

**Very Rough Concept and Condensed Business Plan Draft**

**NOTHING IS SET IN STONE. THIS IS ALL FOR DISCUSSION AND CONCEPT.**

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**INTRODUCING**



**P E T H A R M O N Y P R O J E C T**

**ADVANCING PET/HUMAN UNDERSTANDING**



## Executive Summary:

Pet Harmony Project, led by Erika Westfall, is a pioneering non-profit organization based in Ann Arbor, Michigan. Our mission is to deepen our understanding of human-pet interactions through scientific research, developing effective training methods, and enhancing relationships between pets and their owners. We aim to create happier homes by leveraging our state-of-the-art research and training center, equipped with the latest recording and monitoring technology.

- **Organization:** Pet Harmony Project
  - **Website:** [www.petharmonyproject.org](http://www.petharmonyproject.org)
  - **Location:** Ann Arbor, Michigan
  - **Leader:** Erika Westfall
  - **Mission:** "To empower pets and people to thrive together through evidence-based insights and innovative training solutions. The Pet Harmony Project commits to pioneering scientific research into the dynamics of human-pet interactions, developing cutting-edge methodologies, and providing transformative educational resources that foster harmony and enhance the well-being of pets and their families."
  - **Vision:** "Our vision is to set a global standard for understanding and improving the relationships between humans and pets. We aspire to create a future where every pet is nurtured through scientifically backed practices, leading to more joyful, harmonious homes and profoundly enriched human-pet bonds."
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## Organization Overview:

Pet Harmony Project serves as a central hub for researchers and practitioners dedicated to improving human-animal interactions. Our structure includes three primary departments: Research, Training, and Administration, each essential for fulfilling our mission through scientific insights and practical applications.

- **Structure:** Comprises Research, Education, Training, and Administration departments.
  - **Focus:** Integrates scientific research with practical training solutions.
  - **Staff:** Experts in animal behavior, training, and organizational management.
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## Market Analysis:

There is a growing demand for scientifically validated pet training methods driven by increasing trends in pet humanization. Pet owners are actively seeking ways to enhance their relationships with their pets. Pet Harmony Project positions itself uniquely in the market by offering research-driven training programs and educational workshops.

- **Industry Trend:** Growth in pet humanization and advanced care solutions.
  - **Target Audience:** Pet owners, trainers, veterinarians, and behavioral researchers.
  - **Competitive Edge:** Research-backed services that stand out from conventional pet training offerings.
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## Organizational Structure:

Led by Professional Animal Trainer, Erika Westfall, each department within our organization plays a crucial role in achieving our overarching goals. The Research Department focuses on conducting and publishing peer-reviewed studies. The Training Department translates these findings into practical training programs. The Administration Department manages our operations and outreach.

- **Leadership:** Erika Westfall, Executive Director.
  - **Departments:** Research, Training, and Administration.
  - **Roles:** Each department has specific roles aligned with the organization's strategic goals.
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## Financial Plan:

We require an initial funding of \$650,000 to launch and sustain our operations, which will be allocated towards constructing the facility, purchasing equipment, and covering operational costs. Our funding strategy includes securing grants, donations, and fundraising activities.

- **Initial Funding Requirement:** \$650,000.
  - **Funding Sources:** Grants, donations, fundraising events.
  - **Budget Allocation:** Facility construction, equipment purchase, staffing.
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## Internship Program:

Our internship program, in collaboration with the University of Michigan and Michigan State University, provides hands-on research and training experience, benefiting both students and our projects. This program is designed to enhance education and contribute to practical research outcomes.

- **Program Partners:** University of Michigan and Michigan State University.
  - **Intern Roles:** Research assistance, training support, data analysis.
  - **Benefits:** Enhances student education and supports our research initiatives.
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## Marketing Strategy:

We employ a multi-channel marketing strategy to build our brand and engage our target audiences, including digital marketing, partnerships with academic institutions, and active participation in community and industry events.

- **Marketing Channels:** Digital platforms, academic partnerships, community events.
  - **Goals:** Increase awareness, engagement, and support for our mission.
  - **Tools:** Social media, website content, press releases, promotional events.
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## Risk Management:

We have identified key risks associated with our research and operational activities and have established protocols to effectively manage these risks. This includes maintaining research credibility, operational efficiency, and financial sustainability.

- **Key Risks:** Research integrity, operational efficiency, financial stability.
  - **Management Strategies:** Ethical guidelines, professional training, financial oversight.
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## Implementation Timeline:

The project will be rolled out in three phases over the next three years, starting with the construction of the facility and setting up the initial team, followed by launching our operations fully and expanding our outreach and research activities.

- **Year 1:** Setup phase – facility construction and team recruitment.
  - **Year 2:** Launch phase – initiate research projects and training programs.
  - **Year 3:** Expansion phase – broaden research activities and training reach.
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## Core Concept Initiatives:

- 1. Behavior Research Training Center:** 20,000 sq. ft. facility focused on studying and improving the interactions between humans and pets through scientific research and practical training.
- 2. Match Maker App:** A sophisticated platform that uses a behavioral analysis engine and detailed user and pet profiles to match pets with owners based on compatibility scores.
- 3. Healthy Pet Nutrition Initiative:** A comprehensive initiative dedicated to advancing understanding of pet nutrition through rigorous scientific research and strategic industry collaborations, empowering pet owners with actionable insights into optimal dietary practices.

### 1. Behavior Research Training Center

**Overview:** This 20,000 sq ft Pet Harmony Behavior Research Center forms the foundation of the Pet Harmony Project, focusing on pioneering research into human-pet interactions and developing training methodologies that enhance these relationships. Located in our state-of-the-art facility, the center is equipped with advanced technologies to facilitate comprehensive behavioral studies and training programs.

#### Key Features:

- **Advanced Research Studies:** Conduct cutting-edge research to understand the dynamics of human-animal interactions, utilizing technologies such as video recording and behavior analysis software.
- **Training Workshops and Seminars:** Develop and offer a range of workshops and seminars that translate research findings into practical techniques for pet owners and trainers.



- **Collaborative Research Opportunities:** Partner with universities and research institutions to foster a collaborative approach to behavioral studies, enhancing the scope and impact of our research.

### **Benefits:**

- **Enhanced Pet Welfare:** By understanding and improving interaction techniques, the welfare of pets is significantly enhanced.
- **Empowered Pet Owners and Trainers:** Participants gain insights and skills that lead to more effective communication and handling of pets.
- **Contribution to Scientific Community:** The center's research contributes valuable data and insights to the broader scientific community studying animal behavior.

### **Implementation Plan:**

- **Phase 1: Facility Setup and Equipment Installation** - Complete the construction of the research facility and install necessary technological equipment.
- **Phase 2: Research and Program Development** - Initiate research projects and develop educational programs based on early findings.
- **Phase 3: Expansion of Outreach** - Broaden the reach of training programs and engage a wider audience through partnerships and public seminars.

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## **2. Match Maker App**

**Overview:** The Match Maker App is a groundbreaking digital tool designed to improve the pet adoption process by matching pets with prospective owners based on behavioral compatibility. This cloud-based app integrates findings from our Behavior Research Training Center to ensure successful and sustainable pet-owner relationships.





### Key Features:

- **Behavioral Analysis Engine:** Utilizes a sophisticated algorithm to analyze detailed behavioral data from both pets and potential owners.
- **User and Pet Profiles:** Allows users and pet agencies to create in-depth profiles detailing behavioral traits, preferences, and lifestyle information.
- **Compatibility Scoring System:** Provides a scientifically-based compatibility score for each potential pet-owner match, highlighting suitability and potential relationship success.

### Benefits:

- **Higher Success Rates in Pet Adoption:** Reduces mismatched adoptions and returns by ensuring compatibility from the start.
- **Informed Decision Making:** Provides adopters with a deep understanding of their potential pet's behavior, leading to better preparedness and expectations.
- **Data-Driven Adoption Process:** Enhances the efficiency and effectiveness of the adoption process, supported by empirical data and research.

### Implementation Plan:

- **Development Phase:** Design and develop the app with input from behavioral scientists and IT specialists.
  - **Beta Testing and Refinement:** Conduct comprehensive testing with user feedback to refine functionalities.
  - **Official Launch and Promotion:** Launch the app across platforms and initiate a marketing campaign to promote widespread adoption and use.
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### 3. Healthy Pet Nutrition Initiative

**Overview:** The Healthy Pet Nutrition Initiative aims to revolutionize pet care by providing owners and professionals with scientifically-backed nutritional information and guidelines. This program involves rigorous research into pet dietary needs and the development of resources to support optimal pet health.

#### Key Features:

- **Nutritional Research Studies:** Conduct studies to explore the impact of various diets on pet health, identifying optimal nutrition for different breeds, ages, and health statuses.
- **Public Access Nutritional Database:** Develop a comprehensive database accessible to pet owners and veterinarians, offering up-to-date dietary guidelines and identifying toxic foods.
- **Educational Workshops and Seminars:** Offer educational sessions to disseminate nutritional knowledge and best practices.

#### Benefits:

- **Improved Pet Health Outcomes:** Pets enjoy better health and longevity through diet optimization based on the latest scientific findings.
- **Empowered Owners and Veterinarians:** Pet professionals and owners receive the knowledge needed to make informed dietary decisions.
- **Enhanced Public Awareness:** Raises public awareness about pet nutrition, promoting healthier lifestyles for pets.

#### Implementation Plan:

- **Research Phase:** Secure partnerships and funding for extensive dietary research.
- **Resource Development:** Create and launch the nutritional database and educational materials.



- **Outreach and Expansion:** Expand the initiative's reach through online platforms, workshops, and collaborations with veterinary practices.

Each of these initiatives is designed to build on the Pet Harmony Project's foundational goals of enhancing human-pet relationships, promoting pet well-being, and providing the community with valuable resources for pet care. These comprehensive programs not only support pet owners but also advance scientific understanding in their respective fields.

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## Like-Minded Research:

Here is a list of organizations actively involved in researching human-pet interactions:

### 1. Human Animal Bond Research Institute (HABRI)

- **Website:** [habri.org](http://habri.org)
- Focuses on advancing the growing body of evidence about the positive roles that companion animals play in human health and quality of life.

### 2. International Society for Anthrozoology (ISAZ)

- **Website:** [isaz.net](http://isaz.net)
- Supports the scientific and scholarly study of human-animal interactions, providing a nonpolitical, worldwide, multi-disciplinary professional platform.

### 3. Institute for Human-Animal Connection (IHAC) - University of Denver

- **Website:** [socialwork.du.edu/humananimalconnection](http://socialwork.du.edu/humananimalconnection)
- Engages in research that explores how relationships with animals influence human health and community wellbeing.



#### 4. College of Veterinary Medicine - Purdue University (Human-Animal Interaction)

- **Website:** [vet.purdue.edu](http://vet.purdue.edu)
- Conducts research on various aspects of human-animal interactions, including therapeutic and health effects of these interactions across different species.

These organizations represent leaders in the field of human-animal interaction research, each contributing significantly to our understanding of the complex dynamics between humans and pets.

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#### **Closing Thoughts:**

In conclusion, the Pet Harmony Project is more than just a non-profit organization; it is a beacon of hope and a testament to what can be achieved when compassion meets innovation. We are on the cusp of redefining pet care, making significant contributions to animal welfare, and improving the lives of pets and people worldwide. With solid plans, a clear vision, and a passionate team, we are ready to make a lasting impact, ensuring that our legacy of care and innovation continues to grow and flourish.



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