PawPath - Sustainable Business Model

PawPath is a digital platform that connects people in social need with volunteers and institutions through a structured and measurable process.

The platform is **free for individuals**, while revenue is generated through **subscription-based access for institutions** such as NGOs, universities, and municipalities.

Our business model is **B2B / B2G**, focused on long-term partnerships, operational efficiency, and measurable social impact.

PawPath's initial development and early growth will be funded through **European Union grant programs** supporting social innovation, digital platforms, and community development.

The project aligns strongly with EU priorities in:

- digital inclusion
- social cohesion
- innovation for public good

Key funding sources include:

- Horizon Europe
- European Social Fund Plus (ESF+)
- Erasmus+
- Digital Europe Programme

These programs allow PawPath to validate the product before full market monetization.

Revenue Streams

PawPath operates on a **subscription-based revenue model** focused on institutional users.

Our main revenue streams include:

- Subscription plans for NGOs, universities, and municipalities
- Service packages with guaranteed response times (SLA)
- Enterprise and government-level contracts
- Corporate CSR access (long-term)

This model ensures predictable income while keeping the platform free for individuals in need.

Institutions do not pay for a social cause -
they pay for **operational efficiency and control**.

With PawPath, institutions receive:

- automated case intake and triage

- guaranteed response times (SLA)

- measurable social impact through reports and statistics

- lower cost per handled case compared to alternatives

PawPath transforms social support from a chaotic process into a **manageable service**.

Sustainability & Growth Strategy

PawPath's business model is designed for **long-term sustainability**.

Key principles:

- individuals in need never pay
- revenue comes from institutions with stable capacity
- the platform scales through software, not staff growth
- accumulated data increases platform value over time

Our goal is to establish PawPath as **social support infrastructure**, not a one-time initiative.