

# PETMATCH - A STORY

Millions of animals enter shelters across the US every year.

According to the ASPCA, under 50% of animals are adopted once they enter the shelter system. COVID led to soaring animal adoptions followed by a disturbing trend of animal surrenders of the same animals adopted during COVID, resulting in a strain on the shelter system or even some users demanding euthanasia. This is not only a public safety issue but demonstrates a fundamental lack of tools to ensure that potential adoptees choose the best animal to suit their lives.



PetMatch provides users with personalized, curated animal recommendations to help ensure that adoptees get not only what they want but also what is best suited for their lifestyle. PetMatch learns from users and provides on-demand recommendations from the comfort of their favorite mobile device. With superior tools to pick their future pet, shelters will be able to serve more animals as animal adoptions go up and fewer animals are returned.

PetMatch accomplishes this by leveraging Petfinder data for dogs and cats currently ready for adoption. Additionally, AKC data on generalized dog breed traits were included to help users to make informed decisions (energy levels, shedding, etc...). Lastly, user preferences were collected via ranking animals to intelligently learn patterns behind what a user wants in a potential new pet. All of this data was used to create recommendation algorithms to provide on-demand pet recommendations through a serverless full-stack pipeline and a Tinder-like UI that matches adoptable pets with potential adopters.

We hope this app helps humans find their forever pet(s) to cherish and love. Life is only as good as the company you keep. Let PetMatch help you find a new friend in this journey we call life.

~PetMatch team

