



PAWRaiser

Lend a paw to help animals in need

PAWRaiser

PANASCI TECHNOLOGY COMPETITION – 2015

Mark T. Branden

Joel Colombo

Nicholas Barone

Jonathan Gorczyca



PROBLEM

- **8 million pets enter shelters**
- **3+ million pets are euthanized**
- **4 out of 5 surrenders due to financial reasons**
- **Vet Care Costs: \$2.4 billion (shelters) & \$15 billion (owners)**





PROBLEM

- **Veterinary care costs are rising 8-12% per year**
- **Unexpected & significant veterinarian services**
- **Limited resources to raise funds**





PROBLEM

- **Currently addressed in 3 primary ways:**
 1. Cash & Checks from Friends & Family
 2. Bake sales, Bar night, and coordinated events
 3. General crowdfunding with limited accountability





SOLUTION



PAWRaiser

A for-profit solution for
animal welfare fundraising campaigns



SOLUTION

- **Crowdfunding platform**
 - For-profit
 - Animal-only
 - Trusted & Verified
- **Ease of use**
 - Create campaigns
 - Track donations and communications
 - Report on outcomes.
- **User engagement**
 - Social media
 - Gamification
 - Rewards





MARKET OPPORTUNITY

**\$50 Billion
Pet
Industry**

**14,000+
Rescue
Groups**

**70 Million
Pet
Owners**



PLATFORM



PAWRaiser

Login

Buffalo, NY Region

SPCA Erie County



The mission of the SPCA is to create a caring and kind community that encourages fair and humane treatment of all creatures. We do not allow comments that include profanity, suggested profanity, or suggestions of inhumane treatment of people or animals.

Other Animals at the SPCA Erie County



Mr Squiggles
Raised \$47 of \$50



Ace McFreely
Raised \$113 of \$120



Marty
Raised \$732 of \$1000



Poppers
Raised \$32 of \$400



Oral Surgery for Boomer

MORE PHOTOS

\$864

Pledged of \$1,000

3

Days to go

62

Backers

Support this Pet

Adopt Me

Story

Boomer came to the SPCA as a stray. Although he is in good overall health, his front, left canine tooth is broken and needs to be removed before infection sets in to his gums. Help make Boomer smile again with a pledge to support his tooth extraction and he will be back eating biscuits in no time!

SPONSORED BY:



Rewards



BarkBox
Two FREE Months

Points:
15,000

Add to Cart



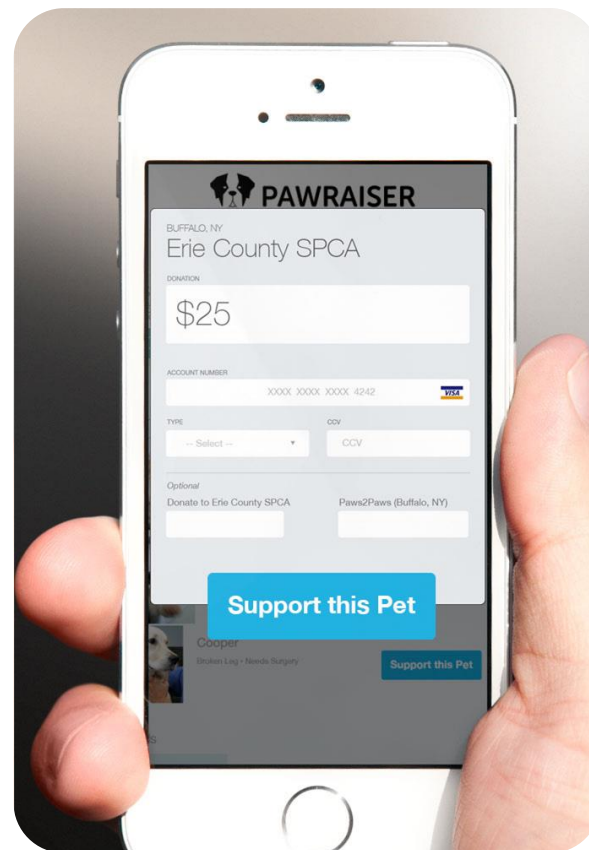
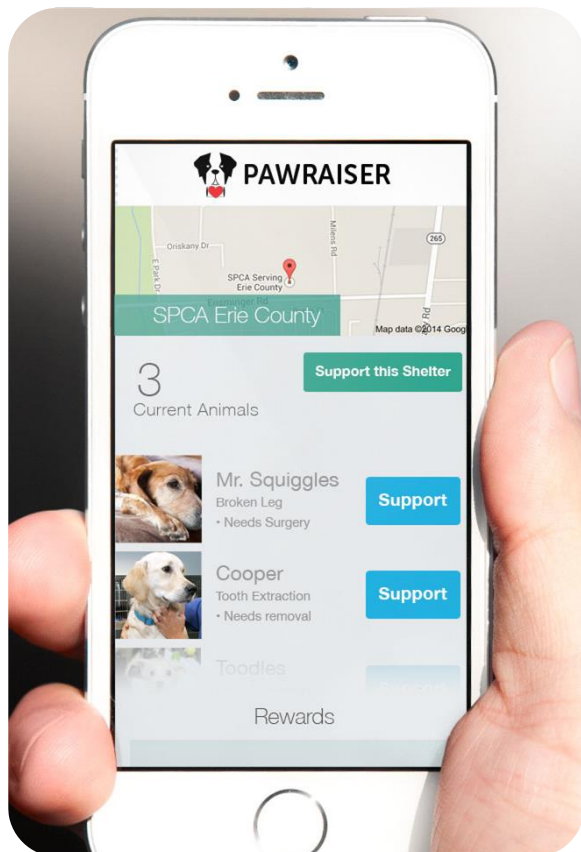
VPI Petinsurance
10% Discount

Points:
7,500

Add to Cart



PLATFORM





PLATFORM



PAWRaiser

Login

Helping animals live on through community crowdfunding.

Donate Today

[or create a campaign](#)



Mr Squiggles
Raised \$32 of \$300



Toodies
Raised \$112 of \$660




Cooper
Raised \$732 of \$1000



Boomer
Raised \$32 of \$100




Jazzie
Raised \$896 of \$900



Millie
Raised \$79 of \$120



Charlie
Raised \$82 of \$90



Gerald
Raised \$498 of \$500



Rusty
Raised \$849 of \$900

Help make healthy pets



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[Register](#)

[Log In](#)

[Donate Today](#)

[Create Campaign](#)

Popular

Frankie // \$634 of \$700

Mr Squiggles // \$96 of \$225

Layla // \$678 of \$1,000

Boomer // \$876 of \$900

Charlie // \$1436 of \$1700

Gerald // \$118 of \$200

Boomer // \$336 of \$300

Cooper // \$410 of \$500



3

Current Animals

Support this Shelter



Mr. Squiggles

Broken Leg • Needs Surgery

Support this Pet



Toodles

Broken Leg • Needs Surgery

Support this Pet



Cooper

Broken Leg • Needs Surgery

Support this Pet



PLATFORM



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Start Your Campaign

NAME:

What is the name of the animal?

PHOTOS:

Choose Files ...

boomer-1.jpg
boomer-playing.jpg
boomer-summer-jpgg

WHAT/WHY:

What is needed and why? Surgery, Medicine, Therapy...

Rewards

WANT HELP FROM OUR AFFILIATE SPONSORS? YES

REWARDS:

Gift cards, pet toys, etc

VETERINARIAN NAME:

Dr. Michael Pawhelper

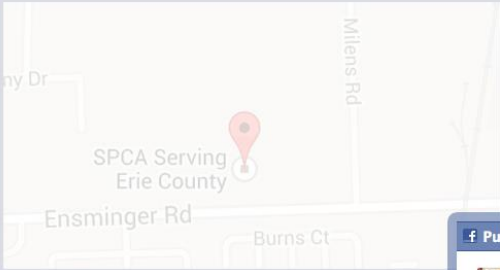
ADD ANOTHER



PLATFORM

Buffalo, NY Region

SPCA Erie County

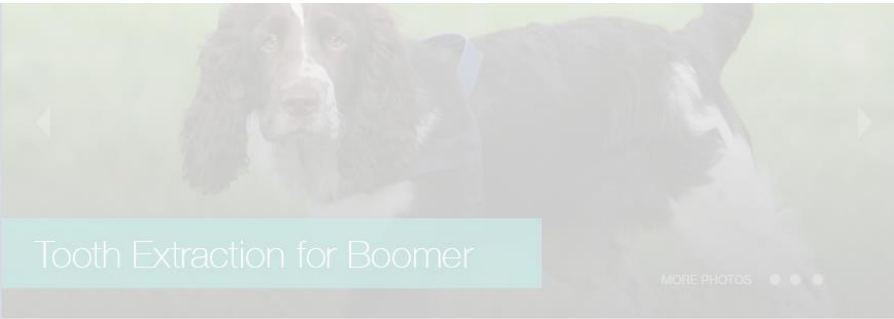


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Other Animals at the SPCA Erie County

Mr Squiggles
Raised \$732 of \$1000


Mr Squiggles
Raised \$732 of \$1000



Tooth Extraction for Boomer MORE PHOTOS

62 Backers

[Adopt Me](#)


SPONSORED BY  where the healthy pets go

Rewards

00% Invisible

f Publish this story to your Facebook Wall and your friends' home pages?


Write Something...

 Jonathan wants you to check this out

HELP BOOMER GET HIS TOOTH EXTRACTION
Support this pet through the Erie County SPCA

Boomer has a bad tooth and he's looking for the community to help him through his operation. By donating to this procedure you'll receive rewards from local pet stores and also a free window sticker to show off your support!

Take a look and let me know what you think.


 Published by PawRaiser

[Publish](#) [Skip](#)




PLATFORM

Brené Brown



Help Boomer get his tooth extraction



Boomer has a bad tooth and he's looking for the community to help him through his operation. By donating to this procedure you'll receive rewards from local pet stores and also a free ...

BY PAWRAISER | PAWRAISER.COM

7 minutes ago

Like Comment Share 25 Shares

565 people like this. Top Comments

Write a comment...

Kathleen Heuer ❤️
2 minutes ago · Like · Reply


There is no shortage of opportunities to find help in WNY when it comes to #StartUp and tomorrow is no exception,... fb.me/1RteQODbm

David J Bland @davidjbland 13m
"It's all about the sticktoitiveness" - @jonathanirwin

Annemieke Rice retweeted

Mike Coleman @IMikeColeman 20m
#Communitycolleges are gateways to opportunity in our democracy #ATD_DREAM #HigherEd

M.G. Siegler @mgsiegler 15m
I helped Boomer get his Tooth Extraction by supporting him through PawRaiser: pawraiser.com/donations/boomerTooth



Help Boomer get his Tooth Extraction

Boomer has a bad tooth and he's looking for the community to help him through his operation. By donating to this procedure you'll receive rewards from local pet stores and also a free...

Annemieke Rice retweeted

Achieving the Dream @AchieveTheDream 17m
Congrats to @CCBCMD & @PatrickHenryCC the 2 winners of the #LMAAward this year @ #ATD_DREAM. Find out more here! ow.ly/IDE9q

Jeff Gothelf @jboogie 15m
"There are only 100 working hours in a week." - @chrisfahey

Chris Ryndak retweeted

Dan Dunleavy @dan_dunleavy 18m
Sitting to right of @duffersabres for @BuffaloSabres at NJ. Any ?'s for Brian, send my way and I lean to left and pass onto him.



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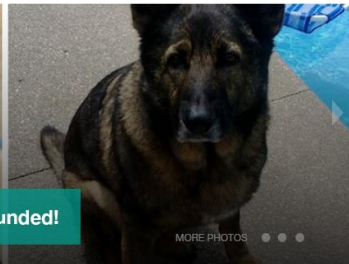


Poppers
Raised \$32 of \$400



Vet Care for Daisy

Funded!



MORE PHOTOS

\$1,021

Pledged of \$1,000

0

Days to go

84

Backers

Funded

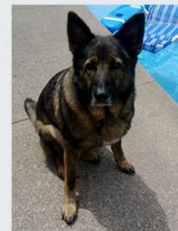
Outcome

With your support, the City of Buffalo Animal Shelter was able to pay for veterinary care for Daisy. Poor Daisy had mange, a broken leg and lived tied to a tree. Daisy was able to get the care she needed and is now fully recovered enjoying life at poolside at her new fur-ever home!

Before



After



SPONSORED BY:





PLATFORM



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Helping animals live on through community crowdfunding.

[Register](#)

[Log In](#)

[Donate Today](#)

[Create Campaign](#)



MT Branden



Animal rescuer since 2011, owner of two dogs, and one cat.

3
Animals Saved

\$1,342
Donated

1,450
Reward Points

Animals you've helped live on.



Mr. Squiggles

Broken Leg •
Saved on 10/24/14



Toodles

Burn Victim •
Saved on 10/23/14



Cooper

Mange •
Saved on 10/19/14

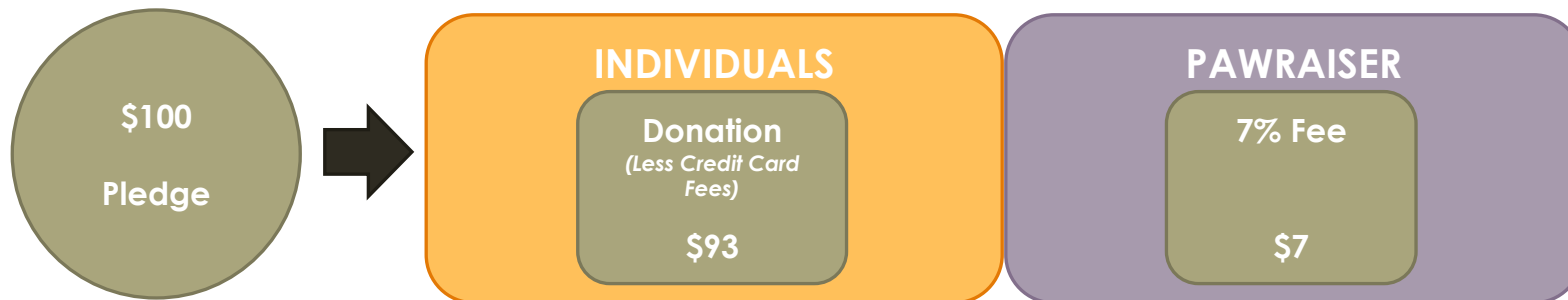


BUSINESS MODEL

Shelters & Rescues



Individuals



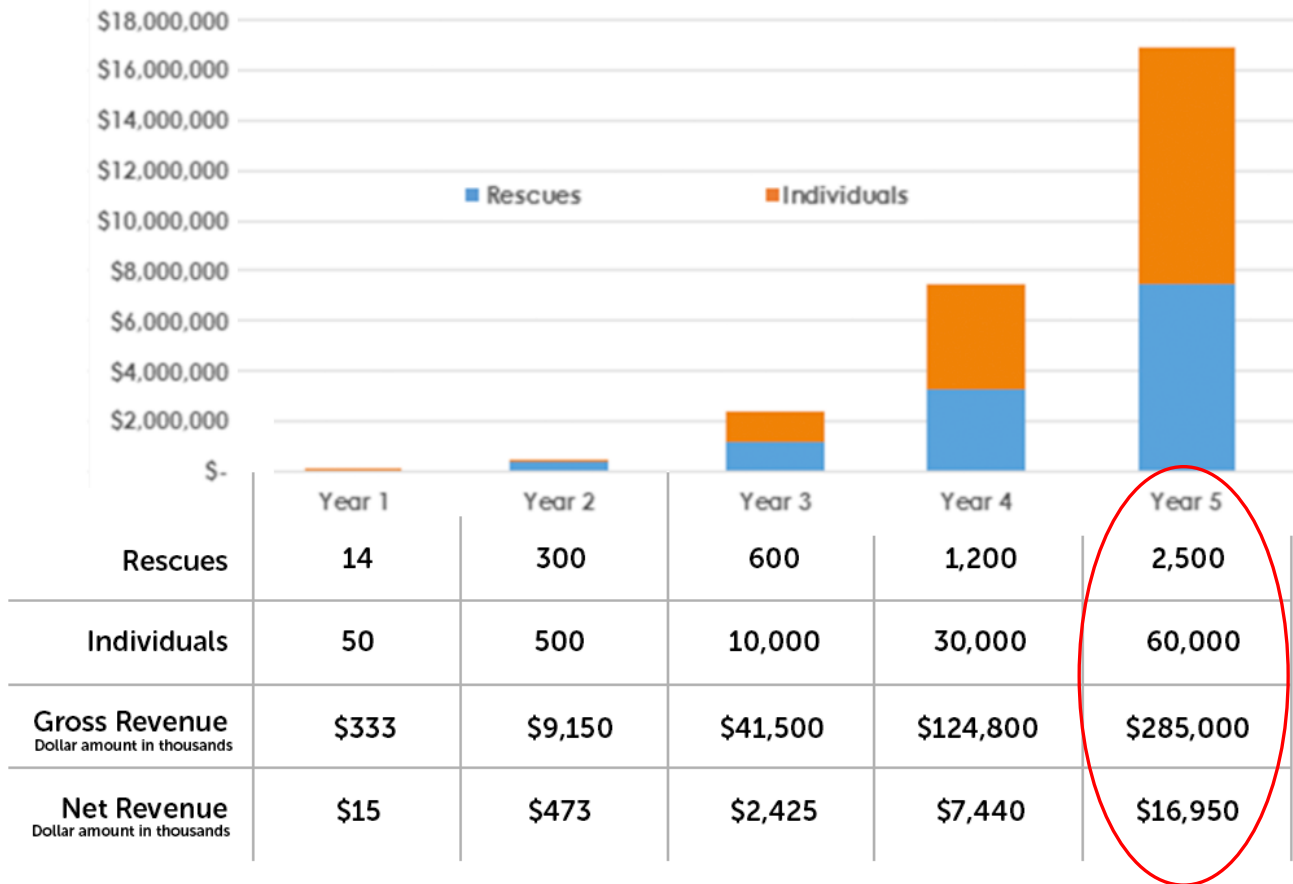


BUSINESS MODEL

- **Rescues & Shelters – 5% Fee**
- **Individuals – 7% Fee**
- **Direct to 501(c)(3) or Veterinarian**
- **Proceeds Pool – Competition to encourage donations & marketing**



BUSINESS MODEL





BUSINESS MODEL



Login

Buffalo, NY Region

SPCA Erie County

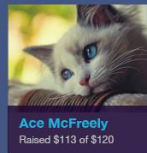


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Rewards



BarkBox
Two FREE Months

Points:
15,000

Add to Cart



VPI Petinsurance
10% Discount

Points:
7,500

Add to Cart

SPONSORED BY:





BUSINESS MODEL

PAWRaiser Login

Multiple NY Region
SPCA Erie County

Oral Surgery for Boomer

\$864 Pledged of \$1,000 3 Days to go 62 Backers

Support this Pet Adopt Me

Story

WONORED BY: petco, Veterinary Pet Insurance, IAMS, BarkBox, PETSMART

Rewards

- BarkBox Two FREE Months Points: 15,000
- VPI Pet Insurance 10% Discount Points: 7,500
- PetSmart \$5 Coupon Points: 5,000
- Give to your rescue \$10 Pledge Points: 2,500

Rewards



BarkBox
Two FREE Months

Points:
15,000

Add to Cart



VPI Petinsurance
10% Discount

Points:
7,500

Add to Cart



Petsmart
\$5 Coupon

Points:
5,000

Add to Cart



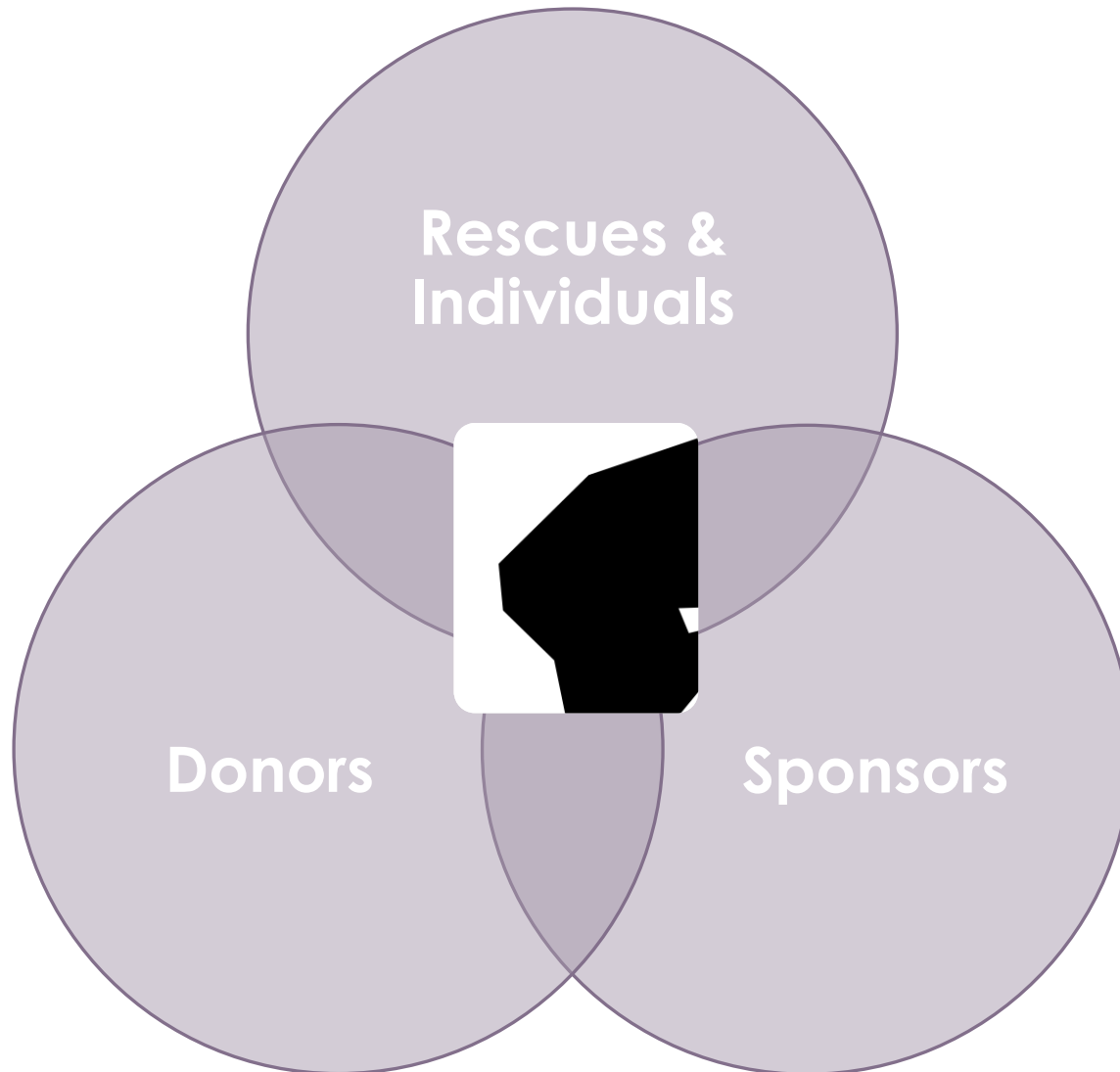
Give to your rescue
\$10 Pledge

Points:
2,500

Add to Cart



CUSTOMERS










COMPETITION



	Pawraiser	Causes.co	Crowdrise	GoFundMe	LoveAnimals	IndieGoGo
Animal Focus	✓				✓	
Verified Campaigns	✓	✓	✓		✓	✓
Social Giveback	✓	✓	✓	✓		✓
Reward System	✓		✓			✓
Hyperlocal	✓	✓				
Strategic Sponsors	✓				✓	



MARKET OPPORTUNITY

					
Founded	2009	2008	2010	2008	2010
Campaigns	200,000+	75,000+	n/a	50,000+	100,000+
Funds Raised	\$1.5 B	\$100+ M	n/a	\$152 M	\$740 M
Employees	108	100	50	32	40
Investment	\$10 M	\$56 M	\$23 M	\$2.5 M	\$0 (so far)

Fred Wilson. . . . the potential online charity market to be \$30 billion a year, with the possibility of it becoming \$50 billion to \$70 billion market (TechCrunch April 21, 2014)



MILESTONES

Month 1

- **Concept & Scope Finalization**

- The product pre-sales material will be developed for introduction to shelters. Code development begins.

Month 6

- **Phase I: Beta Release**

- Initial shelters and rescue groups are launched on the live platform and begin their first fundraising campaigns. Strategic partnerships sought.

Month 12

- **Phase II: Individual Launch**

- Personal campaigns for private individuals become available. Social marketing and promotions via the community built during Phase I will fuel initial personal campaign development.

Month 18

- **Growth Development**

- Active system with revenue generation. Solicitation of funding for mass market growth with outside capital.



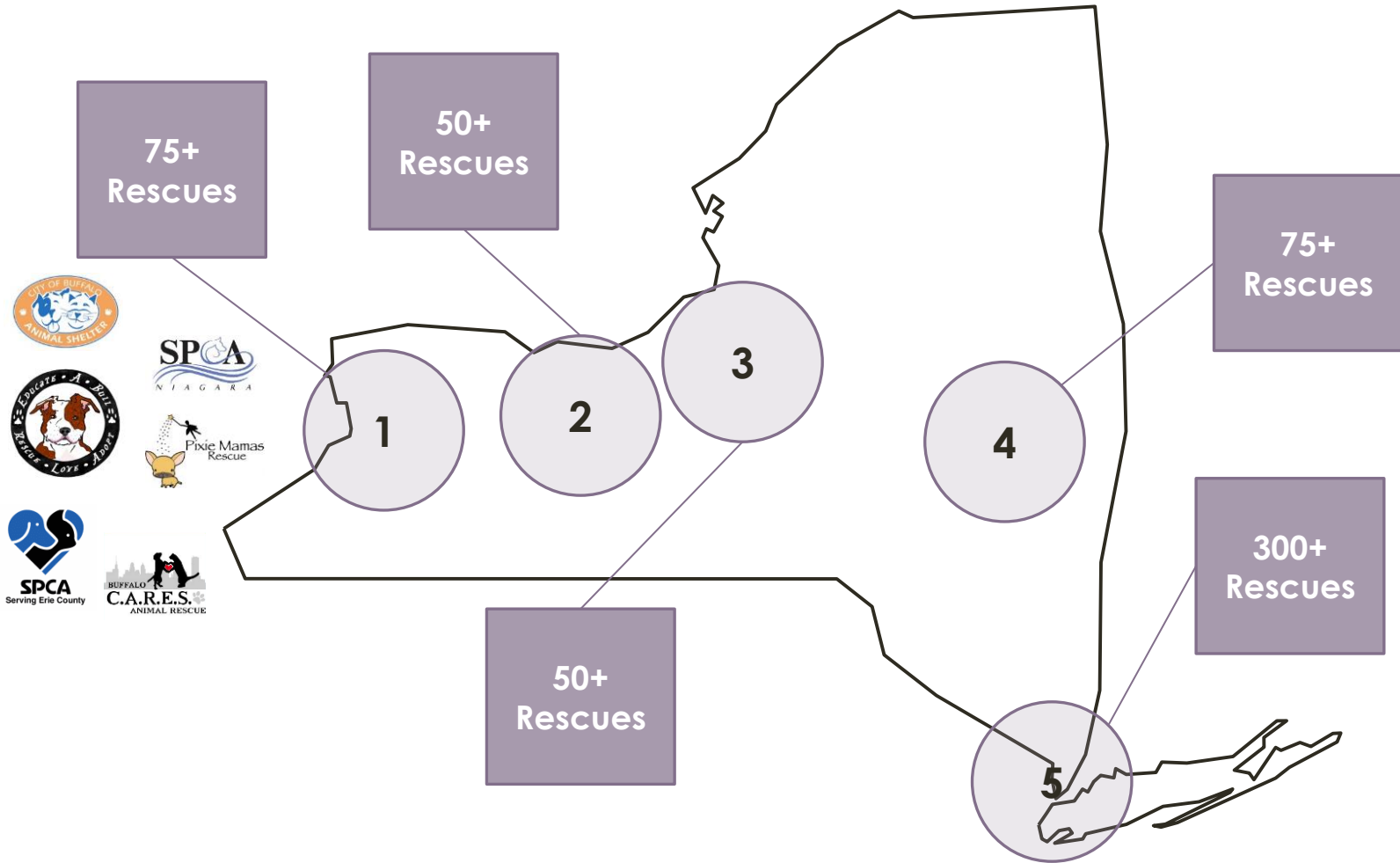
CAPITAL NEEDS

Capital needs will be offset by future revenue generation from campaigns and sponsorships

ITEM	Month 1	Month 6	Month 12	Month 18
The product pre-sales material will be developed for introduction to shelters. Code development begins.	\$10,000			
Initial shelters and rescue groups are launched on the live platform and begin their first fundraising campaigns. Strategic partnerships sought.		\$25,000		
Personal campaigns for private individuals become available. Social marketing and promotions via the community built during Phase I will fuel initial personal campaign development.			\$50,000	
Active system with revenue generation. Solicitation of funding for mass market growth with outside capital.				\$250,000+



MARKET OPPORTUNITY





TEAM



Joel Colombo

- Web application programmer for over 15 years
- Bootstrapped a web software startup to 20 employees
- Scaled recurring revenue from zero to \$1m+ a year



Nicholas Barone

- Over 8 years of experience in working with startups, design and user interface
- Co-founded UX and Design Solutions company
- Organized Startup Weekend, Bar Camp Buffalo, and Buffalo Open Coffee Club



Jonathan Gorczyca

- Working in web development since 1999
- Over 11 years of sophisticated digital media experience
- Co-founded UX and Product Design firm servicing startups and established firms



Mark T. Branden

- 12 years of PE and VC experience
- Involved in over 25 M&A and growth capital investments
- Volunteer at Startup Weekend and City of Buffalo Animal Shelter



SUMMARY

- **Helping 8 million shelter animals every year**
- **Connect \$50 billion pet industry with 14,000 rescues & 70 million pet owners**
- **Crowdfunding reached \$16 billion in 2014**
- **Minimal capital investment**
- **50-100 Tech & Marketing Jobs**





SUMMARY



PAWRaiser

A for-profit solution for
animal welfare fundraising campaigns

Thank You