSjnjfHFMrAk\\_kw/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1o1akXiLuSJRyERjleqY5ereQwikZpSjnjfHFMrAk_kw/edit?usp=sharing)

## **Social Impact Plan**

- Social impact objectives

Petnoca.com aims to improve the health and well-being of pets by providing convenient and accessible virtual consultations with certified medical professionals, particularly for pet owners who live in remote locations or have mobility challenges. The company also aims to support pet owners in saving time and money by offering discounted medicine and a variety of pet food on its website. In addition to these objectives, Petnoca.com aims to create employment opportunities for qualified veterinarians and other professionals in the pet care industry.

- Measuring social impact

Petnoca.com plans to measure its social impact through various metrics, including the number of virtual consultations conducted, the number of pets that received medical and dietary guidance, the reduction in pet diseases and injuries, and the number of satisfied customers. The company will also conduct periodic surveys and collect customer feedback to assess their satisfaction levels and make necessary improvements to its services.

- Collaborations with stakeholders

Petncare.com plans to collaborate with various stakeholders, including pet owners, veterinarians, animal welfare organizations, and government agencies, to achieve its social impact objectives. The company will work closely with these stakeholders to create awareness about its services, provide quality pet care advice, and promote responsible pet ownership practices. Additionally, Petncare.com may partner with animal welfare organizations to support their initiatives and raise funds for pet care activities.

## ***Implementation Plan***

- Timeline for implementation

The following is a rough timeline for implementing the Petncare business idea in India:

Month 1-2: Conduct market research and finalize the business plan.

Month 3-4: Hire key team members, including veterinarians, customer service representatives, and marketing professionals.

Month 5-6: Develop and launch the Petncare website and mobile application.

Month 7-8: Establish partnerships with key suppliers and service providers.

Month 9-10: Launch the pet care van service in select cities.

Month 11-12: Evaluate the business's performance and make necessary adjustments.

- Milestones and deliverables

The following are the major milestones and deliverables for implementing the Petncare business idea:

→ Finalized business plan and market research report

→ Completed website and mobile application

→ Established partnerships with key suppliers and service providers

→ Launched pet care van service in select cities

→ Achieved 10,000 registered users

→ Generated INR 5 million in revenue

- Roles and responsibilities of team members

The following are the roles and responsibilities of the key team members:

CEO: Oversees all aspects of the business and ensures the company achieves its goals.

Chief Veterinarian: Provides medical guidance to pet owners and oversees the company's veterinary team.

Marketing Manager: Develops and executes marketing campaigns to promote Petnocare's services.

Customer Service Representatives: Handle customer inquiries and complaints and ensure that all customers receive excellent service.

IT Manager: Oversees developing and maintaining the company's website and mobile application.

Operations Manager: Ensures that all operations, including pet care van services, run smoothly and efficiently.

## ***Narrative Report***

- The social entrepreneurship idea, PetnoCare, has market analysis showed a growing demand for pet services in India, with an estimated market size of INR 49,000 crore in 2020.

The business model for PetnoCare involves generating revenue through a commission-based model for veterinary services booked through the platform. The marketing and sales strategy includes social media marketing, partnerships with pet-related businesses, and referral programs.

The operations plan involves partnering with veterinary doctors and clinics, ensuring quality control, and managing the supply chain for medication and supplies. The financial plan includes revenue projections, expenses, and investments required for growth.

The social impact plan includes providing affordable and accessible veterinary services to pet owners, supporting animal welfare organizations, and promoting responsible pet ownership.

- The process for arriving at the blueprint for PetnoCare involved identifying the problem of limited access to veterinary services for pet owners, conducting market research, developing a business model, and creating an implementation plan.

- The theoretical concepts discussed in class, such as social entrepreneurship, business models, and market analysis, were applied to the development of PetnoCare. The social entrepreneurship concept was applied by developing a business model to generate revenue while creating a positive social impact. The market analysis was used to identify the target market and assess the growth potential.
- The strengths of PetnoCare include the potential for growth in the Indian pet market, the convenience and accessibility of the mobile application, and the positive social impact it can create. The weaknesses include potential competition from existing pet service providers and the challenge of building trust with customers and veterinary doctors.
- Future opportunities for the growth and development of PetnoCare include expanding to other cities in India, introducing new services such as pet grooming and pet sitting, and partnering with animal welfare organizations to support animal health and wellbeing. Additionally, the platform can be further developed to include features such as real-time consultation with veterinary doctors and pet health monitoring.

## ***Pitch***

Pitch for the PetnoCare social entrepreneurship idea:

### 1)Concise summary of the social entrepreneurship idea

PetnoCare is a social entrepreneurship that provides affordable and accessible veterinary care to low-income pet owners in India.

### 2)Explanation of the problem it aims to solve

In India, millions of pets suffer from preventable illnesses and diseases because their owners cannot afford veterinary care. PetnoCare aims to solve this problem by offering affordable and accessible veterinary care to pet owners who would not otherwise be able to access it.

### 3)Target market and beneficiaries

Our target market includes low-income pet owners in urban and rural areas of India who love their pets but cannot afford expensive veterinary care. Our beneficiaries include the pets and their owners, who benefit from the peace of mind that comes with knowing their pets are healthy and well-cared for.

#### 4)Unique selling proposition (USP) of the idea

Our unique selling proposition is that we use a mobile veterinary clinic to bring affordable care directly to pet owners, making it easier and more convenient for them to access care. We also offer various services, including vaccinations, wellness exams, and treatment for common illnesses, all at prices significantly lower than what traditional veterinary clinics charge.

#### 5)Revenue streams

Our revenue streams include fees for services provided and potential partnerships with pet food and supply companies interested in supporting our mission.

#### 6)Expected social impact

We expect to have a significant social impact by improving the health and well-being of pets and their owners, reducing the incidence of preventable illnesses and diseases, and creating a model that can be replicated in other communities and countries.

#### 7)Sustainability and growth potential

Our sustainability and growth potential are vital, as there is significant demand for affordable veterinary care in India and potentially in other developing countries. We plan to expand our services to other cities and regions in India and eventually to other countries.

#### 8)Call to action for potential investors and partners

We invite potential investors and partners who share our mission and values to join us in creating a world where all pets have access to the care they need to live healthy and happy lives. Together, we can make a difference in the lives of millions of pets and their owners.

### ***The start-up phase and the subsequent phase up to the end of year 2***

The startup phase is when the social entrepreneurship idea is launched and the business is established. This phase typically involves the following activities:

1)Product or service development: During the startup phase, the product or service offered by social entrepreneurship is developed and tested.

2)Market research and analysis: The startup phase involves market research to understand the target audience, needs, and competition.

3)Business plan creation: A detailed business plan is created, which outlines the objectives, strategy, marketing plan, and financial projections of the social entrepreneurship idea.

4)Setting up of the business: During this phase, the business is established, including the legal and financial aspects of the organization.

5)Initial marketing and sales: The startup phase involves marketing and sales efforts to create brand awareness and generate revenue.

The subsequent phase up to the end of year 2 is focused on growth and expansion. This phase typically involves the following activities:

1)Scaling up operations: The social entrepreneurship idea will expand its operations by increasing the production of its products or services.

2)Expanding the customer base: Social entrepreneurship will target new customers and increase its market share.

3)Developing new revenue streams: Social entrepreneurship will look for opportunities to diversify its revenue streams to increase revenue.

4)Improving the business model: Social entrepreneurship will evaluate and improve its business model to increase efficiency and profitability.

5)Measuring social impact: Social entrepreneurship will measure its social impact and assess how it achieves its social mission.

6)Attracting funding: Social entrepreneurship will seek additional funding to support its growth and expansion plans.

Overall, the startup phase and the subsequent phase up to the end of year 2 are critical periods for the success of a social entrepreneurship idea. It is important to have a clear plan to ensure the business is established successfully and growth opportunities are identified and pursued.

## ***Conclusion***

The Petnincare social entrepreneurship idea is an innovative solution that aims to address the problem of pet abandonment and neglect in India. By providing affordable and accessible pet care services, Petnincare aims to improve the well-being of pets, reduce the instances of abandonment, and foster a more responsible and compassionate pet ownership culture.

The importance and relevance of Petnincare in Indian society cannot be overstated. Pet abandonment and neglect are prevalent issues in India, and the lack of affordable and accessible pet care services exacerbates the problem. The services provided by Petnincare are designed to address this gap in the market and provide a solution to a pressing social issue.

The expected social impact of Petnincare is significant. By providing affordable and accessible pet care services, Petnincare will improve the quality of life for pets and reduce instances of abandonment and neglect. Additionally, the education and awareness initiatives undertaken by Petnincare will promote responsible pet ownership and foster a more compassionate and humane society.

The sustainability and growth potential of Petnincare is high. The pet care industry is a growing market in India, and there is a significant demand for affordable and accessible pet care services. Petnincare's unique value proposition and strong social impact mission will differentiate it from competitors and position it for long-term success.

Overall, Petnincare is a socially impactful and sustainable social entrepreneurship idea that has the potential to improve the lives of pets and promote a more responsible and compassionate pet ownership culture in India.

### Website Prototype 1;

PETNOCARE

Home    Menu    About    Contact Us

# For Appointment

Our Mission Is To Enhance The Health And Wellness Of Pets And Make It Convenient For Pet Owners To Get Practical And Trustworthy Advice On Their Pets Dietary And Medical Needs. With The Increasing Demand For Online Healthcare Solutions In India, PetnincareCom Aims To Be A Leading Player In The Pet Healthcare Industry.

Book Appointment

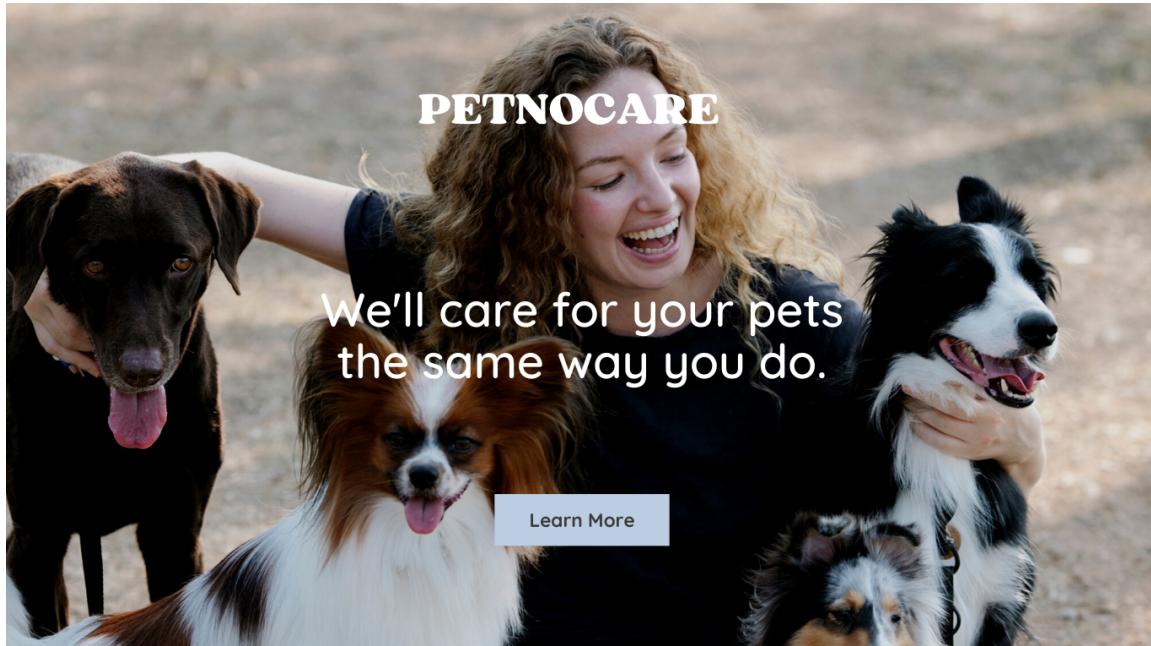
## Pet Food

We Will Be Leveraging Social Media Campaigns, Email Marketing, And Other Digital Marketing Channels To Promote Our Services And Reach Out To A Broader Audience.

Order Now

Website Prototype 2:

PAGE 1



PAGE 2

A woman with curly blonde hair is kneeling on a grassy lawn, smiling and petting a large, happy golden retriever. The dog is standing on the grass, looking towards the camera. To the right of the image, there is a light blue sidebar with text. The sidebar features the heading "We love your pets." in a bold, dark purple font. Below the heading, a paragraph explains the company's mission: "PetnCare is a social company that offers online food and medical guidance for pets from licensed veterinarians. By facilitating pet owners' access to veterinary care and making it more convenient for them, the company hopes to promote and well-being of animals."

## Our Services



**VIRTUAL CONSULTATIONS.**

We'll provide accessible and affordable virtual medical and dietary guidance to pet owners..



**PET CARE VAN.**

We'll make sure your dog stays in tip-top shape.



**AFFORDABLE PET FOOD AND MEDICINES.**

We'll provide premium quality and affordable food for pets

## Featured Clients



**ARTHUR & SIMONE**

Testimonials are short quotes from people who love your brand. It's a great way to convince customers to try your services.



**CORA & COOPER**

Testimonials are short quotes from people who love your brand. It's a great way to convince customers to try your services.



**ALICE & PEGGY**

Testimonials are short quotes from people who love your brand. It's a great way to convince customers to try your services.

Page 5

A photograph of a woman with long blonde hair, wearing a white ribbed sweater, sitting on a green couch. She is holding a ginger-colored cat and using a black pet brush to groom it. The background shows a wooden chair and some green plants.

Our pets' lives revolve around us. Let's give back to them as much as they give us.

**Portia Brown,  
Owner**

Page 6

A photograph of a woman with curly hair, wearing a black t-shirt and light blue jeans, sitting in a grassy field. She is reaching up towards the sky with her right hand. A dark brown dog is standing in front of her, looking up at her hand. In the top left corner of the image, there is a circular graphic with a sunburst pattern containing the text "Get in Touch".

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1931521xxxx

LINK

[https://www.canva.com/design/DAFiBiFJWTc/A9CRev3T7uye-0\\_Gglv1Gg/edit?utm\\_content=DAFiBiFJWTc&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFiBiFJWTc/A9CRev3T7uye-0_Gglv1Gg/edit?utm_content=DAFiBiFJWTc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)