

National Equine Registry – Value Proposition Canvas



JOB TO BE DONE

- Identify all horses
- Identify all horse owners
- Create histories for horses
- Improve biosecurity
- Improve welfare
- Improve sales integrity
- Centralise records for agencies



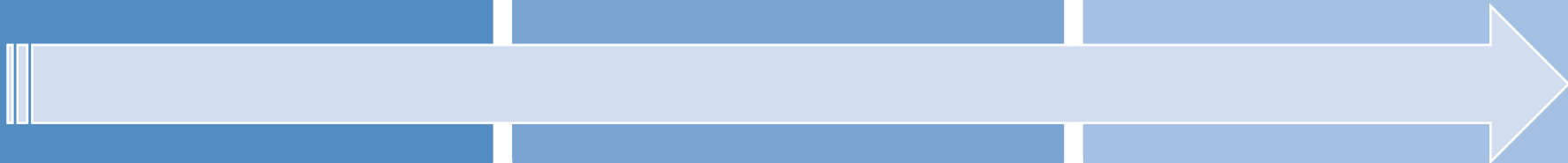
PAIN

- Hard to find history on horses
- Hard to see ownership
- No central records
- Difficult proving ownership
- Hard to contact all owners in an emergency
- Horses fall through welfare gaps
- Industry numbers not known



GAIN

- Horse numbers known
- Sales integrity
- History of horse
- Ownership proof
- Biosecurity increases
- Welfare improvements
- Breeding regulated





PRODUCTS & SERVICES

National Equine Register
Database of all horses
Database of all owners
Database of all service providers
Centralised information for agencies



PAIN RELIEVERS

Horse history available
Owners Identified
Records centralised
Proof of ownership
Contact all or segments of industry in an emergency
Able to better monitor welfare
Industry numbers available



GAIN CREATORS

Easy to use
Horse information all in one place
Easy to update
Can search
Welfare education available
Facilitates transfer of records between owners
Welfare agencies able to share and co-ordinate in one place

