



PAWS GUARD

# PawsGuard

## Empowering Canine Welfare

A Collar Belt Device & App for Dog Health  
Monitoring and Emergency Assistance



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# Problem Statements



## Problem 1

Lack of real-time monitoring and immediate assistance for dogs in distress.



## Problem 3

Concerns About Safety and Security High Incidence of Dog Cruelty



## Problem 2

Difficulty in monitoring Health Issues



## Problem 4

Limited Resources for Animal Welfare Organizations



# Solutions



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## Solution 1

A collar belt device equipped with sensors to monitor vital signs and detect distress signals.



## Solution 2

Companion mobile app for real-time alerts and emergency assistance.



# Key Features



**Health monitoring:** Continuous tracking of vital signs (heart rate, temperature, activity levels)



**Distress detection:** Sensors for sound, movement, and temperature changes.



**Real-time alerts:** Instant notifications to volunteers and pet owners.



**Integration with vet services:** Locate nearest vet clinics for emergency care.



**Transparency:** Donor visibility into fund utilization.



**Rewards:** volunteers and rescuers will get points which they can redeem.



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# How It Works???



**Health Monitoring:** The collar belt device continuously monitors the dog's vital signs, including heart rate, temperature, and activity levels. This data is collected in real-time and transmitted to the companion mobile app for analysis.

**Distress Detection:** The device is equipped with sensors that detect signs of distress or unusual behavior in the dog, such as excessive barking, whimpering, or abnormal movements. When distress signals are detected, the device sends an alert to the mobile app.

**Location Tracking:** Integrated GPS technology allows the device to provide accurate location tracking of the dog. This enables pet owners and volunteers to quickly locate the dog in case it wanders off or gets lost.

**Emergency Alerts:** In case of emergencies, such as the dog being in danger or experiencing health issues, the device sends immediate alerts to the companion mobile app. These alerts include information about the dog's current location and the nature of the emergency.

**Two-way Communication:** The collar belt device features two-way communication capabilities, allowing pet owners to communicate with their dog remotely through the mobile app. This can help calm the dog in stressful situations or provide reassurance when needed.

**Location Tracking:** Integrated GPS technology allows the device to provide accurate location tracking of the dog. This enables pet owners and volunteers to quickly locate the dog in case it wanders off or gets lost.





# Roadmap

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## Development Phases:

- Prototype: First, we design and make a test version of PawsGuard.
- Testing: Next, we try out the prototype to make sure it works well.
- Launch: Once we're sure it's good, we make the final version and tell everyone about it.



## Timeline for App Release and Expansion:

- Initial App Release: We release the PawsGuard app when we launch the device. It helps users keep track of their dogs.
- Expansion: Later on, we'll make the app better and available to more people. We'll add new features and make it work in more places.



## Goals for User Adoption and Impact Measurement:

- User Adoption: We want lots of people to use PawsGuard, so we'll try different ways to get them to try it out.
- Impact Measurement: We'll keep an eye on how PawsGuard is helping dogs and their owners. We'll look at things like how many dogs are being helped and what users think about the app. This helps us make PawsGuard even better.

# Target Users



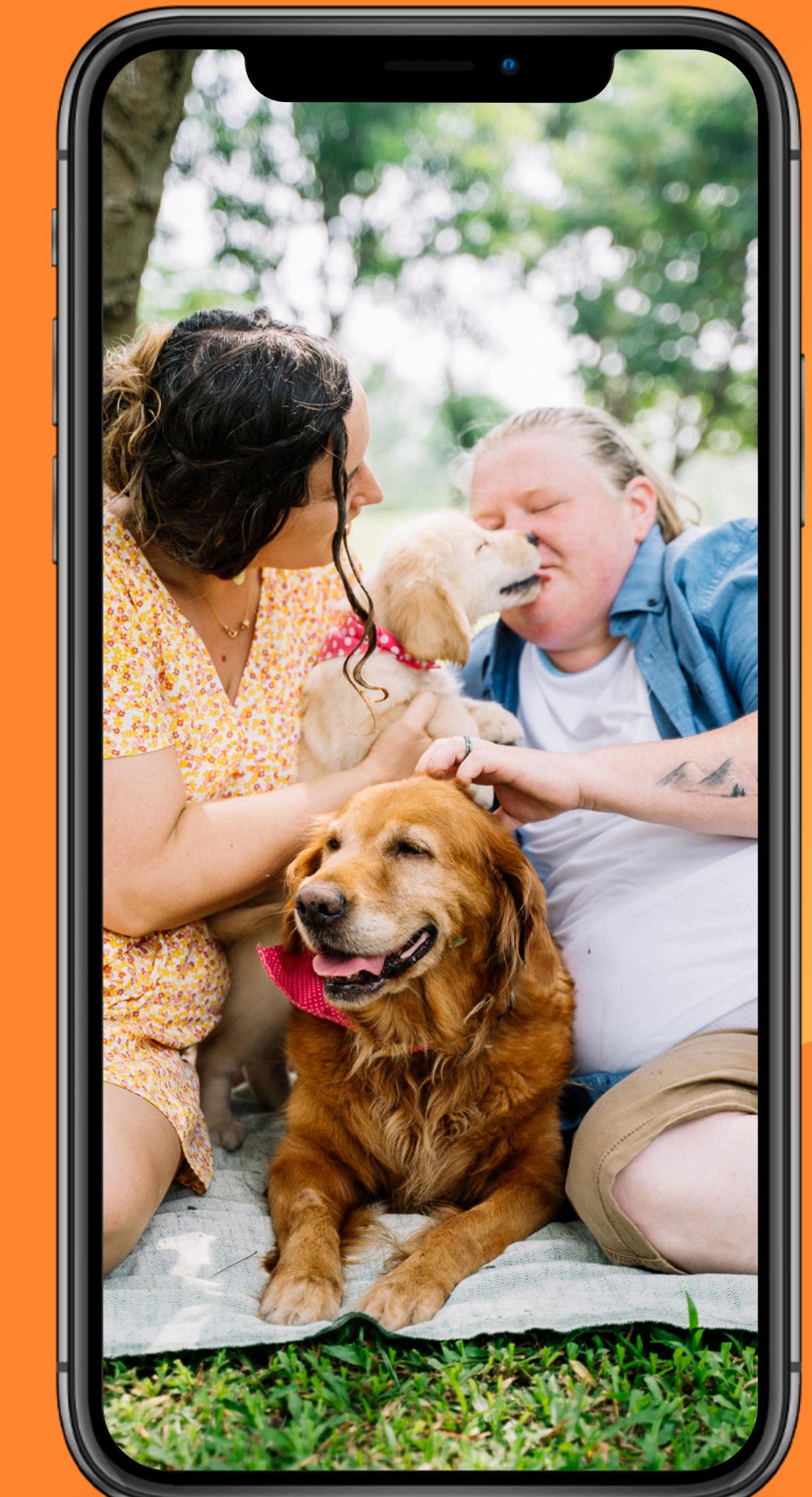
**Pet Owners:** People who have pet dogs can use PawsGuard to check on their dog's health and where they are at any time. It helps them react quickly if something goes wrong and take better care of their dog overall.



**Animal Welfare Organizations:** Groups that help animals, like shelters and rescue teams, can use PawsGuard to keep track of the health and safety of street dogs they care for. It helps them know when dogs need help and how to use their resources better.



**Volunteers:** People who help animals as a hobby or for a cause can use PawsGuard to find and help dogs in need. It makes it easier for them to rescue lost or hurt dogs and give them the care they need.



# Impact



## Improved Health and Safety for Dogs:

PawsGuard significantly improves the health and safety of dogs by providing real-time monitoring of their vital signs and behavior. This allows for early detection of health issues and proactive intervention to prevent further complications. With PawsGuard, dogs receive timely medical attention, reducing the risk of untreated illnesses and injuries.



## Timely Intervention in Emergency Situations:

PawsGuard enables swift and effective intervention in emergency situations, such as accidents, injuries, or instances of cruelty. The device sends immediate alerts to pet owners, animal welfare organizations, and veterinary clinics when distress signals are detected, ensuring prompt action to rescue and assist the affected dogs. This helps minimize suffering and improve the chances of a positive outcome for the dogs involved.



## Strengthened Collaboration Between NGOs, Pet Owners, and Vet Clinics:

PawsGuard fosters collaboration and coordination among various stakeholders involved in dog welfare, including NGOs, pet owners, and veterinary clinics. By providing a common platform for sharing real-time data and communication, PawsGuard facilitates seamless collaboration in monitoring, rescue efforts, and medical care for dogs in need. This strengthens the network of support for dogs and enhances the effectiveness of community-based initiatives to improve their welfare.

A circular photograph of a woman with long brown hair, wearing a white striped tank top, smiling and gently petting the head of a tan-colored Shiba Inu dog. The background shows a bright outdoor area with greenery and a wooden railing.

# Partnerships & Collaborations



## NGO Partnerships:

- PawsGuard can team up with animal welfare NGOs to reach more pet owners and dog lovers. These partnerships help spread the word about PawsGuard and its benefits for street dogs.



## Veterinary Clinic Collaborations:

- Working with vet clinics is important for PawsGuard. They can recommend PawsGuard to pet owners, and PawsGuard can give clinics insights into their patients' health.



## User Acquisition Outreach:

- PawsGuard can reach new users by:
  - Using social media and online ads.
  - Partnering with pet stores and grooming salons.
  - Attending community events.
  - Offering rewards for referrals from existing users.

*Thank You*