



### The first search engine for conscious adoption in Italy

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# Why Empethy?

Empethy was created with the aim of promoting a system of conscious adoptions offering support to those who are looking for a pet.

Each animal has its own history and needs, which can fit more or less with the lifestyle and needs of the future owner.

Empethy ads are built with the aim of highlighting these features in a clear and detailed manner, to accompany and support future adopters during all the choice process.

### One of the main challenges of the 21st Century



Below some worrying data that can no longer be underestimated:

- ~256 thousand dogs and cats kept in shelters / rescue and awaiting adoption;
- ~EUR 126 million spent per year on keeping dogs in kennels;
- ~500-700 thousand stray dogs;

Despite this, only ~22% of italians who currently own a pet, claims to have adopted it through animal shelters, rescue groups, etc..



## Focus on the problem

The current online channels used to find and adopt pets do not fully meet either the demand (pet adopters) and the supply (shelters, rescue, volunteers).



Pet adopters (the demand)



Shelters / Rescue (the supply)

You can't easily compare different pets in the absence of a single search engine

You can't easily connect with your audience in absence of an appropriate promotion tool

You can't easily find the pet that best suits your needs, in the absence of a personalised search

You can't easily choose the best application from those received in the absence of an automated screening

You can't easily control the status of your request in the absence of an appropriate monitoring tool You can't easily interact with different requests in the absence of an appropriate management system.



### Our solution

Empethy is a digital platform that connects people looking for a pet to adopt with animal shelters, rescue groups, volunteers taking care of abandoned animals.



#### **End-to-end process**

A unique platform that supports users throughout the entire adoption process (pet search, application form, interview scheduling, etc)



#### **User-friendly**

User-friendly digital platform entirely designed to make the adoption process much easier.

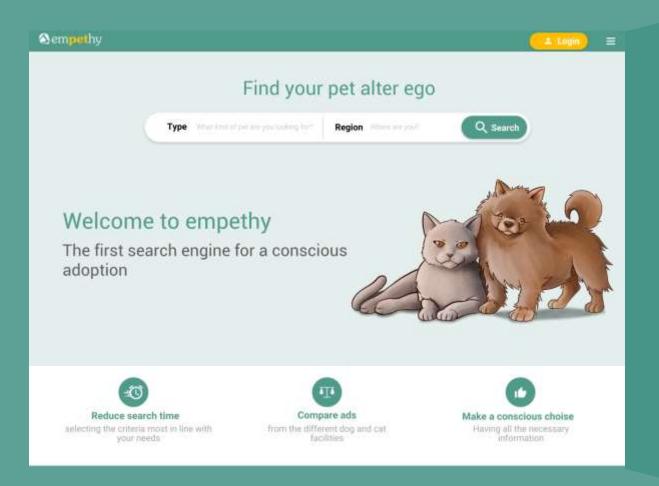


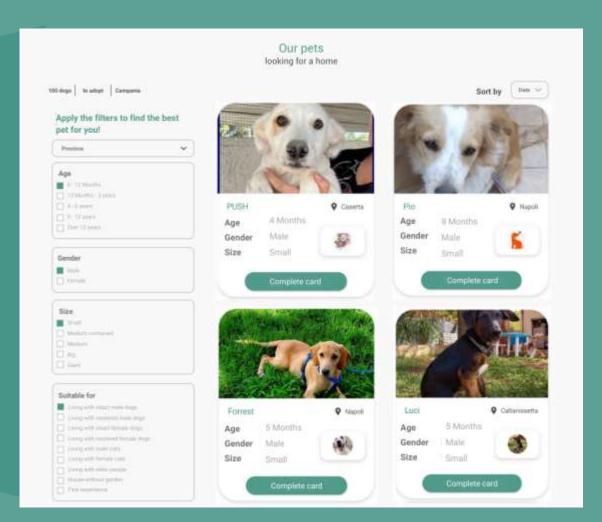
#### Transparency

An advanced feedback system to assess rescue groups / shelters and create a reliable online community.



# Home page





### How to promote a conscious choice?

The aim of empethy is to encourage the adoption of abandoned dogs and cats by promoting a responsible and conscious care

#### Get ready to welcome your pet!

Adopting is not only an extraordinary gesture of love, but also of responsibility

Start your consultation





Empethy offers a personalized online consultation service in order to provide an array of useful tips and advices aimed at "preparing" the future adopter for a conscious and responsible adoption of the future dog/cat

Do you have any idea the age of the dog you want to adopt?

- Yes, I'd like a puppy or a dog between 11 and 18 months
- Yes, I'd like an adult dog
- No, I have no age preferences

Think that puppies and, sometimes even young dogs, tend to bite everything and their liveliness can cause some damage. In the first months of life, the cubs will have to take a nap in the house, and most likely they will cry if left alone. Do you have the patience? Remember that there are educational courses dedicated to the proper education of puppies, with the aim of preventing the emergence of future behavioural problems that may be more difficult to solve









#### Pre-adoption consultation



If you decided to do this short consultation is because you are aware that adopting not only represents an extraordinary act of love, but also of responsibility. Finding your pet must be a conscious choice, and to do so you must have all the necessary information

Continue









#### **Pre-adoption consultation**

1. Which kind of pet are you looking for?









Close

#### Pre-adoption consultation



☐ No, none.

☐ Yes, I have a balcony, but not a garden.

Yes, I have a garden.

If you have a garden, make sure to secure it with a fence, because dogs can run away and remember to pay special attention to any risks such as the presence of parasites and ticks, and poisonous flowers/fruits that could be toxic to the dog if ingested. The garden should never be an alibi for not letting the dog out.

Dogs that live in an house with a garden shouldn't be prevented from going out on the street as they have the same needs to socialize as all other dogs

Continue









#### Pre-adoption consultation

2.1 Where will the dog sleep? Outside or inside?

☐ Inside

✓ Outside

Sleeping in the garden is not an optimal condition for a dog, even if it is used to live outside. Dogs should sleep at home because they suffer from cold, and even more they suffer from loneliness and may not feel safe. If this is not possible, you must ensure a warm, quiet and silent kennel and always take into account potential risks associated with living in an outdoor area such as the presence of parasites and ticks and poisonous flowers/fruits.













#### Pre-adoption consultation



1-3 hours

☐ 3-6 hours

✓ More than 6 hours

It's very important to teach your dog to tolerate loneliness. You should create a safe and quiet environment where you can leave your dog when it is left alone.

Some dogs could suffer loneliness more due to abandonment, personality or past experiences.

In these cases, it is advisable to contact professional figures such as veterinarians with experience in behavior, dog instructors, dog kindergartens, who can take care of your dog without increasing its suffering related to your absence.

Continue







#### Pre-adoption consultation

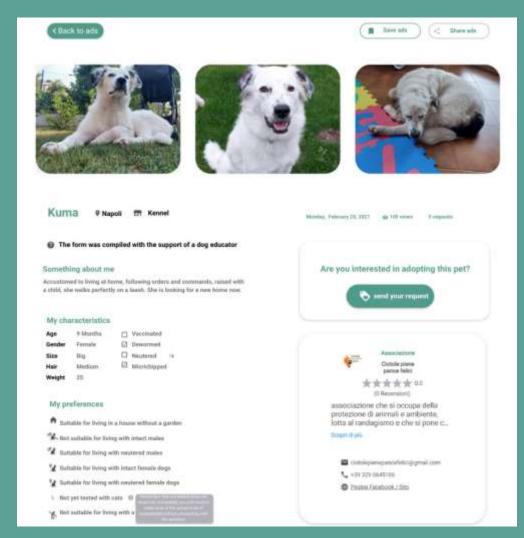


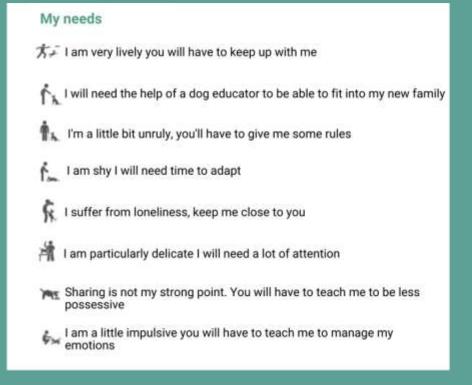
- Yes, I'd like a puppy
- Yes, I'd like a dog between 11 and 18 months
- ☐ Yes, I'd like an adult dog
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Think that puppies and, sometimes even young dogs, tend to bite everything and their liveliness can cause some damage. In the first months of life, puppies will have to take a nap in the house, and most likely they will cry if left alone. Do you have the patience? Remember that there are educational courses dedicated to the proper education of puppies, with the aim of preventing the emergence of future behavioural problems that may be more difficult to solve.



### Pet's details





Some needs to investigate in the dog before adoption

# How to make a right match?

#### Our experimental project

Several scientific articles are dedicated to the study of the level of satisfaction of the human-dog bond, based on evidence that not all relationships are functional.

Recent studies have shown how the match between the dog's personality traits with the owner's personality traits plays a role of fundamental importance.

In our vision, an accurate screening tool,- able to combine socio-demographic and behavioural characteristics of the human together with those of the dog-, may direct the future owner to a better conscious choice.

To build the "match" questionnaire we based on two main articles: The Relationship between Personality Match and Pet Satisfaction among Dog Owners (Curb et al., 2013) and Dog and owner demographic characteristics and dog personality trait associations (Kubinyi et al., 2009)

The first article attempts to reconstruct the dog's personality in 8 traits, defining the micro behaviors observable for each dimension.

The second article, instead, focuses more on the personality traits of the owner, having the BIG FIVE model as reference.



### Our first results (until August '21)





600

Dogs show on empethy



100

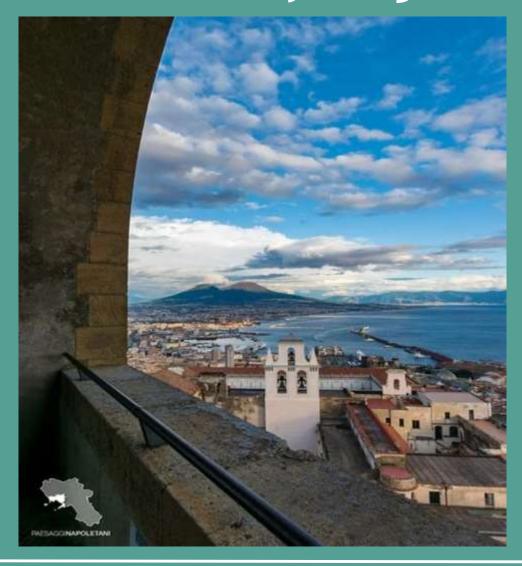
Cats show on empethy







# Thank you so much for your attention



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