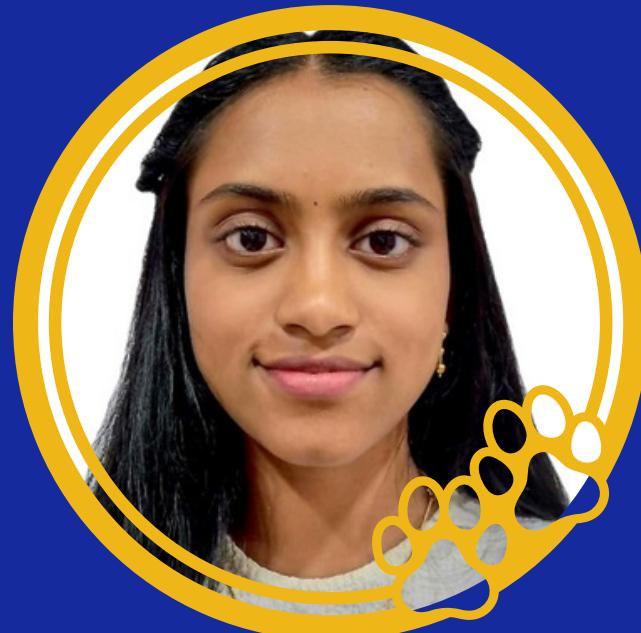




PAWS FOR JUSTICE

MAKING A PAWSITIVE CHANGE

ALL PAWS IN!



Sadhana
Team Lead

Analytics Intern
International Business,
DCU



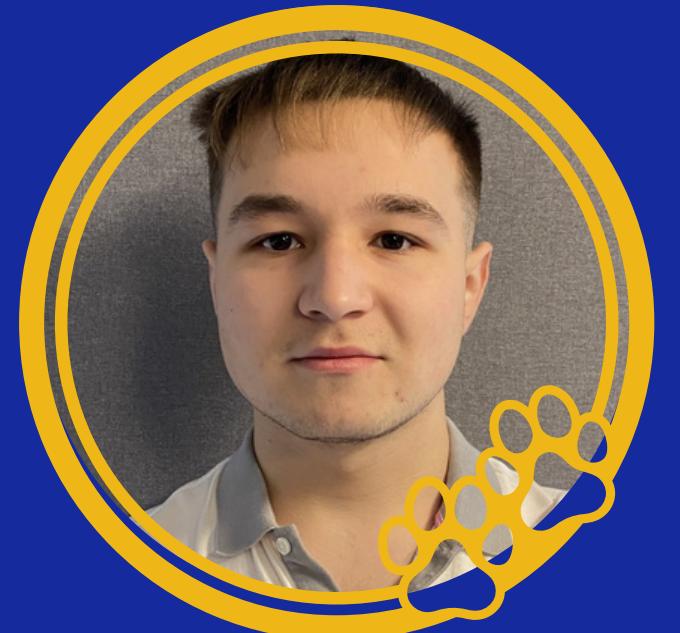
Hichem
Tech Lead

Engagement Intern
Business and Marketing
MTU



Anna
R&D/Marketing Lead

Consulting Intern
Sustainability Bus Econ
UCD



Andrei
Product Lead

PMO Intern
Computer Science
TUD





PAWS FOR JUSTICE

MAKING A PAWSITIVE CHANGE



New awareness campaign reminds dog owners of their responsibilities

The campaign entitled – 'It's not your dog's fault, it's yours' - is aimed at increasing awareness of the harm that out of control dogs can do...

22 Apr 2024

Animal cruelty and welfare concerns at 'unprecedented levels', charity warns

Animal cruelty and welfare concerns have reached "unprecedented levels", with a 75% increase in case files submitted for potential criminal...

4 Jan 2024

75% increase in cruelty cases for prosecution - ISPCA

The Irish Society for the Prevention of Cruelty to Animals has said it has seen a 75% increase in case files submitted for potential...

7 Jan 2024

Another concern Dogs Trust has is the 95% increase of stray dogs entering pounds, from 4,165 the previous year to 7,352 in 2022.

The reported reasons for the lack of veterinary professionals in rural and remote areas are diverse: unfavourable working conditions (e.g. travelling long distances, climate conditions, long shifts etc.), difficulties to achieve the desired work/life balance and weak demand as some farmers cannot afford veterinary ... 8 Jul 2020



"From January until the end of July 2023, we have dealt with 2,379 cases of people seeking to relinquish their dogs into our care. This is an average of more than 11 requests per day, and a 41% increase compared to the same period in 2022.

'Unprecedented number' of dogs being abandoned and taken into shelters

An "unprecedented number" of pets, particularly dogs, are being abandoned and taken into shelters, the country's leading animal protection...

4 Oct 2023

How having a pet can benefit children and teach skills for life

From companionship to an emotional life to empathy, having dogs and cats in the house has untold benefits for all the family.

4 Feb 2024

Dogs aren't children – and their owners need training in how to look after them

Dogs aren't children – and their owners need training in how to look after them ... Thank you for your article (Britain, a nation of dog lovers?)

3 Jan 2024

<https://www.irishexaminer.com/news/ispca-in-crisis-with-80-rise-in-pets-requiring-rescue-amid-7600-animals-237111.html> :

ISPCA in 'crisis' with 80% rise in pets requiring rescue amid ...

7 Jun 2023 — The Irish Society for Prevention of Cruelty to Animals has reported unprecedented levels of animal abuse cases resulting in **almost 700 animals** ...

Kennels at full capacity after dog abandonment spiked in 2023, says ISPCA

Dogs Trust records 34% rise in rescue requests and is 'extremely concerned' about 'unwanted dog crisis' ... The number of dogs rescued by the...

8 Jan 2024

Why We Need to Teach Kids Emotional Intelligence

It's the most important skill we can pass on.

Posted March 16, 2016 |     Reviewed by Abigail Fagan



Vet call-out fee of €500 is 'not sustainable'

Farmers in west Donegal are angry at the increase in call-out fees for out-of-hours veterinary attention from one practice. Gerald Roarty's practice in...

5 Dec 2023

For years, I've taught a weekly psychology class to students ranging from 7



PET THREATS

Lack of Rural Vets

Insufficient
Community
Engagement

Pet Abandonment

Animal Cruelty and
Neglect

Public Awareness
Deficit

Inadequate
Preventative Care

Limited Education

Come on! You
could do better
than that!



86% want to be better connected to their pets!

survey conducted with 43 of our peers, 2024



PAWS FOR JUSTICE
MAKING A PAWSITIVE CHANGE

OUR SOLUTION

Pawse Workshops in Schools

- 2nd-4th Class
- Education with a final Junior Pawse event



Smart Collar and Health Tracking App

- Monitoring health rates
- 24/7 online vet service
- Pet Network
- Online Courses
- Volunteering opportunities

Pawse Events

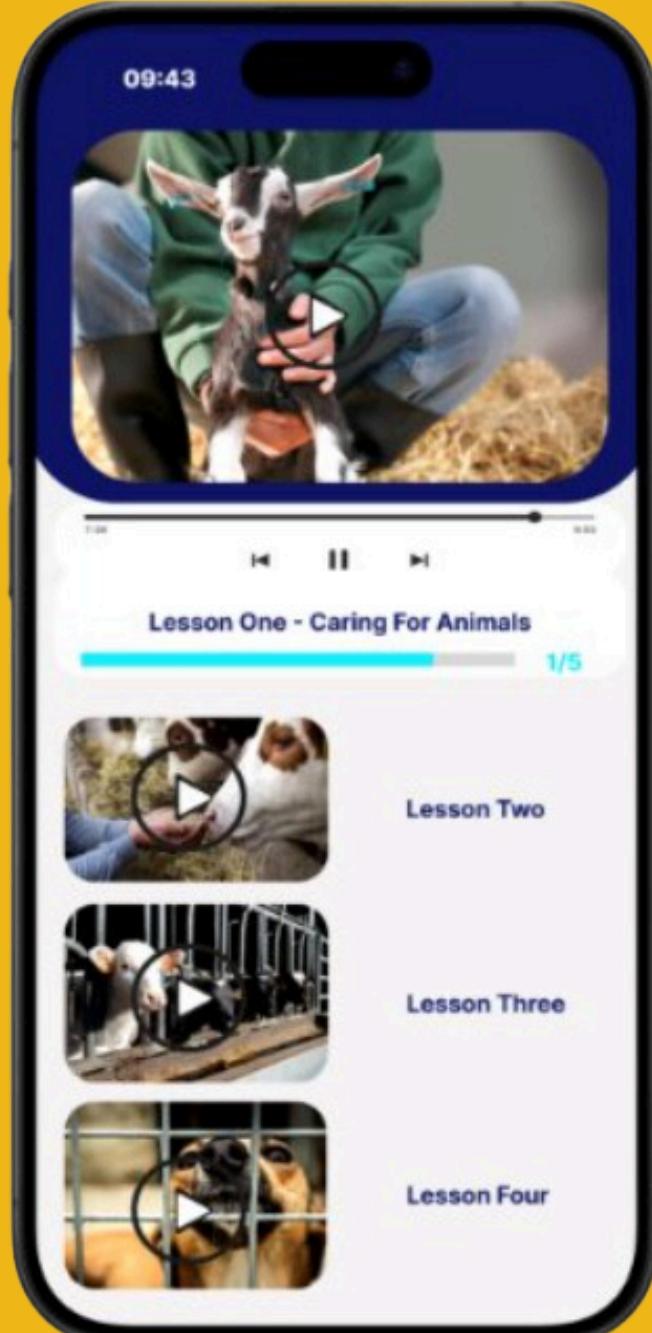
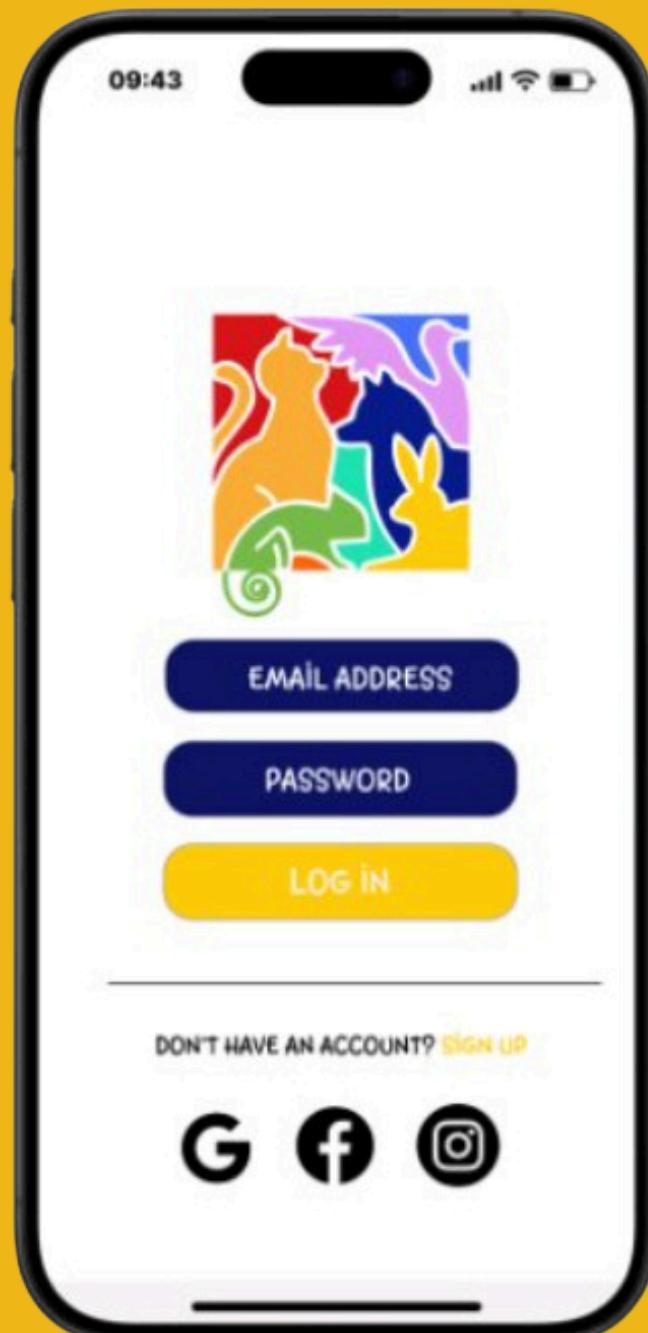
- Hands-on experience in universities and corporate settings
- Promoting animal welfare
- Accepting donations for partners

“Prevention is better than cure”

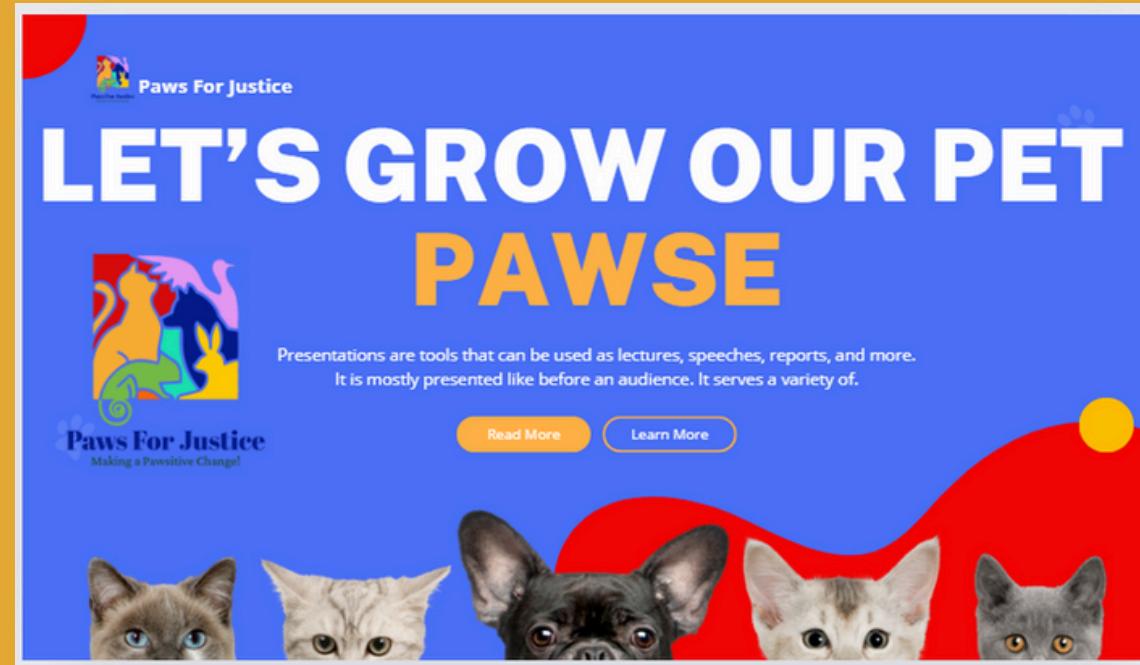
Desiderius Erasmus



APP & SMART COLLAR



PAWSE WORKSHOPS



- Learn lifeskills
- Knowledge in Animal Welfare
- Practise Respect and Empathy for all living beings



REVENUE PLAN

Pawse Workshops in Schools

- €350.00 per primary school (15% off for Deis Schools)
- Donation Days (towards Our Partners)
- Pawse Event inbuilt for schools, €200-€500 for corporate and universities

Smart Collar and Health Tracking App

- Free App
- €75.00 Collar (€20.00 to make, €55.00 profit)
- 10% service fee on 24/7 vet services
- 10% off annual pet insurance

50% of all profits go towards donations

Estimated Revenue:
€1.2 million



OUR FEATURES



Thank you!