# Business Model Canvas – National Equine Registry

## **Key Partners &** Motivations

#### **Horse Owners**

- Safety
- Proof of ownership
- Horse history
- Integrity in sales
- Flag missing or stolen

#### Government agencies

- Biosecurity
- Traceability
- Numbers data

#### Welfare agencies

- Horse welfare
- Numbers data
- Horse history

### Breed & sport ass., Peak Bodies

- Integrity in sales
- Horse history
- Horse welfare
- Numbers data

#### Service Providers

Horse health history

### **Key Activities**

**Database and Content management** 

**Customer Service** 

Community education

Marketing and social media

Compliance

**Biosecurity** 

**Industry liaison** 

### **Kev Resources**

### People

Technical equipment

Office Space

**Telecommunications** 

### Value Proposition

### National Equine Register

Centralised database of all horses, owners and service providers

Records centralised, improves biosecurity, welfare, traceability, creates a history for the horse

Easy to use, search and update Safety benefits for buyers

Welfare agencies able to share and co-ordinate in one place

Collects industry data

### Audience Relationships

Partner and Audience expectations:

Build and maintain an up to date database of all horses in Australia

**Distribution Channels** 

Partner information sessions

**Agency Information sessions** 

**Newspapers & Magazines** 

Field days, Horse shows)

Stands at trade events (Equine expos,

Ensure horse welfare

Enforce compliance

Partner websites

Agency websites

Google Adsense

Social media

### **Audience Segments**

#### **Horse Owners**

- **Breeders**
- Owners
- Sellers
- **Buyers**

### Government agencies

- Animal Health Aust.
- Dept. Agriculture
- Agrifutures

#### Welfare agencies

- Local council
- **RSPCA**
- Dept. Agriculture
- Police
- Welfare groups

### Breed, Sport & Peak Bodies

- Racing
- Equestrian
- Breeds and other sports

#### **Service Providers**

- Vets / EVA
- Farriers
- **Dentists**
- Other
- trainers

### Cost areas

- Database / web / app build
- Ongoing maintenance
- Compliance
- Customer service
- Marketing

### Revenue Stream

- Initial registration of all existing horses in Australia @\$20 each (800k to 2mil horses net approx. \$16-\$40 million over 5 years)
- Registration of all horses born each year @\$20 each (\$240,000 from racing; domestic contribution unknown.)
- Transfer of all horses sold/leased each year @\$10 each (numbers unknown)

Payment Methods: Credit card, Direct deposit, Paypal, Zip / Afterpay, Cheque