Lean Canvas

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Date:

Version:

Problem

-Insufficient searching tools for lost pets.

-Limited community involvement in the process of finding lost pets.

-inadequate prioritization for responsible pet ownership practices.

Existing Alternatives

-Searching on neighboors and posting , flyers

-Volunteer search parties

-Educational programs

Solution

Develop an online platform for pet owners, finders, and animal control agencies to report search, and match lost and found pets.

The system allows users to manually tag potential owners based on pet description and picture, with owners receiving immediate notifications via phone or email.

Pet Registration with Proof of Ownership Ensures legal linkage and promotes accountability

Key Metrics

-Number of pets registered, number of pets with ID tags, vaccination rates

-Time taken to reunite pets with owners, number of lost pets reported and found

-Data accuracy and completeness, user satisfaction rate, number of data-driven insights

-User satisfaction, number of reports submitted, system uptime and reliability

-Number of veterinary appointments scheduled, user satisfaction with veterinary services

Unique Value Proposition

Uses advanced technology for improved pet reunification, with advanced search features increasing successful reunifications.

This lost pet recovery system empowers communities to find lost pets faster through user tagging and real-time owner notifications.

Promote responsible pet ownership with pet registration, ID tags, QR code scanner incentives, and educational alerts on animal welfare.

High-Level Concept

-Online Pet Reunification Platform

-Manual Tagging System

-Pet Registration with Proof of ownership

Unfair Advantage

Advanced search capabilities, real-time notifications

Community tagging system

Comprehensive pet registration with QR & ID tags (with proof of ownership certificate)

Integrated impound claiming system

Channels

-Social Media

-E-commerce

-Public Relations

-Word-of-Mouth

Customer Segments

-Pet Owner
-Firstimer Pet Owner
-Family who owns pets
-Pet owners have had their pets impounded.
-pet owners who lost their pets

Early Adopters

-Pet owners have had their pets impounded.
-Pet owners who lost their pets
-Pet Owner
-Animal Impound Officers/ Workers
-Veterinary Clinic

Cost Structure

-Laptops
-Servers
-FlashDrive
-Computer Set
-Software License

-Electricity
-Salaries and Allowances
-internet
-Software Tools

Revenue Structure

-Sales of goods or services
-Advertising or sponsorship revenue
-Subscriptions or recurring revenue
-Licensing or royalty fees
-Membership fees