

Planning Phase: Pets4Life

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Pets4Life



Overview

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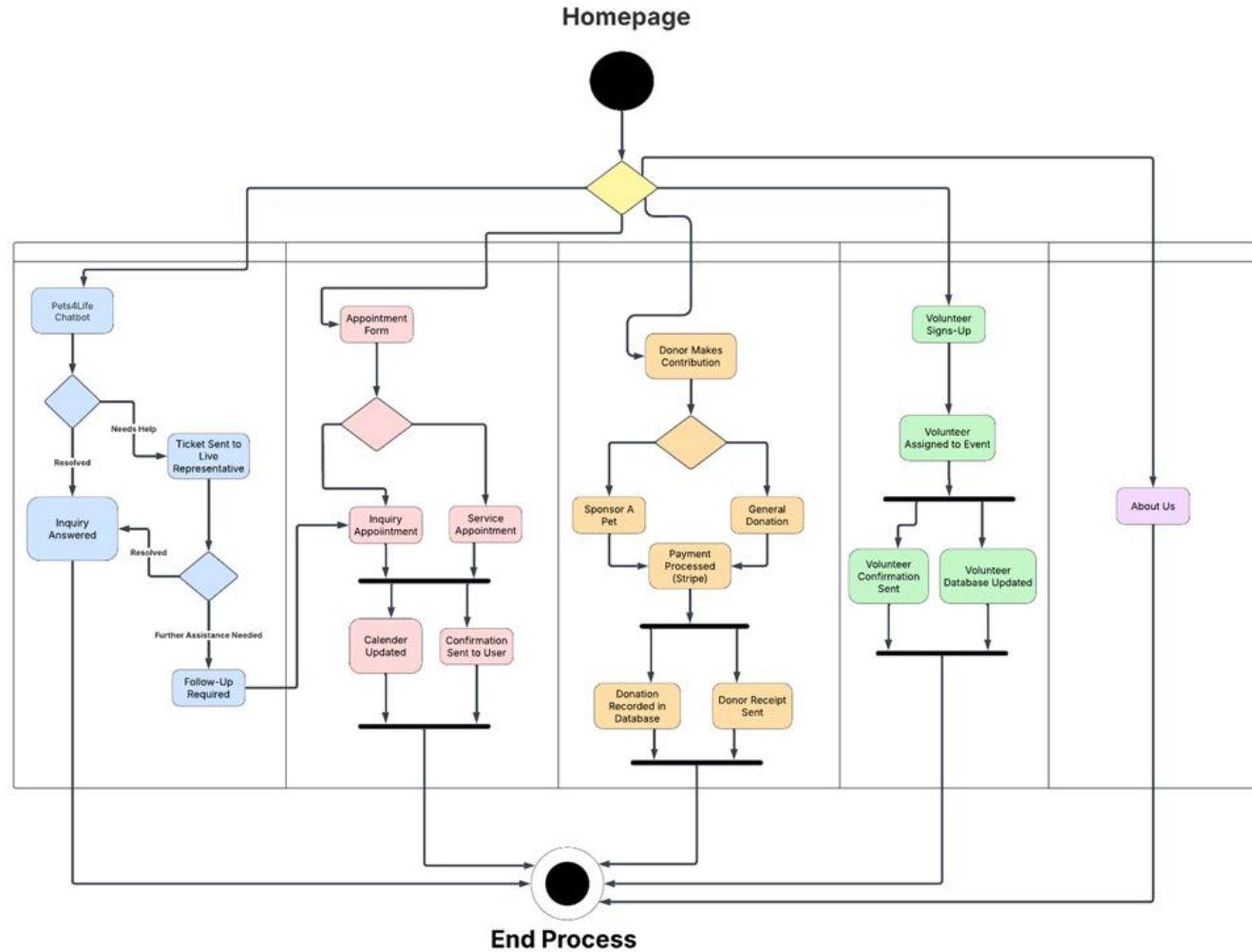
Product Prototypes

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**Questions +
Comments**



To-Be Model



ECONOMIC FEASIBILITY ANALYSIS

Expected Growth	1	2	3	4	5
INCOME	79850	81447	83075.94	84737.46	8643.21
EXPENSES	3125.65	3171.96	3219.2	3267.39	3316.53
NET	76724.35	78275.04	79856.74	81470.07	83115.67
YEARLY NPV	69749.41	64690.11	59997.55	55645.16	51608.29

**2% increase
Inflation: 3.25
Discount: 10%**

**ROI: 3.32
BEP: 1
Total NPV: 301,690**

ECONOMIC FEASIBILITY ANALYSIS

EXPECTED GROWTH	1	2	3	4	5
INCOME	79850	83842.5	88034.62	92436.36	97058.17
EXPENSES	3125.65	3241.43	3363	3490	3624
NET	76724.35	80601.07	846721.62	88945.7	93433.49
YEARLY NPV	69749	66612.45	63615.04	60751.11	58014.84

5% spending
ROI: 3.52
BEP: 1

EXPECTED GROWTH	1	2	3	4	5
INCOME	79850	87835	96618.5	106280	116908
EXPENSES	3125.65	3357.22	3611.94	3892.13	4200.34
NET	76724.35	84477.79	93006.56	102388.22	112708.04
YEARLY NPV	69749.41	69816.35	69877.21	69932.53	69982.83

10% spending
ROI: 3.86
BEP: 1

ECONOMIC FEASIBILITY ANALYSIS

15.8% Increase in TOTAL NPV and ROI with heavy spending scenario.

	2%	5%	10%
TOTAL NPV	301690.52	318742.86	349358.33
ROI	3.32	3.52	3.86
BEP	1	1	1

- The **more donations increase** due to the website and automation, the **higher the NPV and ROI**.

PRODUCT PERSPECTIVE

Enhancement of Existing System

CMS:



PMS:



RDBMS:



- Since the new system is built on WordPress, it can run on the same web hosting service currently used by Pets4Life.
- Plugins, like the chatbot and Amelia, would all be installed within this environment.

PRODUCT FEATURES



Chatbot



Event Calendar



Sponsor A Pet





Volunteer Management

Product Features



Chatbot





- Automated answers to FAQ
 - Immediate access to information and feedback
 - Personalized support
 - Point to further help if needed
- 
- 

Chatbot Plugins



WordPress ChatBot

- Integrated directly through website
 - Situational escalation process
 - Easy to design system based on business questions/needs
 - Will not require excess monitoring and will direct user to correct place on website
- 
- 

Jira Service Management





- 3rd Party management system that requires integration
- Does not integrate directly with Amelia Scheduling
- Include queues that would have to be regularly checked on the Jira platform

Product Features



Event Calendar



- Showcase upcoming events: time and location
 - Accessible through website
 - Ability to send confirmations and reminders
 - Accept payments online or on-site
- 
- 

Event Calendar Plugins




WordPress Booking Plugin

- Only supports PayPal payments
- No multi-staff management
- Appointments for small events with limited bookings
- \$: Free

PlanHero

- Does not directly integrate with WordPress
- Focuses directly on event sign-up and not just event scheduling
- \$\$: 180 per year
- Auto Reminders

Amelia



- Create events and enable deposits (online and on-site)
 - Book events easily
 - Receive automated notifications and reminders
 - Sync to Google Calendar or Outlook
 - Integrated with Airtable through Zapier
 - \$\$: 184 per year for Pro
- 

Product Features



Volunteer Sign-Up





- **Wired Impact Volunteer Management Plugin**
 - Dedicated registration system
 - Register with contact information (phone and email)
 - Sign up for shifts and manage schedule
 - Send reminders and notifications
 - Track hours
- 
- 

Product Features



Sponsor a Pet



- **Stripe**
 - Choose a pet to sponsor
 - Choose a donation amount
 - See how various donation amounts are used
 - Make a direct impact on pet and family lives
 - Integration with other apps: Venmo, Cash App, etc.
 - Centralizes all payments
- 
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Product Prototype





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[Event/Scheduling](#)

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[Sponsor a Pet](#)
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Welcome to Pets4Life

[Our Mission](#)





About Us

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General Donation

Welcome to P

Hi! Welcome to
Pets4Life. How can we
help you today?



Please navigate to the
Event/Scheduling tab,
and follow the instructions
on the page!



How do I sign-up
for an event?



Write Message Here...



Our Mission





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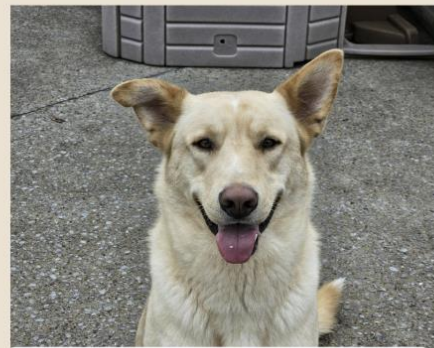
Sponsoring a Pet will directly impact a pet of your choice and the help they need. Please check out the pets below who need your help!



Prancer needs a person who would love to sponsor them for their Microchip!



Lazy Boy needs someone who can pay for a years worth of pet visits!



Chester would love someone who could sponsor his deworming treatment!

Donate



Donations

Donations are the way we operate our business! Just 1 donation can buy pet food, supplies, and treats for those dogs who are in need. These donations can also pay for veterinarian visits, microchipping, and much more! Any donation helps!

Donate



With one donation of \$25, we were able to help this puppy with his deworming and microchip!

Thanks!
Questions?



Plug-Ins

SECURE PAYMENT SYSTEM

- [Stripe](#)

VOLUNTEER MANAGEMENT

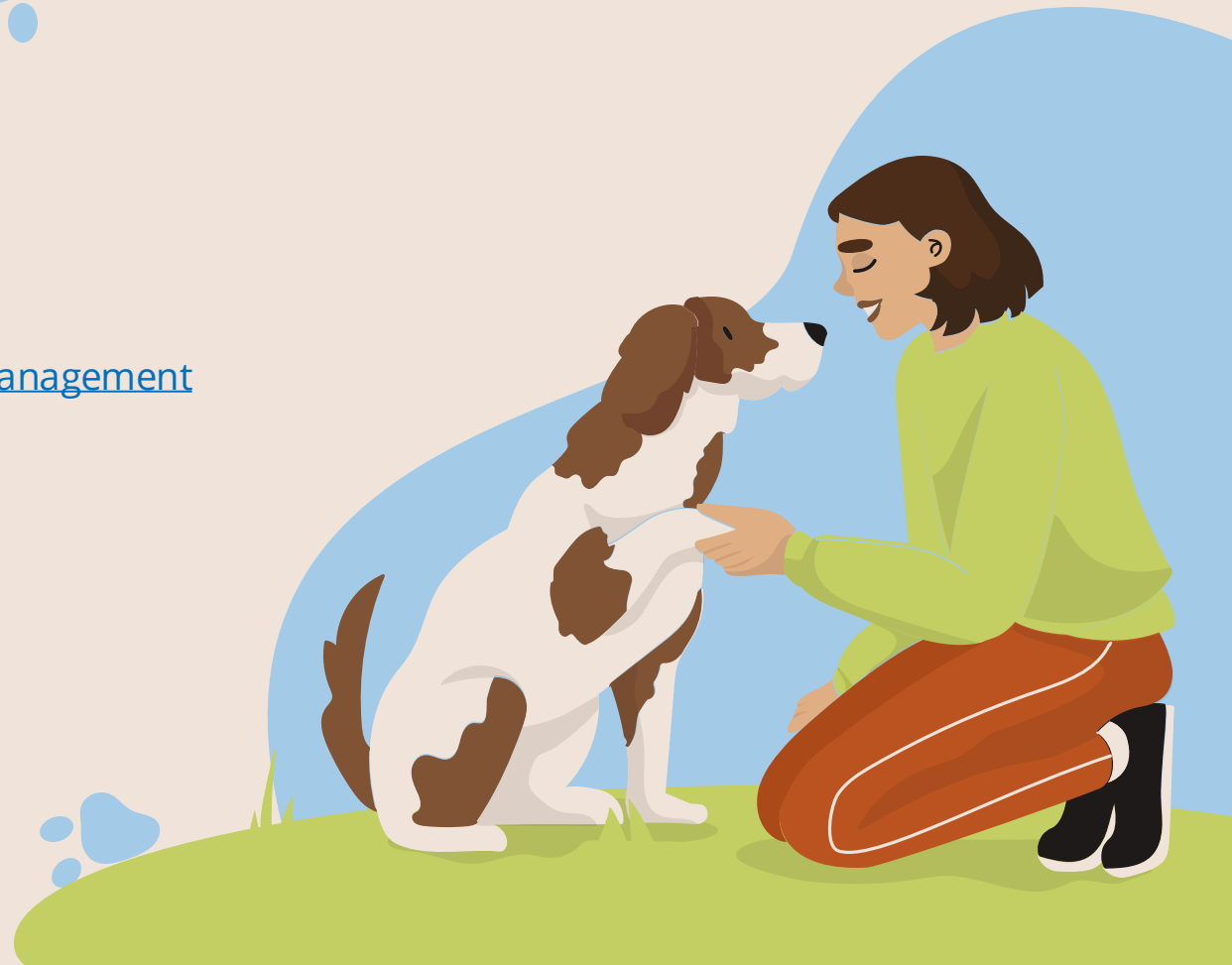
- [Wired Impact Volunteer Management](#)

EVENT SCHEDULING

- [WP Amelia](#)
 - o [Demo Website](#)
- [WP Booking](#)
 - o [Conversational Forms](#)

CHATBOT

- [Chatbot for WordPress](#)
 - o [Conversational Forms](#)



As-Is Model

