



**animal welfare**

## Animal Welfare

<b>Project</b>	Animal Welfare
<b>Project leaders</b>	Marisa Heath, UK Parliamentary Group Secretariat and Advisor David Pearce, accomplished sportsman and entrepreneur
<b>Estimated Reach</b>	In excess of 2M users in the UK, and 10M in EU
<b>Status</b>	Heads of terms agreed and technical architecture being designed
<b>Of note</b>	Huge user base Experienced team with strong relationships in the space High visibility and PR
<b>Revenue streams</b>	Branded tokens, optionally including smart contracts Ingress/egress of fiat fees Smart contract development and usage Wallet downloads and usage will drive names 360A fees

An innovative project led by Marisa Heath and David Pearce. Marisa has worked in Parliament for a number of ministers and has been Secretariat of the APGAW for over 10 years. David, her long-term partner, is a successful property developer.

Their project is to create a platform which would allow charities, individuals and other stakeholders to:

- Track animals by population, location, health, medication, feeding, housing and so on, so that donors can track the impact of their contributions.
- Build a system so that animal welfare providers can upload key information on animals, fingerprinted and logged on the blockchain and accessible via an explorer.
- Providers would also be rated on their quality and feedback, to incent the right behaviours.
- Track user donations to specific animals via the blockchain, allowing users to see exactly where their funds went, mitigating their concerns of hidden overheads and misappropriation of funds. This has become a concern due to the recent negative stories about Oxfam and MSF.
- Provide data on animals which serve communities commercially so that their care and management can be further optimised.