

PROJECT NAME: FurEver Aid
TEAM MEMBERS:
Bălan Adelina & Baciú Alessia

IDEA IN SHORT: The idea of our app is to make it easier for pet owners to find a temporary home or a new family due to their lack of ability to provide the necessary care and to reduce animal abandonment via interactive maps.

Hardcore entrepreneur hackathon 4.0

1. PRODUCT - PROBLEM WE SOLVE



FurEver Aid is a mobile application designed to help pet owners find suitable shelters and animal hotels for their pets when they can no longer care for them. The app aims to bring an improvement to the pet adoption and care process with its innovative features, including two integrated maps that display pet hotels, shelters and an informative section. This allows pet owners to quickly and easily find suitable and temporary homes for their pets, making the entire process more convenient and efficient.

2. OUR TARGET GROUP



We target people from Bucharest, because for the moment we have only implemented the map of this city. But, in the future we want it to be available for people from all over the country.

It is especially suited for people with a low income, or that have faced challenges at times, and can't take care for their pets like they did before.

To place a pet for adoption through the app, users must be of legal age.

3. SMART OBJECTIVES



All our objectives are **SMART**

- **S**pecific- expansion in all our country's cities
- **M**asurable- in about 3-5 years
- **A**chievable- collaborations with ONGs
- **R**ealistic- finding sponsors
- **T**ime-bound- to keep in touch in real time with hotel/shelter owners

4. PRICE



To further develop our app we could expand our idea even in other countries and find associations that help transporting pets over the border to reunite families.

- Display ads from pet-related businesses such as pet food companies, veterinary services and pet supply stores.
- Partner with veterinary clinics, pet insurance companies, and pet product brands to offer exclusive deals to users.
- Offer in-app purchases for additional informations with the help of AI assistance

5. PROMOTION



To promote the cause, FurEver aid will have social media accounts on Instagram, Facebook and TikTok to reach a large number of people easily. The posts will contain photos of pets in need of a home or fundraisings for the ones with special needs. They are meant to bring awareness and spread the happy stories.