

Business Model Canvas

Key Partners

Local Shelters & Rescues

Provide real-time capacity data and intake criteria; receive routed animals and feedback to improve matching accuracy.

Foster Networks & Volunteers

Offer temporary homes for emergency placements; share availability and constraints to expand placement options.

Animal Control & Municipal Services

Source stray and displaced animals; integrate dispatch/workflow with the platform for rapid routing decisions.

Tech & Data Integration Partners

Enable real-time availability syncing (APIs, databases, communication tools) and maintain secure, reliable platform operations.

Key Activities

Real-time Animal Intake & Routing

Collect, verify, and classify incoming animal cases, then algorithmically match and route them to suitable fosters, rescues, or shelters based on live capacity and criteria.

Platform & Database Management

Develop, maintain, and secure the digital platform and availability database, ensuring accurate, up-to-date listings for all partner organizations.

Partner Onboarding & Support

Recruit, vet, and onboard fosters, rescues, and shelters; provide training and ongoing support to ensure consistent use and data quality.

Emergency Coordination & Communication

Coordinate time-critical placements through multi-channel communication with animal control, rescuers, and partners; manage alerts, confirmations, and follow-ups.

Key Resources

Real-Time Placement Platform

Scalable software infrastructure to match animals with available fosters, rescues, and shelters in real time.

Up-to-Date Availability Database

Centralized, accurate database of capacity and criteria for fosters, rescues, and shelters.

Rescue & Shelter Network

Established relationships with fosters, rescues, shelters, and animal control for rapid intake and placement.

Animal Intake & Triage Protocols

Standardized processes and guidelines for assessing, prioritizing, and routing stray, displaced, and at-risk animals.

Value Propositions

Real-Time Emergency Placement

Instantly route stray, displaced, and at-risk animals to available fosters, rescues, or shelters in real time.

Centralized Availability Network

Provide a single platform with up-to-date capacity and intake criteria across multiple rescues, fosters, and shelters.

Reduced Euthanasia & Street Risk

Lower the likelihood of euthanasia or harm by quickly connecting animals in crisis with safe, temporary or permanent placement.

Operational Efficiency for Animal Orgs

Save time and resources for rescues, shelters, and fosters by automating matching, communication, and placement logistics.

Customer Relationships

Trust & Reliability

Build confidence with shelters, rescues, fosters, and animal control through transparent profiles, verified partners, and clear status updates on each animal's placement.

Real-Time Support

Offer rapid-response assistance (chat/phone/in-app) to help users place or accept animals quickly during emergencies and high-stress situations.

Proactive Communication

Send automated, timely notifications on placement opportunities, confirmations, and changes in availability to keep all parties aligned and informed.

Community Engagement

Foster a mission-driven community via updates, success stories, and feedback loops to retain engaged fosters, rescues, and shelters over time.

Channels

Web Platform Dashboard

Central online portal for shelters, rescues, and fosters to manage availability and receive placement requests in real time.

Mobile App / Responsive Web

Mobile-friendly interface for field officers, volunteers, and community members to quickly report and route at-risk animals.

API Integration with Shelter Systems

Direct integrations with shelter and rescue management software to sync capacity, intake status, and placement confirmations.

Direct Support & Onboarding

Email, phone/ chat support and guided onboarding for partner shelters, rescues, and foster networks to ensure adoption and retention.

Customer Segments

Animal Control & Municipal Services

City/county animal control departments needing rapid placement options to reduce shelter overcrowding and euthanasia of stray or seized animals.

Rescues & Shelters

Nonprofit rescues and shelters seeking a real-time intake/placement network to match at-risk animals with open capacity and appropriate care.

Foster Networks & Individual Fosters

Approved foster homes looking for a streamlined way to receive suitable emergency placements based on their availability and capabilities.

Emergency & Disaster Response Orgs

Organizations handling displaced animals during crises (natural disasters, evictions, domestic issues) needing fast routing to safe temporary or long-term care.

Cost Structure

Platform Development & Maintenance

Costs for building, hosting, securing, and updating the routing platform (software development, cloud infrastructure, APIs, monitoring).

Data Management & Integrations

Maintaining real-time availability data with shelters/fosters (database costs, integrations, syncing tools, data quality management).

Operations & Coordination

Staff or contractor time for intake triage, case management, matching oversight, and customer support for rescuers, fosters, and shelters.

Outreach & Partnerships

Marketing to shelters/rescues/fosters, onboarding and training partners, relationship management, and community-building activities.

Revenue Streams

Corporate Sponsorships

Brand placement

Sponsored foster kits

Adoption bundles

"Powered by ____" on emergency placement pages

Helping reduce euthanasia rates = massive PR win

Affiliate & Marketplace Commissions

Fee charged per successfully routed animal (to foster, rescue, or shelter), possibly tiered by volume or urgency level.earn 5 to 20 percent from:

Chewy

Amazon

Petco

Walmart

Rover

Insurance providers

Shelters pay nothing.

Fosters pay nothing extra.

Brands pay you a portion of the sale.

Social Monetization Streams

Grow and monetize video content. Build audience.

Brainstorming Space

Business Model Canvas by Alexander Osterwalder from www.businessmodelgeneration.com | Business Model Canvas PDF Template
The business model canvas itself is licensed under the [Creative Commons Attribution-Share Alike 3.0 Unported License](https://creativecommons.org/licenses/by-sa/4.0/).