**Objective**

When it comes to animal anatomy, students and veterinarians need to have a strong visual understanding of their patients. To date the majority of teaching material is still in two dimensions when in reality performing surgeries and diagnosing requires one to visualize their patients in 3-dimensions. We’d like to change that, and as a result, empower our user’s learning by providing engaging, beautiful, and highly detailed 3d learning content.

**Strategy & Goal**

Build a 3d library of the most needed animal anatomy and deliver this content via an interactive web app that can not only display 3d content in the browser, but can also provide interactive anatomy labeling and definitions.

* Concentrate on providing high-end content by focusing on only a few animals initially in order to establish ourselves as the premium animal anatomy 3d content creator
* Set the foundation for VR enabling our content in order to solve future use-cases like dissection simulations

**Key Issues**

* Lack of highly detailed 3d content for animal anatomy
  + Focus on providing high-end content that provides functionality such as showing the connections/cross-sections of muscles, skeletons, and nerves
* Few platforms that are both desktop and mobile optimized
  + Looking into enabling an Open GL (or equivalent) library to provide an optimized desktop and mobile experience