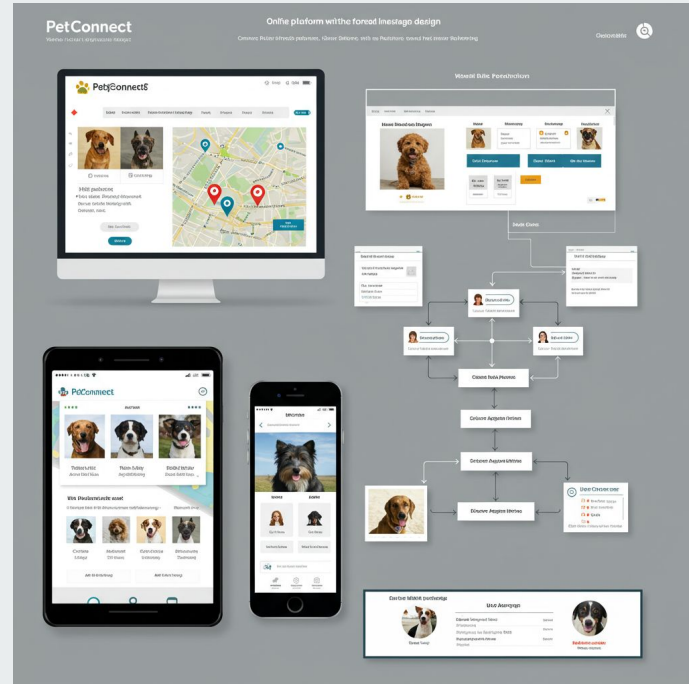
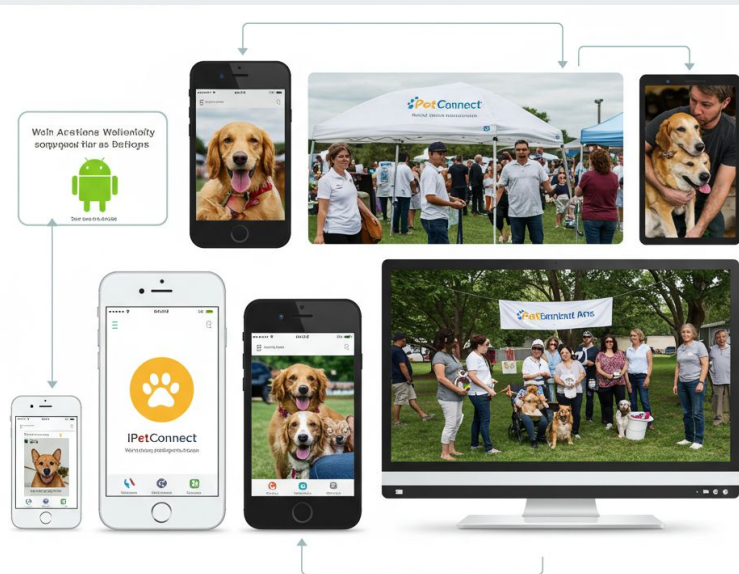


PetConnect





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



1.1. Business idea

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

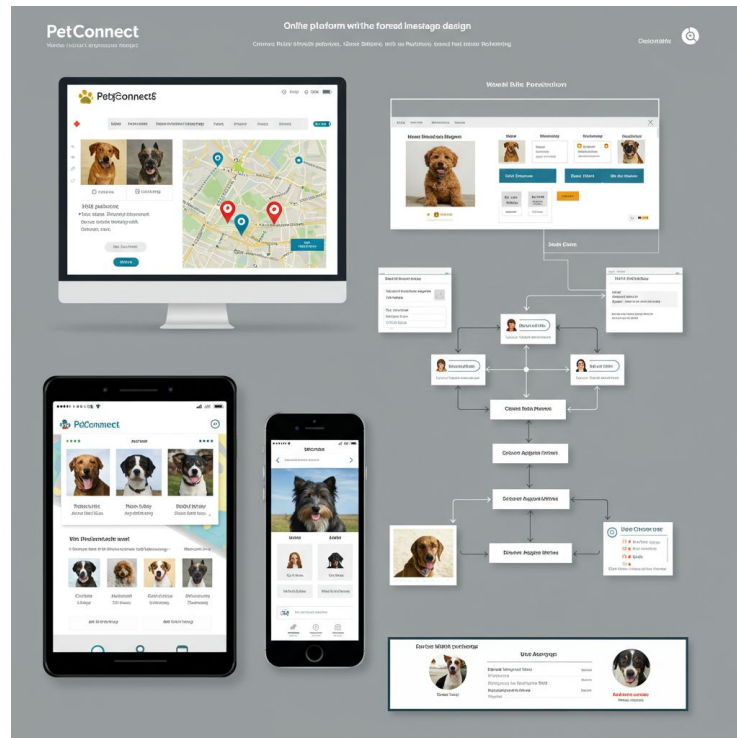
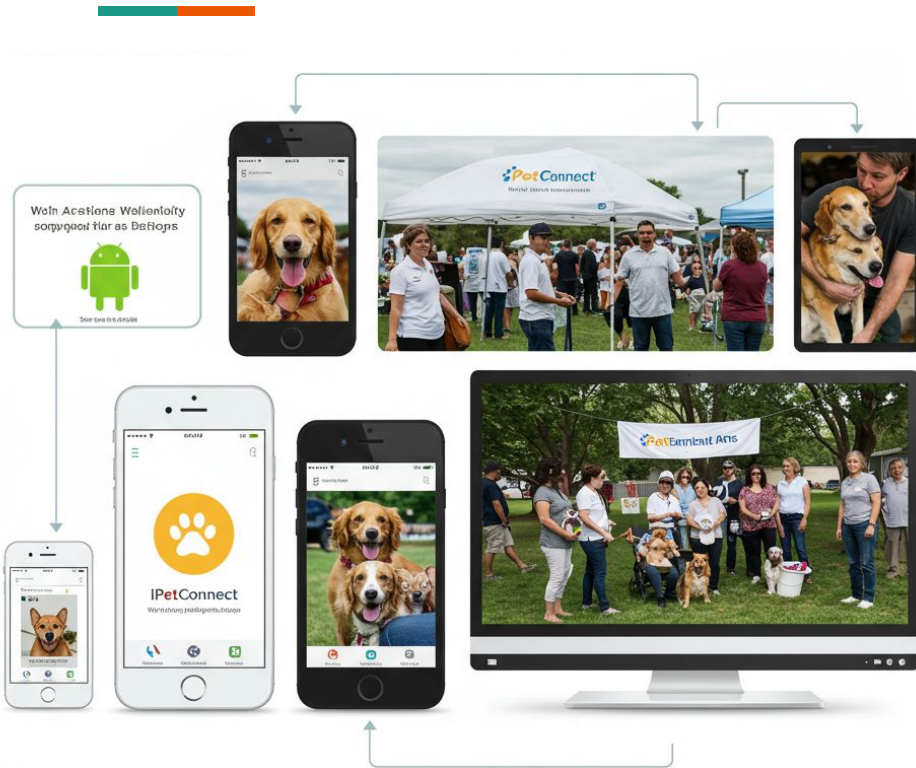
How It Works: A seamless platform for shelters, breeders, and rehomers

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)



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



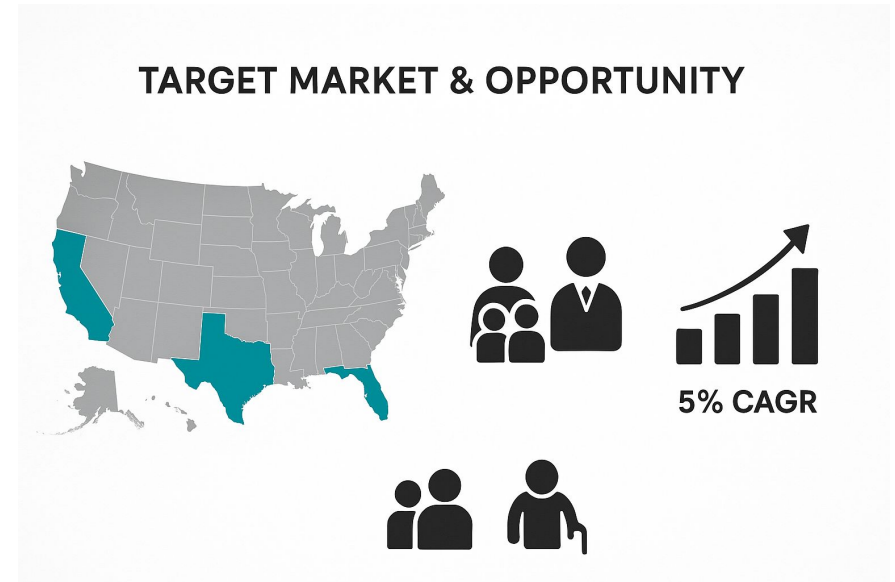
2.1 Product/Service

- 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



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



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
	Trusted, good shelter listings	No direct messaging, no breeder access
	Reliable source, focused on adoption	Limited interaction, lacks full user experience
	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 rehoming
- ✓ Clean, easy-to-use interface
- ✓ One-stop shop for ethical pet adoption and purchase



2.4 Pricing of Pet Connect

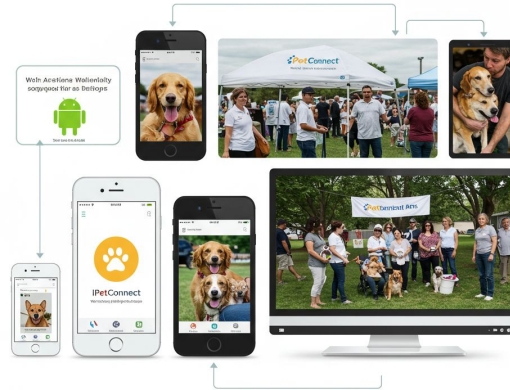
- **Breeders & shelters:** pay a monthly fee
 - Breeders: \$50
 - Shelters: \$25
- People purchasing a dog from **shelters**: commission of 5%
- People purchasing a dog from **breeders**: commission of 10%

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



Investment requested

Investment: 150.000 USD

In return for: 20%