

# 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



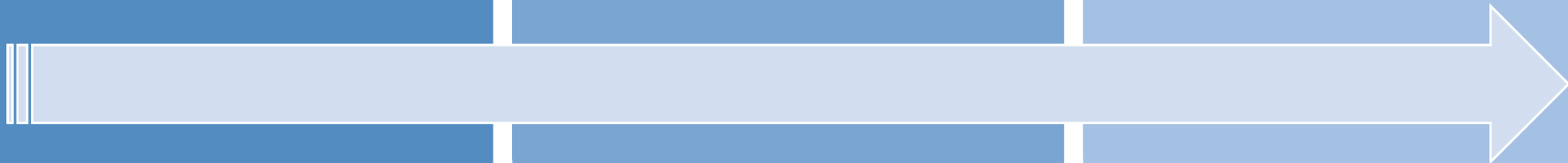
## PAIN

- 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

