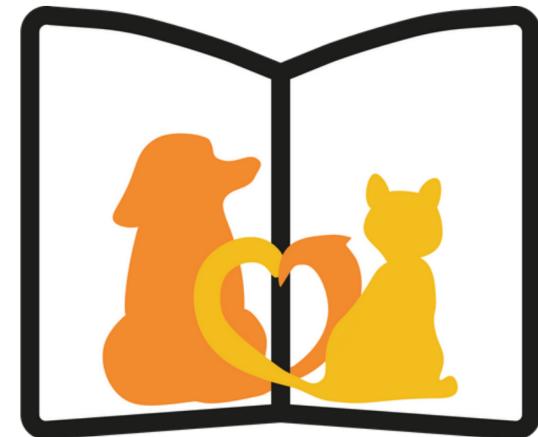




TailBook

An ecosystem that helps to improve
the lives of homeless animals in a
variety of ways



TAILBOOK

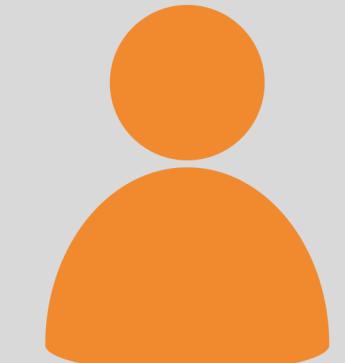
**Anastasiya
Zemlyanskaya
Project Manager**

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Budva, Montenegro

Many countries
has a large number
of homeless animals.
They include
Montenegro.

Problem Complex



Homeless Animal Itself

- suffering of animals
- uncontrolled reproduction
- lack of food and medical care

Society

- there is no connection between different groups of activists and those who care
- lack of information support

Government

- significant costs to solve the problem
- epidemiology and sanitation, safety
- tourism and international cooperation

Person

- fear for animals life
- lack of awareness of help
- inability to track animals and their lives

Our Goals

Save Animal Lives

- Make every homeless animal visible and observable
- Attention and care
- Nutrition and veterinary care
- Home



Change Attitudes

- Uniting for the purpose of preserving life
- Substantial assistance
- Each animal in the spotlight



Create A Modern Solution Tool

- Reducing the cost of solving the problem
- A ready-made tool for the most humane solution

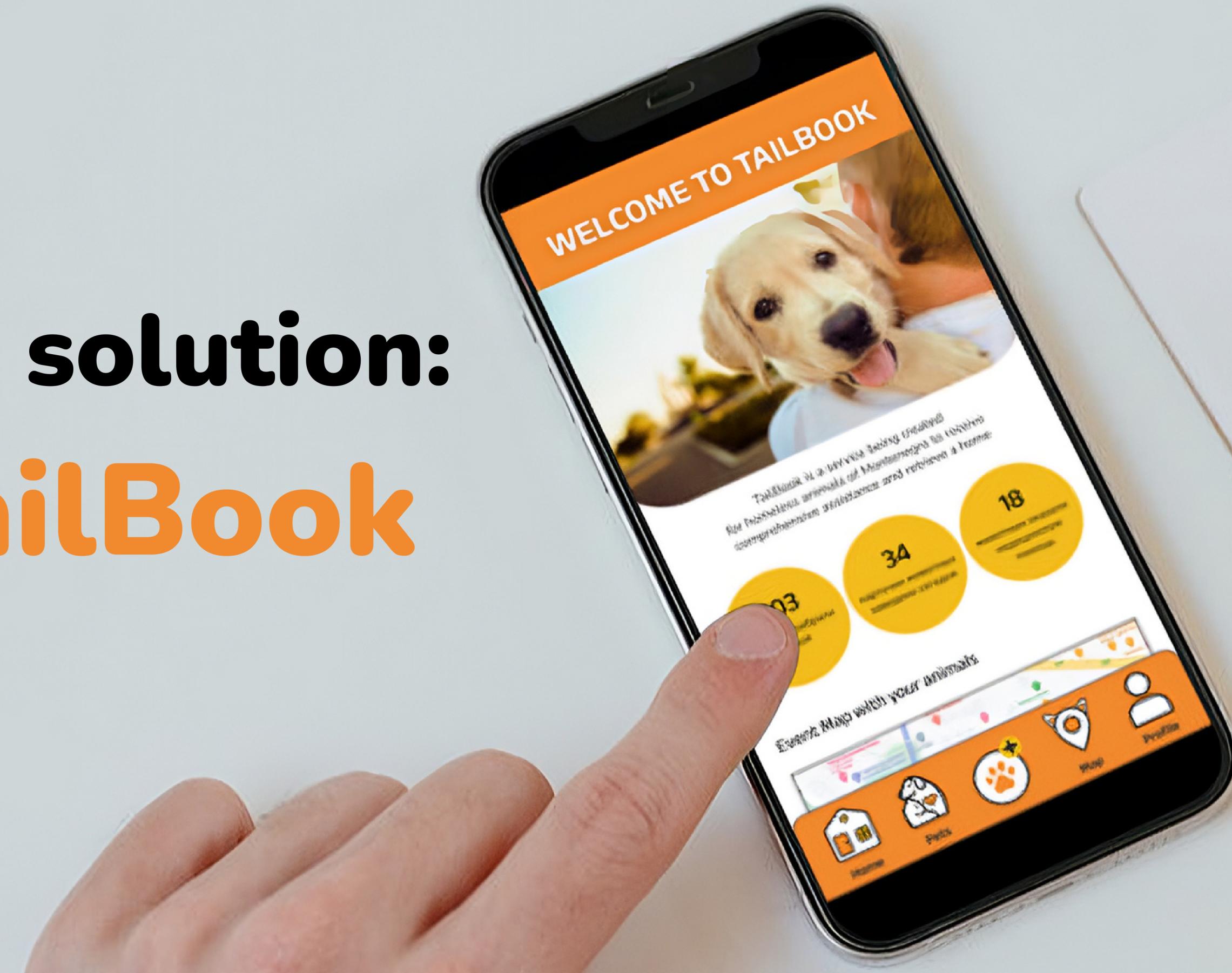


Attract The Public Attention

- Let everyone know a homeless animal exist
- Community



Our solution: TailBook



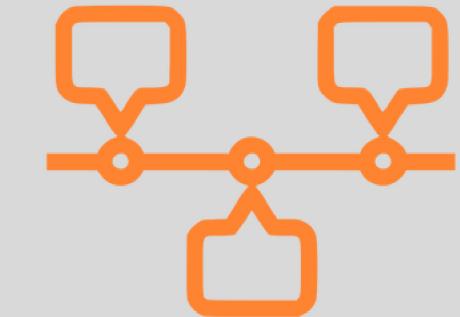
How TailBook Works



Social Network



Map



Timeline



Achievements

Animal's page
in 30 sec



Catalog



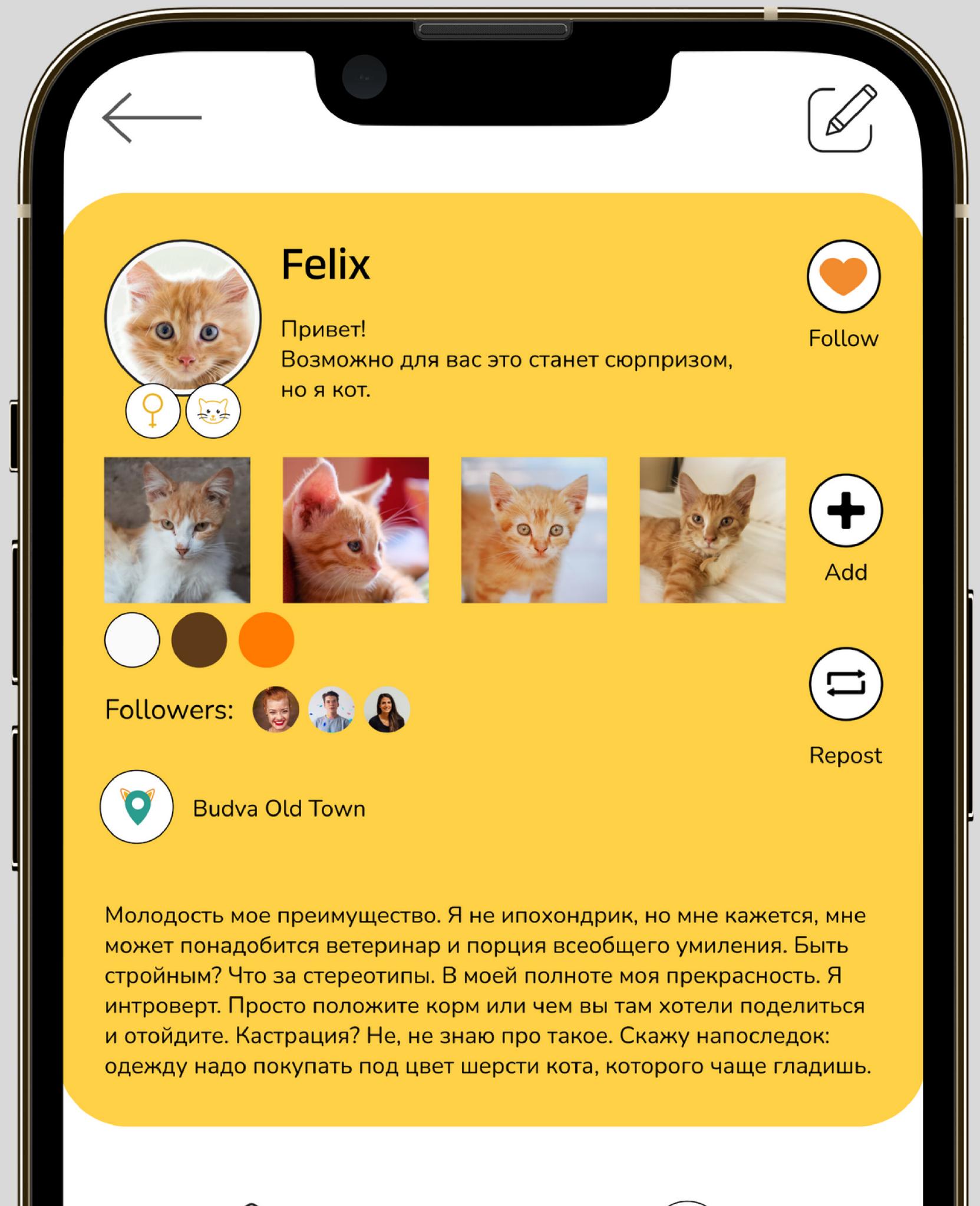
Fixing the condition

Veterinary

Feeding

Donation

Homing in ME
or outside ME



Personal Page

Elements:

- Presentation: pictures, discription, location
- List of followers
- Become a follower
- Timeline
- Map
- Repost to social media networks

Timeline

Tools:

1. A part with buttons for a quick reflection of the interaction
2. A calendar
3. A log of events

User	Action	Data
Liam	Fed	28.01.2023
Amelia	Seen	27.01.2023
Oliver	Seen	25.01.2023
Sophia	Fed	25.01.2023
James	Fed	23.01.2023



Interaction calendar

◀ December ▶

Meanings

Orange square: Seen

Yellow square: Fed

Teal square: Medical help

Mo	Tu	We	Th	Fr	Sa	Su
Orange	Yellow	Light Gray	Light Gray	Orange	Light Gray	Yellow
Yellow	Teal	Light Gray	Yellow	Orange	Orange	Orange
Light Gray	Light Gray	Yellow	Light Gray	Orange	Light Gray	Light Gray
Yellow	Teal	Orange	Light Gray	Light Gray	Light Gray	Light Gray

**Castration****Medical help**

Interaction calendar

◀ December ▶

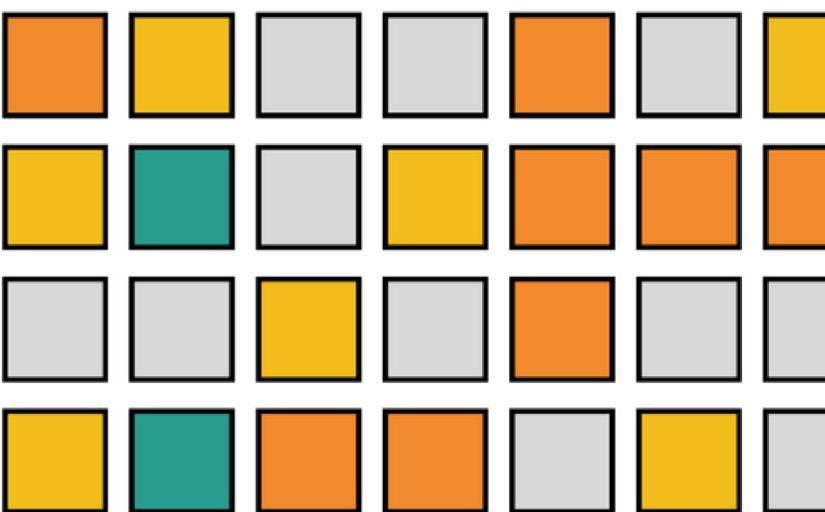
Meanings

 Seen

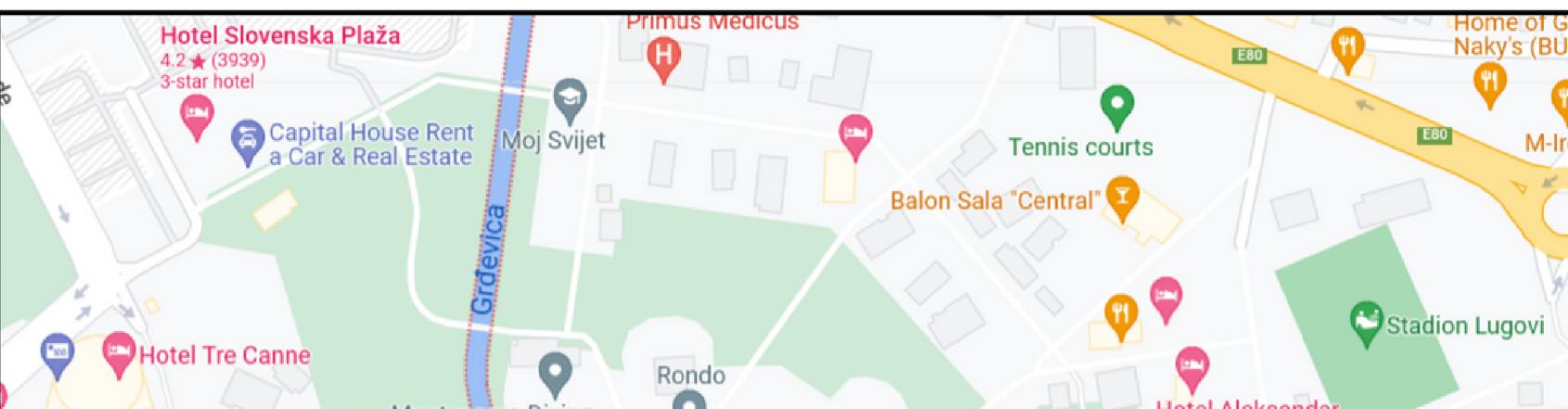
 Fed

 Medical help

Mo Tu We Th Fr Sa Su



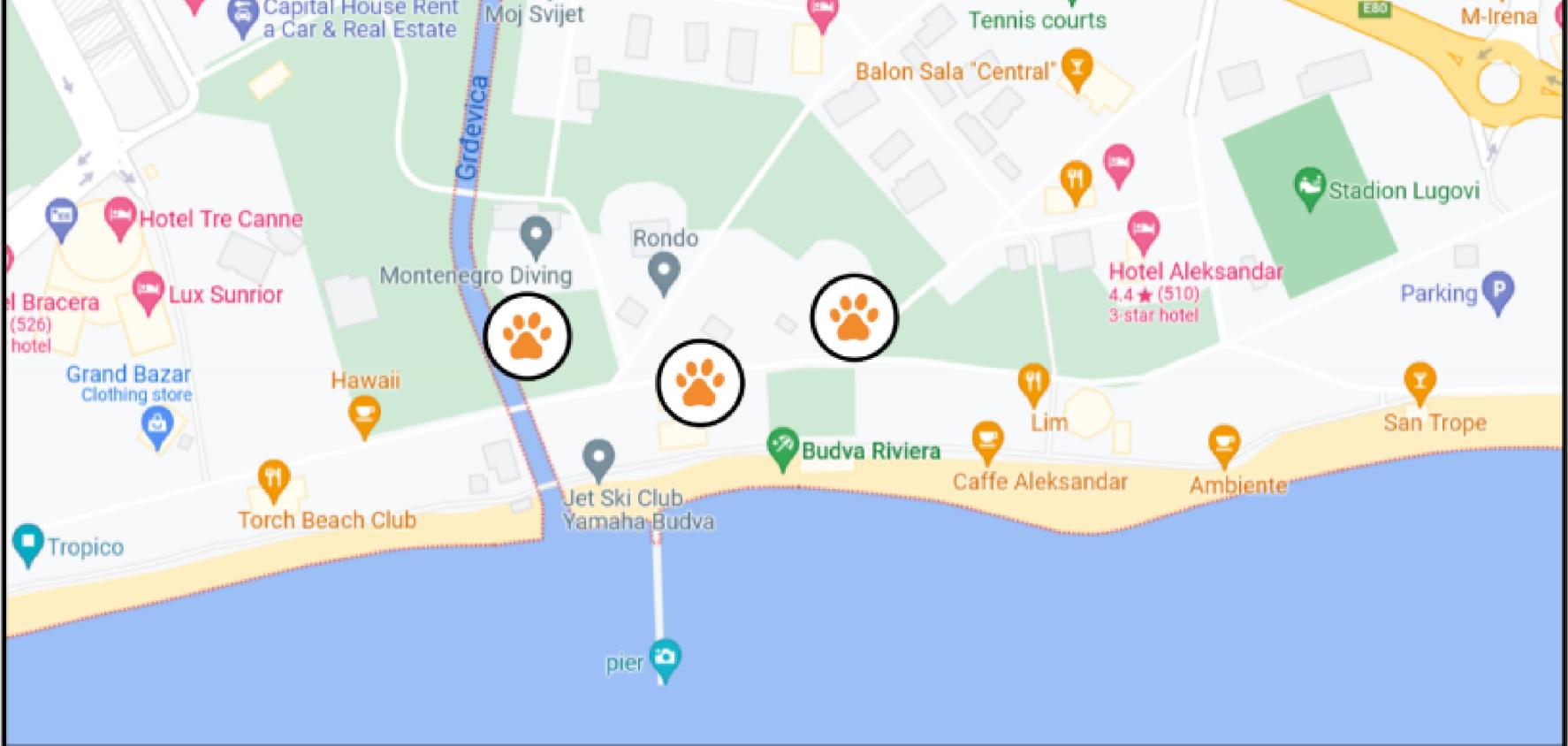
Has been seen



Timeline

Calendar

A tool for displaying the frequency of users interactions with a specific animal



User	Action	Data
Liam	Fed	28.01.2023
Amelia	Seen	27.01.2023
Oliver	Seen	25.01.2023
Sophia	Fed	25.01.2023
James	Fed	23.01.2023

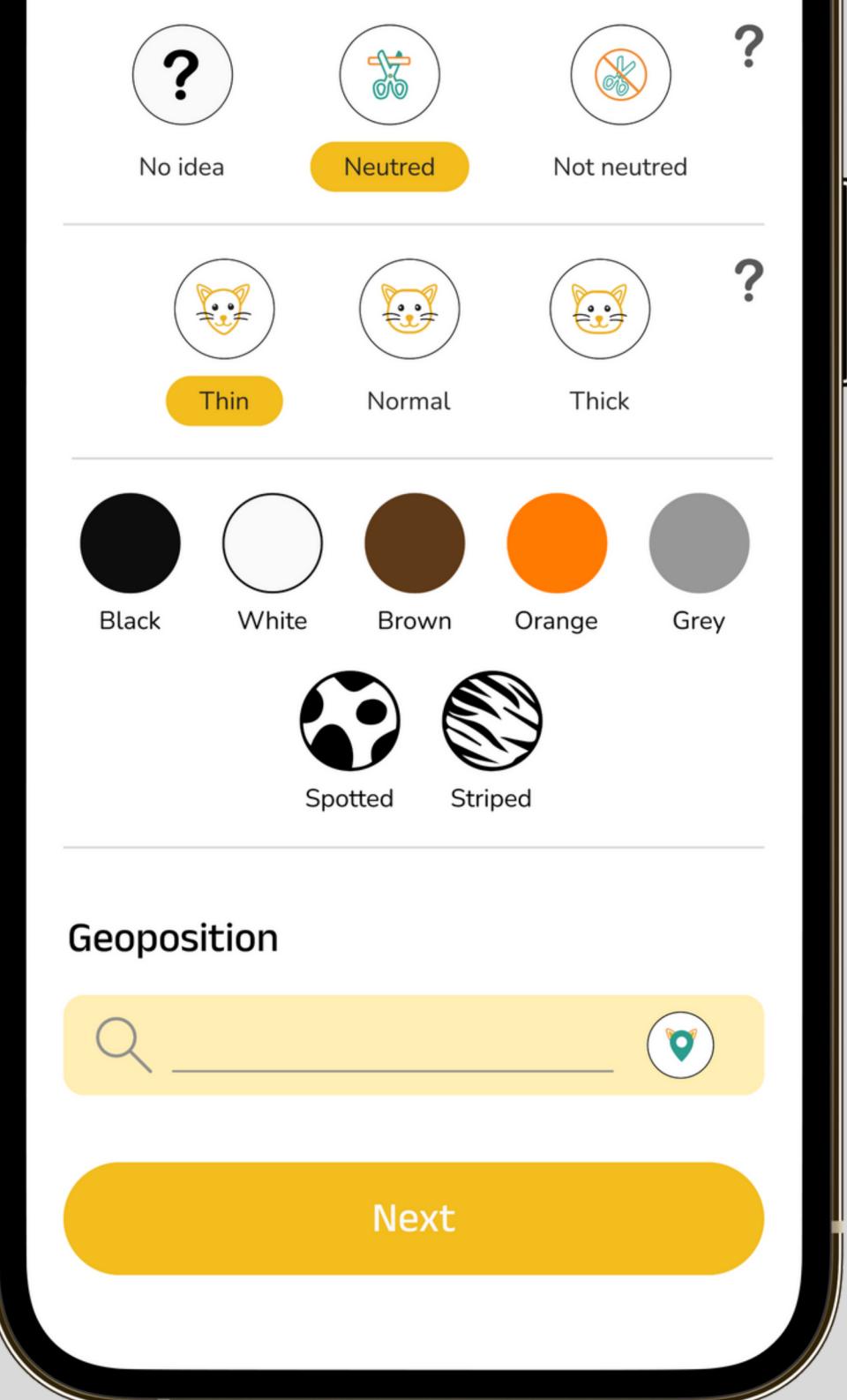
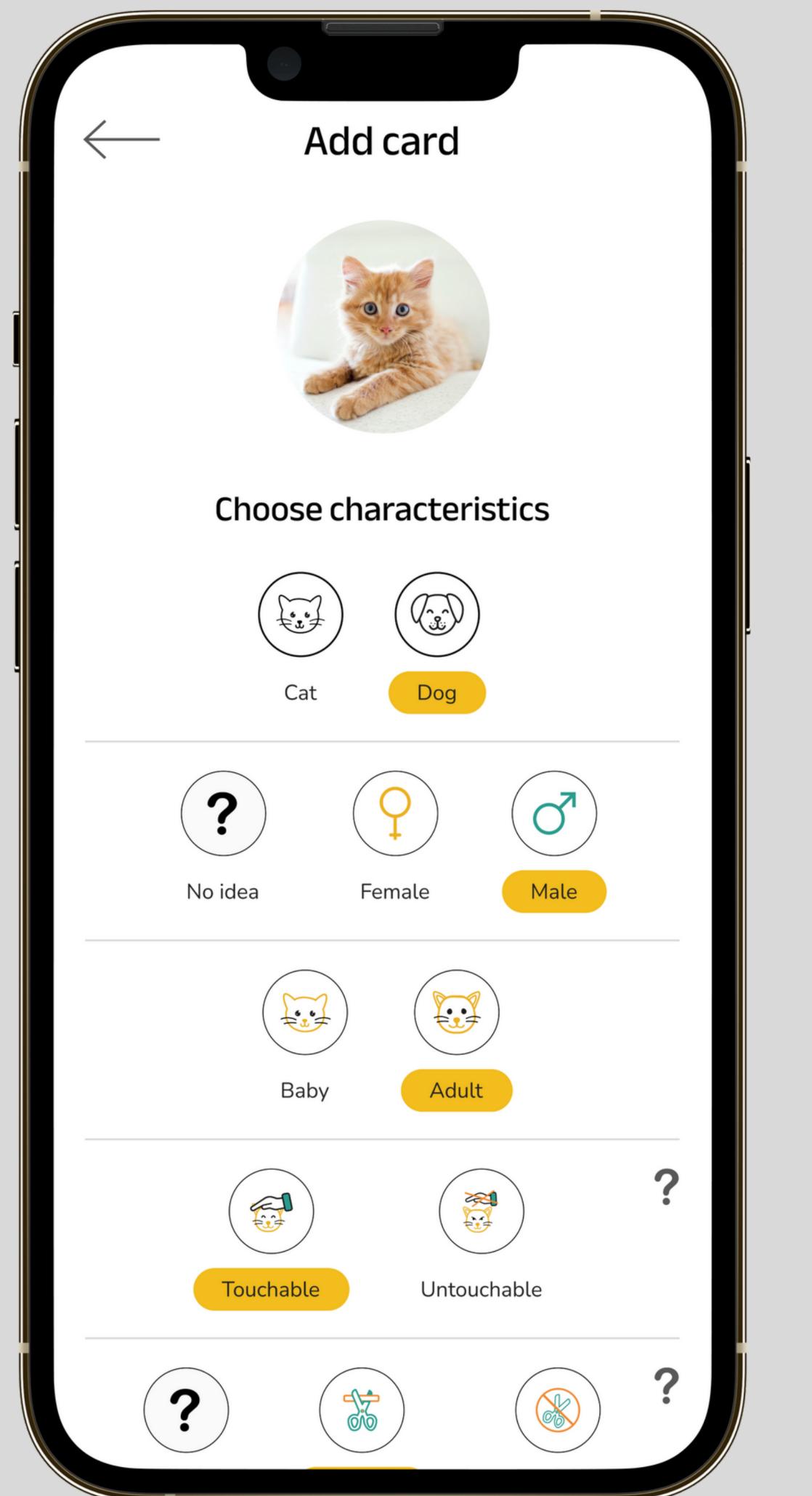
Timeline

Log of Events

A tool that records all the help given and those who gave that help

Personal Page Creation

1. Upload photo
2. Choose parametres
3. Generate discription



Example of Description

- universal description generator
- name generator

Meow to you, friend.

I'm the cutest animal in the world... that's right, a red CAT! I've been around a long time and believe me, I've had a lot of experience. For example, I can lie on the roof, I can annoy the dog outside the store.

My therapist is convinced I have hypochondria. He almost convinced me. Just look behind my ear here... is my tail really supposed to curl like that?

Regarding my build, being overweight isn't a crime, however I look great.

It's not that I don't like people, I just don't like having you around.

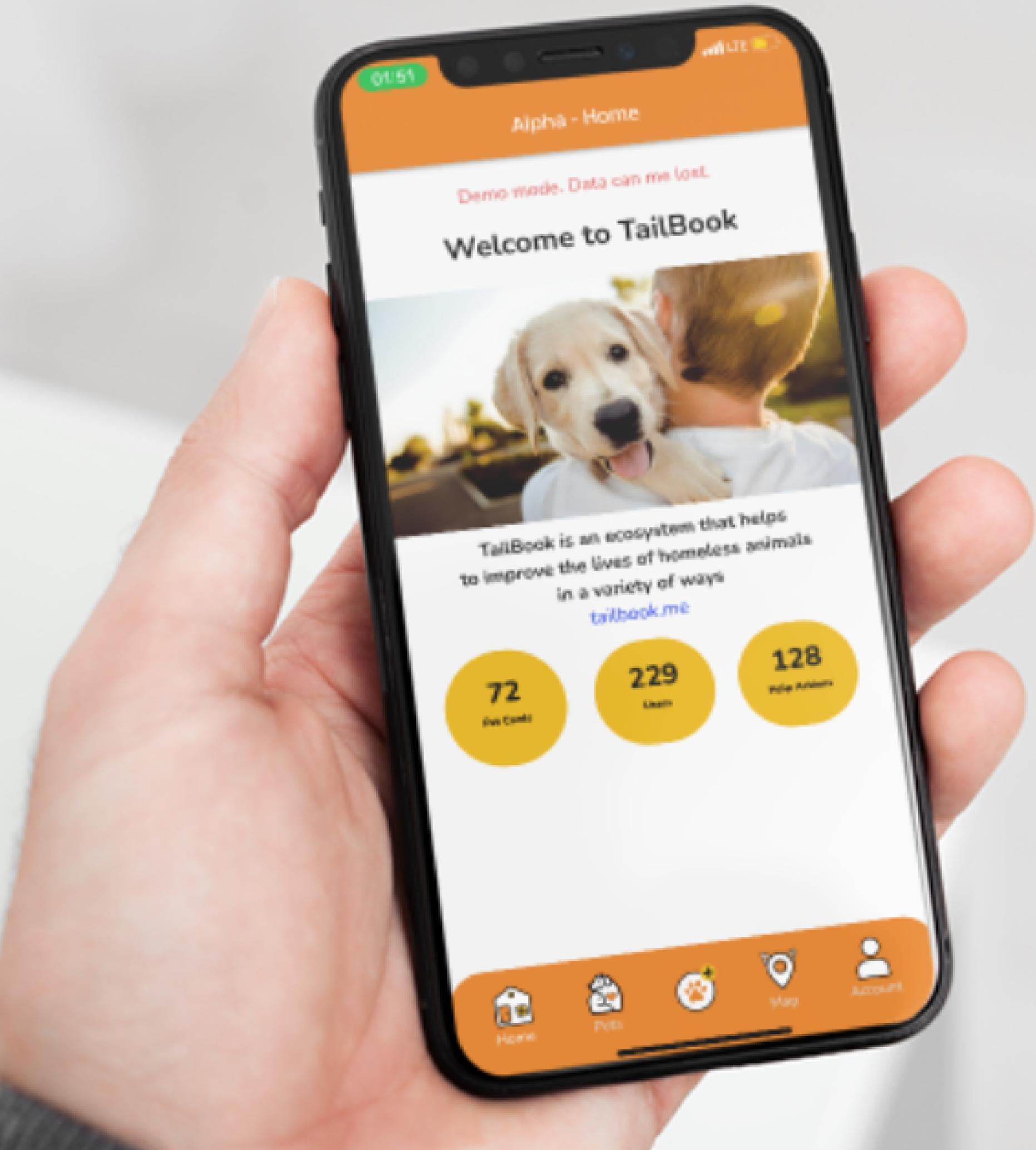
Castration? You catch up with me first, and then we'll talk about personal boundaries.

I'll end by adding: cats are an invaluable resource. They produce comfort.

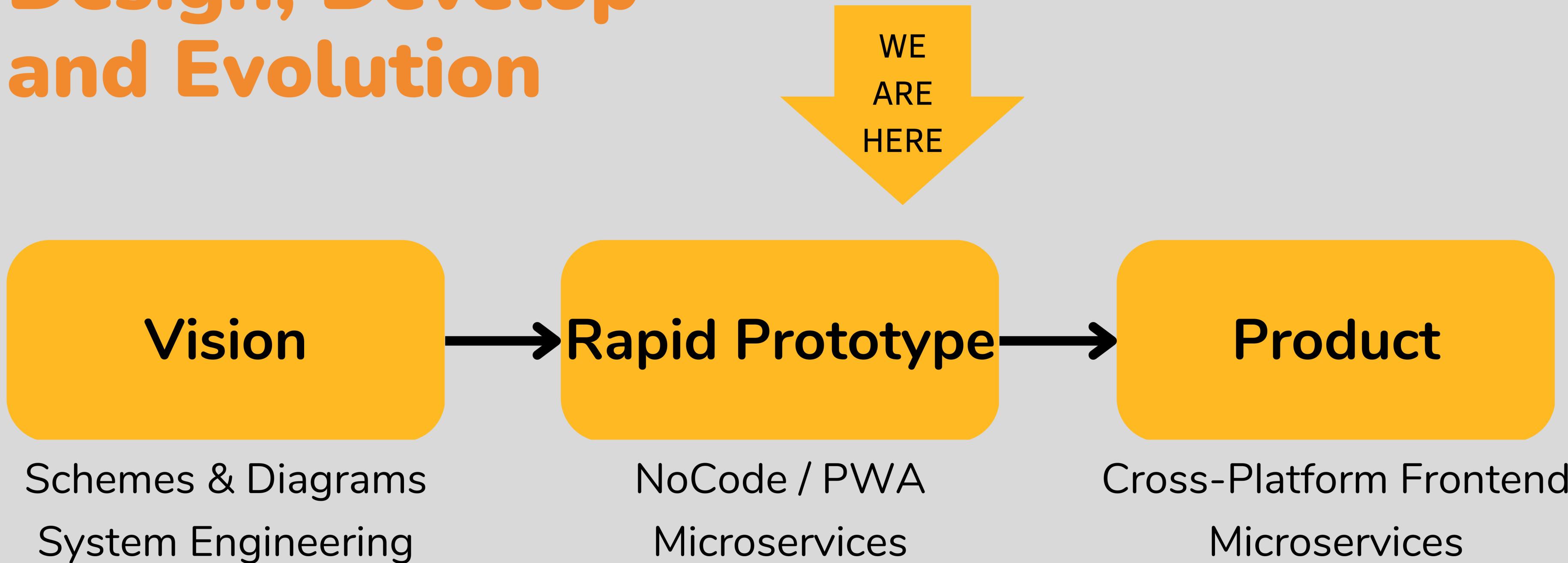
BR, Snowball

In the Processe

- Social media repost
- Internal messenger
- Achievements
- Drafts
- AI in generating animal descriptions
- AI in the image upload editor



Design, Develop and Evolution



Tools: Github, GH Projects, GH Actions, Miro, Trello, Notion, Ansible, Adalo, Cloud, Python, Flask, PyTorch, OpenCV, Tilda, Figma

Rapid Prototyping: NoCode, NoRegrets

Model-Driven Development – create software in domain-specific models or languages.

NoCode – create software in WYSIWYG way in most shortly way without qualification.

PWA – wrap a website in something like an application.

Frontend	Backend
Wix (-)	
Tilda (+)	
Glider/PWA (-)	
Adalo/PWA/iOS/Android (+)	
	Strapi (?)

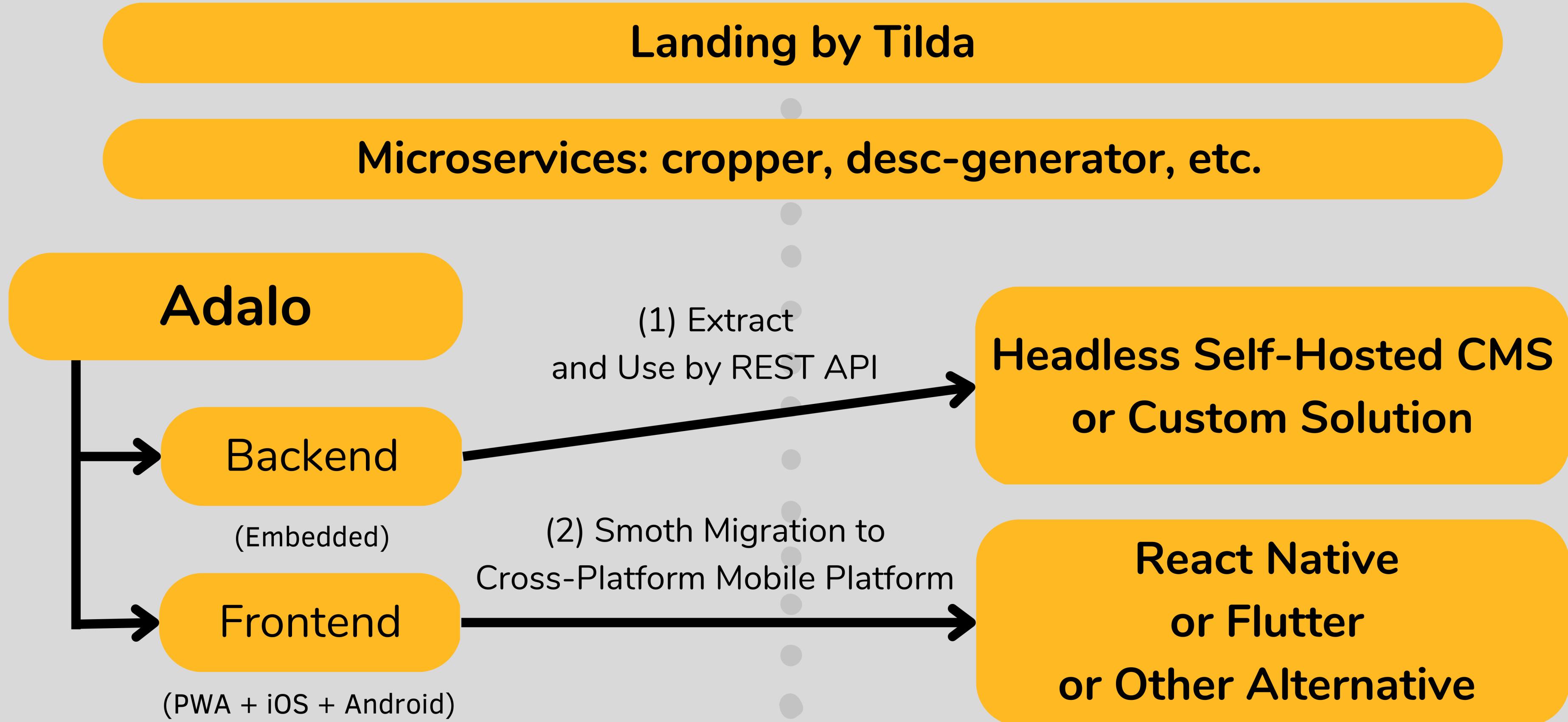
Benefits:

- semi-workable application in a few days (if the platform fits your needs)
- administrator panel
- no separation between frontend and backend development
- infrastructure-less solution

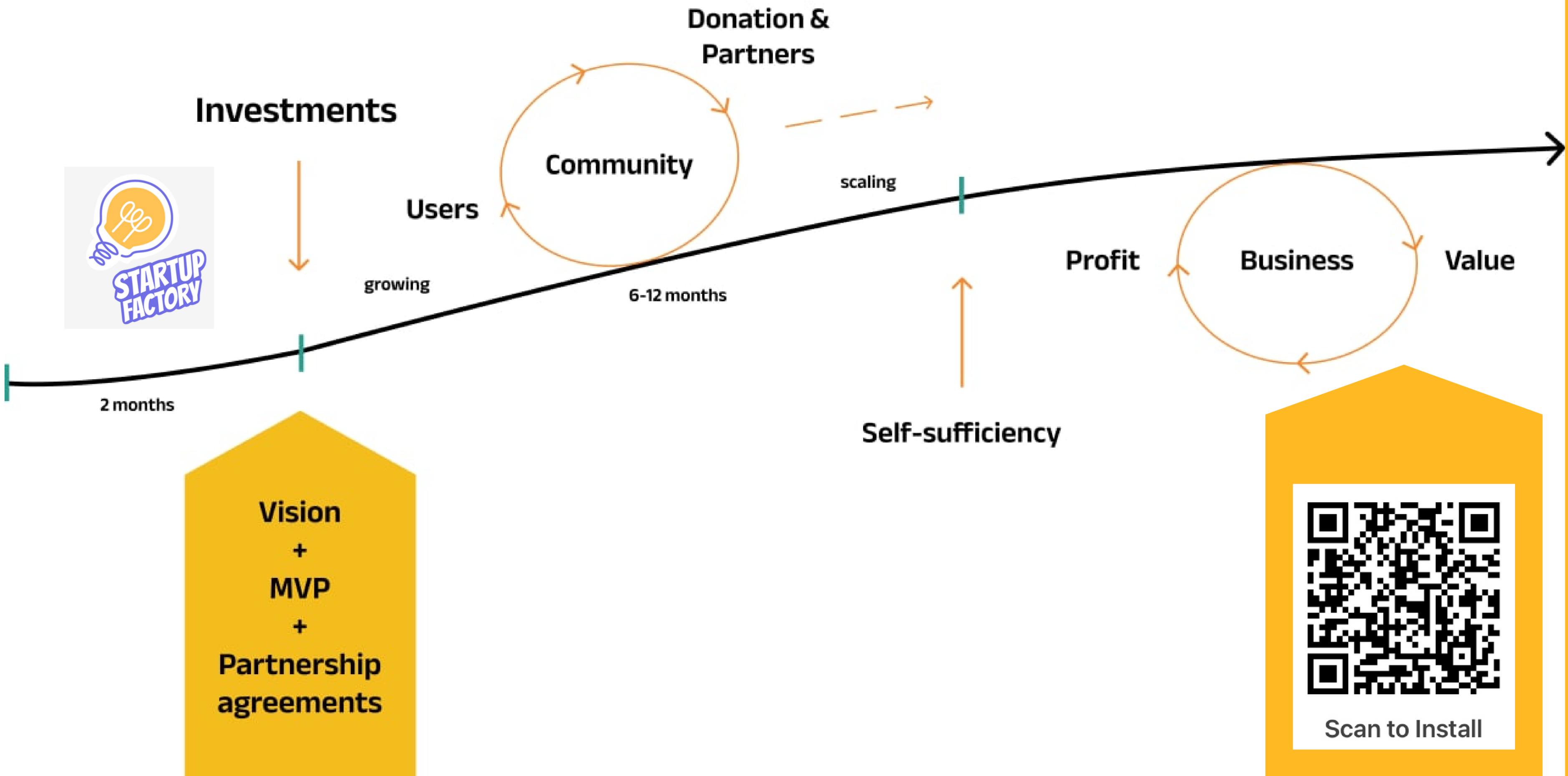
Disadvantages:

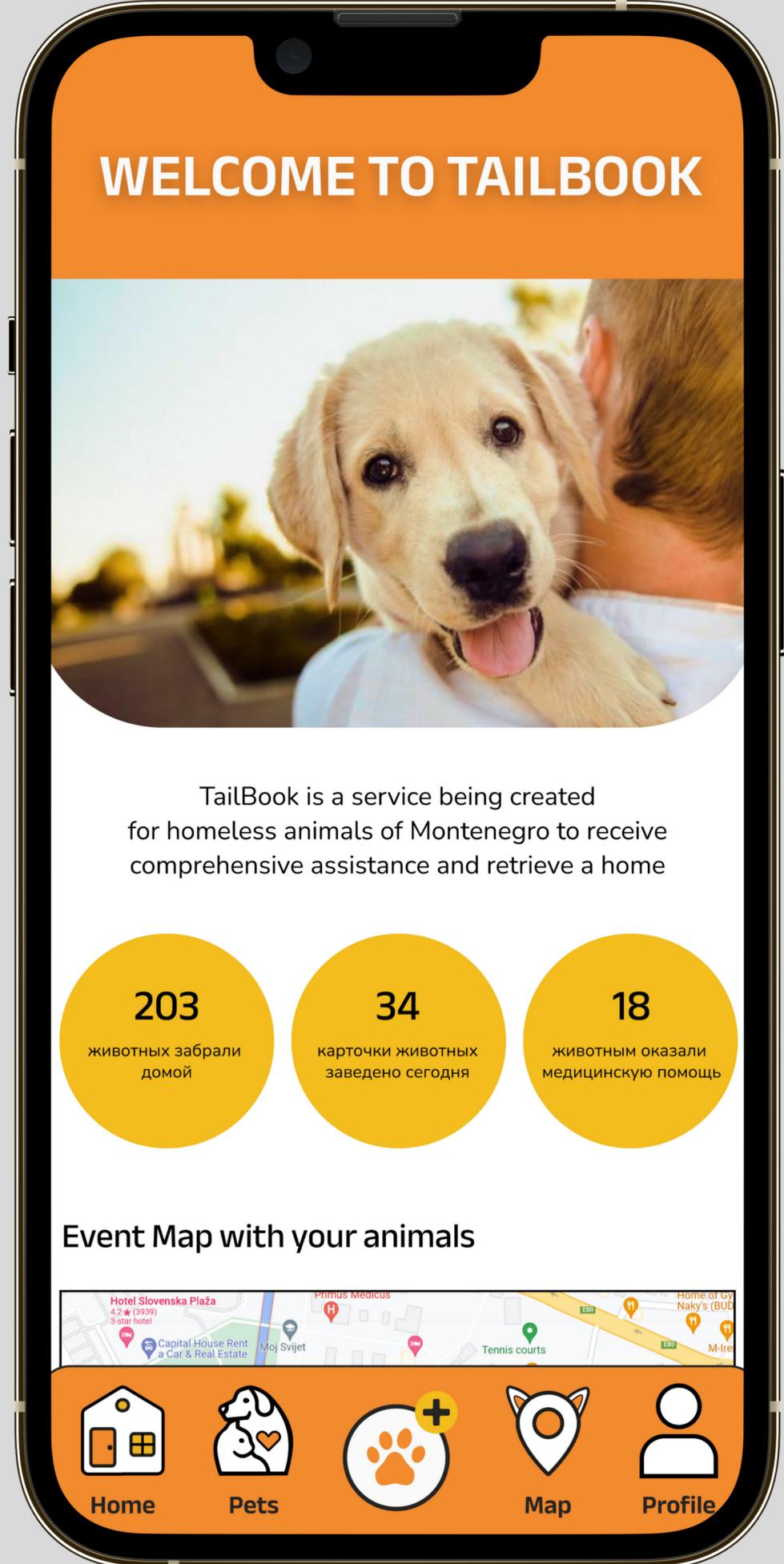
- can't use modern practices of software development: version control, CI/CD, team scale, configuration control, etc.
- customization (4 colors, 2 fonts are enough for anyone)
- cost growth with service growth
- client-side and server-side computation

from Rapid Prototype → to Product



Born and Evolution





Ecosystem

We are focusing on the core functionality of the app, but we have the potential to become an ecosystem.

To do this, we need resources that will allow us to implement more services.

Join us!

The Priority Areas for the Project



TAILBOOK



TAILBOOK

Making it possible to place animals in new homes abroad.

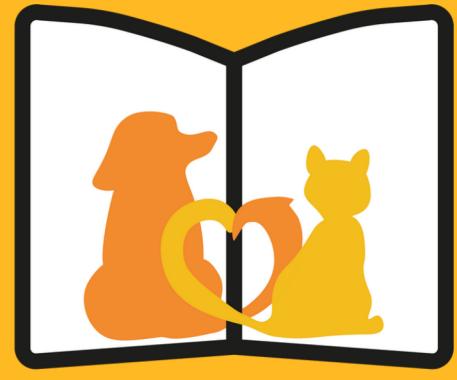
Developing modules to help **connect shelters, volunteers, clinics**, pet stores, and other resources.

Creating an internal messaging system.

Implementing financial tools to support animals, volunteers, and shelters.

Supporting the **Serbian language** and expanding the service to other countries.

Finding investors and finding ways to financially support the service.



TAILBOOK

Meet Team's Core



Konstantin Skavitin
CEO



Aleksandr Penskoi
CTO



Konstantin Toroshchin
Frontend Development



Anastasiya Zemlyanskaya
Project Manager



Nadezda Kondratyeva
UX/UI



Alisa Nichik
Public Relation

Before using TailBook



After adopting with TailBook



Support TailBook



Patreon



Boosty



CloudTips



Bitcoin Wallet