

		<i>Designed for:</i>	<i>Designed by:</i>	<i>Date:</i>	<i>Version:</i>
Business Model Canvas					
Key Partners Main partner: Clinics to take care of children's health problems. Other animal rescue stations Main supplier: Animal rescue stations in Ho Chi Minh City, this is the place for the group to connect to help abandoned babies have a caregiver.	Key Activities Help homeless pets find a home for themselves. Sell pet-related products, deduct a portion of revenue to support children. Main distribution channel: Website	Value Propositions Help reduce the number of abandoned and homeless dogs and cats. Contribute to animal protection and create a better society. Provides a platform to connect people who want to adopt and pets that need to be adopted. Detailed information about each pet, including history, personality, and special needs. Value brought: Customers feel they are participating in a meaningful social activity that helps reduce the problem of animal abandonment. Customers feel connected and supported by a community of similar interests and passions. Create opportunities for customers to meet and make friends with like-minded people.	Customer Relationships Provide customer support services via email, online chat and phone. Respond quickly to questions and requests from customers. Ensure customers have a good experience when accessing and using the website. Assist customers in the process of choosing and adopting a pet. Provides articles, instructional videos and documents on how to care for dogs and cats. Personalized advice for each specific case, especially for first-time pet adopters. Follow up and support after customers adopt pets. Send emails and notifications about wellness programs, vaccinations, and pet-related events.	Customer Segments Creating value for the community, helping pets have a place to live and receive medical care Customers that the project targets: Animal lover: Loves and cares about animals, especially dogs and cats. Regularly follow animal protection organizations and related websites. You may have or are currently raising dogs/cats. You are in need of helping orphaned children but do not know where to adopt them. Households or people living alone looking for a pet.	
	Key Resources Healthcare staff Staff support related issues during the adoption process and post-adoption support Marketing to make the project known to many people		Channels Official website Friendly interface, easy to use, providing complete information about pets that need to be adopted. Search and filter functions make it easy for customers to find suitable pets. Integrate support tools such as chat online, adoption application form, and pet care instructions. Create an official destination for potential customers. Provide detailed information and customer support during the adoption process.		

			<p>Social network Use platforms like Facebook, Instagram, Twitter, and TikTok to share information and photos about pets up for adoption. Interact with customers through comments, messages, and live-streams.</p> <p>Increase awareness and attract community attention. Build an online community that loves animals and encourages information sharing.</p>	
<p>Cost Structure Because this is a non-profit project, the costs will depend on the investor for this project.</p> <p>Cost of importing products sold to children</p>			<p>Revenue Streams Two main revenue streams Contribution and support from businesses and organizations Selling more products for dogs and cats => Part of the profits from sales will be deducted for charitable purposes.</p>	