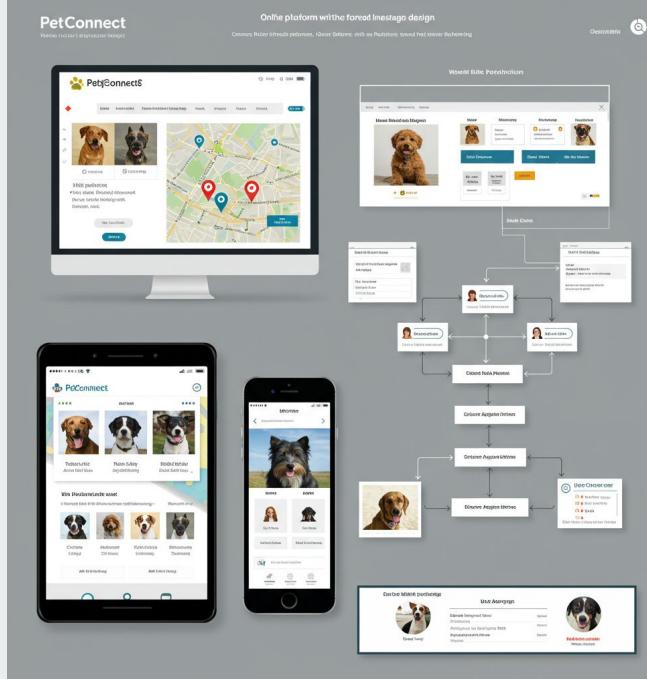
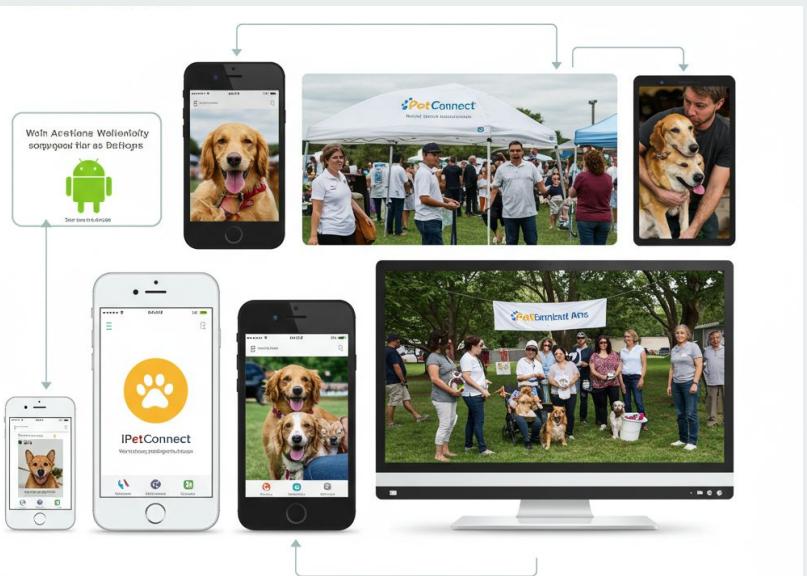


# PetConnect



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# 1. Introduction

**Growing Trend:** Pet ownership in the U.S. is rising

**The Problem:** Millions of pets abandoned, shelters overwhelmed, high euthanasia rates

**Market Gap:** Demand for pets vs. lack of efficient adoption solutions

**Opportunity:** Innovate to connect pets with responsible owners

**Call to Action:** Leverage tech & new strategies for ethical pet adoption

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## 1.1. Business idea

**PetConnect's Mission:** Bridge the gap between pet seekers and sources

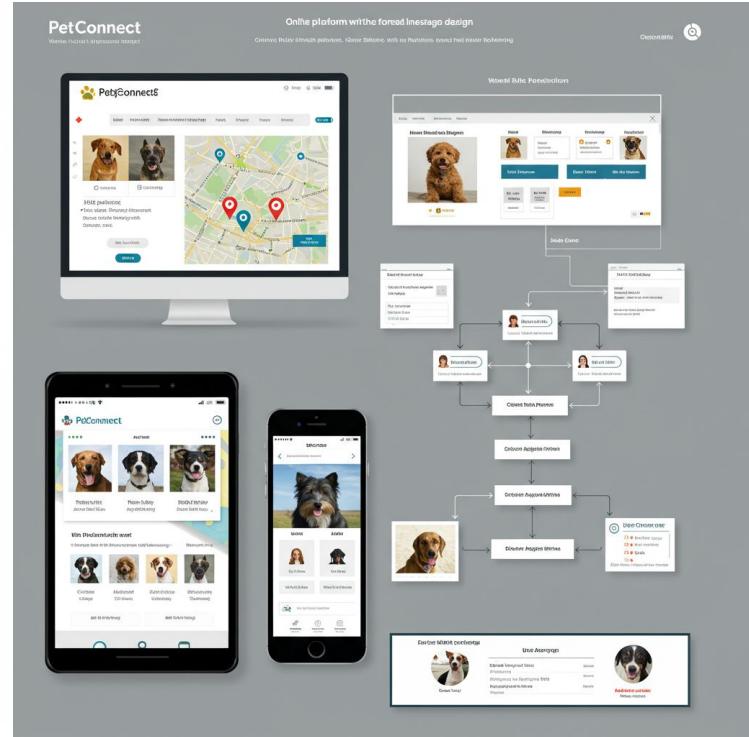
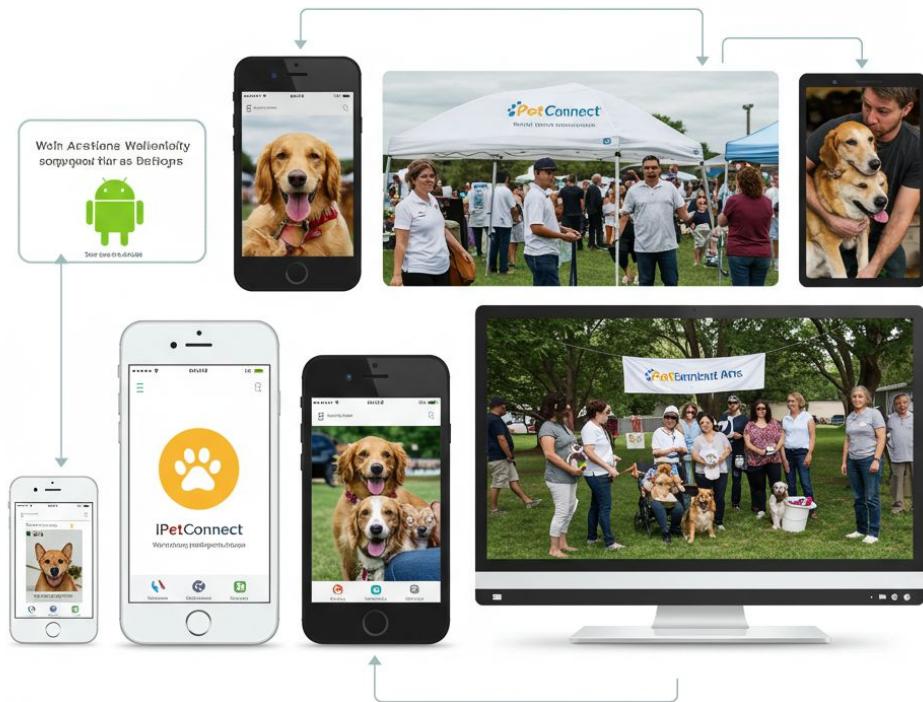
**How It Works:** A seamless platform for shelters, breeders, and rehomers

### Key Benefits:

- Streamlines pet adoption and purchase
- Ensures a user-friendly, trustworthy experience
- Reduces adoption time and effort

### Impact:

- Eases shelter overcrowding
- Lowers euthanasia rates
- Supports animal welfare (ASPCA, 2023)



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## 1.2 Market Analysis

- Pet Industry: \$123 Billion in USA alone
- 66% of Americans are receptive to adopting shelter pets
- 30% of shelter pets don't find new homes
- Increasing support for:
  - Animal rights
  - Adoption
  - Responsible breedings
  - Pet Welfare



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## 2.1 Product/Service

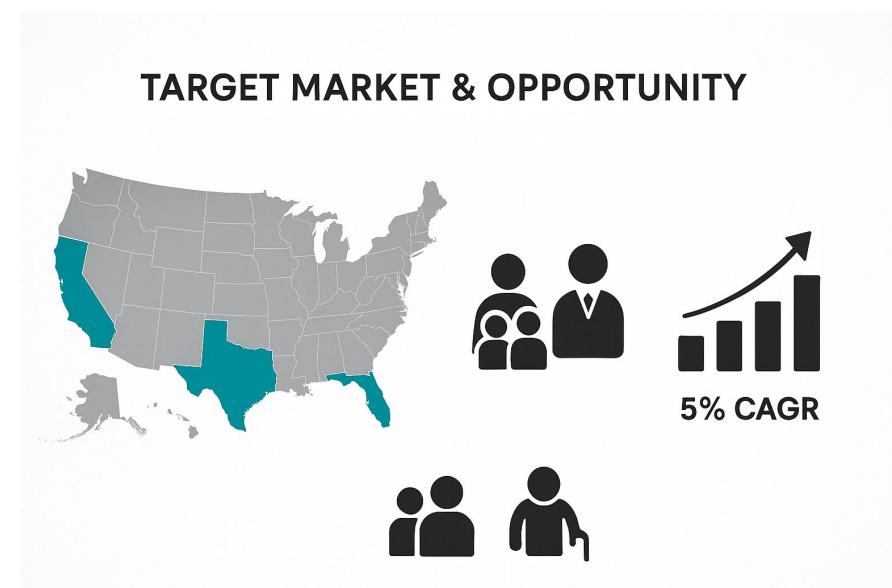
- Easy-to-use online platform
- Mobile application
- Bridges the gap between potential pet owners + breeders, shelters, and owners needing to find a different home for their pets
- Messaging platform with payment service



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## 2.2 Target Market & Opportunity

- **Target Regions:**
  - California, Texas, Florida (high pet ownership states)
  - Focus on dense population areas for better adoption efficiency
- **Target Demographics:**
  - Age: 30–67
  - Income: Middle to upper-middle class
  - Includes: Families, working professionals, seniors
- **Psychographics:**
  - Values: Convenience, trust, ethical pet ownership
  - Behavior: Willing to adopt, want a seamless process
- **Market Potential:**
  - 5% Compound annual growth rate in pet adoption market
  - High emotional + societal value placed on pet companionship



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## 2.3 Competition

- Competes with Petfinder, Adopt-a-Pet, Craigslist, and shelters
- Competitors lack direct messaging and/or breeder access
- Craigslist has unverified listings, leading to low trust
- Shelters are reliable but often have limited accessibility
- PetConnect combines the best features of all platforms
- Offers a complete and trustworthy experience from start to finish

### Competitive Landscape

Platform	Strengths	Weaknesses
<a href="#">petfinder</a>	Trusted, good shelter listings	No direct messaging, no breeder access
<a href="#">Adopt-a-Pet.com</a>	Reliable source, focused on adoption	Limited interaction, lacks full user experience
<a href="#">craigslist</a>	Diverse listings, allows direct communication	Low trust, unverified posts, potential scams
	Ethical and trustworthy	Limited reach, often offline or fragmented

### Why PetConnect Wins



- Combines strengths of other platforms
- Verified listings + direct messaging
- Includes shelters, breeders, and rehomers
- Clean, easy-to-use interface
- One-stop shop for ethical pet adoption and purchase

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## 2.4 Pricing of Pet Connect

- **Breeders & shelters:** pay a monthly fee
  - Breeders: \$50
  - Shelters: \$25
- People purchasing a dog from **shelters:** commission of 5%
- People purchasing a dog from **breeders:** commission of 10%

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## 2.5 Distribution

- **Digital-first distribution:** PetConnect focuses on digital channels, offering user-friendly applications on iOS, Android, and a dedicated online platform.
- **Strategic partnerships:** Collaborations with animal welfare organizations, veterinarians, and breeders amplify reach and service credibility.
- **Community involvement:** Participation in pet adoption fairs and local events boosts brand visibility and strengthens community ties.



## 2.6 Promotion

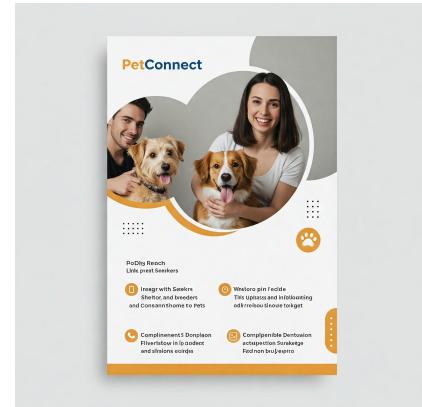


### Digital Marketing Campaigns

- Instagram, Facebook, TikTok, Google Ads, and SEO initiatives
- Partnerships with pet influencers and content creators

### Offline Marketing

- Flyers in pet-centric locations
- Active participation in local adoption events and expos





## 2.7 Sales Forecast

Anticipated users: 20,000

- 2,000 adoptions in first year

Annual growth: 40%

- 2,800 adoptions by second year

Year three: 39,200 users

- 4,000 successful pet adoptions

### ✓ 3-Year Revenue Summary

Year	Platform Fees	Commissions	Total Revenue
1	\$84,000	\$138,000	\$222,000
2	\$98,400	\$193,200	\$291,600
3	\$115,500	\$276,000	\$391,500

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## Investment requested

Investment: 150.000 USD

In return for: 20%