

FUREVER

EST. 2026



MEET THE FUREVER TEAM



Christina Bellizzi
Marketing Major
South Windsor, CT



Adare Condon
Marketing Major
Westchester, NY



Emily Szergowicz
Marketing Major
Fairfield, CT



Cassie Tonus
Global Business and Economics
Cleveland, OH



Ella Raso
Business Administration
Medford, MA

Pet adoption can be stressful, confusing, and overall an overwhelming process for potential adopters and animals



MEET FUREVER

Swipe. Match. Adopt.

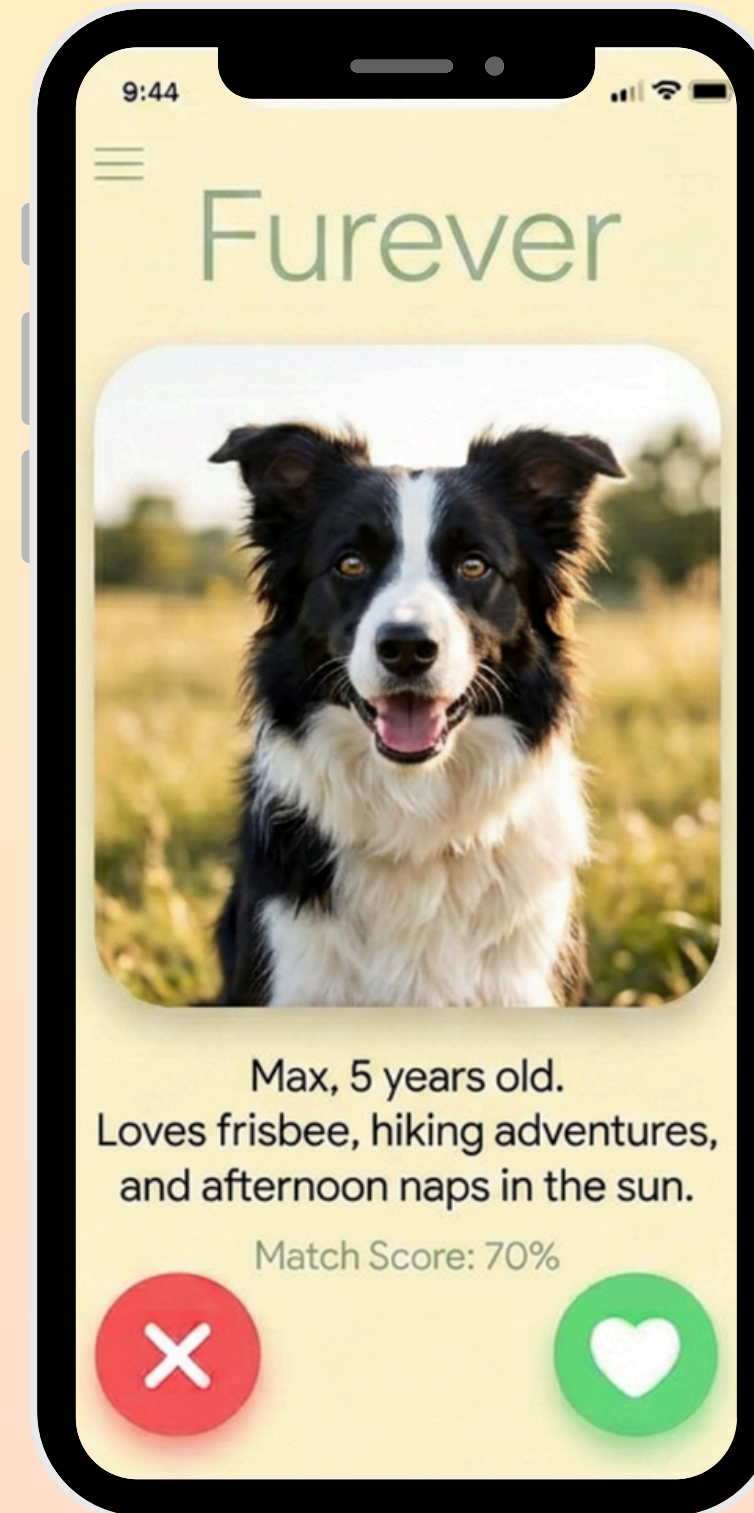


BUSINESS OVERVIEW

- A mobile app that reimagines pet adoption
- Dating app-style swipe interface paired with a lifestyle-matching algorithm
- Furever curates a personalized feed of shelter animals
- Energy, temperament, size, and care needs



MOCK UP OF THE APP



MARKET OPPORTUNITY

In the Pet Adoption Market

- Lack of guidance
- Lack of transparency

Opportunity for Furever

- Provide a compatibility-based matching platform
- Simplify the adoption experience
- Use technology to improve decision-making



VALUE PROPOSITION

For Adopters

- Easy, personalized pet matching
- Reduces stress and uncertainty

For Shelters

- More visibility
- Better adoption matches



WHAT MAKES FUREVER DIFFERENT

- Focus on compatibility
- Uses technology to improve matches
- Creates better matches
- Higher adoption success
- Stronger user satisfaction





MISSION

AT FUREVER, WE CONNECT LOVING HOMES WITH ANIMALS IN NEED, MAKING ADOPTION SIMPLE, COMPASSIONATE, AND INFORMED

VISION

WE ENVISION A FUTURE WHERE EVERY ANIMAL IS CHERISHED, EVERY ADOPTION IS THOUGHTFUL, AND EVERY CONNECTION LASTS A LIFETIME

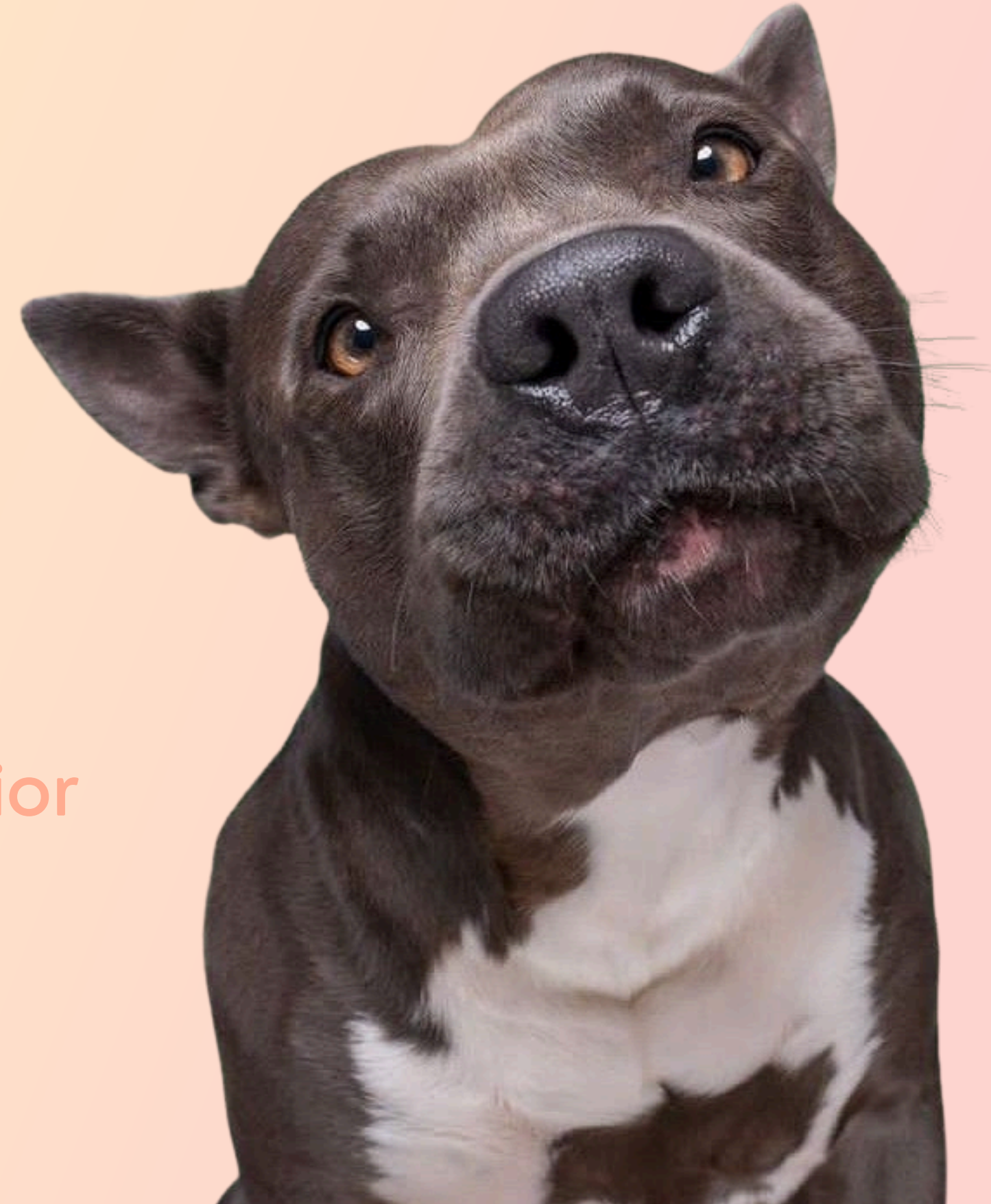
COMPETITIVE ADVANTAGE

- Swipe based matching
- Focus on compatibility
- Highlights overlooked animals
- Built with shelters, for shelters
- Emotional & efficient user experience



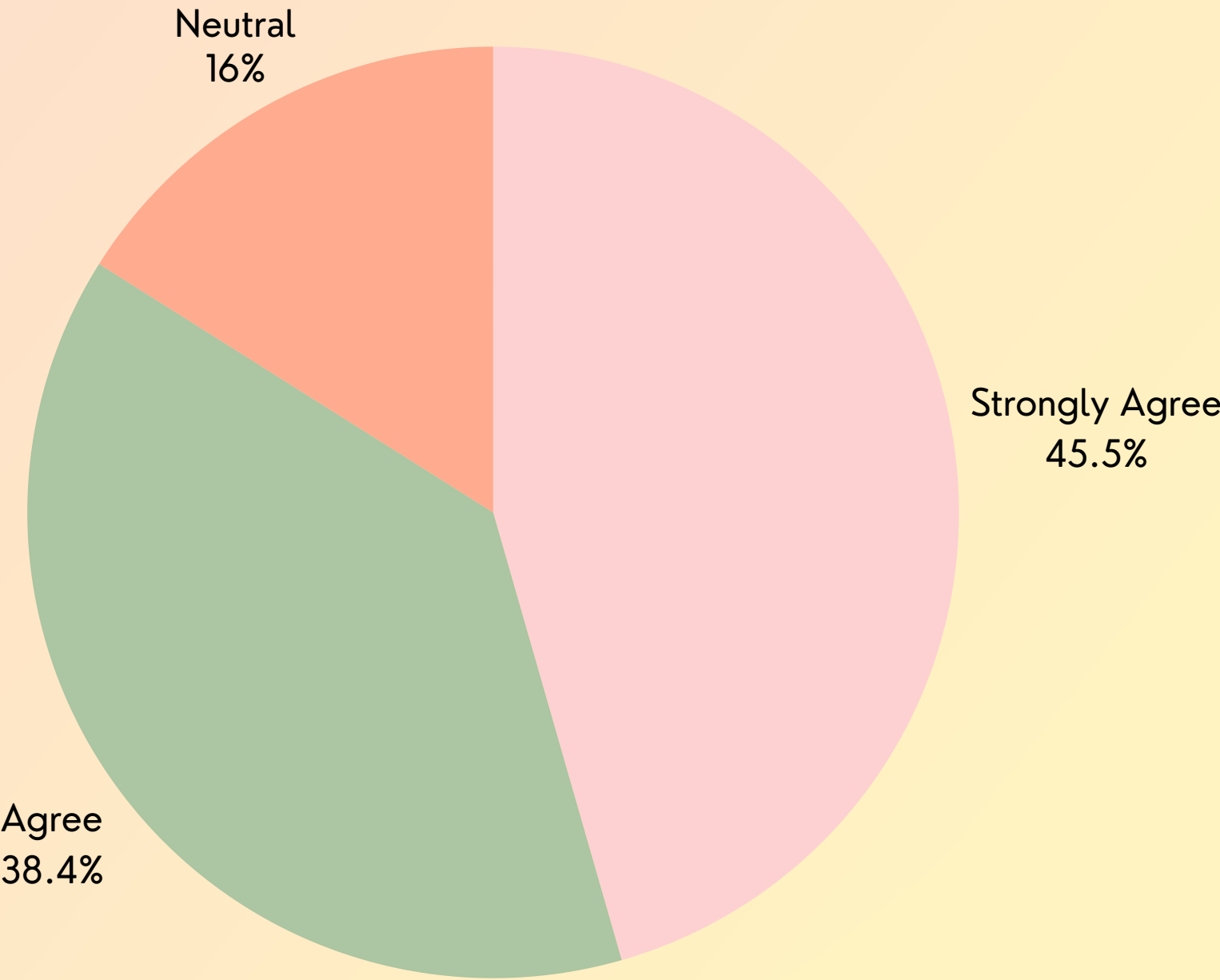
PRIMARY RESEARCH

- 232 survey responses
- Key pain point: choosing based on appearance
- Users want personality, lifestyle fit, behavior insights

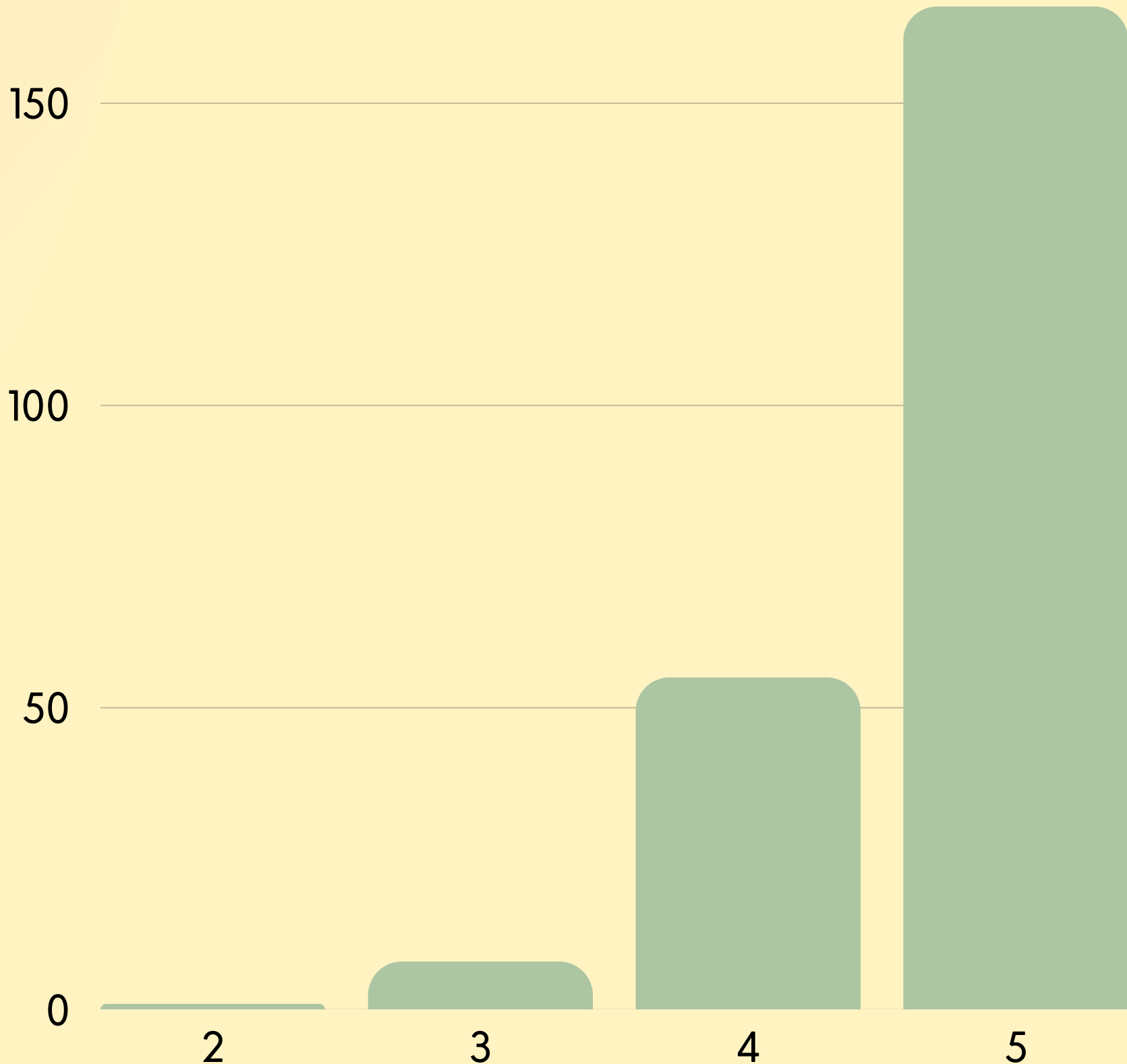


RESEARCH RESULTS

Finding the right personality match is more important than choosing a pet based on appearance



How important is lifestyle compatibility when adopting a pet



INTERVIEW



"It would be extremely appealing, everything you described makes it stand out. Compared to platforms like Petfinder, a more in-depth, compatibility-based approach helps eliminate the guesswork and increases the chances of successfully matching pets with the right adopters."

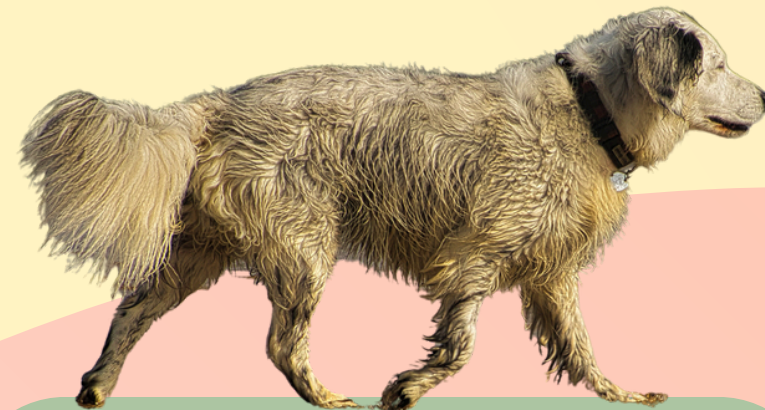
-Rupert

SWOT



Strengths

- AI-driven compatibility matching
- Easy, swipe-based user experience
- Strong mission (animal welfare)
- Data-driven personalization



Weaknesses

- Low brand awareness/trust
- Dependent on shelter participation
- Limited listings early on
- High tech development costs



Opportunities

- Growth in mobile app usage
- Rising focus on ethical adoption
- AI & data improvements
- Partnerships (shelters, vets, retailers)



Threats

- Strong competitors (e.g., Petfinder)
- Preference for in-person adoption
- Inconsistent shelter adoption of tech
- Economic factors impacting demand

PRODUCT FEATURES

- Create profile with lifestyle quiz
- Browse pets using swipe feature
- Compatibility match score for each pet
- Direct messaging with shelters
- Save favorites & track matches
- Adoption support & follow-up



TARGET MARKET

- Furever targets Gen Z and Millennials ages 18–35
- Tech-savvy audience that values
 - convenience
 - personalization
 - meaningful experiences
- More likely to adopt pets
 - making them an ideal fit for the platform



MARKETING STRATEGY



SOCIAL MEDIA STRATEGIES



Strategy Focus

- Increase brand awareness
- Promote adoptable pets
- Drive app downloads through engaging digital content



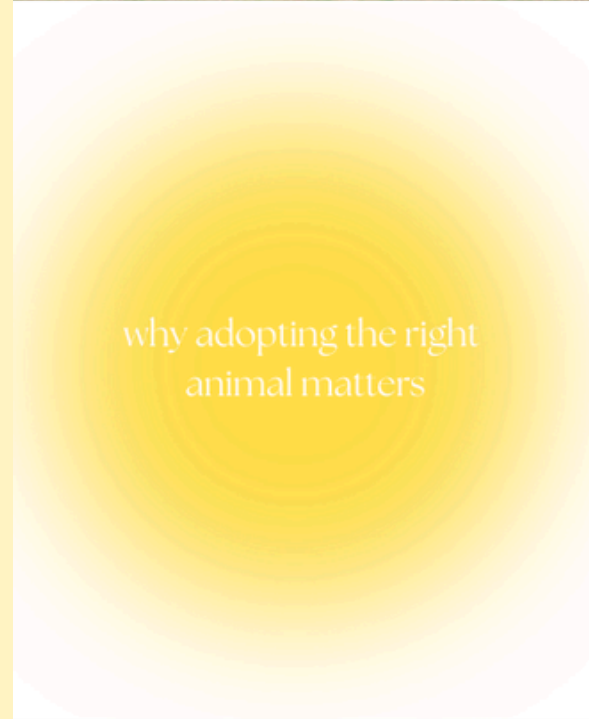
SOCIAL MEDIA MOCK FEED



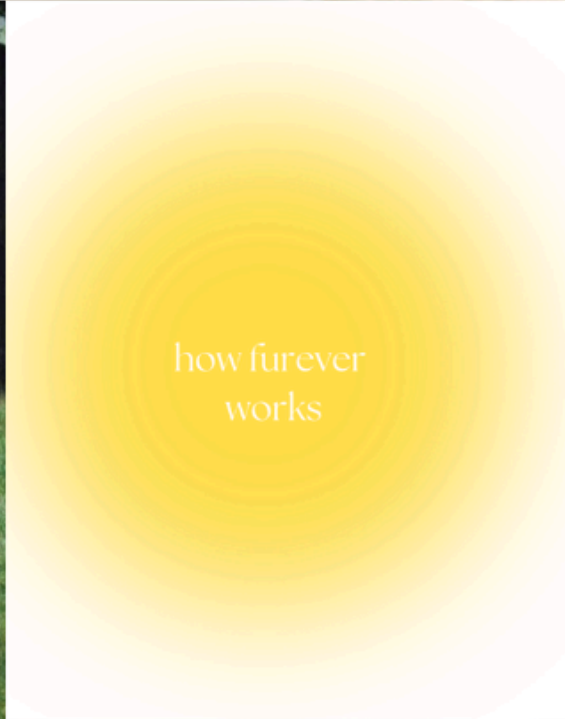
FUREVER



adoption story of
Milo



why adopting the right
animal matters



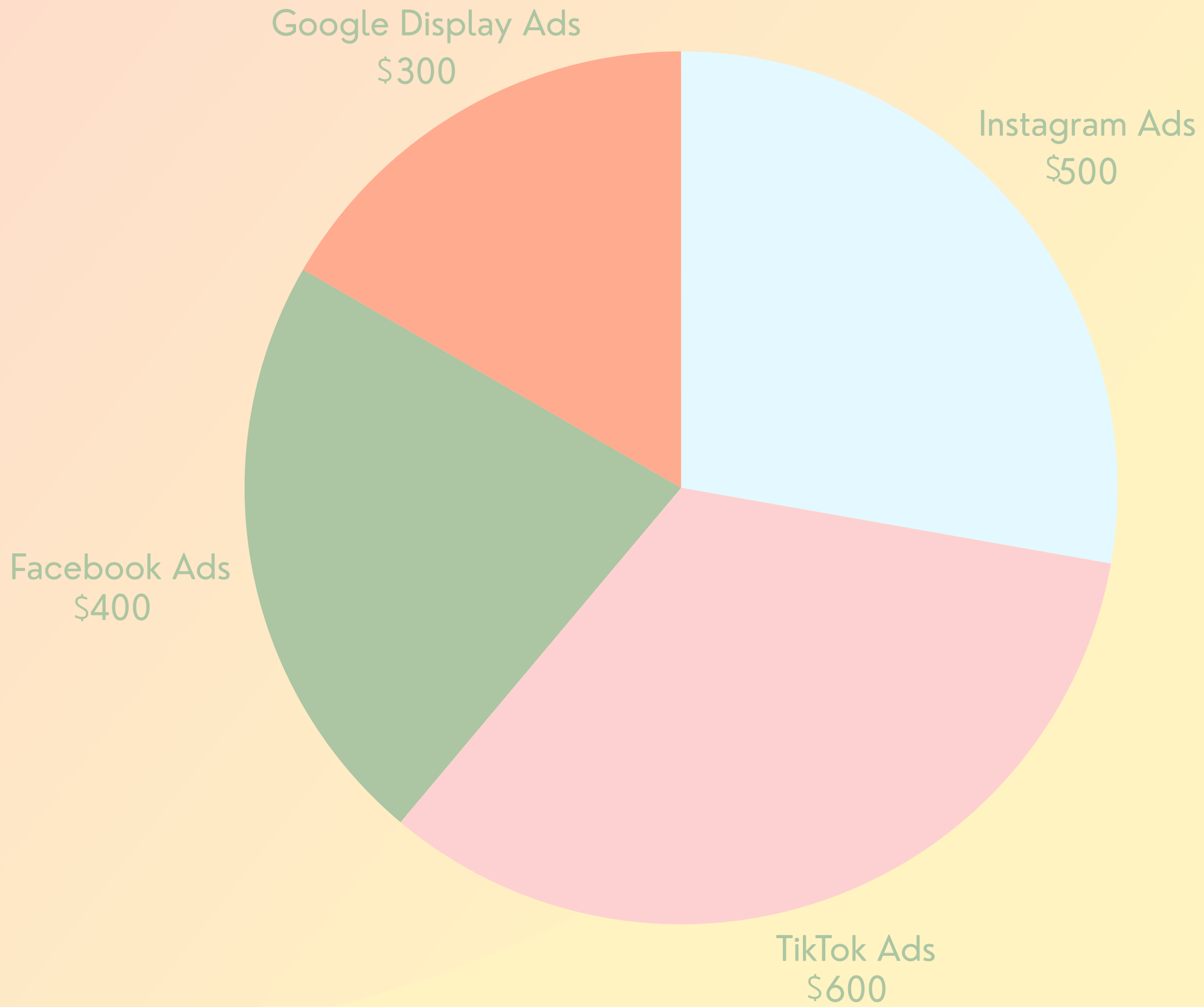
how furever
works



pet tips



PAID ADVERTISING



SUBSCRIPTION PLANS

FREE TIER

\$0



Swiping +
matching



Messaging



Meet & greet
scheduling



PREMIUM

\$6.99/mo
or \$29.99/year



Advanced filters



Unlimited saves



Adoption
checklist



Priority matches



SHELTER

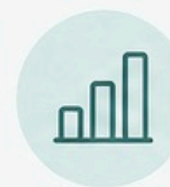
\$29/mo



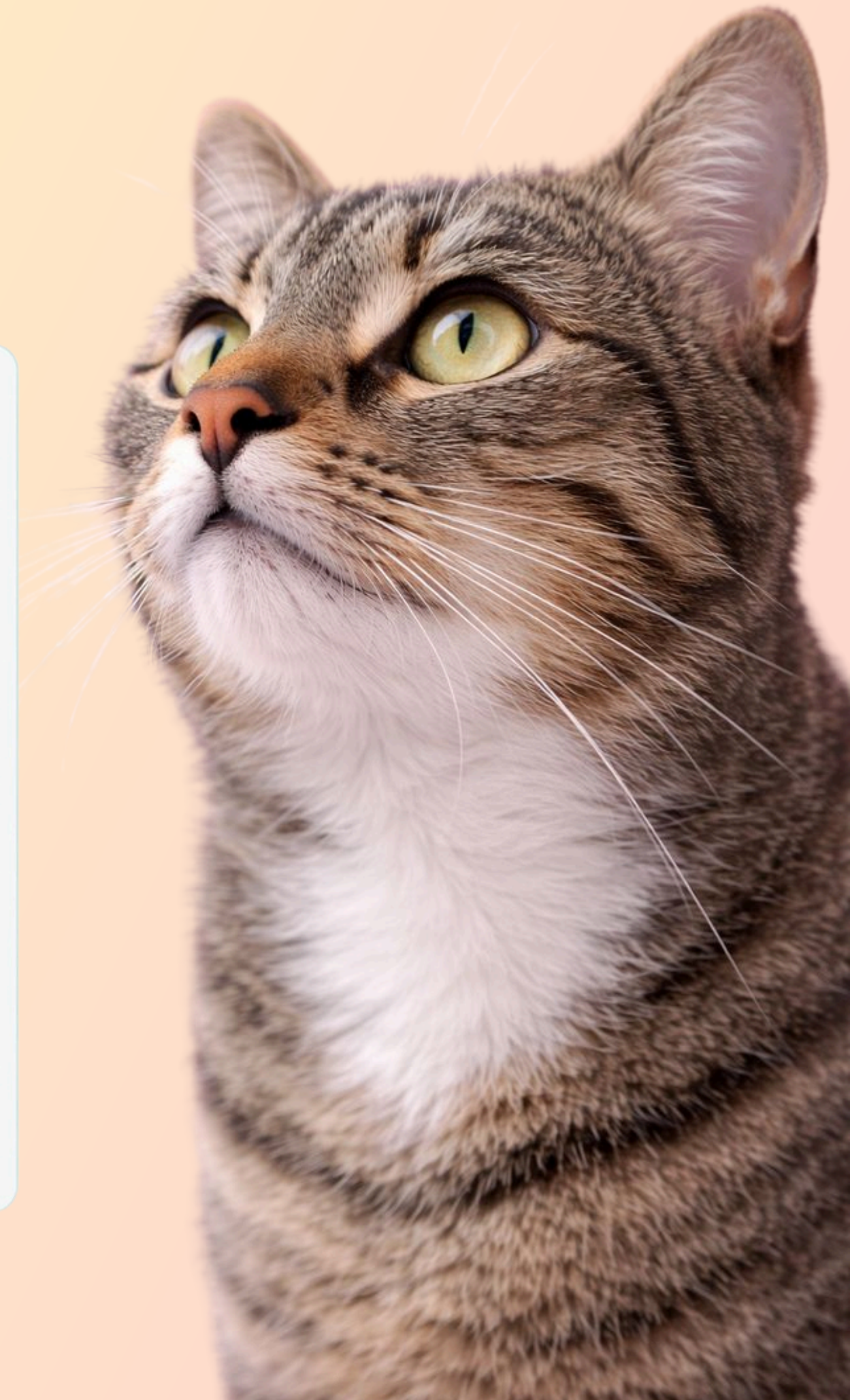
Profile
management



Messaging +
scheduling



Basic
analytics



HUMAN RESOURCES

- Small startup team structure
- Roles
 - tech, marketing, partnerships, & operations
- Emphasis on animal welfare and mission-driven culture
- Collaboration with shelters and rescues



CODE OF ETHICS

- Prioritize animal welfare
- Honest representation of pets
- Responsible adoption practices
- Transparency with users + shelters



LEGAL FORM OF ORGANIZATION

- LLC (flexible, low liability)
- Allows growth + potential investors
- Protects founders personally



IT AND OPERATIONS

- Lean setup: 1 IT specialist, ~6 computers
- Tech stack: 5 laptops + 1 high-performance development machine
- Amazon Web Services (AWS) and Google Cloud Platform
- Low cost & scalable: minimal IT overhead
- Fully digital, no physical constraints
- Built to scale: clear path from startup to growth

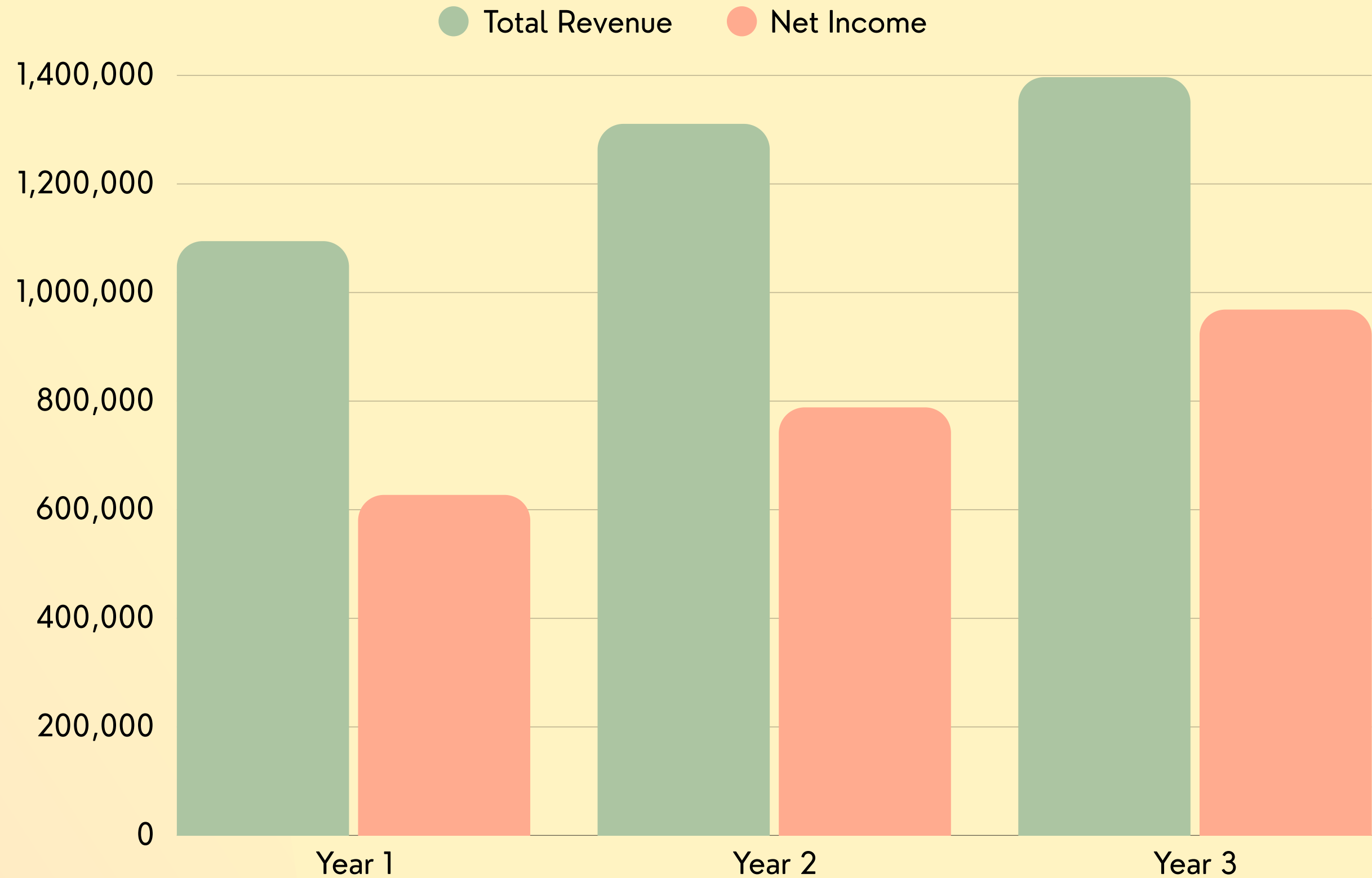


FINANCIALS



SALES FORECAST

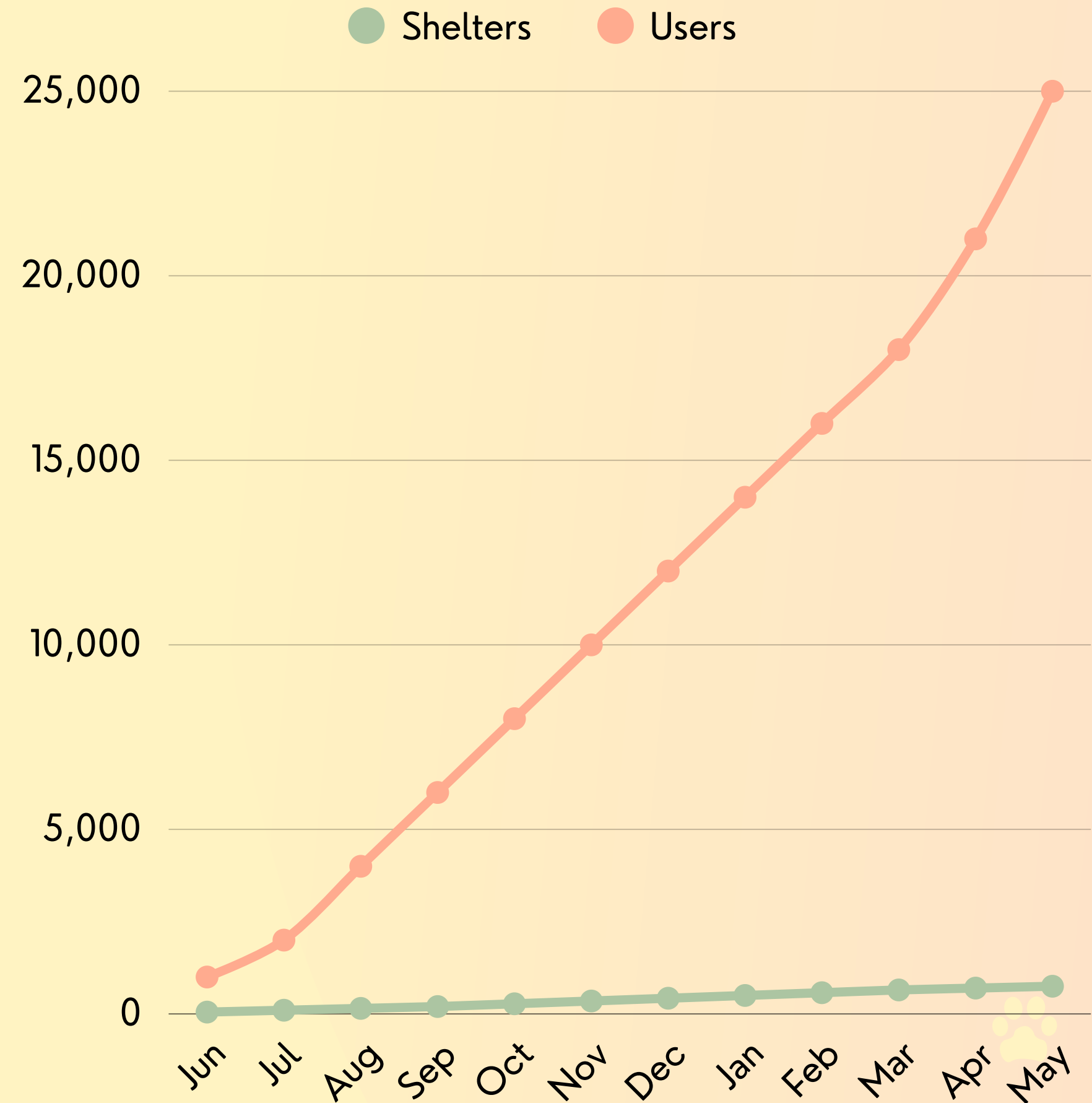
- Strong revenue growth each year
- High profitability
- Growth driven by
 - Increased users
 - More shelter partnerships
 - Higher platform engagement

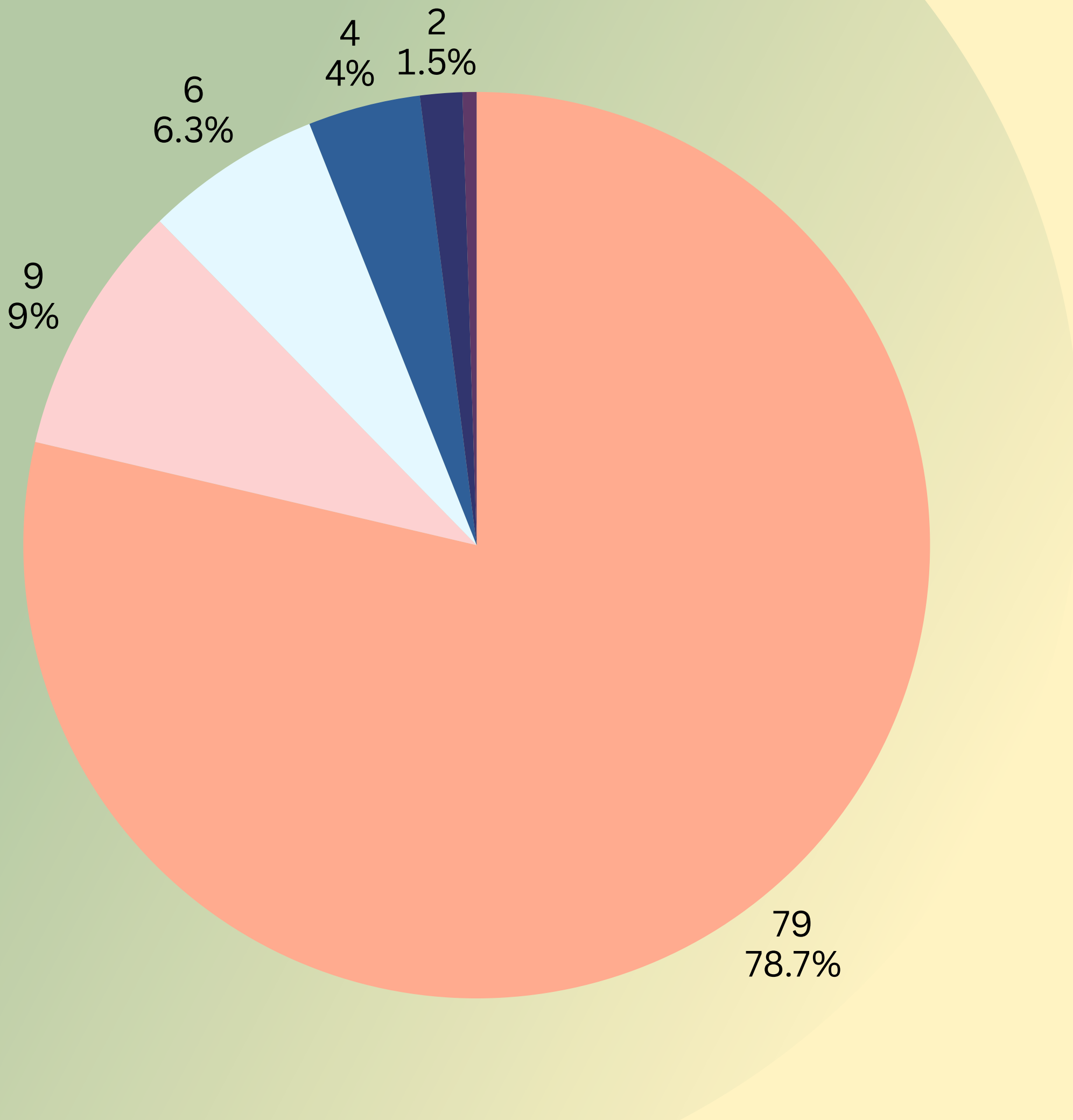


REVENUE GENERATION STRATEGY

750- shelter partnership goal

- Target addressable market:
 - ~3,900–5,000 shelters and ~14,000 total animal welfare organizations in the U.S
- 750 shelters = ~15–19% of shelters
- 25,000 users is conservative: ~33 users per shelter on average
- Scalable growth model





People Costs

Wages, Payroll Taxes, Benefits
\$236,070 → 78.5%

Marketing

Advertising
\$27,600 → 9.2%

Professional & Admin

Legal, Licenses
\$19,000 → 6.3%

Operations

Insurance, Travel, Supplies
\$12,050 → 4.0%

Technology

Depreciation, Subscriptions
\$4,408 → 1.5%

BREAK EVEN ANALYSIS

Year 1		
Total Revenue	\$	1,094,655
Total Units Sold		137,750
Total Variable Costs		
Total Fixed Costs	\$	476,040
Average Sales Per Unit	\$	8
Average Variable Cost Per Unit	\$	-
Average Profit Per Unit	\$	8
Break Even Units		59,606



**The current pet adoption process is often overwhelming
and lacks personalization**

**Furever addresses this gap with a simple, scalable
solution that improves the overall adoption experience
not only for the adopter but for the pet as well**



THANK YOU

FROM OUR PETS TO YOU



QUESTIONS

