1. Scenario in which a pet owner buys a pet they thought was purebred but is not. (0:30)
   1. “Meet Bob. When Bob was a young boy, he became fascinated by golden retrievers. Now that Bob has grown up and has secured a well-paying job at IBM, he couldn’t be more excited to finally be able to purchase a dog for himself. Bob goes to the local breeder and purchases a beautiful purebred golden retriever puppy and named him Barky. Bob loves Barky more than anything. But after a couple of months Barky begins to grow dark fur. At first Bob thinks it’s nothing, but the dark hair continues to grow. By the time Barky is one year old, his hair is completely dark. Bob still loves Barky more than anything but he wishes there was some way he could have known that Barky was not a purebred dog when he was purchased. That is where BarkChain comes in!”
2. Introduction to BarkChain (0:30)
   1. Discuss different features
   2. BlockChain Explanation (1:00)
3. Demo of Website (1:00)
   1. Show homepage 🡪 click on pet Owner
      1. Show what an owner can do: register their pet, lookup medical records, look up lineage
      2. (Maybe) show what vet can do